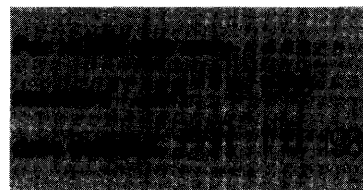


**United States Department of the Interior
Heritage Conservation and Recreation Service**

**National Register of Historic Places
Inventory—Nomination Form**



See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

1. Name

historic Hollberg Hotel

and/or common The Veranda

2. Location

street & number Corner of Seavy and Barnes Streets. not for publication

city, town Senoia vicinity of congressional district 6th - Gingrich

state Georgia code 013 county Coweta code 077

3. Classification

Category	Ownership	Status	Present Use
<input type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	Public Acquisition	Accessible	<input checked="" type="checkbox"/> private residence
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> entertainment
	<input type="checkbox"/> being considered	<input type="checkbox"/> yes: unrestricted	<input type="checkbox"/> government
		<input type="checkbox"/> no	<input type="checkbox"/> industrial
			<input type="checkbox"/> military
			<input type="checkbox"/> museum
			<input type="checkbox"/> park
			<input type="checkbox"/> religious
			<input type="checkbox"/> scientific
			<input type="checkbox"/> transportation
			<input type="checkbox"/> other:

4. Owner of Property

name Mr. and Mrs. Daniel Lent

street & number P.O. Box 177

city, town Senoia vicinity of state Georgia 30276

5. Location of Legal Description

courthouse, registry of deeds, etc. Superior Court

street & number Coweta County Courthouse

city, town Newnan state Georgia

6. Representation in Existing Surveys

title None has this property been determined eligible? yes no

date _____ federal state county local

depository for survey records _____

city, town _____ state _____

7. Description

Condition		Check one	Check one
<input checked="" type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site
<input type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved date _____
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed		

Describe the present and original (if known) physical appearance

The Hollberg Hotel is located on a slight elevation at the corner of Seavy and Barnes Streets, one block from the business district of Senoia. The nominated property includes less than one acre of land.

The Hollberg Hotel, built in 1907, is a two-story, frame structure of Victorian and Neo-Classical influences. The southern facade has a centrally located, two tier portico with second floor balcony. The front door, also centrally located, has an overlight and compound pilasters. The second floor doorway is less ornamental. Windows flank the doorways on each floor. Each of the windows on the south facade contain stained glass. A one-story colonnaded porch spans the southern and western facades. Three attic gables and a bay window are located on the western facade. The eastern facade has two gables, while the northern facade has an enclosed shed porch. The ballustraded deck on the gabled roof has been removed.

The floor plan of the Hollberg Hotel is symmetrically arranged: central stair-hall with rooms adjacent. The structure retains much of the original ornamentation. The first floor rooms contain pressed tin ceilings and original light fixtures and hardware. Five interior chimneys serve the hotel. The second floor rooms have plaster ceilings. A narrow, secondary service stairway leads into the kitchen. A well is located in the enclosed shed porch on the rear of the structure.

Also located on the nominated property is an early twentieth century barn. It is a one-story frame structure that once served the hotel as the carriage house. It presently serves as a storage barn for tools and equipment. It is northeast of the hotel. To the east of the hotel is a small circular fish pond.

Once located on the nominated property was a water tower and windmill. It is believed that these structures were located north of the hotel. Also located on the property was an underground sprinkling system for the hotel grounds. Prior to the construction of the Hollberg Hotel, a cotton gin was located on the property.

