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NAT. REGISTER OF HISTORIC PLACES
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES REGISTRATION FORM

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in "Guidelines for Completing National Register Forms" (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries.

1. Name of Property

historic name Coca-Cola Building Annex
other names/site number N/A

2. Location

street & number 187 Edgewood Avenue
city, town Atlanta (N/A) vicinity of
county Fulton code 121
state Georgia code GA zip code 30303

(N/A) not for publication

3. Classification

Ownership of Property:

- private
- public-local
- public-state
- public-federal

Category of Property

- building(s)
- district
- site
- structure
- object

Number of Resources within Property:

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

Contributing resources previously listed in the National Register: N/A

Name of related multiple property listing: N/A

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this nomination 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 the National Register criteria. () See continuation sheet.

Mark R. Edwards

Signature of certifying official

9/16/96
Date

Mark R. Edwards
State Historic Preservation Officer,
Division of Historic Preservation,
Georgia Department of Natural Resources

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

Signature of commenting or other official

Date

State or Federal agency or bureau

5. National Park Service Certification

I, hereby, certify that this property is:

entered in the National Register

Edson H. Beall

10-18-96

() determined eligible for the National Register

() determined not eligible for the National Register

() removed from the National Register

() other, explain:

() see continuation sheet

Signature, Keeper of the National Register

Date

6. Function or Use

Historic Functions:

INDUSTRY/PROCESSING/EXTRACTION: manufacturing facility

Current Functions:

HEALTH CARE: hospital

7. Description

Architectural Classification:

LATE 19TH AND EARLY 20TH CENTURY STYLES: Classical Revival

Materials:

foundation	Stone: granite
walls	Brick
roof	Asphalt
other	Terra Cotta

Description of present and historic physical appearance:

The Coca-Cola Building Annex is a three-story, Classical Revival-style, brick industrial building located on the south side of Edgewood Avenue in Atlanta, Fulton County, Georgia. Built c.1903-1904, the trapezoid-shaped building occupies the entire 4,331-square-foot lot, with the main facade on Edgewood Avenue and the rear facade on Coca-Cola Place. The three-part main facade features a rusticated basement level, a first floor with large plate-glass windows framed by paired pilasters, and at the second- and third-floor levels, double and tripartite windows grouped between pilasters. Classical Revival details include terra-cotta brackets and capitals, a modillion and dentil cornice, and elliptical windows. The large, open interior spaces of the Annex building were partitioned during a rehabilitation c.1983-1984 when the building was converted to office space. A second rehabilitation from 1993 to 1995 further reorganized the interior to provide housing for homeless HIV-positive and AIDS patients receiving outpatient treatment at Grady Hospital.

The Coca-Cola Building Annex is located in Southeast Atlanta adjacent to the Martin Luther King, Jr., Landmark District. The landmark district commemorates the prosperous black Atlanta east-side neighborhood of "Sweet Auburn" and the places where Dr. King was born, where he worked, lived, and worshipped and where he is buried. The district is organized along Auburn Avenue with many properties bounding on Edgewood. The west end of the district near the Annex building comprises mostly early-20th-century, one-story brick commercial buildings and several vacant lots. Opposite the Annex building on the south side of Coca-Cola Place is the five story, beige-brick Hughes Spalding Children's Hospital, part of the Grady Hospital complex. Many nearby buildings, such as the Butler Street YMCA (1920), and the Municipal Market (1923), are significant because

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of their associations with the historic black Auburn Avenue community in Atlanta.

One block east of the Annex building at 125 Edgewood Avenue is the two-story, Queen Anne-style Dixie Coca-Cola Bottling Company Plant, now the Baptist Student Center at Georgia State University. Built in 1891, this building served as the first Coca-Cola bottling plant from 1900 to 1901 and represents the first application of the franchise concept in the soft-drink industry.

