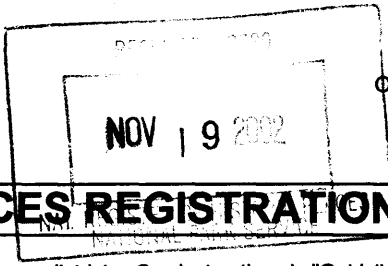


1685



NATIONAL REGISTER OF HISTORIC PLACES REGISTRATION FORM

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in "Guidelines for Completing National Register Forms" (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries.

1. Name of Property

historic name North Villa Rica Commercial Historic District
other names/site number Hixtown, Chevestown

2. Location

street & number Roughly bounded by the Southern Railroad, North Avenue, and East Gordon and West Church streets.
city, town Villa Rica () **vicinity of**
county Carroll **code** 045
state Georgia **code** GA **zip code** 30180

() not for publication

3. Classification

Ownership of Property:

- (x) private
- (x) public-local
- () public-state
- () public-federal

Category of Property:

- () building(s)
- (x) district
- () site
- () structure
- () object

Number of Resources within Property:

Contributing

Noncontributing

buildings	16	3
sites	0	0
structures	2	0
objects	0	1
total	18	4

Contributing resources previously listed in the National Register: N/A

Name of previous listing: N/A

Name of related multiple property listing: N/A

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this nomination meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets the National Register criteria. () See continuation sheet.

Richard Clow

Signature of certifying official

11.14.02

Date

Er W. Ray Luce
Historic Preservation Division Director
Deputy State Historic Preservation Officer

In my opinion, the property () meets () does not meet the National Register criteria. () See continuation sheet.

Signature of commenting or other official

Date

State or Federal agency or bureau

5. National Park Service Certification

I, hereby, certify that this property is:

entered in the National Register

determined eligible for the National Register

determined not eligible for the National Register

removed from the National Register

other, explain:

see continuation sheet

Elson R. Beall

12.31.02

[Signature]

Keeper of the National Register

Date

6. Function or Use

Historic Functions:

Commerce: warehouse, specialty store, office

Industry: manufacturing facility

Government: city hall, fire station, post office

Transportation: rail-related

Social: meeting hall

Current Functions:

Commerce: warehouse, specialty store, restaurant

Industry: manufacturing facility

Transportation: rail-related

Government: correctional facility

Social: meeting hall

7. Description

Architectural Classification:

Late 19th and Early 20th Century American Movements: Commercial Style

Materials:

foundation Concrete

walls Brick

roof Asphalt

other Wood

Description of present and historic physical appearance:

Villa Rica is located in the west Georgia county of Carroll, which borders Alabama to the west. Villa Rica is a cross-rail community that was laid out in a gridiron plan in response to the railroad that runs east to west through the center of town (photos 1-2). The North Villa Rica Commercial Historic District comprises the north half of town, the most intact part of downtown Villa Rica. The historic district includes the rail line and five blocks of mostly one-story brick commercial buildings between North Avenue and East Gordon Street. Most of the buildings in the district were built between 1900 and 1929. The historic district includes segments of Main and Temple streets and the public square. Georgia State Highway 61 runs parallel to Main Street on the south side of the rail line.

Villa Rica was laid out in 1883. An advertisement promoted "94 beautiful lots at auction" in Villa Rica, the "village of gold." The town plan depicted in the ad comprised eleven blocks, six on the north side of the rail line and five fronting the south side of the rail line. Additional blocks were laid out north and south of these forming a gridiron plan with the railroad line trending east to west through the center of the commercial district. This cross-rail plan is common in Georgia communities that were established along rail lines in the last decades of the 19th century.

National Register of Historic Places Continuation Sheet

Section 7--Description

The public square is a large open space created by the half-depth block on Temple Street between Loft Lane and Velvin Lane (photos 2-3). Now used for parking, the square is defined on three sides by the fronts of attached commercial buildings and the rail line to the south. The railroad depot, which was built in the 1880s, was located between the public square and the rail line. The depot, which accommodated passengers, freight, and livestock, was demolished after 1950.

