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A Corporate Center for Sonoco Products Company, Hartsville, South Carolina

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ACKNOWLEDGEMENTS

This thesis represents the culmination of my architectural education at Clemson University and I wish to express my sincere appreciation to my good friends Anthony, Becky, Cheri, David, Hal, Katie, Meridith, Michael, Nordie, Steve, and Susan, without whose help I never would have finished; to Professor Harold Coledge, Professor Yuji Kishimoto, Professor Peter Lee, Professor Frederick, Dean Harlan McClure, and the faculty of the College of Architecture; to Sonoco Products Company and the Hartsville Chamber of Commerce for my program and additional information; to Robert H. Goodson, Jr., AIA, for the drawings of the Coker building; and to my dearest friend, Dr. Cecilia Voelker, for her assistance as my mentor and confidante.

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FOREWORD

"When we build, let us think that we build for ever."¹

Buildings that have outlived their usefulness, perhaps fallen into disrepair or disfavor, exist in every community in the United States. In the past, the question arose as to what to do with these buildings: tear them down to make room for a parking lot or new building, or simply ignore them.

Whether you call it renovation, rehabilitation, restoration, reuse, or recycling, the reclaiming of old buildings for adaptive or continuing use has become an important element in architectural practice today.

For many years, only "important" buildings associated with historic events or famous people received help. In time, people realized the benefits of reuse of older structures not only for their notable architectural characteristics but also for financial advantages.

The basis of this study is not simply for the sake of historic preservation, but for the revitalization and reuse of a National Register structure and its adjacent properties bringing more people into this historic area and perhaps acting as a catalyst for other rehabilitations in the downtown commercial area.

PROJECT DESCRIPTION

For over one hundred years, the J.L. Coker and Company Department Store was the "commercial focus" for downtown Hartsville. Today the property is vacant and in the hands of another owner, a private investor.

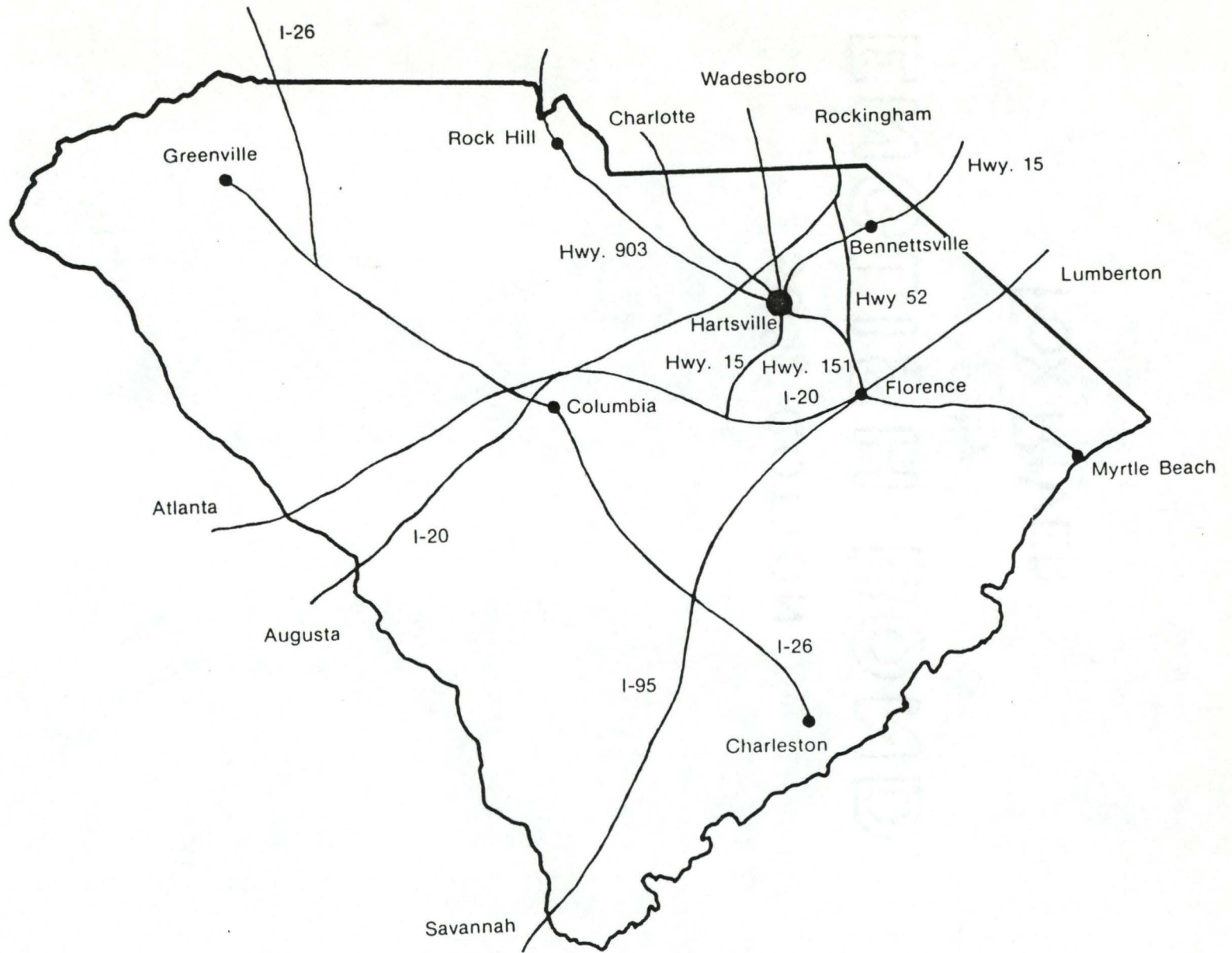
Several factors are present and each in itself influences the desirability and feasibility of choosing the site of the old Coker properties and the vacant post office for my project development. This development would be the first major step of commercial renovation for the Hartsville shopping district. Physically speaking, the site is situated in the heart of the downtown commercial district and has long been the location of the most consistent commercial success in Hartsville, S.C.

It is therefore difficult to imagine another department store succeeding on this site when one so well grounded and diversified as the J.L. Coker & company failed.

My proposal is that of another type of commercial activity could act as a catalyst for other rehabilitations in the commercial area. This proposal would be for an international corporate headquarters (approximately 350 employees), a community/ corporate shared conference center, a city hall facility, a cafeteria dining facility, and a city plaza. A development such as this would bring longterm occupants to the area and would generate a large number of new clients for downtown businesses.

SETTING

Hartsville is located on the Atlantic coastal plain in an area known as the Pee Dee. Black Creek, a major Pee Dee tributary, was one of the prime reasons the early Hartsvillians settled here. Although these early settlers were primarily agriculturally oriented, their descendants have instituted changes that have enabled the people of the Hartsville area to utilize their present location for now diverse occupations and interests. Agricultural and industrial interests alike take advantage of Hartsville's close proximity to major regional centers. Columbia, the state capitol, is 72 miles distance; Florence, 25 miles; Charlotte, North Carolina, 84; Charleston, a major seaport, 134 miles; Myrtle Beach, a major recreational area, 95 miles; and Spartanburg, 128 miles.



South Carolina Map showing location of Hartsville.

HARTSVILLE HISTORY

Settlers moved into the Hartsville area as early as 1760. This tiny community was little more than a crossroads in an agricultural area inhabited by plantation owners and farmers.

Following the Civil War, Hartsville's rural character still predominated. Agriculture was still its main life blood. Many of the early enterprises were the result of Major James Lide Coker, whose sound business knowledge and farsightedness helped to shape the future of the town. Returning from the war crippled, Major Coker turned his energies to that which he loved most, his home and his community.

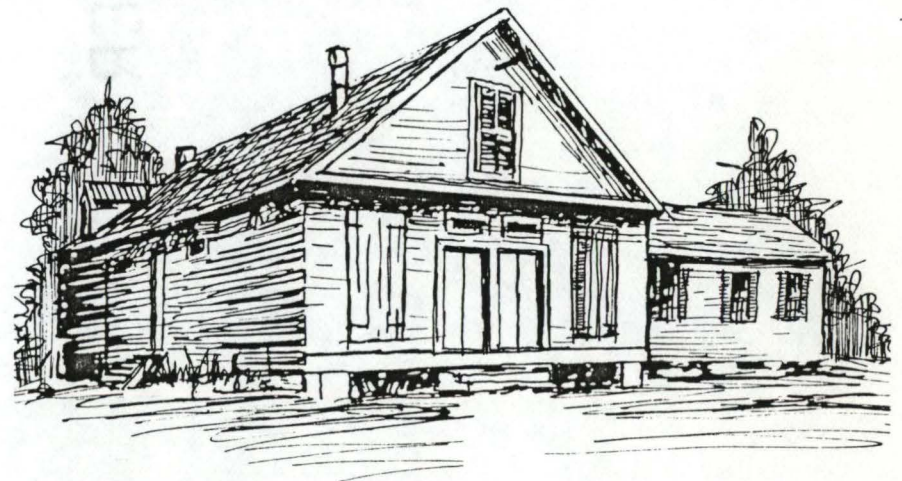
In 1865, with the help of his father, James Coker opened a general store in Hartsville under the name of J.L.Coker & Company. With the growth of that store came the finances for the textile and paper industries (Southern Novelty Company, 1899; Carolina Fiber Company, 1895), cotton seed oil processing plant, banks in both Hartsville and Darlington, a school and a college (Coker College), and brought to Hartsville its first railroad. Through Major Coker, Hartsville became one of the few small communities to have electric lights before 1890. He also introduced the first telephone in this part of the state.

The years 1890 to 1910 were undoubtedly the most important in the history of the town. During this period, the population grew from 304 to 2,365. In 1891, the town was incorporated. Its name was taken from one of the earlier settlers, Thomas Hart. Recent evidence indicates that the name "Hartsville" was used as early as 1837.

With the growth of Major Coker's industries, so grew the town of Hartsville. By the turn of the century, Hartsville had become a thriving community and a major trading and commercial center for the sandhills.²



Major James Lide Coker







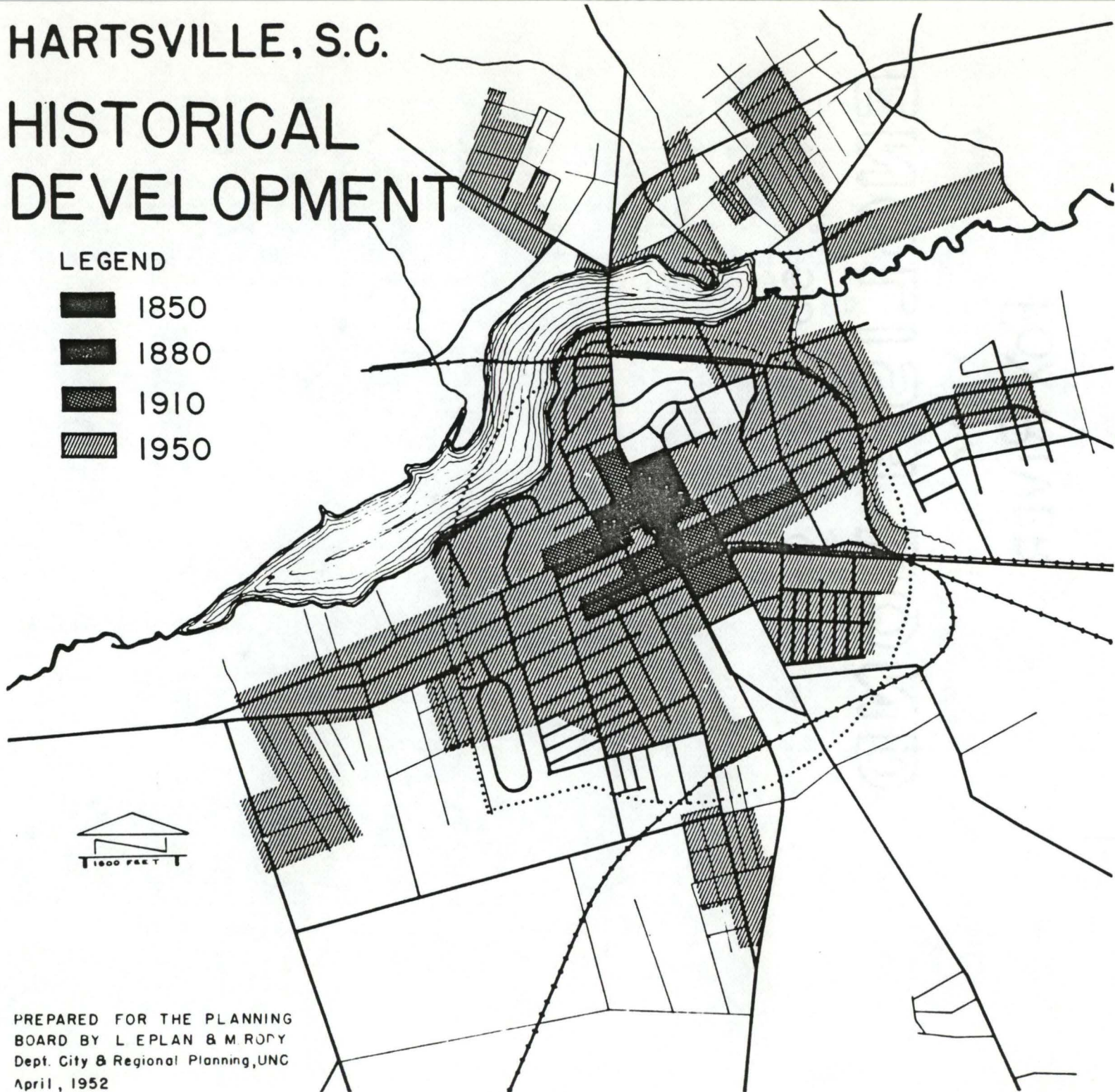
The first Coker Store, 1865.

HARTSVILLE, S.C.

HISTORICAL DEVELOPMENT

LEGEND

-  1850
-  1880
-  1890
-  1950



PREPARED FOR THE PLANNING
BOARD BY L. EPLAN & M. ROPY
Dept. City & Regional Planning, UNC
April, 1952

NATURAL CHARACTERISTICS

The city of Hartsville is situated on a 60 foot bluff above the southern shoreline of Prestwood Lake on Black Creek. Topography within the city can be characterized as flat or gently rolling with drainage to the north, or east then north. Hartsville's mean elevation is approximately 220 feet above sea level and variation ranges from a high of 410 feet just east of Lake Robinson to a low of 150 feet along the eastern course of Black Creek.

