

United States Department of the Interior
National Park Service

NRHP Listed: 8/19/2024

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

1. Name of PropertyHistoric name: Staunton Coca-Cola Bottling WorksOther names/site number: VDHR File #132-5071

Name of related multiple property listing:

N/A

(Enter "N/A" if property is not part of a multiple property listing)

2. LocationStreet & number: 709 North Augusta StreetCity or town: Staunton State: VA County: Independent CityNot For Publication: N/A Vicinity: N/A**3. State/Federal Agency Certification**

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this X 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 X meets ___ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

___ national ___ statewide X local

Applicable National Register Criteria:

X A ___ B X C ___ D
Signature of certifying official/Title:

Date

Virginia Department of Historic Resources

State or Federal agency/bureau or Tribal Government

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

Signature of commenting official:

Date

Title :

State or Federal agency/bureau
or Tribal Government

Staunton Coca-Cola Bottling Works

Name of Property

City of Staunton, VA

County and State

4. National Park Service Certification

I hereby certify that this 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

5. Classification

Ownership of Property

(Check as many boxes as apply.)

Private:

☒

Public – Local

☐

Public – State

☐

Public – Federal

☐

Category of Property

(Check only **one** box.)

Building(s)

☒

District

☐

Site

☐

Structure

☐

Object

☐

Staunton Coca-Cola Bottling Works
Name of Property

City of Staunton, VA
County and State

Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>1</u>	<u>1</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>0</u>	<u>0</u>	structures
<u>0</u>	<u>0</u>	objects
<u>1</u>	<u>1</u>	Total

Number of contributing resources previously listed in the National Register 0

6. Function or Use

Historic Functions

(Enter categories from instructions.)

INDUSTRY/PROCESSING/EXTRACTION: manufacturing facility

COMMERCE/TRADE: warehouse

Current Functions

(Enter categories from instructions.)

VACANT/NOT IN USE

Staunton Coca-Cola Bottling Works

Name of Property

City of Staunton, VA

County and State

7. Description

Architectural Classification

(Enter categories from instructions.)

MODERN MOVEMENT

EARLY 20th CENTURY AMERICAN MOVEMENTS: Commercial Style

Materials: (enter categories from instructions.)

Principal exterior materials of the property: FOUNDATION: BRICK, CONCRETE

WALLS: BRICK, CONCRETE: Terrazzo, CERAMIC TILE

ROOF: ASPHALT, OTHER: Rubber

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

The Staunton Coca-Cola Bottling Works building, located at 709 North Augusta Street, occupies a roughly 0.71-acre urban lot at the intersection of multiple roads with North Augusta to the front and Sunnyside Street to the south side, just north of downtown Staunton, Virginia. The building is an evolved structure that was built in three primary phases; 1927, 1953, and 1964, and from the front is most reflective of the 1964 renovation which concealed the 1927 Commercial style façade with a Minimalist/Mid-century modern character. The original block of the building had a two-story front mass with a deep one-story wing to the rear. In 1953, it was expanded with a wide, rear, garage annex. The block extended into the hillside behind the building resulting in an angled rear wall. This annex also projected out slightly from the north side of the original building with an angled wall containing a garage bay, and extended far to the south side of the building with additional garage bays, creating an overall L-shaped form to the building. The building was enlarged once again in 1964 with a block appended to the side of the original block that extended to fill in the corner created by the 1953 rear wing. The addition was composed of a two-story front mass of similar height to the front block of the original building, and a one-story mass along the side of the original rear. As a part of this addition, the front of the original block was covered to create a uniform front façade. The applied façade draws influence from the Mid-century Modern style but in a Minimalist way. It is composed of a series of full-height bays covered with mosaic tile. The majority of the panels feature mostly white tiles speckled with occasional color, the

Staunton Coca-Cola Bottling Works

City of Staunton, VA

Name of Property

County and State

central panel features a tile mosaic of a bottle of Coca-Cola within a field of green tiles. At present, the building is unoccupied but remains in good condition and retains a high degree of historical integrity from each period of development.

Narrative Description

Setting

The Staunton Coca-Cola Bottling Works building rests on a corner lot facing west towards North Augusta Street. The building occupies nearly the entire lot it is located on and immediately abuts the road and sidewalks to the front, south side and rear. To the north side is a narrow gravel driveway between it and the adjacent commercial building. Because the intersection at which the building is located is the junction of multiple streets that approach at various angles, there is a small triangular “island” to the front of the building, between it and North Augusta with an extension of North New Street extending immediately adjacent to the sidewalk in front of the building, despite it being assigned a North Augusta Street address. A sidewalk continues along the front of the building and up North Augusta as it continues north, and another sidewalk continues along the south side of the property bordering Sunnyside Street, although this street slopes uphill requiring a retaining wall along the edge of the property below. The rear of the property is immediately bordered by Baptist Street, although due to the slope of the lot, the rear of the building is built into a hillside, and the road to the rear is set nearly adjacent to the roofline. Because the building occupies nearly the entire lot, there is not much additional space for development, however, a small prefabricated, noncontributing, storage shed is located immediately next to the north side of the building along the gravel driveway.

Exterior Description

The front façade of the Staunton Coca-Cola Bottling Works building facing North Augusta Street is most reflective of the 1964 renovation that applied a Minimalist/Mid-century modern character to the building. In keeping with its Minimalist restraint, the façade lacks heavy embellishment and does not draw attention to any particular feature or component with the exception of a mosaic-tiled Coca-Cola bottle in the central first floor bay. This façade, which is generally uniform across the full-height and width of the building, extends from ground-level to the roof parapet. It also extends two bays around the south side of the building. The front is comprised of nine bays, divided by rough terrazzo posts that integrate into a matching roof parapet. The outer three bays at each end of the front are slightly recessed and are covered with speckled white 1-inch square mosaic tiles. The three central bays are slightly recessed at the first floor while the second floor central bays are undivided and feature a slightly projecting panel of speckled mosaic tiles. The ground level of the northernmost bay is occupied by a garage bay with a modern roll-up door while the other of the outer three bays have wide plate-glass windows along the first floor that rest on pre-cast concrete sills. The openings in the northernmost four bays, which coincide with the original 1927 block of the building, extend nearly the full width of the bay, with just narrow sections of mosaic tile to each side, as well as panels of tile below that extend to the sidewalk. The windows on the southern

Staunton Coca-Cola Bottling Works

City of Staunton, VA

Name of Property

County and State

bays which were built at part of the 1964 addition extends the full width of the bay to the terrazzo posts and also differ from those on the earlier block through their incorporation of small sections of Jalousie windows at the top and bottom of the window to allow ventilation. The mosaic tile beneath the windowsills is missing from the outer four bays at the south end, revealing the cast concrete structural panels. The central three bays of the front differ slightly from the outer bays in form and composition. These bays are divided at the interface of the first and second stories with a horizontal band of rough terrazzo that connects the outer posts. The central first floor bay is occupied by a recessed panel of similar size to the first floor windows, but covered with 1-inch square mosaic tiles that create a Coca-Cola bottle set amongst a field of lime-green tiles. The bay to the right is occupied by a window similar to others along the front, while the bay to the left is occupied by the primary building entrance. The entry consists of a standard-width aluminum frame glazed door surrounded by aluminum frame plate-glass panels, all set on a concrete sill at sidewalk-grade. Above the horizontal concrete band in the central bays is a wide, uninterrupted panel of speckled white mosaic tiles that differs from the other tiled panels on the front in that it projects slightly beyond the plane of the terrazzo.

In contrast to the sleek Mid-century Modern character of the front, the north side of the building reflects the original 1927 Chicago style architecture of the building. However, the original architectural detail was focused on the now-covered front, whereas the south side is stripped and utilitarian in design. The exterior is clad with brick laid in a 6:1 American Bond. The side is split between the forward two-story mass and the rear one-story mass. The two-story front block is three bays deep and topped by a rear-sloping shed roof resulting in a stepped parapet whereas each bay of the wall is slightly shorter than the one to its front. The parapet sections are each capped by one-course brick corbelling with tin coping. The one-story rear mass is five bays deep and has a gable roof that is concealed behind a uniform parapet without a corbelled course, but is also capped with tin coping. Each of the bays on the north side is occupied by large panels of multi-light industrial-style casement windows, including separate panels for the first and second stories of the two-story mass. The windows are recessed into the brick wall and rest on poured concrete sills. Due to the rising grade towards the rear of the building, the sills of window openings on the three back bays are each successively higher while the lintels are at uniform height. Projecting from the flat roof at rear corner of the building is a wide chimney flue built of similar brick to the walls and capped by a one-course corbel.

Affixed to the rear of the original mass is the 1953 rear garage annex. The garage annex creates an unusual angle at the interface with the 1927 block, with a short section of inward angling wall before making a 90-degree turn and projecting beyond the plane of 1927 block at a 45-degree angle to the north. The walls of the garage annex are clad with brick veneer laid in a similar 6:1 American Bond, but of slightly different tone than the bricks of the original block. The flat parapet is capped with terra cotta tiles. Along the north face of the annex is a two-car garage bay with carriage doors that is slightly below grade due to the upward slope of the terrain, so it is approached by a driveway cut lined by a concrete retaining wall. On the uphill side of the wall the garage annex continues with a slight jog and a blank wall. The outside corner of the garage annex turns at slightly less than a 90-degree angle into the hill along the rear edge of the property. The exposed section of this wall is cast concrete that is topped by an embedded chain link fence.

