



HISTORIC SITE PRESERVATION BOARD

DATE: February 12, 2019

NEW BUSINESS

SUBJECT: HAL KEASLER AND JAMES MURPHY, OWNERS, REQUESTING APPROVAL FOR EXTERIOR ALTERATIONS TO "THE CORK & BOTTLE BUILDING" (AKA "SIMPSONS RADIO & FRIGIDAIRE BUILDING"), A CLASS 1 HISTORIC SITE LOCATED AT 324 / 344 NORTH PALM CANYON DRIVE, APN: 513-081-017 (HSPB #31 / CASE 3.1299 MAA). (KL)

FROM: Department of Planning Services

SUMMARY:

The applicants recently purchased the Cork n Bottle Building ("342") and attached annex building ("344") from the City of Palm Springs and seek approval to for alterations to the exterior of the building to prepare it for new (yet to be determined) retail tenants.

RECOMMENDATION:

Approve with conditions as follows:

1. Investigate via scraping or other means the original building color and determine via a subcommittee of the HSPB whether it is appropriate to repaint to that color.
2. Provide specific detail on proposed architectural lighting (location, mounting method, dimensions, brightness, location of transformers, etc. for approval by a subcommittee of the HSPB.
3. Clearly document for the City's archival file the components that are replicated or which reflect the original details of the building.

BACKGROUND:

The Cork n Bottle Building was constructed around 1935-36 and first occupied by Simpsons Radio and Frigidaire Shop. An October 15, 1937 advertisement in the Desert Sun credits the design of the building to architects Brewster and Benedict and its construction to William Marte, Contractor. It is a rare example in Palm Springs of a Depression Era Art Moderne or Streamline Moderne style building. The defining characteristics of the Art Moderne style which can be found on the building are:

- The double and triple bands of horizontal "streamline" moldings w/recessed aluminum banding.

- Flat unembellished blocky wall surfaces clad in sand finish stucco.
- Rounded top on the end-most pilasters.
- A symmetrical façade.

As seen in the photo below, the façade was clad in light-colored stucco with a black “wainscot” spanning the entire front façade from the pavement up to the sill of the display windows that appears to be either stone or perhaps a porcelain enamel panel material. The display windows are segmented into 3 glass panels in a narrow aluminum or steel frame with the center glass panel slightly wider than the two flanking glass panels. At the center of the façade is a full lite entry door. A hierarchy of blocky “piers” or “pilasters” are located at the corners of the front façade and on either side of the central entry door. Above the entry door is a tall rectangular stucco “tower” on which a metal and exposed tube neon sign was placed denoting “Ted Reed Frigidiare”.

PHOTO OF 342 NORTH PALM CANYON DRIVE C. 1946.



PHOTO BELOW SHOWING CURRENT CONDITION OF TOWER, CLOCK, HORIZONTAL BANDING



BELOW LEFT SHOWING ENTIRE FAÇADE C. 2009

RIGHT: DETAIL OF ROUNDED TOP OF CORNER PILASTERS



Approximately a foot or so above the head of the door and storefront windows is a horizontal “eyebrow” element spanning the front façade of 342. The fascia or front edge of this eyebrow, currently covered in stucco and is in very poor condition. Originally, it was detailed to appear as two narrow “strips” projecting out from the face of the building, with a recessed aluminum banded surface between them. The eyebrow extends further out over the door and two center pilasters to form a semi-circular “cover” over the door. Metal channel cut letters with exposed neon spelling “Radio Shop” were originally mounted on this semi-circular eyebrow element. The eyebrow was rounded at either end of the façade. A similar horizontal projecting pair of “stripes” with rounded ends wrap the two corner pilasters and extend over a portion of the front parapet wall. Near the top of the two pilasters flanking the center door are more dual-striped projecting decorative elements, however these elements wrapped the sides of the pilasters and have squared rather than rounded corners. Finally at the top of the center tower is a projecting horizontal element with three bands with squared off corners. At some time in the past the “Frigidaire” sign was removed and a square clock was installed.

The entire composition of the front façade is characteristic of the “Streamline Modern” or “Art Moderne” architectural period of the 1930’s, with simple strong blocky geometric forms, banding and strips giving a “fast” horizontal appearance to the building.

Individuals and businesses associated with the building.

The first known owner / occupant was Clarence Simpson (1902 – 1944) who ran Simpson’s Radio and Frigidaire until 1943, when, due to declining health, he sold the business to Ted Reed, a retailer who worked previously at Desmond’s Department Store in Palm Springs. Reed operated the Radio and Frigidaire store at 342 North Palm Canyon Drive until 1949, when he moved his business to a new shop at 875 North Palm Canyon Drive.¹

The Cork n Bottle liquor store, owned by James A. Mack, Ann Portnoy and Merrill Crocket, a pharmacist, first opened in 1946 at 392 North Palm Canyon Drive.² By November, 1950, advertisements note the Cork n Bottle store address as 342 North Palm Canyon. No information has been found documenting when the Cork n Bottle store moved from 392 to 342 N. Palm Canyon. In 1957, local contractor William Foster and glazier Robert Clark purchased the liquor store.³ No information has been found as to when the clock, located on the center pier of the building was added.

Past alterations and changes.

From photos taken in the 1950’s, it can be seen that the storefront of the building was modified, removing the wide pilasters flanking the center door, removal of the “Frigidiare” and “Radio Shop” signs and extending the display windows down to the floor. A series of metal spot lights were cantilevered from the parapet to illuminate the “Cork n Bottle” sign. Immediately north of 342 is a narrow “annex” with the address 344

¹ Desert Sun, July 22, 1949.

² Desert Sun November 22, 1946. April 29, 1947.

³ Desert Sun August 10, 1957.

N. Palm Canyon Drive. As seen in photos below, this annex was not integrated architecturally with the main façade of 342.

BELOW LEFT SHOWS CORK & BOTTLE LIQUOR STORE AT 392 N. PALM CANYON DRIVE CANYON



DISTINCTIVE—A Palm Canyon Drive shop that attracts attention from all passers by because of its modern front, is the Cork 'n Bottle at 392 North Palm Canyon Drive. Anne Portnoy is the owner of the unique shop. (Desert Camera Shop photo.)

BELOW RIGHT, CORK N BOTTLE AT 342 PALM C. 1955.



C. 1950's: CENTER PILASTERS REMOVED & DISPLAY WINDOWS ENLARGED DOWN TO THE FLOOR. NOTE THE "ANNEX" AT THE LEFT (344 NORTH PALM CANYON DRIVE)



PHOTO COURTESY OF "GORILLAS DON'T BLOG" BLOGSPOT.COM

<i>Related Relevant City Actions by Planning, Fire, Building, etc...</i>	
1935-36	Simpson's Radio & Frigidaire Building completed, designed by architects Brewster & Benedict.
1942- 1949	Ted Reed assumes ownership of the retail store following the death of Clarence Simpson and operates at 342 N. Palm Canyon until 1949.
1946	Cork & Bottle Liquor store opens at 392 N. Palm Canyon Drive
Circa 1950	Cork & Bottle Liquor store appears to be relocated to 342 N Palm Canyon Drive.
May 1, 1996	City Council designates the Cork n Bottle Building a Class 1 historic site (CC Resolution 18822).
2006	City of Palm Springs purchases the Cork n Bottle Building.
August 11, 2009	HSPB approved repaint of the building to white subject to condition that the City conduct a "paint test" to determine original colors for archival purposes. (no paint test information has been found.)
December 14, 2010	HSPB approved reroof of the building.
November 2018	Purchase of the building from the City by the current owner.

ANALYSIS:

The owner / applicant purchased the 342 and 344 buildings in 2018 with the intent to renovate / restore them for lease to prospective retail tenants. The following alterations to the site are proposed as outlined in the drawing set date stamped February 5, 2019.

Demolition:

1. Reduce the height of a narrow filler wall at the south edge of the façade to 10 feet.
2. Remove the existing deteriorated "eyebrow" horizontal band across the entire front façade just above the storefront windows.
3. Remove existing windows, sidelights, transom glass on front façade.
4. Remove existing glass entrance doors on the front facade.
5. Remove steel picket railing across front of store.
6. Remove, repair, and reinstall the wall clock on the center column of the front facade.
7. Reduce the front parapet height at 344 North Palm Canyon Drive to match the parapet height of the front of 342 Palm Canyon.
8. Remove, repair and replace deteriorated stucco on all sides of building.
9. Remove and replace historic marker.
10. Remove existing and exposed conduit and other utilities from all wall surfaces of the building.
11. Remove chains supporting the existing "eyebrow".
12. Gut and rehabilitate the interior and all electrical / mechanical / plumbing systems.

Proposed new work:

13. Reconstruct “pilasters” on either side of front door to match original.
14. Repair and re-stucco all pilasters. (Color to be determined.)
15. Install the “Black Pearl” stone or equal in pieces to the bottom of the storefront windows sills as seen in the 1946 vintage photo.
16. Replace storefront windows with narrow style, steel-framed storefront windows in the same three-panel proportions and dimensions as seen in the 1946 vintage photo, preferably in clear anodized aluminum finish (or equal).
17. Replace the front entry door with the same full lite style door as seen in the 1946 vintage photo preferably in a clear anodized aluminum finish (or equal).
18. Replace the horizontal eyebrow element over the front façade door and windows in metal with the same dimensions, proportion and detailing as seen in the 1946 vintage photo. Included will be the semi-circular cover over the center door. Eyebrow to extend only across the façade of the 342 building only.
19. Provide simple LED architectural lighting for night time illumination.

