United States Department of the Interior
National Park Service

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 How to Complete the National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an 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. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name (former) Charlotte Coca-Cola Bottling Company Plant

other names/site number __________________________

2. Location

street & number 1401-1409 West Morehead Street N/A x not for publication
city or town Charlotte N/A x vicinity
state North Carolina code NC county Mecklenburg code 119 zip code 28208

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this □ 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 □ meets □ does not meet the National Register criteria. I recommend that this property be considered significant □ nationally □ statewide □ locally. (□ See continuation sheet for additional comments.)

[Signature and Title]
1/17/98

State of Federal agency and bureau

In my opinion, the property □ meets □ does not meet the National Register criteria. (□ See continuation sheet for additional comments.)

Signature of certifying official>Title Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

☐ entered in the National Register. See continuation sheet.
☐ determined eligible for the National Register. See continuation sheet.
☐ determined not eligible for the National Register.
☐ removed from the National Register.
☐ other, (explain) __________________________

Signature of the Keeper Date of Action
**5. Classification**

<table>
<thead>
<tr>
<th>Ownership of Property</th>
<th>Category of Property</th>
<th>Number of Resources within Property</th>
</tr>
</thead>
<tbody>
<tr>
<td>☑ private</td>
<td>☑ building(s)</td>
<td>Contributing: 1</td>
</tr>
<tr>
<td>☐ public-local</td>
<td>☐ district</td>
<td>Noncontributing:</td>
</tr>
<tr>
<td>☐ public-State</td>
<td>☐ site</td>
<td></td>
</tr>
<tr>
<td>☐ public-Federal</td>
<td>☐ structure</td>
<td></td>
</tr>
<tr>
<td>*</td>
<td>☐ object</td>
<td></td>
</tr>
</tbody>
</table>

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

N/A

| Number of contributing resources previously listed in the National Register |
|-------------------|-----------------------------|
| N/A               |                             |

**6. Function or Use**

**Historic Functions**
(Enter categories from instructions)

INDUSTRY/PROCESSING/
EXTRACTION/manufacturing facility

**Current Functions**
(Enter categories from instructions)

Work in Progress

**Materials**
(Enter categories from instructions)

<table>
<thead>
<tr>
<th>Foundation</th>
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</tr>
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<tbody>
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<td>Brick</td>
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<tr>
<td>Roof</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>Concrete, steel</td>
</tr>
</tbody>
</table>

**Narrative Description**
(Describe the historic and current condition of the property on one or more continuation sheets.)
The (former) Charlotte Coca-Cola Bottling Company Plant is located at 1401-1409 West Morehead Street, Charlotte, North Carolina. An east-west urban street southwest of the city center, West Morehead Street runs parallel, on the north side, to the former Piedmont and Northern Railway line. Because of easy access to railroad and highway connections, the West Morehead corridor developed as an industrial and warehousing district between the 1920s and 1950s with residential neighborhoods to the north. Industrial, warehouse, and commercial properties still line West Morehead and nearby side streets although some properties have been demolished or vacated.

The (former) Coca-Cola bottling plant occupies a 1.807 acre parcel at the southwest corner of West Morehead and South Summit Street. The bottling company building encompasses the eastern half of the tract, while the west side of the property is occupied by a paved parking lot that has served the building historically. The rail line which once skirted the rear of the building has been removed, and the former line is now a paved driveway. There are no outbuildings associated with the bottling plant.