8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input checked="" type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400–1499	<input checked="" type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500–1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600–1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/ humanitarian
<input type="checkbox"/> 1700–1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> theater
<input type="checkbox"/> 1800–1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> transportation
<input checked="" type="checkbox"/> 1900–	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> other (specify)
		<input type="checkbox"/> invention		

Specific dates 1907 **Builder/Architect** Unknown

Statement of Significance (in one paragraph)

The Hollberg Hotel is significant to the architectural, commercial and community development history of Senoia. The hotel is a fine example of two architectural styles combining to create a distinct hotel atmosphere. It is the largest frame commercial (now residential) structure in Senoia and contributes significantly to the character and appearance of downtown Senoia. The Hollberg Hotel served as the principal hotel during Senoia's industrial growth in the early 1900's. The owner of the hotel, C.F. Hollberg, was involved in establishing a mercantile business that is still in operation today. Realizing the economic benefits that Senoia would reap from another railroad line, Hollberg was instrumental in securing another railroad for Senoia, thus promoting community development.

Architecturally, the Hollberg Hotel is significant in that it combines two architectural styles to create a distinct hotel appearance. Examples of Neo-Classical architectural design are noted in the symmetry of the floor plan and the colonnaded porch, while aspects of Victorian period design are found in the bay window and attic gables. The stained glass windows and pressed tin ceilings are exceptional examples of turn-of-the-century craftsmanship. Structurally unchanged, the structure retains its hotel character and appearance. Its prominent corner location, one block from the business center of Senoia, enables the hotel to remain closely identified with Senoia's business district.

Senoia was an agricultural and transportation center for Coweta County and surrounding counties at the turn of the century. When industrial and commercial growth hit Senoia in the late 1890's and early 1900's, C.F. Hollberg (1874-1955) began to make plans for the construction of a hotel to accommodate travellers that would obviously be drawn to Senoia. In 1906, Hollberg bought the corner lot on which the hotel now stands. Designing the hotel himself, Hollberg contracted with W.F. Cole of Atlanta to build the structure. By May 1907, the hotel was under construction. A newspaper article in the Coweta County Herald and Advertiser related to the construction of the hotel as well as reflecting the growth that Senoia was experiencing:

"Senoia is already showing the awakening touch of its new railroad, and it is likely that she will take on a healthy and aggressive growth before the year is out. Real estate is beginning to change hands over there, handsome new buildings like the Hollberg hotel are going up and others are being planned, not to speak of the many new residences in process of erection."

(continued)

9. Major Bibliographical References

The Atlanta Journal and Constitution, July 31, 1977.
Coweta County Herald and Advertiser, May 31, 1907, and November 15, 1907.
 Draft nomination, William R. Mitchell, March 1979.
 Jones, Mary G. and Reynolds, Lily, eds. Coweta County Chronicles. Atlanta: The State Printing Co., 1928.

10. Geographical Data

UTM NOT VERIFIED

Acreeage of nominated property less than one acre
 Quadrangle name Senoia, Georgia

ACREAGE NOT VERIFIED

Quadrangle scale 1:24000

UMT References

A	1 6	7 2 7 8 3 0	3 6 8 7 1 6 0
	Zone	Easting	Northing
C			
E			
G			

B			
	Zone	Easting	Northing
D			
F			
H			

Verbal boundary description and justification

The boundaries of the nominated property are indicated on Coweta County Tax Map, No. E2-16-3B, all the property currently owned by the owners.

List all states and counties for properties overlapping state or county boundaries

state	code	county	code
state	code	county	code

11. Form Prepared By

name/title Kacy Ginn, National Register Researcher
Historic Preservation Section
 organization Department of Natural Resources date December 27, 1979
 street & number 270 Washington Street, S.W. telephone 404/656-2840
 city or town Atlanta state Georgia 30334

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the Heritage Conservation and Recreation Service.

State Historic Preservation Officer signature Elizabeth A. Lyon
 Elizabeth A. Lyon
 title Acting State Historic Preservation Officer date 12/29/79

For HCRS use only	
I hereby certify that this property is included in the National Register	
<u>W. Ray Juce</u>	date <u>3/10/80</u>
Keeper of the National Register	
Attest: <u>Carl A. Dnbri</u>	date <u>3/3/80</u>
Chief of Registration	

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Continuation sheet Significance

Item number

8

Page 2

The hotel construction was completed by November 1907, and was viewed by the Herald and Advertiser as "a fine advertisement for the town." The newspaper also noted that the hotel should be exempt from special taxes "when it is a fine creditable one like Senoia has." Two other hotels were located in Senoia at the time the Hollberg Hotel was built, but the Hollberg quickly assumed the majority of Senoia's hotel business.