REQUIRED FINDINGS.

Evaluation of proposed alterations in accordance with PSMC 8.05.110 (E, 1 – 4):

A request for alteration of a Class 1 historic site shall be approved if the proposed project is found to be in conformance with the following criteria:

1. *That the proposed alteration does not significantly impact or materially impair the character-defining features of the historic resource as listed in the resolution for historic designation, or, where a character-defining feature may be impacted, the proposed alteration minimizes that impact as much as possible.*

The proposed alterations generally respect the historic significance and architectural style of the Cork n Bottle Building, The small “annex” at 344 North Palm Canyon Drive does not appear to be part of the original building. The applicant has appropriately retained the simple façade elements for 344.

Historic photos show fixed, 3-panel display windows in narrow metal frames. The historic integrity of the façade will be strengthened by the proposed the new windows which are configured to reflect the appearance and proportions of the display windows shown in the 1946 photos.

Similarly, a replacement door similar to the one seen in the 1946 photo is proposed that will also strengthen the integrity of the façade. The project can be found consistent with this guideline.

2. *That the proposed alteration will assist in restoring the historic resource to*

its original appearance where applicable, or will substantially aid its preservation or enhancement as a historic resource.

The earliest known photograph of the building is from 1946. As noted above, many of the proposed alterations reflect the condition of the building from that time and improve the historic integrity of the building. The proposed alteration will assist in restoring the historic Cork n Bottle Building and can be found consistent with this guideline.

3. *That any additions to the historic resource are consistent with the massing, proportions, materials, and finishes of the existing historic resource, and (i) can be distinguished from the existing historic resource as may be appropriate; or (ii) are indistinguishable from the historic resource as may be appropriate, and where such alterations are clearly documented in the City's archival file for the historic resource as being non-original to the historic resource.*

There are no additions proposed. The proposed alterations including restoration of the horizontal banding, reconstruction of the pilasters flanking the main entry, reconstruction of display windows to the size and type as seen in the 1946 photo, strengthen the historic integrity of the building. In this case, it is appropriate that the alterations reflect as closely as possible the original details of the building. The alterations will be clearly documented in the City's archival file for the building. As conditioned, the project conforms to this guideline.

4. *That, in cases where Federal funds are to be utilized financing the proposed alterations, the alterations are consistent with the Standards for the Treatment of Historic Structures as put forth by the U. S. Secretary of the Interior.*

There are no known federal funds associated with the proposed project.

ENVIRONMENTAL

The proposed alterations are deemed a project under the guidelines of the California Environmental Quality Act (CEQA). Pursuant to Section 15064.5 "*Determining the Significance of Impacts on Historical and Unique Archeological Resources*", the Cork N Bottle Building is a "historic resource" under CEQA because it is listed in the local register of historic resources (Class 1, HSPB #31).

According to CEQA, a project with an effect that may cause a "*substantial adverse change*" in the significance of a historical resource is a project that may have a "*significant effect*" on that resource. "*Substantial adverse change*" includes alteration of the *immediate surroundings* of the historic resource such that the significance of the resource would be *materially impaired*.

The proposed project will impact certain elements of the historic resource on this site such as replacement of the deteriorated horizontal banding, replacement of doors, windows and exterior surface materials.

CEQA allows for a Class 31 Categorical Exemption (*Historical Resource Restoration / Rehabilitation*) for projects involving maintenance, repair, stabilization, rehabilitation, restoration, preservation, conservation or reconstruction of historical resources in a manner consistent with the Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic Buildings (1995), Weeks and Grimmer.

The work proposed includes retaining as much of the existing materials and details as possible, using new materials only where salvage of existing components is not possible due to severe deterioration. New materials such as replacement of doors, windows, surface materials and so on have been conditioned to reflect the original condition of the building as evidenced in the photographs from the 1940's, and for such component replacement to be documented in the City's archival file for the site.

Therefore, the project will not impact the site to the level of "a substantial adverse change" nor will it "materially impair" the significant defining historic characteristics of the building. Therefore, pursuant to Section 15331 (Historical Resource Restoration/Rehabilitation) of CEQA, a Class 31 Categorical Exemption is proposed for the project.

CONCLUSION:

Over time, deferred maintenance and alterations have diminished the historic integrity of the Cork n Bottle Building. As conditioned, the proposed project will substantially improve the building and re-establish it as an attractive retail location that will contribute to the economic vitality and historic diversity of downtown Palm Springs.



Ken Lyon, RA
Associate Planner



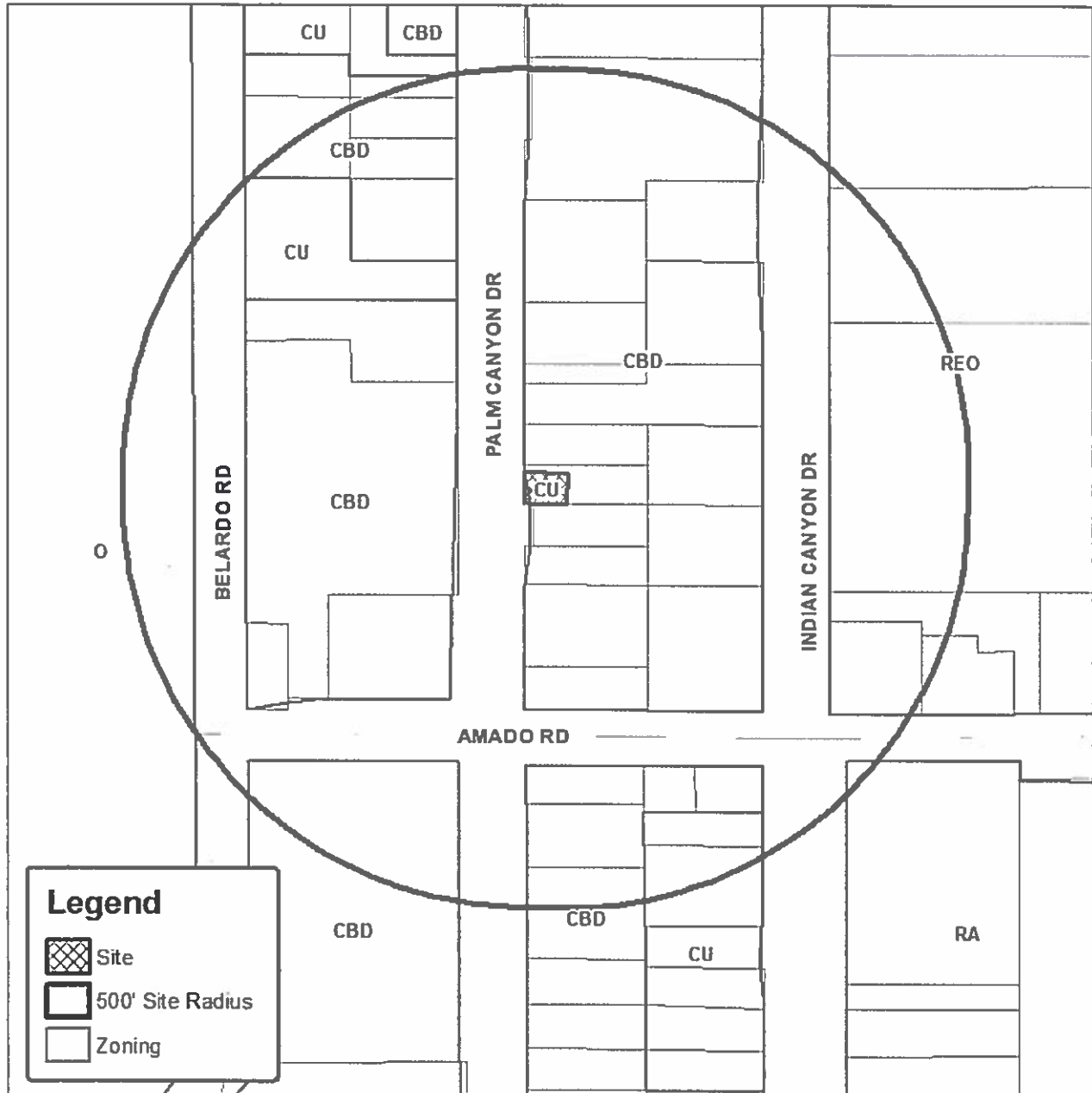
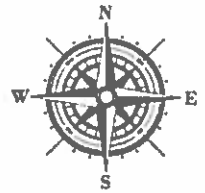
Flinn Fagg, AICP
Director of Planning Services

ATTACHMENTS:

1. Vicinity Map
2. Exhibits, plans, elevations, color and materials.



Department of Planning Services Vicinity Map

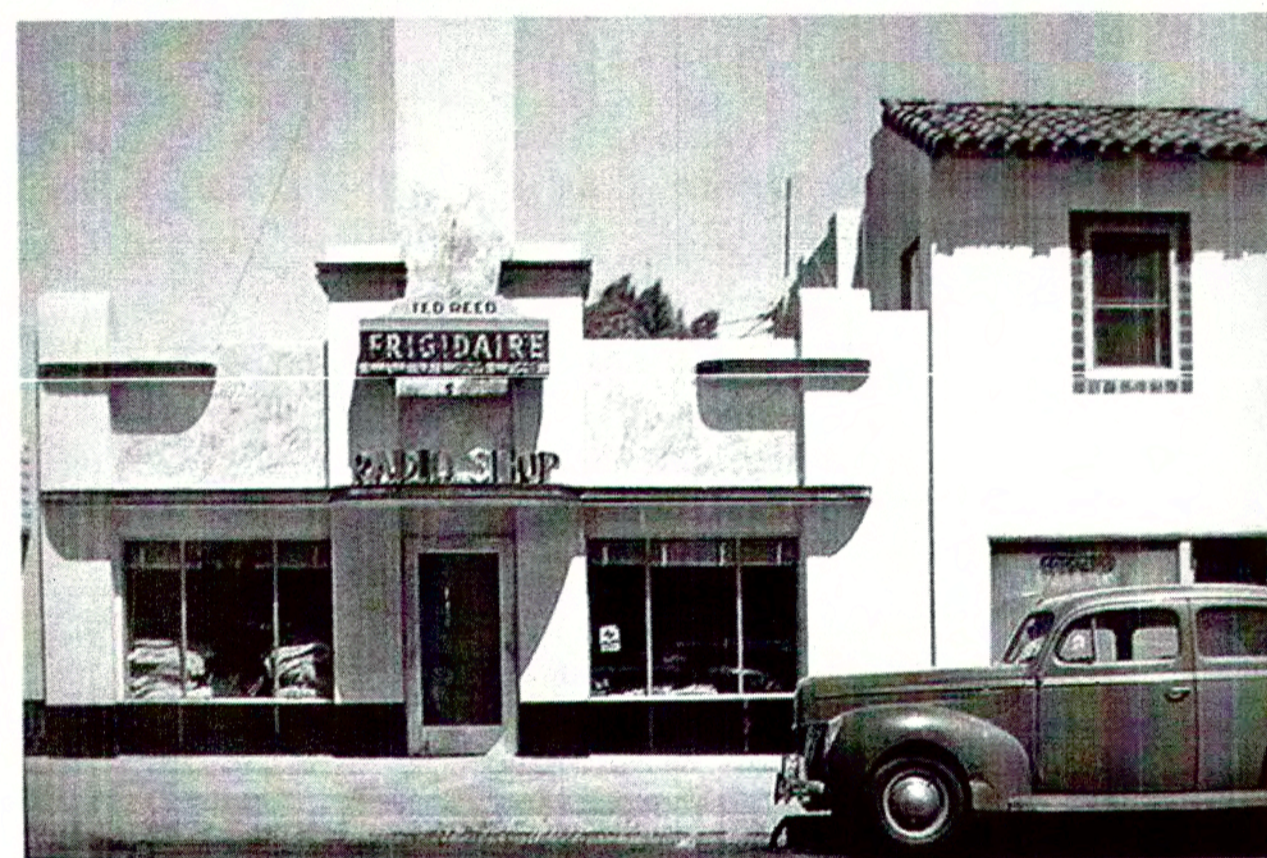


Legend

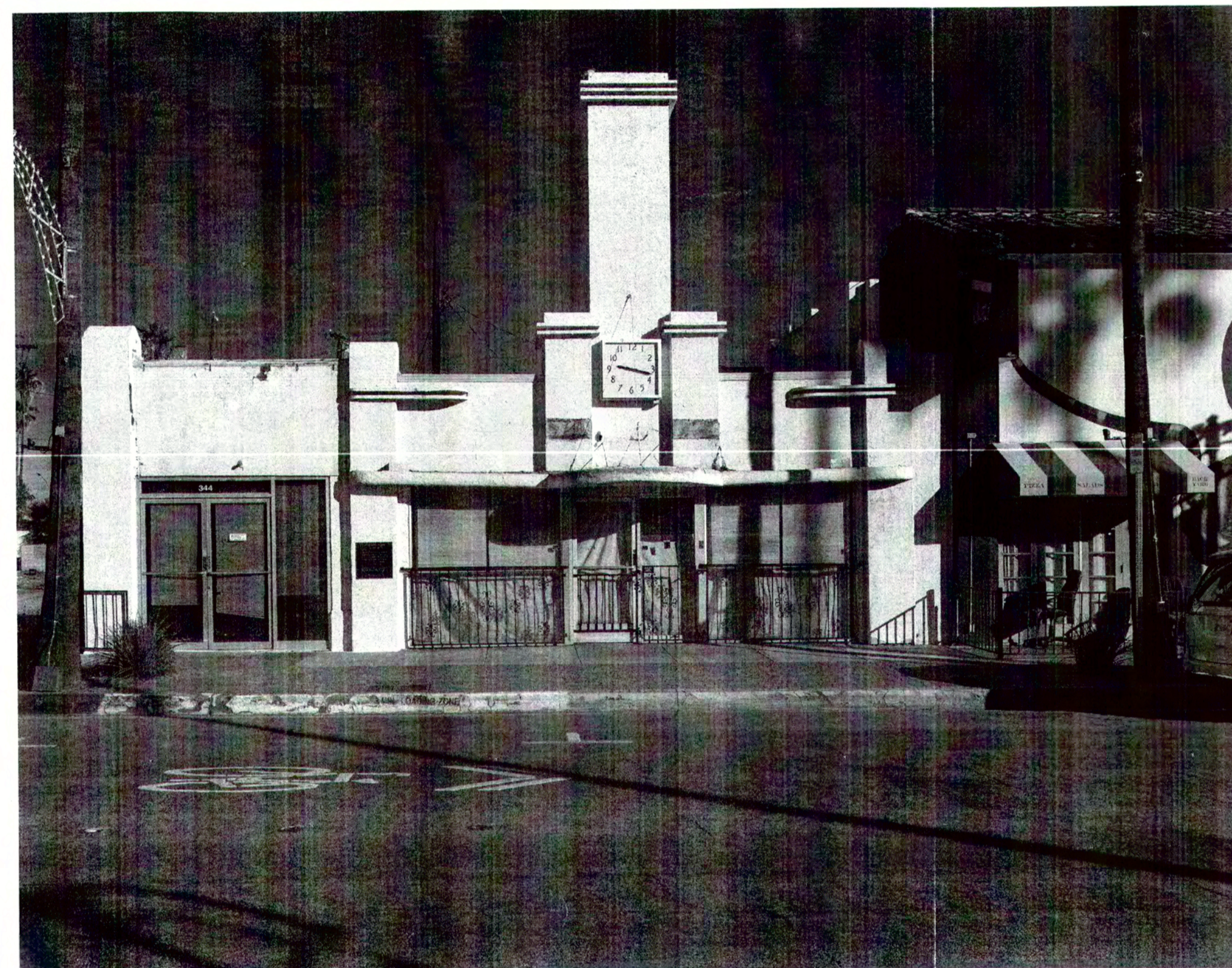
- Site
- 500' Site Radius
- Zoning

CITY OF PALM SPRINGS
HSPB 31 Cork and Bottle
342 North Palm Canyon Drive

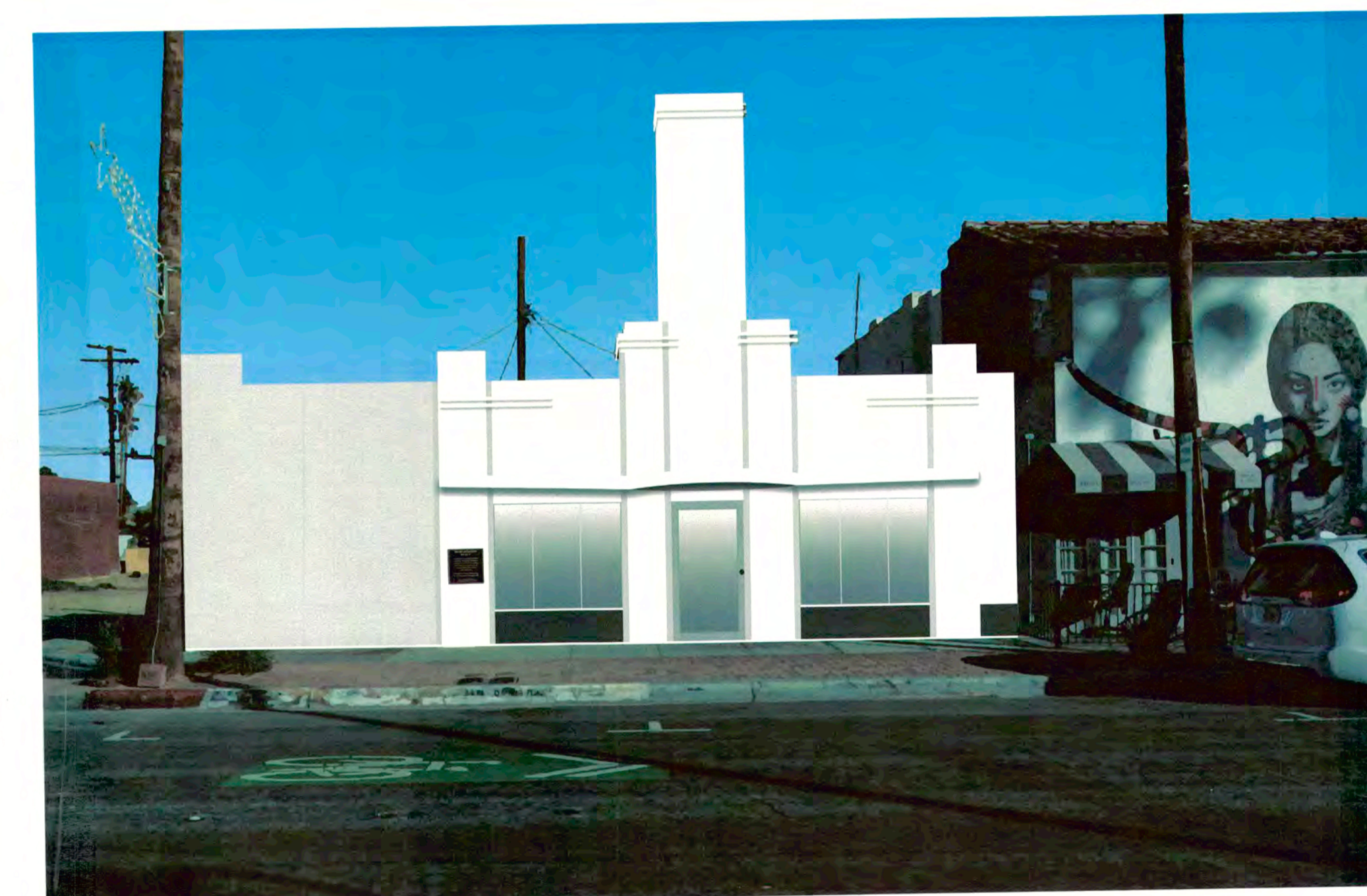
Past



Recent



Future