Constructed in 1929 and 1930, the (former) Charlotte Coca-Cola Bottling Company Plant is an exuberant Art Deco factory building with a red brick veneer, decorative concrete detailing, and steel sash windows. The two story building has a rectangular plan measuring 110 feet by 185 feet and a fireproof structure of reinforced concrete, flat slab construction. Taller and clearly delineated from the rear work space, the front office section has banks of steel sash, storefront windows as well as eight-over-eight light, double hung, steel sash windows. The windows are framed by projecting pilasters, which have bold, geometric detailing executed in brick and precast concrete, and the concrete lintels above the large storefront windows are ornamented with a chevron motif. The off-center entrance also exhibits Art Deco detailing. The streamlined, brass and glass, double leaf doors are recessed from broad, flat entrance surrounds which have fluted reveals and the chevron lintel motif. The name of the company appears in low relief above the entrance, and the entire entrance bay is capped by a stepped parapet with geometric, concrete decoration. The roof is hidden by a flat parapet which is stepped above the entrance. Lined in a concrete coping, the parapet is broken only by the caps of the pilasters, giving the roof line a castellated appearance. The brick walls rise above a concrete base. The most distinctive decorative elements are the Coca-Cola bottles, sculpted of precast concrete, which crown the corner pilasters in bas relief. The side and rear elevations of the building are more utilitarian in appearance than the facade although the decorative pilasters and chevron motif over the lintels are repeated. Several loading bays and windows have been brick-infilled, and there is one glass block window. A rail line once skirted along
(former) Charlotte Coca-Cola Bottling Company Plant
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The rear elevation, which has loading bays and metal clad, single and double leaf, pedestrian entrances. The one story, brick west addition has a flat roof and parapet, two truck loading bays, and several brick infilled doors and windows. A rear loading dock is covered by a metal shed roof. The outline of the now demolished, modern addition is evident on the west elevation of this west addition.

The interior of the bottling plant was arranged with administrative offices across the front (north) of the building and open work areas to the rear. The west addition is also one open factory area separated from the main building by the original exterior wall. The office section contains a central hall flanked by administrative offices. Although several walls, partitioning the offices from the hall and work areas, were removed ca. 1985, some of the offices and walls remain intact. The office section has plaster walls, metal molded surrounds, and metal, two panelled doors. The safe, and the closet where it was housed, remain intact with a chute from the upper floor where salesmen would drop their earnings. The flooring in the hall and offices has been removed, and the concrete slab foundation is visible. Most of the building was devoted to processing and bottling, and these work areas are intact. The basement was originally used for storing large drums of syrup, while the first floor housed the bottling lines, garage, and shipping areas as well as the front offices. The second floor contained the advertising and sales offices, machinery room, and a storage area for the bottle caps. The first floor behind the administrative offices is one large, open work space, interrupted only by the heavy, reinforced concrete piers and ceiling girders. At the rear of the original building are a truck loading bay, a freight elevator, and an enclosed stairwell leading to the upper floor. The staircase has a classical box pier newel and steel pipe railing. The upper floor is also an open work area with reinforced concrete piers, roof girders, and roof slab. Throughout the factory areas of the building, the walls are exposed brick. On the east side of the original building, where the original truck loading bays were infilled, there is a sunken area indicating where trucks once entered the building for loading, and there is a series of heavy, steel roof trusses which support a corrugated metal roof. The west addition is also an uninterrupted, open work area with I-beam roof supports and a reinforced concrete slab roof. Currently, the bottling plant is undergoing renovation for use as offices.

The (former) Charlotte Coca-Cola Bottling Company Plant retains its exterior and interior integrity although a few alterations have occurred since its original construction in 1929 and 1930. Exterior changes include a one story, brick veneered addition constructed along the west elevation in 1952, and the ca. 1952 brick infill of several loading bays and window openings on the east elevation. In the mid-1960s, a small addition was made to the front of the west addition, and a prefabricated, metal building was added to the west elevation of this addition, but both these modifications have been removed recently. The original interior was
configured with an office section extending across the front (West Morehead Street) and open work space to the rear. This front administrative section had a central hall flanked by offices and a staircase which led to the upper floor. The staircase and several partition walls, separating the office from the processing rooms, were removed ca. 1985. At the same time, a small section of the concrete slab separating the first and second floors was also removed. Otherwise, the open factory sections on the first and second floors are largely unaltered, and rear service stairwells and freight elevators are intact.
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8. Summary

