

West End Neighborhood Historic Preservation Plan and Survey

*Plan for the historic preservation and survey
of the West End Neighborhood area of
Jonesboro, Arkansas.*

Report prepared for:



*The West End
Neighborhood Association*

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Table of Contents

Historic Context of the West End Neighborhood.....	4
Previous Investigations of the West End Neighborhood	4
The National Register of Historic Places	2
<i>The Bell House.....</i>	2
<i>The West Washington District.....</i>	2
<i>The Berger House</i>	2
<i>The Nash-Reid-Hill House</i>	2
<i>The Berger-Graham House</i>	2
<i>The Frierson House</i>	2
The Arkansas Register of Historic Places and Arkansas Historical Markers	2
Other Investigations	2
Federal, State, and Local Preservation Laws and Regulations	4
Federal Preservation Laws	2
<i>Antiquities Act of 1906</i>	4
<i>Historic American Buildings Survey of 1933</i>	4
<i>Historic Sites Act of 1935</i>	4
<i>National Historic Preservation Act of 1966</i>	4
<i>National Historic Landmark Program</i>	4
State Preservation Laws	2
<i>Arkansas Archeological Survey of 1967.....</i>	4
<i>Arkansas Historic Preservation Program of 1969</i>	4
<i>The Arkansas Register of Historic Places of 1993.....</i>	4
<i>Arkansas Historical Markers</i>	4
Local Preservation Laws	2
Threatened and Most Important Resources of the West End.....	4
Threatened Resources of the West End.....	2
<i>Temple Israel, 203 W. Oak Avenue</i>	4
<i>Industrial and Worker's Housing, Burke St.; Olive St.; and Oakhurst St.</i>	4
<i>City Water and Light Park, 1123 S. Culberhouse St.</i>	4
<i>Historic Houses in the West End.....</i>	4
<i>Small Community and Religious Institutions</i>	4
Most Important Resources of the West End Neighborhood.....	2

<i>Temple Israel, 203 W. Oak Avenue.</i>	<i>4</i>
<i>Madison Street Area.....</i>	<i>4</i>
<i>Previously Listed Resources on the National Register of Historic Places</i>	<i>4</i>
<i>Vernacular Architecture Forms</i>	<i>4</i>
<i>City Water and Light Park, 1123 S. Culberhouse St.</i>	<i>4</i>
West End Neighborhood Action Plan.....	2
Goals, Objectives, and Actions.....	2
<i>Goal 1: Increase General Understanding of Historic Preservation and the West End Neighborhood Area of Jonesboro, Arkansas.....</i>	<i>4</i>
Objective 1.1: Increase Education about Historic Preservation.....	4
Action 1.1.1	4
Action 1.1.2	4
Action 1.1.3	4
Action 1.1.4	4
Action 1.1.5	4
Action 1.1.6	4
Objective 1.2: Hold preservation days to highlight preservation work done in the area and encourage more work.....	4
Action 1.2.1	4
Action 1.2.2	4
Action 1.2.3	4
Objective 1.3: Encourage community members to do historic preservation work and research	4
Action 1.3.1	4
Action 1.3.2	4
<i>Goal 2: Increase the Visibility of All Community and Neighborhood Members.....</i>	<i>4</i>
Objective 2.1: Develop way to incorporate all members of the West End into a community/neighborhood-wide program	4
Action 2.1.1	4
Action 2.1.2	4
Action 2.1.3	4
Objective 2.2: Create a sense of social cohesion in the area between all the smaller regions in the West End.....	4
Action 2.2.1	4
Action 2.2.2	4

Objective 2.3: Re-brand the area and create a new slogan for the West End that highlights the historical importance of the area	4
Action 2.3.1	4
<i>Goal 3: Increase the Knowledge of the History of the West End Neighborhood</i>	<i>4</i>
Objective 3.1: Encourage community members to learn about Jonesboro and the area they live in.....	4
Action 3.1.1	4
Action 3.1.2	4
Action 3.1.3	4
Action 3.1.4	4
Objective 3.2: Promote deeper understandings of the context of their homes and why they live in a very important area of Jonesboro	4
Action 3.2.1	4
Action 3.2.2	4
Action 3.2.3	4
Action 3.2.5	4
Action 3.2.5	4
Objective 3.3: Establish a museum in the West End to showcase historical importance	4
Action 3.3.1	4
Action 3.3.2	4
Action 3.3.3	4
Objective 3.4: Conduct oral histories to collect stories of the history and the importance to community members	4
Action 3.4.1	4
<i>Goal 4: Increase Historic Preservation Efforts in the West End.....</i>	<i>4</i>
Objective 4.1: Invite state historic preservation officials to give talks and distribute information to residents	4
Action 4.1.1	4
Objective 4.2: Cooperate with Arkansas State University to develop historic preservation discussions and workshops.....	4
Action 4.2.1	4
Objective 4.3: Increase drive for historic preservation in the West End by creating annual awards for members of the community	4
Action 4.3.1	4
Action 4.3.2	4

<i>Goal 5: Develop and Overall Sense of Pride for the West End</i>	<i>4</i>
Objective 5.1: Promote the area as one of the most important in Jonesboro	4
Action 5.1.1	4
Action 5.1.2	4
Objective 5.2: Improve social media representations for the West End ...	4
Action 5.2.1	4
Action 5.2.2	4
Action 5.2.3	4
Objective 5.3: Create an online platform to educate online visitors an showcase historic preservation work for anyone to view	4
Action 5.3.1	4
Action 5.3.2	4
Objective 5.4: Create a model for other historic regions in Jonesboro and other cities around the nation	4
Action 5.4.1	4
Action 5.4.2	4
Action 5.4.3	4
Action 5.4.4	4
Prioritization Matrix for Projects in the West End	2
Tools and Resources	2

Historic Context of the West End Neighborhood

Known as “one of the oldest parts of Jonesboro,” the West End Neighborhood is bursting with historic properties and structures while being rich with stories and tales of days long past. The history of this area of Jonesboro is written on the sidewalk-lined streets populated with grand historic structures, quaint examples of unique architecture, and decoration reminiscent of a time long past. This region, the West End, stretches between Gee Street on its furthest western border to the busy Main Street on the east. The northern most border begins at Burke Avenue bordering the Riceland factory and extends south to West Nettleton Avenue. According to their Facebook page, the West End Neighborhood encompasses over 1700 households and businesses¹ and at least 41 streets, circles, alleys, and avenues. Due to the size of the area and its density of historically-significant spaces and places, the West End Neighborhood is a cornucopia of history and heritage waiting to be explored.

Like many areas around North America close to a fresh water source and home to substantial populations of wild game, the Jonesboro area was first inhabited by Native Americans. Due to the special geological formation that runs through Craighead County, Crowley’s Ridge, this area became an important place for groups to gather and settle. This ridge rises 250-500 feet above the alluvial plains of the great Mississippi River, making it a safe place to reside during the annual and sometimes larger periodic floods that rules the flat lands below. Native Americans lived in this area for thousands of years in impressive and well-organized societies. With the explorations and cultural diffusions of the Europeans, new technologies and ways of life were introduced along with disease. The populations suffered greatly during the early years of contact. Later, during the nineteenth century, the United States government forced Native Americans out of their traditional homelands and resettled them in the Indian Territory further west.^{2 3}

As Europeans filtered into Arkansas they began to create settlements and make a permanent mark on the land. Large swaths of land, such as the Louisiana Purchase, were acquired by the United States government and settlers began to trickle their way into Arkansas. This of course, was halted by the New Madrid Earthquake of 1811-1812. This rare geological and tectonic event destroyed

¹ West End Neighbors – 72401 Facebook page, https://www.facebook.com/West-End-Neighbors-72401-299090503619587/info/?tab=page_info, accessed 23 February 2016.

² George Sabo III, “Native Americans,” <http://www.encyclopediaofarkansas.net/encyclopedia/entry-detail.aspx?entryID=408>, accessed 20 February 2016.

³ Morris, Jodi. “On High Ground: A Natural History of Crowley’s Ridge.” *Craighead County Historical Quarterly* 44 (October 2006): 26–28.

houses, turned land into unrecognizable earth, was responsible for numerous deaths on land and water, and created new areas in Arkansas such as the Sunken Lands.^{4 5} Eventually, immigration into the area increased drastically and the rich potential of Arkansas was recognized.

Arkansas was originally divided into large counties; however, as the population of the new state began to grow, smaller and smaller regions were required to be carved out of larger counties in order for proper government and administration. Through much political debate and turmoil in the mid-1800s, the new county named Craighead was created on February 19, 1859. Later the next year, Jonesboro would be named the county seat of government for Craighead County.^{6 7}

The area first surveyed for the location of Jonesboro looked much different in the 1800s than it does today. Since the land was not cleared or inhabited by Europeans as densely as other areas to the east, most of where Jonesboro is not situated was dense forest and swamps. According to Charles Stuck, the area where McClure Street and Huntington Avenue meet was the start of a large patch of dense forest that was known as an idea spot for hunters looking for deer.⁸ Jonesboro began as a town square centered around the courthouse.

