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RECEIVED FEB 28 1979
MAY 4 1979
DATE ENTERED

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

**NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY -- NOMINATION FORM**

SEE INSTRUCTIONS IN *HOW TO COMPLETE NATIONAL REGISTER FORMS*
TYPE ALL ENTRIES -- COMPLETE APPLICABLE SECTIONS

1 NAME

HISTORIC Coca-Cola Bottling Plant of Ocala, Florida (8Mr159)

AND/OR COMMON
Florida Coca-Cola Bottling Company

LOCATION

STREET & NUMBER 939 North Magnolia Avenue

NOT FOR PUBLICATION
CONGRESSIONAL DISTRICT

CITY, TOWN
Ocala

VICINITY OF

Fourth

STATE
Florida

CODE
12

COUNTY
Marion

CODE
083

CLASSIFICATION

CATEGORY	OWNERSHIP	STATUS	PRESENT USE
<input type="checkbox"/> DISTRICT	<input type="checkbox"/> PUBLIC	<input checked="" type="checkbox"/> OCCUPIED	<input type="checkbox"/> AGRICULTURE <input type="checkbox"/> MUSEUM
<input checked="" type="checkbox"/> BUILDING(S)	<input checked="" type="checkbox"/> PRIVATE	<input type="checkbox"/> UNOCCUPIED	<input checked="" type="checkbox"/> COMMERCIAL <input type="checkbox"/> PARK
<input type="checkbox"/> STRUCTURE	<input type="checkbox"/> BOTH	<input type="checkbox"/> WORK IN PROGRESS	<input type="checkbox"/> EDUCATIONAL <input type="checkbox"/> PRIVATE RESIDENCE
<input type="checkbox"/> SITE	PUBLIC ACQUISITION	ACCESSIBLE	<input type="checkbox"/> ENTERTAINMENT <input type="checkbox"/> RELIGIOUS
<input type="checkbox"/> OBJECT	<input type="checkbox"/> IN PROCESS	<input checked="" type="checkbox"/> YES: RESTRICTED	<input type="checkbox"/> GOVERNMENT <input type="checkbox"/> SCIENTIFIC
	<input type="checkbox"/> BEING CONSIDERED	<input type="checkbox"/> YES: UNRESTRICTED	<input checked="" type="checkbox"/> INDUSTRIAL <input type="checkbox"/> TRANSPORTATION
		<input type="checkbox"/> NO	<input type="checkbox"/> MILITARY <input type="checkbox"/> OTHER:

OWNER OF PROPERTY

NAME David Lee Skipper

STREET & NUMBER
1322 Southeast 20th Avenue

CITY, TOWN
Ocala

VICINITY OF

STATE
Florida 32670

LOCATION OF LEGAL DESCRIPTION

COURTHOUSE, REGISTRY OF DEEDS, ETC.
Marion County Courthouse

STREET & NUMBER

CITY, TOWN
Ocala

STATE
Florida

6 REPRESENTATION IN EXISTING SURVEYS

TITLE

DATE

FEDERAL STATE COUNTY LOCAL

DEPOSITORY FOR
SURVEY RECORDS

CITY, TOWN

STATE

7 DESCRIPTION

CONDITION		CHECK ONE	CHECK ONE
<input type="checkbox"/> EXCELLENT	<input type="checkbox"/> DETERIORATED	<input checked="" type="checkbox"/> UNALTERED	<input checked="" type="checkbox"/> ORIGINAL SITE
<input checked="" type="checkbox"/> GOOD	<input type="checkbox"/> RUINS	<input type="checkbox"/> ALTERED	<input type="checkbox"/> MOVED DATE _____
<input type="checkbox"/> FAIR	<input type="checkbox"/> UNEXPOSED		

DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

The Coca-Cola Bottling Plant of Ocala, Florida is located on a 0.6 acre site approximately ten blocks north of the city square. The property is basically flat and is on the southeast corner of the intersection of Magnolia Avenue and Northeast Tenth Street. Commercial and light industrial establishments predominated in the immediate area.

The facility consists of a two-story office and bottling plant located on the northwest corner of the property, a secondary one-story employee toilet facility to the southeast of the main building, and a covered garage and loading dock extending along the east (rear) and south (side) elevations of the main structure. Except for a separate, covered truck port along the east property line, the remainder of the lot is paved. Access to the service area is through wrought iron gates on the north and west sides.