Constructed in 1929 and 1930, the (former) Charlotte Coca-Cola Bottling Company Plant meets National Register Criterion A for industry and Criterion C for architecture. Under Criterion A, the building exemplifies the diverse manufacturing, processing, and warehousing operations built in Charlotte in the early twentieth century when the city emerged as a regional industrial, distribution, and banking center. The rise of Charlotte began after the Civil War as city business leaders began to embrace the New South doctrine of urbanization and industrialization, and by the late nineteenth-century cotton mills and other textile-related plants were being constructed in great number throughout Charlotte and Mecklenburg County as well as in surrounding counties. By the early twentieth century, the city had become the hub of a rapidly expanding textile industry, and by the 1920s, the Piedmont region of North Carolina had surpassed New England as the center for textile production in the world. Although textiles defined Charlotte as a New South city, by World War I, the city could boast a diversified industrial base, an extensive rail network, and a true urban infrastructure complete with banking, insurance, and commercial services. Tobacco magnate, J.B. Duke, and his Southern Power Company (later Duke Power Company) expanded aggressively in the early twentieth century, supplying both industrial and residential clients with inexpensive electricity. Good transportation, plentiful and inexpensive power, an expanding work force, and a dynamic economy were all factors which attracted manufacturers to Charlotte. Many operations, like the Coca-Cola bottling company, were founded to provide inexpensive consumer products to the influx of urban workers, who were hungry for mass-produced goods.

With the growth of industry, the city grew dramatically in the early twentieth century, and as the population soared from 7,000 in 1880 to over 82,000 in 1929, Charlotte became the largest city in the two Carolinas (Sixteenth Census 1940). During this period, industrial zones oriented to the principal railroad lines, and later to the new state highways, developed in a spoke-like pattern, radiating from the city core. Manufacturers found sites along West Morehead Street, southwest of downtown, advantageous. West Morehead offered easy access both to Wilkinson Boulevard (U.S. 74), the first highway in North Carolina, and to the Piedmont and Northern Railroad, an interurban rail line linking Charlotte with the textile mill towns of Gaston County to the west. A locally designated historic landmark, the (former) Charlotte Coca-Cola Bottling Company Plant was one of the earliest factories built along this industrial corridor.

Under Criterion C for architecture, the bottling works illustrates the use of the nationally popular Art Deco style for factory architecture during the interwar period. With its decorative, concrete detailing, the brick veneered plant is a bold and rare example of such
(former) Charlotte Coca-Cola Bottling Company Plant  
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factory designs in Charlotte. The bottling works was designed by local architect, M.R. Marsh, who along with company owner, J. Luther Snyder, worked with Coca-Cola headquarters in Atlanta to make the building an advertisement for the soft drink company. Consequently, the characteristic contoured Coca-Cola bottle, executed in concrete, formed bas relief caps to the corner pilasters while large storefront windows invited the public to observe the bottling process.

The decorative exterior contrasts with the efficient, utilitarian interior of the building which reflected twentieth-century innovations in factory construction. Technological advances, particularly in reinforced concrete, revolutionized industrial construction in the early twentieth century by making factories largely fireproof, as well as offering numerous structural advantages over mill construction or steel framing. Although unreinforced concrete had long been known for its great compressive strength, in its reinforced state, the material had tensile as well as compressive strength. Reinforced concrete could be used for foundations, floor slabs, girders, and roof slabs where tensile capacity was needed, and because of its greater strength, fewer vertical members were needed for structural support. As a result, factories could be built with open, flexible interiors, and freed from load-bearing requirements, exterior walls could be opened to maximum lighting and ventilation. Capitalizing on these design advances, the (former) Charlotte Coca-Cola Bottling Company was built of reinforced concrete, flat slab construction with concrete piers, steel sash windows, steel staircases, steel window surrounds, and steel interior features. When the plant opened in 1930, the building had only one wooden railing, making it among the earliest fireproof Coca-Cola buildings in the United States.
United States Department of the Interior  
National Park Service  

National Register of Historic Places  
Continuation Sheet

8. Section number ____  
3. Page ____

(former) Charlotte Coca-Cola Bottling Company Plant  
Mecklenburg County, N.C.

Historical Background and Industrial Context

The (former) Charlotte Coca-Cola Bottling Company Plant serves as a tangible reminder of the diverse industrial operations which made Charlotte a flourishing New South city by the early twentieth century. With the end of the Civil War, and the subsequent reconstruction and expansion of the rail network, regional leaders throughout the South envisioned a new order based on industrialization, specifically cotton production, and urban growth to replace the agrarian society of the past. Embracing the New South ethos wholeheartedly, civic leaders campaigned vigorously for the construction of cotton mills, which by World War I numbered over 300 within a 100 mile radius of Charlotte (Woodward 1951: 31; Lefler and Newsome 1954: 474-489). Charlotte and Mecklenburg County became the center of the Southern textile manufacturing industry by the 1920s when the Piedmont region of North and South Carolina surpassed New England as the leading textile center in the world (Mitchell and Mitchell 1930; Charlotte Observer, 28 October 1928). Textiles, in turn, attracted other industries to Charlotte which could boast 141 factories manufacturing eighty-one different products (Hanchett 1993: 202). With industrialization, the population of Charlotte soared from 7,000 in 1880 to over 82,000 in 1929, becoming the largest city in the two Carolinas (Sixteenth Census 1940).