Staunton Coca-Cola Bottling Works

Name of Property

City of Staunton, VA

County and State

Due to the slope of the property and the rear garage annex being built into a hill slope, the back (east) of the building is subterranean. Baptist Street extends along the rear of the building, parallel to the rear wall, with just a narrow strip of grass and vegetation between the surface of the road and the concrete block retaining wall around the subterranean portions of the building. Because there are no windows on the garage annex, the interior is lit by a series of gabled skylights on the roof that are visible from the uphill side of the building. A concrete chimney flue also pierces the roof of the annex along the central portion of the back wall.

The south side of the building exhibits a blend of the Mid-century Modern aesthetic intended for the public as well as utilitarian functionality necessary for the operation of the building. Sunnyside Street extends along this side of the building, and because the terrain slopes up to the rear, only the front two bays of this side of the building are at sidewalk-grade. As the road slopes up along the side of the property, a retaining wall along the sidewalk allows for a flat driveway to extend along the side of the building. The exposed forward two bays of the building, which coincide with the two-story block of the 1964 addition, exhibit a continuation front façade's modern aesthetic. Each bay is delineated by rough terrazzo posts separating slightly-recessed mosaic tile panels and first-floor windows. Beyond the two-story block is the five-bay deep one-story block of the 1964 addition. This wall draws influence from the 1927 south side of the building with brick walls laid in a 6:1 American Bond, although the flat parapet is capped with terra cotta tiles. The first two bays are pierced by large, industrial multi-light casement windows set on concrete sills, similar to those on the north side. The next two bays have large, wood-paneled roll-up garage doors. The last bay has a pedestrian doorway next to a smaller casement window. At the rear of this block it adjoins the 1953 garage annex which extends one-bay beyond the plane of the south wall. This bay of the 1953 garage annex is similar in design and aesthetic to the 1964 block, and is pierced by a double-wide garage bay with a wood-paneled roll-up door set at the end of the driveway.

Interior Description

As with the exterior of the building, the interior of the Staunton Coca-Cola Bottling Works reflects the three primary phases of development and the differing roles of the facility at the respective times. As a production facility, much of the interior has always been dedicated to operations and the various equipment necessary to bottle and package the product, however, in the early years of operation the facility was open for private, on-site sales and bottle filling. As such, the interior of the original 1927 building incorporated some spaces that were intended for public view and finely finished as a commercial space for that period. This included tin ceilings with elaborate trim, as well as intricate tile work that was not only decorative, but reinforced the sense of cleanliness and sanitation that had become integral to food and beverage production in the 1920s. By the 1950s and 60s, on-site sales were no longer permitted and therefore the interior of the spaces added during this period were designed for maximum productivity and not public appearance. As such, the mid-century modern character applied to the exterior of the building in 1964 was not carried through to the interior, although the interior of ground-level room that is visible from the sidewalk openly conveys the high-level of modern sanitation incorporated at that time to reinforce this aspect of the company's commitment to hygiene to the public.

Staunton Coca-Cola Bottling Works

Name of Property

City of Staunton, VA

County and State

Production and bottling of Coca-Cola at this facility ended in the 1970s and since then, the building has functioned in a variety of roles, so some spaces and features have been removed or altered over time to accommodate subsequent tenants, but the overall layout and character remains intact. The front entry to the building leads into a small, unadorned lobby area. This space is within what was a garage bay in the original 1927 building, and therefore was created as part of the 1964 addition/renovation. From this lobby a doorway to the left leads into what has most recently functioned as a small apartment within what was historically an office/administrative area. A door to the right side of the lobby leads into a large, open bottling space within the 1964 addition, and a door on the rear wall of the lobby opens to a stairwell that leads to the second floor. The lobby reflects a nonhistoric character of unknown date. The floors are covered with ceramic tile, the walls are primarily sheetrock, and the ceilings have acoustic drop-tiles, although the right-side wall, which would have been the original exterior wall remains exposed brick. The doorway to the 1964 bottling room is cut through the concrete block infill of an original window opening.

Continuing through the original block of the building, the apartment to the left side of the lobby also reflects a primarily nonhistoric renovation with portioned walls, carpeted floors, sheetrock, and drop-tiles. The area has been divided into several smaller spaces obscuring the original layout. An original post and beam are situated centrally within the main room of the apartment, but are wrapped with sheetrock.

Through the back of the apartment is a doorway to the large open interior of the original one-story rear wing. This area is primarily open and uninterrupted due to steel roof trusses that span the entire width of the mass. This area originally functioned as bottling space, and as such, incorporated materials and finishes focused on modern sanitation standards. The floors are poured concrete with in-floor drains and the walls are clad with white enamel faced brick tiles. The steel roof trusses and purlins are exposed and insulation of unknown material is held in place by rope netting. The insulation is interrupted by a series of skylights that together with the large windows along the walls made for what was described in 1928 as an "unusually bright" interior. The south wall of this space holds a series of large industrial windows with casement sashes to permit airflow. The north side of the room retains a similar pattern of bays, however, the original openings have been extended to the ground and now function as doorways into the adjacent 1964 block. At the rear wall of the original wing is a centrally-set garage bay leading into the 1953 garage annex. To the side of this bay, in the southwest corner of the original block is what was historically an employee rest area complete with lockers and shower stalls. This space retains much of its historic materials and character, including beaded vertical board walls with crown molding, five-panel doors, and shower/commode fixtures. At the front of the original one-story rear wing is an extension along the side of the front office that leads to the front of the building with a garage bay. It is unclear if this bay was solely for company trucks or public entrance, but the ornamentation suggests it was intended for public view and is the most embellished space within the building. The glazed white brick tile walls continue through this area, but the ceilings are covered with pressed tin tiles. The posts and beams are wrapped with textured tin and further adorned with egg and dart cornices. Set to the opposite side of the front office/apartment area from the garage bay is

Staunton Coca-Cola Bottling Works

City of Staunton, VA

Name of Property

County and State

an elevator that provides access to the second floor of the 1927 block. Although the building originally included an elevator, the current equipment is believed to date from a later renovation.

The second floor of the 1927 block of the building, which originally housed the syrup room and general storage has most recently functioned as a large apartment, however, the layout appears generally intact. The forward area, which historically functioned as storage, is a large open and mostly unfinished space that now functions as a living room and kitchen. The exterior walls are exposed brick pierced by large windows on the side, while the original front openings have been infilled as part of the addition of the 1964 façade, although the openings are discernable through contrasting brick infill. The structural system of the roof is exposed at the ceiling with wood rafters and scissor braces holding wood board decking, all supported by a series of exposed steel posts and beams. The floors are covered with modern wood. The northwest corner of this room is partitioned with a concrete block mass that houses the elevator shaft and a stairwell from the lower lobby that been manipulated at an unknown date since the original building construction. Along the rear of the 1927 block second-story is what was historically the syrup room and now functions as a bedroom and bathroom. This space was described in 1928 as being built entirely of tile and properly screened, with six glass-lined syrup mixing jars with electric mixers for different flavors, a double drain board sink, syrup filter, carbonator of the latest design, and a refrigerating tank. At this time, some sections of white tiled walls remain, while others have been removed or concealed with modern sheetrock. The space has been further partitioned with framed walls and modern doorways.

The 1953 garage annex at the rear of the building is accessed internally by garage bays from the 1927 rear wing and the 1964 addition, as well as externally from garage bays on both sides of the building. As a designed garage space, the interior of this block is strictly utilitarian. All structural elements are exposed, including cast concrete side and rear walls and steel truss roofing. The forward wall that is now concealed by the 1964 addition, but would have historically been exposed is concrete block with a brick veneer to blend with the original block. This space is illuminated by a series of gabled skylights that pierce the concrete roof decking.

The 1964 addition consists of a two-story front block accessible from the original 1927 building, and a one-story rear block connected to both the original rear wing and the 1953 garage annex at the back. At the front of the two-story block is a room that replaced the earlier bottling room upon its construction. This room is one-story in height, has poured concrete floors with in-floor drains, and the walls are clad with enamel-glazed seafoam green tiles. The ceiling is unfinished, exposing the second-floor structure of cast beams and rafters with concrete decking. Large windows wrap around the front and side walls to illuminate the interior, but presumably to also permit public viewing of the interior and the bottling process that occurred in this room. Small sections of Jalousie windows along the top and bottom edges of each window also allowed for improved airflow and circulation. It is unclear if this room originally extended deeper into the one-story block of the addition to the rear or if there was always a partition as the current partition wall is built of 2x4 wood framing with sheetrock that is likely of recent construction.

Staunton Coca-Cola Bottling Works

City of Staunton, VA

Name of Property

County and State

To the opposite side of the partition wall is a large open room within the one-story block of the 1964 addition. This area can be accessed directly from the front room but is connected to the original 1927 rear wing by a series of large open bays. The walls in this room continue the enamel glazed green tiles as in the front room and the floors are also concrete with in-floor drains. The ceiling differs as this space has a flat roof directly above and the steel truss structure is exposed. At the back of this room is a single doorway into the 1953 rear garage annex, and on the outside wall are two roll-up garage bays and a pedestrian door that all lead out onto the driveway flanking the north side of the building.

The second floor of the 1964 addition contains two primary rooms that accessible by a freight elevator from the rear wing of the original block, a ramp from the second story storage room of the original block, and a stairwell that leads into the front office area of the original block. The original purpose of these two second-floor rooms is unclear, although one likely involved a part of the bottling process that required sanitation as the walls are clad with same green enamel-glazed tiles as the first-floor rooms. The second room may have been more general purpose or storage as it is unfinished, revealing the exposed brick walls of the original building and the exposed concrete block walls of the addition.