The North Villa Rica Commercial Historic District includes five blocks of commercial buildings north of the rail line. These blocks consist of mostly attached one-story brick commercial buildings constructed between 1900 and 1929. Many buildings in the district feature a center entrance flanked by display windows and some decorative brickwork along the parapet (photos 4-5, 7, and 8). Many of the commercial buildings are plain but some are highly ornate, such as 141 Temple Street, which includes arched windows and transom with raised keystones and a brick paneled parapet (photos 5 and 7). The buildings at 141 and 121 Temple Street both feature mouse-tooth brickwork above paneled entablature (photo 4, left). The Masonic Lodge, built in 1914 at 113 Temple Street, is the only two-story commercial building in the historic district (photos 1-4). It is a masonry building covered with stucco. One of its two street-level entrances and its four sash windows above are set within segmental arches.

The historic district also includes six buildings that served as commercial cotton warehouses. Because of the historic district's close proximity to the depot and the demand for short-term storage of cotton, a significant number and variety of commercial cotton warehouses were built in the first decades of the 20th century. The smallest warehouses appear like typical one-story brick commercial buildings. These include the two easternmost buildings in the 200 block of Temple Street (photos 5 and 8). The Masonic Lodge served the needs of the Masonic order on the second floor and utilized the first floor as a cotton warehouse to take advantage of the lucrative storage business (photo 4).

The largest warehouses in the district are the warehouse along Velvin Lane (photos 1, center, and 7, background), the warehouse on Temple Street between the Masonic Lodge and city hall (photos 2 and 3), and the Pope Brothers Warehouse at 301-319 Temple Street (photos 9-10 and 12-13). These warehouses are built of brick with timber posts supporting the wood frame roof. Historically, these buildings included few openings, except for the large arched openings that allowed wagons and small trucks to enter and load or unload cotton. The Pope Brothers Warehouse, built in c.1912 and then nearly doubled in size with an addition in 1949 (photo 11), was recently rehabilitated as loft apartments (photo 13).

The Golden City Hosiery Mill, constructed in 1929 at 135 Temple Street, is among several industrial buildings that were constructed in the historic district. The mill includes a one-story brick building on Temple Street. The Temple street building (now Michaels' Antiques and Auction) was lit by large factory windows and electric lights powered by a separate boiler building (no longer extant) located at the rear of the lot (photos 5-7). A second Golden City Hosiery Mill is located on Main Street at the east end of the district (photo 1). The Main Street building is built of brick with large factory windows (since enclosed) and stepped parapets on the gable ends.

National Register of Historic Places Continuation Sheet

Section 7--Description

The Camp Cap Company began making hats in a commercial building in the 200 block of Temple Street in the 1930s (photos 8-10). The company adapted the small commercial building to serve as a manufacturing facility and eventually expanded into the four commercial buildings that occupy the entire block. The exterior of the buildings appear as four individual commercial buildings while the interiors have been joined together to serve the growing company, which continues to make caps on the site.

Most buildings in the historic district were built between 1900 and 1929 and retain a high level of historic integrity. Some buildings, however, have been altered so that they no longer convey their historic significance. The Villa Rica City Hall and Police Department, located at 101 Temple Street at the corner of Velvin Lane, was dramatically altered. The one-story brick building was built in the Colonial Revival style in the 1950s. Later, the main façade and the overall form of the building was obscured by the addition of a full-width front porch (photos 2-3). The building on the west end of the 200 block of Temple Street is part of the Camp Cap Company and was rebuilt in 1966 (photo 9, center left). The block of buildings on Main Street on the west side of the square have had awnings, shed roofed porches and, in one case, a second story added (photos 15 and 16). These changes, however, do not obscure the intact historic commercial storefronts and the buildings are counted as contributing to the historic district.

The historic district include very little landscaping because the buildings were built to the sidewalk and occupy their most of their lots. Lots within the district feature either a building or a paved surface, such as a parking area. Several mature oak trees planted along Main Street at the west end of the district and a few trees planted in square are the only trees located in the historic district.