Because of its inland location, the economic success of Charlotte was wholly dependent upon good rail transportation. Sustaining little damage during the Civil War, Charlotte was quick to recover and even expand its rail network, and by 1875, six railroads were routed through the city, giving Charlotte more rail connections than any other city between Washington, D.C. and Atlanta (Hanchett 1993: 72). Charlotte benefited from continued rail expansion and consolidation throughout the late nineteenth century, which created both the powerful Southern Railway system, with its connections to New Orleans and Baltimore, and the smaller, but strategic, Piedmont and Northern Railway, an interurban line connecting Charlotte with the burgeoning mill towns of Gaston County to the west (Hanchett 1993: 74). An important aspect of the regional transportation system, the Piedmont and Northern served both passengers and freight on its 150 mile route, generating so much traffic that its motto, "A Mill to the Mile", was accurate for much of its length (Glass 1992: 57-58).

By the twentieth century, the growing and dynamic economy was becoming both increasingly diverse and specialized, and as a result, the city center was becoming primarily a commercial and financial center. Manufacturers, particularly large scale producers, began moving away from downtown to sites along the principal rail lines, creating spoke-like and de facto industrial zones radiating out from the city core. This pattern first appeared locally in the 1890s south of downtown in the suburb of Dilworth, where factories lined the frontage
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property between South Boulevard and the Southern Railway, but the emergence of solidly industrial areas occurred along the other rail corridors of Charlotte. At first, streetcar service was required for this outward movement, and residents began moving to newly established suburbs as the Southern Power Company and other private enterprises established streetcar lines to the new neighborhoods and businesses. The introduction of automotive travel, particularly freight shipments by truck, only accelerated this centrifugal pattern, so that by the 1920s, industry was searching for outlying sites which offered both rail and highway access. One such industrial corridor developed during the 1920s along West Morehead Street, which followed a southwesterly route from downtown Charlotte and connected with Wilkinson Boulevard. The first state highway constructed in North Carolina, Wilkinson Boulevard linked Charlotte and Gastonia by car and truck just as the Piedmont and Northern had earlier provided a rail line between Charlotte and the mill towns of neighboring Gaston County. With both rail and highway connections, West Morehead emerged as prime industrial real estate, and a number of light industrial, warehousing, and commercial enterprises were built along the route by the end of the 1920s (Morrill 1927; Sanborn Map Company, 1929).

Although cotton and textile production formed the economic mainstay of Charlotte during the early twentieth century, other industrial operations were drawn to the city and its good rail system. Machine shops, pump and elevator manufacturers, foundries, engineering firms, mattress factories, and cotton oil processors were just some of the industries which followed in the wake of the textile boom. Other manufacturing companies arose to provide inexpensive consumer goods to the rapidly expanding base of industrial workers. The Coca-Cola Company mass produced the increasingly popular soft drink while the Lance Packing Company produced packaged snack crackers at its plant on South Boulevard, and a branch of the Ford Motor Company assembled Model T cars on Statesville Avenue (Hanchett 1993: 202).