⁴ Nancy Hendricks, "New Madrid Earthquakes of 1811-1812," <http://www.encyclopediaofarkansas.net/encyclopedia/entry-detail.aspx?entryID=2218>, accessed on 19 January 2016.

⁵ Charles A. Stuck, "The Years the Earth Trembled," *The Story of Craighead County: A Narrative of People and Events in Northeast Arkansas*, Jonesboro, AR: 1960.

⁶ Charles A. Stuck, "A County Created; A Town Named!," *The Story of Craighead County: A Narrative of People and Events in Northeast Arkansas*, Jonesboro, AR: 1960.

⁷ Harry Lee Williams, "Craighead County Created," *History of Craighead County Arkansas*, Little Rock: Parke-Harper Co, 1930.

⁸ Charles A. Stuck, "The County Seat Town, 1859-1882," *The Story of Craighead County: A Narrative of People and Events in Northeast Arkansas*, Jonesboro, AR: 1960.

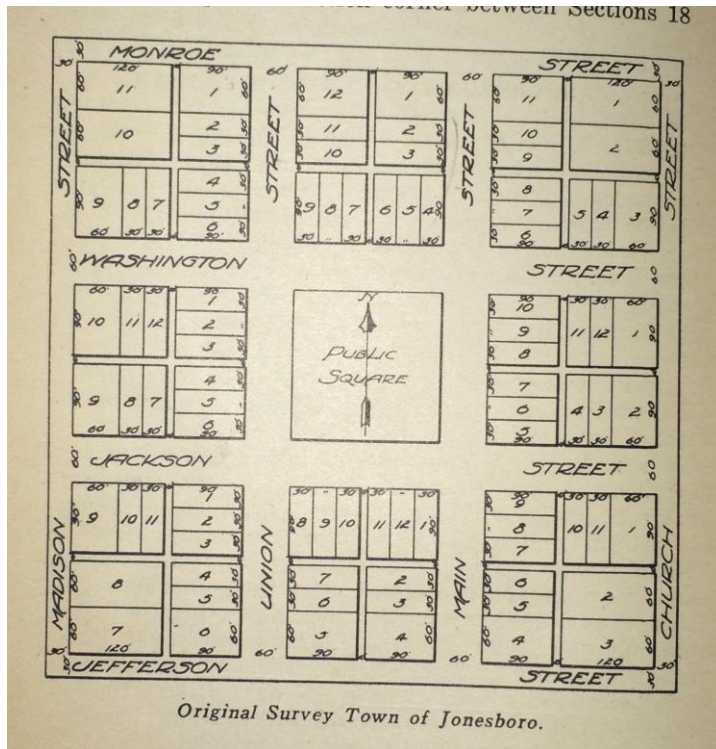


Image 1. The Original Survey Town of Jonesboro in Craighead County, Arkansas.⁹

The West End Neighborhood encompasses some of the original downtown Jonesboro in its far northeastern area. As shown in the image above, parts of Madison, Jefferson, Jackson, Washington and Union Streets were important areas of early downtown Jonesboro and stand today, as important parts of the historical aspect of The West End Neighborhood. The West End Neighborhood is also important in respects to early Jonesboro because this was the area, just outside of downtown in which influential and crucial figures and families built their homes and lived their lives, outside of the bustle of downtown. This becomes apparent when browsing the files at the Craighead Public Library, where one can find several records of well-known figures and families of Jonesboro and the files of historic houses and homes built by these figures in the West End. Also along with files of historic importance, this connection with key figures and families from its formative years plays out in the names of streets and avenues in the West End as well. While driving through the area, one can see names of important families and people such as Puryear, McClure, Strawn, Warner, Culberhouse, Nisbett, and Parr.

As the population began to boom with the increase use of the railroad system and spreading knowledge of the productivity of Arkansas, housing areas in the

⁹ Harry Lee Williams, "The County Seat," *History of Craighead County Arkansas*, Little Rock: Parke-Harper Co, 1930: 116.

town also grew. Alongside housing was the growth of the commercial downtown area. People began funneling into Jonesboro, bringing with them ideas for new shops and supply stores, factories, mills, as well as churches and schools. During this period, the residential neighborhood west of downtown and main street was becoming more and more populated with families and structures.

The end of the 1880s and on into the 1900s marks the time many historic structures and houses were built. While Jonesboro's first college, Woodland College, was being built, telephone service was being added to the city, and the first sewer lines were laid, historic homes such as the Bell House at 303 W. Cherry Street, the Maywood-Snyder House at 917 Madison Street, the Basil-Baker House at 530 W. Matthews Avenue, and the George Henry House at 1125 S. Culberhouse Street were either being built or were newly inhabited with families. The cultural inventions that helped create more livable conditions in Jonesboro also fueled a widespread population growth and housing boom. By this time, houses of substantial size were constructed of sawn lumber and brick, but driving through the West End it is possible to see some stone masonry houses. Historically, log house were also built in the area; however due to upkeep and condition they no longer exist.¹⁰

Using the Sanborn Fire Insurance maps, it is possible to track the development and growth of structures in Jonesboro over a period of years. The two earliest series of Sanborn maps available for Jonesboro dates to January 1890 and March 1894. It is known that several domestic residences were already built during this time; however, the two earliest series available do not encompass the western side of Jonesboro where the current day West End Neighborhood would be. The Sanborn maps beginning in March 1897 do begin to include parts of the West End Neighborhood. In these maps there are several lots platted out, most with houses or structures built. It is safe to say that during 1897, the area west of downtown main street was residential, as all structures shown on the Sanborn map are domestic.

As predicted, the Sanborn maps of June 1901 map the growth of the town and the expanded limits. Here, more structures are built and the residential zones increase into what is the current-day West Side Neighborhood. Although the additions do not stretch as far west as the current boundaries are, they do begin to move further south to Strawn Avenue which is very close to the current-day southernmost boundary. As far as visible in the Sanborn maps, structures in this region are still domestic. This general trend of growth only continues throughout the remainder of available Sanborn maps. The April 1908 map gives a definite southern boundary of Nettleton Avenue and a

¹⁰ However, it is entirely possible that log houses could serve as the bone structure for some modern houses and structures today. This is not knowable without detailed history of structures or stripping of outside weatherboard, siding, clapboard, etc.

furthering western border of Culberhouse Street. The February 1913 Sanborn map shows even further development of the town, giving an even further western border of the West End at Floyd and Chestnut Streets, one that is even closer to that of current day. By May 1930, one of the final Sanborn maps available, the full boundaries of the West End, from Main Street to Gee Street and Burke Avenue to Nettleton Avenue are given. The area, just as it was from its beginnings, still tended towards domestic and residential space.

Driving through the West End today, it is easy to read this area as a domestic and residential space. Most of the houses and structures appear to be well-rooted in their past. Some streets, such as Washington Avenue, Flint Street, and Madison Street have obviously been used as residential streets for years. They are lined with substantial and historic homes constructed of brick and wood that have stood for years. Other areas of the West End today, are home to “newer” constructions that are still historic since they are more than likely older than 50 years. The West End Neighborhood is also unique in that it encompasses several groups of houses and structures that appear to be similar in form, plan and style. It could be possible that groups of houses similar in plan, form and style were constructed for workers or families. Perhaps there is potential for more historic districts or nominations that depend on the conglomeration of structures rather than separate pieces.

Regardless, the West End Neighborhood is a matrix of structures that have existed for years and have been moved along family lines or shifted between owners. It is evident by simply looking at structures and their situation upon the land, that the West End is an old and important neighborhood of Jonesboro. More so, when examining important artifacts of the past, like the Sanborn maps, the function of structures as well as the numbers becomes clear. It is difficult to argue that the West End is not an important and crucial part of early and modern Jonesboro history.

Previous Investigations of the West End Neighborhood

While the West End Neighborhood can be considered one of the oldest areas of town, second to the downtown area, few investigations of this space or properties included have been conducted in the past. For many historically important areas of towns and cities, historic preservation along with previous investigations are important for maintaining a sense of civic pride and interest.

The inherent importance of historic resources for communities became apparent in the mid-1930s, with the development of the Historic American Buildings Survey in 1934. This survey creation placed an emphasis on preservation on public lands and set the bar for documenting buildings. In 1935, these ideas were improved upon with the Historic Sites Act, which created a policy to preserve for public use, historic sites, buildings, and objects of national significance. The growth of preservation continued into 1949, with the development of the National Trust for Historic Preservation. This national trust was created as a way for the national government to carry out the mandates set forth by the Historic Sites Act. It serves as a connection between the National Park Service and private preservation groups.

