United States Department of the Interior  
National Park 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  Hotel Faust  
and or common The Faust

2. Location

street & number  240 South Seguin Street  
city, town New Braunfels  
state Texas  

classification

Category  
X  building(s)  
structure  
site  
object  

Ownership  
public  
X  private  
both

Status  
X  occupied  
unoccupied  
work in progress

Present Use  
agriculture  
X  commercial  
educational  
entertainment  
government  
industrial  
X  military  

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unoccupied  
work in progress

Present Use  
agriculture  
X  commercial  
educational  
entertainment  
government  
industrial  
X  military  

4. Owner of Property

name  John H. Roberts, Jr.  
street & number  240 S. Seguin Street  
city, town New Braunfels  
state Texas  78130

5. Location of Legal Description

courthouse, registry of deeds, etc. Comal County Courthouse  

6. Representation in Existing Surveys

title (1) Recorded Texas Historic Landmark  
(2) Historic Sites Inventory  
has this property been determined eligible?  yes  X  no

date (1) 1984  (2) 1985  
X  federal  
state  
county  
local

depository for survey records  Texas Historical Commission  

Money, state Texas
The Hotel Faust is a four-story, masonry, medium-rise hotel that is astylistic in design. The unusual use of ornate detailing, however, recalls motifs of the Spanish Renaissance Revival. The grace and subtlety of the exterior is handsomely complemented by an equally notable and substantially intact lobby which features decorative architectural elements alongside the ornamental craftsmanship of local artisans.

The hotel is conspicuously located on South Seguin Street, one of two main historic arteries in New Braunfels. It is the outstanding 1920s building within a rich concentration of 19th- and very early 20th-century buildings on South Seguin Street. Restoration of the Faust in recent years has left its historic fabric substantially intact.

Composed of two intersecting rectangles, the Faust Hotel rises four floors in height and has masonry-faced, reinforced concrete walls. The building is capped with flat roofs, and is oriented facing north on South Seguin St. which is still as it was in 1929, one of two major historic arterials of New Braunfels. The hotel is sited on two back-to-back lots platted in the original town site. Parking occupies the rear lot, while the building is sited on the front. Surrounded by numerous 19th- and 20th-century structures, the Faust complements its historic strip of South Seguin St., as it is a fine example of a late 1920s medium-rise hotel with generous use of Spanish Renaissance Revival detailing.

The main elevation of the Faust exhibits a monolithic, six-bay facade subtly divided by slightly projecting pilasters into a central four-bay section rising above smaller side bays. The tripartite composition is prominently marked by an elaborate parapet whose stepped sections are connected by large volutes. At ground level, windows and doors are heavily ornamented by large cast-concrete panels exhibiting a profusion of floral and heraldic designs. The ornament is rendered with crisp precision and sophisticated line. Portals located in the second and fifth bays are crested with even deeper ornamental headers than the windows. Both entrances are shaded by copper canopies suspended by decorative wrought-iron tension rods. Many of the metal finials originally marking the upper perimeters of the canopies are still in place. A barred transom of undulating shape occurs above each double-door entrance, while pairs of copper lanterns flank the portals. A low-relief, decorative panel is also located at midpoint of the main elevation above an inoperative fountain.

Casement windows occur throughout the building. The central pair at ground level of the main elevation bear 24 lights each, while the single windows of the side bays carry 36 lights.

Two stone beltcourses separate the ground floor from those above. Windows of the upper floors are symmetrically arranged above those of the ground floor, and are paired and recessed between pilasters which rise from the beltcourse to the crest of the parapet. Each window originally carried eight lights. Into the lower sections of some windows are set modern heat pumps. The parapet, an outstanding feature of the building, exhibits deep panels of the richly figured, cast stonework in low relief also seen at ground level. Two more beltcourses, one straight and one undulating, enrich
the cornice, while an undulating crest with stone finials, similar to those of the canopies, caps the decorative composition of the main elevation. Two of the original four street lamps formerly located at the curb have been restored and relocated close to the building at the side bays. Each elevation grades subtly from medium rusts, reds, and yellows at ground level through two color changes to a creamy buff at parapet level.

