



## PRELIMINARY INFORMATION FORM (PIF) for INDIVIDUAL PROPERTIES

*Note: PIFs are prepared by applicants and evaluated by DHR staff and the State Review Board based on information known at the time of preparation. Recommendations concerning PIFs are subject to change if new information becomes available.*

DHR No. (to be completed by DHR staff) 132-5071

### 1. General Property Information

Property name: Staunton Coca Cola Bottling Works

Property address: 709 North Augusta Street

City or Town: Staunton

Zip code: 24401

Name of the Independent City or County where the property is located: City of Staunton

Category of Property (choose only one of the following):

Building X Site        Structure        Object       

### 2. Physical Aspects

Acreage: 0.707

Setting (choose only one of the following):

Urban X Suburban        Town        Village        Hamlet        Rural       

Briefly describe the property's overall location and setting, including any notable landscape features:

The Staunton Coca Cola Bottling Works building is located on an urban lot on the east side of North Augusta Street, just north of downtown Staunton, Virginia. The property is set at the intersection of multiple roads with North Augusta to the front and Sunnyside Street to the south side, however, Churchville Road intersects North Augusta directly across the street from the building and Oakenwold Street intersects it just up the street to the north side. North New Street also intersects Sunnyside Street just to the south side of the building, and extends along the front of the building as a narrow corridor creating a small triangular island between it and North Augusta in front of the building.

The building is set near the roads, with only a sidewalk extending between the front of the building and North New Street. A narrow driveway extends along the south side of the building between it and the sidewalk bordering Sunnyside Street. The rear of the building is built into a hill due to the slope of the terrain, and Bishop Street which is a narrow residential alley extends along the rear edge of the property immediately above the rear of the building. The north side of the building is flanked by other development on the block including a small commercial building along North Augusta Street and residential lots along Bishop Street.

### 3. Architectural Description

Architectural Style(s): Chicago Style; Mid-Century Modern

If the property was designed by an architect, landscape architect, engineer, or other professional, please list here: unknown

If the builder is known, please list here: unknown

Date of construction (can be approximate): 1927; 1953; 1964

#### **Narrative Description (Please do not exceed one page in describing the property):**

Briefly describe the property's general characteristics, such as its current use (and historic use if different), as well as the primary building or structure on the property (such as a house, store, mill, factory, depot, bridge, etc.). Include the materials and method(s) of construction, physical appearance and condition (exterior and interior), and any additions or other major alterations.

The Staunton Coca Cola Bottling Works building is an evolved structure that from the front reflects a 1960s Minimalist/Mid-century modern style, however, the façade conceals several earlier phases of construction and addition. The original block of the building was constructed in 1927 in the popular at the time Chicago Style of commercial architecture. The brick and steel building had a two-story front mass with a deep one-story wing to the rear. The front features large panes of industrial-style hopper windows with a central doorway and garage entries in the outer bays. The flat roof was concealed behind a stepped parapet delineated by a heavy Neoclassical-influenced cornice that tied into brick pilasters extending the full-height of the building. The sides and rear of the building were more utilitarian in character, and included similarly large panels of windows but without the applied ornamentation.

The building was substantially enlarged in 1953 with the addition of a wide annex to the rear. 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. This rear wing was strictly utilitarian in form and character. The red brick walls were void of ornamentation, and fenestration was limited to garage bays with simple roll-up doors. The flat roof was set behind a parapet capped by terra cotta coping.

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 façade with the addition. Meanwhile, the south side of the original block and much of the "front" of the 1953 rear wing were concealed by the addition, although a single garage bay was left exposed beyond the side wall.

At present, the building continues to reflect the result of the 1964 addition. 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 divided by concrete paneled pilasters. The majority of the panels feature mostly white tiles speckled with occasional color, the central panel features a tile mosaic of a bottle of Coca Cola within a field of green tiles. The façade is framed by wider panels that wrap around

the outside corners as well as extend along the parapet. The façade only wraps around the corner of the original block with the corner panels, but extends for two bays around the side of the addition. The one-story portion of the 1964 addition mimics the utilitarian nature of the original block and 1953 addition with red brick walls and panels of industrial windows.

The interior of the building has been updated over the years as a result of changes in ownership and function since it ceased to be operated by Coca Cola, but still generally reflects its layout and finishes from its time as a bottling works. The exception are several spaces in the front block of the building that have been refinished to function as a residential loft. As a primarily industrial building, many of the spaces within the building are unfinished with structural materials exposed, although early sanitization efforts are reflected through glazed tile surfaces in several rooms/areas. One area of the original block of the building also features pressed-tin ceilings with egg and dart cornices along plaster-wrapped beams. The original function of this area is unclear at this time, but its finer finishes suggests it was meant for public viewing.