8. Statement of Significance

Certifying official has considered the significance of this property in relation to other properties:

nationally statewide locally

Applicable National Register Criteria:

A B C D

Criteria Considerations (Exceptions): N/A

A B C D E F G

Areas of Significance (enter categories from instructions):

Architecture
Commerce
Industry
Community Planning and Development

Period of Significance:

1882-1952

Significant Dates:

1882 – Georgia Pacific Railroad laid through town.
1883 – Town plan established.
1900-1929 – Most buildings in the historic district constructed.

Significant Person(s):

N/A

Cultural Affiliation:

N/A

Architect(s)/Builder(s):

Cleghorn Brothers (builders)

National Register of Historic Places **Continuation Sheet**

Section 8--Statement of Significance

Statement of significance (areas of significance)

Villa Rica is a small railroad town located in Carroll County in west Georgia. Scattered settlements in the area coalesced in 1882 when the Georgia Pacific Railroad was laid through the county. The next year the town was laid out in a gridiron plan. Villa Rica is among numerous towns in Georgia that developed along the railroad at the end of the 19th and beginning of the 20th centuries. Like Tallapoosa to the west and Douglasville to the east, Villa Rica is characterized by its plan and its densely developed downtown, which consists of mostly one-story attached commercial buildings.

The North Villa Rica Commercial Historic District is significant in the area of architecture for its excellent collection of early 20th-century commercial buildings. The commercial buildings are excellent examples of attached one- and two-story brick commercial buildings with large display windows, parapet roofs, and decorative brickwork. Built in small railroad towns throughout Georgia in the first decades of the 20th century, these buildings often include recessed entrances with transoms and second-story double-hung windows. The stores on Temple Street facing the square are excellent representative examples of the commercial style with their masonry construction, decorative corbeling along the cornices, and decorative brick arches. In addition, the historic district contains six cotton warehouses that are outstanding examples of warehouses built for the commercial storage of cotton before it was shipped by rail. These are large and small brick buildings characterized by their minimal fenestration, masonry construction and interior wood posts that support the shed roof. The largest of these openings wagons to load and unload cotton.

The historic district is also significant in the area of commerce because Villa Rica developed as a center of commerce in eastern Carroll County at the end of the 19th and the beginning of the 20th centuries. Villa Rica, which was founded by gold miners in the 1830s, developed an economy based on cotton. In 1905, growers sold 10,000 bales of cotton in Villa Rica and by 1930 there ten commercial cotton warehouses in town. The high-grade cotton was bought on the city square and shipped to mills within Georgia and as far as Liverpool, England. The commercial cotton warehouses in Villa Rica are excellent examples of the downtown warehouses that provided short-term storage of cotton until it could be shipped by rail. These warehouses served as commercial storage unlike the cotton industrial cotton warehouses that were built as part of textile mill complexes.

The historic district included significant commercial retail buildings, such as a bank, mercantile stores, and pharmacies. These mostly one-story attached commercial buildings are significant because they represent the concentration businesses and commerce in eastern Carroll County in the first decades of the 20th century. Located among the cotton warehouses, these smaller commercial buildings illustrate that manner in which sundry retail activity existed alongside the cotton trade.

The historic district is significant in the area of industry because manufacturing facilities located in the blocks north of the rail line were an integral component of the area that developed around the public square and depot. This historic district comprises commercial retail establishments, some governmental buildings, and a significant number of commercial cotton warehouses and industrial buildings. Unlike the south side of the rail line which contained almost exclusive commercial retail

National Register of Historic Places Continuation Sheet

Section 8--Statement of Significance

buildings, the area around the depot developed as a warehouse and industrial district because its proximity to the depot facilitated transportation by rail of both raw materials and finished goods. The public square and the numerous warehouses supported the textile manufacturing facilities by providing short-term storage space for raw materials.

Industrial buildings in the historic district include the one-story brick Golden City Hosiery Mill on Temple Street. The Temple street building was lit by large factory windows and electric lights were powered by a separate boiler building (no longer extant) located at the rear of the lot. A second Golden City Hosiery Mill is located on Main Street at the east end of the district. The Main Street building is built of brick and lined with large factory windows, which have since been enclosed. The Camp Cap Company, which began making hats in a commercial building in the 200 block of Temple Street in the 1930s, adapted a small commercial building to serve as a manufacturing facility and eventually expanded into the four commercial buildings that occupy the block.