The north and south elevations of the primary mass of the building exhibit less decorative work than that of the main facade. Included on the front sections of these elevations are stone beltcourses, stone sills, and the parapet crest with finials. Fenestration is symmetrical for the most part. The more distant parts of these elevations, formed by the second intersecting rectangle, are plain. At the rear of the east elevation, the banquet room projects forward some 20 feet. An open-air patio formerly existed in the "U" between the banquet room and front mass of the building, but this space has recently been converted into an enclosed, single-story bar. The rear elevation is also plain with symmetrical fenestration. A single-story kitchen enlargement is attached to this facade.

The interior lower floor is devoted to administrative and formal spaces, including a formal lobby, offices, bathrooms, dining hall, banquet hall and kitchen. The upper floors are divided into 63 guests rooms, while a full basement houses modern laundry equipment, another bath, and new air-conditioning and heating equipment.

The lobby and dining rooms of the Faust are remarkably intact. An outstanding feature of the building, the lobby is also remarkably decorative. Two enclosed, paneled vestibules let into the rectangular lobby where five aisles, conforming in placement to the six bays of the exterior, are covered with barrel vaults. The latter spring from one freestanding and two attached ranges of massive piers, each with six members. Ornate caps of foliate design crown each pier.

The floor of the lobby is covered with pressed cement and with richly-colored tiles arranged in carpet fashion, forming an interior geometric field surrounded by a contrasting geometric band. Produced in San Antonio by a Mexican artisan, the tiles bear Mexican folk-art designs. Wrought-iron lighting fixtures on the walls and suspended from original fans significantly enhance the decorative "craftsman" quality of the interior. According to an article published in the New Braunfels Herald of October 18, 1929, the plastered walls were originally painted to imitate Italian travertine, while the soffits of the ceiling beams bore decorative stenciling. The ceiling was also reportedly tinted and stippled. Despite these decorative losses, the lobby still retains substantial historic fabric and is a significant aspect of the building.

Although not so richly decorative as the lobby, the dining room to its rear is also noteworthy. It features piers and pilasters which sweep up in coved effects, fading out on the flat ceiling. Small ornate sconces and suspended chandeliers adorn the piers and walls. Gone, however, is the graduated color scheme of the walls, where dark shading of the lower walls reportedly faded to a light tint on the ceiling. The parquet wood flooring is still intact.
Alterations on the Faust are relatively minor. The small, original kitchen at the rear of the building was roughly doubled in size in 1982 and equipped with modern appliances. The open-air patio on the east side, enclosed as a bar in 1980, retains much of its historic fabric behind partitions. The 1929 elevator cab was retained during the hotel's restoration, although its interior was sheathed in new material. The original motor and pulley system are inoperative but still intact on the roof. Some cosmetic partitions have been erected in the lobby and dining room to create smaller spaces for offices and privacy dining, but do not seriously detract from the original plan, and are reversible.

Within 20th-century hotel architecture in Texas, the Faust stands out in several respects. It is one of the few known 1920s medium-rise hotels still operating as a hotel. With its skillful blend of vertical elements in block-like massing with decorative Spanish Renaissance Revival detailing, the exterior is unlike that of any other hotel of its class in Texas. The exterior is complemented by a noteworthy interior which emphasizes craftsmanship. When built, the Faust was a medium-sized, elegant, full service, luxury hotel in a small town—an unusual combination of features both then and today.
The Hotel Faust, originally the Travelers Hotel, was built in New Braunfels in 1929 according to the design of Harvey Partridge Smith from San Antonio. Smith was a prominent, early 20th-century Texas architect known throughout the southern and central parts of the state. The hotel is astylistic in design, and exhibits rich use of stone detailing recalling the Spanish Renaissance Revival Style. A fine example of 1920s, medium-rise hotel architecture in Texas, the Faust was the major Depression-era construction project in New Braunfels. It is today one of the largest buildings in the Central Texas community. In 1936 the hotel was renamed to commemorate the contributions to New Braunfels of a prominent pioneer family and a contemporary son of that family, Walter Faust, who played a decisive role in the hotel's construction. The Faust Hotel reflects the tastes and business prominence of Walter and others who were responsible for its founding. It also reflects an era of New Braunfels' history just prior to the Great Depression.

The Hotel Faust derives its historical significance from a variety of sociological, cultural and economic reasons. Prominent among these is the influence of the economic environment. During the middle years of the 1920s, central Texas experienced a debilitating drought which adversely affected New Braunfels' largely agricultural economy. A group of citizens working through the relatively new Chamber of Commerce suggested that a modern hotel could attract tourist and convention traffic, and thereby lessen the impact of unpredictable weather patterns on the local economy. It was argued that such a hotel could also provide lodging and display space to drummers from midwestern and northeastern states, who for years had made New Braunfels a regular stop on their sales travels through the state. The idea looked promising and a committee composed of nine members of the Chamber of Commerce was formed to study the proposal. From that committee, the New Braunfels Hotel Company was created. The Company's task was to fund and build a new modern hotel for New Braunfels.