Once the National Trust was up and running, primary preservation efforts did not stop. In 1966, perhaps the most important preservation mandate, the National Historic Preservation Act, was established. This act had multiple parts, including creating the Section 106 process for federally funded or federal land-based projects, providing grants to match state historic preservation grants, expanding the national register of landmarks, and creating the National Register of Historic Places. To this day, the National Register of Historic Places stands as one the most highly respected and vital registers for historic properties and sites in the United States. Currently, more than 80,000 properties, representing 1.4 million individual resources (buildings, sites, districts, structures, and objects) are listed on the National Register.¹¹ Because of its success, many states have begun to model their own state-based registers of historic places. States like Arkansas, Massachusetts, Connecticut, and Colorado are examples where both the nationally-based and state-based registers for historic places exist.

¹¹ "National Register of Historic Places Program: About Us", accessed on 1 March 2016, <http://www.nps.gov/nr/about.htm>

I. The National Register of Historic Places: West End Neighborhood District

Preservation is vital for Jonesboro, Arkansas, especially in fundamentally historic sections of town such as The West End Neighborhood. Although previous investigations are few, several properties on the National Register of Historic Places (NRHP) listed in Jonesboro are located in the West End Neighborhood District. Of the 13 properties listed in Jonesboro, six are in the West End District¹²; five of the six are houses and one is a district comprised of 14 structures and houses.

The current NRHP listings include:

- **The Bell House:** an 1895 Victorian House at 303 West Cherry Street known for its Victorian character.¹³



Photo 1. The Bell House (Google Maps and Google Earth)

¹² Arkansas Historic Preservation Program, “National Register Listing Search Results” accessed on 1 March 2016,

<http://www.arkansaspreservation.com/Default.aspx?CCID=27663&FID=418875&ExcludeBool=False=True&ID=/Historic-Properties/National-Register/national-register-listings-search-results>

¹³ National Register of Historic Places Nomination Form, “Bell House,”

<http://www.arkansaspreservation.com/National-Register-Listings/PDF/CG0029.nr.pdf>

- **The West Washington District:** a district of 14 structures dating from 1890 to 1930 that includes American Foursquare, Queen Anne Classical Revival, Tudor Revival, and Spanish Revival styles. This district is special because it is Jonesboro's only remaining cohesive group of traditional houses reflecting the period between 1880 and 1930 and is part of the first planned addition to the town of Jonesboro, Flint's Addition, 1880.¹⁴ This district is located at 500-626 West Washington Avenue.



Photos 2 and 3. The West Washington District (street view, select properties) (Google Maps and Google Earth)

¹⁴ National Register of Historic Places Nomination Form, "West Washington Avenue Historic District," <http://www.arkansaspreservation.com/National-Register-Listings/PDF/CG0021.nr.pdf>

- **The Berger House:** an 1896 Queen Anne-style house associated with a prominent early Jewish businessman in Jonesboro located at 1120 South Main Street.¹⁵



Photo 4. The Berger House (Google Maps and Google Earth)

¹⁵ National Register of Historic Places Nomination Form, “Berger House,”
<http://www.arkansaspreservation.com/National-Register-Listings/PDF/CG0069.nr.pdf>

- **The Nash-Reid-Hill House:** a ca. 1898-1902 ornate Queen Anne and French Renaissance/Eclectic-styles house associated with the Nash family who played an important role in the field of medicine in pre-World War II Jonesboro.¹⁶ This property is located at 418 West Matthews Avenue.



Photo 5. The Nash-Reid-Hill House (Google Maps and Google Earth)

¹⁶ National Register of Historic Places Nomination Form, "Nash-Reid-Hill House," <http://www.arkansaspreservation.com/National-Register-Listings/PDF/CG0017.nr.pdf>

- **The Berger-Graham House:** a 1904 house recognized for joining Classical Revival and Richardsonian Romanesque styles as well as having an interesting roof configuration located at 1327 South Main Street.¹⁷



Photo 6. The Berger-Graham House (Google Maps and Google Earth)

¹⁷ National Register of Historic Places Nomination Form, "Berger-Graham House," <http://www.arkansaspreservation.com/National-Register-Listings/PDF/CG0013.nr.pdf>

- **The Frierson House:** a ca. 1885 house recognized for its link to Francis Cherry's successful run for Arkansas governor and its architecture which is an example of "town houses" built in the Post-Civil War Period in growing commercial cities.¹⁸ This property is located at 1112 South Main Street.



Photo 7. The Frierson House (Google Maps and Google Earth)

¹⁸ National Register of Historic Places Nomination Form "Frierson House,"
<http://www.arkansaspreservation.com/National-Register-Listings/PDF/CG0010.nr.pdf>

II. **The Arkansas Register of Historic Places and Arkansas Historical Markers: West End Neighborhood District**

While the West End Neighborhood District/area is rich with properties listed on the National Register of Historic Places, the area lacks listing on other recognized listings. Currently, the West End Neighborhood District as no properties represented on the Arkansas Register of Historic Places and no Arkansas Historical Markers associated.

III. Other Investigations of the West End Neighborhood District

Although not in the form of register listings and historic property designations, other forms of work and previous investigations have taken place in the West End Neighborhood District.

The first instance of previous work in the area is at the Huntington Methodist Church. This structure is assumed historic. Although little detailed information is known, Stuck Associates Architectural Firm has conducted work on this site in the past. This property is located on Vine Street.¹⁹



Photo 8. The Current Huntington Methodist Church/Huntington Mission Building (Google Maps and Google Earth)

The second example of previous work done on properties in the West End Neighborhood District is a recently completed Habitat for Humanity project on a West End house that was known as an eyesore in the community. In this case, Habitat for Humanity was given the option of tearing down the structure and rebuilding or rehabilitate the original. They chose to rehabilitate the house and change its interior plan in order to better accommodate a family. This property is located on West Monroe Avenue.²⁰

¹⁹ Stuck Associates, "Other Relevant Project Experience," <http://www.stuckarch.com/#!public/cvy3>

²⁰Habitat for Humanity, "Old West End House," <http://www.jonesborohabitat.com/portfolio/old-west-end-project>



Photo 9. The West Monroe “eyesore” before (Habitat for Humanity)



Photo 10. The West Monroe “eyesore” after (Habitat for Humanity)

Although little in the form of other investigations around the West End Neighborhood has currently been conducted, the city of Jonesboro continually views the area as a space for redevelopment and increased residential plots. According to the information available on the Jonesboro city website, changes to the West End have been contemplated for years. These changes come mainly in the form of increased housing and projects to build single and multi-family homes in areas of the West End where no house or usable structures currently stand.^{21 22 23}

²¹ J-Quad Planning Group, *City of Jonesboro, Arkansas: Comprehensive Housing and Neighborhood Plan*, 2012, <http://www.jonesboro.org/DocumentCenter/View/741>

²² *Land Use Plan, Jonesboro Arkansas*,
<http://www.jonesboro.org/DocumentCenter/View/1073>

²³ City of Jonesboro Planning Team, *City of Jonesboro Development Plan*,
<http://www.jonesboro.org/DocumentCenter/View/2104>

Federal, State, and Local Preservation Laws and Regulations

No historic resource is without sets of laws and regulations regarding their identification, assessment, and preservation. These laws and acts are created as ways to ensure the protection as well as preservation of vital features to landscapes and “culturescapes.” Without such laws, historic resources are apt to be changed, amended, or destroyed by time and natural processes. Creating laws and regulations creates a standard to which historic resources are expected to be held to and a standard for care and maintenance. Several laws and regulations exist at both the federal and state levels; some local governments, cities, and towns have their own sets of laws and regulations as well.

Federal Preservation Laws

Antiquities Act of 1906

Early in the 20th century, the importance of natural and cultural resources became apparent. As people began to move and expand around the nation, the desire for protection of sites of historic and prehistoric significance bloomed. The Antiquities Act of 1906 is one of the earliest examples of laws put into motion for the protection of cultural or natural resources. This act could be considered the grandfather of federal preservation laws and regulations as it provided the platform for later historic preservation laws. In summary, the Antiquities Act of 1906 created National Monuments (protected landmarks, structures, and objects owned or controlled by the government that were of historic or prehistoric importance) and created a system that mandated the survey and study of significant historic and prehistoric resources only by permitted institutions with the express objective of benefiting the public and that any artifacts collected by maintained and displayed for the public in public institutions.²⁴

²⁴ National Park Service, “Archeology Program: Antiquities Act of 1906,” <http://www.nps.gov/archeology/tools/laws/antact.htm>

Historic American Buildings Survey of 1933

Federal recommendations for historic resources have existed since at least the 1930s in the United States. During this period, the nation was working to build up infrastructure. In turn, it became apparent that historic resources were prominent on the land and needed to have some sort of system in place for documentation and preservation since they were rapidly disappearing without documentation of their historical importance. In 1933, the Historic American Buildings Survey was created. This survey was the first federal preservation program and placed an emphasis on preservation and public lands and set the bar for documenting buildings.²⁵

Historic Sites Act of 1935

Two years later, the Historic Sites Act of 1935 was created which sought to improve on the ideas of the Historic American Buildings Survey of 1933. During the 1930s, the idea of what was considered crucial to preserve expanded. Not only were architectural forms the most important for preservation, but also sites and objects. This act created a policy to preserve for public use, historic sites, buildings, and objects of national significance for the American people.²⁶

National Historic Preservation Act of 1966

After the 1930s burst of federal preservation laws and regulations, the primary effort for documentation and protection did not end. In 1966, the National Historic Preservation Act (NHPA) was signed into law. This act is perhaps the most well-known and well-cited and has given the people several vital programs and regulations regarding historic (and prehistoric) survey and preservation.