The west (entrance) elevation is dominated by two, large, plate glass windows (for observing the bottling operation) and a corner, three-story entrance tower. The wood, paneled door has a cast-stone frontispiece with Corinthian order pilasters, small urn finials and is surmounted by a small six-light casement window flanked with large shallow consoles. A group of three casement windows with cast-stone sill and corbelled supports is located on the tower's second story. Each of these windows is delineated by a semi-circular head of multi-colored tile applied in a diamond motif. Contrasting stucco archivaults further emphasize the tripartite group. Contrasting stucco corbelling delineates the open, top story of the tower. The large corner piers continue the line of the quoins of the lower stories. Smaller piers separate each face of the tower into three bays. Cast stone shields incised with "The Pause that refreshes" are applied to each face of the corner piers. A shallow hip roof covered with barrel tile caps the tower.

The large plate glass windows of the entrance facade are divided into three sections by turned, wood mullions. Similar mullions also divide the multi-paned obscure glass transom sashes. Two tri-partite casement windows of different configuration are located on the second story. An applied, scalloped wood lintel delineates that of the center bay while a panel of multi-colored tile in diamond pattern caps that of the south bay. Centered above the pier of the first story but not centered between the windows of the second is an elaborate, cast-stone escutcheon which includes a likeness of the building.

(See continuation sheet)

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Coca-Cola Bottling Plant of Ocala, Florida (8Mr159)
CONTINUATION SHEET ITEM NUMBER 7 PAGE 1

A zig-zag crenelated parapet projecting above the roof line accentuates the extreme south bay of the west facade. A pent roof covered with red barrel tile and carried on "false" rafter ends runs between the tower and south bay of the entrance facade. The same motifs (pent roof and crenelated parapet) characterizes the roof line of the north facade although it is divided into four bays by scored piers and has different fenestration because of the first floor mezzanine. Both the west and north facades have large bronze letters "COCA COLA BOTTLING COMPANY" set-off in a frieze-like panel separating the first and second stories.

One-story, shed-roofed storage and garage areas extend along the south and east sides of the building. These are expressed on the street facades (north and west) by sloping stuccoed walls pierced with single, casement windows behind decorative wrought-iron grilles. High masonry walls connect the shed additions to the vehicular entrance portals on each facade. The portal on the west has a frontispiece similar to that of the office entrance detailed with Corinthian order pilasters. A pair of wrought-iron gates with swans-neck pediment motif restrict access to the service court. The north service entrance has simple piers with finials comparable to those on the office entrance. (Because additional property was acquired to the east and south, chain link fencing abuts each of the service gates on their extreme piers.)

The entrance vestibule in the northwest corner is a full story high and has a large, fixed, plate glass window looking into the bottling room. This window is configured as those found on the west facade. The vestibule's ceramic tile floor is in two shades of green with a random floral motif tile. An open-string staircase with wrought iron railing provides access to the first floor mezzanine. A Spanish-inspired chandelier hangs from the vestibule's ceiling. The width of the mezzanine is the same as the entrance bay (tower) and contained the plant offices. This space also has fixed, plate glass windows overlooking the bottling room.

(continued)

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Coca-Cola Bottling Plant of Ocala, Florida (8Mr159)
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The bottling area is one large space with concrete piers supporting concrete joists 26 inches on center, and a ceiling slab at approximately seventeen feet above finish floor grade. Spiral stairways, five and one-half feet in diameter, provide access to the roof in the northeast corner and to the second floor in the southeast. A service elevator with an open wood gate is also located in the southeast corner. Except for the separate "syrup room" centered in the middle of the west wall, the second floor storage room is also a single space twelve feet high. Exposed, steel, bar joists are supported on concrete piers. Walls are painted white with a dark gray dado.

The built-up, flat roof has a solid parapet. A large ventilator is positioned in the center of the roof. An iron stair allows access to the concrete tower deck. The ceiling of the tower is of pecky cypress.

The small secondary building on the site provided shower and toilet facilities for the plant employees. It is of masonry construction with two casement windows on the east and west elevations. The roof is flat with a solid parapet and molded coping. The north and south elevations each have a single door. The building is divided in half with toilet and shower facilities on both sides.

The original configuration of the site and building is essentially its present appearance. The major exception being the extension of the property lines on the south and east sides, the enclosure of this area with chain-link fencing and surfacing with asphalt. The truck port was subsequently constructed along the eastern property line.

The only significant change to the main building has been the removal of the original bottling equipment. While a partition on the mezzanine landing in the entrance has been the only alteration to the original plans, no irreversible alterations have been made.