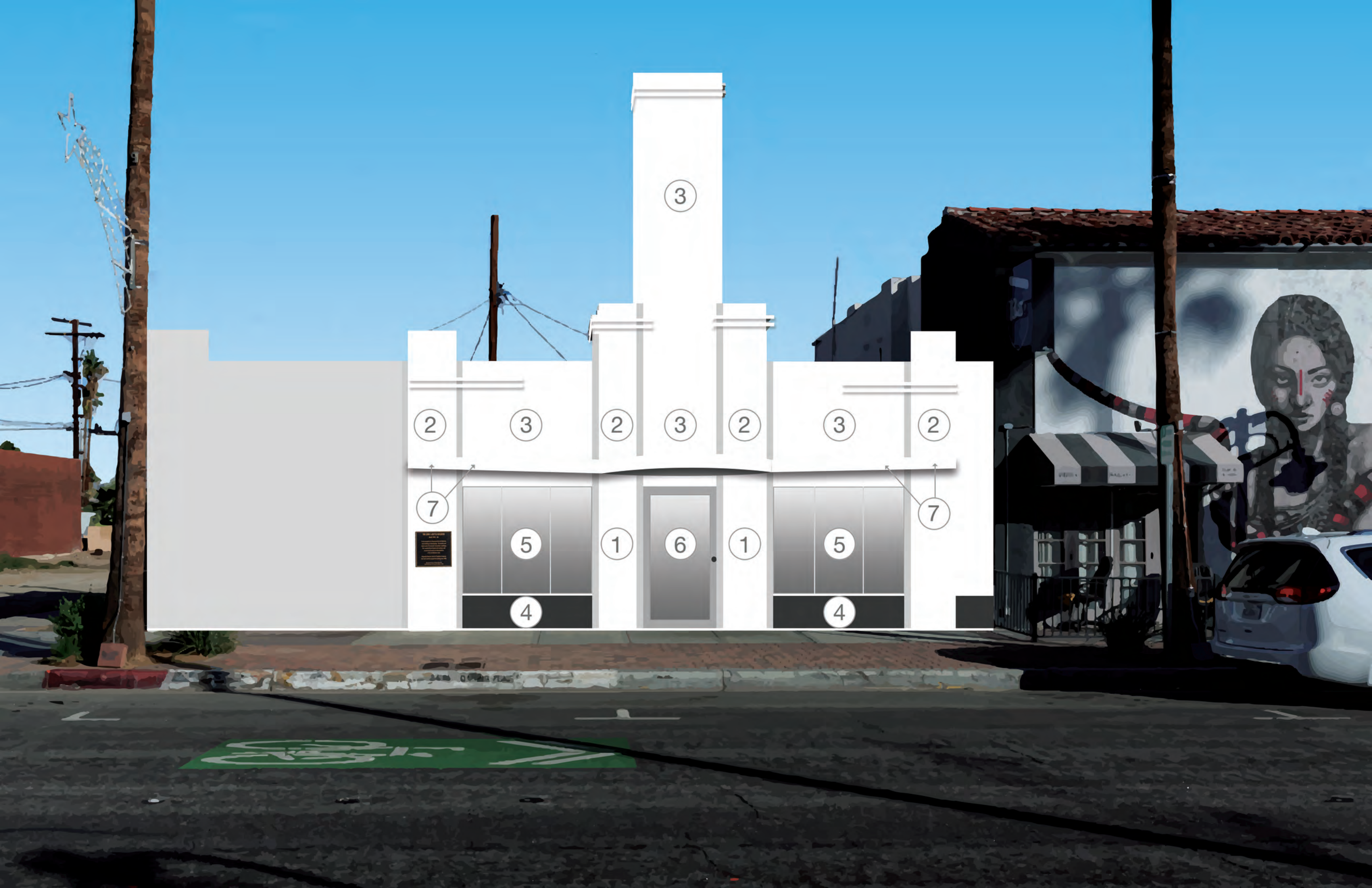
342 North Palm Canyon Drive

Palm Springs, CA

Project: HSPB # 31

PAGE	TABLE OF DRAWINGS
1.	Title Page
2.	Topographical Property Map
3.	Existing Elevations
4.	Elevations and Scope of Demolition
5.	Scope of Restoration and Renderings

PAGE 1	TITLE PAGE
	KEASLER MURPHY PROJECT
	342 NORTH PALM CANYON DRIVE
	PALM SPRINGS, CA
	HSPB # 31 RESTORATION; Rev1, 2/5/19