In 1898, Asa Candler built the seventh "home" of Coca-Cola on a triangular-shaped lot at the intersection of Edgewood Avenue and College Street, renamed Coca-Cola Place in 1911. The three-story brick building, located at 179 Edgewood Avenue, comprised office space and a highly automated factory in the basement where the Coca-Cola syrup was produced. In 1903-1904, the Coca-Cola Company constructed along the rear wall of its headquarters a three-story brick annex building. Built to house the newly formed Coca-Cola Chewing Gum Company, the Coca-Cola Building Annex offered more square footage than the adjoining headquarters building.

The new Annex building had the visual effect of extending the headquarters building five bays on Edgewood Avenue because the cornice heights, building materials, fenestration, and organization of the facade closely matched the 1898 building. Second- and third-floor windows, for example, were grouped between pilasters similar to those on the bottling plant. In addition, the elliptical window on the south side of the main entrance to the headquarters is repeated on the main facade of the Annex building.

The headquarters building was destroyed by fire in the 1970s and has since been replaced with a one-story, brick commercial building that occupies the entire lot. Only the east wall of the bottling plant remains. This fragment includes rusticated brickwork at the basement level and decorative brickwork and terra cotta marking cornice and window heights of the former headquarters building.

The main facade of the Annex building comprises three parts: a rusticated granite basement level; a first floor that features the arched main entrance and large plate-glass windows set between paired pilasters; and the second and third floors, which include double and tripartite windows grouped between pilasters. The building is constructed of beige brick with architectural details executed in terra cotta. Small double doors at the east end of the facade provide access to the basement level, which is illuminated by five, six-light casement windows. The main entrance, a replacement doorway set in the historic arched opening, is located in the first bay of the Edgewood Avenue facade. The first-floor plate-glass windows currently fill

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only the lower halves of the original openings. Paired brick pilasters rise between the windows and support molded capitals and foliated terra-cotta brackets. The entablature features decorative brickwork and, above the entrance the street number, 187.

A second series of pilasters embrace the second and third floors and feature ornate, terra-cotta Corinthian capitals. Double and tripartite sash windows of various widths are set between the pilasters. The one-over-one-light windows feature fixed-light transoms. The last bay on the east end of the facade features elliptical windows at the second- and third-floor levels. These four-light windows feature molded surrounds and oversize keystones.

The facade is crowned by a heavy terra-cotta cornice placed several feet below the top edge of the parapet. Elaborately molded, the entablature features a brick string course, cyma recta molding, dentils, and modillions. Cyma recta moldings form the overhanging cornice and top edge of the parapet wall.

The rear facade on Coca-Cola Place is plain, with few of the decorative elements that ornament the main facade. Constructed of red brick with red-tinted mortar, the rear facade features three bays defined by brick piers that rise uninterrupted from the basement level to the entablature. The outside bays include four-over-four-light, tripartite windows with fixed transoms; double windows with transoms fill the center bay. The rear facade is embellished by the constructional polychromy of the grey granite lintels and sills above and below the windows. In addition, the entablature features decorative corbeled brickwork and terra-cotta quarter round and cyma recta moldings.

The rear facade at ground level was altered during the rehabilitations of the 1980s and 1990s. The westernmost bay includes an elevator entrance added in the 1990s and in the easternmost bay, a solid-steel door, installed during the 1980s, provides pedestrian access to the rear of the building in case of emergencies.

The west wall of the building is obscured by the remains of the east wall of the Coca-Cola Headquarters building at 179 Edgewood Avenue. The beige brick wall is several feet thick with an exterior chimney set diagonally in the center. The east facade is a large expanse of plain brick punctuated at the north end by four, six-over-six-light sash windows with brick arches at the third-floor level.

Originally designed as large open spaces, the interior of the Annex building has since been subdivided into many small rooms during rehabilitations c.1983-1984 and 1993-1994. The latter rehabilitation converted the building from office space to housing for homeless HIV-

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positive and AIDS patients receiving outpatient treatment at nearby Grady Hospital. Currently, the first floor features an irregular plan with eleven, small trapezoidal-shaped rooms; five with private bathrooms and three two-room suites that each share a bathroom. Community kitchens are located throughout the building.