Another factor influencing the desire to build a hotel was an attitude embedded as a cultural habit in the largely German community of New Braunfels. Since the town's founding in 1846, its citizens had ever demonstrated an unusual sense of community spirit, involvement, and self-reliance. That attribute was first exhibited in response to the acute hardship surrounding the original immigrants' arrival in Texas when, reaching down into their own ranks, they produced leadership which enabled them to deal with their difficulties. The formation of the Hotel Company in 1928 was a later example of a community taking active measures at the local level to improve the well-being of all.

Other factors, contemporary in impact, influenced the committee's desire to build a fancy, prestigious hotel. Tourist, convention and railroad traffic in Central Texas had long been recognized as economically viable. In response, a number of communities, mostly large but some small, had built hotels. The Park/Plaza and Aumont in Seguin,
9. Major Bibliographical References

American Institute of Architects Archives, Harvey P. Smith: Record Group 803, Box 170, Folder 10. Washington, D.C.
American Institute of Architects San Antonio Chapter, Harvey P. Smith files. San Antonio, Texas.

(see continuation sheet)

10. Geographical Data

Acreage of nominated property: less than one

Quadrangle name: New Braunfels East, Tex.

Quadrangle scale: 1:24,000

UTM References

Zone Northing
A 1|4 5|8|4 7|8|0 3|2|8|6 8|0|0
B
C
D
E
F
G

Verbal boundary description and justification

Lots 57 and 71, New City Block 1004 (Vol. G, P. 127, Comal Co., Texas Deed Records)

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

<table>
<thead>
<tr>
<th>state</th>
<th>code</th>
<th>county</th>
<th>code</th>
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<tbody>
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<td></td>
<td></td>
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</tbody>
</table>

11. Form Prepared By

name/title: Julie Strong (with John Ferguson, THC)

organization:
date: October, 1984

street & number: 4105 Duval
telephone: (512) 454-0145

city or town: Austin
state: Texas 78751

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 National Park Service.

State Historic Preservation Officer signature: [Signature]
date: 15 March 1985

For NPS use only

I hereby certify that this property is included in the National Register

Keeper of the National Register: [Signature]
date: 5/2/85

Attest: [Signature]

Chief of Registration
the only hotels in the state known to be comparable to the Faust in architectural pre­
tense, era, service and location, had been constructed in 1917. In 1927, the Von
Minden of nearby Schulenburg was built, and was considerably more modest than the
Faust. Added to these contemporary precedents was the incentive that a modern, medium­
rise hotel in a town the size of New Braunfels would be a forceful statement in Central
Texas of civic pride, prestige and progress. Thus although a variety of economic
arguments provided the compelling reasons to build a hotel, factors such as social tra­
dition, precedent, and civic pride played their part too.

The Hotel Committee's task of securing funds for the $150,000 project was signifi­
cantly facilitated by the actions of a prominent New Braunfels' family. The Joseph
Faust Estate, whose executor was Walter Faust, the late Senator's son, donated the large
Joseph Faust house and land, lots 57 and 71 of NCB 1004 located at 240 South Seguin St.,
as the future hotel site. Through that pledge, appraised at $36,000, and Faust's indivi­
dual subscription for $5,000, the Faust family held $41,000 in hotel stock. Walter's
share alone amounted to $21,000 while those of his brother and sister were each valued
at $10,000.

With these initial subscriptions pledged and a desirable site secured on a major
artery of New Braunfels, the Hotel Company elected its Board of Directors and officers.
All prominent citizens of New Braunfels, the Board consisted of President Emil Fischer,
former city council member and prominent merchant; Vice-President Walter Faust, presi­
dent of First National Bank of which his father was co-founder in 1898; Secretary­
Treasurer B. W. Nuhn, banker; Legal Counsel H. R. Fuchs, well known attorney; Adolph
Henne, former city council member and another prominent merchant; U.S. Pfeuffer,
descendant of a New Braunfels pioneer family and founder of the New Braunfels museum;
R.J. Gode, prominent capitalist; Emil Heinen, financier and banker; I. A. Ogden,
entrepreneur and head of one of the oldest industries in New Braunfels. Faust, Pfeuffer
and Ogden were subsequently elected chairs of the Executive, Finance and Building
Committees, respectively.