Overall, the interior of the building continues to convey its use as a soda bottling plant from 1927-1982 and the growth and evolution of process that occurred during that period. The building has undergone some remodel and renovation in the subsequent years, however, this generally resulted in only minor modifications to the building. Where partitions have been added the new walls are clearly differentiated from the original in construction technique and materials, and where new finishes or treatments have been added they generally just covered the original materials and are thus likely reversible. While the interior of the building does not convey a high-level of architectural interest as its primary purpose was functionality and not public appreciation, the spaces and materials do convey the attention to efficiency of production and sanitation of the process, both of which were of primary importance to the food industry and the consumer during the time in which the building was built and expanded.

Integrity

The Staunton Coca Cola Bottling Works building retains a moderate to high degree of historical integrity in all aspects that allows the building and property as a whole to convey its significance. The building continues to occupy its historic **location** on the east side of North Augusta Street across from the intersection with Churchville Avenue. Because the building footprint, in conjunction with the driveway/loading ramp that extends along the south wall of the building that remains intact occupy nearly the entire property parcel, the property retains its internal **setting**. When the building was initially constructed in 1927, it was located just outside the downtown commercial area, along a primary transportation artery extending through a residential area north of downtown. At that time, there were a handful of other commercial properties lining the road, while the surrounding blocks were primary residential in nature. Overtime, the area between the property and downtown became increasingly commercialized along with some additional light industry, however, the surrounding blocks remain primarily residential and much of the

Staunton Coca-Cola Bottling Works

Name of Property

City of Staunton, VA

County and State

commercial/industrial development in the vicinity is from the historic period. As a result, the overall *setting* of the property also remains generally intact.

While the original *design* of the building was altered as a result of additions in the 1950s and 60s, much of the significance of the building is derived from these later additions and therefore the property retains integrity of this aspect from the period of significance. The same is true in terms of original and historic *materials*. The front façade of the original 1927 building was later removed and encapsulated by a later addition, and therefore many of the exterior features from that period were removed or covered, however, the interior of the 1927 block retains many materials and finishes. The 1964 addition incorporated a new façade that is considered significant for its mid-century modern design, as well as its incorporation of exterior materials from that period, including terrazzo and mosaic tile, much of which remains intact. Additionally, many mid-century materials remain within the interior as well, including extensive ceramic tilework. The tilework including both exterior and interior contribute to the retention of *workmanship*. One of the most characteristic features of the 1964 front façade is the mosaic tilework, much of which was laid in a speckled format, although the focal point is a bottle of Coca Cola created by colored 1-inch tiles within a field of green tiles.

The intact physical aspects of integrity help convey the property's *feeling* as a twentieth century commercial enterprise. While the early-twentieth century commercial character is no longer evident due to the loss of the 1927 façade, the 1964 façade clearly lends the sense of mid-century modernism and communicates the time period in which it was added. As the building ceased operations as a Coca Cola bottling plant in the 1970s, and has undergone a variety of differing functions in the subsequent decades, the building no longer retains *association* to the commerce and industry of Staunton, however, it is anticipated that the building will once again be put to use in such a role following a planned adaptive rehabilitation.

Staunton Coca-Cola Bottling Works

Name of Property

City of Staunton, VA

County and State

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- ☒ 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.
- ☒ 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

(Mark "x" in all the boxes that apply.)

- ☐ A. Owned by a religious institution or used for religious purposes
- ☐ B. Removed from its original location
- ☐ C. A birthplace or grave
- ☐ D. A cemetery
- ☐ E. A reconstructed building, object, or structure
- ☐ F. A commemorative property
- ☐ G. Less than 50 years old or achieving significance within the past 50 years

Staunton Coca-Cola Bottling Works

Name of Property

City of Staunton, VA

County and State

Areas of Significance

(Enter categories from instructions.)

INDUSTRY

ARCHITECTURE

Period of Significance

1927-1964

Significant Dates

1927

1952

1964

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

O.C. Peers

Staunton Coca-Cola Bottling Works

Name of Property

City of Staunton, VA

County and State

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Staunton Coca-Cola Bottling Works at 709 N. Augusta Street represents the regional growth of one of the nation's most well-known and enduring brands in the twentieth century and stands as a local landmark on a major local thoroughfare in the City of Staunton. As such, it is significant for the National Register of Historic Places at the local level under Criterion A, for commerce and industry as an important business and manufacturing facility for the region and the city, and under Criterion C, as a well-preserved example of a bottling plant exhibiting the evolution of the industry over the century. The building also derives architectural significance from later modifications including the application of a modern façade in the 1960s. The mosaic tiled façade represents the continued growth and success of the Staunton building at the center of a regional market over 30 years after the facility first opened through the use of a mid-century modern adornment at street level to market the company's primary product.

The significance of Coca-Cola to the expansion and development of commerce from a local level to a regional and national scale throughout the twentieth century cannot be understated. In Virginia, associated bottling plants and distribution facilities opened in major urban areas and small towns across the Commonwealth from the early to mid-twentieth century. The Staunton Coca-Cola Bottling Works built its new facility in 1927 through the design of O.C. Peers, an architect of multiple bottling plants for the company, and by way of expansions continued operations until the mid-1970s when a new facility was built. The building's period of significance extends from its construction in 1927 to its last addition and façade work in 1964. Despite ownership and occupant changes in recent decades, the Staunton Coca-Cola Bottling Works building continues to convey its association to the Coca-Cola Company from the time of its construction in 1927 through expansion and modernization in the 1950s and 60s.

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

Historical Background

As the nineteenth century was nearing its end, the economy of the United States was rapidly expanding as it became more industrialized. It is within this setting that the Coca-Cola Company began through the ingenuity of pharmacist Dr. John Stith Pemberton (1831-1888), of Atlanta, Georgia, and his efforts to create a concoction from the coca leaf that could be sold "as a temperance drink and medicine." In 1886 he struck upon a "nerve tonic" and began selling it in the city; his partner and bookkeeper, Frank M. Robinson (1845-1923) named the new beverage Coca-Cola.¹

Pemberton gradually sold portions of his business and shortly before his death in 1888, he sold his remaining interest to Asa G. Candler (1851-1929). A shrewd businessman, Candler proceeded to acquire complete control of the company and through his vision he took the company to a new

Staunton Coca-Cola Bottling Works

City of Staunton, VA

Name of Property

County and State

level; he acquired the patents for Coca-Cola and incorporated the Coca-Cola Company.² His focus was on the soda as a fountain beverage. When approached about the possibility of bottling it, Candler's response was essentially:

"...I don't think we want to have it bottled; we cannot handle it ourselves; there is too much detail about the bottling business, and we are about as busy as we can be advertising the simple word "Coca-Cola"...and I don't think you can make anything out of it...we have neither the money nor the time, to embark in the bottling business, and there are too many folks who are not responsible, who care nothing about the reputation of what they put up, and I am afraid the name will be injured."³

Benjamin F. Thomas and Joseph B. Whitehead's response was "We promise and guarantee to you...that in all the business we do in all the bottling business, we will make the name better every day we conduct business."⁴ In 1899, Candler signed his first agreement with an independent bottling company.⁵ This contract was with Thomas and Whitehead, who would form the Coca-Cola Bottling Company, parent company to all others.⁶ The contract specified that if bottlers failed to "supply the demand in all territory embraced in this agreement," the contract would be forfeited. Thomas and Whitehead immediately got to work in creating one of the most innovative, dynamic franchising systems in the world.⁷ They divided the country into three territories and sold the bottling rights to local businessmen.⁸

By the 1920s, Coca-Cola Company's advertising permeated nearly every aspect of American life and the beverage had become widespread.⁹ The momentum begun by Asa G. Candler as head of the Coca-Cola Company continued under Robert W. Woodruff (1889-1985), who took the helm in 1923, as he pushed "to make Coca-Cola part of the national lexicon."¹⁰ To do so, he worked on the standardization of the brand.¹¹ A business conference in 1924 for Coca-Cola bottlers resulted in the standardization of bottling plants; the primary concerns in the designs "were operation efficiency, ability to expand, and publicity".¹²

Criterion A: Commerce and Industry

Under the 1899 Coca-Cola bottling agreement, bottling companies opened across the United States using syrup acquired from Thomas and Whitehead. In 1899, James E. Crass (1867-1930) founded the Central Coca-Cola Bottling Company, Inc. when he purchased a small bottling plant in Charleston, South Carolina. His business quickly outgrew the facilities and he relocated to Richmond, Virginia the following year to build a larger plant that would serve a more expansive territory.¹³ At his death, in 1930, he would be president of the majority of Coca-Cola bottling plants in the mid-Atlantic states (*The Daily News Leader* 23 September 1930).¹⁴

Among the independent bottling companies that would be part of the franchise was the one in Staunton, Virginia. The Blue Ridge Bottling Works was organized in February 1908 under W.G. Mathews, A.C. Ford, J.E. Wilson, and R.T. Moseley to be the official bottler of Coca-Cola for the Valley of Virginia and its surrounding territory. Operating from 17-19 N. New Street, the new

Staunton Coca-Cola Bottling Works

Name of Property

City of Staunton, VA

County and State

company's territory extended from Lexington to Winchester to Buena Vista to Berryville. The company had about 11 employees total, 3 of whom traveled.¹⁵

The bottling industry as a whole came of age by 1913 when the Coca-Cola Bottlers Association was formed (Pendergrast 2013). Business at the Blue Ridge Bottling Works steadily increased during its first years in operation and in 1919 it would be bought out by W.L. Sams.¹⁶

