United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

1. Name of Property

Historic Name: Holland Hotel
Other name/site number: Hotel Holland, Holland House Hotel
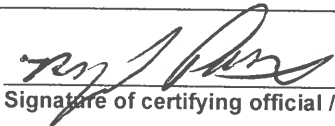Name of related multiple property listing: NA

2. Location

Street & number: 201 and 209 West Holland Avenue
City or town: Alpine State: Texas   County: Brewster
Not for publication: ☐   Vicinity: ☐

3.   State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this
☑ nomination ☐ request for determination of eligibility 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 ☐ does not meet the National Register criteria.

I recommend that this property be considered significant at the following levels of significance:
☐ national ☐ statewide ☑ local

Applicable National Register Criteria: ☑ A   ☐ B   ☑ C   ☐ D

_____   Deputy State Historic Preservation Officer   3/14/2025
Signature of certifying official / Title   Date

Texas Historical Commission
State or Federal agency / bureau or Tribal Government

In my opinion, the property ☐ meets ☐ does not meet the National Register criteria.

_____   _____
Signature of commenting or other official   Date

_____
State or Federal agency / bureau or Tribal Government

4. National Park Service Certification

I hereby certify that the 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: _____

_____   _____
Signature of the Keeper   Date of Action

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5. Classification

Ownership of Property

X	Private
	Public - Local
	Public - State
	Public - Federal

Category of Property

X	building(s)
	district
	site
	structure
	object

Number of Resources within Property

Contributing	Noncontributing	
1	0	buildings
0	0	sites
0	0	structures
0	0	objects
1	0	total

Number of contributing resources previously listed in the National Register: 0

6. Function or Use

Historic Functions: Domestic/Hotel

Current Functions: Domestic/Hotel

7. Description

Architectural Classification: LATE 19TH AND 20TH CENTURY REVIVALS: Spanish Colonial Revival

Principal Exterior Materials: Brick, Stucco, Concrete, Fireproof Tile, Glass, Clay Tile Coping, Cast Stone

Narrative Description (see continuation sheets 7-7 through 7-13)

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8.Statement of Significance

Applicable National Register Criteria

X	**A**	Property is associated with events that have made a significant contribution to the broad patterns of our history.
	B	Property is associated with the lives of persons significant in our past.
X	**C**	Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
	D	Property has yielded, or is likely to yield information important in prehistory or history.

Criteria Considerations: NA

Areas of Significance: Commerce; Architecture *(local level of significance)*

Period of Significance: 1907-1969

Significant Dates: 1907, 1923, 1928

Significant Person (only if criterion b is marked): NA

Cultural Affiliation (only if criterion d is marked): NA

Architect/Builder: Trost & Trost (Architects), H.T. Ponsford & Sons (Builders)

Narrative Statement of Significance (see continuation sheets 8-14 through 8-22)

9. Major Bibliographic References

Bibliography (see continuation sheets 9-23 through 9-24)

Previous documentation on file (NPS):
x preliminary determination of individual listing (36 CFR 67) has been requested. *(#47697 NPS approved Part 1 5/28/24)*
_ 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:
__State historic preservation office
_ Other state agency
_ Federal agency
__Local government
 x University – Archives of the Big Bend-Sul Ross State University Library
__ Other

Historic Resources Survey Number (if assigned): NA

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10. Geographical Data

Acreage of Property: Less than one acre

Coordinates

<u>Latitude/Longitude Coordinates</u>

Datum if other than WGS84: NA

1.   Latitude: 30.357557° Longitude: -103.662765°

Verbal Boundary Description: (Brewster CAD Property ID# 11835): OT, BLOCK 6, LOT 1 LESS W/1.35'
and (Brewster CAD Property ID# 11836): OT, BLOCK 6, LOT 1, W/1.35' OF 1 AND ALL OF 2,3,4,
INCLUDING BPP and sketched on Map 5. (Brewster CAD accessed 4/24/24)

Boundary Justification: The boundary includes all property historically and currently associated with the
nominated hotel.

11. Form Prepared By

Name/title: Megan Warley McDonald, Architectural Historian
Organization: Post Oak Preservation Solutions
Street & number: 2506 Little John Lane
City or Town: Austin State: Texas Zip Code: 78704
Email: Megan@postoakpreservation.com
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Date: March 21, 2024

Additional Documentation

Maps   (see continuation sheets MAP-25 through MAP-30)

Additional items   (see continuation sheets FIGURE-31 through FIGURE-48)

Photographs   (see continuation sheets PHOTO-49 through PHOTO-74)

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Photograph Log
Name of Property: Holland Hotel
City or Vicinity: Alpine
County: Brewster
State: Texas
Photographer: Megan Warley McDonald
Date: April 26, 2023
Location of Original Files: 2506 Little John Lane, Austin, Texas 78704

Photo 1 (TX_BrewsterCounty_Holland Hotel_001.tif)
The Holland Hotel, view northwest.

Photo 2 (TX_BrewsterCounty_Holland Hotel_002.tif)
Original 1907 Holland Hotel, view northwest.

Photo 3 (TX_BrewsterCounty_Holland Hotel_003.tif)
1928 Trost & Trost addition to the Holland Hotel, view northeast.

Photo 4 (TX_BrewsterCounty_Holland Hotel_004.tif)
1928 Holland Hotel entrance, view northwest.

Photo 5 (TX_BrewsterCounty_Holland Hotel_005.tif)
Detail view of cast stone lion medallions, view north.

Photo 6 (TX_BrewsterCounty_Holland Hotel_006.tif)
West elevation of Holland Hotel, view northeast.

Photo 7 (TX_BrewsterCounty_Holland Hotel_007.tif)
West elevation of Holland Hotel, view southeast.

Photo 8 (TX_BrewsterCounty_Holland Hotel_008.tif)
North (rear) elevation of Holland Hotel, view east.

Photo 9 (TX_BrewsterCounty_Holland Hotel_009.tif)
North (rear) of 1923 Holland Hotel Addition, view southwest.

Photo 10 (TX_BrewsterCounty_Holland Hotel_010.tif)
West elevation of Holland Hotel showing 1907 and 1923 sections, view northwest.

Photo 11 (TX_BrewsterCounty_Holland Hotel_011.tif)
Holland Hotel courtyard, view southwest.

Photo 12 (TX_BrewsterCounty_Holland Hotel_012.tif)
First floor corridor in 1907 Holland, view west.

Photo 13 (TX_BrewsterCounty_Holland Hotel_013.tif)
Second floor of 1907 Holland, view south.

Photo 14 (TX_BrewsterCounty_Holland Hotel_014.tif)
Second floor guest room in 1907 Holland, view southwest.

Photo 15 (TX_BrewsterCounty_Holland Hotel_015.tif)
Stairwell in 1923 addition, view southwest.

Photo 16 (TX_BrewsterCounty_Holland Hotel_016.tif)
First floor of 1923 addition, view south.

Photo 17 (TX_BrewsterCounty_Holland Hotel_017.tif)
Third floor guest room in 1923 Holland addition, view north.

Photo 18 (TX_BrewsterCounty_Holland Hotel_018.tif)
Holland Hotel entry corridor. Coffee shop windows and entrance are located on the left wall. View north.

Photo 19 (TX_BrewsterCounty_Holland Hotel_019.tif)
Stairs (and elevator at left) leading to second and third story guest rooms, view east.

Photo 20 (TX_BrewsterCounty_Holland Hotel_020.tif)
Detail view of original glazed tile wainscoting in entry corridor, view west.

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Photo 21 (TX_BrewsterCounty_Holland Hotel_021.tif)
Holland Hotel lobby, view north.

Photo 22 (TX_BrewsterCounty_Holland Hotel_022.tif)
Holland Hotel restaurant bar, view west.

Photo 23 (TX_BrewsterCounty_Holland Hotel_023.tif)
Holland Hotel restaurant dining area, view southeast. Doorway at left leads to the lobby, doorway at right opens to the courtyard. This space originally served as a corridor connecting the old 1907 Holland Hotel with the new 1928 lobby.

Photo 24 (TX_BrewsterCounty_Holland Hotel_024.tif)
Holland Hotel coffee shop, view south.

Photo 25 (TX_BrewsterCounty_Holland Hotel_025.tif)
Second floor corridor, view east.

Photo 26 (TX_BrewsterCounty_Holland Hotel_026.tif)
Representative guest room, view south.

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Holland Hotel, Alpine, Brewster County, Texas

Narrative Description

The Holland Hotel is an early twentieth century hotel in Alpine, Texas. It is prominently located on W. Holland Avenue (US-90) directly across from the Union Pacific Railroad corridor. The original two-story hotel was constructed in 1907 and is a rectangular building with a flat roof and brick exterior walls coated with stucco. A three-story rear addition (1923) similarly features a flat roof and brick exterior walls coated with stucco. The largest and most prominent part of the hotel is the 1928 Trost addition, located immediately west of the 1907 and 1923 sections. The Spanish Colonial Revival building includes a three-story block along W. Holland Avenue with a large one-story section at the rear. Exterior walls are stucco and the flat roof features red clay tile coping. While each of the three sections of the hotel were originally interconnected and are being considered a single unit for nominating purposes, the 1928 Holland Hotel is no longer internally connected to the older sections. Though some alterations have taken place after the period of significance, the Holland Hotel retains integrity to convey its historical significance. The current property owners of the 1928 portion of the hotel are rehabilitating the nominated hotel using federal historic preservation tax credits.

Setting

The Holland Hotel is located at 201 and 209 W. Holland Avenue in Alpine, TX. Alpine is in a remote area of Far West Texas, in the Chihuahuan Desert ecoregion. Holland Avenue (US 90/US 67) is the main commercial thoroughfare in Alpine, with streets both north and south of Holland Avenue roughly laid out on a grid. Adjacent blocks are largely commercial in nature. The Brewster County Courthouse and Jail (NRHP 1978) are on the block immediately north of the property. The Union Pacific Railroad corridor (historically the Southern Pacific Railroad) is directly south of the hotel. The area is characterized by one and two-story commercial buildings that sit tight with roadways, separated solely by concrete sidewalks.

Site

The Holland Hotel property is rectangular, bound by W. Holland Avenue to the south, N. 6th Street to the east, a rear alley to the north, and a surface parking lot to the west. A central courtyard is located at the rear of the structure, formed by the exterior walls of the hotel. The south and east elevations feature minimal setbacks from the street. A surface parking lot is along the west elevation, accessed via a driveway on Holland Avenue. Concrete sidewalks run the length of the south and east elevations. A few trees have been planted along the sidewalk on the south side.

Exterior

Alpine's Holland Hotel consists of three parts **(Map 6)**: the original (1907) two-story section on the corner of Holland Avenue and N. 6th Street; a three-story addition (1923) at the rear (north) of the 1907 building; and a three-story (1928) addition immediately west of the 1907 building, facing W. Holland Avenue. Each section features a flat roof and stucco-class exterior walls (Photo 1).

The **south (primary) elevation**, consisting of both the 1907 and 1928 sections, faces W. Holland Avenue (Photos 1-3). The two-story 1907 section consists of brick walls that were coated with stucco in the 1920s. Ornamental brick corbeling and red clay tile is along the cornice. The second story is divided into five bays, with one-over-one windows in the first, third, and fifth bays, and doors in the second and fourth bays. Historic window grates are appended to two of the second-floor windows. The first-floor exterior walls have been covered with faux-stacked stone cladding (ca. 1960). A set of non-historic double doors and two non-historic windows are on the first floor of the 1907 section, all of which are shaded by fabric awnings. An entrance at the corner of W. Holland Avenue and N. 6th Street originally served as the entrance to the Alpine State Bank. The black marble pillar at the corner is original, though the doors on

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either side of it are not. Historically this entrance was recessed at a diagonal beneath a clipped corner, with three black marble columns supporting it. The outer two columns have either been removed or hidden from view by the non-historic entrance.

The three-story 1928 Trost Holland Hotel is immediately west of the 1907 building. The south elevation of the 1928 addition serves as the hotel's primary entrance and features several elements that characterize it as such. The south elevation is six bays wide, and a prominent entrance canopy extends from the center of the first floor in the third bay (from east), with "HOLLAND HOTEL" signage wrapped around the top of the canopy roof. The top of the entrance canopy also serves as an exterior porch for a hotel suite on the second floor. Beneath the canopy is an inset entrance featuring a pair of multi-pane glazed doors flanked by fixed pane windows topped with transoms. Original glazed terra cotta tile, possibly produced by Batchelder-Wilson Company, serves as decorative wainscotting beneath the windows, on the inset entrance floor, and wrapped around entrance columns (Photo 4). Five commercial storefront windows fill the remaining bays on the first floor, three to the west of the entrance and two to the east. Each storefront features a horizontal band of 12-lite transom windows above. Buff colored tile clads the bulkheads of the storefronts. Inset cast stone panels with botanical motifs are above each of the third-floor windows, and four projecting cast stone lion medallions are interspersed between the third-floor windows (Photo 5). Windows on the second and third floors of the 1928 Holland Hotel are six-over-one windows. Though the windows are not historic, they are compatible with the profile of the original hotel windows and retain the original openings.

The **west elevation** includes the three-story portion of the 1928 hotel and the one-story section of the 1928 hotel that extends north to the alley (Photos 6 and 7). The three-story section features several infilled windows on the west elevation, as well as a three-story fire escape with access doors on the second and third floors. A non-historic painted "Holland Hotel" sign is near the top right corner. The one-story section contains the lobby, office spaces, kitchen, former ballroom, and other "back of house" spaces. It features a shed roof overhang along the west wall and is surrounded by a wood fence.

The **north elevation** is the rear of the hotel and faces an alley. The rear of the three-story section of the 1928 Holland Hotel is partially visible above the one-story section and is characterized by rows of six-over-one modern windows on the second and third floors (Photo 7). The rear of a small, fourth floor "crow's nest" is also visible on this elevation and features a pair of glazed French doors leading to a Juliette balcony, and one boarded window. The eastern half of the crow's nest is original (see Figure 6) and housed the roof access and elevator shaft. The western half of the crow's nest is a modern addition. The rear of the one-story section of the 1928 Holland Hotel abuts the alley and consists of stucco exterior walls (Photo 8). A rear entrance with a modern door is at the center of the one-story section and is flanked by two large, infilled windows with small sections of glass block at the top of the original opening. A single four-over-four historic window remains unblocked on this elevation, and one arched opening is boarded over. The hotel courtyard is accessed from roughly the center of this elevation via a single recessed entryway. The easternmost section of the north elevation is the rear of the three-story 1923 addition (Photo 9). Each floor contains a row of one-over-one windows. A metal fire escape extends from the third story to the alley, and second and third floor access doors have been sealed. Much of the stucco at the base of the building has begun to erode, revealing the brick beneath.

The **east elevation** consists of the original 1907 hotel (south) and the 1923 addition (north) (Photo 10). A doorway near the center of this elevation historically served as a secondary entrance to the lobby after the 1928 Holland Hotel was constructed. A non-historic second story porch runs nearly the full length of the 1907 building on this elevation, harkening back to the original second story porch that wrapped around the 1907 building when it was first constructed. Eight, one-over-one hung windows are on the second floor, and ornamental brick corbelling is along the cornice. Some of the openings on the first floor, including storefronts and windows, have been infilled and/or covered by faux stacked stone cladding (ca. 1960), although the second story is still clad in stucco over brick. The east elevation of the 1923 addition features smooth stucco exterior walls with minimal ornament. One-over-one windows of varying size are located on the second and third floors. A series of five commercial storefronts with modified openings line the first

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floor. A shed roof awning runs the length of the 1923 addition above the storefronts, and air conditioning units sit above the awning.

