

Property Information

Property Names

Name Explanation	Name
Historic/Current	Charlottesville Coca-Cola Bottling Works

Property Evaluation Status

NRHP Listing
VLR Listing

Property Addresses

Current - 722 Preston Avenue

County/Independent City(s):	Charlottesville (Ind. City)
Incorporated Town(s):	No Data
Zip Code(s):	22902
Magisterial District(s):	No Data
Tax Parcel(s):	310038000
USGS Quad(s):	CHARLOTTESVILLE EAST

Additional Property Information

Architecture Setting: Urban

Acreage: 1.8

Site Description:

2011 PIF: Urban edge. 1.8 acre lot.

2012 NRHP: Charlottesville Coca-Cola Bottling Plant occupies a 1.8-acre site at 722 Preston Avenue, one-half mile west of Charlottesville's downtown. Built at the southeast corner of Preston Avenue and Eight Street, the 1939 plant settled into a largely residential neighborhood.

These boundaries encompass the entire Charlottesville Coca-Cola Bottling Works, including the original 1939 two-story bottling plant, one story wing, and one story garage, as well as the 1955 warehouse addition and the 1983 addition, which united the previously separate buildings into a single building.

2011 PIF: None.

2012 NRHP: Five two-story, wood-frame residences built in the early 20th century occupied the Preston Avenue lots east of the plant. In 1944 Coca-Cola purchased the house at 720 Preston Avenue, adjacent to the plant, and for the next thirty-three years various employees of the bottling plant lived in the house. The 1955 addition was constructed on the south half of the house lot at 720 Preston Avenue. The house was demolished in 1967 to make room for an expanded parking lot. The other four houses facing Preston Avenue were demolished in 1972 in connection with the Virginia Department of Transportation's widening of Preston Avenue. The lots were absorbed into the Coca-Cola parking area that extends east of the plant.

2020: No significant changes were noted aside from the construction of a patio on the east corner of the building between 2013-2016.

Surveyor Assessment:

2011 PIF: The Charlottesville Coca-Cola Bottling Works derives important local significance from its status as Charlottesville's major example of Art Deco architectural design. The design of the Charlottesville Coca-Cola Bottling Works reflects key elements of Coca-Cola's corporate history. The Coca-Cola Bottling Works also demonstrated the growing reliance on motor vehicles for commercial distribution.

2012 NRHP: Designed by Washington, D.C. architect Doran S. Platt in 1939, the Charlottesville Coca-Cola Bottling Works possesses historic significance corresponding to National Register of Historic Places criteria A and C. In relation to National Register Criterion A, the plant is associated at the local level with the broad patterns of history in its vision of industrial design that could help promote consumption of a national brand by local consumers. Platt's design powerfully united modern form with national brand marketing; here, the canons of utilitarian industrial architecture broadened so as to encourage the consumption of the product being manufactured. At Coca-Cola the successful development of a national brand turned in part on the company's ability to reassure consumers of its adherence to the highest standards of public health and sanitation; this business strategy helped shape the architecture of Coca-Cola bottling plants. Public uneasiness about sanitation and health in food processing plants received vivid expression in the federal Pure Food and Drug Act of 1906, which combated dangerous, tainted, and adulterated foods and medicines and misleading labels. Coca-Cola endorsed the passage of the law but then found itself as an early defendant in federal suits over the caffeine in its drink and issues of adulteration and misbranding. These cases culminated in a 1916 United States Supreme Court decision. Doran S. Platt's Charlottesville design incorporated huge windows that flooded the interior with natural light while inviting people to inspect the large machines and workers making Coca-Cola and the sanitary conditions of its production. In relation to National Register Criterion C, the Coca-Cola plant embodies at the local level the distinctive characteristics of a type and period of construction and design; it is Charlottesville's largest and most prominent example of Art Deco architecture. It is for this reason that the Charlottesville Board of Architectural Review acted to protect the Coca-Cola plant in 2008 as one of the city's seventy-four individually designated local landmarks. In a city that has been dominated by variations of Jeffersonian architecture, the modern streamlined forms of the Coca-Cola plant are especially notable. The period of significance (1939-1962) begins with the construction of the building and ends with the National Park Service's 50-year cut-off date for significance; the building was still in use in a production capacity until 1973 and then as a Coca-Cola distribution center until 2010.

See nomination for Narrative Statement of Significance.

2020: This property is not recommended for inclusion in the potential 10th and Page Historic District due to a lack of association with the historical significance of the district.