Walter L. Sams (1886-1965) had begun work with Coca-Cola as a travelling sales manager in Richmond, Virginia in 1912. In his years with the Coca-Cola Company before the country's involvement in World War I, Sams married Lottie Crass, daughter of James E. Crass and Emma Leimenstoll.¹⁷ After the war, Sams was groomed to eventually take on Crass's role within the company. With his encouragement, Sams purchased the Blue Ridge Coca-Cola Bottling Works in 1919, renamed the franchise Staunton Coca-Cola Bottling Works, and moved the company to a larger facility on Waynesboro Road near the Chesapeake & Ohio Railroad allowing much of the product to be transported by rail.¹⁸ A 1919 newspaper article noted that "With a progressive management, hustling salesmen and efficient and enthusiastic employees in the house, the Staunton plant is fast taking its place among the largest and best of its kind in the country."¹⁹

The increased pervasiveness of Coca-Cola by the early 1920s was due to the company's advertising campaign and the more than 100 bottling plants nationwide.²⁰ By 1931 there were approximately 1,350 Coca-Cola Bottling Plants scattered around the United States.²¹ W.L. Sams' franchise alone included nine facilities among which included those in Staunton, Charlottesville, Harrisonburg, and Winchester in Virginia and Romney in West Virginia.²²

Under Sams' leadership, the Staunton Coca-Cola plant flourished and outgrew its Waynesboro Road plant.²³ With improvements made to trucks in the first quarter of the twentieth century, which allowed for more comfortable and speedier travel, by the 1920s, the transport of goods by semi-trailers was becoming more popular.²⁴ With a shift from rail transport to the more flexible truck, the location chosen for the new Staunton Coca-Cola Bottling Works was on the major vehicular thoroughfare of N. Augusta Street. The location was at the northern end of Staunton's downtown in the largely Black neighborhood of Sunnyside.

In the mid-1920s, "the Coca-Cola 'king' of the Valley," as W.L. Sams was described, purchased several parcels of which he then conveyed to the Staunton Coca-Cola Bottling Works in 1927.²⁵ The contractor for the structure was O.C. Peers of Richmond.²⁶ Peers had recently designed and built the Coca-Cola Bottling Plant in Richmond, Virginia for James E. Crass.²⁷ By spring 1928, Staunton's new standardized plant was operating at full capacity with 11 employees (Figures 1 and 2). A newspaper article described the new building:

The building, constructed of brick and steel, is 140 feet long by 64 feet wide, part of which is two stories; and is of the very latest design for bottling purposes. Inside are pure white walls, constructed of white enamel face brick.

Staunton Coca-Cola Bottling Works

Name of Property

City of Staunton, VA

County and State

The building has many large windows and sky lights which make it unusually bright. A hot water heating system is employed, with radiators running the full length of the building. In the front center, a spacious office is located.

The bottling equipment is for the most part entirely new and strictly modern. The capacity is 1800 cases per day. In the rear of the building the owners have well cared for the comfort of its employees. A room, with individual steel lockers and two shower baths, has been provided. The basement contains the furnace and boiler for heating the water for cleansing the bottles, and for general use.

On the second floor is located the syrup room, which is built entirely of tile and is properly screened. Six glass-lined, graduated syrup jars, with electric mixers for the different flavors, a double drain board sink, a syrup filter, a carbonator of latest design and the refrigerating water tank, make up the contents of this room. The balance of the second floor is devoted to storage space.

A six-ton refrigerating machine is used to cool the water for bottling use.

The building is equipped with an electric elevator.²⁸

The products bottled at the Works were distributed at regular intervals by a fleet of eight motor trucks and a native of Staunton, C.S. Hunter, Jr., served as the plant manager.²⁹ By 1940, Staunton Coca-Cola Bottling Works employed 15 people and operated 13 trucks which served 7 counties "doing its bits toward maintaining the popularity of this beverage throughout the land."³⁰

Staunton Coca-Cola Bottling Works

Name of Property

City of Staunton, VA

County and State



Figure 1: Staunton Coca-Cola Bottling Works c.1929.(Central Coca-Cola Bottling Records, Virginia Museum of History and Culture)

Staunton Coca-Cola Bottling Works

City of Staunton, VA

Name of Property

County and State

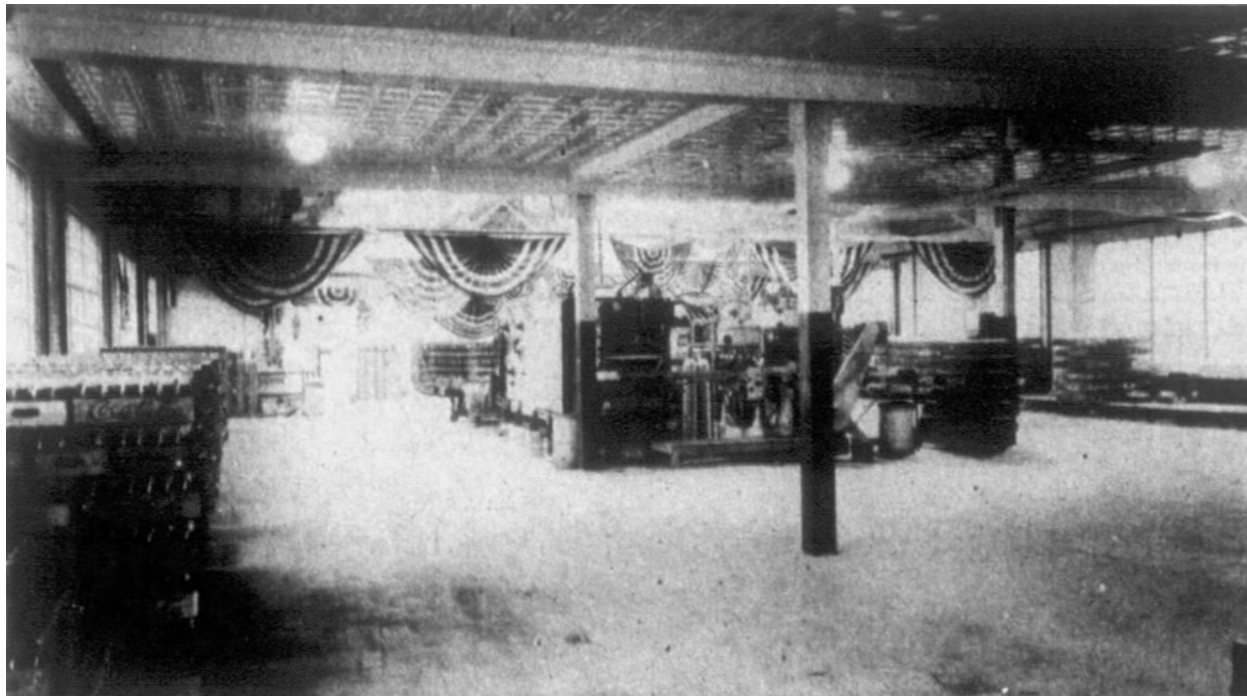


Figure 2: Interior of the Staunton Coca-Cola Bottling Works c.1929. (Staunton Has Modern 'Coca-Cola' Plant," The Daily News Leader. December 15, 1929

In addition to its work of bottling Coca-Cola products, the Staunton Coca-Cola Bottling Works became an active member within the community. Its president, Charles E. Hunter, Jr. was a “public spirited” businessman who made the company “a real asset to the community.”³¹ The company opened its doors for educational tours to young citizens of schools and the local YMCA. It had a program on the local radio station, joined local organizations, and sponsored sports teams. For years, the Staunton Coca-Cola Bottling Co. presented a “Saturday Night Dance Party” at the city’s National Guard Armory and provided refreshments to various local events.³²

In the mid-1950s, the Crass group of the Coca-Cola bottling companies were restructured into two large companies: Central Coca-Cola and Mid-Atlantic Coca-Cola.³³ Staunton Coca-Cola Bottling Works, Inc. became Augusta County Coca-Cola Bottling Works, Inc. by 1951.³⁴ The plant’s success led to its expansion. In 1952, the company applied for a permit to build a brick and concrete garage.³⁵ The addition was erected to the rear of the original building and widened to the south forming an ell with garage bays set back from the front.

The larger Coca-Cola Company continued to grow and the 1960s was a time of diversification and expansion, increasing its products and trade throughout the world.³⁶ Facilities were modernized throughout the nation, including in Staunton.³⁷ Walter L. Sams, president of the Central Coca-Cola Bottling Company, Inc., passed away in 1965 and his leadership role was replaced by his son-in-law, Langdon T. Christian.³⁸ Towards the end of Sams tenure changes were made to the Staunton Coca-Cola Bottle Works.

Staunton Coca-Cola Bottling Works

City of Staunton, VA

Name of Property

County and State

A zoning change was requested by the company in 1963 and construction on an addition began that May.³⁹ This addition filled in the corner space created by the earlier addition by widening the front façade of the building to the south and extending it back to the already wider rear block.

Despite the changes made to the N. Augusta Street facility, by the mid-1970s the Staunton Coca-Cola Bottling Works, Inc. once again outgrew its space and had no room to grow outwards. A new bottling plant was constructed in Augusta County, south of Staunton, in the mid-1970s and though the N. Augusta Street plant was placed on the market in 1975 it remained vacant until the mid-1980s. In 1986, the property was sold to Raintree Associates, a group of local purchasers, who planned to lease it to the Standard Tile Co., Inc. (Simmons 1986).⁴⁰ A sign for Standard Tile remains on the north elevation.

Despite later alternate ownership of the building, the Staunton Coca-Cola Bottling Works continues to clearly represent an important and long-standing business in the city. The plant remained in operation from 1928 until the mid-1970s, when it moved to a larger facility. During its use it represented a popular nationwide brand by producing the soda, served as a steady source of employment for local citizens, as well as an important and active contributor to community and local activities.