In this act, congress declared that historic heritage is a crucial element for a nation to have and so, this act demanded the documentation and preservation of that heritage so that they are available to living communities now and in the future. The NHPA noted that historic resources were being lost or altered frequently and that administration of historic and prehistoric resources was required as a way to improve planning of federal and federally assisted projects and to ensure that significant resources remain.

To carry out these goals, the National Historic Preservation Act provided grants to match state historic preservation grants, created income tax credits for costs of rehabilitation work (that must meet a standard set by the Secretary of

²⁵ National Park Service, "Historic American Buildings Survey of 1933," <http://www.nps.gov/hdp/habs/>

²⁶ National Park Service, "Historic Sites Act of 1935," http://www.nps.gov/history/local-law/fhpl_histsites.pdf

Interior), created the Section 106 process for federally-funded or federal lands based projects, and gave birth to the National Register of Historic Places, National Historic Landmarks lists, and State Historic Preservation Offices. Each of the factions serve as important locations of historic resources today.

The National Register of Historic Places is perhaps one of the most well-known listings of historic resources in the United States. It serves as the government's official listing/database of buildings, structures, sites, objects, and districts that have been considered crucial for preserving. Resources listed require an intense nomination form and must fall into at least 1 of the 4 criteria created. A resource must A) be connected to an important event in American history; B) be associated with an important person from American history; C) be indicative of a specific architecture and/or construction type or be the work of a master; or D) must have yielded important information for prehistory or history.²⁷

A property can be listed on the National Register as either an individual or as part of a group or district. In both cases, a clear connection with at least one criteria must be established in the nomination. Under the National Register, some properties cannot be listed as individuals. This includes cemeteries, birthplaces, reconstructed historic buildings, and properties owned by or used for religious purposes. However, if listed as part of a district, they can be designated on the register.

Often, the National Register of Historic Places is overlooked or avoided because of specific ideas about its nomination process and the loss of power and ownership of the property owner. It is a common belief that once listed on the register, the property owner loses control over the property and is subject to government rule and direction. Along with this, another common misunderstanding is the level of protection offered after listing a property on the register. In many instances it is common belief that listing a property, of any type, on the register provides absolute protection by the government. However, both of these myths are incorrect. The government does not have control of the property, nor does it provide absolute protection. The correct version is that the property owner has the right to do whatever they wish with their property. Being listed on the National Register is simply a way to inventory the nation for this most significant resources and have them listed and register in one place.²⁸

Second the National Register of Historic Places, the Section 106 process is perhaps the second most well-known creations of the NHPA. The Section 106 process provided protection of historic and prehistoric resources that were

²⁷ National Park Service, "National Register Bulletin: How to Apply the National Register Criteria for Evaluation," http://www.nps.gov/nr/publications/bulletins/nrb15/nrb15_2.htm

²⁸ National Park Service, "National Register of Historic Places," <http://www.nps.gov/nr/about.htm>

being compromised or lost due to expanding federal and federally-funded projects.²⁹ During this process, before actual construction on the land or alteration can occur, surveys for historic and prehistoric resources and the impact of changes on those resources, including anything listed on the National Register. Commonly, the Section 106 process includes survey by archaeological field technicians for potential historic and prehistoric sites and resources. After a survey is completed, archaeologist write a report of findings and it is then submitted to the State Historic Preservation Office (or Tribal Historic Preservation Office which was created in 1992 with an amendment of the National Historic Preservation Act)³⁰. An area must be cleared for resources or a proper plan for mitigation if a resource is found within the project area, must be completed before a project can be resumed.

State Historic Preservation Officers and Tribal Historic Preservation Officers, along with being responsible for Section 106 review consultation with federal agencies for their appointed state, are also responsible for reviewing the National Register of Historic Places nominations for their state or tribe, maintaining data on those properties not yet listed but identified, and administering the national historic preservation program for their appointed state.³¹

Currently, the West End Neighborhood has 6 resources listed on the National Register of Historic Places; 5 of the 6 are historic houses, the last is a district comprised of 14 structures and historic houses.

National Historic Landmark Program

After the 1960s, the importance of national landmarks became more apparent with its expansion in the National Historic Preservation Act of 1966. Similar to the National Register of Historic Places, the National Historic Landmark Program (NHLP) elects properties as historic landmarks under at least one of 6 criteria: 1) sites where events of national historic significance took place; 2) places where important people worked or lived; 3) icons that shaped the ideals of the nation; 4) exemplifying examples of architectural design or construction; 5) places or landscapes that characterize specific ways of life in the United States; and 6) archaeological sites that are able to yield important information about the history of the nation. A listing on the National Register of Historic Places and the National Historic Landmark Program Register are similar; however, a

²⁹ Advisory Council on Historic Preservation, “36 CFR Part 800 – Protection of Historic Properties,” <http://www.achp.gov/regs-rev04.pdf>

³⁰ Advisory Council on Historic Preservation, “Tribal Historic Preservation Officers,” <http://www.achp.gov/thpo.html>

³¹ National Park Service, “National Historic Preservation Act 1966,” <http://www.nps.gov/history/local-law/nhpa1966.htm>

listing on the landmark register required a more in-depth nomination form and must be exceptionally significant to be listed at the national level.³²

Currently, the state of Arkansas has 25 National Historic Landmarks listed. None of these are in Jonesboro or the West End Neighborhood.

³² National Park Service, “National Historic Landmarks Program,” <http://www.nps.gov/nhl/>

State Preservation Laws

Arkansas Archeological Survey of 1967

The Arkansas Archeological Survey, created in 1967 by the Arkansas legislature, was the first statewide archeological research organization with the idea of public service in the country. The mission is to study and protect archaeological resources and to communicate the importance of heritage and history to the Arkansas people.³³ The Arkansas Archeology Survey established state-wide research stations. The closest station to the West End is established at Arkansas State University in Jonesboro.³⁴

Arkansas Historic Preservation Program of 1969

The major department of historic preservation for Arkansas is the Arkansas Historic Preservation Program (AHPP). This program was created in 1969 by the Arkansas General Assembly. AHPP's task is to carry out the objectives of the National Historic Preservation Act and to serve as the connection between the state of Arkansas and federal government by providing financial assistance, education, and general guidance in preservation efforts in Arkansas. Although the Arkansas Historic Preservation Program was established in 1969, efforts for historic preservation were apparent since the early 1900s with the proposal to sale the Old State House and many groups' efforts to thwart its sale due to the historic importance of the structure.³⁵

The Arkansas Register of Historic Places of 1993

Alongside the National Register of Historic Places, Arkansas decided in 1993, to create its own register of historically significance places called the Arkansas Register of Historic Places (ARHP). The ARHP's goal is to create a list of properties that are crucial for Arkansas history but are ineligible for listing on the National Register. The ARHP is modeled after the National Register in that a property must fit within at least one criteria defined as A) association with events of local or state history that are important; B) association with the lives of important or significant people of or to the state of Arkansas; C) exemplifying a type, style, or period of architecture; or D) an important association with the history or prehistory of Arkansas. The State Historic Preservation Officer, along with reviewing nominations for the National Register, is also responsible

³³ Hester A. Davis, "Arkansas Archeology Survey," accessed March 1, 2016, <http://www.encyclopediaofarkansas.net/encyclopedia/entry-detail.aspx?entryID=2574>

³⁴ Arkansas Archeology Survey, <http://archeology.uark.edu/who-we-are/research-stations/>

³⁵ Arkansas Historic Preservation Program, "About Us", <http://www.arkansaspreservation.com/About-Us/about>

for reviewing nominations for the Arkansas Register. Also, all properties listed on the National Register are also listed on the Arkansas Register.³⁶

Due to this last mandate, the West End Neighborhood has 6 resources listed on the Register of Historic Places; 5 of the 6 are historic houses, the last is a district comprised of 14 structures and historic houses. All of these properties are originally listed on the National Register of Historic Places.