The Charlotte Coca-Cola Bottling Company was founded by Virginia native, J. Luther Snyder, a Coca-Cola Company employee who had moved to Charlotte from Atlanta in 1902 to open his own bottling franchise. The soft drink, Coca-Cola, had been invented in 1886 by Atlanta pharmacist, John Pemberton, who initially sold the new beverage only in drugstores. However, by the 1890s, control of the company had passed to industrialist, Asa Candler, who recognized the potential of Coca-Cola and quickly built the company into a vertically integrated, global operation. Candler's success rested on his realization that high volume sales would be more easily accomplished by directly marketing the distinctive syrup rather than bottling the finished product. While Candler began to build branch processing plants to produce syrup, two Chattanooga, Tennessee, lawyers, Benjamin Thomas and Joseph B. Whitehead, saw the potential for bottling the beverage for mass consumption. By the end of the 1890s, Thomas and Whitehead had convinced Chandler to sell them exclusive rights to
bottle Coca-Cola throughout much of the United States. With this initial franchise, Whitehead and Thomas founded the Coca-Cola Bottling Company in Chattanooga, opening a second bottling works, the Dixie Coca-Cola Bottling Company (N.R. 1976), in Atlanta in 1900. Despite this extraordinary business opportunity, the bottling enterprises were crippled by slow production, which was still largely unautomated at the end of the nineteenth century. Because the manual process was inadequate for supplying vast, national markets, Thomas and Whitehead began selling franchises to local companies which would bottle and distribute the soft drink within smaller, defined regions (Chandler 1977: 313; Lyon 1976).

Snyder's Charlotte franchise was the first Coca-Cola bottling franchise in the two Carolinas, but despite the lack of competition, and the dynamic local economy, Snyder found that sales were slow initially. With alcohol the beverage of choice, bottling was still largely the domain of brewers, and soft drinks were slow to be accepted. As Snyder later recalled,

“When I came to Charlotte, the city had 17,000 people, eighteen saloons, two breweries... I had a terrible time selling soft drinks with that kind of competition”

Indeed, when Snyder’s company opened in 1903 on South Church Street in downtown Charlotte, the city directory listed three other bottlers (at least two of which were breweries): the L. Hoster Brewing Company, C. Valaer Bottling Works, and the Robert Portner Brewing Company. Snyder’s first bottling plant used foot-powered capping and bottling equipment, and horse drawn wagons hauled Coca-Cola through the streets to textile mills and neighborhood grocery stores while long distance deliveries were made by rail. Despite these primitive operations and a slow production rate of only four bottles per minute, the Charlotte Coca-Cola Bottling Company began to flourish, in part at least, because of developments within the Coca-Cola Company. During the first decade of the twentieth century, Coca-Cola began an aggressive advertising campaign, using both print media and promotions. Before 1906, each Coca-Cola franchise or branch had been responsible for its own advertising, but in 1906, the company headquarters hired a firm to coordinate national advertising campaigns. By 1912, the company was spending over one million dollars annually on advertising (Moffson 1996). Although the bottling companies were separately owned franchises, they clearly benefited from the advertising might of the Coca-Cola Company with its international markets.

Snyder also benefited from the national temperance movement which found fertile ground for its cause in the South, even before the 1920 federal prohibition on alcohol sales. By 1907, more Charlotte bottlers were soft drink producers than brewers. One of the new bottlers, the
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Charlotte Pepsi-Cola Bottling Company, became the long-time Coca-Cola rival (Charlotte City Directories 1889-1913). Snyder's bottling company was such a success that the operation was forced to move to larger quarters in 1907, 1913, and 1918, relocating each time within downtown Charlotte. Within ten years, the bottling plant was once again outgrowing its central location on North Graham Street, and Snyder needed to modernize and expand operations. Because of its good transportation connections, Snyder selected a site on West Morehead Street. The move to West Morehead was necessitated, in part, by an aggressive consolidation program initiated by Luther Snyder's son, George, who had joined the family business in 1927. During the 1920s, Snyder's company acquired Coca-Cola bottling operations in Concord, Shelby, and Statesville, and in the following decade, the Charlotte company purchased bottling plants in the surrounding towns of Gastonia, Salisbury, Lexington, and Albemarle (Vertical files, Charlotte-Mecklenburg Public Library).

As the Charlotte company became the center for a regional network of Coca-Cola bottling operations, the Snyders needed good transportation more than ever. Connecting Charlotte with Gaston County by highway and rail, West Morehead was a desirable location for manufacturers after the construction of Wilkinson Boulevard in the 1920s. The new highway and the Piedmont and Northern both paralleled West Morehead to the south, offering factories access to both rail and highway. In 1920, there was only one industrial operation, a foundry, located along West Morehead, but by 1929, Carolina Transfer and Storage Company and a branch of the Crane Corporation had built large warehouses along West Morehead. Another national company, the Grinnell Company, soon built a substantial facility west of the Coca-Cola bottling works, and by the early 1930s, West Morehead was one of the most desirable industrial corridors in Charlotte (Charlotte City Directories 1920, 1929). Although comprising less than two acres, the corner site Snyder selected was advantageous with high visibility along West Morehead, a rear spur line to the P.& N., and truck loading access along Summit Street. Snyder hired prominent local architect, Marion Rossiter Marsh, as the designer, and the new plant cost $100,000 by the time it was completed in November 1930 (Morrill 1987).