8 SIGNIFICANCE

PERIOD	AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW			
<input type="checkbox"/> PREHISTORIC	<input type="checkbox"/> ARCHEOLOGY-PREHISTORIC	<input type="checkbox"/> COMMUNITY PLANNING	<input type="checkbox"/> LANDSCAPE ARCHITECTURE	<input type="checkbox"/> RELIGION
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> ARCHEOLOGY-HISTORIC	<input type="checkbox"/> CONSERVATION	<input type="checkbox"/> LAW	<input type="checkbox"/> SCIENCE
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> AGRICULTURE	<input type="checkbox"/> ECONOMICS	<input type="checkbox"/> LITERATURE	<input type="checkbox"/> SCULPTURE
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> ARCHITECTURE	<input type="checkbox"/> EDUCATION	<input type="checkbox"/> MILITARY	<input type="checkbox"/> SOCIAL/HUMANITARIAN
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input type="checkbox"/> THEATER
<input type="checkbox"/> 1800-1899	<input type="checkbox"/> COMMERCE	<input type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> COMMUNICATIONS	<input type="checkbox"/> INDUSTRY	<input type="checkbox"/> POLITICS/GOVERNMENT	<input type="checkbox"/> OTHER (SPECIFY)
		<input type="checkbox"/> INVENTION		

SPECIFIC DATES

1939

BUILDER/ARCHITECT Courtney Stewart

STATEMENT OF SIGNIFICANCE

The Coca-Cola Bottling Plant of Ocala, Florida, is significant for its architectural quality and its contribution to the commercial development of the Ocala community in the later years of the Depression.

Upon completion, the Ocala Bottling Plant was lauded locally as a model for buildings of its type. "The building in which the new plant is housed was designed for beauty as well as utility, and it establishes in this area a new high aesthetic standard for industrial structures."¹

The plant was designed in 1939 by Courtney Stewart, AIA, and his associate, Alexander Martin, AIA.² Stewart has been a notable member of the architectural profession in Florida since he opened his office in Ft. Lauderdale in 1934 and was a member of the first architectural class (1930) at the University of Florida.³ Stewart also designed the Coca-Cola Bottling Plant in Ft. Lauderdale which served as the source for the Ocala plant.

A Mr. Buckner of Jacksonville, director of Coca-Cola Bottling Operations contacted Stewart to design a plant for Ft. Lauderdale with the same general appearance as the "Mediterranean" style plant in Miami.⁴ The Ft. Lauderdale plan design (completed ca. 1938) was simply reversed and used the following year for the Ocala facility. Although the extant, Ft. Lauderdale plant has been extensively altered, the one in Ocala has had minimal changes even retaining the original color scheme.

The exterior design expresses well the internal operations of the bottling facility: the tower and frontispiece emphasize the entrance and office area; the large, plate glass windows across the west (entrance) facade were well suited for the bottling operation while the less important storage and mixing rooms were located in the second story. Imaginative architectural details include a cast stone shield on the west (entrance) facade featuring crossed Coca-Cola bottles and a miniature of the building. Similar medallions on the tower are inscribed with the slogan "The Pause that refreshes." Other materials, not often found in industrial buildings include pecky cypress for the tower ceiling and decorative wrought iron window grilles.

(See continuation sheet)

9 MAJOR BIBLIOGRAPHICAL REFERENCES

Dodge, William. Personal interview by William C. Bauer, Daytona Beach, Florida, March 27, 1978.

Duffy, Charles. Personal interview by William C. Bauer, Daytona Beach, Florida, March 27, 1978.
(See continuation sheet)

10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY Less than 1

UTM REFERENCES

A

17	18,9	51,0	3,2	3,0	11,0
ZONE	EASTING	NORTHING			

B

ZONE	EASTING	NORTHING			

VERBAL BOUNDARY DESCRIPTION

Commencing at the Northwest corner of Block "J", Allred's Addition Ocala, as per plat thereof recorded in Plat Book "A", Page 74, of the Public Records of Marion County, Florida, thence East 210 feet, thence South 130 feet, thence West 210 feet, thence North 130 feet to the Point of Beginning.

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE	CODE	COUNTY	CODE
STATE	CODE	COUNTY	CODE

11 FORM PREPARED BY

NAME / TITLE

Dan G. Deibler, Historic Sites Specialist

ORGANIZATION

Florida Division of Archives, History and Records Management 10/5/78

STREET & NUMBER

Department of State, The Capitol

TELEPHONE

(904) 487-2333

CITY OR TOWN

Tallahassee

STATE

Florida 32304

12 STATE HISTORIC PRESERVATION OFFICER CERTIFICATION

THE EVALUATED SIGNIFICANCE OF THIS PROPERTY WITHIN THE STATE IS:

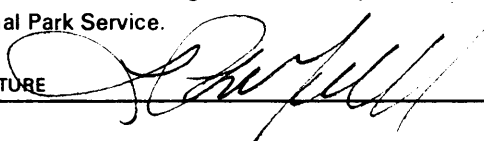
NATIONAL

STATE

LOCAL

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

STATE HISTORIC PRESERVATION OFFICER SIGNATURE

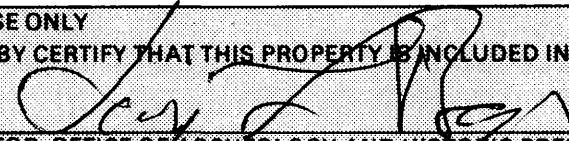


TITLE

DATE 2/23/79

FOR NPS USE ONLY

I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER



DATE 4/4/79

DIRECTOR, OFFICE OF ARCHEOLOGY AND HISTORIC PRESERVATION

ATTEST: Bill Lebovich
KEEPER OF THE NATIONAL REGISTER

DATE April 24, 1979

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The announcement of the construction of the bottling plant was met with much excitement by the local business community.⁵ Publicity focused on the fact that the building permit was the largest issued since 1927.⁶ It marked the revival of private investment in the local economy. The only major investments in the area for the previous decade had been through the Works Progress Administration and similar governmental projects. The \$44,000 investment by the Coca-Cola Company gave needed impetus to the modest construction boom which was taking place in 1939. From its opening on April 18, 1940 until bottling operations ceased in 1962, the Ocala plant served as a community attraction.⁷ Without entering the building, countless passers-by could observe the bottling operation through the large, plate glass windows. The Coca-Cola Company, with keen marketing techniques allowed the on-looker to passively participate in the bottling process and to appreciate the purity of the operation.

The Ocala plant represented one part of the large Coca-Cola system. In its appearance and condition, the plant reflects its integrity and community concern. However, with the phasing out of local bottling operations and their concomitant relocation to larger regional prefabricated distribution centers, buildings like the Ocala plant which impart a sense of individuality to their local are rapidly disappearing.

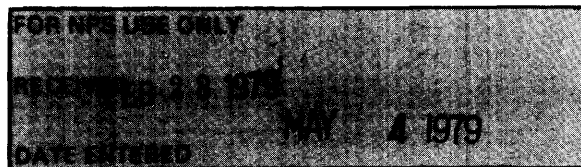
In Ocala, there are few locations more prominent than that of the Coca-Cola Bottling Plant. At the intersection of Magnolia Avenue and NW 10th Street, it is easily remembered as the first major building seen upon entering the town. This location in conjunction with its sensitive design have established the bottling plant as a reference point and a landmark in the community.

¹Ocala Evening Star, "Ocala Coca-Cola Building Plant Will Have Formal Public Opening Tomorrow," April 17, 1940, p. 6.

²Courtney Stewart, Blueprint of "Florida Coca-Cola Bottling Co., Ocala, Florida," July 3, 1978, Copy on file at the Florida Division of Archives, History and Records Management, Tallahassee, Florida.

(continued)

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³Courtney Stewart, personal communication by Edward Snowden d'Avi and William C. Bauer, April 14, 1978.

⁴Ibid.

⁵Ocala Evening Star, "Coca-Cola Plant Here to be Three Times as Large," August 11, 1939, p. 1.

⁶(Ocala) Banner, "44,000 Permits Issued to Swell Building Total," August 18, 1939.

⁷Frank O. Hicken, personal communication by Edward Snowden d'Avi and William C. Bauer, March 22, 1978.

Item Number 9 Page 1

Hicken, Frank O. Personal interview by William C. Bauer, Ocala, Florida, March 22, 1978, April 4, 1978.

Ocala Banner, "Coca-Cola Building Here is Planned", August 11, 1939; "Coca-Cola Holds Open House in New Plant," April 19, 1940; "\$44,000 Permit Issued to Swell Building Total", August 18, 1939.

Ocala Evening Star, "Coca-Cola Plant Here To Be Three Times as Large," August 11, 1939; "Many Visit New Coca-Cola Plant," April 18, 1940; "Ocala Coca-Cola Building Plant will Have Formal Public Opening Tomorrow," April 17, 1940.

Stewart, Courtney. "Bottling Plant for Florida Coca-Cola Bottling Co., Ocala, Florida," original plans, July 3, 1939. Photocopy on file at Florida Division of Archives, History and Records Management, Tallahassee, Florida.

_____. "Specifications, Bottling Plant for Florida Coca-Cola Bottling Co., Ocala, Florida," 1939. Photocopy on file at Florida Division of Archives, History and Records Management.

_____. Personal interview by William C. Bauer and Edward Snowden d'Avi, Ft. Lauderdale, April 14, 1978.