The Hollberg Hotel became prosperous almost immediately due to the low cost hotel accommodations, good food and progressive utilities employed by Hollberg. The hotel was served by its own 5000 gallon water tank and the Hollberg Hotel was one of the first buildings to install electricity when it became available in 1909.

Over the many years that the Hollbergs operated the hotel, many members of varied professions were guests. The Hollbergs entertained several Georgia governors - Joe Brown, Hoke Smith and Gene and Herman Talmadge. Civil War veterans were frequent guests as they often held their reunions in Senoia at the Hollberg Hotel. Margaret Mitchell often talked with these veterans as she prepared her notes for her novel, Gone with the Wind. Other guests were those who travelled to Senoia to conduct business with the local industries.

The Hollbergs operated the hotel until the 1940's. The structure remained in the Hollberg family until it was purchased in 1973 by Patrick A. Travis, who deeded it to Dan Hartsfield and Associates. The current owners, Mr. and Mrs. Daniel Lent, purchased the property in 1974 and use it as a private residence and catering service.

While the hotel played an active role in the commercial atmosphere of Senoia, C.F. Hollberg was also involved in another commercial venture. In 1894, after moving to Senoia from Ohio, Hollberg established a mercantile business. His business began as a small general store. In 1909, Hollberg added the Hollberg Pharmacy and received a Rexall franchise in 1910, one of the oldest continuous Rexall franchises in Georgia. In 1919, Hollberg added a furniture department and in 1916 this department was expanded into contract sales and a time payment plan. In 1923, C.F. Hollberg, Jr., joined his father's business and Hollberg Sales Company, a brokerage business that sold in five Southern states, was formed. Hollberg's became one of Coweta County's first appliance dealers when it received a franchise from the General Electric Company in 1929. C.F. Hollberg, Sr., died in 1955, but his son and grandson C.F. Hollberg, III, continue to operate the business and serve the needs of Senoia and Coweta County.

Always interested in business endeavors and the growth of Senoia, in 1906, C.F. Hollberg, Sr., was interested in securing another railroad line for Senoia that would link the community with Atlanta, Birmingham and Chattanooga. Realizing how it would favorably affect the growth of Senoia, he and several other interested citizens became active in trying to secure the railroad over another Coweta County town. After Hollberg donated \$1,000 himself and other citizens secured the right-of-way for the railroad, Senoia was able to be the site for the railroad line. It was at this time that Hollberg began to make plans for his hotel. His foresight enabled Senoia to develop plans that would reflect positive commercial growth. Hollberg was also able to serve the community development of Senoia by serving as its mayor for 18 years and served in the Georgia

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Continuation sheet Significance Item number 8 Page 3