The historic district is also significant in the area of community planning and development because the town was laid out in a gridiron plan, much of which is included in the proposed historic district. Villa Rica is a cross-rail type town in which the commercial district was located adjacent to the rail corridor. This is an excellent example of a cross-rail community in which the rail line is more fully integrated into the town plan because the plan was developed shortly after the railroad was established. The cross-rail town, as identified by Darlene Roth in her context study "Georgia Community Development and Morphology of Community Types," is common in Georgia. The nearby towns of Tallapoosa and Douglasville, which are located along the Georgia Pacific Railroad, are also cross-rail towns that were laid out in a gridiron plan centered on the rail line.

National Register Criteria

A—The North Villa Rica Commercial Historic District is significant in the area of commerce and industry because Villa Rica developed as a center of commerce and industry in eastern Carroll County at the end of the 19th and the beginning of the 20th centuries. The historic district is also significant in the area of community planning and development because Villa Rica is an excellent example of a cross-rail type community in which the town is laid out in a gridiron plan adjacent to the rail corridor.

C— The North Villa Rica Commercial Historic District is significant in the area of architecture for its excellent collection of early 20th-century commercial buildings, including retail businesses and commercial cotton warehouses.

Criteria Considerations (if applicable)

N/A

National Register of Historic Places Continuation Sheet

Section 8--Statement of Significance

Period of significance (justification)

The period of significance begins in 1882, when the Georgia Pacific Railroad was laid through town, and ends in c.1952, at the fifty-year end date because there is not a more appropriate end date.

Contributing/Noncontributing Resources (explanation, if necessary)

Contributing resources in the historic district are those constructed between 1889 and 1952 that are significant for the themes of architecture, commerce, industry, and community planning and development and which retain historic integrity. The two contributing structures are the plan of the historic district and the Seaboard rail line.

The noncontributing buildings were built after 1952 or have lost sufficient historic integrity through additions or alterations so that they no longer convey their historic significance. The noncontributing object is the Daughters of American Veterans of World Wars monument, which was moved to its current location in front of city hall.

Developmental history/historic context (if appropriate)

The area around Villa Rica was settled by farmers and gold miners in c.1830 on a ridge dividing the waters of the Tallapoosa River and Sweetwater Creek. The first gold miners were from Pennsylvania, Delaware, and New Jersey. William Hix built a tavern and general supply store on what became Main Street. By 1832, 300 men were working in the mines. The settlement was called Hixtown. One mile south lay a tract of land owned by Allison Cheves, which was known as Chevestown.

In 1882, the Georgia Pacific Railroad was laid through the area. Residents of Hixtown rolled houses and stores on logs that were pulled by horses in order to settle near the railroad. New houses and businesses were built in the area and the residents of Hixtown and Chevestown decided to establish a new town along the railroad. Villa Rica, as the new town was named, translates to "city of gold" in Spanish.

Villa Rica was laid out 1883 and soon a poster appeared throughout the south marketing "94 beautiful lots at auction" in Villa Rica, the "village of gold." The town plan was established as a series of blocks laid out in a gridiron pattern with the railroad line running east to west through the center of the commercial district. The public square was placed on the north side of the rail line. The railroad depot, which was built in the 1880s to accommodate passengers, freight, and livestock, was demolished after 1950.

By 1905, Villa Rica included twenty businesses, seven churches, a bank, a hotel, a newspaper, and a school with a faculty of five. Villa Rica's prosperity shifted from gold to agriculture, especially cotton. The west Georgia Piedmont produced excellent staple upland cotton that was known for its

National Register of Historic Places **Continuation Sheet**

Section 8--Statement of Significance

superior staple and sheen. In an average season, 10,000 bales of cotton were purchased in Villa Rica. The buying and selling of cotton was a mainstay of Villa Rica's economy and in the first decade of the 20th century the town supported three cotton gins, three hosiery mills, three cotton warehouses, and a cotton oil mill.