Surveyor Recommendation: Recommended Eligible

Ownership

Ownership Category Private	Ownership Entity <i>No Data</i>
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Associate

Property Associate Name Platt, Doran S.	Property Associate Role Architect
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Primary Resource Information

Resource Category: Industry/Processing/Extraction
Resource Type: Factory
NR Resource Type: Building
Date of Construction: 1939
Date Source: Written Data
Historic Time Period: World War I to World War II (1917 - 1945)
Historic Context(s): Architecture/Community Planning, Industry/Processing/Extraction
Other ID Number: *No Data*
Architectural Style: Art Deco
Form: *No Data*
Number of Stories: 2.0
Condition: Good
Threats to Resource: Vacant

Architectural Description:

2011 PIF: Built in three phases--1939, 1955, and 1981-- the plant consists of a two-story bottling building, with a one-story wing, and three one-story buildings, which accommodated the plant's truck fleet and warehousing. The 1939 design included a two-story Art Deco style brick bottling plant, with a reinforced concrete structure, and a one-story wing, extending south. The 1939 plant also had a detached one-story, 42-truck brick garage supported by steel posts and wood rafters, located 57 feet south of the bottling building. In 1955 a one-story attached brick addition was made on the east side of the garage, providing a bottle and crate storage warehouse. In 1981 a one-story, L-shaped warehouse built of cinder blocks was added to the plant. This addition filled the space between the 1939 garage and the 1939 bottling plant and connected together all buildings on the site. Built at the southeast corner of Preston Avenue and Eight Street, the 1939 plant settled into a largely residential neighborhood. Five two-story, wood-frame residences built in the early 20th century occupied the Preston Avenue lots east of the plant. In 1944 Coca-Cola purchased the house at 720 Preston Avenue, immediately east of the plant, and for the next 33 years various employees of the bottling plant lived in the house. The 1955 addition was constructed on the south half of the house lot at 720 Preston Avenue. The house was demolished in 1967 to make room for an expanded parking lot. The other four houses facing Preston Avenue were demolished in 1972 in connection with the Virginia Department of Transportation's widening of Preston Avenue. The lots were absorbed into the Coca-Cola parking area that extends east of the plant.

2012 NRHP: Built in three phases --1939, 1955, and 1981-- the plant consists of a two-story bottling building, with a one-story wing, and three one-story buildings, which accommodated the plant's truck fleet and warehousing. The 1939 design included a two-story Art Deco-style brick bottling plant, with a reinforced concrete structure, and a one-story wing, extending south. The 1939 plant also had a detached one-story, forty-two-truck brick garage supported by steel posts and wood rafters, located fifty-seven feet south of the bottling building. In 1955 a one-story attached brick addition was made on the east side of the garage providing a bottle and crate storage warehouse. In 1981 a one-story, L-shaped warehouse built of cinder blocks was added to the plant. This addition filled the space between the 1939 garage and the 1939 bottling plant and connected together all buildings on the site.

See nomination for narrative description.

 December 2011

2020: No significant changes were noted.

Exterior Components

Component	Component Type	Material	Material Treatment
Foundation	Solid/Continuous	Concrete	Poured
Windows	Boarded Up/Covered	<i>No Data</i>	<i>No Data</i>
Structural System and Exterior Treatment	Masonry	Brick	Bond, Flemish
Roof	Flat	<i>No Data</i>	<i>No Data</i>

Secondary Resource Information

Historic District Information

Historic District Name: *No Data*
Local Historic District Name: *No Data*
Historic District Significance: *No Data*

CRM Events

Event Type: Survey:Phase I/Reconnaissance

Project Review File Number: *No Data*
Investigator: Erin Que
Organization/Company: The 106 Group Ltd.
Photographic Media: Digital
Survey Date: 2/5/2020
Dhr Library Report Number: *No Data*

Project Staff/Notes:

Erin Que, Principal Investigator and Sr. Architectural Historian
Holly Good, Architectural Historian
Saleh Miller, Sr. Architectural Historian

Project Bibliographic Information:

City of Charlottesville GIS Viewer
2020 Property Record. Electronic document, <http://gisweb.charlottesville.org/GisViewer/>, accessed January 27, 2020.

Hill Directory Co.
1931, 1940, 1950, 1959 Hill's Charlottesville City Directory. Hill Directory Co., Inc., Publishers, Richmond, Virginia.

National Environmental Title Research, LLC [NETR]
1963-2016 Historical Aerial Photograph, Charlottesville Independent City, Virginia. Electronic document, <http://historicaerials.com/>, accessed March 19, 2020.

Neighborhood Development Services
2012-2016 The 10th and Page Historic Survey. On file at the City of Charlottesville Neighborhood Development Services, Charlottesville, Virginia.