A light well on the east side of the building, constructed during the most recent rehabilitation, provides natural light to the first, second, and third floors. The light filters down from a skylight, built 1993-1994, set below the parapet wall. Opposite the light well, along the west wall, is a dog-leg stair. A second, open-well stair was added in the southeast corner of the building during the 1993-1994 rehabilitation. The second- and third-floor plans are similar to the first, with a combination of patient rooms and administrative offices.

Historic fabric that remains intact on the interior of the building includes the common-bond perimeter brick walls, exposed floor joists and wood subfloor, wood baseboards, and window surrounds. The stair, although replaced c.1983-1984, is probably in its original location.

8. Statement of Significance

Certifying official has considered the significance of this property in relation to other properties:

nationally statewide locally

Applicable National Register Criteria:

A B C D

Criteria Considerations (Exceptions): N/A

A B C D E F G

Areas of Significance (enter categories from instructions):

Architecture
Industry

Period of Significance:

c.1903-1905

Significant Dates:

c.1903-1904; date of construction.

1905; date that gum production ceased at the Coca-Cola Building Annex.

Significant Person(s):

N/A

Cultural Affiliation:

N/A

Architect(s)/Builder(s):

Unknown

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Significance of property, justification of criteria, criteria considerations, and areas and periods of significance noted above:

Narrative statement of significance (areas of significance)

Built c.1903-1904 to house the newly-formed Coca-Cola Chewing Gum Company, the Coca-Cola Building Annex represents the early development of the Coca-Cola Company and its attempts to diversify its line of products. The richly-ornamented Classical Revival-style facade is typical of early-20th-century commercial architecture in Atlanta and reflects the rapid growth and early success of the Atlanta-based soft drink company. The Coca-Cola Building Annex is eligible for listing in the National Register of Historic Places under criteria A and C because of its association with industry and its architectural significance. The Annex building is among the few remaining buildings associated with the early development of Coca-Cola in Atlanta.

The Coca-Cola Company built the Annex building to house the Coca-Cola Chewing Gum Company. The company had been experimenting with chewing gum since the 1890s. Coca-Cola produced it as a spin-off consumer item that was marketed to take advantage of the company's popular trademark. Other company spin-offs include cigars and candies.

Unlike the popular soft drink, the gum was not successful and Coca-Cola dropped the product in 1905, less than a year after the Annex building was completed. Coca-Cola never officially sponsored the chewing gum, but continued efforts to limit its distribution. In later years, the gum, which was sold under the Coca-Cola trademark, had deteriorated in quality and became a source of embarrassment to the company.¹ Though short-lived, the Coca-Cola Gum Company represents efforts by Coca-Cola to expand its product line by capitalizing on the success of its soft drink and Coca-Cola's name recognition.

The three-story Coca-Cola Company Building Annex, together with the adjoining headquarters building, formed a massive brick structure that rose above the small frame dwellings on Edgewood Avenue. The finely-detailed Classical Revival-style facades and large first-floor windows are typical of commercial and industrial buildings constructed along Edgewood Avenue and elsewhere in Atlanta. These featured ornate facades, open basement and first-floor plans, and office space above. Like the headquarters building which featured a factory in the

¹Mark Pendergrast, *For God, Country and Coca-Cola: The Unauthorized History of the Great American Soft Drink and the Company that Makes It*. (New York: MacMillian Publishing Company, 1993), 92.

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basement and offices in the floors above, the interior of the Annex building featured large open spaces for the production of chewing gum. The upper floors were leased to other business concerns.

The design of the Annex Building facade is largely an extension of the headquarters building. Built in 1898, the Coca-Cola headquarters building featured seven bays along Edgewood Avenue with "Coca-Cola" written in the trademark script lettering above the corner entrance. The success of Coca-Cola is reflected in the significant investment Asa Candler made in the headquarters building, which included brick construction, ornate facade, and sophisticated technological improvements in syrup production. Four years later, the rapidly-growing company built the adjoining Annex building, which was larger than headquarters building and featured significantly more terra-cotta ornamentation on the main facade.