The 1923 Sanborn Map records Villa Rica's population at 1,200. The town had no water facilities, no fire department, and the streets were unpaved. The 1933 Sanborn Map records an increase in population by nearly 200. The city featured less than three miles of paved roads and at least three automobile service shops. In 1926, the city passed a bond issue in the amount of \$38,900 for a water works. In 1930, the city managed a volunteer fire department. City hall, which had been located on Montgomery Street on the south side of the tracks, was relocated on north side of the tracks. Cotton continued to dominate the city's economy and downtown included ten cotton warehouses. In the 1940s, the boll weevil and armyworms devastated the region's cotton crops.

Most of the cotton warehouses were built in the blocks north of the railroad line where bales of cotton could be stored until they were ready to be shipped from the depot. Most of the surviving commercial buildings in the North Villa Rica Commercial Historic District were constructed from 1900 to 1929. The following is a brief block-by-block account from east to west of the physical development of the historic district.

The block bounded by Temple Street, Velvin Lane, Church Street, and North Candler Street is a series of attached buildings constructed by the Cleghorn Brothers between 1908 and 1929. The brothers owned a harness shop, a hardware and building materials business, and owned a substantial number of houses and stores. In 1908, this block also included *The Villa Rica Star* newspaper, the Masonic Lodge (which was destroyed by fire and rebuilt in 1914), W. F. Strickland and Son Carriage Repository, one house, and the Villa Rica city hall and jail. The Golden City Hosiery Mill was constructed in 1929.

The block bounded by Temple Street, North Candler and Church streets, and Loft Lane is a series of five attached buildings, which house the Camp Cap Company. Arlia Palmer Camp began making caps for friends and family. Mrs. Camp and her sons decided to make hats and sell them on a larger scale. Camp Cap has operated on the block since the 1930s and currently occupies the entire city block. *The Villa Rican*, one of the town's first newspapers, and the first bank in Villa Rica, the Merchants and Planters Bank, were located in this block. Merchants and Planters was built in 1907 and failed in 1927. This block included a cotton warehouse, W. G. Johnson General Merchandise, and Strickland and Son Harness Shop.

The block bounded by Main Street, the public square, Temple Street, and North Avenue originally housed the Pope Brothers Mercantile (305 Main St.), the original post office (317 Main St.), doctor and dentist offices, a millinery shop, and a drug store. Perryman's Drugstore was located in the middle of the block and H. J. Daniel and Pope Brother's stores were located near the square to the east. On the west end of the block seven businesses and the post office were destroyed by fire in 1908. The J. N. Wilson and Company general merchandise store, which began in 1894 at 315 North

National Register of Historic Places Continuation Sheet

Section 8--Statement of Significance

Main Street, was destroyed by fire. Mr. Wilson rebuilt the store, which currently houses a driving school. Most other buildings were quickly rebuilt. Currently, the block comprises retail establishments, a church, beauty parlor, and a driving school.

The block in the northwest corner of the district bounded by Temple Street, Loft lane, Church Street, and North Avenue includes the large Pope Brothers Warehouse. The warehouse was built in c.1912 and enlarged in 1949. The 1908 *Rates of Villa Rica* lists a general mercantile, dentist office, a dwelling, and a market and restaurant prior to the construction of the warehouse. The 1923 Sanborn map shows three buildings to the west on that block that the Pope Brothers eventually acquired and demolished. The east end of the block was the site of the drug store of Dr. J. T. Slaughter, Sr.

9. Major Bibliographic References

Anderson, Mary Talley. The History of Villa Rica. Villa Rica, Georgia: The Bicentennial and Sesquicentennial Committee of Villa Rica, 1975.

The Carroll County Story as Told by the People. Carrollton, Georgia: Carroll Publishing Company, 1976.

Cobb, Joe. Carroll County and Her People. 1906.

Free, Paul. Interview by Pat Large. Villa Rica, Georgia. June 5, 2000.

McGukin, Sue L., and Pat T. Large. National Register Historic District Information Form. North Villa Rica Commercial Historic District. On file at the Georgia Department of Natural Resources, Historic Preservation Division, Atlanta, Georgia, 2001.

Pope, Lila. Interview by Pat Large. Villa Rica, Georgia. August 10, 2000.