3

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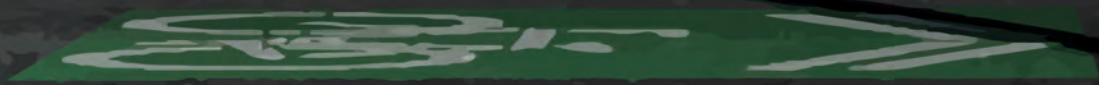
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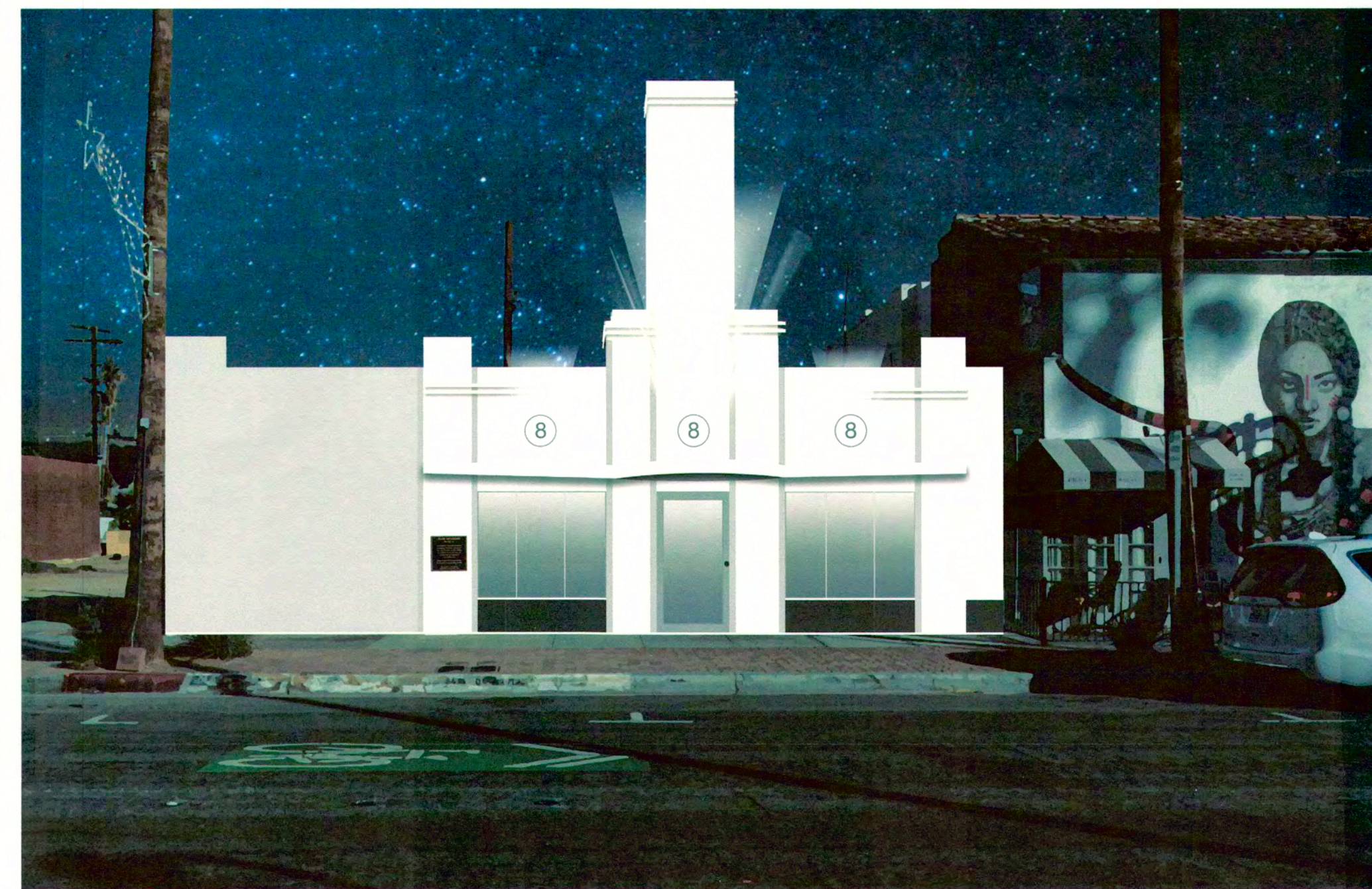
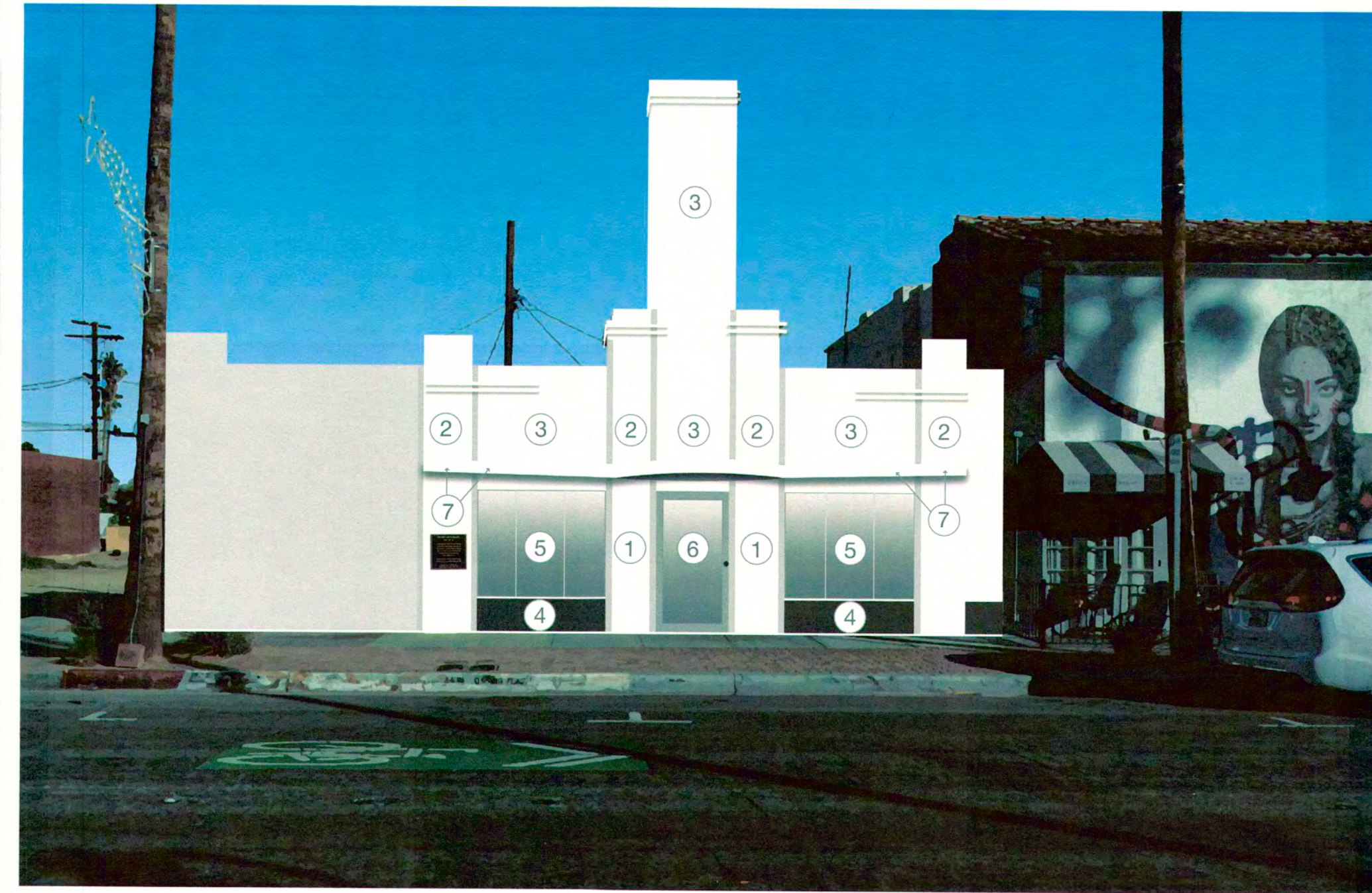
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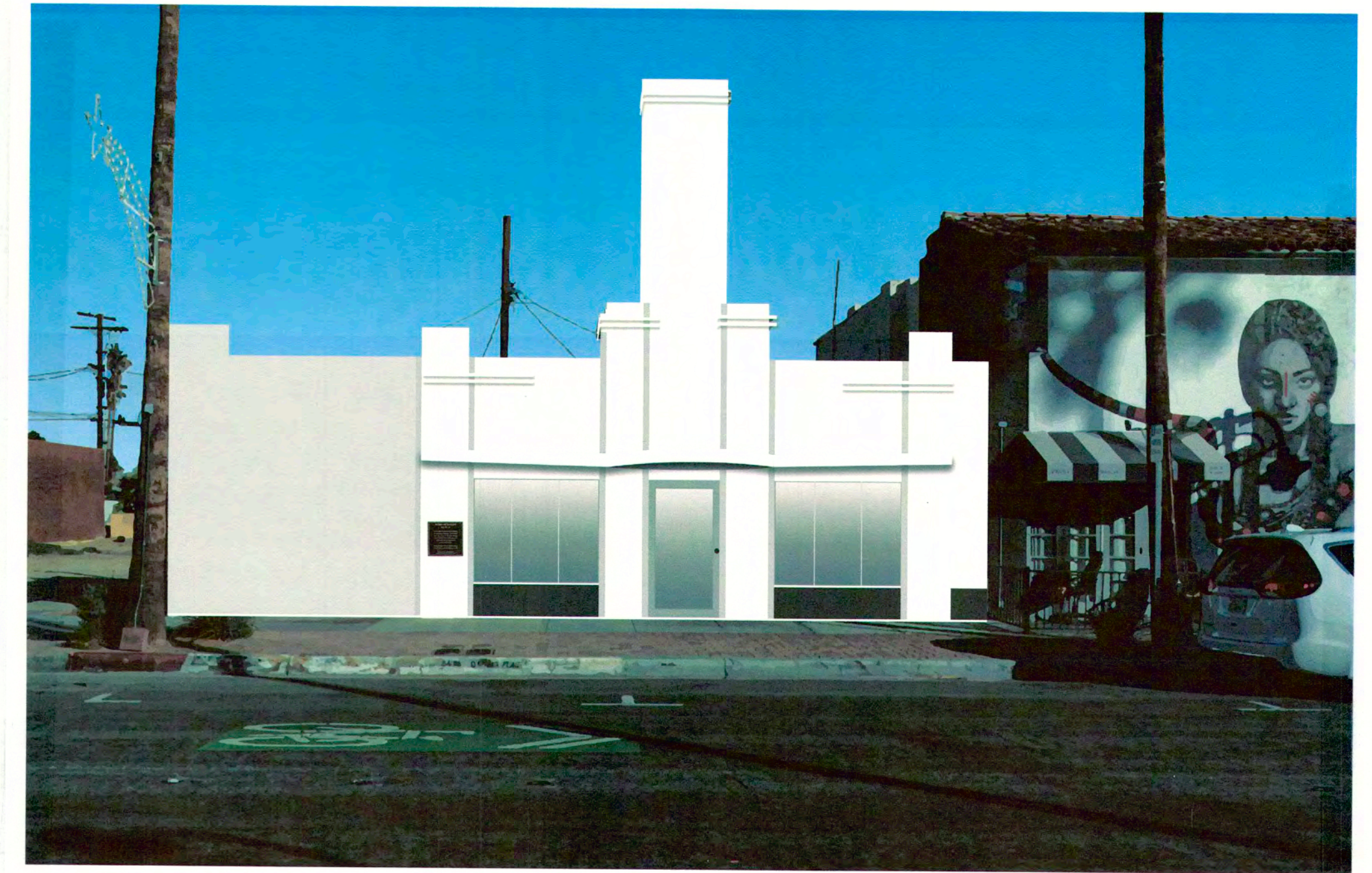
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4