The Coca-Cola Company has had eight "homes" in Atlanta before the company relocated to its current North Avenue headquarters in 1920. Most of these early buildings associated with the early development of the Coca-Cola Company have either been altered or destroyed. The Dixie Coca-Cola Bottling Company Plant, a National Historic Landmark, and the Coca-Cola Building Annex are among the few surviving Coca-Cola buildings that retain enough historic integrity to convey their historic significance.

National Register Criteria

A, C

Criteria Considerations (if applicable)

N/A

Period of significance (justification)

The c.1903-1904 - 1905 the period of significance reflects the period that chewing gum was produced in the Coca-Cola Annex Building by the Coca-Cola Gum Company, beginning with the construction of the building c.1903-1904 to 1905, when the Coca Cola Company dropped its line chewing gum.

Contributing/Noncontributing Resources (explanation, if necessary)

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N/A

Developmental history/historic context (if applicable)

In 1898, Asa Candler built the seventh "home" of the Coca-Cola Company on a triangular-shaped lot bounded by Edgewood Avenue to the north, College Street to the south, and a one-story, frame dwelling to the east. During the early 19th century, this neighborhood along the west end of Edgewood Avenue was characterized by residential development that included churches and small store buildings. One-story, single- and multiple-family frame dwellings surrounded Candler's new three-story brick headquarters building.

In 1899, the Coca-Cola Company purchased from C. W. Hubner the tract of land along the east side of its newly-constructed headquarters building. The company razed the one-story frame dwelling that occupied the site and c.1903-1904 built adjoining its headquarters a three-story, brick building known as the Coca-Cola Building Annex. The Coca-Cola Chewing Gum Company, incorporated in 1903, occupied the main floor of the Annex building; Warlick & Kennedy Company sheet metal workers rented space on the second floor.

Coca-Cola Chewing Gum, however, did not sell well and the new product was dropped. In 1905, the chewing gum company was transferred to the Franklin Manufacturing Company in Virginia. As a result, the Coca-Cola Chewing Gum Company briefly occupied the Coca-Cola Building Annex from c.1903-1904 to 1905.

Between 1906 and 1914, the Annex building was occupied by several printing companies that may have participated in Coca-Cola advertising campaigns. The Coca-Cola Company's advertising office was located on the third floor of the 179 Edgewood Avenue headquarters building, adjacent to the Annex building printing offices. Each branch or franchise and the company headquarters were responsible for their own advertising and promotions until 1906, when the company hired a firm to coordinate national advertising campaigns.

During the first decade of the 20th century, the Coca-Cola Company began to aggressively market the soft drink in print advertisements and other promotional items. In 1900, Coca-Cola spent \$85,000 on advertising and mailed out over a million advertisements. By 1912, the Coca-Cola was spending over a million dollars annually on advertising and by 1913, company had printed advertisements on over 100 million items, including calendars, fans, thermometers, wall clocks, match books, napkins, coupons, small mirrors, blotters, baseball scorecards, bookmarks, and metal trays.² Paper and printed

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items were especially popular because graphic arts printing had improved significantly during the early decades of the 20th century and were inexpensive to produce. The blotters, bookmarks, and coupons for free samples of the drink, were among the most frequently used advertising products.

During the early 1900s, other businesses associated with the production of soft drinks developed in the area around the Coca-Cola headquarters building. As early as 1905, a bottling manufacturer operated in a large, two-story brick building adjoining the east side of the Annex building. The building, located at 191-193 Edgewood Avenue, no longer survives. Because the Coca-Cola Company did not have a standard bottle design or supplier until 1916, it is possible that the Edgewood Avenue bottle works may supplied the company headquarters with bottles for its syrup.