A secret ballot among the Directors resulted in Harvey Partridge Smith as the
choice for project architect. Smith was a young promising San Antonio architect who
was becoming widely known in Central and South Texas. Born in Minneapolis (1889) and
educated at the Chicago Institute of Art, Northwestern University and the University
of Arizona, Smith arrived in San Antonio in 1907. He then went to California briefly
where he worked under John J. Donovan. In 1916, he returned to San Antonio and worked
for the R. H. Cameron and Adams and Adams architectural firms. About 1918, he and
R. B. Kelly formed a partnership that lasted until about 1925. Smith then established
his own firm which he headed until his death in 1964.

The 1920s and 1930s were highly productive years for Smith. He was involved in
scores of design projects distributed throughout the state but concentrated in the
southern half. Notable among these were the Boy Scout Headquarters (1925) and the
Sunken Garden Theater (1930) in San Antonio. Also during this period he operated a
branch office in Harlingen in South Texas. Several prestigious restoration commis­
sions dating from these years are also worthy of note. They include the 1928 State
of Texas and City of San Antonio commission to restore the Governor's Palace in that
city, and the 1936 National Park Service commission to restore the San José Mission.
Smith also designed the restoration work for Missions San Juan Capistrano, Concepción and San Francisco de la Espada, and provided the measured drawings for all the missions.

The choice of architect having been made and an agreement signed in July 1928, progress toward construction began to move at a brisk pace. In August Smith submitted preliminary sketches to the Board. In October his plans were approved, with a few alterations, by the Board. Bids were read for contract work in November, with contracts awarded as follows: electrical work to Graham and Collins Electrical Co. of San Antonio; elevator contract to American Elevator and Machine Co. of Louisville, Kentucky; plumbing and heating to Braden-Hudson-Wangler Co. of San Antonio, lighting fixtures was awarded first to Bailey Reynolds Chandelier Works of Kansas City but later assumed and expanded by Graham and Collins; building contract to Walter Sipple Construction Co. of New Braunfels.

The opening celebration on October 12, 1929 of the new $162,000 hotel was a gala event. Approximately 2,000 persons from the New Braunfels' area were reported to have attended. New Braunfels' mayor H. A. Triesch presided at the formal opening banquet where 300 guests were served an eight-course meal. Speeches were given by luminaries from New Braunfels and San Antonio. Although Governor Dan Moody did not arrive as anticipated, festivities nonetheless continued through the night, with many guests staying until morning.

Observers of the Faust's first three decades say that although it never fulfilled its founders' high aspirations for profitability, the Faust did well particularly during the 1930s. During that decade it earned a reputation, serving New Braunfels' service organizations, social circles, business functions, convention and tourist traffic. In 1936, the hotel was renamed the Hotel Faust to commemorate the Faust family and Walter Faust who had died three years earlier.

During the 1940s, the Faust is said to have been a favored spot among servicemen stationed in San Antonio and became informally known as the "Honeymoon Hotel."

The Faust remained in the hands of the Hotel Company until 1946 when Arlon Kreuger purchased it. He held it until 1977. Unable to compete with the new motels springing up along Interstate 35 to serve the increasing motor traffic, the Faust had begun to decline by the early 1960s. When Steven Jackson and William Houser bought it from Kreuger, the Faust was in deteriorated condition. For the first time in its existence the hotel closed, for restoration. The Faust changed hands again in 1979 and underwent more rehabilitation before John H. Roberts, its current owner, acquired it in 1982 through a merger. Further restoration valued at $450,000 was undertaken in 1982. That year also saw the Faust featured on the cover of A Guide to Historic Texas Inns and Hotels, a book by Ann Ruff. During the fall of 1984, the Faust became a Recorded Texas Historic Landmark.
Deed Records, Comal County Courthouse, New Braunfels, Texas.

Enyart, Montre E., The Faust Hotel, Unpub. RTHL marker application, File 8008, 1984, Texas Historical Commission, Austin, Texas.


Minutes of the New Braunfels Hotel Company, various dates, Chamber of Commerce, New Braunfels, Texas.


Scrapbook of Harvey Partridge Smith, in possession of H. P. Smith, Jr., San Antonio, Texas.