Sanborn Map Company
1907, 1913, 1920, 1929, 1950 Fire Insurance Map of Charlottesville, Virginia. Sanborn Map Company, New York, New York.

United States Geological Survey [USGS]
1994-2019 Historical Aerial Photograph, Charlottesville Independent City, Virginia. Electronic document, accessed on Google Earth, February 20, 2020.

Period Of Significance:

N/A

Level of Significance:

Local

Surveyor's NR Criteria Recommendations:

A - Associated with Broad Patterns of History, C - Distinctive Characteristics of Architecture/Construction

Phase II Intensive Survey Integrity Recommendations:

Location; Design; Setting; Materials; Workmanship; Feeling; Association

Event Type: NRHP Listing

DHR ID: 104-5174
Staff Name: NPS
Event Date: 2/27/2013
Staff Comment

VIRGINIA, CHARLOTTESVILLE INDEPENDENT CITY, Charlottesville Coca-Cola Bottling Works, 722 Preston, Charlottesville
(Independent City), 13000045, LISTED, 2/27/13

Event Type: VLR Listing

DHR ID: 104-5174
Staff Name: State Review Board
Event Date: 12/13/2012
Staff Comment:
No Data

Event Type: NRHP Nomination

DHR ID: 104-5174
Staff Name: Bluestone, Daniel
Event Date: 9/1/2012
Staff Comment:
Director, University of Virginia, Historic Preservation Program

Event Type: Rehabilitation Tax Credit

DHR ID: 104-5174
Staff Name: DHR
Event Date: 4/17/2012
Staff Comment:
No Data

Event Type: DHR Staff: Eligible

DHR ID: 104-5174
Staff Name: DHR Evaluation Committee
Event Date: 4/12/2012
Staff Comment:

Charlottesville Coca-Cola Bottling Works, City of Charlottesville, DHR file number 104-5174
The resource, a two story Art Deco industrial building constructed in 1939 as a bottling plant for Coca-Cola, was previously recommended not eligible by the Evaluation Team and the State Review Board due in large part to the fact that all of the windows on the building had been bricked up. The owners/project sponsors were advised, however, that if they reinstalled windows on the primary elevation that matched the historic windows (shown in an historic photo) then the resource could be re-evaluated. The project architect provided plans to DHR for the reinstallation of windows and DHR staff approved the new windows as meeting the Secretary of the Interior's Standards for Rehabilitation. The windows were installed last week and photos of the windows in place have been provided and a re-evaluation of the building requested.

The Charlottesville Coca-Cola Bottling Works was re-evaluated at the local level of significance under Criterion A (Industry/Commerce) and Criterion C (Architecture) with a period of significance of 1939-1961. With windows that meet the Standards now installed on the primary façade, the Evaluation Team felt that the building was now able to convey both its industrial and architectural significance and recommended that the resource proceed to listing with 30 points.

Event Type: Other

Project Review File Number: No Data
Investigator: DHR Evaluation Committee
Organization/Company: Unknown (DSS)
Photographic Media: No Data
Survey Date: 12/8/2011
Dhr Library Report Number: No Data
Project Staff/Notes:

Marc Wagner presenting:
Charlottesville Coca-Cola Bottling Works, City of Charlottesville, DHR File Number 104-5174
The Bottling Works is a two-story Art Deco industrial building constructed in 1939 as a bottling plant and detached garage and expanded and connected in 1955 and 1981 to form a single large building. The most distinctive part of the building is the Art Deco entry bay, which extends to a parapet, but other Art Deco details are limited to the pilaster capitals. The interior of the building is very utilitarian; it does not retain the original office and some of the bottling plant has been converted into cubicles. All of the windows in the 1939 plant have been bricked in. The PIF notes that the windows were central to the design of the building, both from an architectural standpoint (they took up more of the wall plane than the brick did) and from a corporate history standpoint (the expansive windows were intended to reassure the public about the sanitary nature of the bottling process and the purity of the product and were also a marketing strategy for the company). The PIF argues for significance both architecturally, as Charlottesville's largest example of the Art Deco style, and for its historical associations with the Coca-Cola Company. The Coca-Cola Bottling Plant in Winchester is a near twin to this building, it was designed by the same architect in 1940, and it was

individually listed in 2008. However, the Winchester plant retains its windows and its small office. In a meeting on April 28, 2011, the team determined that the loss of the windows on this building was a significant liability because the windows were important to the integrity of the building's design and materials and also to the integrity of association between the building and the history of the Coca-Cola bottling industry. The team also noted that an earlier Coca-Cola bottling works still stands in Charlottesville and appears to have better exterior integrity though it lacks the Art Deco stylistic details exhibited by this resource.