An interior courtyard is formed by the exterior west wall of the 1907 building and 1923 addition, the north wall of the 1928 Holland Hotel and the east wall of the 1928 Holland Hotel (Photo 11). A wall encloses the north end of the courtyard from the rear alley, and features a central fireplace flanked by a storage closet to the west and an emergency exit to the east. A concrete ledge runs along the east wall of the courtyard. A gabled awning with red clay tile roof is above a window on the east wall, and an air conditioning unit is on top of it. The patio has a herringbone brick floor, and the walls consist of the stucco coated brick exterior walls of the hotel. The stucco on the 1923 addition has been lost in several places, exposing the brick beneath. A set of double doors topped with an arched window is at the center of the west wall leading into the hotel lobby, flanked by arched windows on either side of the doorway. An additional arched window has been enclosed at the north end of the west wall. Two sets of double doors topped with arched windows are on the south wall of the courtyard, leading into the restaurant. A fountain (likely historic) is at the center of the courtyard and two large trees are on the north and south ends of the courtyard, each surrounded by a circular, shallow brick planter.

Interior

1907 Holland Hotel

The original, 1907 portion of the Holland Hotel consists of two stories. The **first floor** is almost entirely commercial spaces along Holland Avenue and N. 6th Street. When the 1928 Trost Holland Hotel was constructed, all primary hotel functions (reception, lobby, restaurant, etc) were moved to the new building and the first floor of the 1907 and 1923 sections were converted to commercial and office spaces. Plans for the Trost Holland Hotel (Figure 7) indicate that the first floor of the 1907 section largely retains its 1928 configuration with a single storefront in the southwest portion of the building, the large former bank space at the southeast corner, and an additional storefront and former N. 6th Street hotel entrance on the east elevation. First floor interior finishes vary, with some historic plaster walls and ceilings intact and some pressed tin ceilings. Modern floor treatments are present in most places, though historic flooring may be beneath. The former entrance and corridor that led from the N. 6th Street entrance to the 1928 lobby is largely discernible and includes a stairwell to the second floor (Photo 12). The corridor has non-historic vinyl flooring and acoustical ceilings.

The interior **second floor** of the 1907 section has been significantly altered (Photo 13). Though original floor plans have not been found, and the 1928 plans do not depict the second story of the 1907 structure, it appears that most of the guest rooms have been removed to create a large open space. A few guest rooms remain along the east wall, though large openings have been cut into the exterior walls. Extant guest rooms retain original plaster walls and ceilings, wood floors, picture rails, and wood window frames with bullseye corner blocks (Photo 14). The north wall contains two doors that originally opened onto a second story porch. A large wooden structure dominates the center of the room, which features ten boxed pillars that likely encase structural posts. A kitchen area and porch swings are beneath the structure at the center of the room. The west wall was an exterior wall prior to the construction of the 1928 Holland Hotel, and has several enclosed windows, as well as the enclosed former fire door between the 1907 and 1928 structures. The underside of the roof structure is exposed due to the removal of the plaster ceilings, and non-historic carpeting covers the floor. A doorway on the south wall leads into the 2nd floor of the 1923 addition.

1923 Addition

The 1923 addition consists of three floors. The east side of the first floor is primarily commercial space, with four storefronts retaining their original configuration along N. 6th Street. Interior finishes vary, with some historic plaster intact and modern floor and ceiling treatments in place. The west side of the 1923 addition has been extensively

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remodeled and does not appear to retain its original configuration (Photo 16). Non-historic wood ceilings, gypsum board walls, and Saltillo tile floors are present throughout.

The second and third floors of the 1923 addition retain much of their historic configuration. A stairwell is along the west wall and leads from the second to the third floor (Photo 15), and an empty elevator chase is at the center of the addition. On the third floor, guest rooms line the north, east, and south walls surrounding a central section that was originally guest rooms and the elevator chase, but it has been largely gutted. The second and third floors retain many original finishes including plaster walls, wood floors, wood window and door frames, wood panel doors, and picture rails (Photo 17). Most of the plaster ceilings on the second floor are intact, though in varying states of deterioration. All of the plaster ceilings on the third floor have been lost, leaving the roof structure exposed. Most guest rooms retain historic doorways with overhead transoms.

1928 Holland Hotel

The **first floor** of the 1928 Holland Hotel is primarily accessed via the main entrance on W. Holland Avenue. This entrance opens into a wide corridor leading to the lobby (Photo 18). The corridor is characterized by large windows with overhead transoms on the west and east walls, which look into the adjacent coffee shop and restaurant spaces. Walls of the corridor are coated in thick stucco with original glazed tile wainscoting along the bottom third, which likely utilized tiles produced by the Batchelder-Wilson Company.[1] Original tile flooring has been retained throughout. Iron light fixtures, which appear to be historic, hang from both ends of the entry corridor. As is the case throughout much of the hotel, the ceilings feature deeply textured plaster ceilings. A historic wood door leads into the coffee shop along the west wall, near the northern end of the corridor. The east wall of the corridor was slightly modified to include a non-historic entrance to the restaurant within the southernmost bay of windows, sometime after 1980. The entrance to the kitchen is just north of the restaurant entrance. Just beyond the kitchen door is a set of stairs and an elevator (Photo 19). The stairs feature ornamental glazed tiles along the sides and iron railings.

A wide, square doorway leads into the lobby from the north end of the entrance corridor. Large ornamental brackets are in the corners of the doorway, each with two decorative tiles beneath. The lobby is characterized by plaster walls with ornamental glazed tile wainscoting along the bottom third of the walls, and wood beams with painted stenciling along the ceiling with original wood brackets at the west and east ends (Photos 20-21). Original tile flooring has been retained throughout the lobby. Iron light fixtures suspended from the ceiling and along the walls appear to be historic (though not the shades on the wall fixtures). A series of large arched openings are on both the west and east walls of the rooms, leading into adjacent spaces. Historically, a low wall clad with glazed tiles was in front of the two southernmost openings on the west wall, forming an enclosed check-in desk. This wall was removed at an unknown date and a non-historic check-in desk is currently in the southernmost opening. The second, central opening currently opens into a room that functions as a bar. The northernmost opening on the west wall (leading into a billiards room) features a set of original wood doors and original wood spindles in the overhead archway (Photo 22). This room was historically the southern part of the ballroom. At the south end of the east wall of the lobby, a pair of wood frame double doors with a large arched window above lead into the restaurant. North of this doorway, three openings are evenly spaced along the east wall, including a doorway leading to the courtyard flanked by two windows. Each opening features arched, wood-frame windows above. A square doorway framed in glazed tile is at the northwest corner of the lobby and leads to restrooms. A stone fireplace with wood mantelpiece is at the center of the north wall.

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[1]Trost was known for his use of Batchelder tiles in his other designs. The decorative tiles in the Holland Hotel appear to be variations of items #35 and #37 in the 1920 Batchelder-Wilson Company catalog: https://babel.hathitrust.org/cgi/pt?id=uc1.c034735111&seq=14, Page 14 of scan, page 6 of actual document. Decorative tiles appear to be variations of items #35 (Flowerpot) and 37 (Birds and Vine).

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The restaurant is accessible via a non-historic doorway on the east wall of the hotel entrance corridor. The restaurant encapsulated what were originally three separate spaces: a barber shop, a commercial storefront facing W. Holland Avenue, and a corridor leading from the N. 6th Street entrance to the 1928 lobby. The spaces have been combined to create a U-shaped dining area that wraps around a central kitchen. The restaurant bar is in the front of the building facing Holland Avenue (Photo 22). The room features Saltillo tile flooring, plaster walls, and a painted ceiling with modern light fixtures. A band of transom windows is above the north wall of the bar. The south wall consists of glass storefront windows with overhead transom windows which have either been covered or infilled. A crawl space is beneath the bar and is used for storage. The restaurant wraps around an enclosed kitchen (behind the bar) and leads to an additional seating area that abuts the courtyard (Photo 23). This section of the restaurant was historically a corridor that led from the N. 6th Street entrance in the 1907 building to the lobby of the 1928 hotel. This connection between the buildings was sealed sometime prior to 1972. The additional dining areas feature Saltillo tile flooring, plaster walls, and non-historic light fixtures. The north wall of the restaurant features a decorative cast stone or terra cotta fireplace flanked by two large wood frame openings with double doors and overhead arched windows, which look out into the courtyard. The kitchen is a utilitarian space that features acoustical tile drop ceilings, a combination of gypsum board and plaster walls, and both concrete and tile flooring. It is accessible via a single door on the east wall of the lobby or a doorway on the west wall of the dining area. The kitchen was historically the location of restrooms and a closet.

The coffee shop is accessed via a single door on the west wall of the hotel entry corridor (Photo 24). The room features non-historic flooring and acoustical tile drop ceilings. A non-historic partition serves as the west wall of the room: the coffee shop was originally much larger and was subdivided to create a hallway and office spaces at an unknown date. A storage room is behind the north wall of the room. Three heavy wood ceiling beams are at the north and south ends as well as the center of the room. The south end of the coffee shop ceiling features a row of six wood beams at the center of the ceiling that do not run the full width of the room. Two large, modern windows on the south wall of the coffee shop look out onto W. Holland Avenue.

A door on the west wall of the coffee shop leads to a non-historic hallway and office spaces (Photo 26). An exterior door that opens onto W. Holland Ave is on the south end of the hallway. The hallway has concrete floors and plaster ceilings. Entrances to offices and a series of kitchen and laundry spaces are along the west wall of the hallway, while a maintenance room is at the north end. This kitchen is in roughly the same location as the 1928 hotel kitchen, though it has been somewhat subdivided by the addition of the hallway. A perpendicular hallway is at the north end of the hall and leads to additional janitorial spaces and a restroom. The former ballroom is also accessible by this hallway. Historically, a large, open room, the ballroom has been converted into the hotel manager's apartment and partitioned into a series of living spaces with low ceilings. It is unclear if the historic ceilings are extant above the modern ceiling. Modern flooring is present throughout the former ballroom.

A commercial storefront is on the southwest corner of the 1928 Holland Hotel, accessible through a recessed entryway along W. Holland Avenue. The storefront has been roughly partitioned into front and back sections. It features concrete floors and a combination of plaster and gypsum board walls. The ceilings in the front of the storefront are full-height and either plaster or gypsum board, while the rear section of the storefront features non-historic pressed tin in a drop-ceiling grid.

The **second and third floors** of the hotel are characterized by double-loaded corridors lined with guest rooms (Photo 25). The stairs and elevator are centrally located, leading from the first-floor entry corridor to the middle of the second and third floor corridors. An emergency exit door is on the north wall of the second floor, opening onto the one-story lobby rooftop. Several guest rooms were combined, though the original exterior doors were retained and fixed in place. Entrances to the guest room feature wood panel doors with infilled overhead transoms. Most rooms on the second floor retain original plaster walls, while third floor walls (which experienced water damage at one time) feature a combination of plaster and gypsum board walls (Photo 26). Ceilings are primarily plaster, though some ceilings on the third floor are beadboard. Non-historic carpeting is throughout. The second floor features a large, central suite (208-

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210) that includes an exterior patio on top of the hotel entrance canopy rooftop. Room 210 was likely a lounge or similar public space, as it features a unique pair of double doors to the hallway, the only opening to the second-floor exterior patio. A fourth floor "crow's nest" is a large suite that was constructed as a rooftop addition at an unknown time. It features a covered, open-air patio to the east of the suite.

Alterations

The exterior of the 1907 portion of the Holland Hotel was renovated several times during the period of significance, but has been minimally altered since that time. At an unknown date, a non-historic doorway enclosed the recessed bank entrance beneath the clipped southeast corner. On the interior, the first floor of the 1907 Holland retains much of its original configuration, though most original finishes such as floors and ceilings have been covered or lost. The second floor has been heavily modified through the removal of most guest rooms, though the few guest rooms that remain retain many original finishes.

The 1923 rear addition was designed as a simple, three-story structure with minimal ornament. It has experienced minimal alterations. The most significant exterior change to this addition was the enclosure of storefront transoms and construction of a non-historic awning. On the interior, the commercial storefronts along N 6th Street retain their historic configuration with some historic finishes such as plaster walls and ceilings intact. Some plaster walls and ceilings have been lost on the second and third floors of the 1923 addition.

The 1928 Trost Holland Hotel has experienced relatively few alterations since its original construction. Though 1970s photographs indicate that the original storefronts had been somewhat altered, and the overhead transom windows covered or infilled, they have subsequently been replaced with storefronts that are nearly identical to the originals and the transoms have been reopened. Most of the windows on the rear of the 1928 Holland Hotel have been infilled, and several on the west elevation have also been infilled. On the interior of the 1928 hotel, the lobby is nearly identical to its 1928 appearance with many original materials and design features intact. The primary change to the lobby was the removal of an ornamental tile wall that enclosed the two-bay check-in desk. The coffee shop was altered at an unknown date to create a hallway and series of office spaces, thereby shrinking the size of the room. The coffee shop has also been altered to include non-historic flooring, acoustical drop-tile ceilings, and gypsum board walls. Most of the hotel ballroom was converted into an apartment for the hotel manager at an unknown date. The room has been partitioned into a series of rooms and the ceilings have been lowered. The southern portion of the ballroom currently functions as a billiards room adjacent to the lobby. Original plans and historic photos of the hotel indicate that the present restaurant space was originally two separate commercial spaces and a corridor that have been combined. In addition, a non-historic doorway to the restaurant was built into the southernmost interior window of the entry corridor. Though several guest rooms have been combined, most retain their historic plan as well as exterior doors with enclosed transoms. Some plaster ceilings (particularly on the third floor) have been covered or replaced with beadboard. Lastly, a fourth floor "crow's nest" addition was constructed on the rooftop after the period of significance, though it is set back from the primarily (south) roofline and not highly visible from Holland Avenue.

Despite alterations, the Holland Hotel retains sufficient integrity under Criteria A and C for its significance as a prominent twentieth-century hotel and as a Spanish Colonial Revival building designed by master architect Henry C. Trost.

Integrity

The Holland Hotel remains in its original *location* at 209 W. Holland Avenue and retains its historic *setting* on Alpine's main commercial street adjacent to other commercial buildings. The 1928 Holland Hotel retains integrity of *design,* particularly through the retention of architect Henry C. Trost's original plan and detailing on the 1928 building,

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and through the decorative exterior brick corbelling of the original 1907 hotel. It also retains integrity of ***materials***, including historic stucco with cast stone ornament on the exterior, historic tile floors, plaster walls and ceilings, glazed wall tiles, and wood ceiling beams on the interior. The Holland Hotel building retains integrity of ***workmanship***, particularly in the first-floor interior public spaces such as the lobby, where ornamental tile wainscoting, thick meringue plaster, and stenciled wood beams represent careful craftsmanship. Finally, the Holland Hotel retains integrity of ***Feeling*** and ***association*** as it maintains the form, massing, and interior configuration that clearly demonstrates its historic use as a hotel within the historic and current commercial core of downtown Alpine.

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Statement of Significance

Constructed in three phases (1907, 1923, and 1928) the Holland Hotel is significant at the local level under Criterion A for Commerce as the town of Alpine's most prominent twentieth century hotel. Alpine served as the Brewster County seat and was a railroad town where businessmen with ranching and mercury mining interests gathered to conduct business. Due to its high elevation and relatively mild climate, the town of Alpine also developed an identity as a tourist destination during the heyday of automobile travel in the early twentieth century. In response to the rising number of visitors to Alpine during the 1920s, two additions were constructed in 1923 and 1928, the latter designed by prolific southwest architect Henry C. Trost near the end of his career. The Holland Hotel remained in active use as a hotel from its initial construction in 1907 until 1969, when the hotel closed for several years. The Holland Hotel is also significant under Criterion C for Architecture: the 1928 Spanish Colonial Revival addition to the hotel was designed by master architect, Henry C. Trost and reflects his design for a simplified and restrained hotel appropriate within the context of the small, isolated, West Texas town of Alpine. The period of significance for the Holland Hotel begins with the construction of the hotel in 1907, through 1969 when it ceased operating as a hotel.