Eleven years after building its Edgewood Avenue headquarters building, the Coca-Cola Company sought more space for its rapidly expanding operations. In 1909, The Coca-Cola Company sold both the headquarters building and Annex building to the executors of the James R. McKeldin Estate. In 1911, the executors of the estate divided the two Coca-Cola Company properties and in 1913, sold the Annex building to Dr. J. H. Lorenz, an Atlanta dentist. Two years later, Lorenz and W. A. Bower established the Brower Candy Company in the Annex Building. In 1934, after failing to pay city taxes and repay a loan to the State Mutual Life Assurance Company, Dr. Lorenz lost the property. That year, Elyea Inc. purchased the building at a sheriff's sale. The Brower Candy Company continued to operate in the Annex Building until 1937.

In 1938, Consolidated Realty Investments purchased the building, which remained vacant from 1938 to 1943. In 1940, the property was purchased by Choice Flavors, Inc., manufacturers of syrup and flavors. Choice Flavors occupied the property from 1943 to 1974. The Annex building remained unoccupied from 1975 to 1984. During this period, a fire emanating from the adjacent building at 179 Edgewood Avenue caused damage to interior first-floor rooms and the main facade of the Annex building.

In 1980, the property was transferred to Bishop F. Smith, Jr. Three years later, Smith sold the building to John I. Rivers. Rivers, an architect, extensively remodeled the interior the building c.1983-1984, dividing the large, interior spaces into small offices. Between 1984 and 1991, the Annex building was occupied at various times by

²Ibid.

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lawyers, architects, a business machines company, the Tuskegee Institute of Nursing and Health, Morehouse Medical Association, an insurance company, and the Georgia State University Center for Public and Urban Research.

In 1990, Rivers sold the Annex building to the Equitable Life Assurance Society. In December 1992, the Cooperative Resource Center, Inc., a non-profit housing development cooperation, purchased the property. From 1993 to 1994, the Annex building was converted to provide housing for homeless HIV-positive and AIDS patients receiving outpatient treatment at Grady Hospital. The rehabilitation was performed according to the Secretary of the Interior's "Standards for Rehabilitation" under the Federal Rehabilitation Tax Credit program.

9. Major Bibliographic References

Historic Preservation Section, Georgia Department of Natural Resources. Georgia's Living Places: Historic Houses in their Landscaped Settings. Atlanta: Historic Preservation Section, Georgia Department of Natural Resources, 1991.

Wilson-Martin, Catherine. Historic Property Information Form. June 1993. On file at the Office of Historic Preservation, Georgia Department of Natural Resources, Atlanta, Georgia, with supplemental information.

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested August 3, 1993; NPS (Tax Certification) Project No. 1715-93-GA-94-1506
- 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, Specify Repository:

Georgia Historic Resources Survey Number (if assigned):

N/A

10. Geographical Data

Acreage of Property Less than 1 acre

UTM References

A) Zone 16 Easting 742560 Northing 3737990

Verbal Boundary Description

The boundary encompasses 0.099 acres associated with the Coca-Cola Building Annex as indicated with a heavy black line on the enclosed plat map. The plat map is drawn to scale.

Boundary Justification

The boundary follows the current legal boundary of the property.

11. Form Prepared By

name/title Steven H. Moffson, Architectural Historian
organization Historic Preservation Division, Georgia Department of Natural Resources
street & number 500 The Healey Building, 57 Forsyth St., NW
city or town Atlanta **state** Georgia **zip code** 30303
telephone (404) 656-2840 **date** September 15, 1996

consultant services Catherine Wilson-Martin, Duluth, Georgia

(ONP form version 12-08-93)

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Photographs

Name of Property: Coca-Cola Building Annex
City or Vicinity: Atlanta
County: Fulton
State: Georgia
Photographer: James R. Lockhart
Negative Filed: Georgia Department of Natural Resources
Date Photographed: November 1995

Description of Photograph(s):

- 1 of 7 Main facade, photographer facing southwest.
- 2 of 7 Detail of main facade, photographer facing south.
- 3 of 7 East elevation and south facade, photographer facing east.
- 4 of 7 South facade and west elevation, photographer facing northwest.
- 5 of 7 Interior, first floor, light well, photographer facing west.
- 6 of 7 Interior, second floor, front corridor, photographer facing east.
- 7 of 7 Interior, second floor, northwest corner, patient room, photographer facing north.