Three general land configurations make up the entire area: the hilly and rolling land to the northwest which contains very little development except scattered agricultural uses; the eastern quadrant which is flat and perhaps better adapted for agricultural uses; and the Carolina Bay area, located in the southwestern quadrant of the area, which is poorly drained and areas used for agriculture must be extensively ditched to aid in runoff. Throughout the entire area, the topography can be described as being generally flat which causes many areas to be susceptible to flooding and/or standing water, especially during periods of heavy rain.³

CLIMATE

Hartsville, and its surrounding area has a warm temperate climate with warm humid summers and generally mild winters. The mean average temperature is 63.2 degrees Fahrenheit with ranges from 46.1 degrees Fahrenheit mean temperature in January to 80.4 degrees Fahrenheit mean temperature in July. The hottest times of the year are during July and August when temperatures may soar over the 100 degree Fahrenheit mark. December and January are generally the coldest months with December claiming a lowest mean temperature of 46.1 degrees Fahrenheit. Temperatures during this

period may drop into the lower or mid-teens.

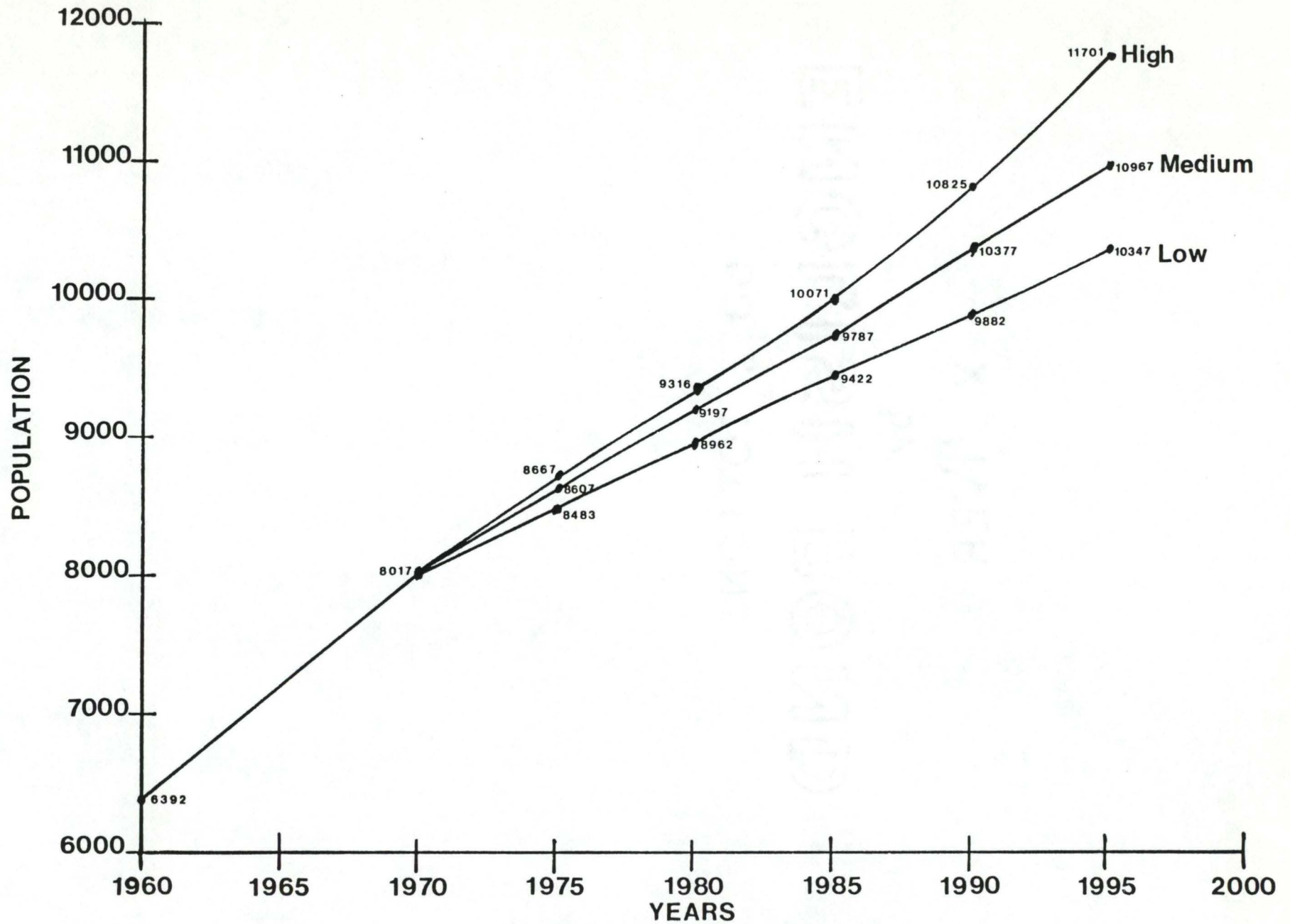
Precipitation is primarily in the form of rain with a total average accumulation of 43.91 inches annually. The majority of this rainfall occurs during the summer months and accounts for almost 33 percent of the total rainfall. Precipitation during other seasons do not vary greatly. Snowfall is fairly negligible accounting for less than two inches annually.⁴

POPULATION

The city of Hartsville is a growing community with a tremendous potential. Current population figures indicate a slow, but steady growth since the 1980 Census of Population of 7361 people. Of this figure, 68.5 percent were white and 31.6 percent were non-white.

The following graph indicates population projections for the city. From this graph, it is evident that the low projection for 1980 was slightly higher than the actual population. This was due mainly to a migration of people to the suburbs. This, however, is changing.

Of the 1980 population figure, approximately one third of the people were employed by Sonoco Products Company.⁵

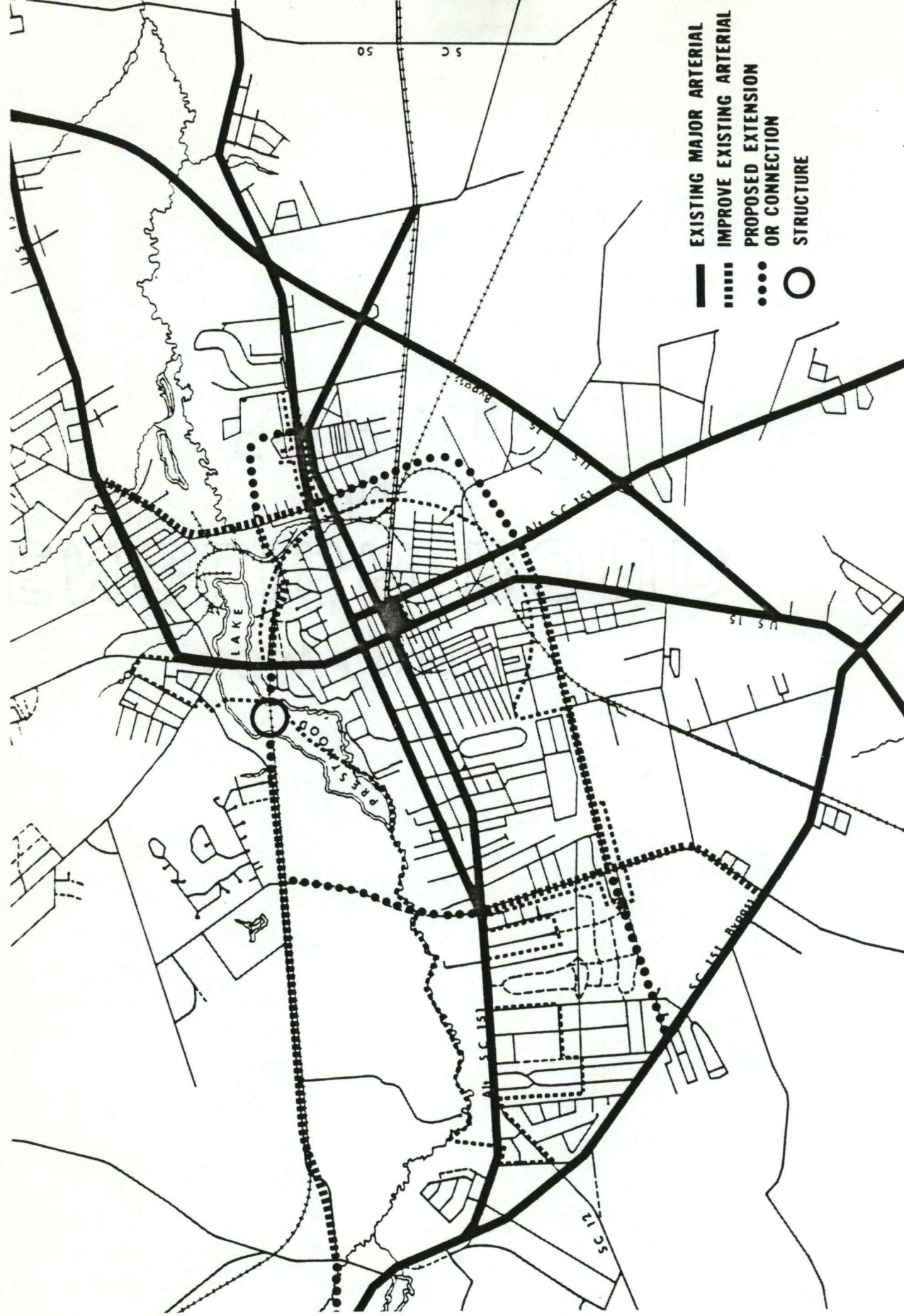


Source: Department of
City Planning, Hartsville, S. C.

POPULATION PROJECTIONS HARTSVILLE, SOUTH CAROLINA

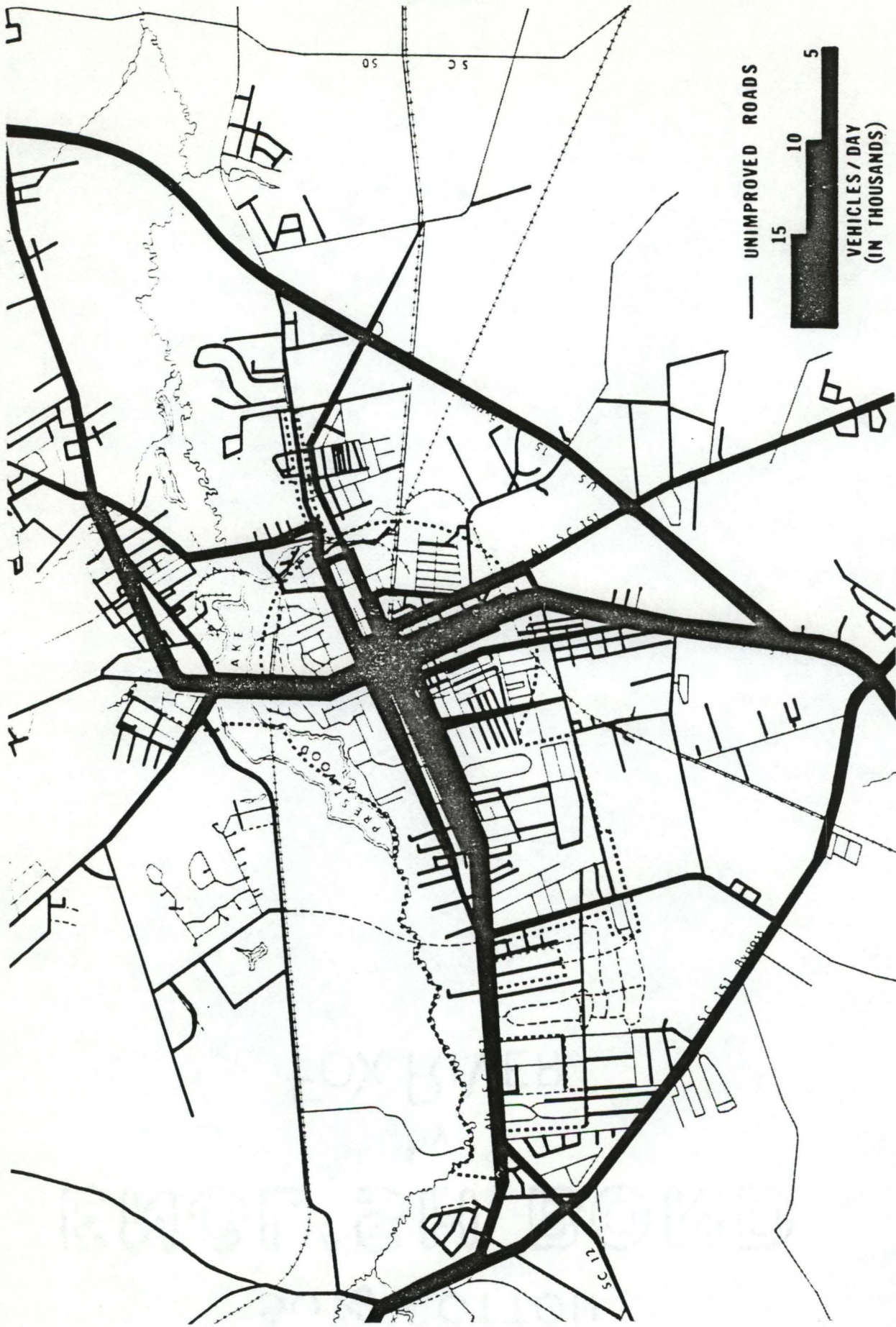
TRANSPORTATION

Three major highways, U.S. 15, S.C. Route 151, and S.C. Route 102, and other secondary routes provide access to Hartsville from all parts of the state and county. U.S. 15, a north-south route, is one of the major travel corridors for tourists and interstate truck travel. S.C. Route 102 connects the city with the northern section of Darlington County, and S.C. Route 151, an east-west route, connects Hartsville with the city of Darlington. Hartsville is also served by two interstate highways, I-20 (ten miles away), and I-95 (20 miles away). Major traffic generators in the community are Cargill, Inc., Coker's Pedigreed Seed Co., Hartsville Mfg. Co., Hartsville Mill-Division Milliken, Inc., International Mineral & Chemical, L'eggs Products, Inc., Roller Bearing Corp., Sonoco Products Company, and the retail and wholesale outlets in the central business district which attract shoppers from a wide area. Because of truck traffic and home-to-work volumes generated by these sources, a considerable volume of through traffic is generated in the downtown district. Highway Department estimates of daily vehicular volume are illustrated in the following diagrams.⁶



- EXISTING MAJOR ARTERIAL
- - - - - IMPROVE EXISTING ARTERIAL
- PROPOSED EXTENSION OR CONNECTION
- STRUCTURE

Transportation Plan



Traffic and Streets

SITE HISTORY

By 1889, the J.L. Coker & Company had grown to the point that the old store was no longer adequate and new quarters were required. Better transportation facilities were needed and when the railroad declined to run a spur to Hartsville, Major Coker took it upon himself and organized the Hartsville Railroad Co. The railroad, built with local money, connected Hartsville with the Atlantic Coast Line.