Criterion A: Commerce

History of Alpine

The town of Alpine is in the Alpine Valley of the Davis Mountain range, at the foot of A Mountain and Hancock Hill. Native Americans were drawn to a spring in the valley, which served as an important water source. The same spring would attract Spanish explorers to the area during the seventeenth century, and later traders and freighters traveling between Chihuahua and San Antonio during the 1850s and 1860s.[2] Ranchers began grazing their herds in the valley by the 1880s and camped alongside them. Permanent settlement in the area began in 1883 when the Southern Pacific railroad was constructed through the Alpine Valley.[3]

Alpine's earliest permanent residents were Mexican Americans who followed their family members working on the railroad construction crews. Settling southwest of the railroad along Alpine Creek, their small adobe houses were some of the first permanent residences in the valley.[4] Initially, the Southern Pacific Railroad named the Alpine Valley station "Osborne." This was changed one year later when Thomas O. Murphy gave the railroad the right to build a pump station on his land in exchange for renaming the town "Murphyville." Murphy owned a great deal of land in the area, including a portion of the valley that the railroad passed through. Murphyville was platted on November 10, 1883, laying out fifty blocks north of the railroad corridor and thirty to the south. Brewster County was formed in 1887 and Murphyville was named the county seat, though citizens of Murphyville voted to rename the town "Alpine" the following year.[5]

Cattle and sheep ranching factored prominently into Alpine's early history, beginning prior to the arrival of the railroad when the Alpine Valley was used as grazing land. Early ranching efforts in the area focused on raising sheep, but many ranchers shifted to cattle when the price of wool became unstable during the 1890s. In the 1930s, this trend reversed and sheep raising became more common.[6]

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[2] Clifford B. Casey, *Alpine, Texas Then and Now*, (Pioneer Book Publishers, 1981), 12; Martin Donell Kohout, "Kokernot Spring," *Handbook of Texas Online*, accessed April 19, 2023, https://www.tshaonline.org/handbook/entries/kokernot-spring.
[3] Casey, *Alpine, Texas Then and Now*, 16.
[4] Casey, *Alpine, Texas Then and Now,* 18.
[5] Casey, *Alpine, Texas Then and Now,* 20.
[6] Clifford B. Casey, *Mirages, Mysteries, and Reality, Brewster County, Texas, The Big Bend of the Rio Grande*, (Texas Pioneer Book Publishing, 1972), 153-6.

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Mercury, which was utilized for medicinal purposes, in scientific equipment, and for gold and silver extraction, was discovered in the Big Bend region in 1884, setting off a decades-long mining boom in Brewster County. Several large mining companies were established including the Chisos Mining Company, which by 1905 supplied twenty percent of the mercury in the United States. Most of the mercury mines were concentrated in the Terlingua Mining District and the material was hauled by mule-drawn wagons to Brewster County's railroad towns, including Marfa, Alpine, and Marathon, and then distributed by rail. As the nearest railroad point, located approximately ninety miles north of the mining district, Alpine came to play a particularly dominant role in the industry, significantly impacting the town's early economy and development. In addition to its role as a rail distribution site, Alpine also became a supply hub for mining companies.[7]

The establishment of Sul Ross Normal College in Alpine in 1917 impacted local tourism by drawing relatives and friends of students to the area, many of whom stayed at the Holland Hotel. East of downtown Alpine, Sul Ross Normal College initially trained and certified teachers but later expanded to offer other degrees. As the college expanded and increased enrollment during the 1920s and 1930s, it became an important factor in the local economy.[8] A 1923 newspaper article specifically mentioned the Holland Hotel's relationship to Sul Ross: "...the Holland serves a very useful purpose as a place where parents of pupils in the college may find comfort and convenience, and from the impressions they will receive as its guests.[9]

Many early twentieth century guests to the Holland Hotel traveled by rail, but during the 1920s the Holland Hotel also began to see an increase in automobile tourists. During the 1920s, several highways that passed through the town were paved, including US-90, US-67, US-385, TX-118, and TX-223.[10] Many tourists enjoyed scenic auto trips through West Texas, and while inexpensive auto camps and tourist courts were becoming increasingly popular, hotels remained in high demand during the 1920s.[11] Tourism to Alpine continued to rise in the 1930s, particularly following the establishment of Big Bend State Park in 1933 (later, Big Bend National Park) in southern Brewster County. The Alpine Chamber of Commerce extensively promoted Alpine as a tourist destination, emphasizing its proximity to the park and the paved highway (TX-118) leading from Alpine to Big Bend. Alpine experienced a steady growth in visitors during the mid-twentieth century as Big Bend grew in popularity and auto tourism skyrocketed.[12]

As a result of its status as the Brewster County seat, its role in the mercury mining industry, and its burgeoning identity as a tourist destination, Alpine began to see increasing numbers of visitors in need of overnight lodging early in the twentieth century. Initially, few hotels were available to Alpine visitors. The City Hotel (known as Hotel Ritchey after 1915) was established in 1886 as a hotel for ranchers and cowboys who drove their cattle to Alpine to ship them via rail. A wood-frame building with fewer than 20 rooms and a saloon, the City Hotel was a small enterprise that provided modest accommodations.[13] The Alpine Hotel was established at least as early as the 1890s, and while it was referred to as a "hotel," appears to have been relatively small and more akin to a rooming house.[14] The Garnett Hotel was established sometime prior to 1900 as the Hotel de Garnett and was prominently located on Front Street (Holland

[7] W. D. Burcham and Harris S. Smith, "Mercury Mining," *Handbook of Texas Online*, accessed April 21, 2023, https://www.tshaonline.org/handbook/entries/mercury-mining; Kenneth B. Ragsdale, "Chisos Mining Company," *Handbook of Texas Online*, accessed April 21, 2023, https://www.tshaonline.org/handbook/entries/chisos-mining-company. "Brewster County History," Brewster County, Texas, accessed April 21, 2023, http://www.brewstercountytx.com/news-information/county-history/.
[8] Casey, *Alpine, Texas Then and Now*, 113-115; Earl H. Elam, "Sul Ross State University," *Handbook of Texas Online*, accessed April 24, 2023, https://www.tshaonline.org/handbook/entries/sul-ross-state-university.
[9] "A Spring Thanksgiving," *Alpine Avalanche*, April 26, 1923, 2.
[10] Casey, *Mirages, Mysteries, and Reality,* 275.
[11] Casey, *Mirages, Mysteries, and Reality,* 70-71.
[12] Casey, *Mirages, Mysteries, and Reality,* 70-71, 275.
[13] "Hotel Ritchey Building History," Archives of the Big Bend, Sul Ross State University.
[14] "The Alpine Hotel," Alpine Avalanche, May 16, 1902, 4; "Will Run Rooming House," *Alpine Avalanche*, November 1, 1909, 1.

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Avenue). Described as the "principal public house of the city," the loss of the hotel in a major 1907 fire created an acute need for a new hotel in Alpine.[15]

Holland Hotel

The Holland Hotel was constructed in 1907 by John R. Holland. Holland, who arrived in Brewster County in 1884, was one of Alpine's earliest citizens and most successful ranchers. In addition to ranching, Holland owned at least one mercury mine in Brewster County and he also dabbled in real estate as the owner of several "commodious" store buildings in Alpine.[16] He was also involved in the formation of the Alpine Power Company, which furnished both water and electricity to Alpine.[17] During the early twentieth century heyday of mercury mining in Brewster County, Holland recognized the need for a "respectable" hotel in Alpine, which was both the county seat and the railroad juncture from which much of the mercury was transported.[18] He wasn't alone: in early 1907, several newspaper articles cited the need for a "new and up-to-date hotel" in Alpine.[19] The need was exacerbated following a devastating fire in April of 1907 that destroyed much of the downtown business district, including the Garnett Hotel.[20] Holland purchased the lot on which he would build the Holland Hotel in May of 1907. The following month, he sought a contractor to build the "55x80-foot brick, two story hotel" and by early November, it was reported that "The Holland Brick Hotel is near completion."[21]

Upon completion, the $20,000 "Holland Building," as some newspapers referred to it, housed the Holland Hotel, the Alpine State Bank, and the real estate office of Otis Turner, and was described as the largest building in Alpine at the time of its construction.[22] The Alpine State Bank occupied the first floor storefront at the corner of Railroad Avenue and 6th Street and featured a series of three black marble columns and pedestals made from the "Jordan marble mountain," quarried 13 miles from Alpine.[23] The main entrance to the hotel was originally located on the south elevation, west of the bank entrance (see Figure 3). Guest rooms were on the second floor.

Though Holland felt it was important for the town to have a hotel, he had no interest in running it and leased the building to other individuals. The original management was short lived, and by 1909 newspapers announced that T.C. Levingston was the hotel's new proprietor.[24] In May 1911, a large fire impacted downtown Alpine. Though John Holland lost four other buildings in the fire, the Holland Hotel was spared with only some blistered paint and cracked plate glass along the bank storefront.[25] After leasing the hotel to a string of short-lived managers between 1907 and 1914, John Holland hired his son-in-law, Henry Spannell, to manage the hotel and deeded the property to his daughter,

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[15] The Garnett Hotel would later be rebuilt in 1909 at the base of A Mountain, advertised as a "tourist hotel." It was lost to fire in 1943. "Alpine Has Big Fire That Costs $100,000," *El Paso Herald*, April 15, 1907; "Industrially Alpine Allright," *The Alpine Avalanche*, June 10, 1909, 1; "Historic Garnett Hotel, Once the Site of College Banquets, Damaged by Fire," *Alpine Sul Ross Skyline*, August 23, 1939, 7; "Alpine Landmark Destroyed by Fire," *Alpine Sul Ross Skyline*, May 26, 1943, 5.
[16] "Open Mine of Cinnabar," *San Antonio Light*, March 10, 1908, 2; "Prominent Cattlemen," *El Paso Herald*, December 11, 1908.
[17] "Alpine to Have Water and Electric System," *El Paso Herald*, December 14, 1908.
[18] "The Holland Hotel," Historic Alpine, https://historicalpine.org/historic-homes-buildings/the-holland-hotel/, Accessed April 19, 2023.
[19] "New Hotel for Alpine," *Fort Worth Telegram*, March 2, 1907; "Alpine, Texas, April 10," *Fort Worth Telegraph*, April 10, 1907.
[20] "Alpine Has Big Fire That Costs $100,000," *El Paso Herald*, April 15, 1907; JR Holland to Chrystal Holland Spannell, Brewster County Deed Records, Casey Collection MSS C338c #103.
[21] Brewster County Deed Records, Casey Collection MSS C338c #103; "New Hotel for Alpine," *El Paso Herald*, June 4, 1907; "Wanted," *El Paso Herald*, June 8, 1907; "Rain at Alpine and Cattle are Fattening," *El Paso Herald*, November 5, 1907.
[22] "Prominent Cattlemen," *El Paso Herald*, December 11, 1908.
[23] *The Eagle*, September 11, 1907.
[24] Casey, *Alpine, Texas Then and Now*, 49; "The Holland Hotel," *Alpine Avalanche*, July 1, 1909.
[25] "75,000 Fire Visits Alpine," *Alpine Avalanche*, May 11, 1911, 1.

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Crystal Holland Spannell.[26] The Spannells resided in the hotel with their young daughter. In an apparent fit of jealousy, in July 1916 Henry Spanell murdered both his wife and hotel guest Lieutenant Colonel M.C. Butler shortly after they departed the Holland in an automobile. The murder and subsequent trials made headlines across the country, though were not covered in the *Alpine Avalanche*, due to John Holland's connections to the publishers and desire to keep his family name out of the paper.[27] It is unclear who managed the hotel in the immediate aftermath of the tragedy, but by the time of John Holland's death in 1922, his son, Clay, had assumed its management. The property was eventually deeded to Clay Holland from Crystal Holland's estate in 1927.[28]

During the 1920s, several highways that passed through Alpine were paved, including US-90 (Holland Avenue), US-67, US-385, TX-118, and TX-223.[29] This facilitated greater ease of travel for automobile tourists and led to an increase in tourists to West Texas towns along the newly paved routes In response to the increasing number of visitors to Alpine, Clay Holland undertook a large expansion and renovation of the Holland Hotel in 1923. Working with the W.A. Oatman Construction Company of El Paso and investing approximately $30,000 in the building, Holland oversaw the construction of a three-story rear addition, installation of steam heat and running water, electrical rewiring, and the purchasing of new furniture for the hotel. Following the 1923 renovation, the hotel's identity as a civic, social, and business center for the town of Alpine and greater West Texas was only enhanced. The renovations included a dining room and coffee shop, which became important sites for community events and meetings.[30] Ranchers and businessmen met at the hotel to discuss their business and local clubs and organizations used the banquet hall for meetings and events.[31]

The 1928 Holland Hotel by Trost & Trost

The dramatic increase in tourists traveling along the newly paved US-90 (Holland Avenue) coupled with the construction of the Trost-designed Gage Hotel in nearby Marathon undoubtedly inspired Clay Holland to embark upon a major expansion of the Holland Hotel. In 1927, Holland contracted with H.T. Ponsford & Sons of El Paso to construct a forty-room addition and hired the prominent southwestern architectural firm of Trost & Trost to design the building.[32] The new addition cost $250,000, significantly more than the original 1907 building and the 1923 addition and a substantial sum at that time. Local newspapers described Holland's motivation for further improving the hotel: "It is believed (by Mr. Holland) that this important hostelry will be the means of attracting many people of wealth to the area for their vacation in the wonderful climate."[33] The new, three-story, Spanish Colonial Revival building was completed in early 1928 and featured a dining room, banquet hall/ballroom, and a new lobby. The second and third floors each included twenty new guest rooms with private bathrooms. Clay Holland's mother (widow of John Holland) was credited with the hotel's interior decor, selecting all the furniture, drapery, and other furnishings throughout the building. Though technically an addition, Trost's 1928 Holland Hotel became the centerpiece of the property as it was both larger and more architecturally prominent than the original 1907 and 1923 sections. The primary entrance to the hotel was moved from N. 6th Street to the new entrance facing Holland Avenue. The Chamber of Commerce held the first event in the hotel's new banquet hall in March of 1928.[34]

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[26] "Alpine Development Notes," *The Galveston Daily News*, October 11, 1914.

[27] "Killed with Lieut. Col. Butler," *Fergus County Democrat*, August 3, 1916; "Spannell Trial to Begin Soon; Murder Charge," *Calexio Chronicle*, January 17, 1917, 2A.

[28] Estate of Chrystal Holland Spannell to Clay Holland, Brewster County Deed Records, Casey Collection MSS C338c #103.

[29] Casey, *Mirages, Mysteries, and Reality, Brewster County, Texas, The Big Bend of the Rio Grande,* 275.

[30] "The Holland Hotel," *Alpine Avalanche*, July 22, 1927, 15.

[31] Casey, *Alpine, Texas Then and Now*, 49-50; "The Holland Hotel," Historic Alpine, accessed April 19, 2023, https://historicalpine.org/historic-homes-buildings/the-holland-hotel/.

[32] Casey, *Alpine, Texas Then and Now*, 50.