In a bullet list, include any outbuildings or secondary resources or major landscape features (such as barns, sheds, dam and mill pond, storage tanks, scales, railroad spurs, etc.), including their condition and their estimated construction dates.

- There is one (1) modern prefabricated lawn shed set adjacent to the north garage bay on the rear annex.
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#### 4. Property's History and Significance (Please do not exceed one page)

Briefly explain the property's historic importance, such as significant events, persons, and/or families associated with the property.

If the property is important for its architecture, engineering, landscape architecture, or other aspects of design, please include a brief explanation of this aspect.

The Staunton Coca Cola Bottling Works building was the second such facility to serve the brand in Staunton and remained in operation in affiliation with it until the 1980s. Since that time, the building was briefly occupied by Standard Tile Company before most recently functioning as mixed-use residential/commercial space.

Walter L. Sams, son-in-law of James E. Crass of the Coca-Cola Company, and Crass purchased the Blue Ridge Coca-Cola Bottling Works in 1919 and renamed the franchise Staunton Coca-Cola Bottling Works (Virginia Museum of History & Culture n.d.). This franchise included facilities not only in Staunton but in Charlottesville, Harrisonburg, and Winchester in Virginia and Romney in West Virginia (Virginia Museum of History & Culture n.d.). Under Sams' leadership, the Staunton Coca-Cola plant, then located on Waynesboro Road, flourished and he began plans for a new plant (Sams' Employees... *The Daily News Leader* 7 January 1927; Advertisement, *The Daily News-Record* 3 June 1920). The new plant would be managed by C.S. Hunter, Jr. (Staunton Has... *The Daily News Leader* 15 December 1929).

Completed in February 1927, the new plant was "modern in every particular," "a credit to the community," and "considered one of the most attractive structures in the city" (Staunton Has... *The Daily News Leader* 15 December 1929). A brick and steel two-story structure, approximately 64-feet by 140-feet, was constructed on North Augusta Street (Bottlers are... *The Daily News Leader* 2 April 1928). The modern, sanitary building featured the latest in bottling designs with white walls of enamel face brick, large windows and skylights for additional natural light, a dedicated syrup room, a refrigerating machine, and new bottling equipment with a capacity for 1800 cases per day (Bottlers are...*The Daily News Leader* 2 April 1928). Additionally, the building had office space and employee comfort space (Bottlers are...*The Daily News Leader* 2 April 1928). The plant employed 15 people and operated 13 trucks which served 7 counties "doing its bits toward maintaining the popularity of this beverage throughout the land" (Coca Cola Plant...*The Daily News Leader* 16 April 1940).



**Newspaper Advertisement, unknown date – From Historic Staunton Foundation**

The plant was enlarged in 1953 with the construction of a brick and concrete garage at the rear end of the original building (Permit for... *The Daily News Leader* 23 June 1952). More work to the plant was undertaken in the 1960s to expand and modernize the facility. Part of this included a new façade for the plant involving a tile mosaic including one of the building's primary product: a Coca Cola bottle.

The building remained under ownership of the Staunton Coca-Cola Bottling Works until the mid-1980s when it was sold as part of corporate re-alignment and consolidation. Around that time, the building was occupied by the Standard Tile Company (who by some unsubstantiated accounts may have been responsible for the earlier tile mosaic on the front of the building). In recent years, the building was privately purchased and has been maintained as a mixed-use residence and storage for a commercial enterprise.

Despite the changing owners and occupants 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. The significance of Coca Cola to the growth 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 across the state from the early- to mid-twentieth century. Many of these buildings remain despite no longer having an association to Coca Cola. Many are considered historically significant for their historical association as well as their unique and often characteristic architecture from various time periods.

The Staunton Coca Cola Bottling Works building represents a pivotal time in the growth of the brand in the region in 1927 when it was built, as well as incorporation of sanitization practices. The building's design was heralded as modern in every way and one of the finest in the city. Although vestiges of that time period remain within the building, the front of the building is concealed by a later façade. It is this façade, however, 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. Of the dozens of Coca Cola-affiliated buildings from the first-half of the twentieth century recorded throughout the state, 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 on Roseneath Road in Richmond. The tilework conveys a variety of similarities, however, at this time, it is unclear whether the two projects can be attributed to the same architect or contractor. The Richmond building was designed by architect Joseph J. Schlessor of Washington, D.C and the contractor was Davis & Platt Inc.



