

## National Register of Historic Places Program

*The National Register of Historic Places is the official list of the Nation's historic places worthy of preservation. Authorized by the National Historic Preservation Act of 1966, the National Park Service's National Register of Historic Places is part of a national program to coordinate and support public and private efforts to identify, evaluate, and protect America's historic and archeological resources.*

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### Charlottesville Coca-Cola Bottling Works Charlottesville, Virginia NR Reference Number: 13000045 Listed: 02/27/2013

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**Location:**

722 Preston, Avenue, Charlottesville, Virginia

**Summary:**

Designed by Washington, D.C. architect Doran S. Platt in 1939, the Charlottesville Coca-Cola Bottling Works possesses historic significance corresponding to National Register of Historic

Places Criteria A and C. In relation to National Register Criterion A, the plant is associated at the local level with the broad patterns of history in its vision of industrial design that could help promote consumption of a national brand by local consumers. Platt's design powerfully united modern form with national brand marketing; here, the canons of utilitarian industrial architecture broadened so as to encourage the consumption of the product being manufactured. At Coca-Cola the successful development of a national brand turned in part on the company's ability to reassure consumers of its adherence to the highest standards of public health and sanitation; this business strategy helped shape the architecture of Coca-Cola bottling plants. In relation to National Register Criterion C, the Coca-Cola plant embodies at the local level the distinctive characteristics of a type and period of construction and design; it is Charlottesville's largest and most prominent example of Art Deco architecture.