[33] "Alpine's $250,000 Hotel Opened to Public," *Alpine Avalanche,* March 16, 1928, 1.

[34] "Alpine's $250,000 Hotel Opened to Public," *Alpine Avalanche*, March 16, 1928, 9.

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The new Holland Hotel featured several first-floor commercial spaces along W. Holland Avenue. From west to east, commercial spaces in the hotel were occupied by B & B Market and Grocery, the entrance to the Holland Hotel coffee shop, the main lobby entrance, Herd's Barber Shop, Barnett Brothers Confectionery, and the Alpine Jewelry Company. Immediately adjacent to the new storefronts, the State National Bank occupied the southernmost part of the 1907 building, facing Holland Avenue. In addition, the Central Power and Light Company, Trans-Pecos Abstract Company, the Alpine Chamber of Commerce, and two physicians' offices were located in the older sections of the Holland Hotel.[35]

In addition to catering to tourists, the Holland Hotel was also frequented by locals who shopped in the hotel's first-floor storefronts, dined at the coffee shop, or attended community events in the ballroom. The barber shop was a social gathering place where "old timers" and retired Texas Rangers were known to hang out. It was also well known for poker games and gambling.[36] The local radio station, KVLF, broadcast from the Holland Hotel for several years beginning in 1947.[37]

Clay Holland maintained ownership of the property until 1946, after which the hotel passed through several hands during the 1940s and 1950s. Impacted by the growing popularity of tourist courts and motels, the hotel business faced increasing competition during the mid- to late-twentieth centuries. Several tourist courts and motels were located in Alpine, which were typically less expensive and more modern, drawing clientele away from the Holland Hotel.[38] Clay Holland sold the property to George Hotels, Inc. in 1946 which operated it for two years before selling the building to Frank S. Hofues in 1949.[39] Hofues undertook $50,000 worth of renovations while he owned the hotel, which was largely focused on repairs and updated furnishings.[40] In 1953, local newspapers announced "One of the biggest real estate deals in Alpine" when the 1907 and 1923 sections of the Holland Hotel were sold to the First National Bank, the tenant of the prominent corner storefront. Though the bank assumed ownership of the "old" Holland in 1953, everything but the bank quarters were leased back to the hotel for a period of 15 years.[41] Upon his death in 1957, trustees of the Hofues estate sold the 1928 Holland Hotel to James C. Henderson. Henderson also undertook a number of renovations, including the installation of a new elevator. Though the hotel had been constructed with an elevator chase, an elevator had apparently never been installed until this time. Heretofore, bellboys took advantage of the unused elevator landings to sell snacks to hotel guests.[42] While under Henderson's ownership, the hotel became known as the "Holland House Hotel."[43]

The 1928 Holland Hotel was sold yet again in 1959, to I.C. "Bud" Roark, a longtime resident of Brewster County and rancher. Roark operated the hotel for nearly a decade until closing it in approximately February 1969. Though reasoning for the closure was not given, Roark's health was likely a factor, as he died three months later after a lengthy illness. Increased competition from new motels in Alpine was also likely a factor. The Alpine City Council briefly considered acquiring the property to house city offices, but the project did not materialize and the 1928 Holland Hotel

[35] "Stores Now Located in Holland," *Alpine Avalanche*, February 17, 1928, 1; "Alpine's $250,000 Hotel Opened to Public," *Alpine Avalanche*, March 16, 1928.
[36] Gene Hendryx, *Voice of the Last Frontier*, (El Paso: Trego-Hill Publications, 1996), 85-6; Personal correspondence with Ray Hendryx, January 24, 2024.
[37] Megan McDonald correspondence with Ray Hendryx, January 24, 2024.
[38] Casey, *Alpine, Texas Then and Now*, 50-1, 60-72.
[39] Casey, *Alpine, Texas Then and Now*, 50.
[40] "The Holland Hotel," *Alpine Avalanche*, March 14, 1952, 9.
[41] "Part of Holland Building Bought by First National," *Alpine Avalanche*, May 22, 1953, 1.
[42] "Announcing the Purchase of The Holland Hotel," *Alpine Avalanche*, October 3, 1957, 4; Megan McDonald correspondence with Forrest Hendryx, January 25, 2024; "$1.50 Tax Rate Set by City," *Alpine Avalanche*, April 17, 1969, 1.
[43] "Veteran Officer New Alpine Constable," San Angelo Standard-Times, March 15, 1958, 4; "WT Press to Convene in Alpine," San Angelo Standard-Times, August 5, 1958, 3.

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lay vacant for three years.[44] The first-floor corridor connecting the "old" 1907/1923 Holland to the lobby of the 1928 Holland was sealed during the hotel's vacancy, as the 15-year lease agreement between the bank and the hotel had expired and the upper stories of the old Holland were no longer functioning as guest rooms.

Closure to Present Day

The 1928 Holland Hotel was purchased in 1972 by Gene Hendryx and renovated for use as an office building. Hendryx was awarded numerous contracts to provide office space to state and federal government offices. During the 1970s, the former hotel housed the State Department of Public Welfare, U.S. Border Patrol, the International Boundary & Water Commission, and the Soil Conservation Service. As Forrest Hendryx, son of owner Gene Hendryx recalled, the former hotel also housed the U.S. Drug Enforcement Administration, several local attorney offices, as well at the Texas Rangers.[45]

Although the hotel was converted to a new use, Hendryx restored many of Trost's signature designs on the interior, including the embossed ceiling beams and tile floor. In addition, Hendryx located several of the hotel's original chandeliers (which had been sold upon the hotel's closing in 1969) and reinstalled them.[46] Carla McFarland purchased the building in 1985, and slowly began converting the building back to its original use as a hotel. McFarland retained ownership of the hotel until 2011.[47]

The 1928 Holland Hotel continues to operate as one of West Texas' most prominent historic lodging facilities, frequented by tourists to the Big Bend Region. The property will soon begin a State and Federal Tax Credit Rehabilitation that adheres to the Secretary of the Interior Standards for Rehabilitation All work will be submitted and reviewed by the Texas Historic Commission and the National Park Service.

Criterion C: Architecture

The 1928 Holland Hotel was designed by the prominent El Paso firm of Trost & Trost. Led by architect Henry Charles Trost, it was a prolific architectural firm that worked throughout Texas and the southwest. The Holland Hotel is a modest Spanish Colonial Revival building that remains remarkably intact nearly a century after its construction.

The 1928 Holland Hotel was one of several small-town hotels designed by Trost & Trost in West Texas. With the rise of automobile tourism during the early twentieth century, many tourists chose to drive to destinations in West Texas, rather than travel by rail. Architectural historian Jay C. Henry succinctly captured the context within which it was built:

> A day's driving did not always coincide with the interval between towns large enough to possess a commercial hotel, however, and some of the most attractive scenic locations for motor journeys were in sparsely settled territory with no significant towns, such as the approaches to the Big Bend Country in West Texas. Therefore, a new class of small-town hotels catering to the motoring public emerged in the 1920s. In the American Southwest, the most prolific designers of such hotels were Trost and Trost, who built a considerable number in Arizona, New Mexico, and West Texas. Most of these hotels were

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[44] "Bud Roark Dies Here," *Alpine Avalanche*, May 8, 1969, 1; *Alpine Avalanche*, February 20, 1969, 1.
[45] 1973, 1974, 1975, and 1976 Southwestern Bell Telephone Directories for Alpine, Fort Davis, Marathon, Marfa, and Sanderson; Megan McDonald correspondence with Forrest Hendryx, January 25, 2024.
[46] Casey, *Alpine, Texas Then and Now*, 51.
[47] Brewster County Deed Records, Casey Collection MSS C338c #103

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in either the Pueblo Revival or the Spanish Colonial modes, including El Capitan in Van Horn and El Paisano in Marfa."[48]

As Henry described many of the Trost-designed hotels in West Texas were designed in the Spanish Colonial Revival style. The Panama-California Exposition of 1915, held in San Diego, was instrumental in promoting Spanish inspired architecture. Spearheaded by architect Bertram Grosvenor Goodhue, the Exposition popularized Spanish ornament and design that was especially accepted in states where original Spanish Colonial building took place, including Florida, Texas, and the greater Southwest.[49] The style is inherently eclectic, using architectural and design elements from a broad period of Spanish history, reflecting elements of Moorish, Byzantine, Gothic, and Renaissance inspiration. While elements of the Mission Revival style are often used in combination with Spanish Colonial Revival (and vice versa), works of Mission Revival were more common prior to World War I, while Spanish Colonial Revival proliferated after World War I.[50]

Common elements of the Spanish Colonial Revival style include low-pitched roofs with little to no eave overhang, tile roofs, heavy wood beams with brackets, the use of arches in doorways and windows, and stucco walls. Elaborate carved doors or simpler heavy wood panel doors were frequently employed, and patterned tiles were often used on walls and floors. Stucco and plaster are typically smooth or feature a textured or tooled finish. Walled courtyards and exterior foundations were a common feature of Spanish Colonial Revival buildings.[51]

The 1928 Holland Hotel features similar Spanish Colonial Revival elements to several other Trost hotels in West Texas. El Paisano (NRHP 1978), located in Marfa, features an analogous context as the Holland Hotel, located along the town's main street near the railroad and county courthouse. A portion of the first floor was designed to include several commercial spaces. The hotel features exposed beam ceilings, plaster walls, tiled floors and walls, carved woodwork, and arches throughout.[52] The El Paisano Hotel also features a partially enclosed courtyard with a fountain. While the Holland Hotel certainly features similarities to El Paisano Hotel, numerous contemporary newspaper articles cited the 1926 Orndorff Hotel in El Paso (Hotel Cortez, NRHP 1980) as an inspiration for the Holland: "The building will be of a Spanish type and the interior will be finished very much along the same style as that used in El Paso's beautiful new hostelry, the Orndorff..."[53] Comparative photos of the Orndorff and Holland lobbies show several distinctive similarities, including: heavy wood ceiling beams with painted stenciling, tile floors and tiled wainscoting.

The 1928 Trost Holland Hotel features a more restrained interpretation of the Spanish Colonial Revival style on its exterior than that of the El Paisano and the Orndorff Hotel, featuring stucco walls, cast stone panels and medallions, and iron balusters. In addition, a course of half-round tiles along the perimeter of the cornice creates the illusion of a tile roof. The interior, particularly the lobby, however, represents a more elaborate expression of the Spanish Colonial Revival style. Wood ceiling beams feature detailed stenciling, and heavy carved brackets are located on the west and east ends supporting the beams. Multicolored, glazed tile wainscoting (likely Batchelder tile) covers the bottom third of the textured plaster walls, and tile flooring is located throughout.[54]

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[48] Jay C. Henry, *Architecture in Texas*, *1895-1945*, (Austin, 1993), 130.

[49] Henry, *Architecture in Texas*, *1895-1945*, 170; McAlester, *A Field Guide to American Houses*, 522.

[50] Henry, *Architecture in Texas*, *1895-1945*, 170; McAlester, *A Field Guide to American Houses*, 522.

[51] McAlester, *A Field Guide to American Houses*, 521-2.

[52] Henry, *Architecture in Texas*, *1895-1945*, 181.

[53] "The Holland Hotel," *Alpine Avalanche*, July 22, 1927, 15.

[54] Trost utilized Batchelder tile in his designs for El Capitan in Van Horn and in El Paisano in Marfa. The tiles in Holland Hotel are reminiscent of Batchelder tile utilized in numerous Trost Hotels of the era, and it appears they were also purchased from Batchelder Wilson Tile. https://issuu.com/urbanhomeaustinsanantonio/docs/hdd_octnov2022_4issuu/s/17145134

Holland Hotel, Alpine, Brewster County, Texas

During the 1930s, hotels faced increasing competition from tourist courts, which were often a more economical option during the Great Depression. As the economic crisis deepened, there was little interest or capital with which to build new hotels. As a result, construction of hotels in Texas came to a virtual standstill.[55] The 1928 Holland Hotel, completed a little over a year before the stock market crash of 1929, was among the last Texas hotels designed by Trost, followed only by the Plaza Hotel (El Paso, 1930, NRHP 1980), Hotel El Capitan (Van Horn, 1930), and El Paisano (Marfa, 1930, NRHP 1978).

Trost & Trost

The architectural firm of Trost & Trost was founded in 1903 in El Paso, Texas by brothers Henry and Gustavus Adolphus Trost. With Henry Trost serving as primary designer, the firm of Trost & Trost designed over six hundred buildings in the American Southwest and Mexico during the first half of the twentieth century. The firm introduced reinforced concrete construction to the region, building some of the earliest skyscrapers in the southwest. Trost & Trost produced designs in a variety of types and styles, ranging from Classical and Romanesque styles to Pueblo, Art Deco, and Bhutanese architecture.[56]

Though the firm was certainly known for its large, ornate commissions in cities such as El Paso, during the late 1920s Trost & Trost produced a number of small hotels in West Texas towns. Trost grouped his small-town hotels into two subtypes: conventional types and revival types. Revival types were typically Pueblo or Mission Revival style buildings with complex forms featuring varied setbacks and parapet heights. Two prominent West Texas examples are the El Paisano Hotel (NRHP 1978) and Hotel El Capitan in Van Horn. Trost's conventional types were typically rectangular buildings with multiple stores and simple overall form, commonly featuring Spanish Colonial Revival elements. The Holland Hotel falls under the conventional type, as does another Brewster County hotel design by Trost: the Gage Hotel in Marathon.[57]

Henry C. Trost (1860-1933)

Henry Charles Trost was born in Toledo, Ohio in 1860. After completing art school at the age of seventeen, Trost worked as an architectural draftsman in Toledo for three years. He then moved multiple times during the 1880s to work in Colorado, New Orleans, and Topeka, Kansas. Between 1886 and 1896, Trost lived in Chicago, where he worked with two ornamental metal companies, one of which was Winslow Brothers Company, which produced ironwork ornament for Louis Sullivan. While living in Chicago, Trost was deeply influenced by the Chicago School of architects and witnessed the construction of many of the city's earliest skyscrapers. He was also a member of the Chicago Architectural Club alongside prominent members Louis Sullivan and Frank Lloyd Wright. In 1898, Trost moved once again to Tucson, Arizona, where he opened his own architectural practice with Robert Rust, known as Trost & Rust.[58]

In a significant final move, Trost moved to El Paso, Texas in 1903, where he opened the architectural firm Trost & Trost with his brother, Gustavus Adolphus Trost. Over the course of the following twenty-nine years, Trost & Trost produced designs for over six hundred buildings in the southwest, with Henry Trost serving as the firm's principal

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[55] Henry, *Architecture in Texas*, *1895-1945*, 130.

[56] "History," The Trost Society, accessed April 21, 2023, https://trostsociety.org/; "Henry C. Trost," Tucson Historic Preservation Foundation, accessed April 21, 2023, https://preservetucson.org/stories/277/.

[57] Gage Hotel. Marathon, Brewster County. Reference #100005910

[58] Multiple Property Listing for Commercial Structures of El Paso by Henry C. Trost; Mary A. Sarber, "Trost, Henry Charles," *Handbook of Texas Online*, accessed April 20, 2023, https://www.tshaonline.org/handbook/entries/trost-henry-charles; "History," The Trost Society, accessed April 21, 2023, https://trostsociety.org/; "Henry C. Trost," Tucson Historic Preservation Foundation, accessed April 21, 2023, https://preservetucson.org/stories/277/; Henry, *Architecture in Texas*, *1895-1945*, 44.