**Roseneath Road Coca Cola Building – [www.Roadsidearchitecture.com](http://www.Roadsidearchitecture.com)**

As such, the Staunton Coca Cola Bottling Works possesses both historical and architectural significance. As originally built in 1927, the facility represents growth on the regional level of a national brand. The Staunton facility served as the central office for other facilities owned by the Sams family throughout central Virginia, including Charlottesville, Harrisonburg, and Winchester as well as Romney in West Virginia. The building also exemplifies significant advances in sanitation that took place during that period including glazed tile walls that could be easily cleaned and separate spaces for the various production activities.

The building also derives architectural significance, primarily derived from later modifications including the application of a modern façade in the 1960s. The mosaic tiled façade represents not only the continued growth and success of the Staunton building at the center of a regional market over 30 years after the facility was first opened, but also represents adaptations of marketing strategies in the consumer economy of the period through the depiction of a bottle of Coca Cola, the company's primary product, featured prominently at street level.

Due to the building's significant historical associations to Coca Cola and its noteworthy and distinctive architecture, the Staunton Coca Cola Bottling Works is recommended eligible for listing in the NRHP under Criterion A in the area of commerce and Criterion C in the area of architecture at the local level with a period of significance 1927-1964.

Please list all sources of information used to research the history of the property, such as deeds, census and tax records, and/or published articles and books. (It is not necessary to attach lengthy articles or family genealogies to this form.)

- Advertisement. *The Daily-News Record* (Harrisonburg). 3 June 1920, p.7.
- Bottlers are “At Home” in New Building. *The Daily News Leader* (Staunton). 2 April 1928, p. 1.
- Coca Cola Plant is Run on High Plane. *The Daily News Leader* (Staunton). 16 April 1940, p.92.
- Learned In The Clerks’ Offices. *The Daily News Leader* (Staunton). 7 July 1927, p. 2.
- Permit For Garage Granted Coca Cola. *The Daily News Leader* (Staunton). 23 June 1952, p. 1.
- Sams’ Employees Dine and View the Outlook for Future. *The Daily News Leader* (Staunton). 7 January 1927, p. 2.
- Signs. *The Daily News Leader* (Staunton). 24 May 2020, p.A5.
- Staunton Has Modern “Coca Cola” Plant. *The Daily News Leader* (Staunton). 15 December 1929, p. 23.
- 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>).

### Photo Key

- Photo 1 – Front façade, facing northeast
- Photo 2 – Front façade, facing southeast
- Photo 3 – Front oblique, facing northeast
- Photo 4 – Setting, facing southeast
- Photo 5 – Setting, facing northeast
- Photo 6 – Front entrance, facing east
- Photo 7 – Coca Cola Bottle tile mosaic, facing east
- Photo 8 – North side of original block, facing southwest
- Photo 9 – Garage bay on north end of 1953 rear wing, facing east
- Photo 10 – Detail of Standard Tile Company sign on north side of building, facing south
- Photo 11 – South side of 1964 addition and south garage bay of 1953 rear wing, facing east
- Photo 12 – Interior of original block, facing west
- Photo 13 – Detail of tin ceiling in original block, facing west
- Photo 14 – Original block one-story rear wing, facing east
- Photo 15 – View from original one-story block into 1964 addition, southeast
- Photo 16 – Interior of 1953 rear annex, facing north
- Photo 17 - Interior of 1953 rear annex, facing south
- Photo 18 – Detail of skylight in 1953 rear annex, facing north
- Photo 19 – Interior of 1964 addition, facing south
- Photo 20 – Detail of jalousie windows in 1964 addition, facing west
- Photo 21 – Detail of floor drain in 1964 addition, facing south
- Photo 22 – Interior of 1964 addition, facing southeast
- Photo 23 – Second floor of original block, facing south
- Photo 24 - Second floor of original block, facing northeast
- Photo 25 – Tiled area in second floor of original block facing east
- Photo 26 – Second floor of 1964 addition, facing south
- Photo 27 – Second floor of 1964 addition, facing southeast

**5. Property Ownership** (Check as many categories as apply):

Private:  X  Public\Local       Public\State       Public\Federal     

**Current Legal Owner(s) of the Property** (If the property has more than one owner, please list each below or on an additional sheet.)

name/title: \_\_\_\_\_

organization: \_\_\_\_\_

street & number: \_\_\_\_\_

city or town: \_\_\_\_\_ state: \_\_\_\_\_ zip code: \_\_\_\_\_

e-mail: \_\_\_\_\_ telephone: \_\_\_\_\_

Legal Owner's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**• • Signature required for processing all applications. • •**

In the event of corporate ownership you must provide the name and title of the appropriate contact person.

Contact person: \_\_\_\_\_

Daytime Telephone: \_\_\_\_\_

**Applicant Information** (Individual completing form if other than legal owner of property)

name/title: Robert J. Taylor, Jr. – Senior Architectural Historian

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: 804-697-1960

Date: February 2023

PLEASE DO NOT ATTACH CONTINUATION SHEETS TO THIS FORM. THANK YOU!