The Charlotte bottling company survived the depression, and although World War II brought a wartime shortage in sugar, supplying the troops with Coca-Cola created new demands for the product. The company continued to expand after the war, necessitating small additions in 1952, and by the early 1960s the Charlotte Coca-Cola Bottling Company had diversified into food vending. The building on West Morehead served as the headquarters for the company until 1974 when the Coca-Cola Bottling Company Consolidated was created as a merger of the Charlotte operations with those in Greensboro, Winston-Salem, Burlington, Raleigh, and Danville. Soon after its formation, the new consolidated company purchased the Hamlet plant, as well as operations in Gaffney, Union, South Carolina, and Mount Airy (Vertical files,
(former) Charlotte Coca-Cola Bottling Company Plant
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Charlotte-Mecklenburg Public Library). With these numerous acquisitions, the new consolidated company required new facilities (which, when constructed, were the largest bottling facilities in the world), and in 1974, the West Morehead facility was converted to a warehouse distribution center for the company. In 1986, the building was sold to a music company which initiated an adaptive reuse plan that was never completed. The former bottling plant was sold to the present owners in 1996, and the bottling plant is under renovation for use as offices.
(former) Charlotte Coca-Cola Bottling Company Plant
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Architectural Context: Factory Design

The (former) Charlotte Coca-Cola Bottling Company plant meets National Register Criterion C for architecture, illustrating the use of the nationally popular Art Deco style for factory architecture. With its decorative, concrete detailing, the brick veneered plant is a bold and rare example of such factory designs in Charlotte. The bottling works was designed by local architect, M.R. Marsh, who along with company owner, J. Luther Snyder, worked with Coca-Cola headquarters in Atlanta to make the building itself an advertisement for the soft drink company. The Coca-Cola name was inscribed in terra cotta over the entrance, while large storefront windows invited the public to observe the bottling process. Perhaps most notable was the use of the characteristic contoured Coca-Cola bottle as bas relief caps to the corner pilasters. Executed in concrete by William F. McCandless of the locally-owned Ornamental Stone Company, the Coca-Cola bottle sculptures add a playful element to the building.

A native of Jacksonville, Florida, M.R. Marsh (1901-1977) came to Charlotte in 1916 as a draftsman for prominent architect, J.M. McMichael. Marsh later worked as a designer for a chemical engineering firm before opening his own firm in 1922 which he maintained until his retirement in 1964. Although his training was limited to correspondence courses through Columbia University and as an apprentice to his brother in Jacksonville, Marsh became an important local architect, responsible for a variety of public and private commissions. Among his projects were the Charlotte Armory (demolished), the Fairview Homes, the first public housing in Charlotte, the Builders Building, Oasis Temple, the Plaza Theater, the Liggett Drug Company, as well as a number of private residences (Morrill 1987).

The exuberant exterior of the masonry bottling plant contrasts with the efficient, utilitarian interior which reflected twentieth-century innovations in factory construction. Soon after the turn of the century, technological advances in reinforced concrete construction revolutionized factory design. Largely fireproof, reinforced concrete offered numerous structural advantages over mill construction or steel framing. Unreinforced concrete had long been known for its great compressive capacity, which made the material useful for vertical supports, but in its reinforced state, the material had the tensile strength necessary for horizontal structural members. With the development of reinforcing systems, concrete could be used for foundations, floor slabs, girders, and roof slabs where tensile capacity was required, and because of its strength, concrete construction demanded fewer vertical members for structural support than either timber or steel framing. As a result, factories could be built with open, flexible interiors, and freed from load-bearing requirements, exterior walls could be opened to maximum lighting and ventilation. In addition, the greater rigidity of concrete construction resisted vibration which, in turn, aided the operational capacity of machinery and mechanical
equipment. As manufacturing processes became increasingly automated and mechanized by the twentieth-century, rigid, stable framing became an important aspect of factory design. Both the column and girder and the flat slab (or girderless) systems quickly became commonplace and remained so through the post-World War II era (Condit 1961: 159). Capitalizing on these design advances, the (former) Charlotte Coca-Cola Bottling Company was built of reinforced concrete, flat slab construction with concrete piers, steel sash windows, steel staircases, steel window surrounds, and steel interior features. When the plant opened in 1930, the building had only one wooden railing, making it among the earliest fireproof Coca-Cola buildings in the United States (Morrill 1987).
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.)