Criterion C: Architecture

Construction of the Staunton Coca-Cola Bottling Works on N. Augusta Street in 1927 took place shortly after the beginning of the standardization of all aspects of its business. This process continued and in 1928, the Coca-Cola Company asked the Atlanta architecture firm of Pringle and Smith to prepare drawings for four model Coca-Cola bottling plants, each with a paired alternate design.⁴¹ In 1929 and 1932, the Standardization Committee of Coca-Cola Bottlers adopted standards and guidelines for everything including bottling plant architecture.⁴² While the construction of the Staunton Coca-Cola Bottling plant was at the brink of standardization for all plants, it was similar in that it did not create a monumental building on the landscape but an industrial landmark in the small town. Like its predecessors, the Works was situated at a prominent site at the edge of a small town and was “handsome and recognizable production” plant.⁴³ While slightly later Coca-Cola bottling plants, such as those in Charlottesville (1939) and Winchester (1940), which adhered to the standardized designs and featured decorative stonework to advertise the brand, the original building in Staunton would have a mural on its south façade with the name of the building – “Coca-Cola Bottling Works.”

With the 1960s addition, the entire façade of the plant was modernized. Although vestiges of the early period remain within the building and its remaining elevations, the front of the building is concealed by this mid-century modern façade. It is this façade, and what it represents about the Staunton Coca-Cola Bottling Works and Coca-Cola in general during the mid-twentieth century, that makes the building stand out. The previously mentioned mural on the south façade of the original building was covered by the addition necessitating a new way to identify the building and advertise the product. This came in the form of a mosaic of a Coca-Cola bottle south of the main

Staunton Coca-Cola Bottling Works

City of Staunton, VA

Name of Property

County and State

entrance. Elsewhere on the façade were full bays and panels of colored tiles on a white tile background.

Of the dozens of known Coca-Cola affiliated buildings from the first half of the twentieth century recorded throughout the Commonwealth, the Staunton building is one of only a handful that reflect mid-century modern architecture and one of only two that feature a façade of mosaic tile. The other example is located at the Richmond Coca-Cola Bottling Co., Inc. in the Scott's Addition neighborhood of that city. This building, which also served as headquarters of the Coca-Cola Bottling Plants, Inc., received a second story addition in 1960 as well as the tilework.⁴⁴ The Richmond building was designed by architect Joseph J. Schlessor of Washington, D.C and the contractor was Davis & Platt Inc.⁴⁵ Though the designer and contractor of the front façade on the Staunton building remain unknown, the similarities between the two facades and the fact that the original architect and builder of the plant had also completed work on a Richmond Coca-Cola bottling plant increases the probability that Schlessor and/or Davis & Platt are also associated with the Staunton Coca-Cola Bottling Works.

The Staunton Coca-Cola Bottling Works remains a prominent architectural reminder of the nationwide expansion of Coca-Cola in the twentieth century. The building not only represents a well-preserved example of a successful bottling plant for the company but as a rare example of bottling plant with mid-century modern details in the form of a mosaic and tilework to advertise its primary product.

¹ Mark Pendergrast, *For God, Country & Coca-Cola: The Definitive History of the Great American Soft Drink and the Company that Makes It*. (New York: Basic Books, 2013).

² *The Coca-Cola Company*. <https://www.coca-colacompany.com/about-us/history/the-birth-of-a-refreshing-idea> (23 Oct. 2023).

³ DeSales Harrison, *"Footprints on the Sands of Time:" A History of Two Men And the Fulfillment of a Dream*. (New York: The Newcomen Society of North America, 1969), 13.

⁴ Harrison 1969:13.

⁵ Pendergrast 2013.

⁶ Ned. L. Irwin, Coca-Cola Bottling Company," *Tennessee Encyclopedia*. <https://tennesseeencyclopedia.net/entries/coca-cola-bottling-company/> (23 Oct. 2023).

⁷ Pendergrast 2013.

⁸ Maral S. Kalbian and Margaret T. Peters, "Winchester Coca-Cola Bottling Works," *National Register of Historic Places*. 20 March 2008.

⁹ Pendergrast 2013.

¹⁰ Kalbian and Peters 2008.

¹¹ Laura A. Hymson, *The Company that Taught the World to Sing: Coca-Cola, Globalization, and the Cultural Politics of Branding in the Twentieth Century*. (Dissertation for the University of Michigan, 2011), 41.

¹² Charlotte Wittwer, "Rainwater built family dynasty with Coca-Cola bottling company." *Pensacola News Journal*. October 8, 1986, 11A; Kristen Brennan, "The Coca-Cola Bottling Company Plant," *National Register of Historic Places Registration Form*. (1999), 5; "Focus On: Coca-Cola Bottling Plant, 1201 S. Neil, Champaign," *Preservation and Conservation Association*. 22/3, May-June 2002, 2.

Staunton Coca-Cola Bottling Works

City of Staunton, VA

Name of Property

County and State

- ¹³ Virginia Museum of History & Culture, *Central Coca-Cola Bottling Company, Inc.* Finding Guide, <https://virginiahistory.org/research/research-resources/finding-aids/central-coca-cola-bottling-company-inc>
- ¹⁴ "James E. Crass," *The Daily News Leader* (Staunton). Sept. 23, 1930, 2.
- ¹⁵ *Coca-Cola Scrapbook*. (1983), Central Coca-Cola Building Co. Papers, Series 15, Box 78, Folder 1709, Virginia Museum of History & Culture; *Staunton, VA Directory And List of Albemarle County Farmers 1912-13*, (Richmond, VA: Hill Directory Company, Inc. 1912).
- ¹⁶ *Coca-Cola Scrapbook* 1983.
- ¹⁷ Virginia Museum of History & Culture.
- ¹⁸ Virginia Museum of History & Culture; *Staunton, VA. City Directory Including List of Augusta County Taxpayers 1922-23* (Richmond, VA: Hill Directory Company, Inc., 1922).
- ¹⁹ *Coca-Cola Scrapbook* 1983.
- ²⁰ Pendergrast 2013; Robert M. Craig, "Beaux-Arts meets Southern Industry: The Coca-Cola Bottling Plants of Francis Palmer Smith," *Arris: Journal of the Southeast Chapter of The Society of the Architectural Historians* 12 (2001), 94.
- ²¹ Blaine Martin, "The Architecture of Refreshment," *The Martin Guide to Coca-Cola Memorabilia*. <https://www.earlycoke.com/architecture-of-refreshment> (24 Oct. 2023).
- ²² "Learned in The Clerks' Office," *The Daily News Leader* (Staunton), July 7, 1927, 2; Virginia Museum of History & Culture n.d.
- ²³ "Sams' Employees Dine and View the Outlook for Future," *The Daily News Leader* (Staunton), January 7, 1927, 2.
- ²⁴ *A Legacy of Service: The History of Estes Express Lines*. https://www.estes-express.com/downloads/Estes_HistoryBrochure.pdf. (25 Sept. 2018).
- ²⁵ "Three Staunton Business Men Protest Against Plan to Reimpose 25 Cent Tax," *The Evening Leader* (Staunton), March 22, 1927, 2; City of Staunton Deed Book 36:78.
- ²⁶ A. Erskine Miller, "The Latch String," *The Daily News Leader* (Staunton). July 23, 1927, 4.
- ²⁷ The original Staunton Coca-Cola Bottling Works on N. Augusta Street was very similar in appearance to the building at 1805 W. Marshall Street, Richmond, Virginia, and the Coca-Cola Bottling Plant in Blackstone, Virginia. Bryan Clark Green and Susan Reed, "West Broad Street Industrial and Commercial Historic District," *National Register of Historic Places Registration Form*. November 30, 2010.
- ²⁸ "Bottlers are 'At Home' in New Building," *The Daily News Leader* (Staunton). April 2, 1928, 1.
- ²⁹ Advertisement, *The Daily News Leader* (Staunton), December 15, 1929, 34.
- ³⁰ "Coca Cola Plant is Run on High Plane." *The Daily News Leader* (Staunton). April 16, 1940, 92.
- ³¹ "Coca Cola Plant is Run on High Plane" 1940.
- ³² "To Visit Bottling Works," *The Daily News Leader* (Staunton), January 26, 1927, 1; "Miller School Pupils Make Tour of City," *The Daily News Leader* (Staunton), April 22, 1930, 2; "V.S.D.B. is 100 Per Cent Red Cross Member," *The Daily News Leader* (Staunton), November 18, 1930, 1; "Local Basketeers will Play Cavaliers Saturday," *The Daily News Leader* (Staunton), December 19, 1930, 9; "Teen-Agers' Event," *The Daily News Leader* (Staunton), March 8, 1966, 9; "Tri-Hi-Y To Present Fashion Show," *The Daily News Leader* (Staunton), April 21, 1961, 6.
- ³³ Betty Sams Christian, "My Family and the Staunton Coca-Cola Bottling Works." Speech written for anniversary presentation, October 19, 1983. Virginia Museum of History & Culture.
- ³⁴ "Notice of a Special Meeting of Stockholders," *The Evening Leader* (Staunton), July 12, 1951, 11.
- ³⁵ "Permit For Garage Granted Coca Cola," *The Daily News Leader* (Staunton). June 23, 1952, 1.
- ³⁶ Thomas Oliver, *The Real Coke®, The Real Story*. (New York: Random House, Inc., 1986), 24.
- ³⁷ Crawford T. Johnson, III, *Coca-Cola Bottling Company United, Inc.* (New York: The Newcomen Society of the United States, 1987), 17.
- ³⁸ Virginia Museum of History & Culture.
- ³⁹ "Notice," *The Daily News Leader* (Staunton). April 17, 1963, 5; "Letter Box," *The Daily News Leader* (Staunton). May 23, 1963, 5.
- ⁴⁰ Karen Simmons, "Verona tile firm moving to Staunton," *The Daily News Leader* (Staunton). March 29, 1986.
- ⁴¹ Craig 2001:95.
- ⁴² Martin n.d.