Roth, Darlene R. "Georgia Community Development and Morphology of Community Types." Historic Preservation Section, Georgia Department of Natural Resources, December 1989.

"Rates of Villa Rica, Georgia." Pamphlet. South-Eastern Underwriters Association. 1908.

Sanborn Fire Insurance Maps. New York: Sanborn Map Company, 1923-1944.

Souvenir-Historical Edition of Carroll County. Carrollton, Georgia: R. Lee Sharpe Modern Printing, 1910.

Taylor, Buena. Interview by Sue McGukin and Pat Large. Villa Rica, Georgia. November 16, 2000.

Villa Rica Breeze. Newspaper advertisements from 1930-1939.

National Register of Historic Places Continuation Sheet

Section 9—Major Bibliographic References

Previous documentation on file (NPS): (x) N/A

- () **preliminary determination of individual listing (36 CFR 67) has been requested**
- () **preliminary determination of individual listing (36 CFR 67) has been issued**
date issued:
- () **previously listed in the National Register**
- () **previously determined eligible by the National Register**
- () **designated a National Historic Landmark**
- () **recorded by Historic American Buildings Survey #**
- () **recorded by Historic American Engineering Record #**

Primary location of additional data:

- (x) **State historic preservation office**
- () **Other State Agency**
- () **Federal agency**
- () **Local government**
- () **University**
- () **Other, Specify Repository:**

Georgia Historic Resources Survey Number (if assigned): N/A

10. Geographical Data

Acreage of Property Approximately 9 acres

UTM References

A) Zone 16 Easting 692240 Northing 3734200

Verbal Boundary Description

The property boundary is indicated by a heavy black line on the attached map, drawn to scale.

Boundary Justification

The boundary comprises the historic north side of downtown Villa Rica, which retains a high level of historic integrity. The south side of the commercial area has sustained many alterations including an explosion in the 1950s that damaged and destroyed numerous buildings. Many buildings on the south side of the tracks have been rebuilt or altered so that they are no longer eligible for the National Register.

11. Form Prepared By

State Historic Preservation Office

name/title Steven H. Moffson, Architectural Historian
organization Historic Preservation Division, Georgia Department of Natural Resources
mailing address 156 Trinity Avenue, S.W., Suite 101
city or town Atlanta **state** Georgia **zip code** 30303
telephone (404) 656-2840 **date** October 10, 2001
e-mail steven_moffson@dnr.state.ga.us

Consulting Services/Technical Assistance (if applicable) () not applicable

name/title Sue L. McGukin
organization N/A
mailing address 2030 Highway 27 South
city or town Carrollton **state** GA **zip code** 30117
telephone N/A
e-mail N/A

- (x) **property owner**
- () **consultant**
- () **regional development center preservation planner**
- () **other:**

Property Owner or Contact Information

name (property owner or contact person)
organization (if applicable) Villa Rica Downtown Development Authority
mailing address 571 West Bankhead Highway
city or town Villa Rica **state** GA **zip code** 30180
e-mail (optional) N/A