Staunton Coca Cola Bottling Works, 709 North Augusta Street – Location Map, City of Staunton Parcel Data Viewer





Staunton Coca Cola Bottling Works, 709 North Augusta Street – Sketch Map, Google Maps 2023





# *Coca-Cola*

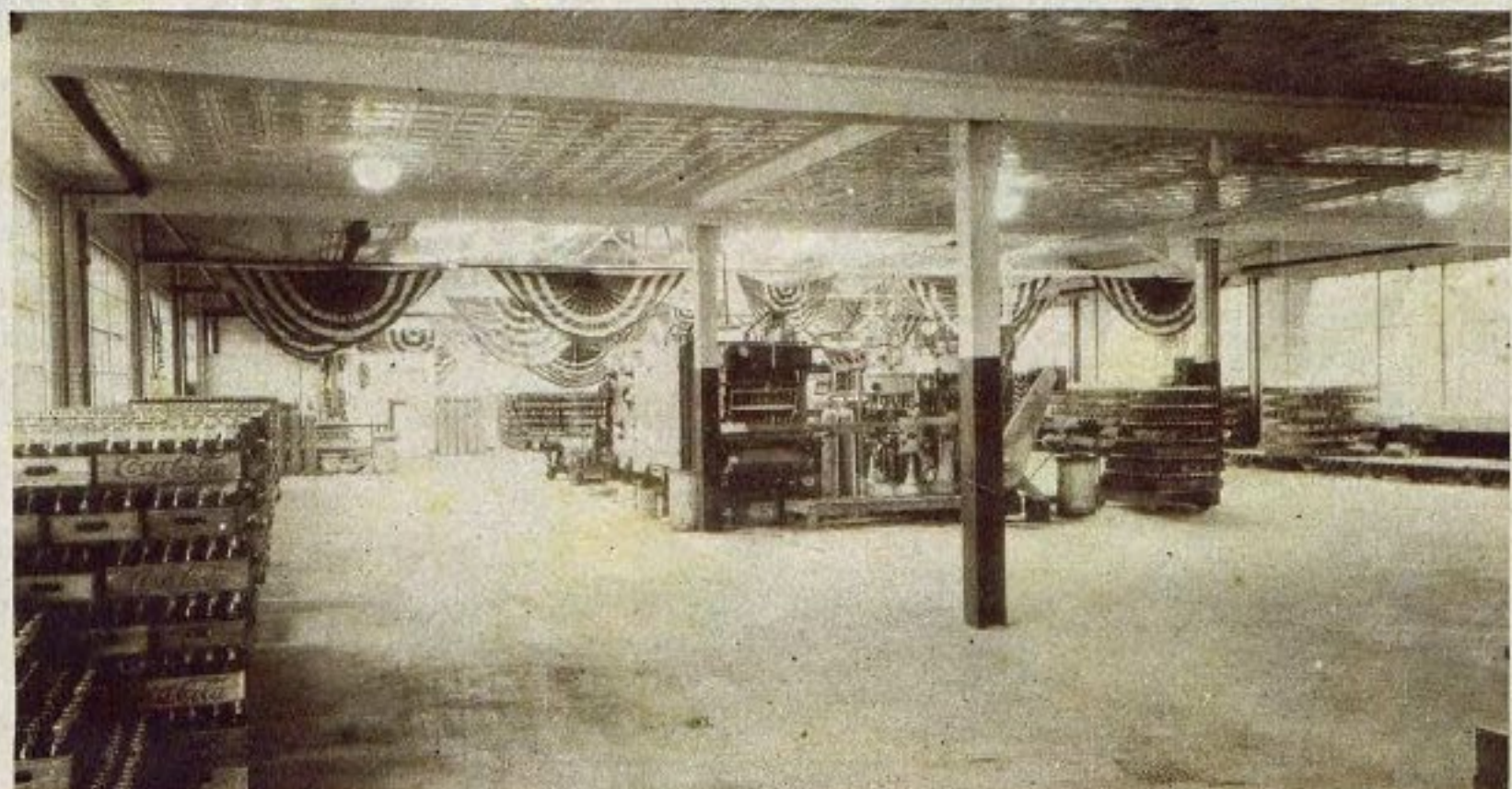
—In Bottles

Delicious and Refreshing!

Modern and Sanitary Home  
of Coca-Cola in Staunton.

**Staunton Coca-Cola  
Bottling Works,  
Inc.**

C. S. HUNTER, JR.,  
Resident Manager,  
Staunton, Virginia



































STANDARD TILE CO

INC.

CERAMIC TILE

QUARRIES & MARBLE























