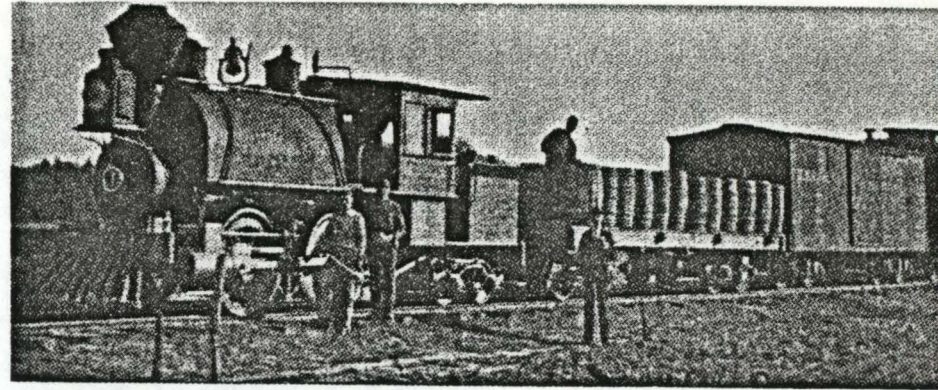
In the winter of 1889, the first train rolled into the young community of Hartsville, and in 1890, J.L. Coker & Co. erected their new wooden store on the southeast corner of Fifth Street and Carolina Avenue. The new building, adjacent to the new railroad, was an important milestone in the history of the business.

The business of J.L. Coker & Co. continued to grow rapidly. However, in 1909, it suffered a temporary setback when the large, wooden, store building was consumed by fire. Despite this tragedy, business was resumed the following day in the adjoining brick warehouse.

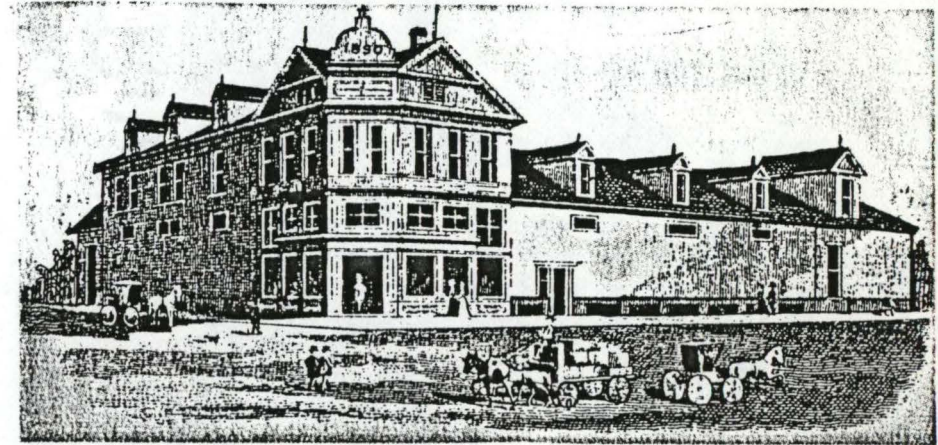
Out of the disaster grew a new, modern brick store. This new edifice had a frontage of 210 feet and covered more ground area than any store between Richmond and Atlanta. At this time, Hartsville was only a small town with a population of about 2,300.

The erection of such a grand building was evidence of J.L. Coker & Co.'s faith in its own future, the future of Hartsville, and the future of the surrounding communities.

In 1940, J.L. Coker & Co. celebrated its diamond jubilee. The company had prospered for 100 years and had survived the deflation and depression of the 1920s and 1930s. After the depression, the Coker Pedigreed Seed Building was erected on property adjacent to Coker's store.



Hartsville's first train, 1889.



Coker's Second Store, 1890.

In 1953, J.L. Coker & Co. became one of the first completely air-conditioned stores in the state. During the installment of this system, the steel lattice columns and brackets were covered and the ceiling lowered.

In 1963, a modernization and improvement program was begun, which took into the store the space formerly occupied by the Coker Cotton Co. An additional 15,000 square feet of floor space was provided by this consolidation.⁷

SITE PRESENT

Up until the fall of 1982, J.L. Coker & Co. was as modern as any department store in the country. Its reputation for quality goods and reasonable prices made Hartsville one of the chief shopping centers of this area.

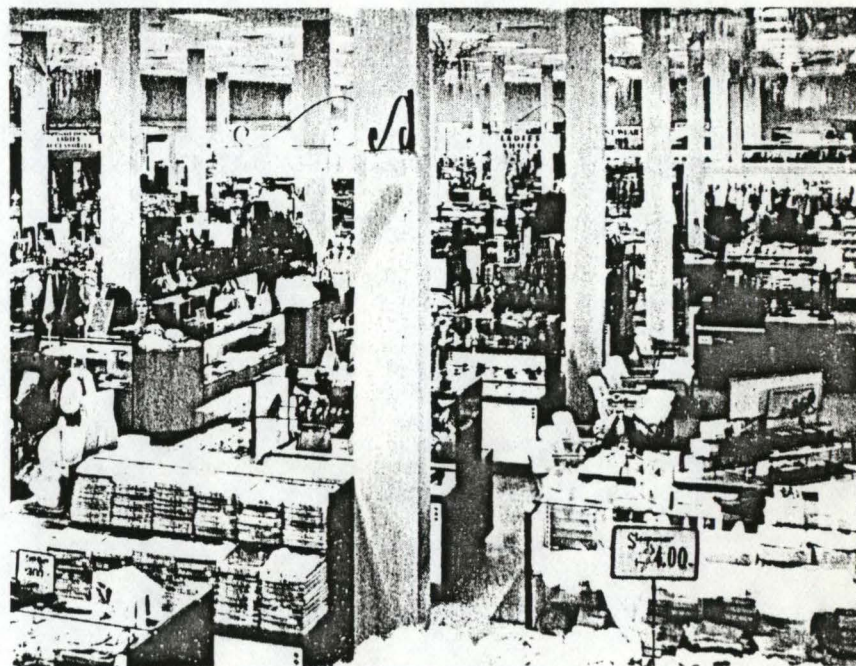
In the 1960's, J.L. Coker & Co. strove to increase their revenues, expand, and compete with the competition of shopping malls by opening two new Coker Department Stores: one in Florence, S.C. and another in Myrtle Beach, S.C. Both stores were located in shopping malls.

In the late 1970's, the downtown commercial area of Hartsville and the J.L. Coker & Co. were confronted with many new problems and pressures never before experienced. This new discomfort was the organized shopping mall. These malls or centers, in which the Coker Company had stores, were drawing a large percentage of the downtown commercial business away. The parent company began to suffer great losses and began to draw financially upon its two newer stores.

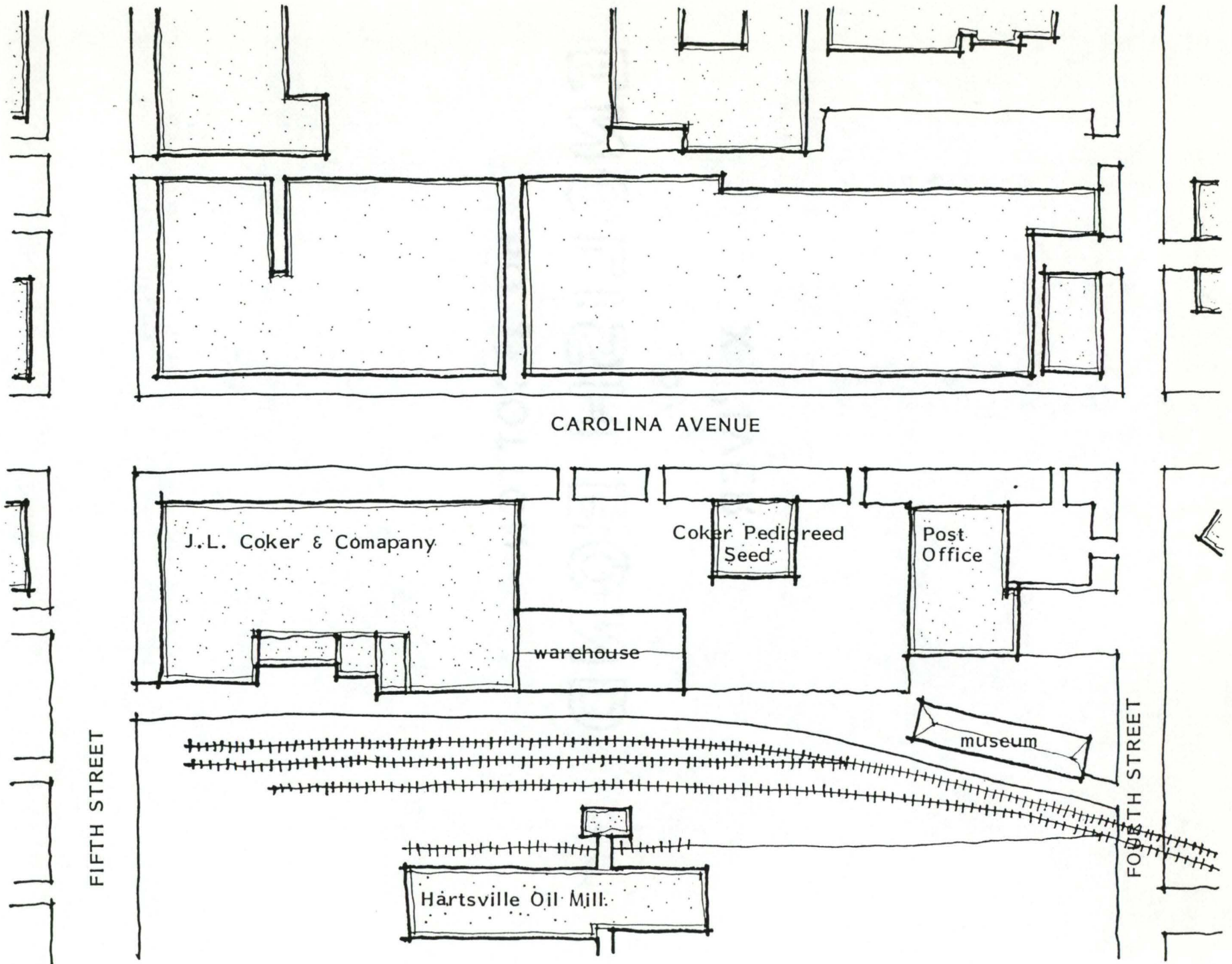
In the fall of 1982, the J.L. Coker & Co. closed its doors in Hartsville, S.C. after 117 years of service. Preceding its' closings were the closings of both its' branch stores. In an effort to keep the parent store alive, it had drained its newer chain stores.

The following year, the Coker Company sold the J.L. Coker & Co. Department Store building, its adjacent warehouse, and the vacant Coker Pedigreed Seed building to a private investor.

With the completion of a new U.S. Post Office in 1983, the old U.S. Post Office adjacent to the Coker properties became vacant. This freed the entire northern portion of the block between Fourth and Fifth Streets fronting Carolina Avenue for development.



View of the first floor of the existing J.L. Coker & Company Store.



CAROLINA AVENUE

J.L. Coker & Company

Coker Pedigreed
Seed

Post
Office

warehouse

museum

FIFTH STREET

FOURTH STREET

Hartsville Oil Mill

SITE ANALYSIS

As I have mentioned previously, the downtown commercial area of Hartsville, S.C. has several problems. The shift of shopping from the central commercial district to shopping malls has greatly deteriorated the commerce of downtown as is evidenced by the closing of the J.L. Coker Company.

Fortunately, the merchants of the downtown district are aware of the problem and are searching for a solution. Planning committees have been appointed and studies have been made for possible solutions for those facilities considered obsolete.

Important to the development of an area is the location of its commercial growth. Normally, commercial growth tends to be along major traffic arteries and toward densely populated residential areas. Random commercial development along major arteries and near concentrated residential settings are discouraged and limited by zoning. Benefits from this type policy are numerous. This would encourage redevelopment of existing commercial areas, mainly in the downtown Hartsville district. It would also limit future growth in other areas, mainly new mall growth or strip commercial.

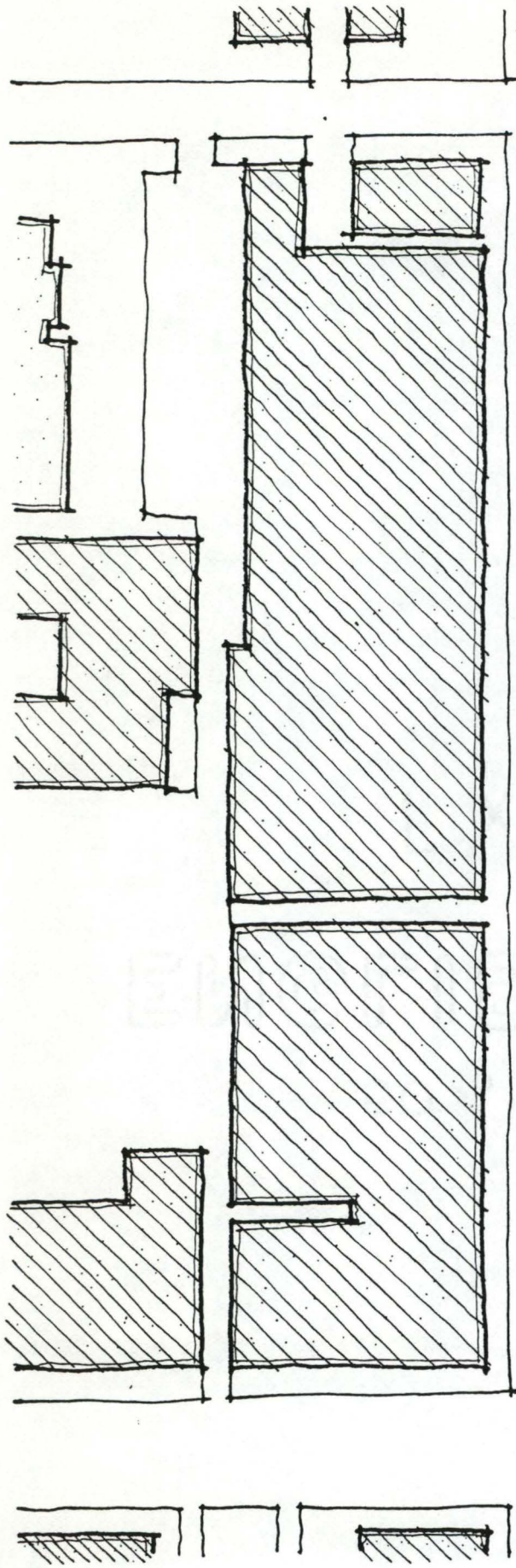
With the redevelopment of the existing commercial district, some obvious problems arise: (1) overall commercial character and atmosphere; (2) pedestrian traffic; (3) off-street parking facilities.

The entire downtown district could well afford to refurbish its interiors as well as its exteriors, and produce a more desirable, enjoyable commercial experience for the shopper.