Staunton Coca-Cola Bottling Works

Name of Property

City of Staunton, VA

County and State

⁴³ Craig 2001:93.

⁴⁴ John Lee, "Rooke Made Coca-Cola Chairman," *The Richmond News Leader*. June 3, 1960, 31.

⁴⁵ Kimberly M. Chen, Erika Schmelzer, and Mary Porzio, "Scott's Addition Historic District. *National Register of Historic Places Registration Form*.

Staunton Coca-Cola Bottling Works

Name of Property

City of Staunton, VA

County and State

9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

---. Photo of Staunton Coca-Cola Bottling Works. c.1929. Central Coca-Cola Bottling Records, 1906-2003, Oversized Items. Virginia Museum of History and Culture.

--- *The Coca-Cola Company*. Available from World Wide Web (<https://www.coca-colacompany.com/about-us/history/the-birth-of-a-refreshing-idea>).

---. *A Coca-Cola Scrapbook*. Virginia Museum of Culture and History, Central Coca-Cola Building Co. Papers, Series 15, Box 78, Folder 1709. 1983.

---. *A Legacy of Service: The History of Estes Express Lines*. Available from Word Wide Web. (https://www.estes-express.com/downloads/Estes_HistoryBrochure.pdf).

---. *Staunton, VA. City Directory Including List of Augusta County Taxpayers 1922-23*. Vol. X. Richmond, VA: Hill Directory Co., Inc., 1922.

---. *Staunton, VA. Directory And List of Albemarle County Farmers 1912-13*. Richmond, VA: Hill Directory Company, Inc., 1912.

Advertisement. *The Daily News Leader* (Staunton). 15 December 1929, 34.

"Bottlers are 'At Home' in New Building." *The Daily News Leader* (Staunton). 2 April 1928, 1.

Brennan, Kristen. The Coca-Cola Bottling Company Plant. *National Register of Historic Places Registration Form*. 7 June 1999. Prepared by Preservation Development, Inc. Available from the World Wide Web (https://secure.in.gov/apps/dnr/shaard/r/222e4/N/Coca_Cola_Bottling_CO_Plant_Monroe_CO_Nom.pdf).

Chen, Kimberly M., Erika Schmelzer, and Mary Porzio. Scott's Addition Historic District. *National Register of Historic Places Registration Form*. 2005. Prepared by Kimberly M. Chen & Associates, Inc. Manuscript on file at the Virginia Department of Historic Resources.

Christian, Betty Sams. My Family and the Staunton Coca-Cola Bottling Works. Speech written for anniversary presentation. 19 October 1983. Virginia Museum of History & Culture, Central Coca-Cola Bottling Co. Papers, Series 15, Folder 1711.

Staunton Coca-Cola Bottling Works

City of Staunton, VA

Name of Property

County and State

City of Staunton Deed Book. Deed of Bargain and Sale from W.L. Sams and Lottie C. to Staunton Coca-Cola Bottling Works. 10 September 1927, Deed Book 36:78.

“Coca Cola Plant is Run on High Plane.” *The Daily News Leader* (Staunton). 16 April 1940, 92.

Craig, Robert M. Beaux-Arts meets Southern Industry: The Coca-Cola Bottling Plants of Francis Palmer Smith. *Arris: Journal of the Southeast Chapter of The Society of the Architectural Historians*. Vol. 12, 2001, 92-106.

“Focus On: Coca-Cola Bottling Plant, 1201 S. Neil, Champaign.” *Preservation and Conservation Association*. Vol. 22, No. 3, May-June 2002, 1-2.

Green, Bryan Clark and Susan Reed. West Broad Street Industrial and Commercial Historic District. *National Register of Historic Places Registration Form*. 30 November 2010. Prepared by Commonwealth Architects. Manuscript on file at the Virginia Department of Historic Resources.

Harrison, DeSales. “Footprints on the Sands of Time:” *A History of Two Men And the Fulfillment of a Dream*. New York: The Newcomen Society of North America, 1969.

Hymson, Laura A. *The Company that Taught the World to Sing: Coca-Cola, Globalization, and the Cultural Politics of Branding in the Twentieth Century*. Dissertation for the University of Michigan, 2011. Available from World Wide Web (https://deepblue.lib.umich.edu/bitstream/handle/2027.42/86471/lhymson_1.pdf).

Irwin, Ned L. Coca-Cola Bottling Company. *Tennessee Encyclopedia*. Available from World Wide Web (<https://tennesseeencyclopedia.net/entries/coca-cola-bottling-company/>).

“James E. Crass.” *The Daily News Leader* (Staunton). 23 September 1930, 2.

Johnson, Crawford T., III. *Coca-Cola Bottling Company United, Inc.* New York: The Newcomen Society of the United States. 1987

Kalbman, Maral S. and Margaret T. Peters. Winchester Coca-Cola Bottling Works. *National Register of Historic Places Registration Form*. 20 March 2008. Prepared by Maral S. Kalbman, LLC. Manuscript on file at the Virginia Department of Historic Resources.

“Learned In The Clerks’ Offices.” *The Daily News Leader* (Staunton). 7 July 1927, 2.

Lee, John. “Rooke Made Coca-Cola Chairman.” *The Richmond News Leader*. 3 June 1960, 31.

Staunton Coca-Cola Bottling Works

Name of Property

City of Staunton, VA

County and State

“Letter Box.” *The Daily News Leader* (Staunton). 23 May 1963, 5.

“Local Basketeers will Play Cavaliers Saturday.” *The Daily News Leader* (Staunton). 19 December 1930, 9.

Martin, Blaine. The Architecture of Refreshment. *The Martin Guide to Coca-Cola Memorabilia*. Available from World Wide Web.
(<https://www.earlycoke.com/architecture-of-refreshment>).

Miller, A. Erskine. “The Latch String.” *The Daily News Leader* (Staunton). 23 July 1927, 4.

“Miller School Pupils Make Tour of City.” *The Daily News Leader* (Staunton). 22 April 1930, 2.

“Notice.” *The Daily News Leader* (Staunton). 17 April 1963, 5.

“Notice of a Special Meeting of Stockholders.” *The Evening Leader* (Staunton). 12 July 1951, 11.

Oliver, Thomas. *The Real Coke®*, *The Real Story*. New York: Random House, Inc. 1986.

Pendergrast, Mark. *For God, Country & Coca-Cola: The Definitive History of the Great American Soft Drink and the Company that Makes It*. New York: Basic Books. 2013.

“Permit For Garage Granted Coca Cola.” *The Daily News Leader* (Staunton). 23 June 1952, 1.

“Sams’ Employees Dine and View the Outlook for Future.” *The Daily News Leader* (Staunton). 7 January 1927, 2.

Simmons, Karen. “Verona tile firm moving to Staunton.” *The Daily News Leader* (Staunton). 29 March 1986.

“Staunton Has Modern ‘Coca Cola’ Plant.” *The Daily News Leader* (Staunton). 15 December 1929, 23.

Teen-Agers’ Event. *The Daily News Leader* (Staunton). 8 March 1966, 9.

“Three Staunton Business Men Protest Against Plan to Reimpose 25 Cent Tax.” *The Evening Leader* (Staunton). 22 March 1927, 2.

“To Visit Bottling Works.” *The Daily News Leader* (Staunton). 26 January 1927, 1.

“Tri-Hi-Y To Present Fashion Show.” *The Daily News Leader* (Staunton). 21 April 1961, 6.

Staunton Coca-Cola Bottling Works

Name of Property

City of Staunton, VA

County and State

Virginia Museum of History & Culture. *Central Coca-Cola Bottling Company, Inc.* Finding Guide. Available from World Wide Web: (<https://virginiahistory.org/research/research-resources/finding-aids/central-coca-cola-bottling-company-inc>).

“V.S.D.B. is 100 Per Cent Red Cross Member.” *The Daily News Leader* (Staunton). 18 November 1930, 1.

Wittwer, Charlotte. “Rainwater built family dynasty with Coca-Cola bottling company.” *Pensacola News Journal*. 8 October 1986, 11A.

Previous documentation on file (NPS):

- ☐ preliminary determination of individual listing (36 CFR 67) has been requested
- ☐ 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 # _____
- ☐ recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- ☒ State Historic Preservation Office
- ☐ Other State agency
- ☐ Federal agency
- ☐ Local government
- ☐ University
- ☐ Other
- Name of repository: _____

Historic Resources Survey Number (if assigned): VDHR File #132-5071

Staunton Coca-Cola Bottling Works

Name of Property

City of Staunton, VA

County and State

10. Geographical Data

Acreage of Property 0.71 Acres

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates (decimal degrees)

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

- | | |
|------------------------|-----------------------|
| 1. Latitude: 38.155950 | Longitude: -79.072180 |
| 2. Latitude: | Longitude: |
| 3. Latitude: | Longitude: |
| 4. Latitude: | Longitude: |

Or

UTM References

Datum (indicated on USGS map):

☐ NAD 1927 or ☐ NAD 1983

- | | | |
|----------|-----------|-----------|
| 1. Zone: | Easting: | Northing: |
| 2. Zone: | Easting: | Northing: |
| 3. Zone: | Easting: | Northing: |
| 4. Zone: | Easting : | Northing: |

Verbal Boundary Description (Describe the boundaries of the property.)

Staunton Coca-Cola Bottling Works is located at the southern end of a block bound by Carline Street, Baptist Street, Sunnyside Street, N. New Street, and N. Augusta Street in the Sunnyside neighborhood of Staunton, Virginia. It is identified by the City of Staunton as parcel 7586.