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Photographs

Coca-Cola Building Annex
187 Edgewood Avenue
Atlanta, Fulton County, Georgia

First Floor Plan

Edgewood Avenue Coca-Cola Place

No Scale

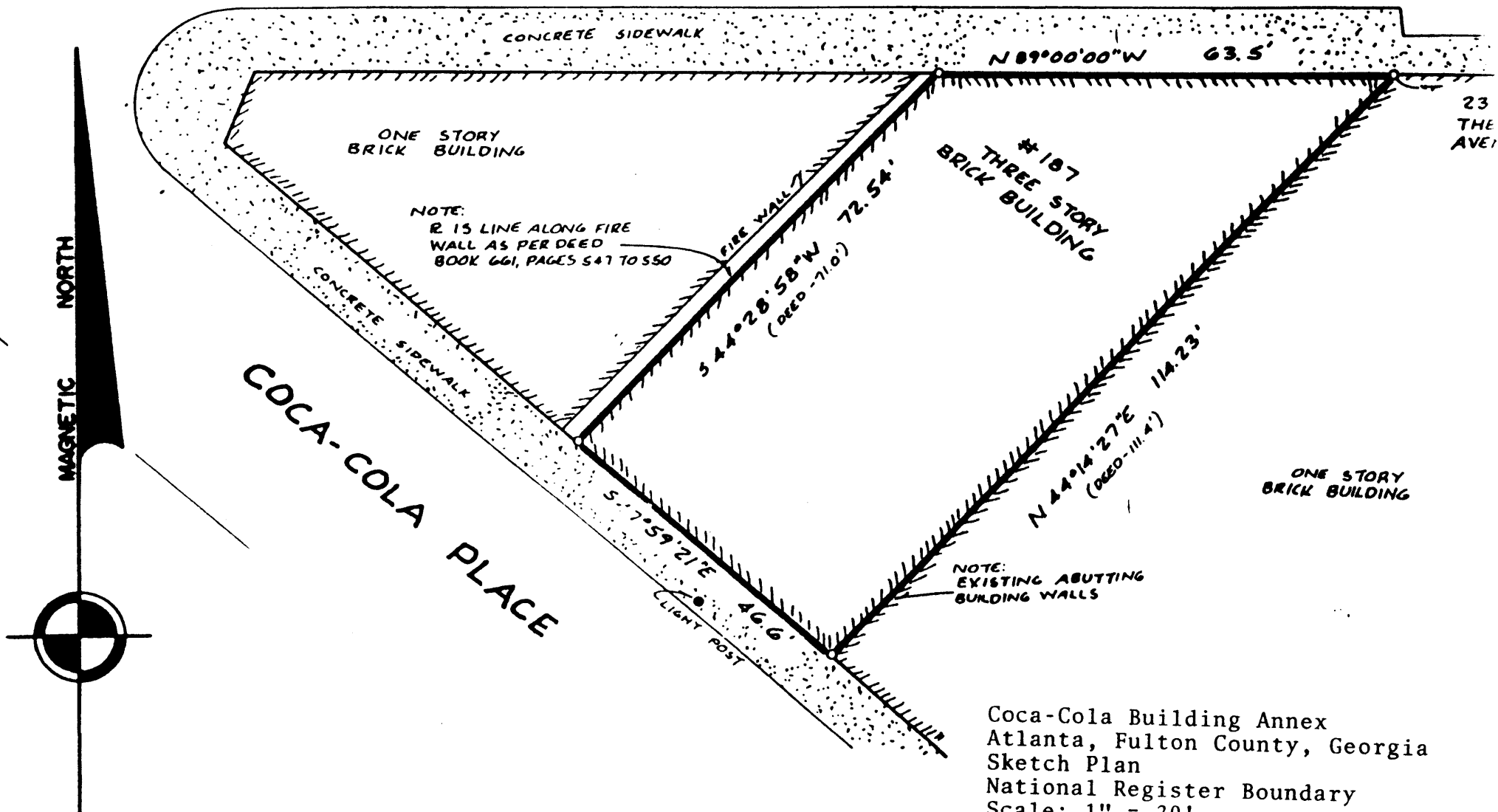
N

indicates view and direction of photographs

1 2 3 4

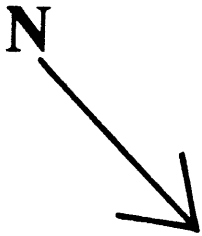
EDGEWOOD AVENUE

(FORMERLY FOSTER STREET)