Arkansas Historical Markers

Although the state of Arkansas does not have an official program or listing of the metal historical markers placed around the state, these forms of denoting important sites and locations around the state are central. The Arkansas Historic Preservation Program has created a database of markers found around the state.³⁷ Currently, Jonesboro has 4 metal historical markers placed around the city. None of these are located in the West End Neighborhood.³⁸

³⁶ Arkansas Historic Preservation Program, "Arkansas Register of Historic Places," <http://www.arkansaspreservation.com/Historic-Properties/arkansas-register-of-historic-places>

³⁷ Arkansas Historic Preservation Program, "Historical Markers in Arkansas," <http://www.arkansaspreservation.com/historical-markers-in-arkansas>

³⁸ Arkansas Historic Preservation Program, "Historical Markers Search," <http://www.arkansaspreservation.com/Default.aspx?CCID=28369&FID=436363&ExcludeBool=False&ID=/historical-markers-search-results>

Local Preservation Laws

Currently, the city of Jonesboro, Arkansas has no local historic preservation laws or regulations. Until recently, the city had no general property maintenance code. As of December 2015, Jonesboro adopted its own property maintenance code with the purpose of eliminating blight and building safety hazards as well as promoting civic beauty and pride. This somewhat controversial code serves as the basis upon which, hopefully in the future, a historic preservation regulation or law will be formed in order to maintain and preserve the historic resources in Jonesboro and Craighead County.

Threatened and Most Important Resources of the West End

As one of the oldest and most developed areas of Jonesboro, Arkansas, the West End Neighborhood district is home to some of the oldest and most distinct forms of architecture in the city. Because the area encompasses such a large portion of the town itself, there are many different types of structures within the West End. Due to this, the list of the most threatened and most important could easily surpass those listed here.

Because the history of this portion of the city of Jonesboro is spotty, there are many resources in the area that do not have proper historical backgrounds. This list can serve as an inventory of properties and structures that deserve a more in depth historical background and research. Future researchers and advocates could use this document as a starting source when attempting to define this region of Jonesboro and its historical and cultural significance to the city on a larger scale, using architecture and structures found within it. Although the West End does include some properties in the Downtown area, this list will not include those resources. These two lists, while created separately, may have some resources that overlap. Numeric listing used here does not reflect relative importance.

Threatened Resources of the West End Neighborhood District

1. Temple Israel, 203 W Oak Ave, Jonesboro, AR 72401.
The Jewish community played a very important role in the development and industrialization of Jonesboro in its earliest years. One of the first retail stores opened in Jonesboro, in 1883 by Marcus Berger, a Jewish figure in the community.³⁹ This structure marks an important community of Jonesboro, as well as key figures who helped make the construction of this temple possible.



Photo 11. Temple Israel, Jonesboro, Arkansas.



Photos 12 and 13. Plaque on Exterior of Temple Israel and Star of David Window, Temple Israel

³⁹ Encyclopedia of Southern Jewish Communities – Jonesboro, Arkansas, 2016, <http://www.isjl.org/arkansas-jonesboro-encyclopedia.html>

2. “Industrial” and Railroad Housing, Burke St.; Olive St.; Oakhurst St.
Because Jonesboro was based around the railroad and its ability to bring people, well, and culture in and out of the area, communities and living spaces also began to spring up around the railroads in Jonesboro. The entire northern border of the West End area is lined by the railroads and the current-day Riceland Plant. Here is where small pockets of structures identical in form and plan line the narrow streets. These pockets reminisce to historic structures and livelihoods based around industrial areas of Jonesboro.



Photo 14. Burke Street “Industrial” structures.



Photo 15. “Industrial” Structures on Olive Street in Jonesboro.



Photo 16. “Industrial” Structures on Oakhurst Street in Jonesboro.

3. City Water and Light Park, 1123 South Culberhouse St.
This small park, located in the heart of the West End Neighborhood comes alive on certain days of the year. Having a green space in an area for cultural events, celebrations, and recreation is an important aspect to a community. The City Water and Light Park is the oldest park in Jonesboro and was a common recreation spot for community members to play baseball after World War II. While no structures exist at this location, it is still a crucial area for the West End. Interest is continuing to grow in the space as the West End Neighborhood Association is beginning to seek funds for its growth and improvement.



Photo 17. The City Water and Light Park in the West End Neighborhood.



Photo 18. Playground Area at the City Water and Light Park in the West End Neighborhood.

4. Historic Houses around the West End Neighborhood.

According to Mary Ellen Warner, President of the West End Neighborhood, there are currently several historic houses in the West End that are high threatened. These structures were homes and structures that were crucial in the early development of Jonesboro and were home to several of the founding fathers of the city. Today, these houses are either vacant or have been stripped down to their bare architectural skeletons. The association is seeking ways to help this structures and not lose important pieces of the history of Jonesboro.

5. Small community and religious institutions: All is Well Freedom International Ministries, 1440 W Huntington Avenue; Huntington Church, 901 W. Huntington Avenue; Hispanic Community Services, 311 W Huntington Ave (not pictured).

These small community and religious institutions usually are housed in historic structures and represent the diversity of Jonesboro. At least three such locations call the West End home, not including the Jewish Temple and other small churches around the area. These small places are endangered because they always run the risk of not being able to upkeep the properties they are housed in. Losing these assets would be akin to losing small pieces of the vibrancy of Jonesboro.



Photo 19. The All is Well Freedom International Ministries.



Photo 20. Huntington Church in Jonesboro, Arkansas.

Top 10 Most Important Resources of the West End Neighborhood District

1. Temple Israel, 203 W Oak Ave, Jonesboro, AR 72401

Just as discussed in the threatened resources section, The Temple Israel is a very important structure of the West End Neighborhood. Sadly, this space has been researched very little and is currently home to about 20 Jewish household of Jonesboro and/or surrounding counties. This structure serves as a marker of a crucial group of entrepreneurs who moved into Jonesboro in its earliest years and helped the city grow.

2. Madison Street Area

This area is not listed on the National Register of Historic Places; however, it still possesses certain aspects of a historic neighborhood that would be worth documenting and preserving. The West End Neighborhood is well known for small pockets of historic neighborhoods, such as the Washington Avenue Historic District, which is listed on the National Register. Many of the houses and structures on Madison Street, especially those furthest south, possesses historic qualities that would warrant further investigation. With that being said, this area is an important section of the West End Neighborhood.







Photos 21-25. Possibly Important and Historically-Significant Structures and Architecture on Madison Street, in Jonesboro, Arkansas.

3. Houses and structures already listed on the National Register of Historic Places in the West End Neighborhood.

Currently, there are six properties in the West End Neighborhood listed on the National Register of Historic Places. These six examples, one of which is an entire district, are still crucial properties of the West End and stand to represent important structures and houses which have been properly maintained and persevered in order to continue to tell the history of Jonesboro and the importance of the West End Neighborhood for future generations. Please see Chapter 2: List of Previous Investigations, to read more about the National Register properties.

4. Forms of Vernacular Architecture Not Already Listed.

Jonesboro Arkansas has a patchwork of architectural styles and decorations. If you drive around the city, you would notice that there are multiple important and used styles on structures and there is not guarantee what style, plan, or form is the dominant on any one street, block, or neighborhood. Because the West End Neighborhood is so large and consists mainly of houses, the stylistic differences and changes are highly evident. Listing each example of vernacular architecture and decoration would provide a very long list; however, this addition of the most important resources of the West End Neighborhood serves as a sort of place holder for these other forms that cannot all be listed here. It is important to note and realize the West End is home to a large number of vernacular styles and forms not found anywhere else in Jonesboro. It is common for one architectural style or form to dominate one block or street in the West End, and another on a different street or block.

Some examples of these vernacular forms include

- porch types and locations
- roof and gable types (front gable, side gable, hipped, etc.)
- structure coverings
- cosmetic paints and paint colors applied to structures
- stone house constructions
- eccentric plans or forms
- additions of “interesting” or non-conventional ginger-breading decorations and ornamentations
- gable-end shingle and covering decoration
- non-conventional architecture styles such as Spanish style, rounded arches, and stucco



Photo 26. Concrete Block/Faux Rough Stone Construction



Photo 27. Gable-End Shingle Cladding Decoration



Photo 28. Stone House Construction.



Photo 29. Ornate Ginger-breading Decorations.

5. City Water and Light Park

While this location was already listed as a threatened space, it deserves to also be noted as a vital aspect of the West End Neighborhood. As noted earlier, this park was the first in Jonesboro and was a popular recreation spot for the community post-WWII. Along with these facts, the City Water and Light Park continues to serve the community and hosts events around the year of Jonesboro citizens to enjoy. Since it is such an integral part of the West End Neighborhood, and Jonesboro on a larger scale.

