

Architectural And Historic Survey



Identification

STREET ADDRESS: 722 Preston Avenue	HISTORIC NAME: Coca Cola Bottling Plant
MAP & PARCEL: 31-38	DATE / PERIOD: 1939
CENSUS TRACT AND BLOCK: 2-202	STYLE: Art Deco
PRESENT ZONING: M-1	HEIGHT (to cornice) OR STORIES: 2 storeys
ORIGINAL OWNER: Charlottesville Coca Cola Bottling Co.	DIMENSIONS AND LAND AREA: 170.5' x 242.7' (41,380 sq.ft.)
ORIGINAL USE: Bottling Plant	CONDITION: Good
PRESENT USE: Bottling Plant	SURVEYOR: Bibb
PRESENT OWNER: Charlottesville Coca Cola Bottling Co.	DATE OF SURVEY: Summer 1980
ADDRESS: 722 Preston Avenue Charlottesville, Virginia	SOURCES: City/County Records

ARCHITECTURAL DESCRIPTION

The largest Art Deco building remaining in Charlottesville, this building is two storeys tall and four bays wide. Construction is of brick laid in 3-course American-with-Flemish bond. Brick piers between the bays have stepped concrete caps which rise above the parapet. The entrance is in the eastern bay of the facade. The entire bay projects slightly and rises above the parapet. The one-light entrance door with transom, and a small window at the second level, are set within a two-storey stepped back recession. Above this, a slightly arched flush concrete panel bears the name: "Coca Cola Bottling Company, 1939". Bands of windows extend between the piers in the other three bays of the facade. Those at the first level have been covered. They have very heavy concrete lintels. Those at the second level are triple 12-light metal fixed and hinged sash. The building extends back three bays. Windows at the first level of the Eighth Street elevation, also covered, appear to match those on the facade. There are two separate 12-light windows in each bay at the second level. On the east side there are two windows in each bay at both levels and an elevator tower in the SE corner. A concrete-capped parapet decorated with vertical lines conceals a build-up flat roof. A one-storey garage covers the rear of the building. It extends back two bays along Eighth Street and matches the main building in all details.

HISTORICAL DESCRIPTION

A two-storey frame Virginia I-house stood on this large corner lot when the Charlottesville Coca Cola Bottling Company purchased it in 1938 (City DB 96-401). The present building was erected the next year. The rear wing was built in 1954. Additional References: City DB 118-265, 345-243.

SIGNIFICANCE

This building is an excellent example of the Art Deco Style, one of the only three or four remaining in the city.





COMMONWEALTH of VIRGINIA

Department of Historic Resources

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April 2, 2013

Mary Joy Scala
City of Charlottesville
City Hall, Dept of Neighborhood Development Services
605 E. Main Street
Charlottesville, VA 22902

Re: Charlottesville Coca-Cola Bottling Works, City of Charlottesville

Dear Ms. Scala:

Congratulations! I am pleased to inform you officially that the **Charlottesville Coca-Cola Bottling Works** has been entered into the National Register of Historic Places. The property was listed by the United States Department of the Interior, National Park Service, on February 27, 2013.

I am sure this news is gratifying to you, and the Virginia Department of Historic Resources shares in your pleasure.

Sincerely,

Kathleen S. Kilpatrick
Director and State Historic Preservation Officer

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11-38 ✓

M-1
190.5' X 242.7'

722 Preston (Coca Cola)

345-243	Ch'o Coca Cola Bottling Co	1973	(highway)
118-265	"	1944	plat 96-402
96-401	"	1938	"

F. P. Weast

2-story
 brick found & walls, built-up flat roof
 good const.
 built 1939 & 1954

Coca Cola

2 stories.

4-bay facade, 3 bay side

flat roof

brick 3-c. dm. w/ F. l. m.

brick piers sep bays

conc stepped & set back tops rise above parapet

conc parapet w/ 111 vert ll

deep conc lintels 1st fl.

1st level windows closed: brick sills, ^(prof triple) wide per bay

2nd " " metal fixed & ~~revolve~~ ^{revolve} sash

2-12-l per bay " side, smaller 2 per bay each level E,

triple 12-l " " facade

elevator in 3rd bay

ent in E. bay facade

entire bay proj w/ piers & rises above parapet

stepped back ent (1-l w/ transom) & can wind above

conc above, flush w/ proj, sq

curved slanted

Coca Cola Bottling Company / 1939

1-story garage area w rear, 2 bays along side,

same piers, bond, parapet

rear wall no 2nd level main = ash slung

garages behind & ~~has~~ same bond