Holland Hotel, Alpine, Brewster County, Texas

designer. Trost was known for his abilities in multiple architectural styles and for his eclecticism. Many of Trost's designs were in the Spanish Colonial Revival style or featured ornamental elements of the style, including stuccoed walls, terra cotta roof tiles, and arches. Trost was also known for his early experimentation with steel-reinforced concrete and his environmentally conscious designs for the unique desert climate of the Southwest.[59] Following Trost's death in 1933, the firm continued to accept commissions until the 1950s.

Conclusion

The Holland Hotel is significant at the local level under Criterion A for Commerce as the town of Alpine's most prominent twentieth century hotel. Alpine was a railroad town and the Brewster County seat where businessmen with ranching and mercury mining interests gathered to conduct business. In the early twentieth century, Alpine also developed an identity as a tourist destination, thanks to the town's mild climate and high elevation. In response to the rising number of visitors to Alpine during the 1920s, two additions were constructed in 1923 and 1928. The 1928 addition was designed by Henry C. Trost and became the focal point of the property. The Holland Hotel continuously operated as a hotel from its construction in 1907 until 1969, when the hotel closed for several years. The Holland Hotel is also significant under Criterion C for Architecture: the 1928 Spanish Colonial Revival addition to the hotel was designed by master architect, Henry C. Trost. The period of significance for the Holland Hotel begins with the construction of the hotel in 1907, through 1969 when it ceased to operate as a hotel.

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[59] Multiple Property Listing for Commercial Structures of El Paso by Henry C. Trost; Mary A. Sarber, "Trost, Henry Charles," *Handbook of Texas Online*, accessed April 20, 2023, https://www.tshaonline.org/handbook/entries/trost-henry-charles.

Holland Hotel, Alpine, Brewster County, Texas

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----- "A Spring Thanksgiving." April 26, 1923, 2.
----- "Alpine's $250,000 Hotel Opened to Public." March 16, 1928, 9.
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-----Megan McDonald correspondence with Forrest Hendryx, January 25, 2024.

Holland Hotel, Alpine, Brewster County, Texas

Maps

Map 1: Brewster County, Texas in red

Map 2: Alpine, Texas is in a valley southeast of the Fort Davis Mountains and north of the Chisos Mountains. Source: Google Earth (accessed March 21, 2024)

Holland Hotel, Alpine, Brewster County, Texas

Map 3: The red arrow points to the Holland Hotel in Alpine. Source: Google Earth (2023). Accessed March 21, 2024.

Holland Hotel, Alpine, Brewster County, Texas

Map 4: Alpine, Holland Hotel, 30.357557° -103.662765°. Source: Google Earth. Accessed March 21, 2024.

Holland Hotel, Alpine, Brewster County, Texas

Map 5. Brewster County Appraisal District Parcel Boundary (2023): Parcel # 11835 contains the original 1907 Holland Hotel and 1923 addition, while Parcel # 11836 contains the Trost Addition. Accessed October 4, 2023.

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Holland Hotel, Alpine, Brewster County, Texas

Map 6: Map showing timeline of construction for Holland Hotel property. Google Earth (2021). Accessed April 12, 2022.

Holland Hotel, Alpine, Brewster County, Texas

Map 7: 1927 Sanborn Map showing Holland Hotel prior to 1928 addition.
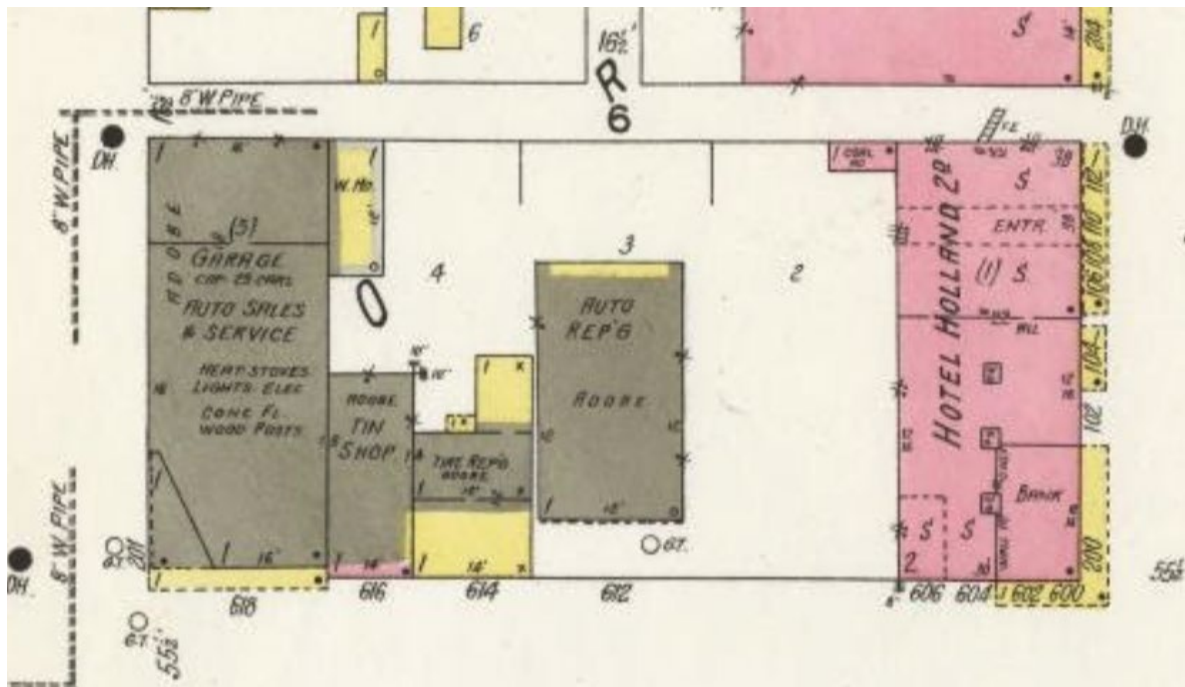
Map 8: 1933 Holland Hotel showing 1928 Trost & Trost addition.
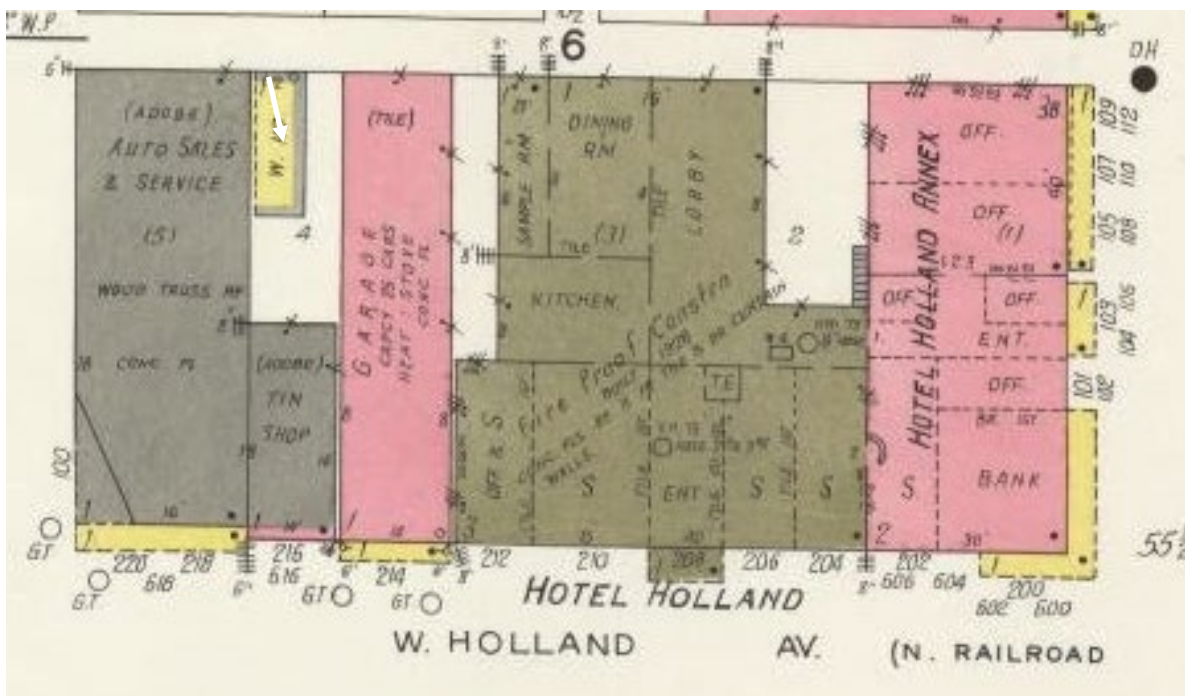
Holland Hotel, Alpine, Brewster County, Texas

Figures

Figure 1: 1908 Postcard depicting 1907 Holland Hotel (left). Courtesy of the Archives of the Big Bend, Sul Ross State University.
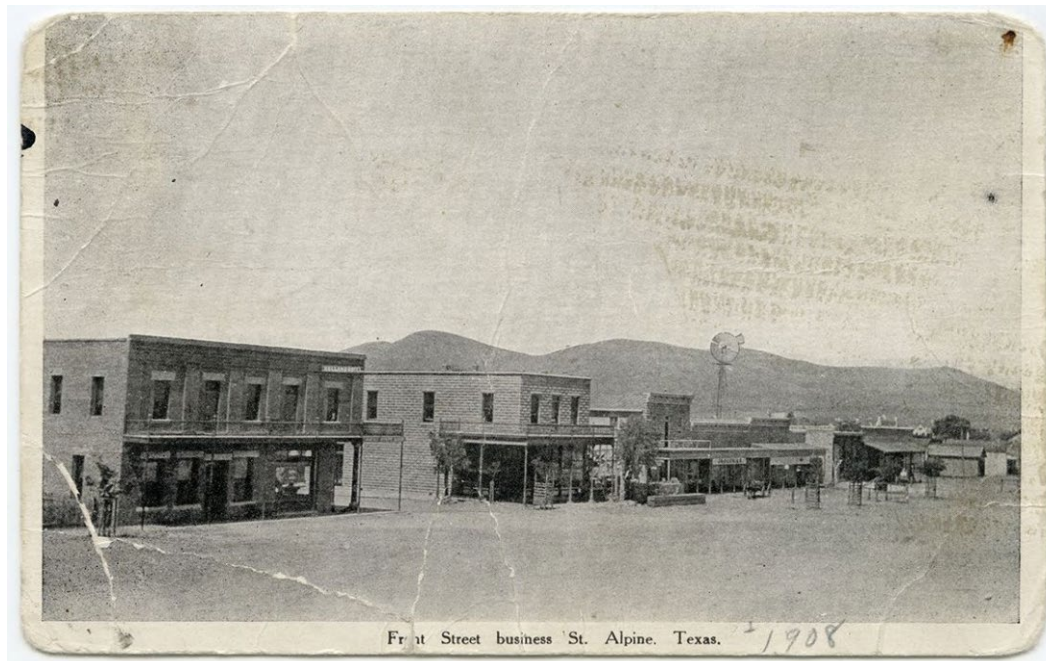
Figure 2: 1920 Postcard depicting "Hotel Holland" at left. Courtesy of the Archives of the Big Bend, Sul Ross State University.

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Holland Hotel, Alpine, Brewster County, Texas

Figure 3. Undated postcard depicting original 1907 Hotel Holland building. Source: Pinterest.
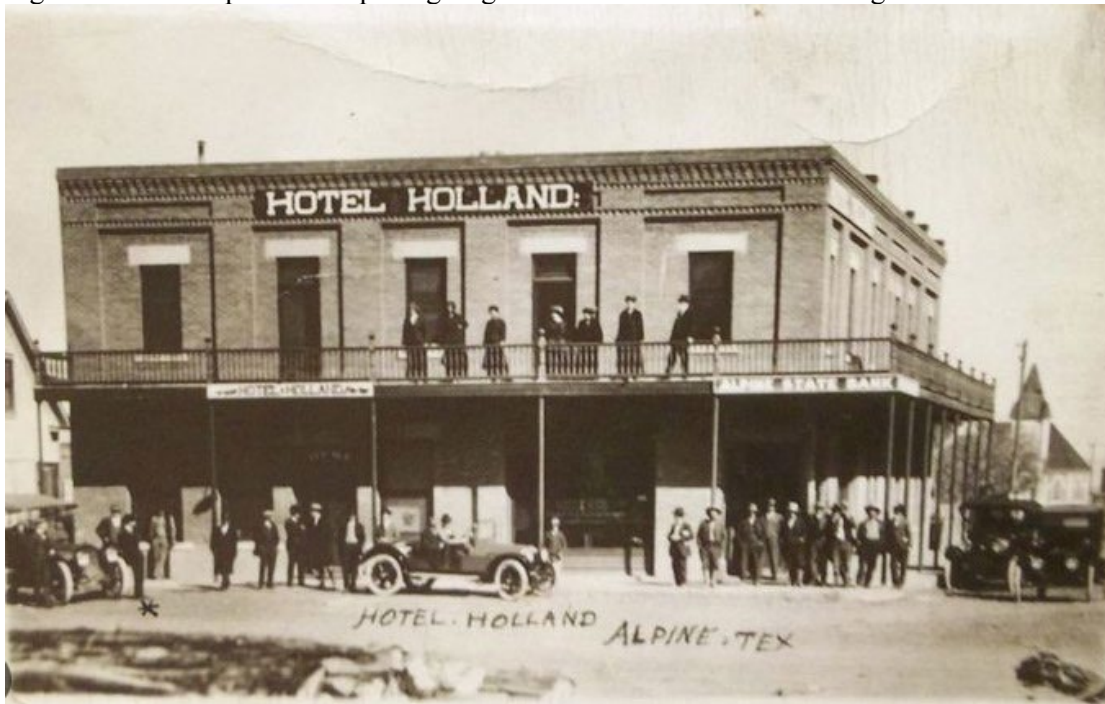
Figure 4. Holland Hotel after completion of 1923 rear addition and renovations. Stucco was applied to the exterior, the second story porch was removed and doors sealed, and new awnings were added above the first-floor windows. Note the primary entrance is located along N. 6th Street.

Holland Hotel, Alpine, Brewster County, Texas

Figure 5. Newspaper advertisement identifying Trost & Trost as architects for the 1928 Holland Hotel addition. Source: "Trost & Trost," *Alpine Avalanche*, March 16, 1928, 12.

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Holland Hotel, Alpine, Brewster County, Texas

Figure 6. Trost & Trost plans for the 1928 Holland Hotel addition, showing front (south) and rear (north) elevations.