National Register of Historic Places **Continuation Sheet**

Photographs

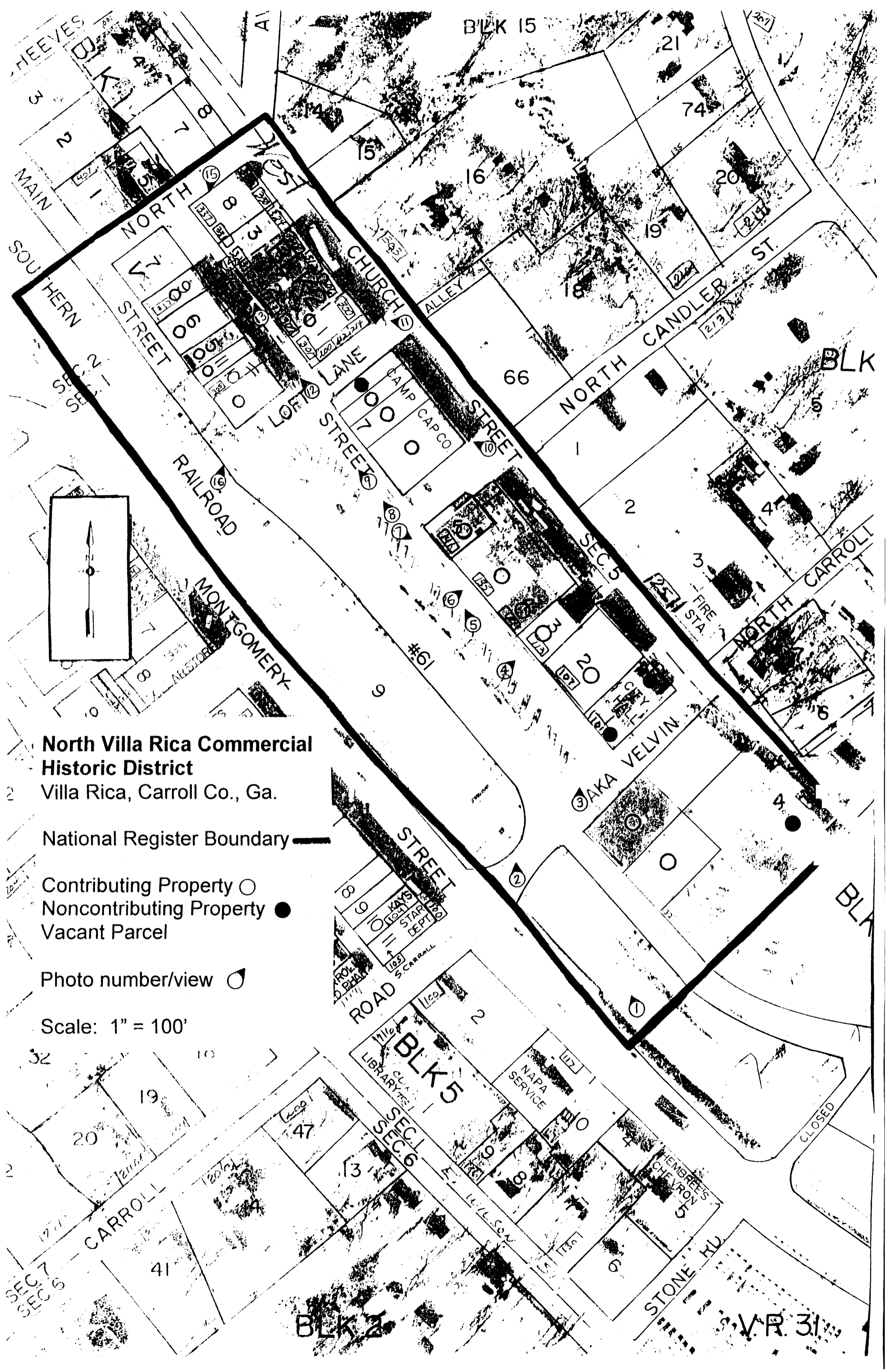
Name of Property: North Villa Rica Commercial Historic District
City or Vicinity: Villa Rica
County: Carroll
State: Georgia
Photographer: James R. Lockhart
Negative Filed: Georgia Department of Natural Resources
Date Photographed: March 2002

Description of Photograph(s):

Number of photographs: 16

1. View from Southern rail line, photographer facing north.
2. View from Southern rail line, photographer facing north.
3. Temple Street, photographer facing north.
4. Temple Street, photographer facing northeast.
5. Temple Street, photographer facing north.
6. Temple Street, photographer facing northwest.
7. Temple Street, photographer facing east.
8. Temple Street, photographer facing north.
9. Temple Street, photographer facing north.
10. West Church Street, photographer facing west.
11. West Church Street, photographer facing west.
12. Temple Street, photographer facing northwest.
13. Temple Street, photographer facing north.
14. Temple Street, photographer facing northwest.
15. North Avenue, photographer facing southeast.
16. Main Street, photographer facing north.

(HPD WORD form version 11-03-01)



**North Villa Rica Commercial
Historic District**

Villa Rica, Carroll Co., Ga.

National Register Boundary 

- Contributing Property ○
- Noncontributing Property ●
- Vacant Parcel ○

Photo number/view 

Scale: 1" = 100'

V.R. 31