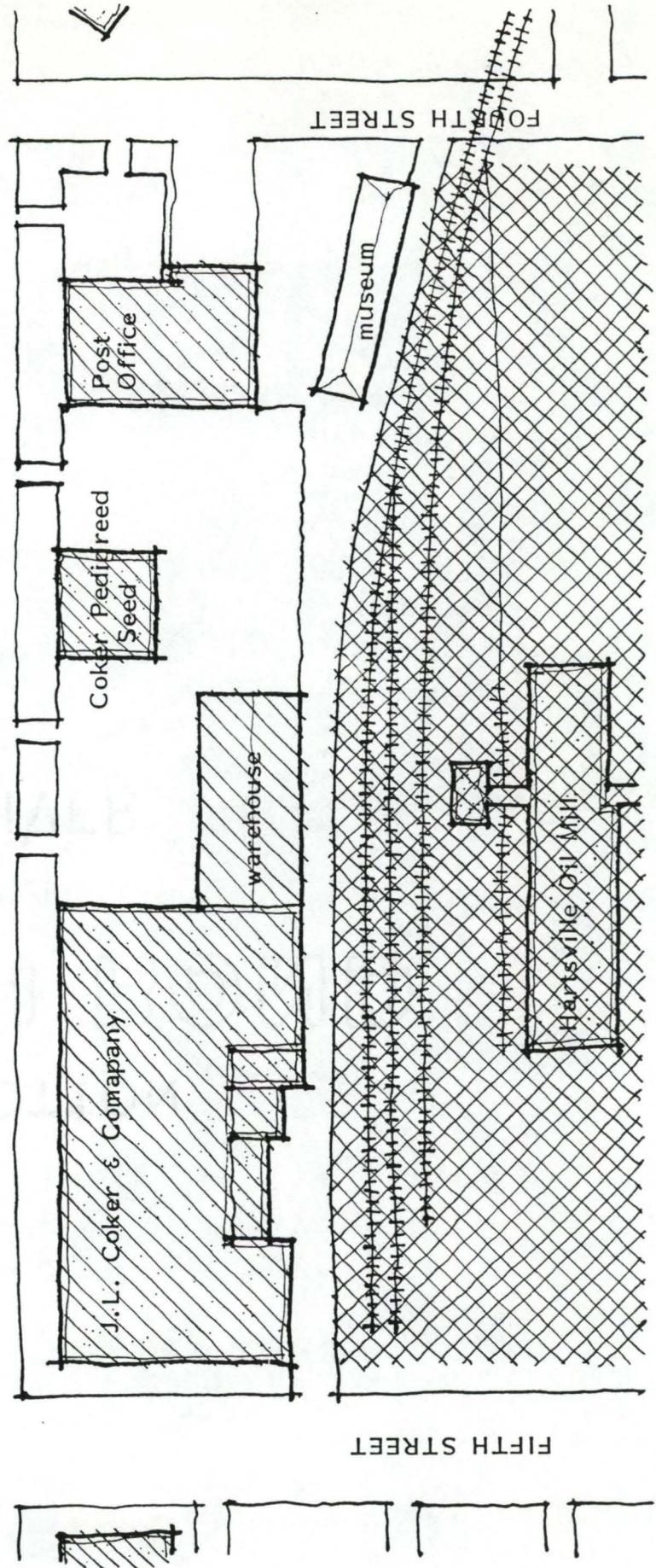
With the refurbishing of the built environment, the next issue is pedestrian traffic. The Hartsville downtown area, with its major traffic arteries, Fifth Street and

Carolina Avenue, creates many circulation problems for the pedestrian.

The existing parking facilities consist mainly of angled on-street parking and a rather large city parking lot of approximately 200 spaces. Parking also exists behind commercial buildings in the center of most blocks.

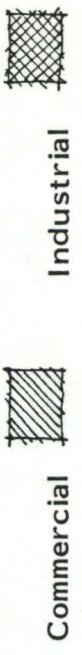


CAROLINA AVENUE

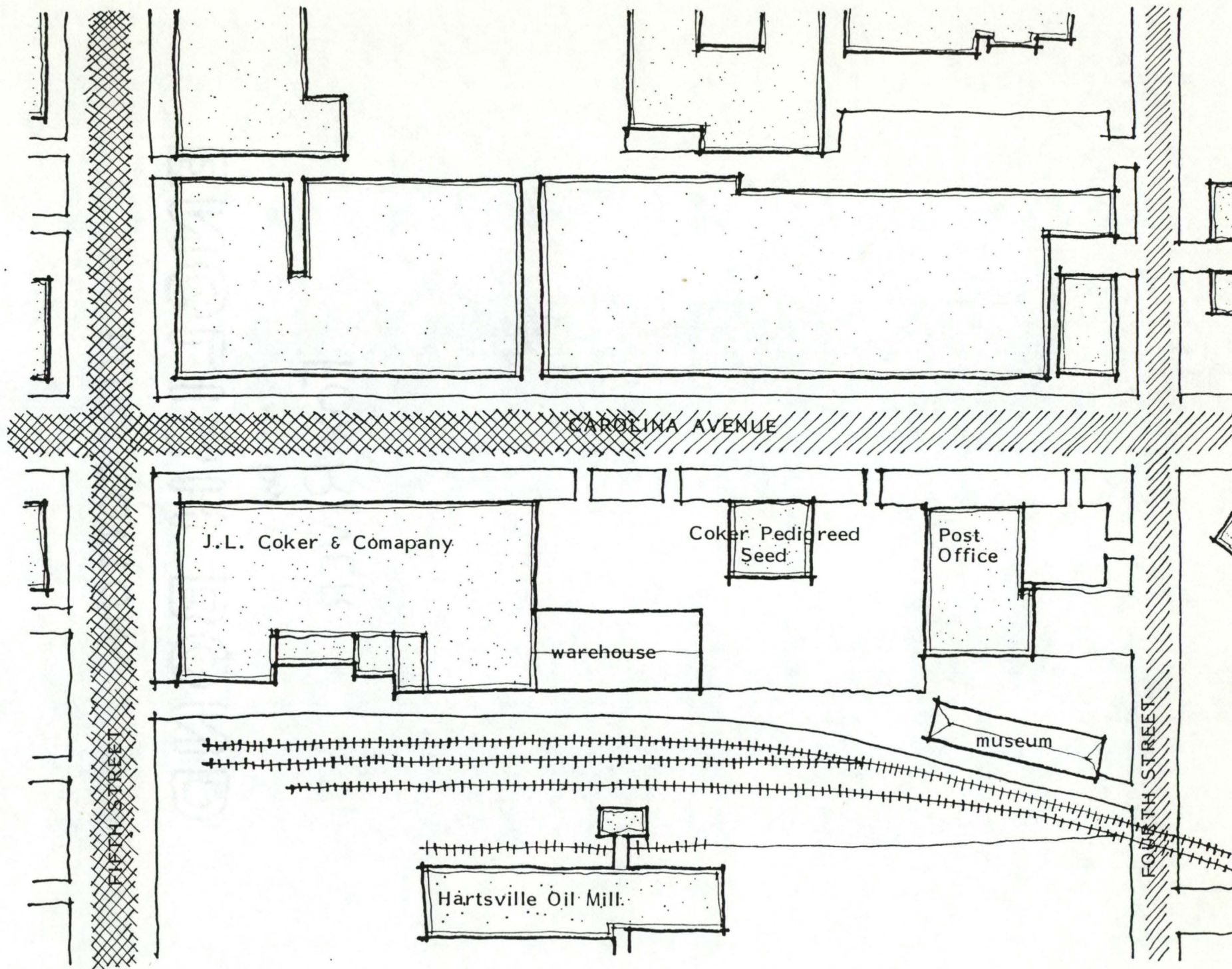


FIFTH STREET

FOURTH STREET



LANDUSE



CAROLINA AVENUE

J.L. Coker & Company

Coker Pedigreed Seed

Post Office

warehouse

museum

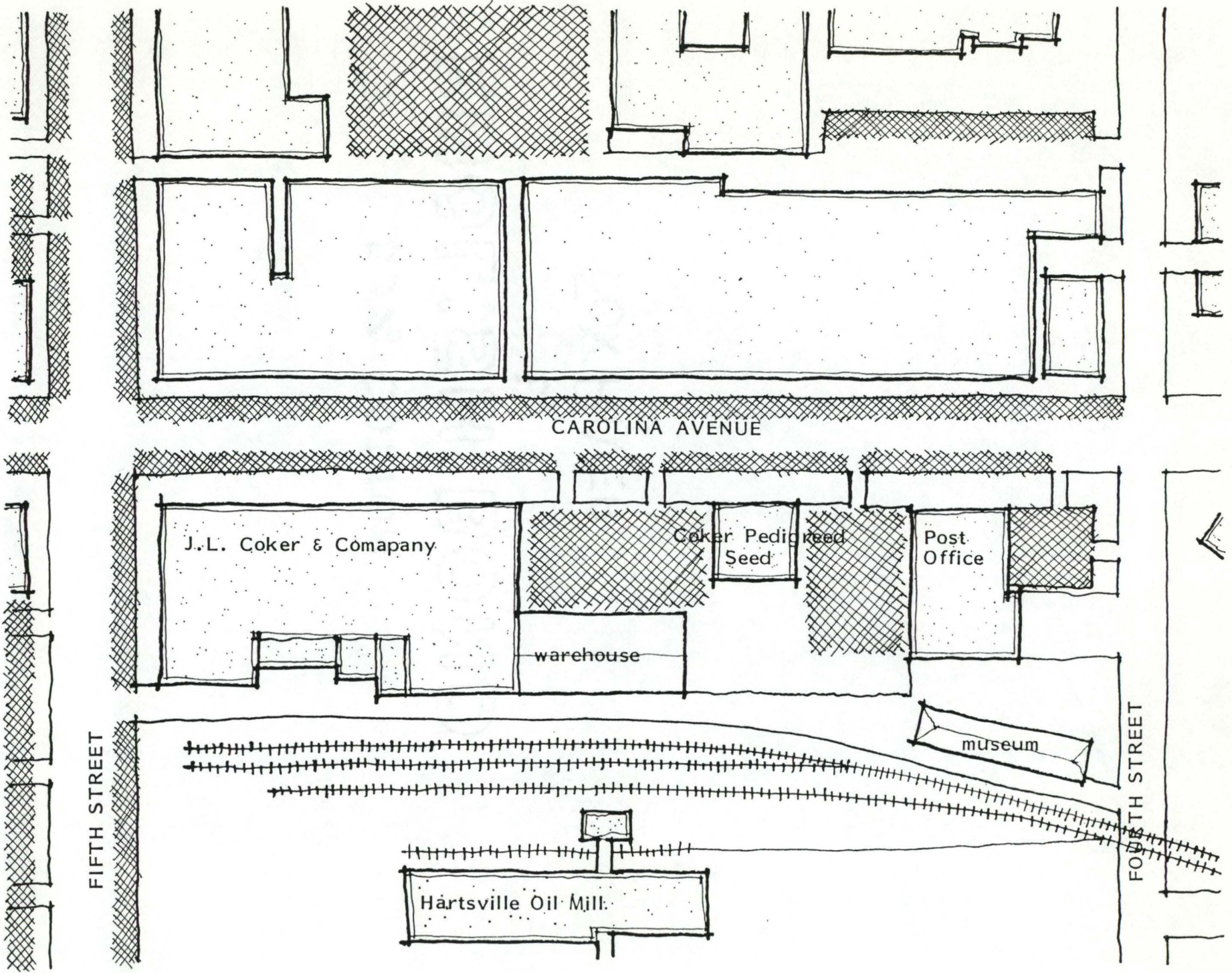
Hartsville Oil Mill

FIFTH STREET

FOURTH STREET

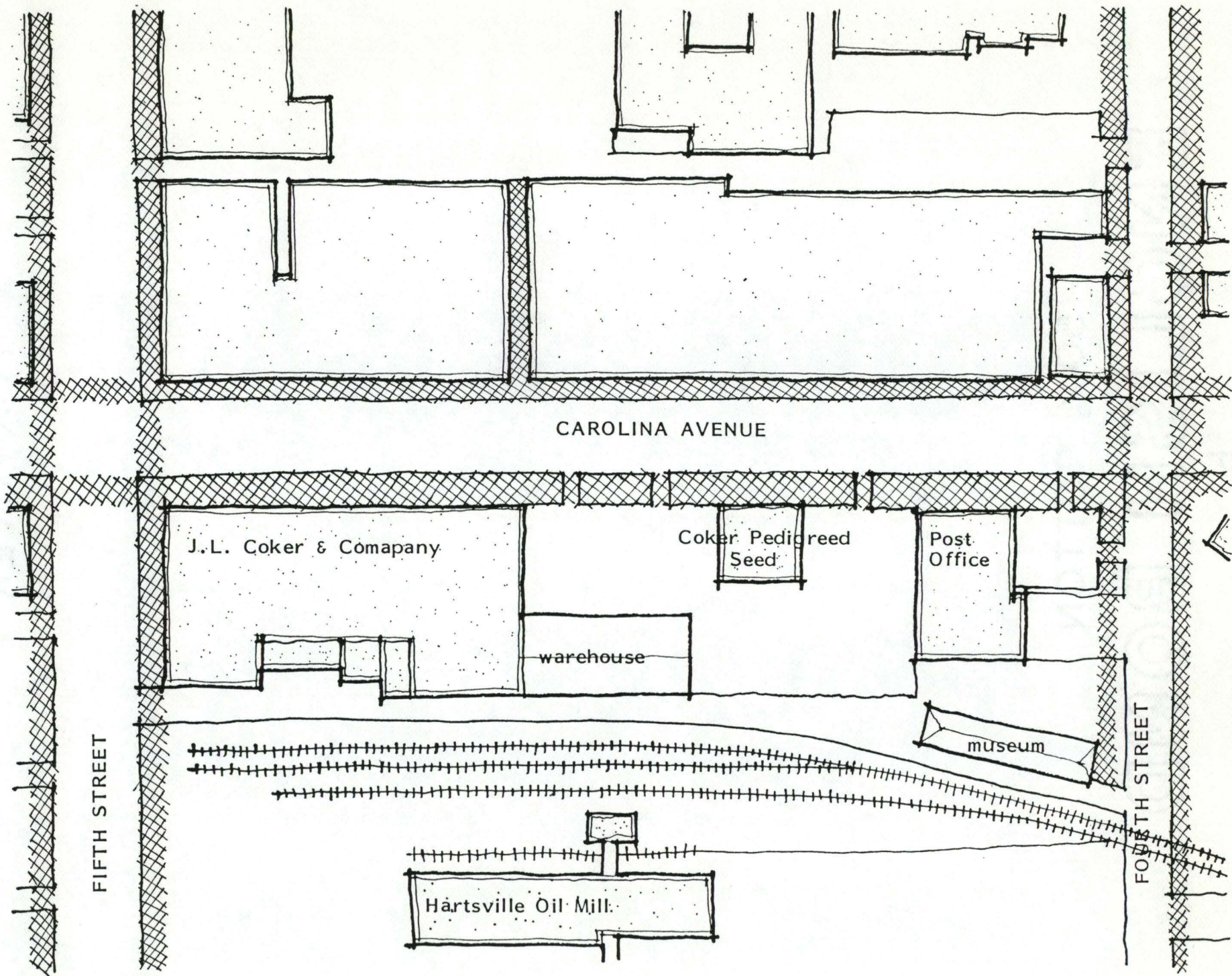
VEHICULAR TRAFFIC

Major  Minor 



PARKING





CAROLINA AVENUE

J.L. Coker & Company

Coker Pedigreed Seed

Post Office

warehouse

museum

Hartsville Oil Mill

FIFTH STREET

FOURTH STREET

PEDESTRIAN TRAFFIC 

SONOCO PRODUCTS COMPANY

SONOCO PRODUCTS COMPANY HISTORY

The project of paper making in Hartsville was a dream of Major James Lide Coker's oldest son, James, rather than the Major's. It was, however, Major Coker's financial backing and business acumen that aided James's dream.