San Antonio City and Telephone Directories, 1911-1964, Barker Texas History Center, Austin, Texas.

Interviews:

Strong to Walter Faust, Jr., October 10, 1984, about Walter Faust and early days of Faust Hotel, New Braunfels.

Strong to Joseph Faust, October 10, 1984, about Walter Faust and early days of Faust Hotel, New Braunfels.

Strong to H. P. Smith, Jr., October 4, 1984, concerning H. P. Smith's work, San Antonio.

Strong to Ann Ruff, November 9, 1984, concerning 1920s hotels in Texas.
Hotel Faust
Comal County
TEXAS

☐ resubmission
☐ nomination by person or local government
☐ owner objection
☐ appeal

Substantive Review:  ☐ sample  ☐ request  ☐ appeal  ☐ NR decision

Reviewer's comments:

Recom./Criteria ____________________________
Reviewer _________________________________
Discipline _________________________________
Date ________________________________
   see continuation sheet

Nomination returned for:  ☐ technical corrections cited below
   ☐ substantive reasons discussed below

1. Name
2. Location
3. Classification
   Category ____________________________
   Ownership ____________________________
   Public Acquisition ____________________________
   Status ____________________________
   Accessible ____________________________
   Present Use ____________________________

4. Owner of Property

5. Location of Legal Description

6. Representation in Existing Surveys
   Has this property been determined eligible?  ☐ yes  ☐ no

7. Description
   Condition ____________________________
   ☐ excellent  ☐ deteriorated
   ☐ good  ☐ ruins
   ☐ fair  ☐ unexposed
   ☐ original site  ☐ moved  date ____________
   ☐ altered
   ☐ unaltered

Describe the present and original (if known) physical appearance

☐ summary paragraph
☐ completeness
☐ clarity
☐ alterations/integrity
☐ dates
☐ boundary selection
8. Significance

Period Areas of Significance—Check and justify below

Specific dates Builder/Architect

Statement of Significance (in one paragraph)

☐ summary paragraph
☐ completeness
☐ clarity
☐ applicable criteria
☐ justification of areas checked
☐ relating significance to the resource
☐ context
☐ relationship of integrity to significance
☐ justification of exception
☐ other

9. Major Bibliographical References

10. Geographical Data

Acreage of nominated property ________________

Quadrangle name ________________

UTM References

Verbal boundary description and justification

11. Form Prepared By

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

_____ national _____ state _____ local

State Historic Preservation Officer signature

title date

13. Other

☐ Maps
☐ Photographs
☐ Other

Questions concerning this nomination may be directed to __________________________________________

Signed ____________________________ Date ____________________________ Phone: ____________________

Comments for any item may be continued on an attached sheet
Faust Hotel
240 S. Seguin St.
New Braunfels, Comal Cty., Tx
Photographer: Julie Strong
Date: October 4, 1984
Neg.: Texas Historical Commission
North elevation; camera facing south
Photo 1 of 7
Faust Hotel
240 S. Seguin St.
New Braunfels, Comal Cty., Tx

Photographer: Julie Strong
October 4, 1984
Neg.: Texas Historical Commission

Northeast oblique; camera facing southwest

Photo 2 of 7
Faust Hotel
240 S. Seguin St.
New Braunfels, Comal Cty., Tx

Photographer: Julie Strong
October 4, 1984
Neg.: Texas Historical Commission
Northwest oblique; camera facing southeast
Photo 3 of 7
Faust Hotel
240 S. Seguin St.
New Braunfels, Comal Cty., Tx

Photographer: Julie Strong
Date: October 4, 1984
Neg.: Texas Historical Commission

Southeast oblique; camera facing northwest

Photo 4 of 7
Faust Hotel
240 S. Seguin St.
New Braunfels, Comal Cty., Tx

Photographer: Julie Strong
Date: October 4, 1984
Neg.: Texas Historical Commission

West elevation; camera facing east

Photo 5 of 7
Faust Hotel
240 S. Seguin St.
New Braunfels, Comal Cty., Tx

Photographer: Julie Strong
Date: October 4, 1984
Neg.: Texas Historical Commission

Detail: Northeast entrance

Photo 6 of 7
Faust Hotel
240 S. Seguin St.
New Braunfels, Comal Cty., Tx

Photographer: Julie Strong
Date: October 4, 1984
Neg.: Texas Historical Commission

Detail: lobby stairwell
Photo 7 of 7