The Charlottesville Coca-Cola Bottling Works was re-evaluated at the local level of significance under Criterion A (Industry/Commerce) and Criterion C (Architecture) with a period of significance of 1939-1961. The architecture firm SMBW has submitted plans for new windows based on the windows of the bottling plant in Winchester. The applicants hope to receive tax credits for the installation of the windows, but the building cannot be eligible for the register or tax credits without the new windows. The committee debated the minimum number of new windows that would need to be installed to recommend eligibility, and decided that conferring with tax credit staff would be advisable on this topic. Reevaluating the resource as it currently sits, the committee upheld the decision to not proceed to listing with 27 points.

Project Bibliographic Information:

City of Charlottesville GIS Viewer
2020 Property Record. Electronic document, <http://gisweb.charlottesville.org/GisViewer/>, accessed January 27, 2020.

Hill Directory Co.
1931, 1940, 1950, 1959 Hill's Charlottesville City Directory. Hill Directory Co., Inc., Publishers, Richmond, Virginia.

National Environmental Title Research, LLC [NETR]
1963-2016 Historical Aerial Photograph, Charlottesville Independent City, Virginia. Electronic document, <http://historicaerials.com/>, accessed March 19, 2020.

Neighborhood Development Services
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United States Geological Survey [USGS]
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Surveyor's NR Criteria Recommendations:

A - Associated with Broad Patterns of History, C - Distinctive Characteristics of Architecture/Construction

Phase II Intensive Survey Integrity Recommendations:

Location; Design; Setting; Materials; Workmanship; Feeling; Association

Event Type: Other

Project Review File Number: *No Data*
Investigator: DHR Evaluation Committee
Organization/Company: Unknown (DSS)
Photographic Media: *No Data*
Survey Date: 4/28/2011
Dhr Library Report Number: *No Data*

Project Staff/Notes:

Charlottesville Coca-Cola Bottling Works, City of Charlottesville, DHR File Number 104-5174
The Bottling Works is a two-story Art Deco industrial building constructed in 1939 as a bottling plant and detached garage and expanded and connected in 1955 and 1981 to form a single large building. The most distinctive part of the building is the Art Deco entry bay, which extends to a parapet, but other Art Deco details are limited to the pilaster capitals. The interior of the building is very utilitarian; it does not retain the original office and some of the bottling plant has been converted into cubicles. All of the windows in the 1939 plant have been bricked in. The PIF notes that the windows were central to the design of the building, both from an architectural standpoint (they took up more of the wall plane than the brick did) and from a corporate history standpoint (the expansive windows were intended to reassure the public about the sanitary nature of the bottling process and the purity of the product and were also a marketing strategy for the company). The PIF argues for significance both architecturally, as Charlottesville's largest example of the Art Deco style, and for its historical associations with the Coca-Cola company. The Coca-Cola Bottling Plant in Winchester is a near twin to this building, it was designed by the same architect in 1940, and it was individually listed in 2008. However, the Winchester plant retains its windows and its small office. The team felt that the loss of the windows on this building was a significant liability because the windows were important to the integrity of the building's design and materials and also to the integrity of association between the building and the history of the Coca-Cola bottling industry. The team also noted that an earlier Coca-Cola bottling works still stands in Charlottesville and appears to have better exterior integrity though it lacks the Art Deco stylistic details exhibited by this resource. As it stands, the building lacks sufficient integrity to convey the significance detailed in the PIF. The building was evaluated as locally significant under Criteria A (Industry/Commerce) and C (Architecture) with a period of significance of 1939-1961. Staff recommended do not proceed to listing with 27 points.

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City of Charlottesville GIS Viewer
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Surveyor's NR Criteria Recommendations:

A - Associated with Broad Patterns of History, C - Distinctive Characteristics of Architecture/Construction

Phase II Intensive Survey Integrity Recommendations:

Location; Design; Setting; Materials; Workmanship; Feeling; Association

Event Type: PIF

Project Review File Number: *No Data*

Investigator: Bluestone, Daniel

Organization/Company: Unknown (DSS)

Photographic Media: *No Data*

Survey Date: 4/14/2011

Dhr Library Report Number: *No Data*

Project Staff/Notes:

Director, Historic Preservation Program, University of Virginia

Project Bibliographic Information:

City of Charlottesville GIS Viewer
2020 Property Record. Electronic document, <http://gisweb.charlottesville.org/GisViewer/>, accessed January 27, 2020.