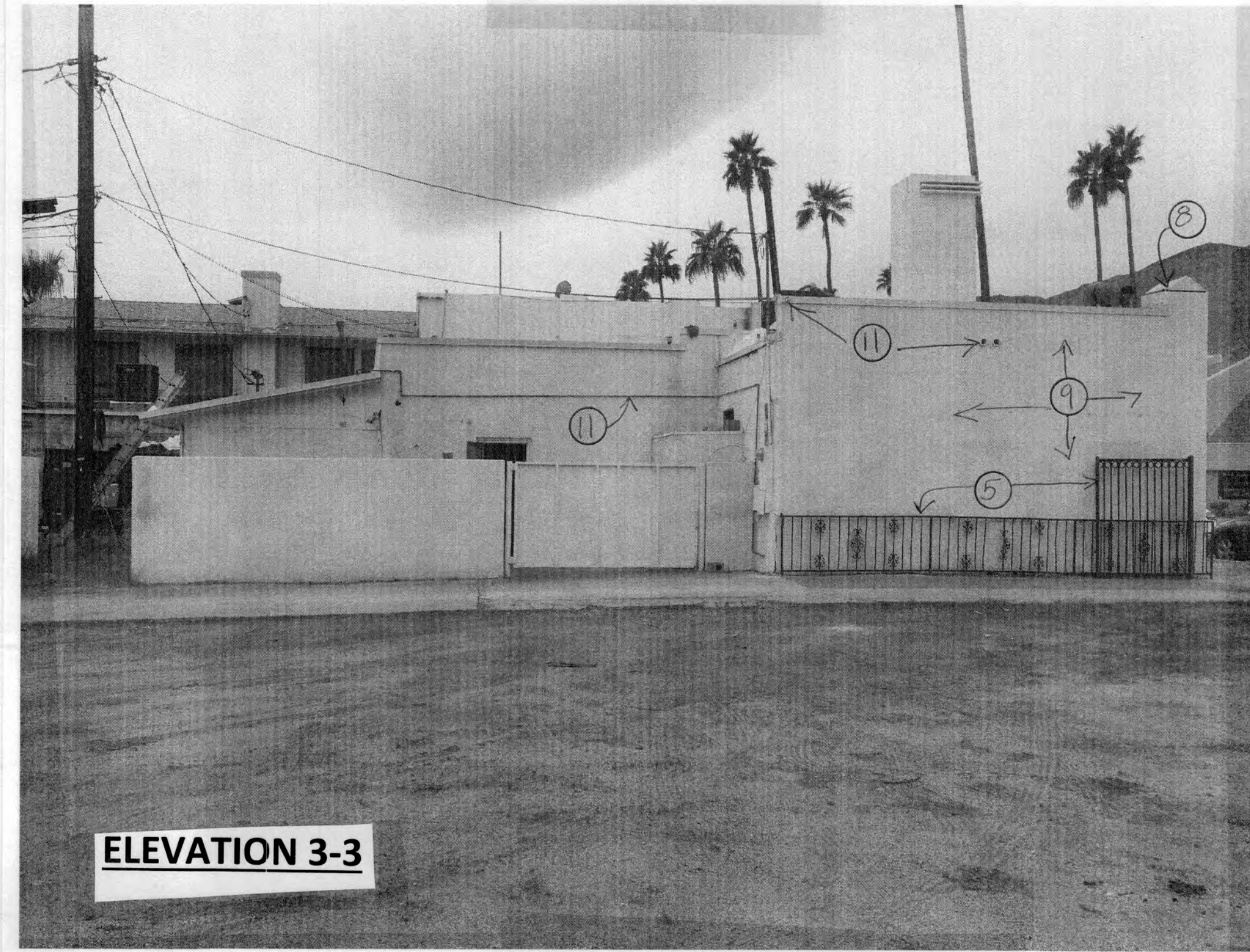


Scope of Restoration Index	
1.	Reestablish lower pilaster on either side of front entrance and underside of canopy/eyebrow as seen in the HSPB 1946 vintage photo.
2.	Repair and replaster all pilasters with LaHabra Stucco. Color to be determined.
3.	Repair and replaster all depth fields with LaHabra Stucco. Color to be determined.
4.	24" x 24" Black Pearl slate wall tile used in all depth fields as lower wall border/wainscotting to the bottom the storefront window sills as seen in HSPB 1946 vintage photo.
5.	Replace storefront windows with narrow style, steel-framed storefront windows in the same three panel proportion and dimensions as seen in the HSPB 1946 vintage photo. A clear anodized aluminum finish (or equal) to be utilized.
6.	Replace entry door with the same full lite style door as seen in the HSPB 1946 vintage photo.
7.	Replace the horizontal eyebrow element over the front facade door and windows in metal with the same dimensions, proportion and detailing as seen in the HSPB 1946 vintage photo. Included will be the semi-circular cover over the center door. Eyebrow to extend ONLY across the fascade of the 342 historic building.
8.	Provide simple LED lighting for nighttime illumination.





ELEVATION 1-1



ELEVATION 3-3

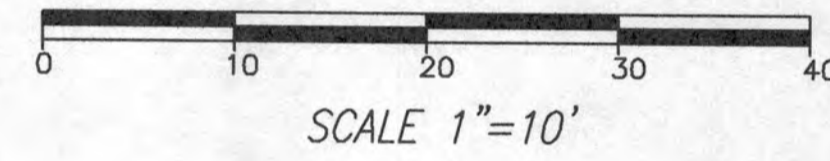
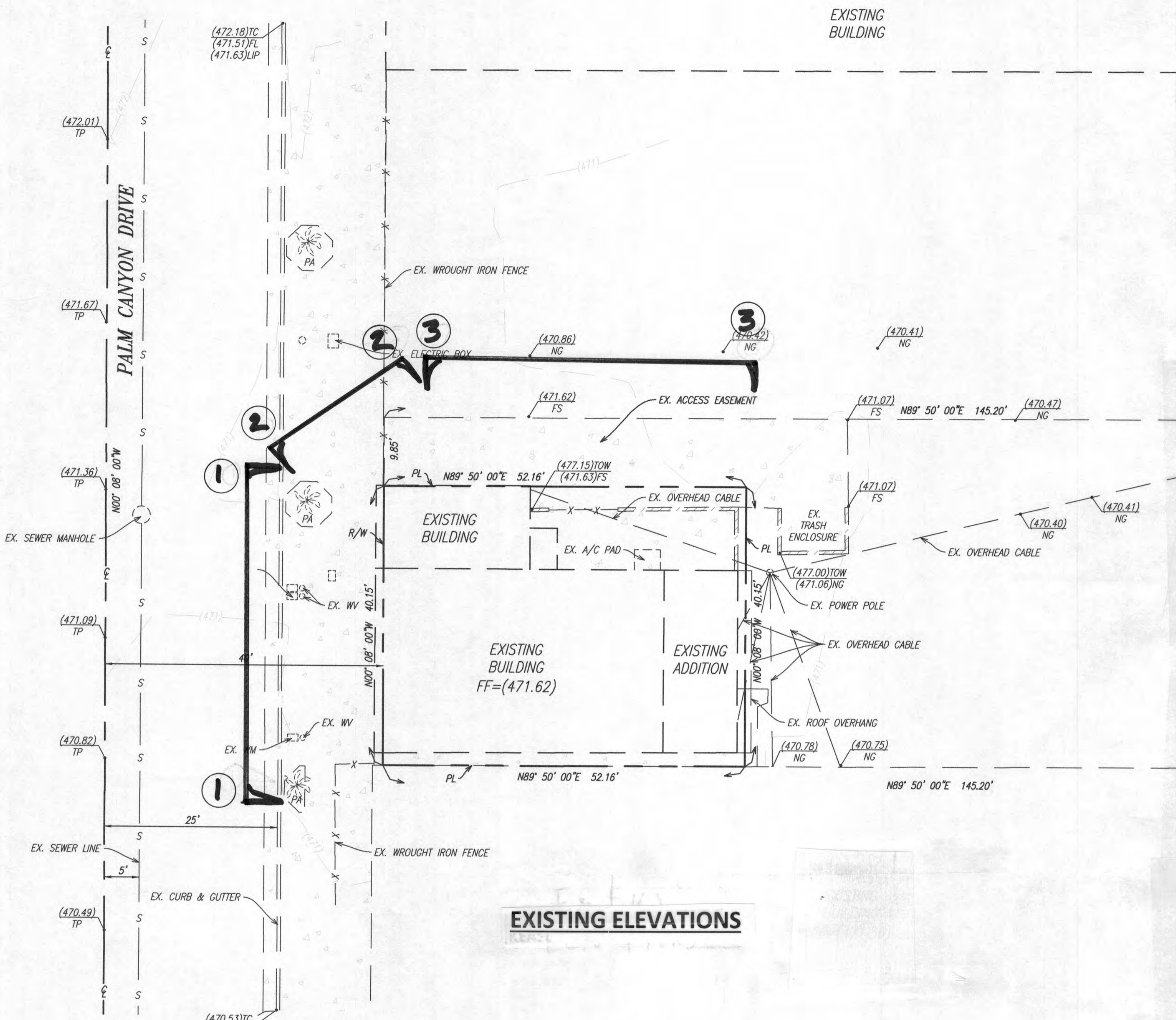