Boundary Justification (Explain why the boundaries were selected.)

The boundary includes the entirety of the Staunton Coca-Cola Bottling Works as well as the driveway along Sunnyside Street extending to the truck entrance at the rear addition.

Staunton Coca-Cola Bottling Works

Name of Property

City of Staunton, VA

County and State

11. Form Prepared By

name/title: Dara A. Friedberg, Robert J. Taylor, Jr., and Anna White

organization: Dutton + Associates, LLC

street & number: 1115 Crowder Drive

city or town: Midlothian state: VA zip code: 23113

e-mail: rtaylor@dutton-associates.com

telephone: 804-897-1960

date: January 2024

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A USGS map or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log

Name of Property: Staunton Coca-Cola Bottling Works

City or Vicinity: Staunton

County: N/A

State: VA

Photographer: Anna White

Date Photographed: September 19, 2023

Photo 1 of 35: Building and setting, view northeast

Photo 2 of 35: Front of building, view east

Staunton Coca-Cola Bottling Works

Name of Property

City of Staunton, VA

County and State

Photo 3 of 35: Front entrance, view east

Photo 4 of 35: Detail of Coca-Cola mosaic, view east

Photo 5 of 35: Oblique view of building, view southeast

Photo 6 of 35: North elevation, view west

Photo 7 of 35: Modern shed and truck entrance at north elevation, view southeast

Photo 8 of 35: South elevation, view northwest

Photo 9 of 35: South elevation and truck entrance, view east

Photo 10 of 35: View into vestibule of original building, view southwest

Photo 11 of 35: Front office space in original building, view east

Photo 12 of 35: Original building view east towards 1954 garage and 1964 addition

Photo 13 of 35: Original building ceiling, view east

Photo 14 of 35: Original building ceiling

Photo 15 of 35: Original building windows, view north

Photo 16 of 35: Original building elevator, view south

Photo 17 of 35: Original building view west

Photo 18 of 35: 1954 garage, view south

Photo 19 of 35: 1954 garage door view north

Photo 20 of 35: 1954 garage skylight

Photo 21 of 35: 1954 garage, view north

Photo 22 of 35: 1964 addition, view west

Photo 23 of 35: 1964 addition, view southeast

Photo 24 of 35: 1964 addition floor drain

Staunton Coca-Cola Bottling Works

Name of Property

City of Staunton, VA

County and State

Photo 25 of 35: 1964 addition window detail, view west

Photo 26 of 35: Stairwell on second floor

Photo 27 of 35: Second floor of original building, view north

Photo 28 of 35: Second floor of original building, ceiling

Photo 29 of 35: Second floor of original building, view southeast

Photo 30 of 35: Second floor of original building, view south

Photo 31 of 35: Second floor of original building, view southeast

Photo 32 of 35: Second floor of original building looking south into 1964 addition

Photo 33 of 35: Second floor of 1964 addition, view northwest

Photo 34 of 35: Second floor of 1964 addition, view south

Photo 35 of 35: Second floor of 1964 addition, view southwest

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

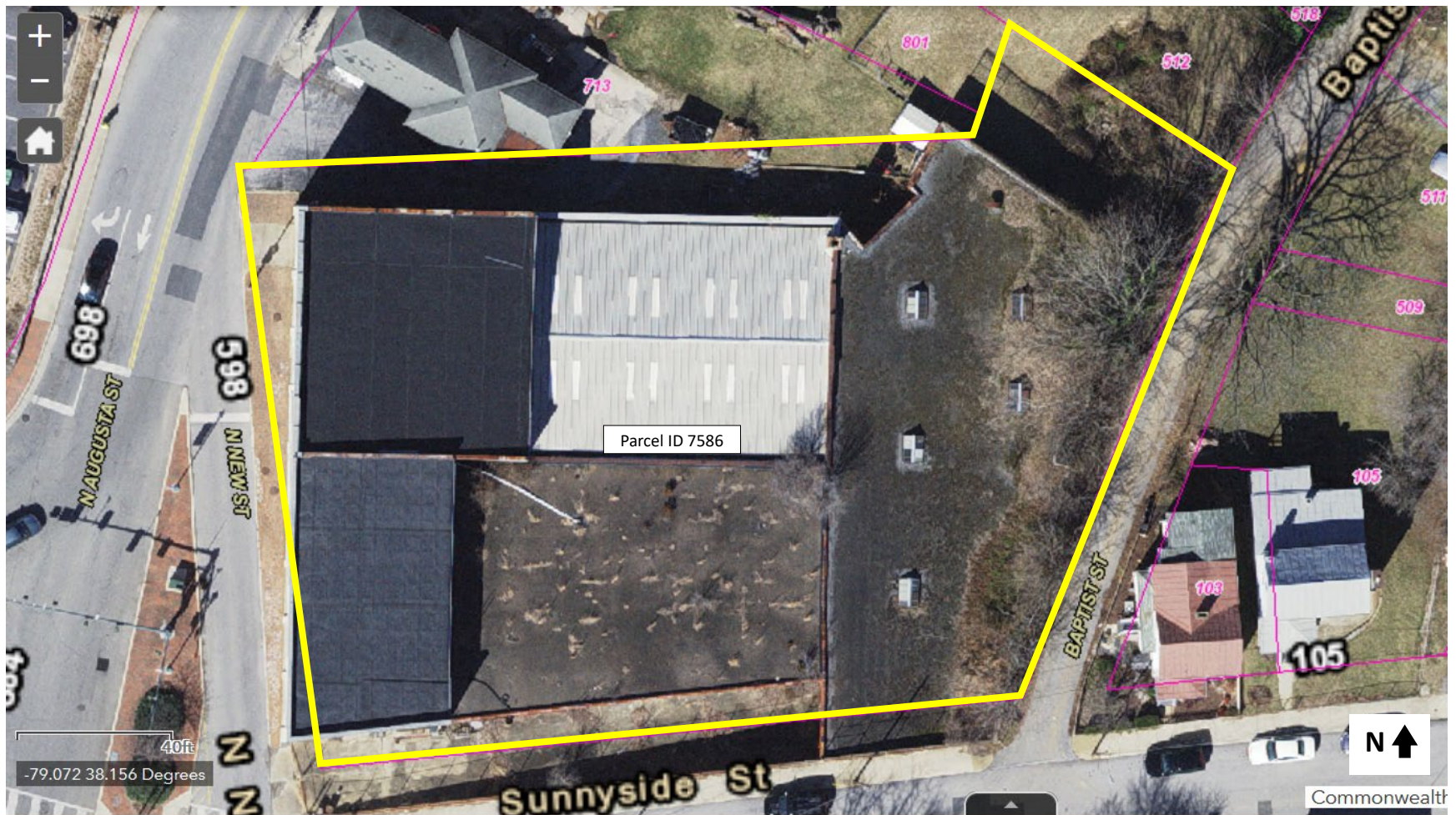
Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.



132-5071, Staunton Coca Cola Bottling Works, 709 North Augusta Street, Staunton, VA

Location Map, Google Earth Pro, 26 October 2023

Latitude: 38° 9'21.41"N Longitude: 79° 4'19.85"W



132-5071, Staunton Coca Cola Bottling Works, 709 North Augusta Street, Staunton, VA