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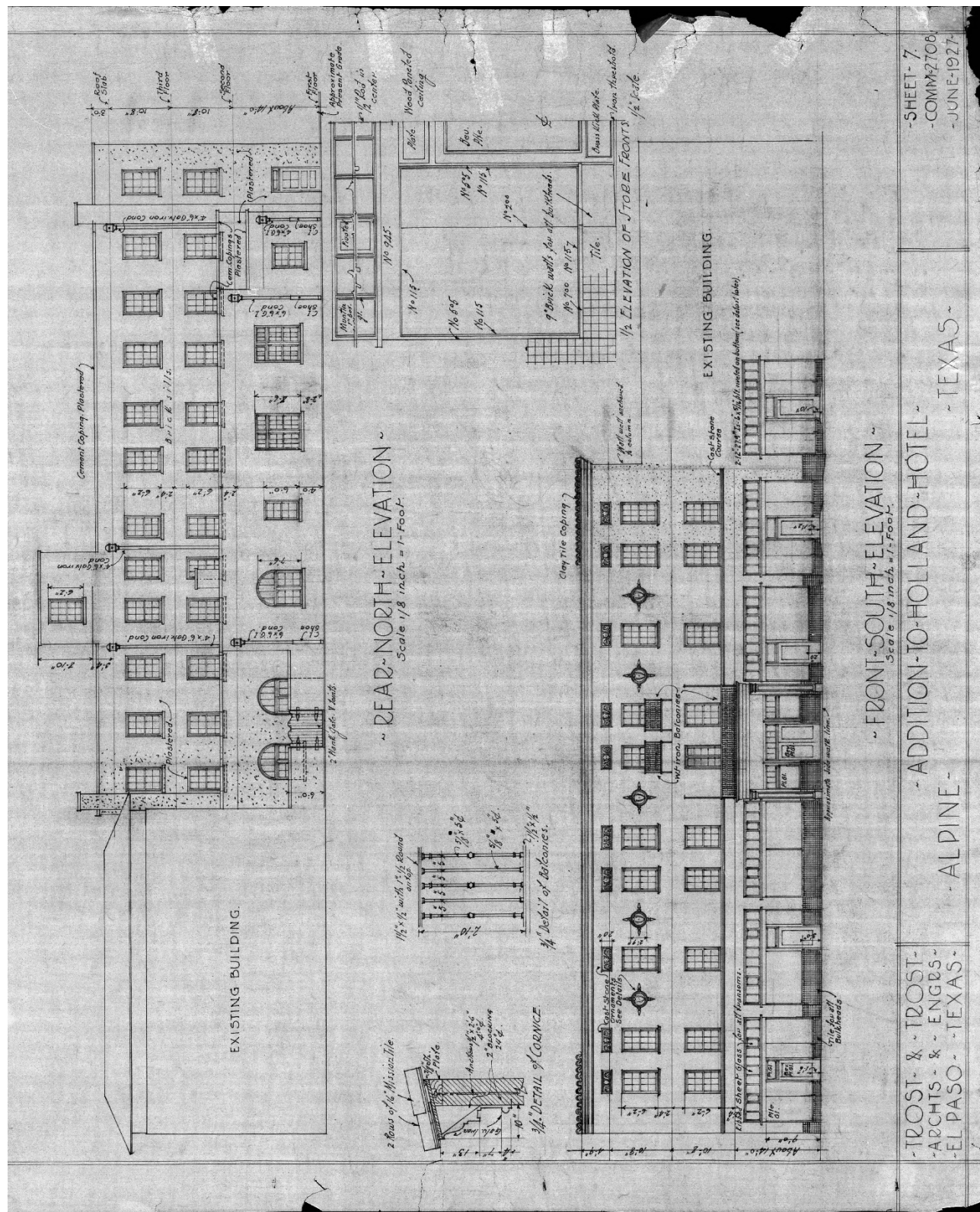
Holland Hotel, Alpine, Brewster County, Texas

Figure 7. Trost & Trost plans for the 1928 Holland Hotel addition, first floor plan. This drawing also depicts the first floor of the 1907 and 1923 sections of the Hotel.

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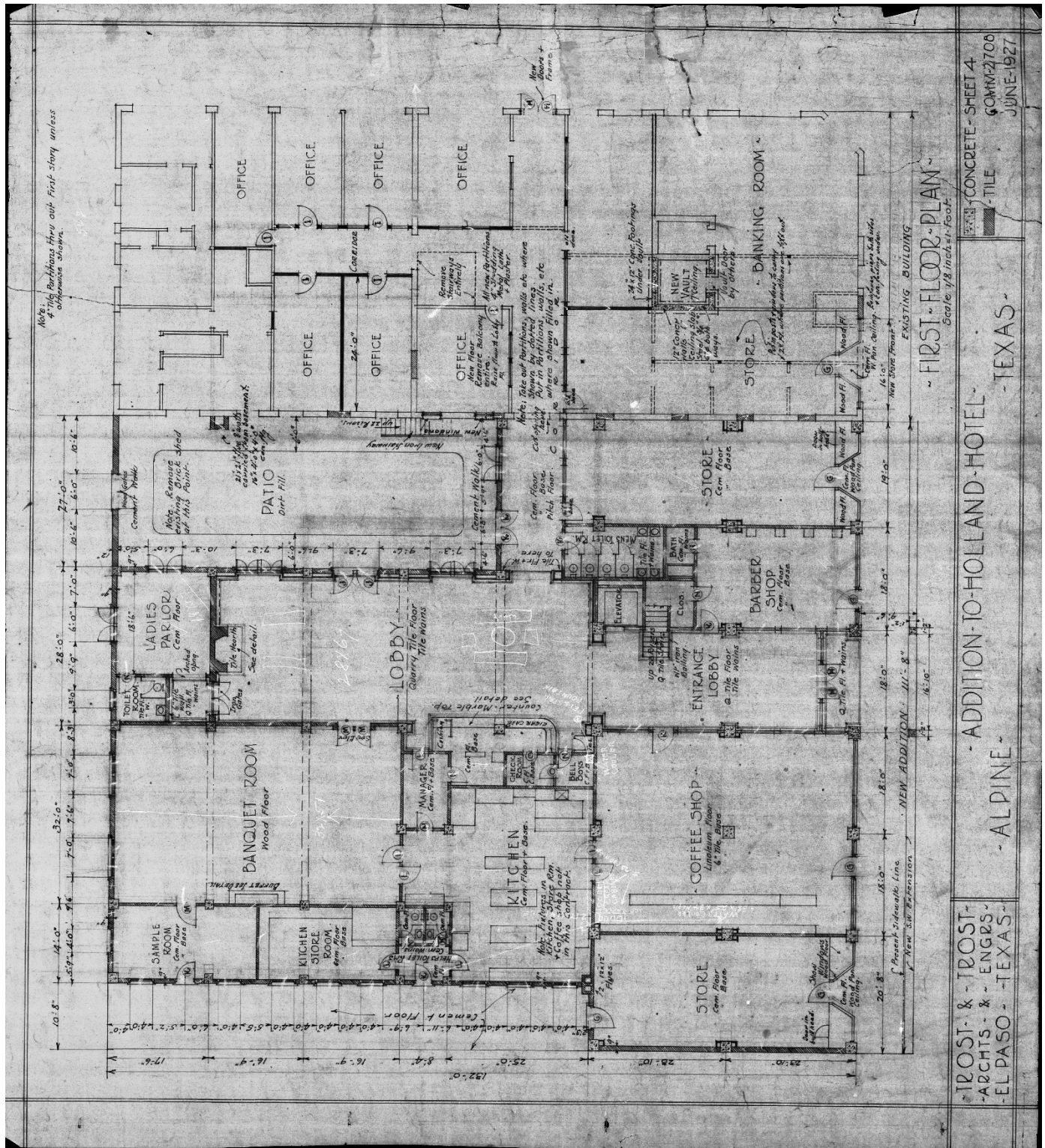
Figure 8. Trost & Trost plans for the 1928 Holland Hotel addition, second floor plan.
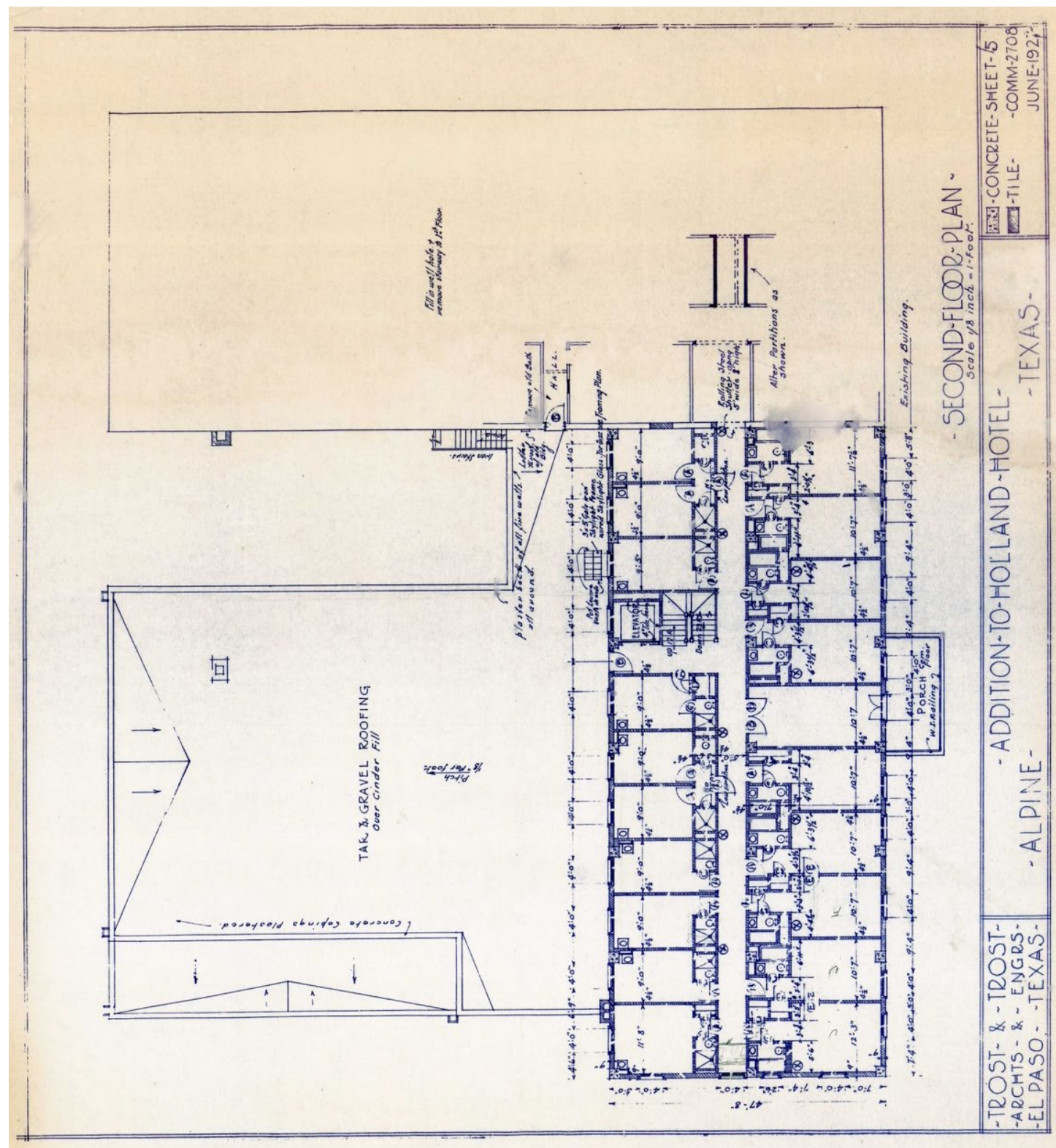
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Figure 9. Trost & Trost plans for the 1928 Holland Hotel addition, third floor plan.

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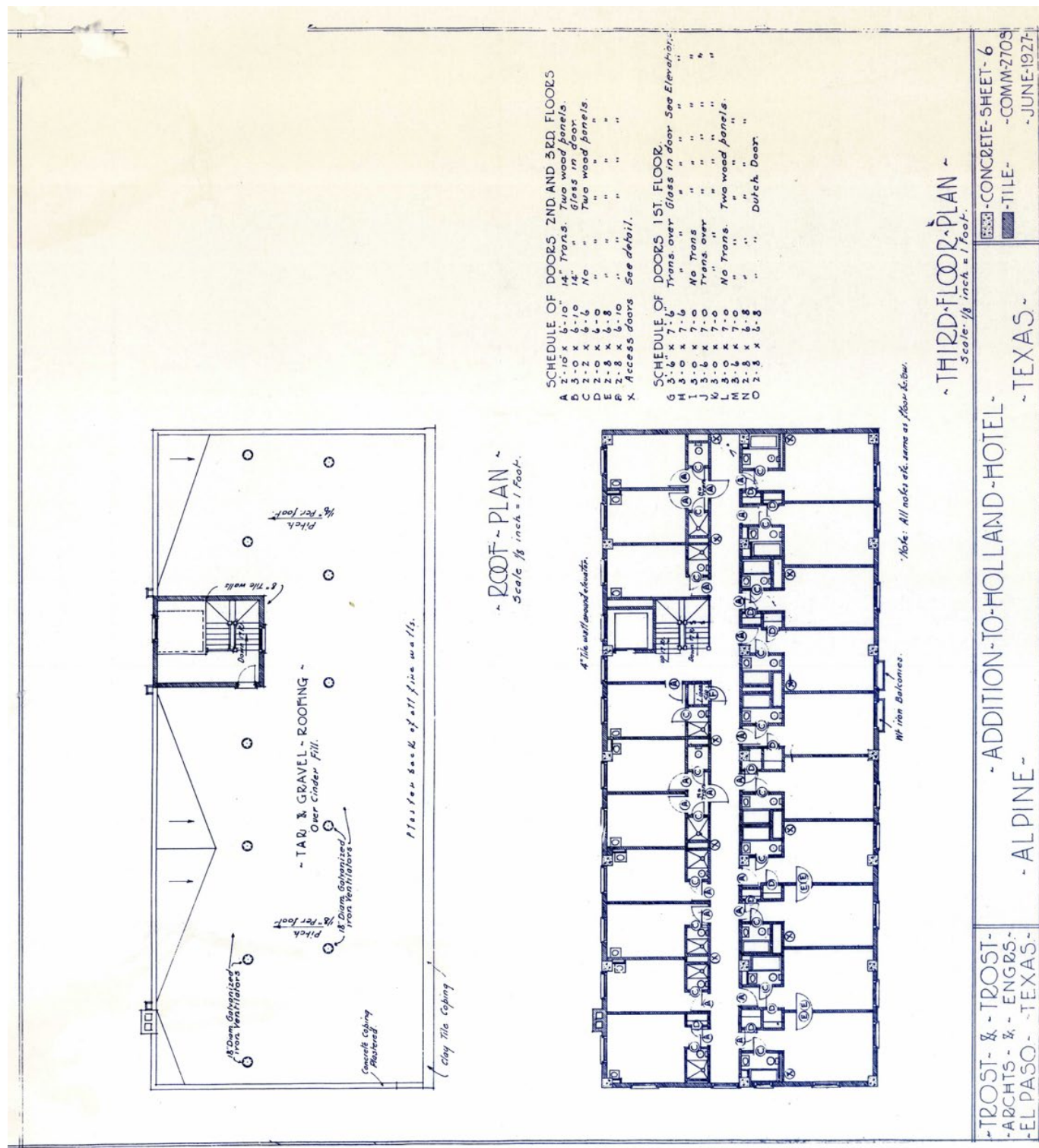
Holland Hotel, Alpine, Brewster County, Texas

Figure 10. Front page of the Alpine Avalanche newspaper following completion of the 1928 Trost addition to the Holland Hotel. Source: "Alpine's $250,000 Hotel Opened to Public," *The Alpine Avalanche*, March 16, 1928.

Figure 11. Birds eye view of downtown Alpine, with Holland Hotel at Center. Circa 1928. Courtesy of the Archives of the Big Bend, Sul Ross State University.

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Figure 12. Undated (ca. 1930s) view of 1928 Trost addition lobby. View northeast. Courtesy of the Archives of the Big Bend, Sul Ross State University. Note wood beams, fireplace, arched openings, and metal light fixtures are still extant.

Figure 13. Undated (ca. 1930s) view of 1928 Trost addition lobby. View northeast. Courtesy of the Archives of the Big Bend, Sul Ross State University.

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Figure 14. Undated (circa 1940s) postcard of Holland Hotel. Courtesy of the Archives of the Big Bend, Sul Ross State University.