Action Plan

Goals, Objectives, and Actions

This historic preservation plan and survey has sought to establish a framework with which to designate further investigation and research in the future, into the historic nature of the West End Neighborhood area of Jonesboro, Arkansas. The West End, stretches between Gee Street on it furthest western border to the busy Main Street on the east. The northernmost border begins at Burke Avenue bordering the Riceland factory and extends south to West Nettleton Avenue. Due to its age and importance during the founding of Jonesboro, West End Neighborhood is a significant region of the town and holds many important historic resources. Those living in Jonesboro, and especially those in the West End, feel that the area is vital in the discussion of the history of the town and region and that its resources should be monitored and preserved for today and tomorrow.

While historic preservation is a dense undertaking, it can be done in steps that are manageable for the community. Cities are not built in a day; historic preservation should not be done in a day. The action plan that follows is a series of suggestions that should or could be done in order to maintain the historic richness of the area.

This action plan suggests the following 5 major goals:

- 1. Increase general understanding of historic preservation and West End Neighborhood Area of Jonesboro, Arkansas**
- 2. Increase the visibility of all community and neighborhood members in the area**
- 3. Increase the knowledge of the history of the West End Neighborhood amongst its inhabitants**
- 4. Increase historic preservation efforts in the West End Neighborhood**
- 5. Develop an overall sense of pride for West End Neighborhood**

Goal 1: Increase General Understanding of Historic Preservation and the West End Neighborhood Area of Jonesboro, Arkansas

Objective 1.1

Increase education about historic preservation.

In order to increase general knowledge about what historic preservation is, it would be beneficial to offer more educational events or occasions for community members, and even those outside of the West End, as a way to increase education about historic preservation. It is a common misconception that historic preservation is governmental and not for lay people to work with; however, historic preservation depends upon the local communities and individuals to help spur and sustain historic preservation movements and changes in communities. The historic preservation efforts of the West End very much depend upon its inhabitants, rather than university or governmental figures.

Action 1.1.1 Create and offer workshops in historic preservation techniques, methods, etc. These could be connected to government officials, university figures, or historic preservationists in the state of Arkansas.

Action 1.1.2 Create and mail or hand out educational flyers and pamphlets and perhaps also online classes to the option to stream classes online that give the basic information on historic preservation and that list links to other online resources for more education or other officials and figures community members could contact for more information. These flyers should be understandable to the general public and free for distribution. These education materials could be created for adult audiences and children, and could possibly be incorporated into elementary education in the area. Arkansas State University has graphic design courses which could be used as places to help develop these materials. This could help give

students real-world experience while fostering a good relationship with the university.

Action 1.1.3 Create forums, workshops, and classes in which community members could spend a day learning about features of historic preservation such as history of the movement, laws and regulations pertaining to historic preservation, and general ways that historic preservation work is done. Classes, workshops, and assistance in preservation matters could be offered on a group or individual basis as well.

Action 1.1.4 Add historic preservation to the grade-school curriculum in Jonesboro. In Arkansas, May is heritage month⁴⁰ and this could be used as the basis for curriculum if schools are still in session. It is important to instill in the younger generations the importance of historic resources and history.

Action 1.1.5 Hold monthly public meetings about historic preservation and the status of the West End Neighborhood. These meetings could be used to discuss historic preservation, what the community members would like done in the area, and any problems or issues the community may have with historic preservation. The public should have the most prominent voice in historic preservation efforts in the West End and should have a public space to openly discuss their ideas and thoughts.

Action 1.1.6 Conduct an architectural survey to form the basis for future historic preservation work in the West End.

Objective 1.2 **Hold preservation days to highlight preservation work done in the area and encourage more work to take place in the neighborhood.**

Action 1.2.1 Create community-based days at the local City Water and Light Park to highlight community action and any historic preservation work

⁴⁰ May is Heritage Month in Arkansas. The topic changes each year, but this could still serve as a strong platform to base school curriculum, <https://www.arkansasheritage.com/News-Events/heritage-month>

done on significant resources in the area. The historic City Water and Light Park would serve as an idea venue for this event because it is the only park located in the West End Neighborhood and it is a vital and historical resource for its inhabitants. It is central located, and most Jonesboro citizens know where it is located. This could also increase the visibly and respect for the park. If weather is not favorable, events could be held at a local school or church to increase incorporation in the area and use of local and essential resources. Preservation month is May, so having and community-based event could draw the attention of news and media sources.

Action 1.2.2 Preservation days could serve as a platform for social and civic cohesion and pride, especially in an area as diverse as the West End. During this event, activities for children could be held, along with talks and activities for adults and families relating to the historic context of the West End Neighborhood. For preservation days, work could be done with the entire city and Arkansas State University.

Action 1.2.3 Create a “historic parade of homes” or a historic walking tour in which community members inside and outside of the West End could tour the area and learn about preservation work done as well as areas of future significance. This could also be of import during the holidays, with holiday-based community tours and events that could also feature and discuss important preservation work done in the West End. The public loves to see Christmas lights and Christmastime, and what better way to facilitate this tradition than using tours of historic homes in the West End. The West End could also serve as a gathering place for Halloween and Easter, two other holidays that can be used to create a sense of tradition and community in the West End, while showcasing preservation work done.

Tickets for the Parade of Homes could be sold to create a grant system, such as a revolving fund to loan money to people who wish to do small-scale historic preservation based improvements and projects for their homes. Revolving funds are generally open to

everybody and do not have interest attached to the loan.

Objective 1.3 Encourage community members to do historic preservation work and research and get local artists to do preservation themed projects

Action 1.3.1 Create databases or files for individual and groups to use at the public library in the West End for their own historic preservation work. These resources could be accessed by anyone and would be available for use during normal public library business hours.

Action 1.3.2 Host research classes and workshops to allow individuals and groups to learn how to properly conduct forms of research, such as deed searches, database searches, photography of resources, and national register of historic places nomination forms. Quality research serves as the backbone for historic preservation work and should be taught to those interested.

Goal 2: Increase the Visibility of All Community and Neighborhood Members in the West End Neighborhood, Per the Neighborhood Boundaries

Objective 2.1 Develop ways to incorporate all members of the West End Neighborhood into a community/neighborhood-wide program.

Action 2.1.1 Host community-wide events, which draw inhabitants from all areas of the West End. Focus on public spaces where all community members can come together, such as the City Water and Light Park and the West End Birdsong Community Garden or even the Public Library since it is centrally-located.

Action 2.1.2 Create a community-wide group for children of the West End. Perhaps host sports event based nights or movie nights to unite all children of the neighborhood region in order to bridge divides between areas of the West End. This could be based in or start at the local schools, churches, and youth groups.

Action 2.1.3 In rhetoric from the West End Neighborhood, be sure to include inclusive language and discourage any sort of division or “us” and “them” rhetoric as to create a sense of a more cohesive, neighborhood or community image. Work to bridge the gaps where divides already exist.

Objective 2.2 Create a sense of social cohesion in the area between all the smaller regions in the West End Neighborhood

Action 2.2.1 Label all streets in the West End with the brown “West End” street marker as a way to create a subconscious feeling of social cohesion and acceptance.

Action 2.2.2 Create a system for groups or individuals to adopt the sidewalks of the West End to

help clean up and keep the streets clean. Tidy surrounds help to reduce crime and instill a sense of pride in community members.

Objective 2.3 **Re-brand the area and create a new slogan for the West End Neighborhood that highlights the historical importance of the area and its rich connection to the idea of a “neighborhood.”**

Action 2.3.1 Online media and print resources for the West End Neighborhood, work to re-brand the region in order to note the important connection to the history of Jonesboro that exists in the area as well as the significant space that the ideal of “neighborhood” and “community” fills in the West End.

Goal 3: Increase the Knowledge of the History of the West End Neighborhood amongst its Habitants

Objective 3.1 Encourage community members to learn about Jonesboro and the area they live in.

Action 3.1.1 Host annual library lock-ins where community member and interested public can research the history of Jonesboro and the area they live in. Professionals could serve as mediators for the public and historic resources to help the general public understand different types of resources and how to use each.

Action 3.1.2 Ask local historians and faculty at Arkansas State University (and other universities, colleges, and museums) to give special lectures and talks on the founding of Arkansas and Jonesboro. Other topics could also relate, such as the importance of the railroad and agricultural production to Jonesboro. These talks could serve as a meeting space for the public and inspire new work on sections of the West End Neighborhood that connect to these industries.

Action 3.1.3 Pool together resources from the past, such as old newspaper articles and previously written histories, into one document that can be maintained at the public library and made available for the public to use and read for their own research or interests. Possibly add these stories to a monthly or quarterly newsletter from the West End Neighborhood association that is available for download, emailed to members, or mailed to West End inhabitants.

Action 3.1.4 Create a community-based archive system at the Public Library that can be maintained and organized by a student at Arkansas State University. This would give the community a place to deposit items individually, rather than a single

document as previously discussed. This would foster a positive relationship between the community and the university and give student(s) real-world experience in working with the public and organizing/maintaining a public archive.