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Bibliographic Information

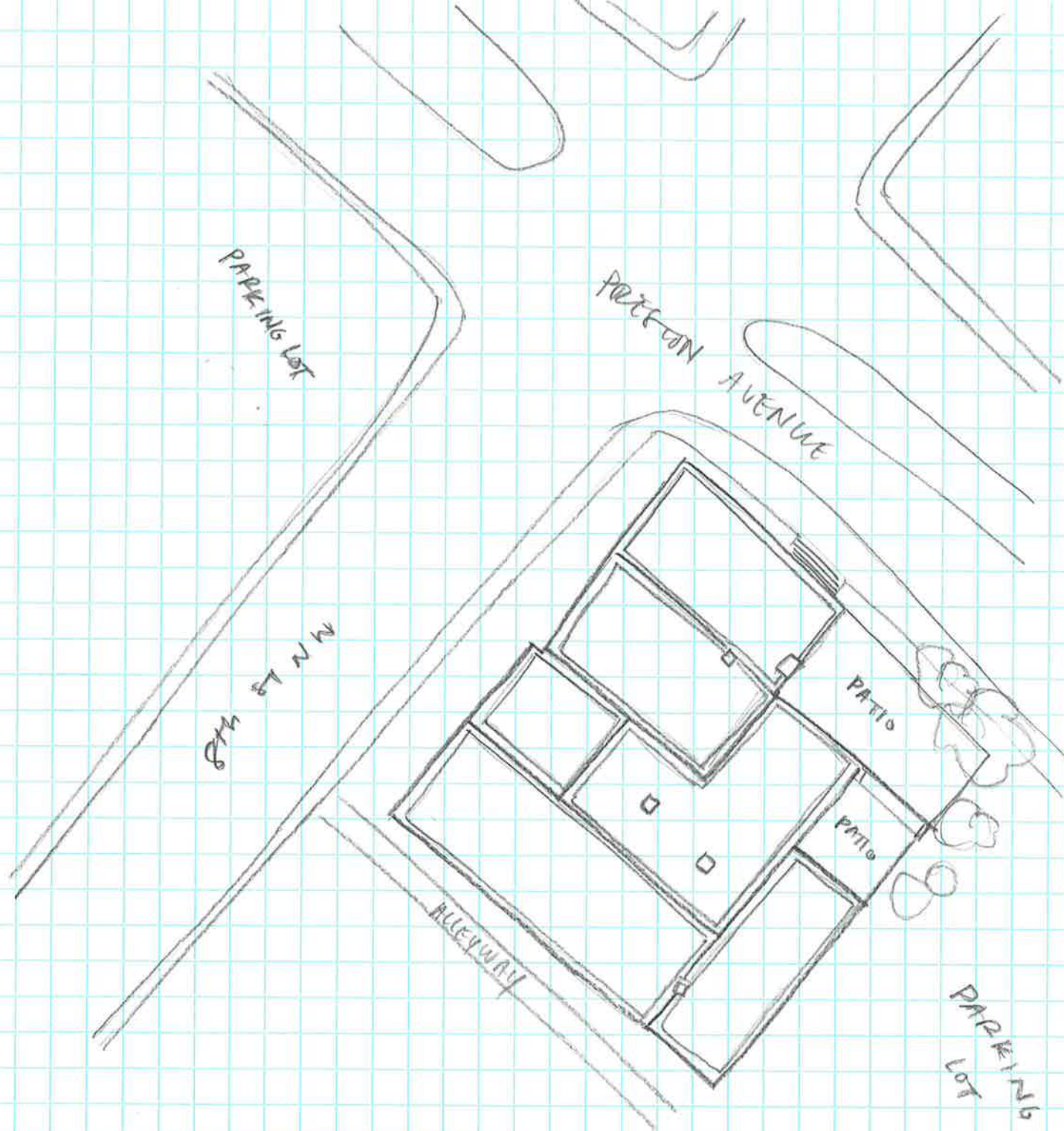
Bibliography:

No Data

Property Notes:

Name: Dr. Martin Chapman
Company 1: CityCampus, LLC
Address 1: 1216 Harris Street
City: Charlottesville
State: Virginia
ZIP: 22903
Phone 1: 434-984-2304

Ext: 0000
Phone 2: 000-000-0000
Ext: 0000
Surveyor Notes: 2011 PIF applicant, with co-owner Madeleine Watkins
Owner Relationship: Owner of property



↑N
CHARLOTTESVILLE COCA COLA BOTTLING WORKS
104-5174
722 PRESTON AVENUE
SURVEY DATE 2/3/2020
NOT TO SCALE