ELEVATION 2-2

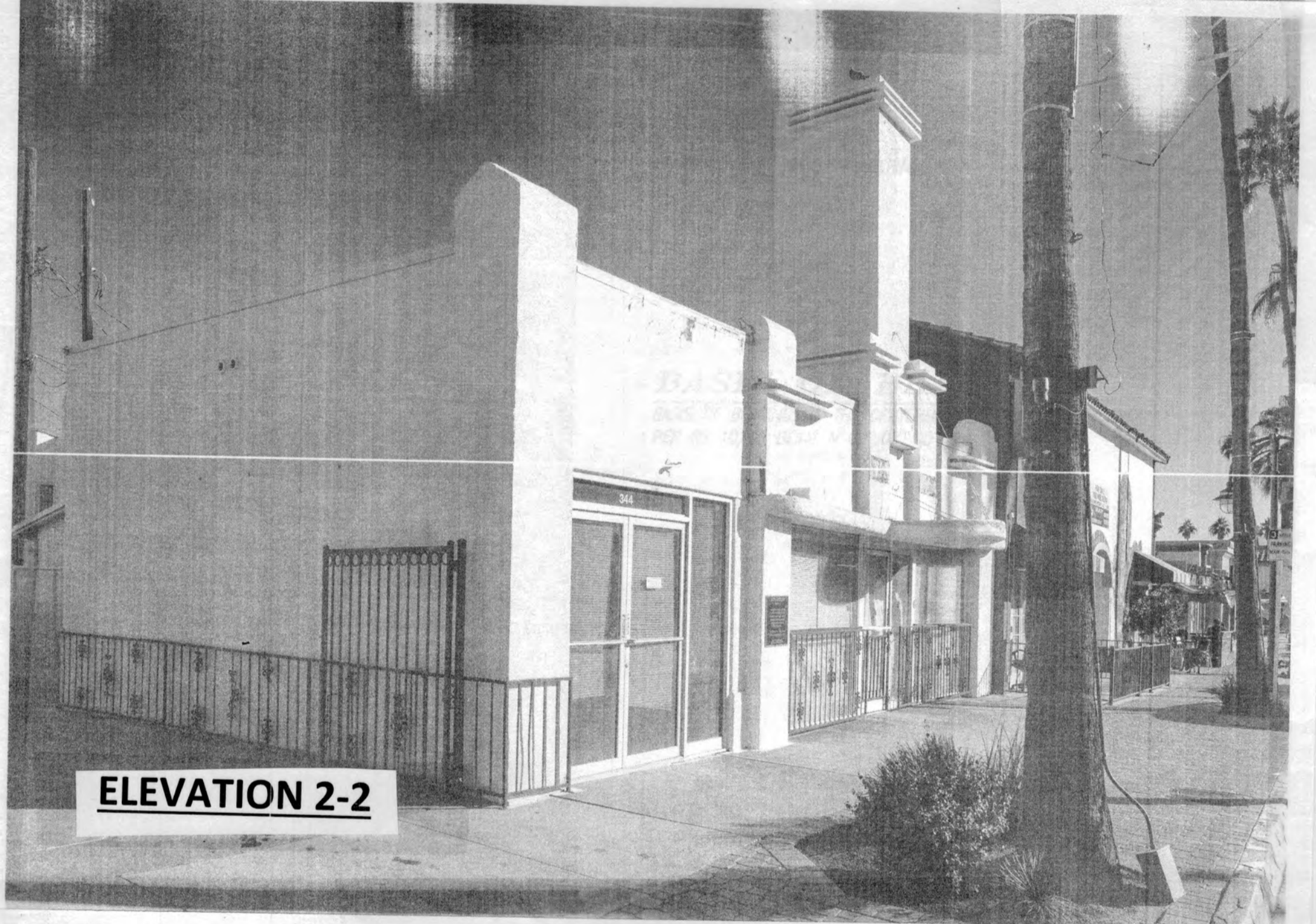
SCOPE OF DEMOLITION	
1	Reduce masonry wall height down to 10 feet.
2	Remove existing eyebrow across entire facade.
3	Remove existing windows, sidelights and transom glass.
4	Remove both sets of glass entrance doors.
5	Remove black aluminum grating.
6	Remove and repair clock.
7	Reduce height of parapet wall at 344 to match parapet height at 342.
8	Reduce the height of corner pilaster at 344 to the same height and shape of the pilasters at 342.
9	Remove and repair deteriorated existing stucco material.
10	Remove and save the historical designation sign (to be reinstalled upon completion of the stucco work).
11	Remove existing and exposed surface mounted utilities from the surface of the building (i.e., water lines and electrical wire).
12	Remove all diagonal turnbuckle wire and chains supporting the existing eyebrow

NOTE:
 UNLESS OTHERWISE SPECIFIED, ALL WORK SHALL BE IN ACCORDANCE WITH CURRENTLY APPLICABLE CONSTRUCTION STANDARDS. CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE CITY OF PALM SPRINGS. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE CITY OF PALM SPRINGS. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE CITY OF PALM SPRINGS.

PAGE 4	ELEVATIONS AND SCOPE OF DEMOLITION
	KEASLER MURPHY PROJECT
	342 NORTH PALM CANYON DRIVE
	PALM SPRINGS, CA
	HSPB # 31 RESTORATION; Rev1, 2/5/19



- NOTE:**
- UNAUTHORIZED CHANGES & USES: THE ENGINEER PREPARING THESE PLANS WILL NOT BE RESPONSIBLE FOR, OR LIABLE FOR, UNAUTHORIZED CHANGES TO OR USE OF THESE PLANS. ALL CHANGES TO THE PLANS MUST BE IN WRITING AND MUST BE APPROVED BY THE PREPARER OF THESE PLANS.
 - CONSTRUCTION CONTRACTOR AGREES THAT IN ACCORDANCE WITH GENERALLY ACCEPTED CONSTRUCTION PRACTICES, CONSTRUCTION CONTRACTOR WILL BE REQUIRED TO ASSUME SOLE AND COMPLETE RESPONSIBILITY FOR JOB SITE CONDITIONS DURING THE COURSE OF CONSTRUCTION OF THE PROJECT, INCLUDING SAFETY OF ALL PERSONS AND PROPERTY, THAT THIS REQUIREMENT SHALL BE MADE TO APPLY CONTINUOUSLY AND NOT BE LIMITED TO NORMAL WORKING HOURS. AND CONSTRUCTION CONTRACTOR FURTHER AGREES TO DEFEND, INDEMNIFY AND HOLD DESIGN PROFESSIONAL HARMLESS FROM ANY AND ALL LIABILITY, REAL OR ALLEGED, IN CONNECTION WITH THE PERFORMANCE OF WORK ON THIS PROJECT, EXCEPTING LIABILITY ARISING FROM THE SOLE NEGLIGENCE OF DESIGN PROFESSIONAL.



<p>Underground Service Alert</p> <p>Call: TOLL FREE 800-422-4133</p> <p>TWO WORKING DAYS BEFORE YOU DIG</p>	RECORD DRAWING
	REVISION

PAGE 3	EXISTING ELEVATIONS
KEASLER MURPHY PROJECT	
342 NORTH PALM CANYON DRIVE	
PALM SPRINGS, CA	
HSPB # 31 RESTORATION; Rev1, 2/5/19	

AMR ENGINEERING & SURVEYING INC.
 CIVIL ENGINEERING & PLANNING & SURVEYING

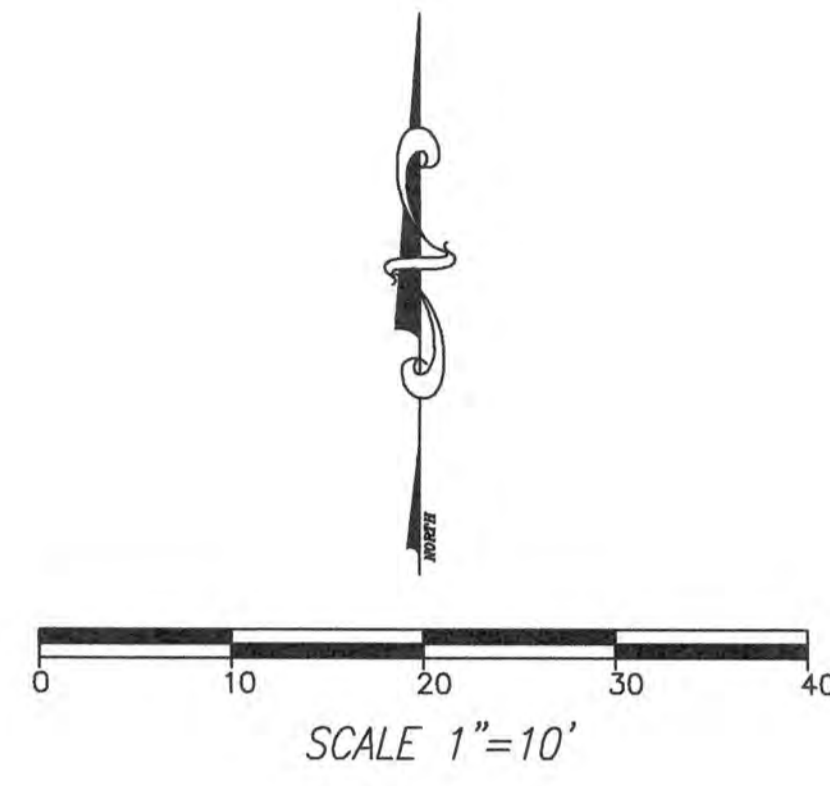
OWNER:
 HAL KEASLER & JAMES MURPHY
 342 & 344 NORTH PALM CANYON DRIVE
 PALM SPRINGS, CA.