Objective 3.2 Promote deeper understandings of the context of their homes and why they live in a very important area of Jonesboro, Arkansas.

Action 3.2.1 Create documents and events that focus on specific areas or structures in the West End as a way to promote their historical importance as well as serve as a platform for the public to learn. These events could include community talks, workshops, discussion, and activities. Events, being hands on, have a most lasting impact on participants. Activities could include surveying for a mock historic resource area, looking at historic resources through an archaeological lens, or identifying house styles in the area.

Action 3.2.2 Create small documentaries or podcasts about the area. Local high school or university students could create small videos that feature an area of the West End and talk about its history. Small videos (about 5 to 10 minutes long) could get plenty of information across to viewers and get local students and adults learning more about the area they live in. Most young people today are proficient with recording equipment; even your iPhone could be used. It is also possible to contact professors at Arkansas State to see if they could offer some quick instructions to media production.

Action 3.2.3 Podcasts are short (2-5 minutes or longer) sections of recorded audio that are usually streamed together as part of a series or show. These could be pre-recorded by students in local schools or universities and played on the local radio station or added to online media. These are easy to make and cost very little to nothing. Most young people today

are proficient with recording equipment; even your iPhone could be used.

Action 3.2.4 Create materials to have incorporated into local grade-school curriculum as to increase the visibility of Jonesboro and local history in public school and to allow children a chance to learn about where they are from and where they live. It is more fun to learn about history when it is your own.

Action 3.2.5 Create a “Historic Faces and Places” newsletter, monthly Facebook post, or addition to a website, which would feature an important person in Jonesboro history and where they lived in the West End. These could be collected in one larger document in later years.

Objective 3.3

Establish a museum in the West End Neighborhood to showcase the historical importance of the area and serve as a space for community members to meet, talk, and display their personal artifacts.

Action 3.3.1 Establish a physical space designed for museum exhibitions that could serve as a community center. This could be the meeting space for indoor-based community events, lectures and talks by professionals, workshops, and actual exhibitions of historical artifacts from the area or from Jonesboro in general. If a public, physical space is desired, it could be beneficial to work with the Public Library for space to host exhibits.

Action 3.3.2 In today’s world, a museum does not only have to be a physical space. Many institutions today, including the museum at Arkansas State University, host online museums. This allows a much larger base of public ability to see exhibits without leaving home.

Action 3.3.3 Work with the museum at Arkansas State University to update their Jonesboro exhibit. This exhibit currently features mostly the downtown

area and could greatly be improved with more information on other early parts of the city, such as the West End. An exhibit could feature important people of Jonesboro and use structures of the West End to show where they lived.

Objective 3.4 Conduct oral histories in the West End to collect stories of its history and historical importance from community members.

Action 3.4.1 Using trained staff from Arkansas State University, an agreement with Arkansas State University students and staff, or trained public and community members, record and collect oral histories from those who live or lived in the West End Neighborhood area. Oral histories are an important resource when remembering our past and they are precious resources that must be saved when possible. Community members can collect oral histories and develop a database for future researchers to use when working in the West End. As a way to get the younger generations involved, get help from local Boy Scout troops, Girl Scout troops, and high school history classes. This would give them real-world experience in their own community, get them involved in where they live, and make them learn more about the history of Jonesboro.

Goal 4: Increase Historic Preservation Efforts in the West End Neighborhood

Objective 4.1 Bring in state historic preservation officials to give talks and distribute information to residents.

Action 4.1.1 Create educational venues for the public to learn more about what historic preservation is as well as historic preservation efforts that have taken place or are currently occurring in the West End. If crafted in a way that is approachable to the general public, discussions from state officials are very beneficial to community members as they are able to learn and ask questions in a setting comfortable to them to people who they cannot normally contact in such a relaxed setting as a community talk. This would, hopefully, create education sessions that the public could get more out of and begin work with historic preservation in the West End.

Objective 4.2 Cooperate with Arkansas State University to develop historic preservation discussion and workshops to assist in residents' education of historic preservation and increase knowledge to what they can do for the area.

Action 4.2.1 Hold quarterly discussions on the status of historic preservation efforts in the West End and bring in history professors or historic preservation specialists in the university to help mediate and discuss the status, as well as the outcomes. Having an official discuss the preservation efforts and hold workshops and talks to assist residents could drive the appeal and effort for historic preservation work up. People love to learn, especially when it is connected directly to them and actions they can take in their own time to improve the community. Perhaps, the community requests, monthly workshops and how-to's for research and documentation could be held or community member and owners of historic resource could be assigned to work with Arkansas State University History and Heritage Studies graduate

students in order to document their historic resource and nominate for addition to national and/or state level lists for historic resources. This could provide a free assistance service for community members and a way for graduate students to get experience with real-world work and problems.

Objective 4.3 Increase drive for historic preservation in the West End by creating annual awards for members of the community who have demonstrated admirable levels of work.

Action 4.3.1 An annual community event, such as a dinner or lunch, could be held in a public meeting space. During this, historic preservation work and efforts could be showcased. For example, posters and brochures could be created that show before and after photos of properties, handouts could give details on laws and regulations as well as the history and meaning of historic preservation, pamphlets could detail the growing history of Jonesboro and the West End, and the public could be invited to give presentations that detail historic preservation work over the year in the West End. The West End Neighborhood Association could develop a series of awards to give away each year in a number of categories dealing with historic preservation and work done in the West End. This could serve as a community event to bring West End members together, as well as serve as an annual event to which people can bring their work and display or discuss it. The West End could host a “meet the face behind the house” discussion where historic and landmark houses could be presented by their owners or even tours of the historic preservation work could be given. This could increase the drive for historic preservation work by community members.

Action 4.3.2 Partner or work with the Downtown Jonesboro Association to create a system of city-wide awards for preservation work done in Jonesboro.

Goal 5: Develop an Overall Sense of Pride for the West End Neighborhood

Objective 5.1 Promote the area as one of the most important in Jonesboro.

Action 5.1.1 Having a sense of civic pride is a crucial part of having a successful community or neighborhood. Ideally, with the increase in historic preservation efforts, education on historic preservation, and a growing appreciation for the historic image of Jonesboro and the West End, officials could work with the city of Jonesboro to help promote the West End as one of the most important areas of the city and one that everyone should visit. While working with the city of Jonesboro and tourism boards, the West End could be featured as a historic area in Jonesboro where everyday people have a direct connection to the historic fabric of the city. Tourists could be encouraged to visit the West End to see the community spaces such as the Birdsong Community Garden and the City Water and Light Park, and to view the historic preservation work that has been done in the area and the historic structures documented and saved by the community members.

Action 5.1.2 Use the West End as a focus for the city of Jonesboro. This could include hosting events such as a craft show or craft fair at the City Water and Light Park, or a local farmer's market at the Public Library. Use public events such as these to draw attention to the area as one of the most important in Jonesboro and bring culture events and activities to the people of the West End.

Objective 5.2 Improve social media representation for the West End Neighborhood.

Action 5.2.1 Although the West End Neighborhood does already have a Facebook page, more work could be put into it full time in order to create a page that is more navigable and filled with

more handout and flyers (in digital form) for the public to download, view, and use. This could digital space could serve as an online meeting space that is easily spreadable due to the nature of Facebook.

Action 5.2.2 The West End Neighborhood could establish an Instagram account that could be managed by one member of the West End Neighborhood Association or the community that could share photos of significant properties in the West End, significant people in the West End, or just beautiful photos taken in the West End Neighborhood. Instagram accounts can be connected to Facebook accounts, so these two types of social media could be “cross-listed” and reach even more people online and on their cell phones and tablets.

Action 5.2.3 In a similar sense, a twitter account could be established to send out quick tweets, or notifications about upcoming events in the West End Neighborhood. Instagram can also be connected to Twitter as well, increasing the reach of the social media services.

Objective 5.3

Create an online platform to educate online visitors and showcase historic preservation work for anyone to see.

Action 5.3.1 Online web pages are an important part of today’s world. Currently, the West End Neighborhood does not have an online web page. It operates from its Facebook page. An online webpage with an established domain can be a space for files, fliers, pamphlets, and other documents to be stored for public download and use; it can serve as an orientation to the area for visitors and researchers; online webpages have the ability to display videos and photo pertaining to the West End Neighborhood; and webpages can host ways to contact figures of the West End Neighborhood Association with questions for comments. Online webpages are important to have because they are accessible to anyone with an internet connection or a mobile phone and can serve as teachable tools as they are easy to read, easy to contact, and can hold information for years. An online webpage can also serve as a place to post calendars for

upcoming events, lectures, workshops, etc. for community members.

Action 5.3.2 Encourage community members to use the website whatwasthere.com to upload historic photos of the West End Neighborhood area to allow others viewing the website or iPhone app to see what historic West End looked like. Currently, there are no added photos for Jonesboro.

Objective 5.4 Create a model for other historic regions in Jonesboro and other cities around the nation.