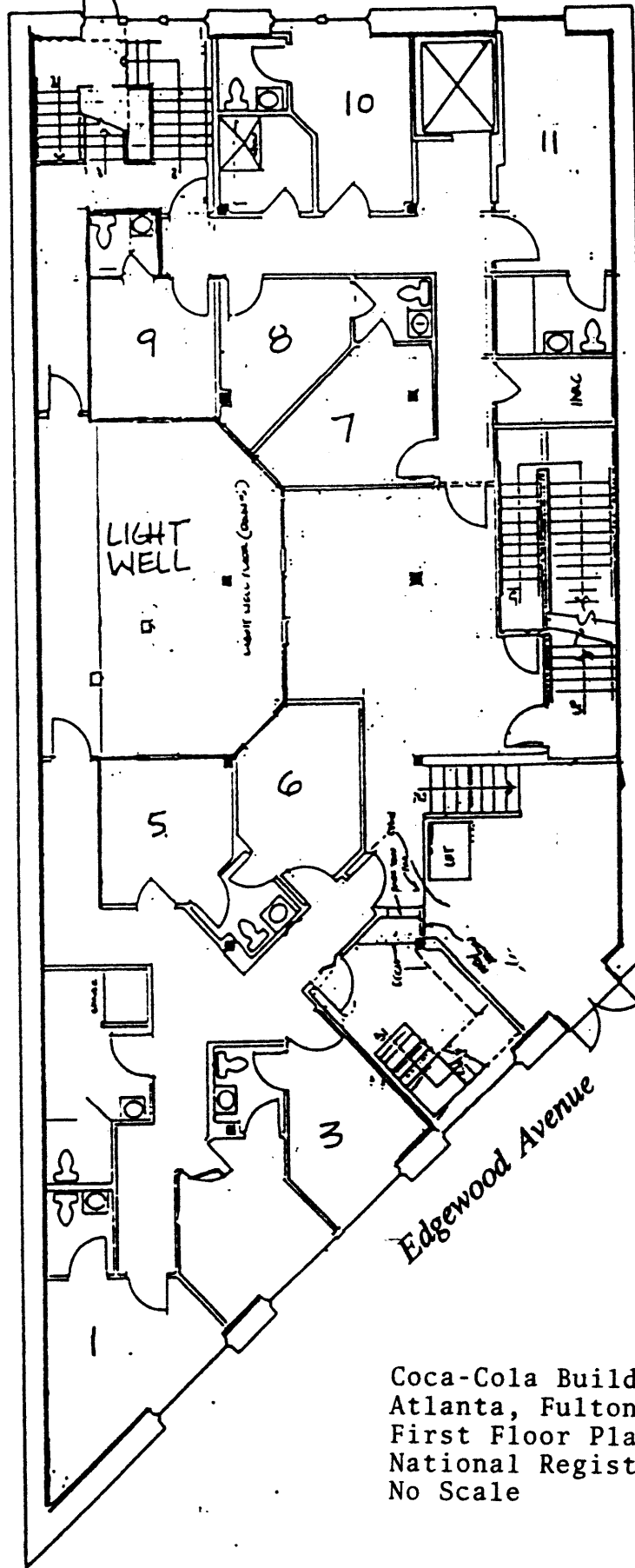


Coca-Cola Building Annex
Atlanta, Fulton County, Georgia
Sketch Plan
National Register Boundary
Scale: 1" = 20'

Coca-Cola Place



No Scale



Coca-Cola Building Annex
Atlanta, Fulton County, Georgia
First Floor Plan
National Register Boundary
No Scale