Property is:

☐ 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 of age or achieved significance within the past 50 years.

Period of Significance
1929–1947

Significant Dates
1929–1930

Significant Person
N/A

Cultural Affiliation
N/A

Architect/Builder
Marsh, M.R.

Narrative Statement of Significance
(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography
(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

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

Primary location of additional data:

☐ State Historic Preservation Office

☐ Other State agency

☐ Federal agency

☐ Local government

☐ University

☐ Other

Name of repository:
Charlotte-Mecklenburg Historic Landmarks Commission
10. Geographical Data

Acreage of Property 1,807

UTM References
(Place additional UTM references on a continuation sheet.)

Zone Easting Northing
1 1 7 5 12 3 4 0 3 8 9 8 2 0 0
2

Zone Easting Northing
3

Zone Easting Northing
4

Verbal Boundary Description
(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification
(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Richard L. Mattson/Frances P. Alexander

organization Mattson, Alexander and Assoc., Inc. date

street & number 2228 Winter Street telephone 704-376-0985

city or town Charlotte state NC zip code 28205

Additional Documentation
Submit the following items with the completed form:

Continuation Sheets

Maps

A USGS map (7.5 or 15 minute series) indicating the property's location.

A Sketch map for historic districts and properties having large acreage or numerous resources.

Photographs

Representative black and white photographs of the property.

Additional items
(Check with the SHPO or FPO for any additional items)

Property Owner
(Complete this item at the request of SHPO or FPO.)

name Edifice, Inc.

street & number P.O. Box 18007 telephone 704-568-5621

city or town Charlotte state NC zip code 28212-0007

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. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 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 Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.
(former) Charlotte Coca-Cola Bottling Company Plant
Mecklenburg County, N.C.

9. Major Bibliographic References


(former) Charlotte Coca-Cola Bottling Company Plant
Mecklenburg County, N.C.

Moffson, Steven H, Historic Preservation Section, Georgia Department of Natural Resources. *Coca-Cola Building Annex*. Nomination to the National Register of Historic Places. 16 September 1996.


(former) Charlotte Coca-Cola Bottling Company Plant
Mecklenburg County, N.C.

10.  Geographical Data

Verbal Boundary Description
The nominated property is lot 4 on Mecklenburg County Tax Map - Book 67, Page 01 - in the
city of Charlotte, North Carolina.

Boundary Justification
The property being nominated consists of the original 1.807 acres on which the Charlotte
Coca-Cola Bottling Company Plant was constructed. The single contributing resource is found
on this parcel.
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number Photo Page

(former) Charlotte Coca-Cola Bottling Company Plant
Mecklenburg County, N.C.

IDENTIFICATION OF PHOTOGRAPHS

(former) Charlotte Coca-Cola Bottling Company Plant
1401-1409 West Morehead Street
Charlotte, North Carolina
Mecklenburg County
Photographer: Richard Mattson
May 25, 1997
North Carolina Division of Archives and History
Survey and Planning Branch
Raleigh, North Carolina

1. North (Main) and East Elevations, Looking Southwest.
2. North (Main) Elevation, Main Entrance Facing W. Morehead Street, Looking South.
3. North (Main) and West Elevations, Looking East.
4. East Elevation, Rear Bays, Looking Southwest.
5. West Elevation and Portion of Parking Lot, Looking Northeast.
6. Interior, First (Main) Floor, Looking South.
West Morehead Street

Paved Parking Lot

Former Rail Line

Summit Avenue

Adjacent Structure

SITE PLAN
(Former) Charlotte Coca-Cola Bottling Company Plant
Source: The Architectural Group, 1989