Action 5.4.1 The progress made in the West End Neighborhood in regards to historic preservation and community awareness and interaction can serve as a model for other areas of Jonesboro as well as other cities around the nation. In developing a sense of pride for the West End Neighborhood, others who see the area or read about its successes will also feel the civic pride felt amongst its inhabitants and seek the methods used in the West End as a template for future development and preservation in other cities, towns, and communities.

Action 5.4.2 Using other groups of concerned citizens of Jonesboro and associations, such as the Downtown Jonesboro Association, form a preservation group for the city or the county as a whole. This group could host many of the workshops, talks, and classes discussed.

Action 5.4.3 Work with Arkansas State University's History and Heritage Studies departments to help prepare design and preservation suggestions for interested public, as well as work on a general survey of the historic resources of the area and designate historic districts. This would make it easier to begin preservation-based projects and would encourage a good relationship with the university while using students as a labor source while giving them highly valuable real-world experience.

Action 5.4.4 Work with local organizations and groups as a way to further the idea of historic preservation across the entire city and build up the

West End's visibility. The West End Neighborhood Association would connect and work with local schools, Arkansas State University, the Downtown Jonesboro Association, local youth groups (Boy Scouts, Girls Scouts), Craighead County Historical Society, Friends of the Library, The Jonesboro Sun, Jonesboro Radio Group, Kait8 News and Weather, local architects, and various local church groups.

Connecting to the Downtown Jonesboro Association is important because both this association and the West End Neighborhood Association technically share areas on Union and Main Streets. Also, forming an alliance between the two associations will only help strengthen each, as downtown Jonesboro is in walkable distance from the West End and could help increase traffic and publicity in both areas.

Prioritization Matrix

In the following section, the previously discussed actions have been grouped according to their importance of implementation. There are three levels of implementation: Immediate/ongoing (1-2 years), short term (1-5 years), and long term (1-10 years).

- Immediate/ongoing means that these actions are the most immediately doable without little or no real cost. These are actions that should be implemented now in order to take affect properly.
- Short term means that these actions require some work and real cost and cannot be implemented immediately. They can however, but put into place within 1 to 5 years of start date.
- Long terms means that these actions require the most planning, physical work and real cost. These actions are more complex and require time. The time frame for long term projects is 1 to 10 years (and perhaps beyond).

Immediate/Ongoing	1-2 years
Reference #	Action
Action 1.1.1	Create and offer workshops in historic preservation techniques, methods, etc.
Action 1.1.2	Create and mail or hand out educational flyers and pamphlets and create stream able online classes
Action 1.1.3	Create forums, workshops, and classes
Action 1.1.5	Hold monthly public meetings about historic preservation and the status of the West End Neighborhood
Action 1.1.6	Conduct an architectural survey
Action 1.3.1	Create databases or files for individual and groups to use at the public library
Action 1.3.2	Host research classes and workshops to allow individuals and groups
Action 2.1.3	In rhetoric from the West End Neighborhood, be sure to include inclusive language
Action 2.2.1	Label all streets in the West End with the brown “West End” street marker
Action 3.1.2	Ask local historians and faculty at Arkansas State University (and other universities, colleges, and museums) to give special lectures and talks on the founding of Arkansas and Jonesboro

Immediate/Ongoing	1-2 years (continued)
Action 4.2.1	Hold quarterly discussions on the status of historic preservation efforts in the West End
Action 5.1.2	Use the West End as a focus for the city of Jonesboro
Action 5.2.1	Update the West End Facebook page
Action 5.2.2	Establish an Instagram account for the West End
Action 5.2.3	Establish a Twitter account for the West End
Action 5.3.1	Create a website for the West End
Action 5.3.2	Add photos to whatwasthere.com website
Action 5.4.2	Form a preservation group

Short Term	1-5 years
Action 1.1.3	Create forums, workshops, and classes
Action 1.1.4	Add historic preservation to the grade-school curriculum in Jonesboro.
Action 1.2.1	Create community-based days at the local public spaces
Action 1.2.2	Preservation days
Action 1.2.3	Create a “historic parade of homes” or a historic walking tour
Action 1.3.1	Create databases or files for individual and groups to use at the public library
Action 2.2.2	Create a system for groups or individuals to adopt the sidewalks of the West End
Action 3.1.1	Host annual library lock-ins
Action 3.1.3	Pool together resources from the past, such as old newspaper articles and previously written histories
Action 3.2.1	Create documents and events that focus on specific areas or structures in the West End
Action 3.2.2 and 3.2.3	Create small documentaries or podcasts about the area.

Short Term	1-5 years (continued)
Action 3.2.4	Create materials to have incorporated into local grade-school curriculum
Action 3.2.5	Create a “Historic Faces and Places” newsletter, monthly Facebook post, or addition to a website
Action 3.3.3.	Work with the museum at Arkansas State University to update their Jonesboro exhibit
Action 3.4.1	Conduct oral histories
Action 4.1.1	Create educational venues for the public to learn more about historic preservation
Action 4.3.1	Create an annual community awards event
Action 4.3.2	Partner or work with the Downtown Jonesboro Association to create a system of city-wide awards
Action 5.4.2	Form a preservation group
Action 5.4.3	Work with Arkansas State University’s History and Heritage Studies departments to help prepare design and preservation suggestions
Action 5.4.4	Work with local organizations and groups in Jonesboro

Long Term	1-10 years
Action 1.2.2	Preservation days
Action 1.2.3	Create a “historic parade of homes” or a historic walking tour
Action 2.1.1	Host community-wide events, which draw inhabitants from all areas of the West End
Action 2.1.2	Create a community-wide group for children of the West End
Action 2.3.1	In online media and print resources for the West End Neighborhood, work to re-brand the region in order to note the important connection the history
Action 3.1.4	Create a community-based archive system at the Public Library

Long Term	1-10 years (continued)
Action 3.3.1	Establish a physical space designed for museum exhibitions
Action 3.3.2	Create and online museum exhibit
Action 5.1.1	Create a sense of pride for the West End
Action 5.4.2	Form a preservation group

Tools and Resources

The following lists of websites can provide further help and ideas related to this preservation and survey plan. Any websites used in this plan are listed here.

Jonesboro:

Downtown Jonesboro Association	http://www.downtownjonesboro.com/ https://www.facebook.com/pages/Downtown-Jonesboro-Association/163613516977
City of Jonesboro, Arkansas	https://twitter.com/CityOfJonesboro http://www.jonesboro.org/ https://www.facebook.com/pages/City-of-Jonesboro-Arkansas-Official-Page/192199736159 https://www.youtube.com/user/CityofJonesboro https://twitter.com/CityofJonesboro

Radio and Media

KASU Public Radio	kasu.org https://www.facebook.com/KASUpublicradio/
KAIT8	http://www.kait8.com/

Historic Preservation

Arkansas Archeological Survey	http://archeology.uark.edu/
Heritage Month	https://www.arkansasheritage.com/ News-Events/heritage-month
Arkansas Historic Preservation	http://www.arkansaspreservation.com/
National Trust for Historic Preservation	http://www.preservationnation.org/
Advisory Council on Historic Preservation	http://www.achp.gov/
National Register of Historic Places	https://www.nps.gov/nr/index.htm
Search National Register Listings (AR)	http://www.arkansaspreservation.com/Historic-Properties/National-Register/search-national-register-listings

National Park Service	https://www.nps.gov/index.htm
National Historic Landmarks Program	https://www.nps.gov/nhl/
Heritage Documentation Programs	https://www.nps.gov/hdp/
Historic Preservation Planning Program	https://www.nps.gov/preservation-planning/
Federal Preservation Laws	https://www.nps.gov/subjects/historicpreservation/laws-intro.htm

National Register Nominations

Bell House

<http://www.arkansaspreservation.com/National-Register-Listings/PDF/CG0029.nr.pdf>

Berger House

<http://www.arkansaspreservation.com/National-Register-Listings/PDF/CG0069.nr.pdf>

Berger-Graham House

<http://www.arkansaspreservation.com/National-Register-Listings/PDF/CG0013.nr.pdf>

Frierson House

<http://www.arkansaspreservation.com/National-Register-Listings/PDF/CG0010.nr.pdf>

Nash-Reid-Hill House

<http://www.arkansaspreservation.com/National-Register-Listings/PDF/CG0010.nr.pdf>

West Washington Avenue Historic District

<http://www.arkansaspreservation.com/National-Register-Listings/PDF/CG0021.nr.pdf>

How to list a property

https://www.nps.gov/nr/national_register_fundamentals.htm#start

Other Websites of Use

ASU – History

<http://www.astate.edu/college/humanities-and-social-sciences/departments/history/>

ASU – Heritage Studies

<http://www.astate.edu/college/humanities-and-social-sciences/departments/history/>

What Was There?

www.whatwasthere.com