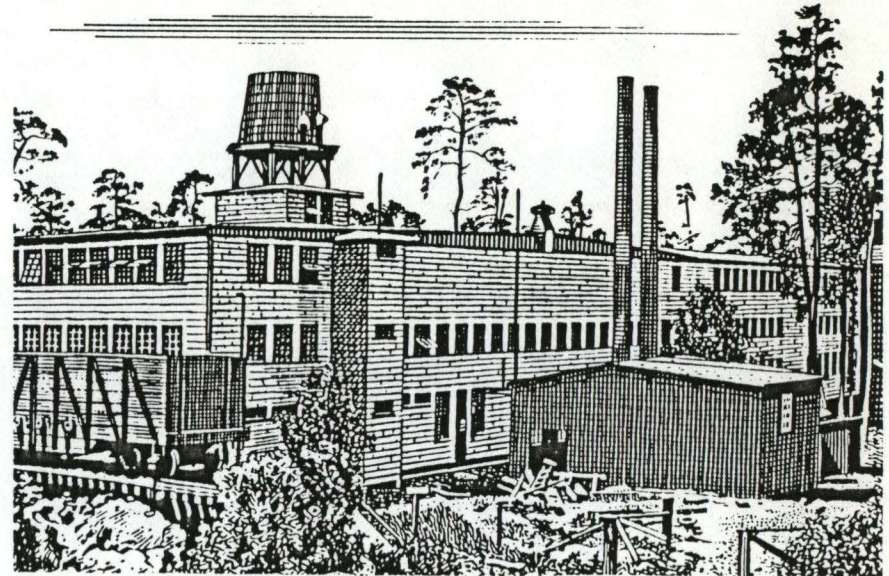
In the early winter of 1889, James Coker went to New York to make arrangements for the construction of a pulp mill. A site was selected on the Coker Plantation on the bank of Black Creek.

By the spring of 1893, the Cokers found it impossible to sell the pulp commercially as they had hoped. Thus it became necessary to either close their pulp mill or spend more money in an attempt to produce paper.

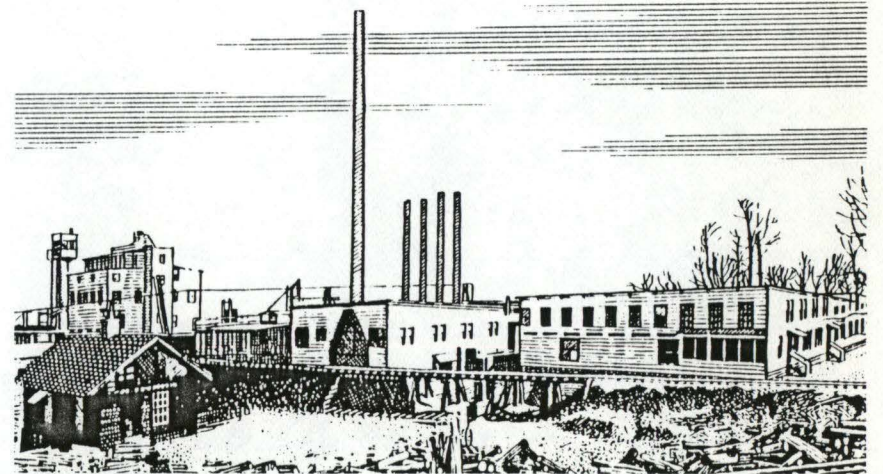
This first mill was incorporated as the Carolina Fiber Company. In 1895, after almost six years of effort and a cost of around \$120,000, operations were still unprofitable and the future gloomy. But this difficulty was finally surmounted and in March of 1899, an agreement was reached to organize yet another company to use this paper produced by the Carolina Fiber Company.

This new company was designated as the "Southern Novelty Company." This new company used the paper produced by the Carolina Fiber Co. to produce paper cones, a replacement for wooden ones used by textile yarn and thread mills. The name "Southern Novelty Company" was later abbreviated to "Sonoco."

As the textile industry in the South grew and prospered, so did Sonoco. Major James Lide Coker died in 1918 at the age of 81, but not before seeing his newest business venture prosper. Sales of the company at that time were \$514,557 and net profit \$34,709.⁸



Sonoco Products Company, 1904.



Carolina Fiber Company, 1920.

SONOCO PRODUCTS COMPANY TODAY

Though Sonoco has experienced tremendous growth and diversification since its founding, there still is one basic similarity. Like the first paper cone, most of their products are designed and manufactured to meet a customer's specific requirements.

In the early years, Sonoco continued to help the textile industry modernize, developing marketable improvements in all types of textile carriers. Sonoco soon became a major converter of paper, with a reputation for high quality, innovative products for widely divergent industries.

In addition to manufacturing paper products, they also supply the bulk of their own raw materials. Sonoco produces their own paper - over 2100 tons each day, more than 300 different types - from wastepaper collected

from their recycling operations around the nation.

The need for innovation in textiles led Sonoco to develop products from other materials, and they refined methods of manufacturing textile carriers from plastic. Today, they produce a variety of products from plastics, specially treated papers, metals, and woods.

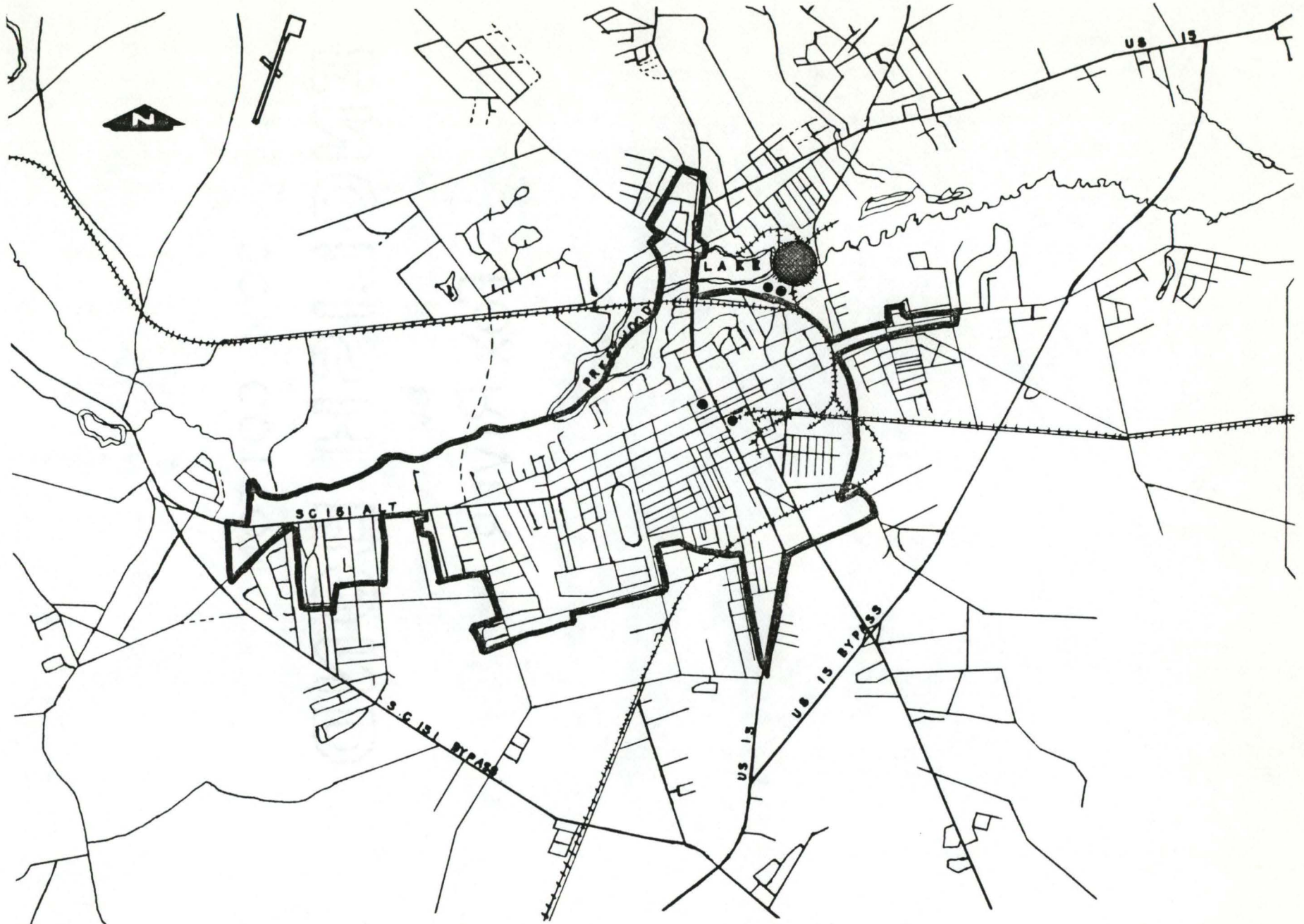
Similarly, the company has expanded its markets. Sonoco is now a major supplier of packaging, construction, and specialty paper products for a variety of industries.

The company that began in 1899, with twelve employees making paper cones in a rented warehouse, now employs over 10,000 people in more than 150 plants around the world.

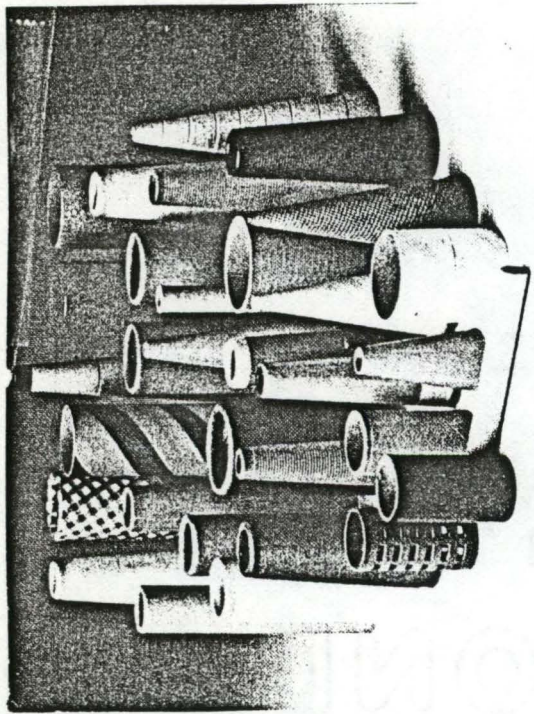
The company is divided into five basic operating units: The General Products Division - a leading producer of cones and tubes in both paper and plastic; the Paper Division - which produces uncoated cylinder board for both internal consumption and external sales and corrugating medium for outside sale; the International Division - with operations in 19 foreign countries producing many of the same converted paper products as the parent company; the Can Division - a major manufacturer of composite cans and caulking cartridges; and the Special Products Division - with such products as solid fibre partitions, plastic carry-out grocery sacks, steel and aluminum beams for the textile industry, prefabricated metal buildings and metal, wood and plywood reels for the wire and cable industries.

A highly integrated manufacturer, Sonoco also produces much of its own converting machinery, controls more than 40,000 acres of timberland for its wood chip and lumber needs, manufactures many of its own coatings, adhesives and lacquers. The company also owns its own trucking operations.

Yet through this impressive growth, Sonoco has retained its objectives: to help customers find the best possible solutions to their problem; to produce top quality products at fair prices; and to offer the best service possible.⁹



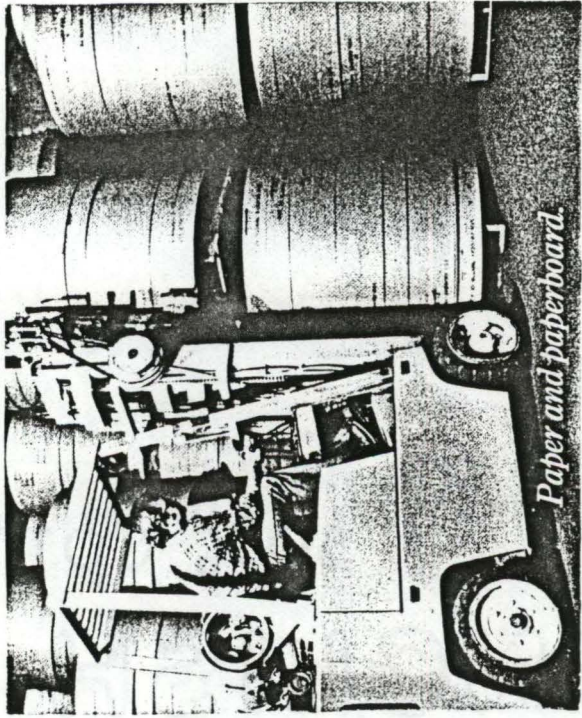
Hartsville city map showing various offices and mills of Sonoco Products Company.



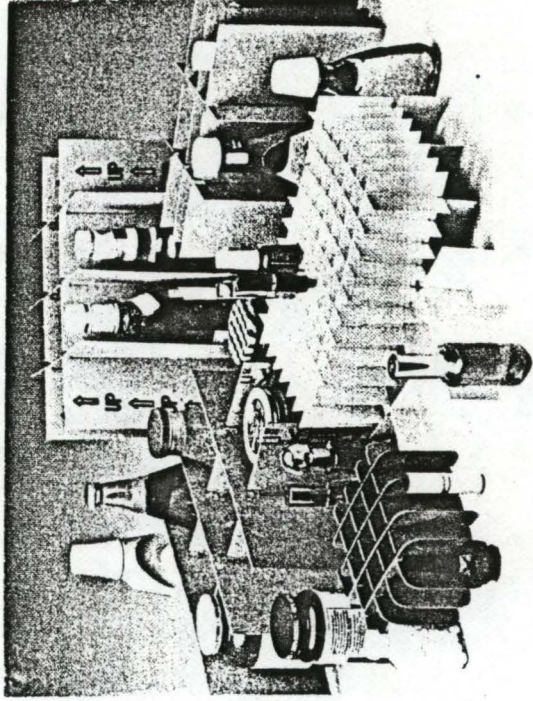
Textile cones and tubes.