Holland Hotel, Alpine, Brewster County, Texas
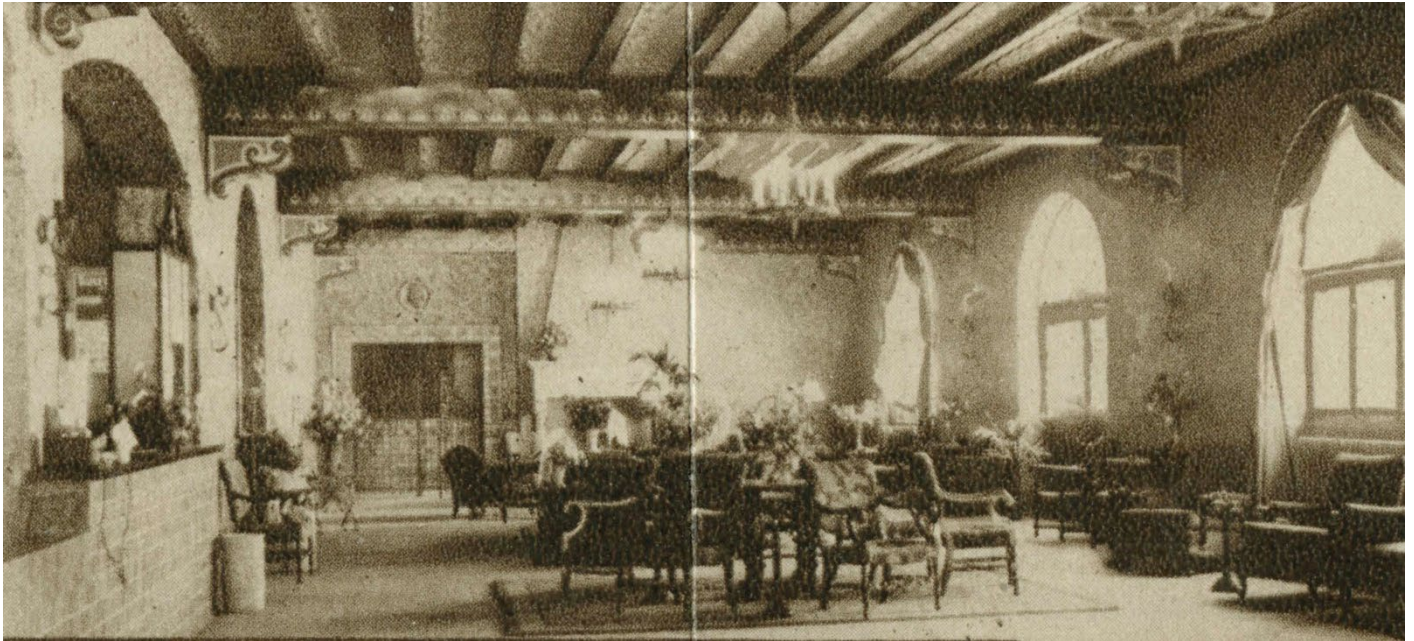
Figure 15. Ca. 1952 view of lobby. View northwest. Courtesy of the Archives of the Big Bend, Sul Ross State University.

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Figure 16. Interior view of Holland Hotel Coffee Shop. Circa 1948. Source: 1948 Sul Ross Yearbook, Archives of the Big Bend, Sul Ross State University.

Figure 17. Undated (circa 1940s) photograph of a rotary meeting in the Holland Hotel ballroom. Source: Holland Hotel.

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Figure 18. 1952 photo of Holland Hotel. Courtesy of Archives of the Big Bend, Sul Ross State University.

Figure 19. 1955 photo of men inside Holland Hotel lobby. Source: Holland Hotel.

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Figure 20. Circa 1960 photo of Holland Hotel. View Northeast. Note addition of faux-stacked stone on the first floor of the 1907 building and the reconfiguration of the formerly clipped corner entrance. Source: Holland Hotel

Figure 21. Undated (circa 1979) photo of Holland Hotel. At the time this photo was taken, the property was no longer in use as a hotel. Source: Portal to Texas History.

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Holland Hotel, Alpine, Brewster County, Texas

Figure 22. 1928 Holland Hotel First Floor As-Built Plans (Baldridge Architects 2024)
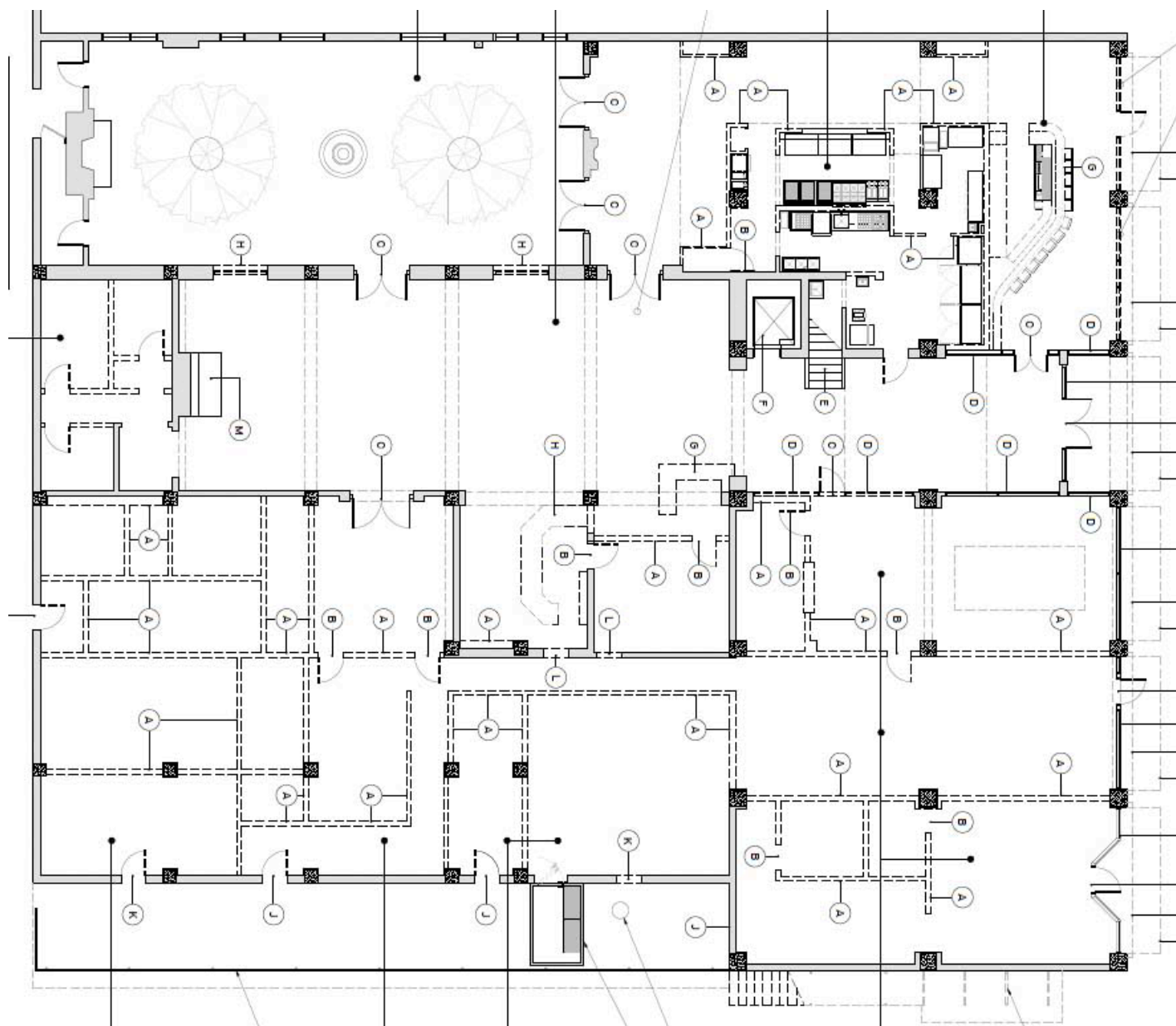
Holland Hotel, Alpine, Brewster County, Texas

Figure 23. 1928 Holland Hotel Second Floor As-Built Plans (Baldridge Architects 2024)
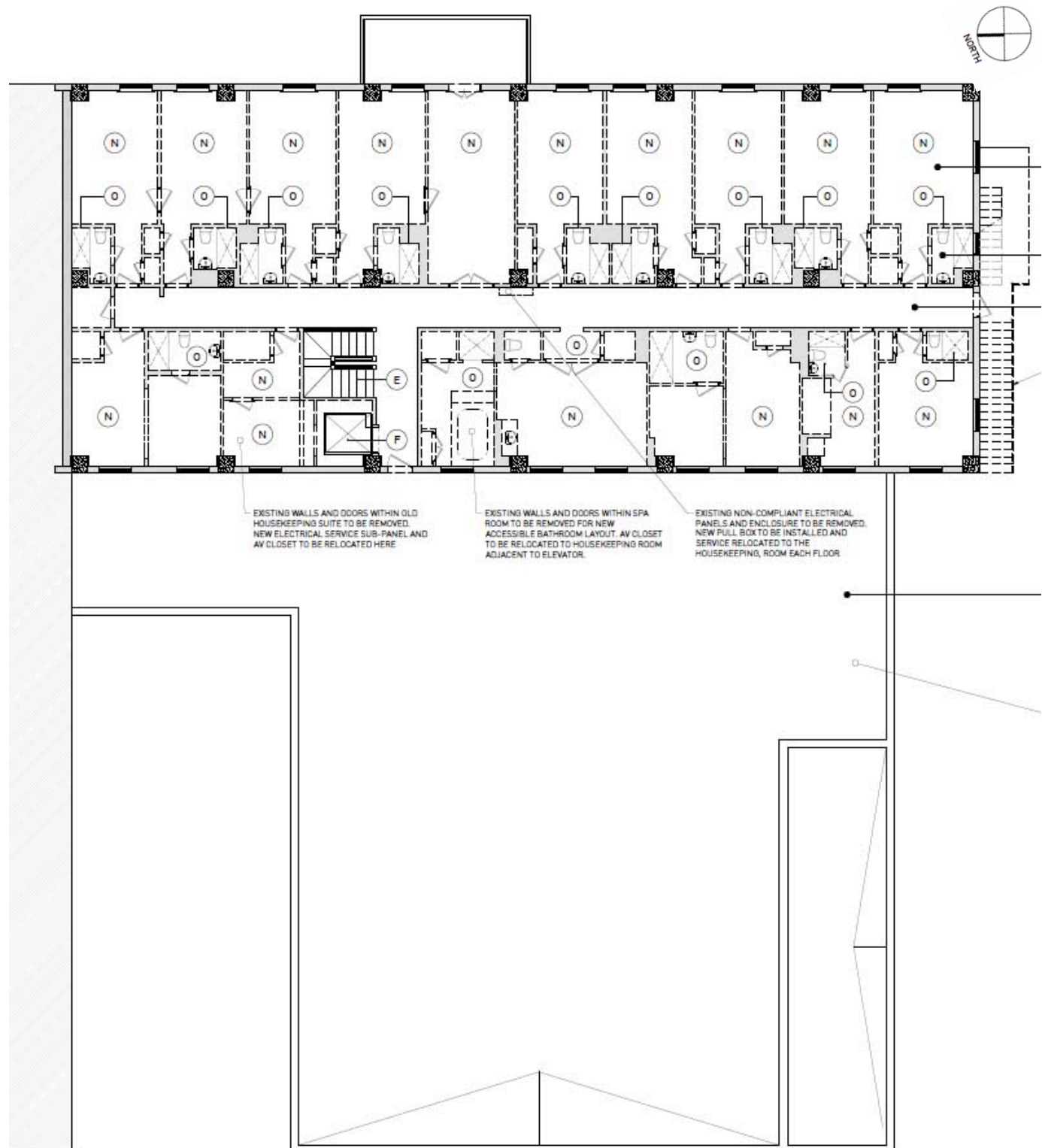
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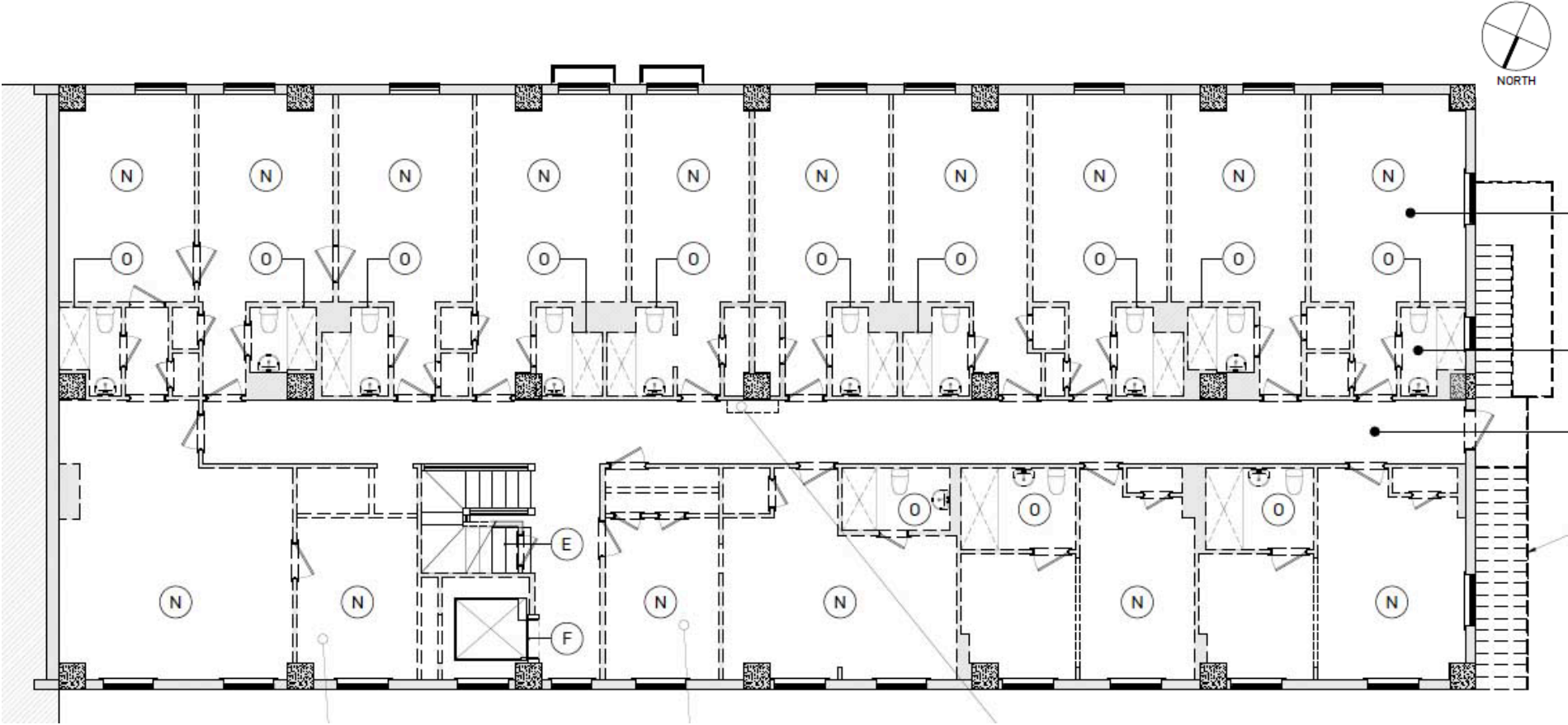
Holland Hotel, Alpine, Brewster County, Texas

Figure 24. 1928 Holland Hotel Third Floor As-Built Plans (Baldridge Architects 2024)