SITE ADDRESS:
 342 & 344 NORTH PALM CANYON
 PALM SPRINGS, CA.

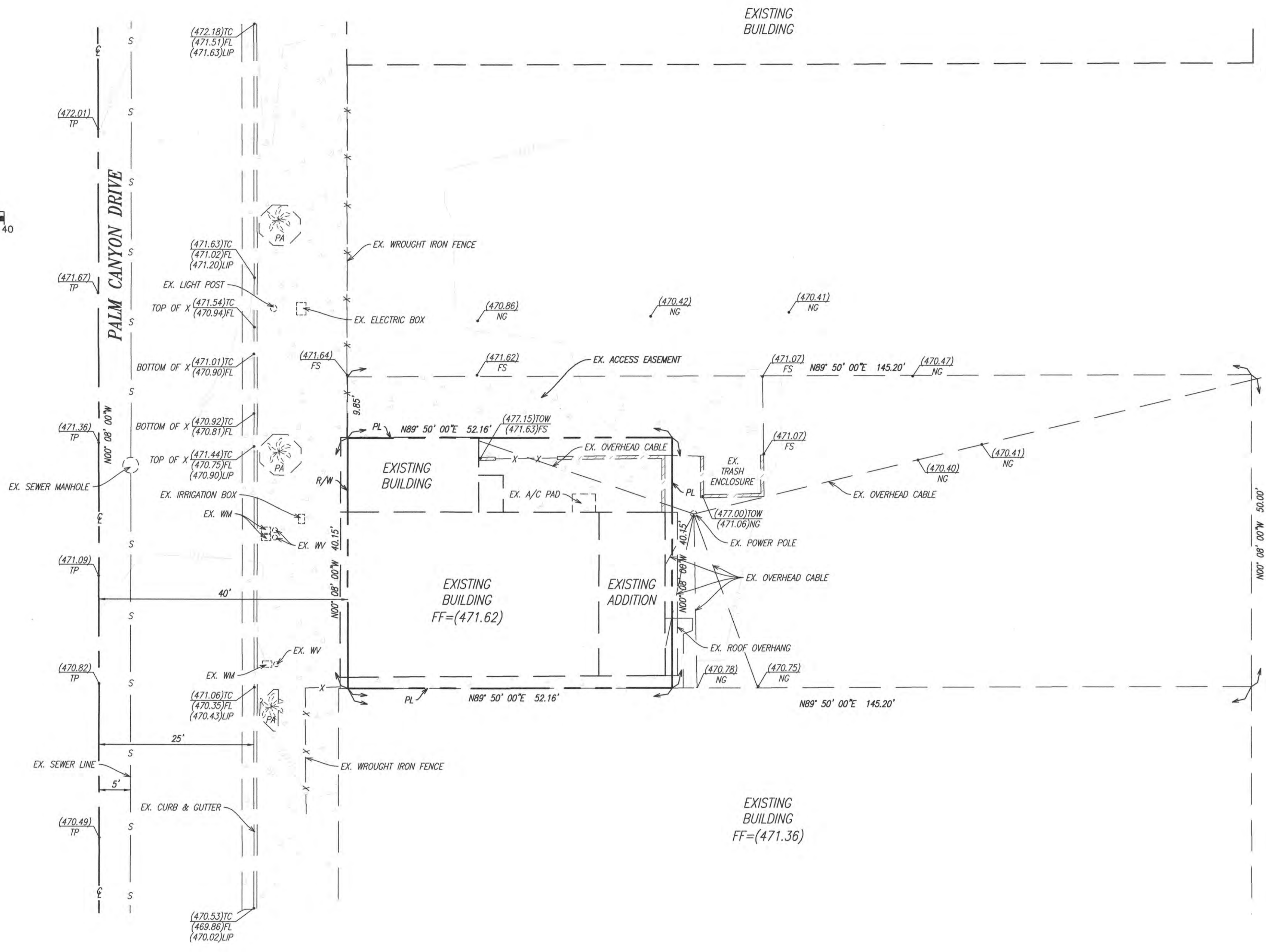
ASSESSOR'S PARCEL NO.:
 513-081-017-6

NOTE:
 A TOPOGRAPHY SURVEY WAS PERFORMED ON
 11/20/2018 BY AMIR ENGINEERING

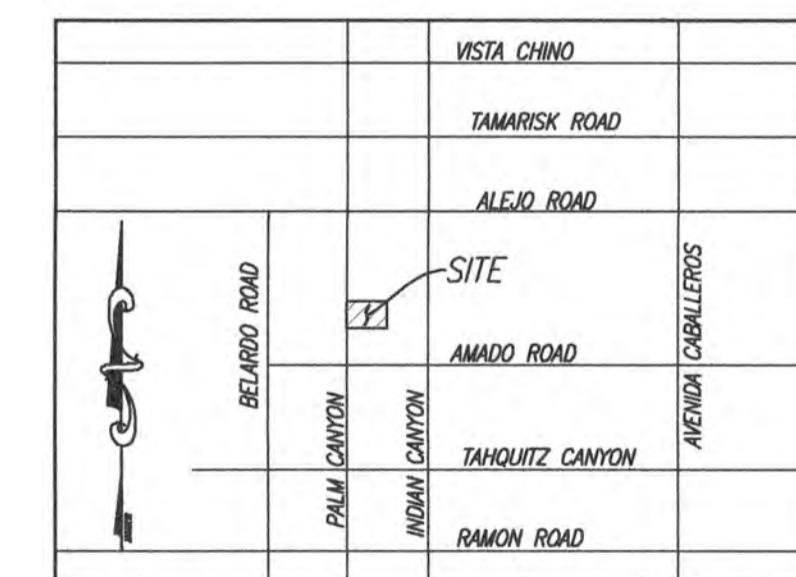
BASIS OF BEARINGS:
 BASIS OF BEARINGS IS THE CENTERLINE OF PALM CANYON DRIVE
 PER RS 10/95 BEING N 00° 08' 00" W



- LEGEND**
- CL = CENTER LINE
 - EX = EXISTING
 - FF = FINISH FLOOR
 - FL = FLOW LINE
 - FS = FINISH SURFACE
 - LIP = LIP OF GUTTER
 - NG = NATURAL GROUND
 - PA = PLANTER AREA
 - PL = PROPERTY LINE
 - TP = TOP OF PAVEMENT
 - TC = TOP OF CURB
 - WM = WATER METER
 - WV = WATER VALVE
 - R/W = RIGHT OF WAY
 - TOW = TOP OF WALL
 - (471) = EXISTING ELEVATION
 - PA = PALM TREE



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VICINITY MAP
 N.T.S.

PAGE 2	TOPOGRAPHICAL PROPERTY MAP
	KEASLER MURPHY PROJECT
	342 NORTH PALM CANYON DRIVE
	PALM SPRINGS, CA
	HSPB # 31 RESTORATION; Rev1, 2/5/19

Underground Service Alert

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REVISION	

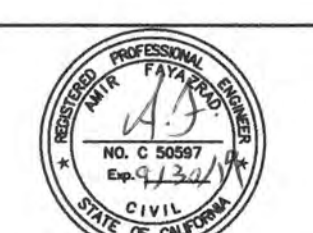
BENCH MARK NO. 15-10
 ELEV. 464.87

LOCATION: BRASS DISC ON THE S.E. B.C.R. OF THE CURB AT THE INTERSECTION OF AMADO ROAD AND INDIAN AVENUE. RESET 1986

DESIGN BY: A.F.
 DRAWN BY: S.A.
 CHECKED BY: A.F.

SIGNATURE: Amir Fayazrad, R.C.E. 50597, EXP. 9/30/19

AMIR ENGINEERING & SURVEYING INC.
 CIVIL ENGINEERS • LAND PLANNERS • SURVEYORS
 180 LURING DRIVE, SUITE A
 PALM SPRINGS, CA 92262
 PHONE: (760) 318-7424
 FAX: (760) 318-7410



CITY OF PALM SPRINGS
TOPOGRAPHICAL MAP
 342 & 344 NORTH PALM CANYON DRIVE, PALM SPRINGS, CA.
 PORTION OF SEC. 15, T. 4 S., R. 4 E., S.B.B.M.

FILE NO. P141-1
 SHEET 1 OF 1 SHEETS
 DWG. NO. 1

344

EQUALITY
VOTER

THE COKE'S BOTTLE BUILDING
Built 1922-23
An example of the Spanish Colonial Revival
style in the San Diego area. The building
is a fine example of the "Mission Revival" style.
It was built by the Coca-Cola Bottling Co.
of San Diego, California.
Originally known as the "Coke's Bottle Building"
The building was built by the
Coca-Cola Bottling Co. of San Diego, California.



Bar





344

3 HOUR
PARKING
NOON-6PM

FRIDAY
10-11 AM
SATURDAY
10-11 AM
SUNDAY
10-11 AM



344



Historical marker text

PIZZA

SALADS

BACK YARD

3 MIN. LOADING ZONE