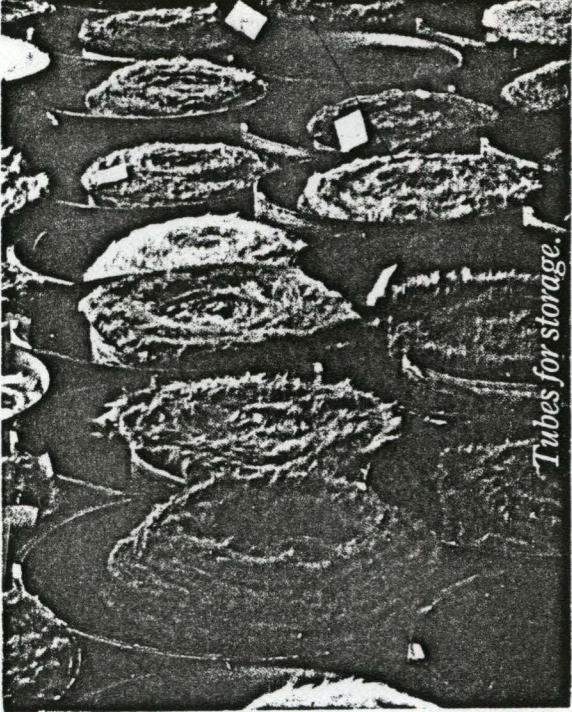
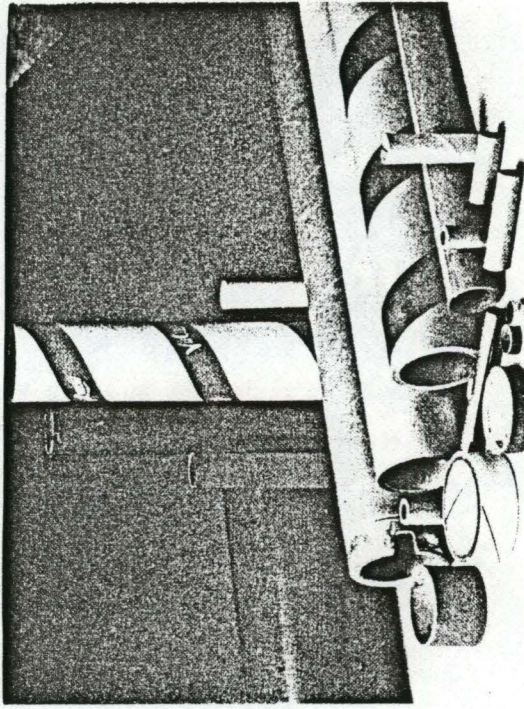
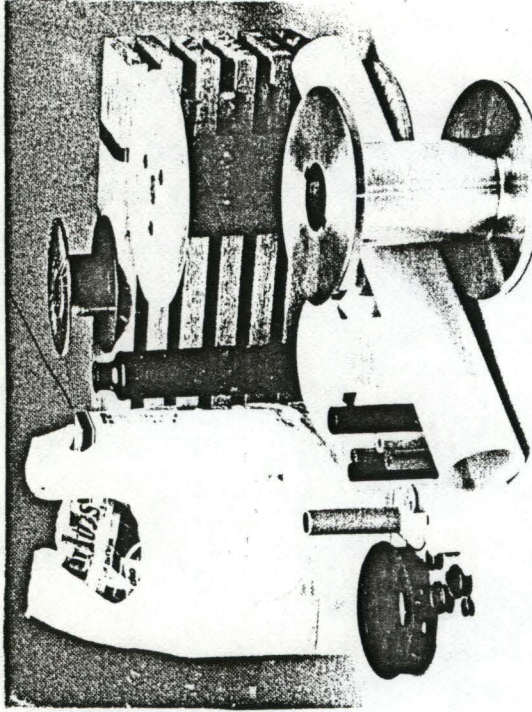
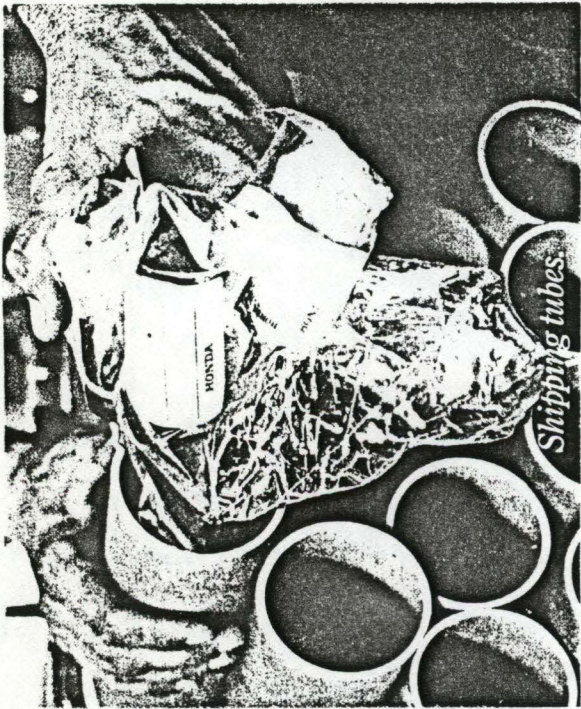
Cans and cartridges.

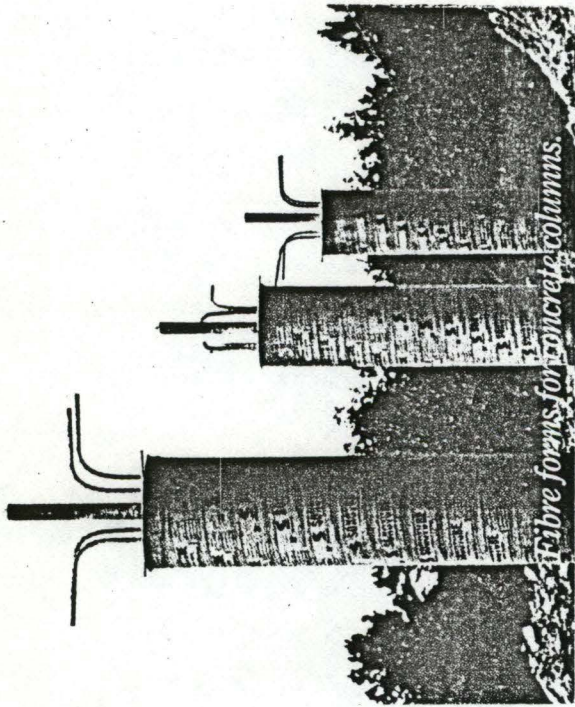


Paper and paperboard.

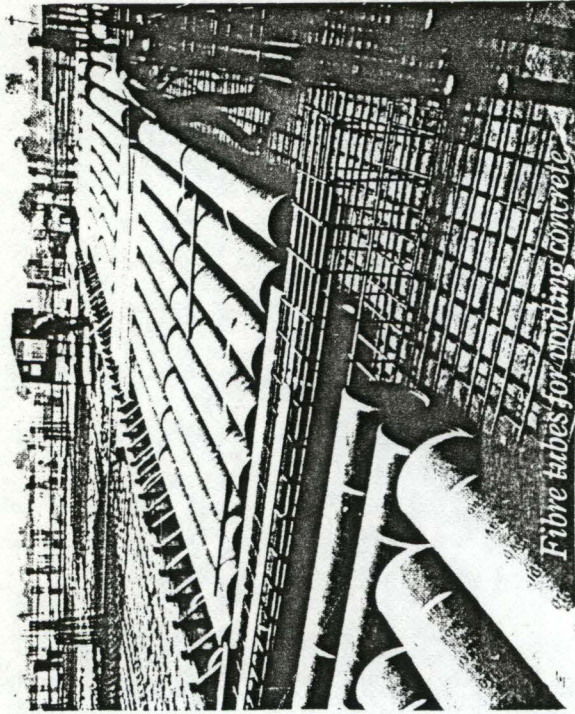


Partitions.

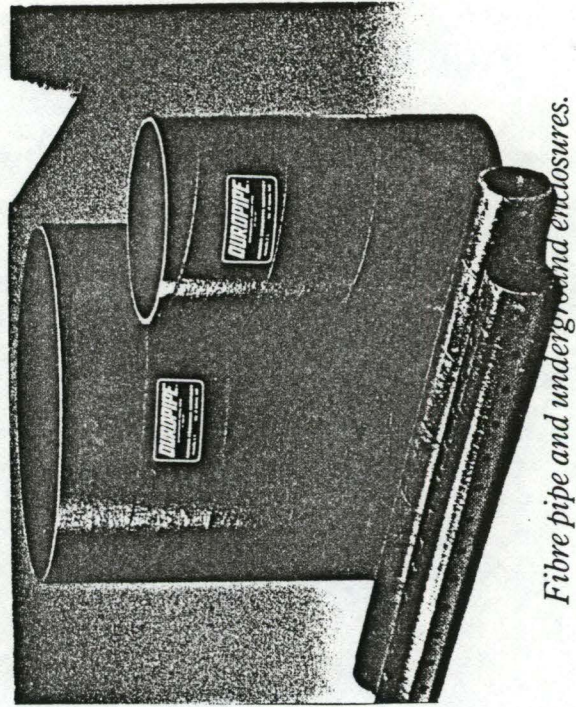




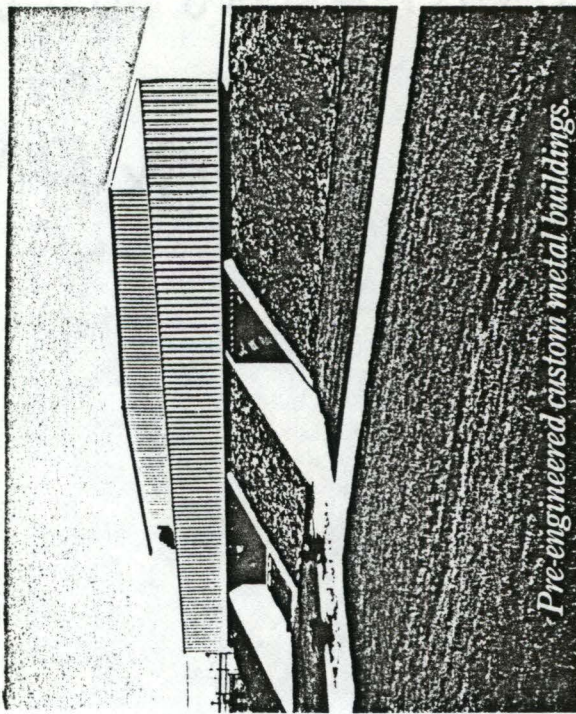
Fibre forms for concrete columns.



Fibre tubes for bonding concrete.



Fibre pipe and underground enclosures.



Pre-engineered custom metal buildings.

ACTIVITY ANALYSIS

In analyzing the commercial business district of Harts-ville, it is evident, as in many such downtown areas, that a catalyst or spark is needed to bring life back to the city's downtown. With the vacating of the Coker building, the existing vacancies of the Coker Pedigreed Seed building, and the U.S. Post Office, one of the major blocks of the commercial business district is open for development, hopefully providing that much needed revitalizing spark. In analyzing proposed and suggested needs, the following seemed the most compatible and probable for success:

1. Sonoco Products Company Corporate Headquarter - Sonoco Products Company has a great need for a consolidated corporate headquarters. At present, the various divisional offices are located in five separate buildings, two of which are located a mile or more from the remaining three which are adjacent to Sonoco's Hartsville Mill. There is therefore a desire to bring these fragments together and provide Sonoco with a more efficient system, provide employees with a better working environment, and provide Sonoco with a marketable image.

2. Sonoco Conference/Dining Facility - Another important issue is that of a conference/dining facility. Sonoco's need for a conference is paralleled by a similar community need. Since the conference center is to be a working part of Sonoco's Corporate Headquarters, but also available for public use, the facility must be linked to the corporate headquarters, but easily accessible to the public.

Within this facility should also be incorporated a cafeteria dining facility, not only for Sonoco employees, but also for downtown employees and shoppers. The facility is to be leased to a catering company. This amenity would be an addition to the commercial district

not only drawing people from other parts of the city, but perhaps encouraging downtown employees to stay in the business district for lunch.

This conference/dining facility would also have a reception area which would house a permanent Sonoco display and various community art or history displays in conjunction with the Hartsville City Museum. The conference rooms could also be used for displays and related receptions.

3. Hartsville City Museum and Plaza-

The linking of the 1890's train station, which now serves as the Hartsville City Museum, with the main pedestrian and vehicular thoroughfare, Carolina Avenue, is of great importance. The museum is located behind the vacant post office, perpendicular to Fourth Street, a secondary collector street. Access to the museum for pedestrians is difficult because of inample parking adjacent to the museum.

By providing a plaza linking the museum with Carolina Avenue, the museum would have better visual and physical access. The plaza would also serve the community's need for an outdoor gathering space for such events as Hartscapades, Arts Alive, and Street Dance.

4. Hartsville City Hall-

The construction of a new city hall would meet Harts-ville's need for the consolidation of it's city services. At present, the city manager's offices, city court, the chamber of commerce, and city systems offices (street, water, sewer, etc.) are scattered in various buildings throughout the city. The consolidation of these offices would give the city a unified image and provide the citizens of Hartsville with a more efficient system.

5. Parking -

The construction of a parking garage near the site is needed in order to accommodate employees of both Sonoco and the city. Parking for museum employees and visitors must also be considered. These proposed activities would bring to the downtown commercial area approximately 400 people, generating new life and business for the district. A shift of movement back to the downtown would perhaps act as the much needed catalyst for refurbishing and renovating existing structures.

SONOCO CORPORATE HEADQUARTERS

The new consolidated headquarters would require a reception area (two receptionists) befitting and appropriate for an international corporation. This shall be the security checkpoint for entering the headquarters. From this reception area would be access to all divisions.

The requirements for individual divisions are as follows and are projected needs for Sonoco for the year 1990:

Paper Division - reception area, conference room, private office for divisional vice-president, file room, and work space for 58 employees.

General Products Division - reception area, conference room, private offices for two divisional vice-presidents, file room, and work space for 50 employees.

Can Division - reception area, conference room, private office for divisional vice-president, file room, and work space for 45 employees.