Tax Map, City of Staunton Parcel Quick View, 26 October 2023

<https://stauntonva.maps.arcgis.com/apps/webappviewer/>

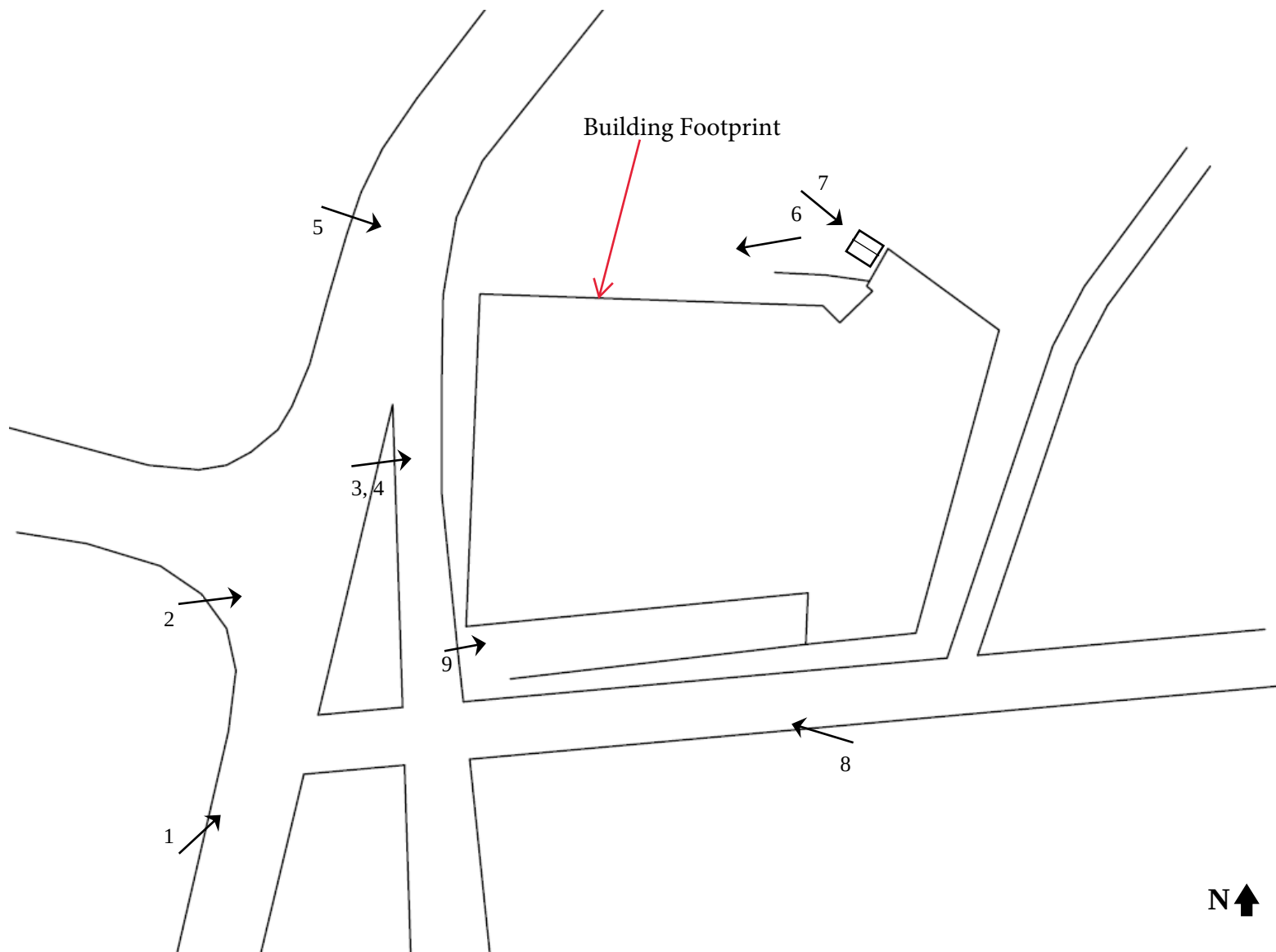
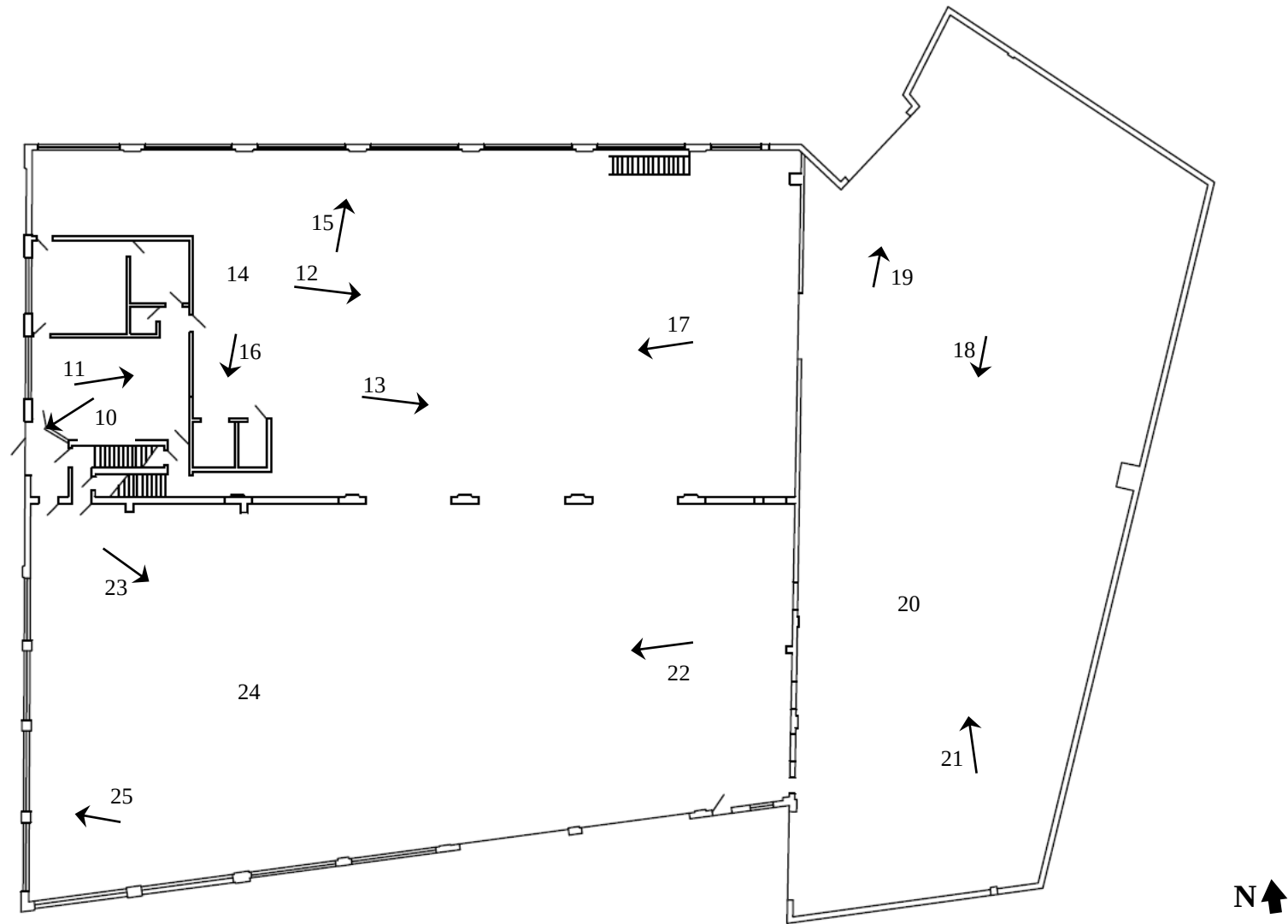
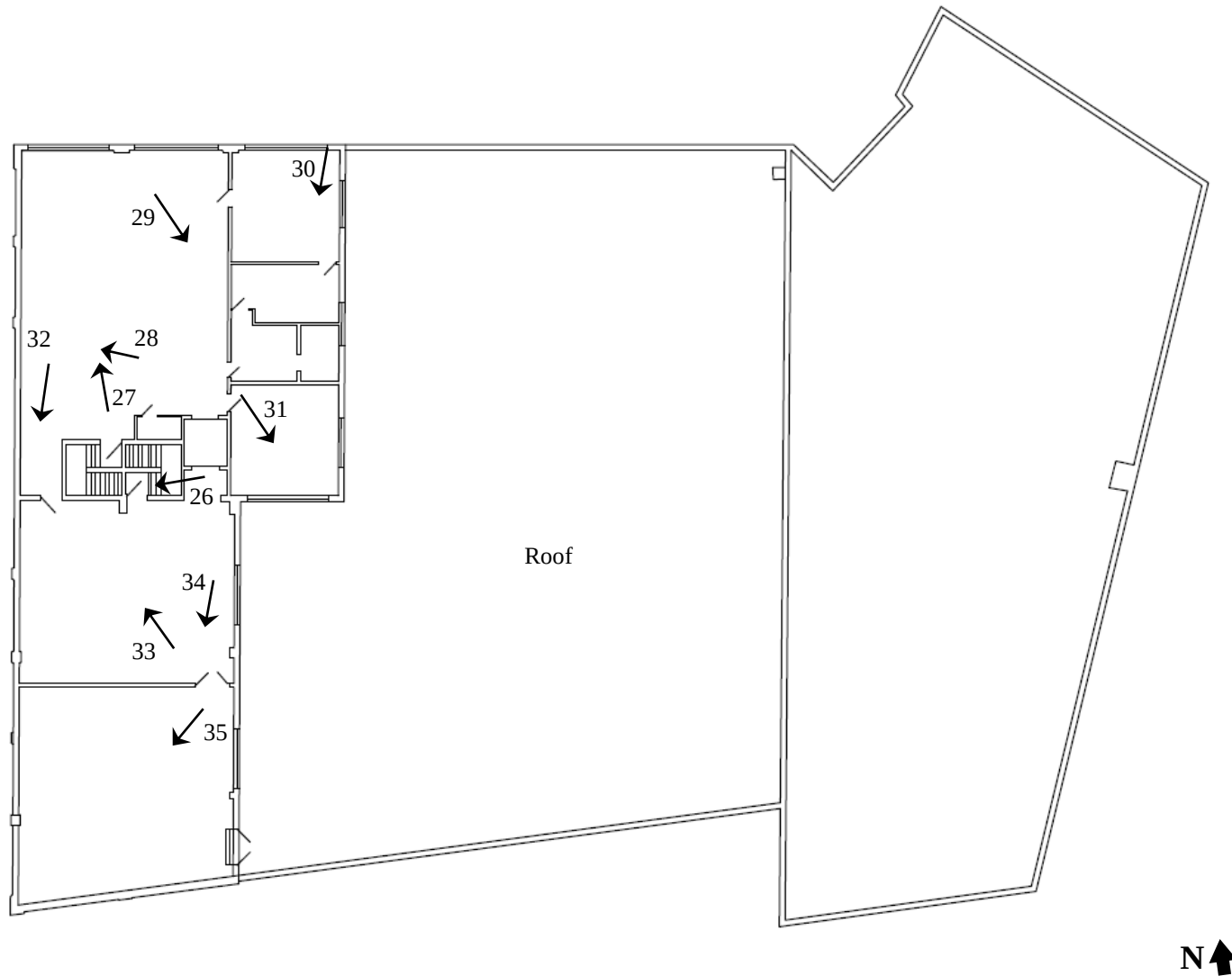


PHOTO KEY

Staunton Coca-Cola Bottling Works,
City of Staunton, VA
DHR #132-5071



Staunton Coca-Cola Bottling Works, #132-5071
First Floor - Photo Key



Staunton Coca-Cola Bottling Works, #132-5071
Second Floor - Photo Key



SEQUENCE OF CONSTRUCTION

Staunton Coca Cola Bottling Works, City of Staunton, VA; DHR No. 132-5071

Google Maps 2023