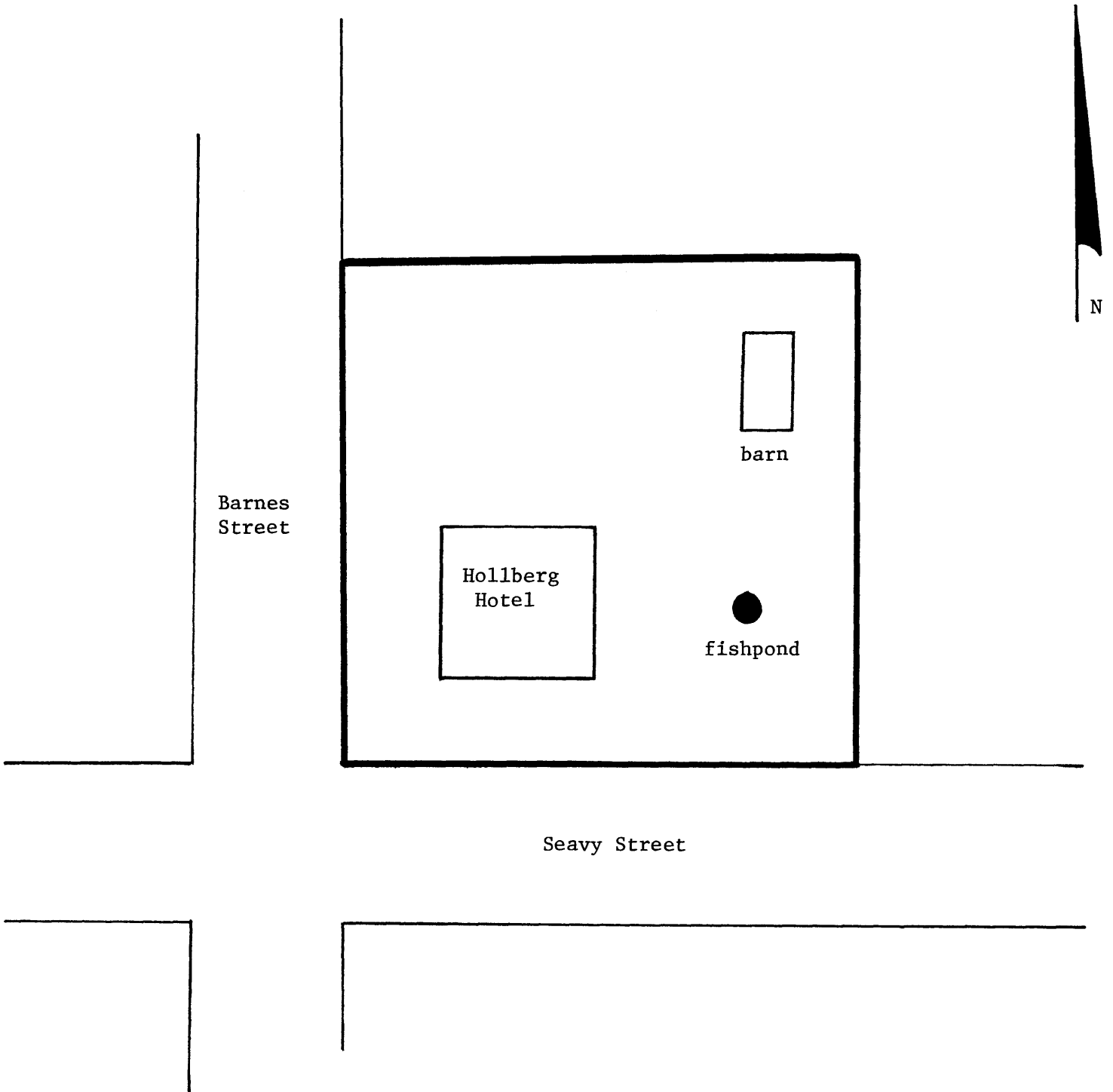
State Legislature for the 1913-14 session.

No formal archaeology has been reported for the nominated property. The water tower, windmill and the underground sprinkling system were significant features of the Hollberg Hotel. However, knowledge of these previous structures is available through the oral tradition of the Hollberg family. These former structures are important to the understanding of the commercial activities of the hotel. Information about the cotton gin that previously occupied the site might also be obtained.

Bibliography, Number 9, Page 2

Telephone Interview with C.F. Hollberg, Jr., September 19, 1979.

Thornton, E.W., ed. The Newnan Times-Herald Centennial Magazine, 1865-1965.
Newnan: Newnan-Times Herald, 1965.



HOLLBERG HOTEL
Senoia, Coweta County, Georgia
Sketch Map
North: ↑

Boundaries are indicated by heavy black line.

NOT TO SCALE

JAN 8 1980