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Holland Hotel, Alpine, Brewster County, Texas

Figure 25. 1928 Holland Hotel Fourth Floor ("Crow's Nest") As-Built Plans (Baldridge Architects 2024)
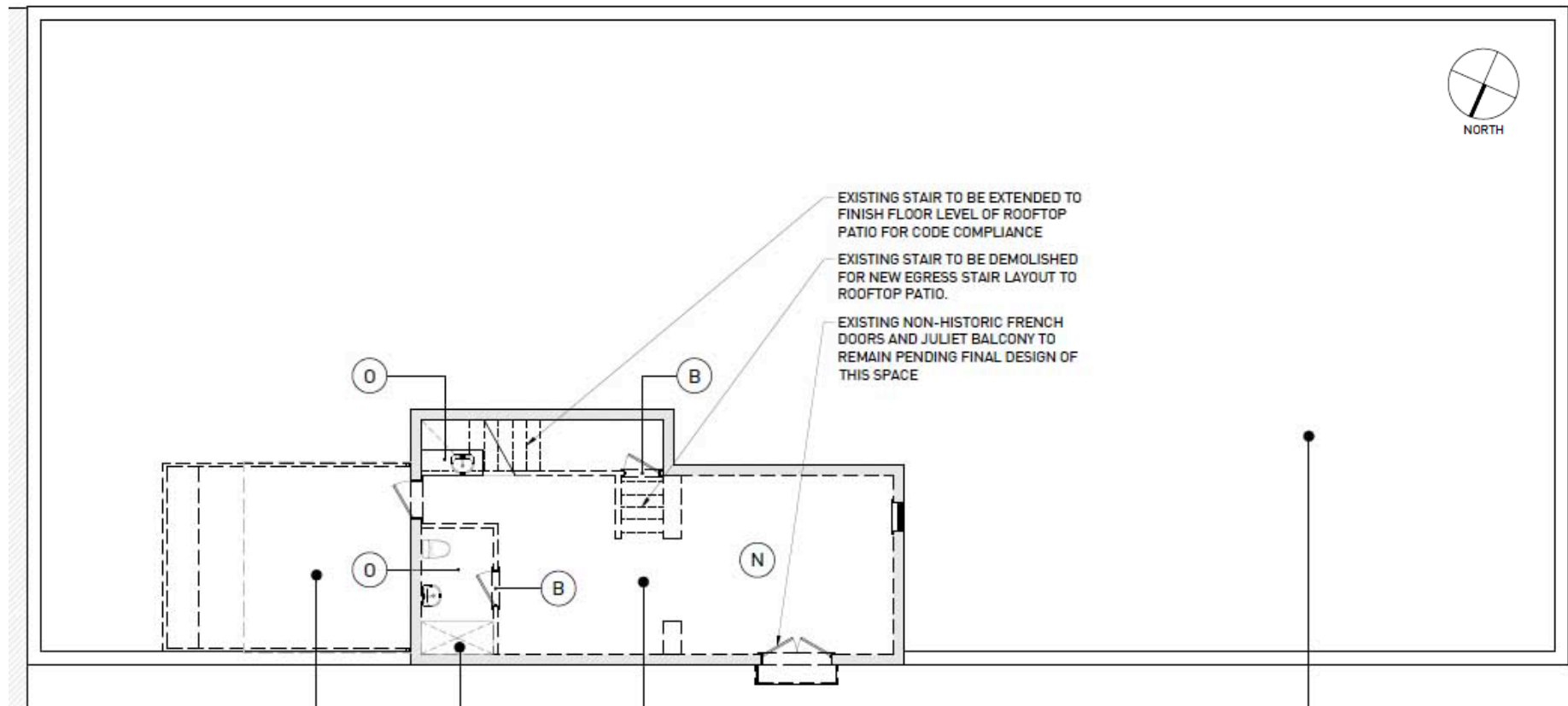
EXISTING STAIR TO BE EXTENDED TO
FINISH FLOOR LEVEL OF ROOFTOP
PATIO FOR CODE COMPLIANCE

EXISTING STAIR TO BE DEMOLISHED
FOR NEW EGRESS STAIR LAYOUT TO
ROOFTOP PATIO.

EXISTING NON-HISTORIC FRENCH
DOORS AND JULIET BALCONY TO
REMAIN PENDING FINAL DESIGN OF
THIS SPACE

NORTH

Holland Hotel, Alpine, Brewster County, Texas

Photograph Log

Name of Property: Holland Hotel
City or Vicinity: Alpine
County: Brewster
State: Texas
Photographer: Megan Warley McDonald
Date: April 26, 2023
Location of Original Files: 2506 Little John Lane, Austin, Texas, 78704

Photo 1: The Holland Hotel, view northwest.

Holland Hotel, Alpine, Brewster County, Texas

Photo 2: Original 1907 Holland Hotel, view northwest.

Holland Hotel, Alpine, Brewster County, Texas

Photo 3: 1928 Trost & Trost Holland Hotel, view northeast.

Holland Hotel, Alpine, Brewster County, Texas

Photo 4: 1928 Holland Hotel entrance, view northwest.

Holland Hotel, Alpine, Brewster County, Texas

Photo 5: Detail view of cast stone lion medallions, view north.

Holland Hotel, Alpine, Brewster County, Texas

Photo 6: West Elevation of Holland Hotel, view northeast.

Holland Hotel, Alpine, Brewster County, Texas

Photo 7: West elevation of Holland Hotel, view southeast.

Holland Hotel, Alpine, Brewster County, Texas

Photo 8: North (rear) elevation of Holland Hotel, view east.

Holland Hotel, Alpine, Brewster County, Texas

Photo 9: Rear of 1923 Holland Hotel addition, view southwest.

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Holland Hotel, Alpine, Brewster County, Texas

Photo 10: West elevation of Holland Hotel showing 1907 and 1923 sections, view northwest.

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Holland Hotel, Alpine, Brewster County, Texas

Photo 11: Holland Hotel courtyard, view southwest.

Holland Hotel, Alpine, Brewster County, Texas

Photo 12: First floor corridor in 1907 Holland, view west.

Holland Hotel, Alpine, Brewster County, Texas

Photo 13: Second floor of 1907 Holland, view south.

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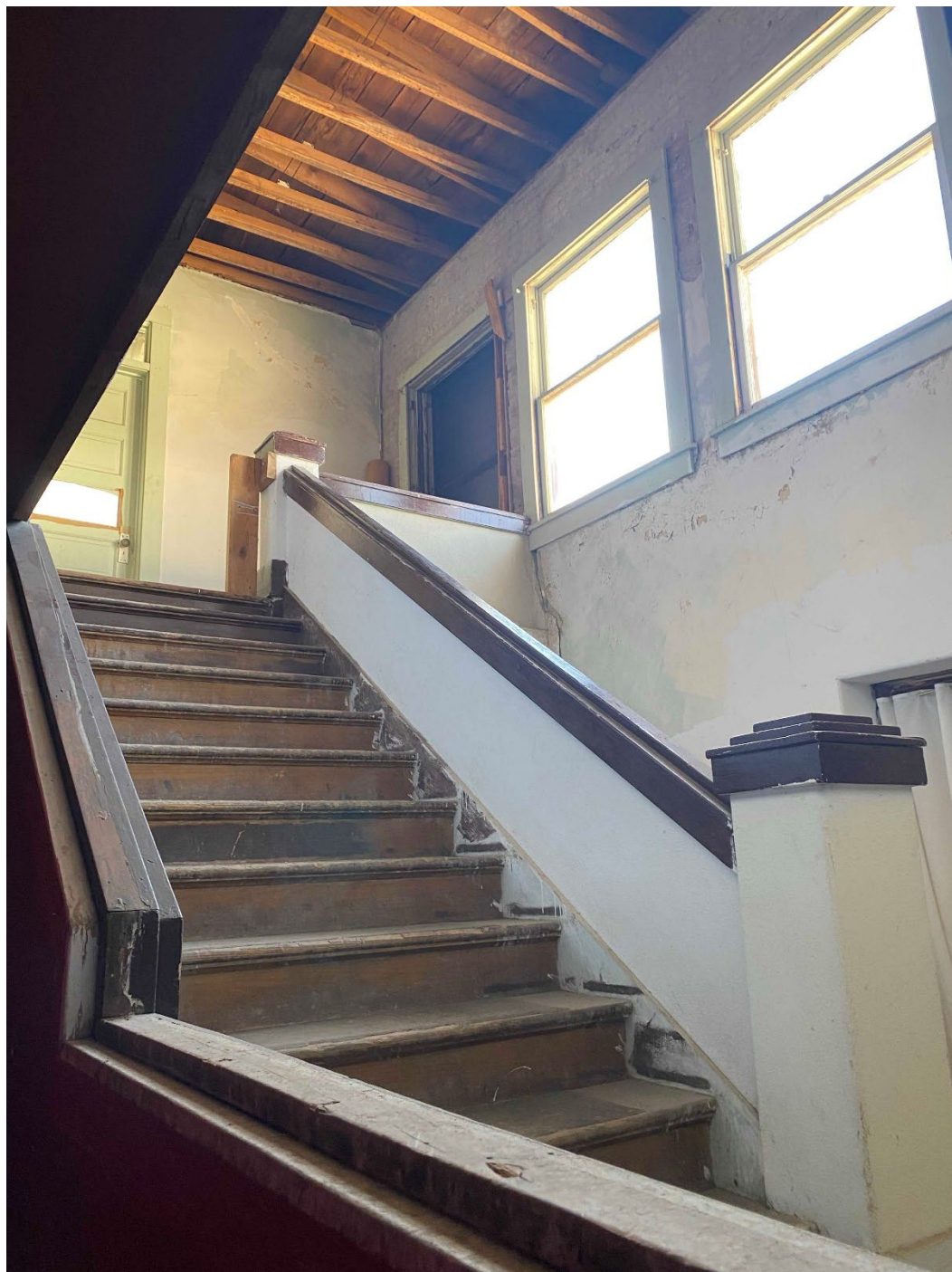NPS Form 10-900   OMB No. 1024-0018

Holland Hotel, Alpine, Brewster County, Texas

Photo 14: Second floor guest room in 1907 Holland, view southwest.
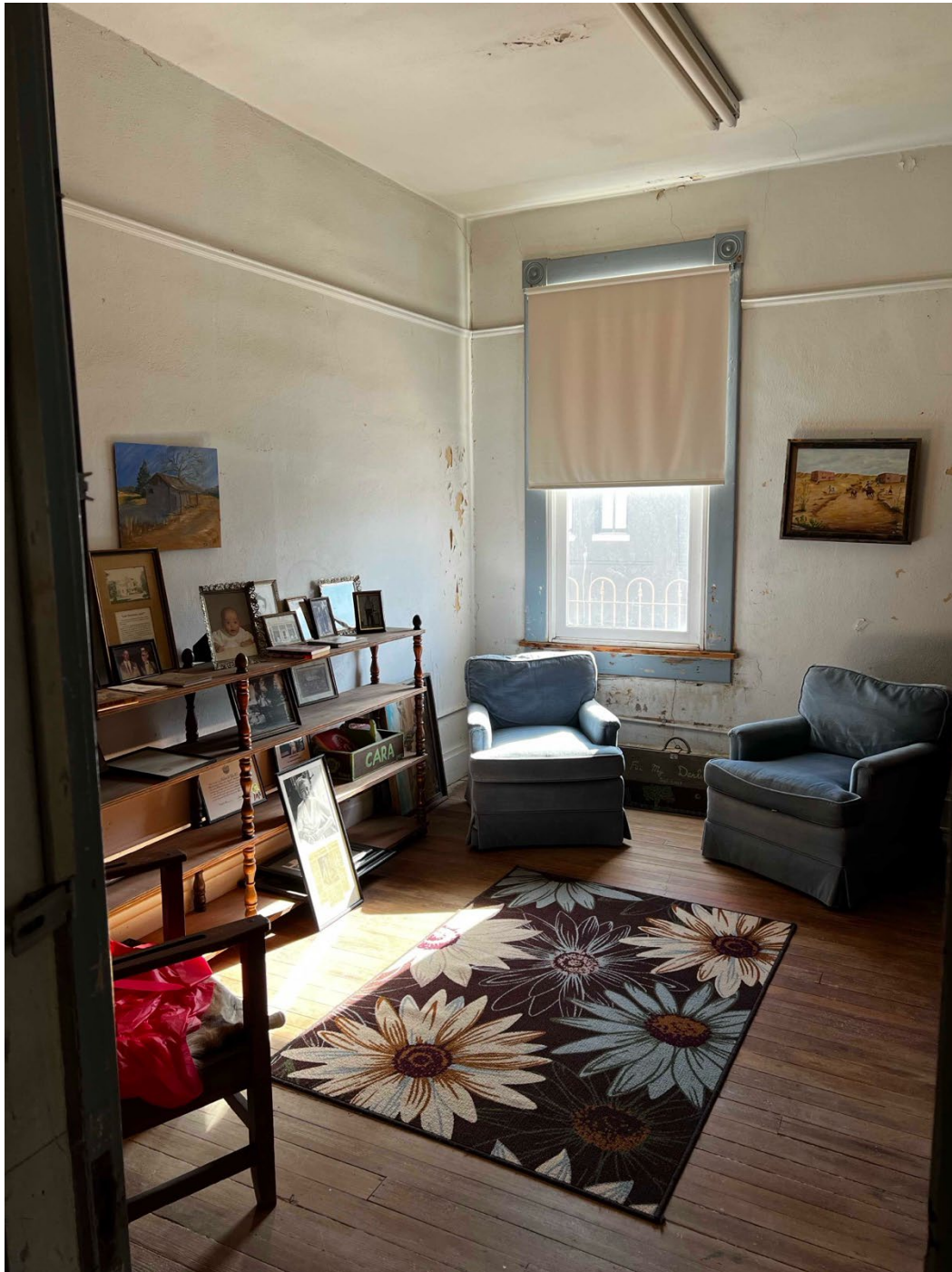
Holland Hotel, Alpine, Brewster County, Texas

Photo 15: Stairwell in 1923 addition, view southwest.

Holland Hotel, Alpine, Brewster County, Texas

Photo 16: First floor of 1923 addition, view south.

Holland Hotel, Alpine, Brewster County, Texas

Photo 17: Third floor guest room in 1923 Holland addition, view north.

Holland Hotel, Alpine, Brewster County, Texas

Photo 18: Holland Hotel entry corridor. Coffee Shop windows and entrance are located on the left wall, view north.

Holland Hotel, Alpine, Brewster County, Texas

Photo 19: Stairs (and elevator at left) leading to second and third story guest rooms, view east.

Holland Hotel, Alpine, Brewster County, Texas

Photo 20: Detail view of original glazed tile wainscoting likely produced by Batchelder-Wilson Company in entry corridor, View west.

Holland Hotel, Alpine, Brewster County, Texas

Photo 21: Holland Hotel lobby, view north.

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Holland Hotel, Alpine, Brewster County, Texas

Photo 22: Holland Hotel restaurant bar, view west.

Holland Hotel, Alpine, Brewster County, Texas

Photo 23: Holland Hotel restaurant dining area, View southeast. Doorway at left leads to the lobby, doorway at right opens to the courtyard. This space originally served as a corridor connecting the old 1907 Holland Hotel with the new 1928 lobby.

Holland Hotel, Alpine, Brewster County, Texas

Photo 24: Holland Hotel Coffee Shop, view south.

Holland Hotel, Alpine, Brewster County, Texas

Photo 25: Second floor corridor, view east.

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Holland Hotel, Alpine, Brewster County, Texas

Photo 26: Representative guest room, view south.