International Division - reception area, conference room, private office for divisional vice-president, file room, work space for 38 employees, and work space for 8 visiting employees from international branches.

Accounting Division - reception area, conference room, private office for divisional vice-president, fire-proof file vault (400 sq. ft.), and work space for 40 employees.

Fibre Partition Division - reception area, conference room, private office for divisional vice-president, file room, and work space for 36 employees.

Transportation Division - reception area, conference room, private office for divisional vice-president, private office for vice-president of trucking company, two file rooms, and work space for 35 employees.

Polysac Division - reception area, conference room, private office for divisional vice-president, and work space for 22 employees.

Market Research Division - reception area which serves as security control point to main work space, private office for divisional vice-president, file room, conference room, and secure work space for 18 employees.

Information Processing Division - reception area, work space for 12 employees, computer hardware room (200 sq. ft.), and storage room for supplies and receiving (must access to exterior).

Special Products Division - reception area, private office for divisional director, work space for 4 employees, and access to conference room.

New Business Development Division - reception area, private office for divisional director, work space for 2 employees, and access to conference room.

Public Relations Division - reception area, private office for divisional director, work space for 2 employees, and access to conference room.

Advertising Division - reception area, private office for divisional director, work space for 2 employees, and access to conference room.

Corporate Real Estate - reception area, private office for divisional director, work space for 2 employees, and access to conference room.

Executive Division - reception area, private offices for corporate president, chairman of the board, and four corporate vice-presidents, work areas for three corporate secretaries (one secretary per two execs.),

corporate board room, file room, and corporate lounge with restrooms, and kitchenette. Executive Division should be located near International and Accounting Divisions.

PARKING - parking must be provided for approximately 350 Sonoco employees, 35 city employees, 2 museum employees, and 20 visitors. Existing angled parking is for short term parking only.

SONOCO CONFERENCE/DINING FACILITY

The requirements for the conference/dining facility are as follows:

Reception - reception space with display cases for permanent Sonoco display and other temporary display; access to Sonoco Corporate Headquarters, public, conference, and dining through this space.

Conference Facility - auditorium for 300 people with complete audio-visual system, conference room for 30 people, banquet room for 60 people, caterer's kitchen with bar and service link to cafeteria kitchen, and restrooms.

Dining Facility - indoor/outdoor dining for 250 people per hour, serving line area for beverage, hot food, cold food, salad bar, and cashier, and complete cafeteria kitchen with walk-in freezer, cooler, and dry storage, employee dining area, employee restrooms, and private office for two employees.

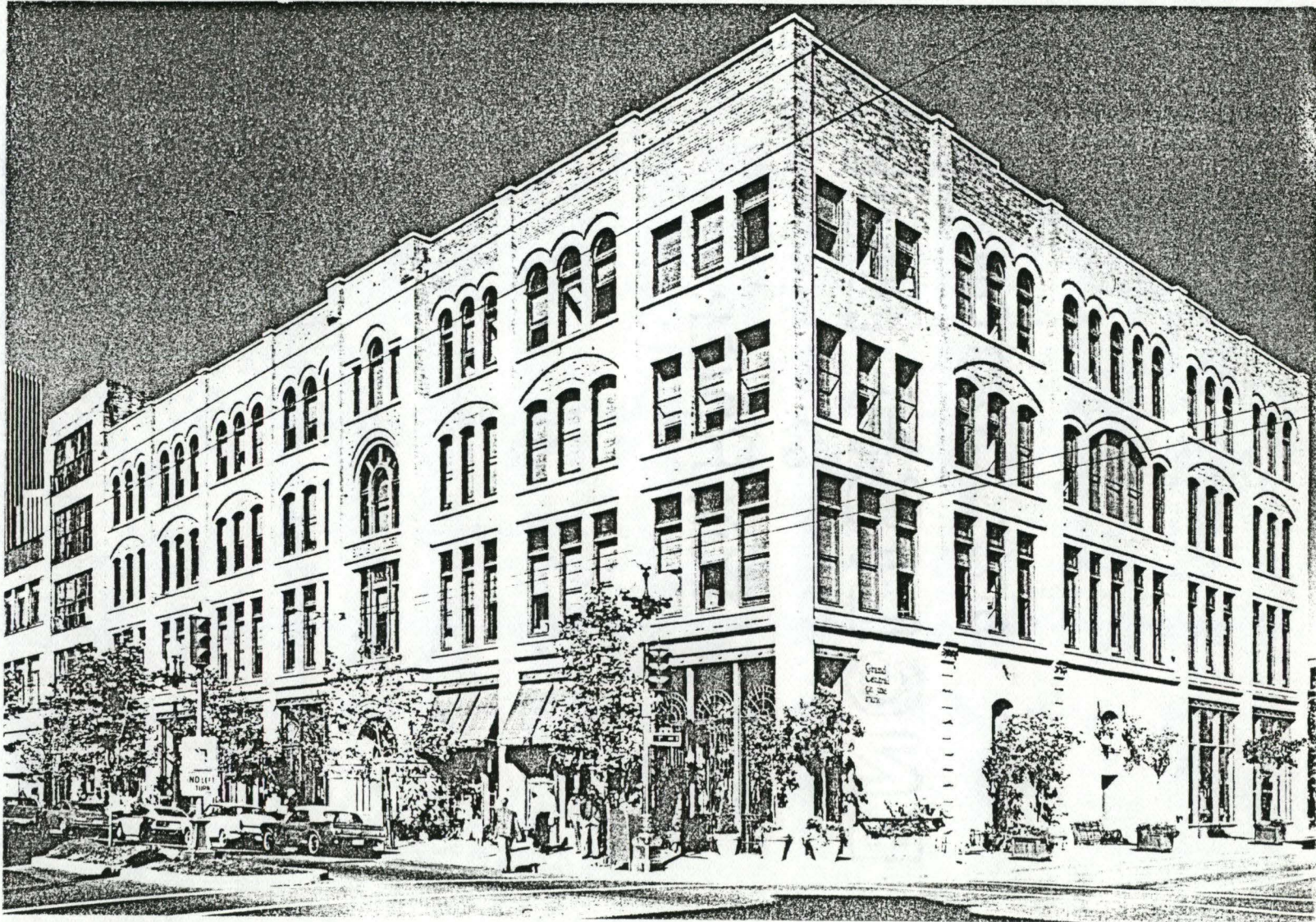
HARTSVILLE CITY MUSEUM AND PLAZA - open plaza linking museum visually and physically with Carolina Avenue.

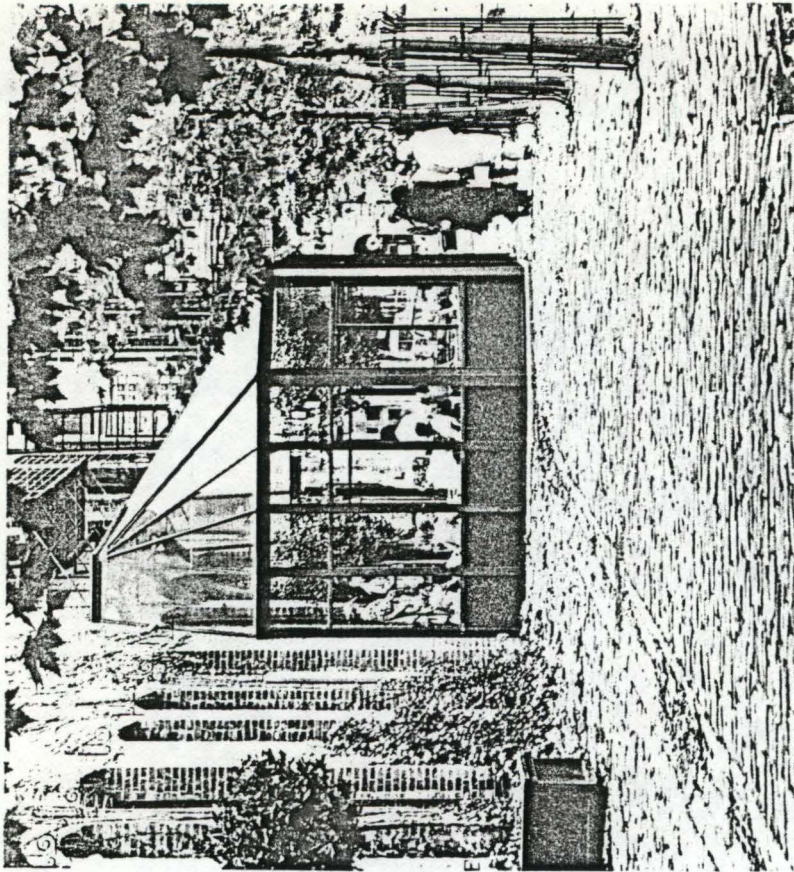
HARTSVILLE CITY HALL - consolidation of city manager's offices, city court, chamber of commerce, and city systems. Approximately 30,000 square feet.

"Grand Central on the Park"
Pioneer Square Historic District
Seattle, Washington

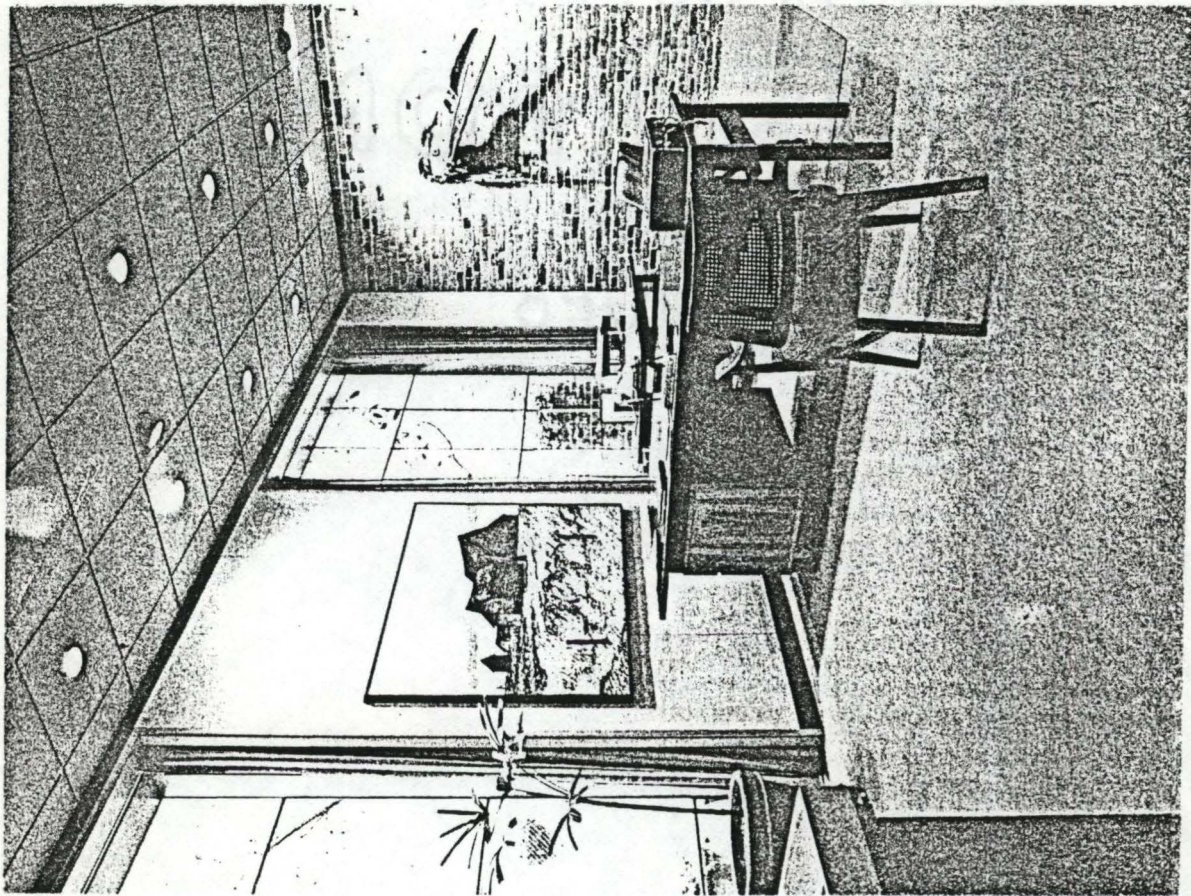
"Grand Central on the Park" occupies an important site in the Pioneer Square District. It is located on the corner of the area's principal street, First Avenue and Main Street. The building is a successful example of mixed use rehabilitation. Included in the complex

are restaurants, retail shops, and rental offices. Few changes were made to the exterior, retaining the original character and quality of the building. Windows were replaced, vertical circulation improved, and the building brought up to standard building codes.





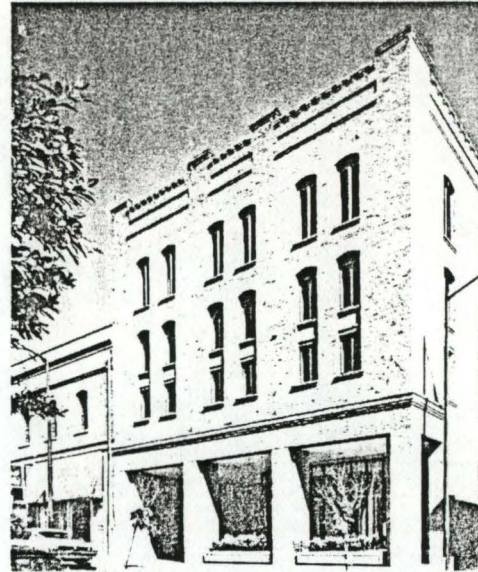
View of greenhouse dining addition.



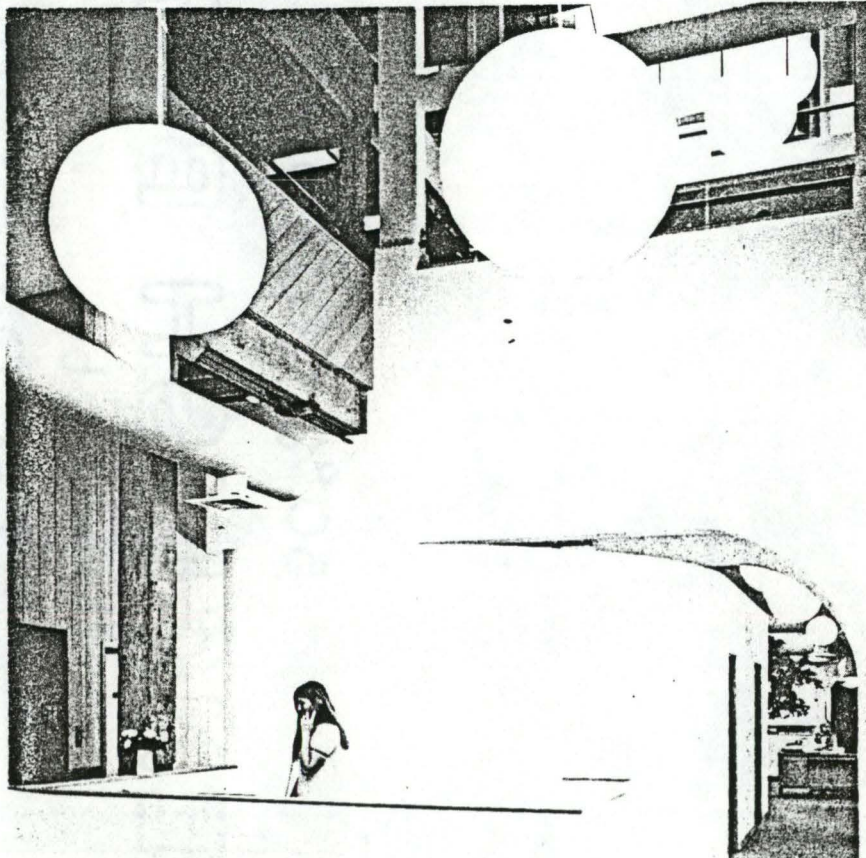
View of typical office interior.

Saturday Review Industries, Inc.
San Francisco, California

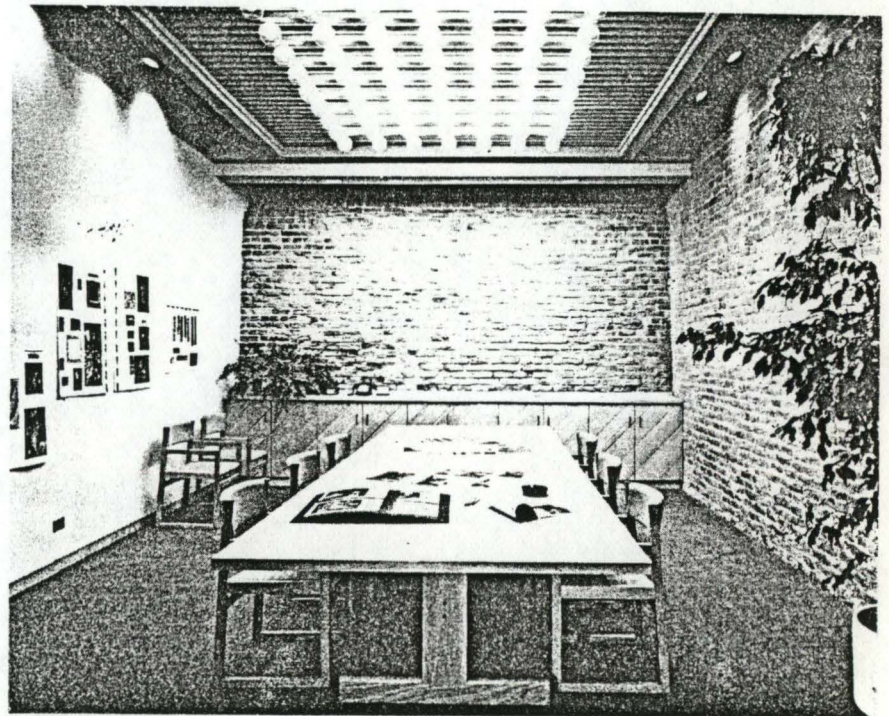
In remodeling the 60-year-old brick building in the Jackson Square district of San Francisco, all interior partitions were removed leaving the old brick walls and original post, beams, and joists. A new steel frame was introduced into the building to make it earthquake-resistant. The redesign of the interior was done to meet the needs of a publishing company. Many small offices were needed and were organized around what is essentially one central open space. Color, materials, planes, space, light, and line are the elements of the design. Freestanding partitions, bridges, and transparent walls are the means of achieving these.



Exterior view.



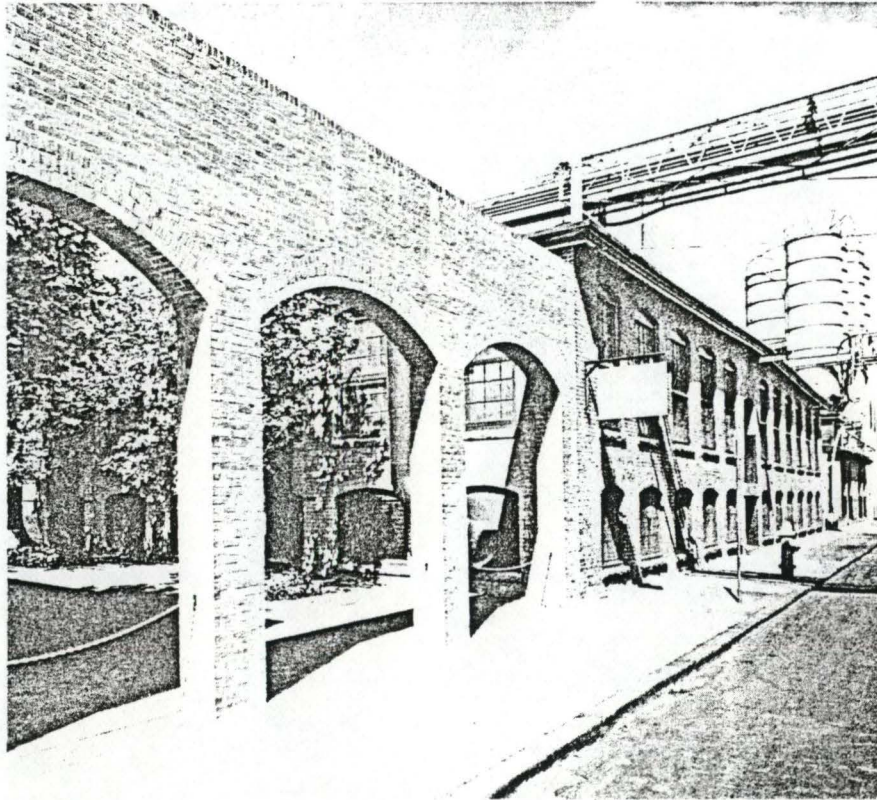
View of reception area.



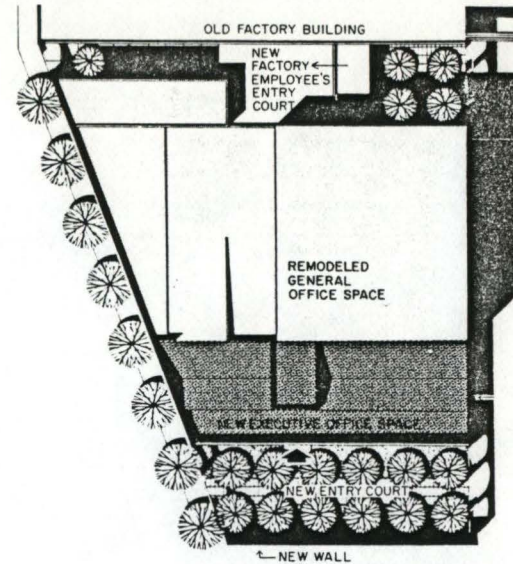
View of conference room.

Teknor Apex Corporate Headquarters Pawtucket, Rhode Island

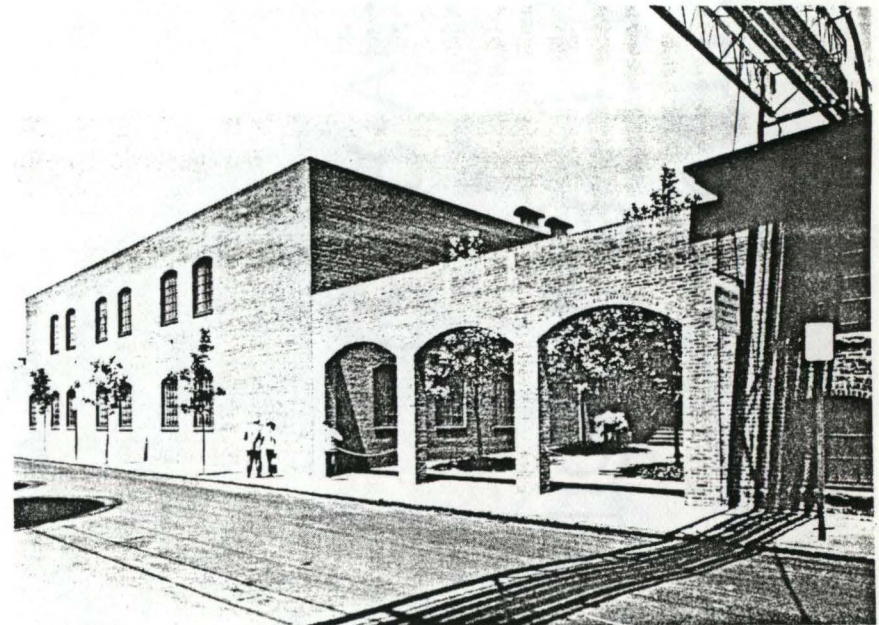
Central Avenue in Pawtucket, Rhode Island was a street lined with some 19th century factory buildings mixed with cinder block warehouses, a few run-down stores, and lots of parking lots. Teknor Apex realized the extent of their great undertaking for the remodeling of its Central Avenue corporate offices and kept it similarly modest. Concern for public image was minimal, but function and employee comfort were priorities. A new courtyard, onto to which many offices face, forms the entry for the new complex.



View of new entry courtyard and existing building.



Site Plan.



View of new office space and new courtyard.

DESIGN PROPOSAL

Site Concept

In working with the program, a site concept was first established. The various activities were grouped into three categories according to use: public (city hall, and museum), shared (conference/dining facility), and private (corporate headquarters).

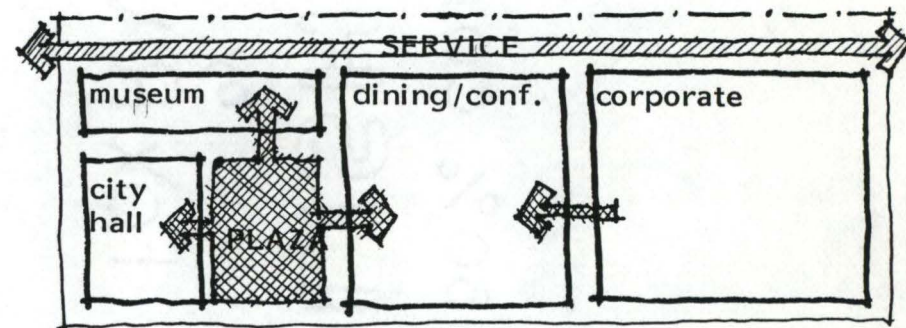
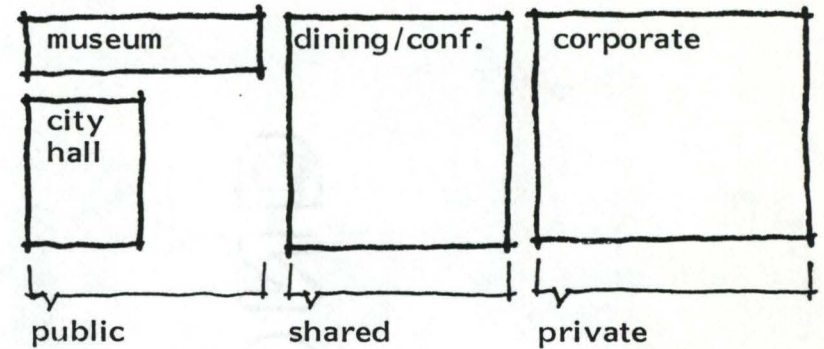
The plaza, a large open gathering space, serves as the linking element for the activities. The museum is the terminus and focal point for the plaza.

The separation of pedestrian and vehicular traffic prevent congestion on the site. Service and deliveries are on the south side of the site. Angled parking and drop off areas are located on the north side of the site, along Carolina Avenue, and are for temporary parking only. Parking for museum visitors and employees is located across Fourth Street from the museum. A parking garage for city and Sonoco employees is located in the municipal parking lot across Fifth Street, southwest of the Coker building.

Pedestrian traffic is generated mainly from Carolina Avenue. The Plaza becomes the major artery for pedestrian flow on the site.

Building Concept - Corporate Headquarters

The concept for Sonoco Product Company's corporate headquarters, centers mainly around one issue: the re-use of the J. L. Coker & Company building. The issue of image, as in most corporate cases, is a difficult one, but in the case of Sonoco, it could easily be solved.

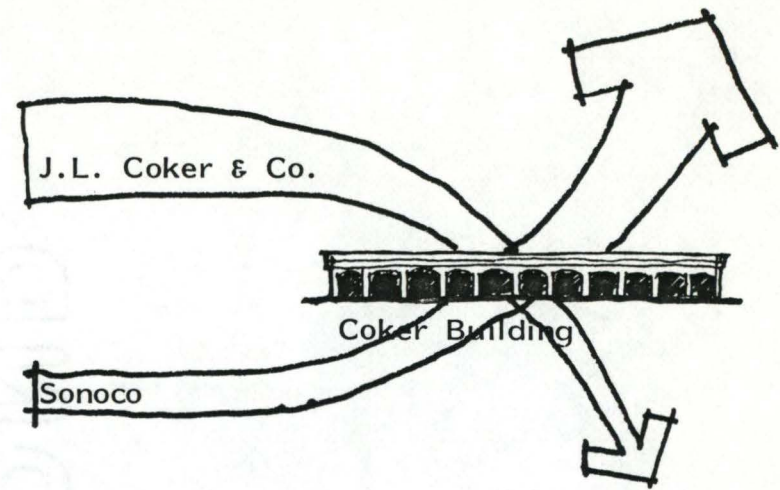


By renovating the vacant Coker building for its corporate headquarters, Sonoco would give itself an already established image and also preserve a National Trust Landmark. There are two valid supports for this argument: first, Major James L. Coker, founder of Coker & Co. and builder of the existing building, financed and founded Sonoco Products Company from the profits of the Coker Company; second, for over one hundred years, the J. L. Coker & Company Department Store has been the nucleus of not only Hartsville, but the surrounding area. Today, with Sonoco employing over 3300 employees from that area, it has become a main generator, just as was the Coker Company, in today's community.

The concept therefore centers wholly around the placement of Sonoco's offices on two floors within the shell of this landmark. The building, as it exists today is actually nothing more than a shell. The goal, therefore is to preserve the exterior, and to adapt the interior to the needs of Sonoco. Windows which had been bricked closed are to be re-opened. Certain later office additions in the rear, which are of a later date, are to be removed and infilled with mechanical space, restrooms, stairs, elevators, etc. The interior structural columns are to remain intact, but are to be encased for fire safety purposes. Three separate fire stairwells are to be placed within the existing building.

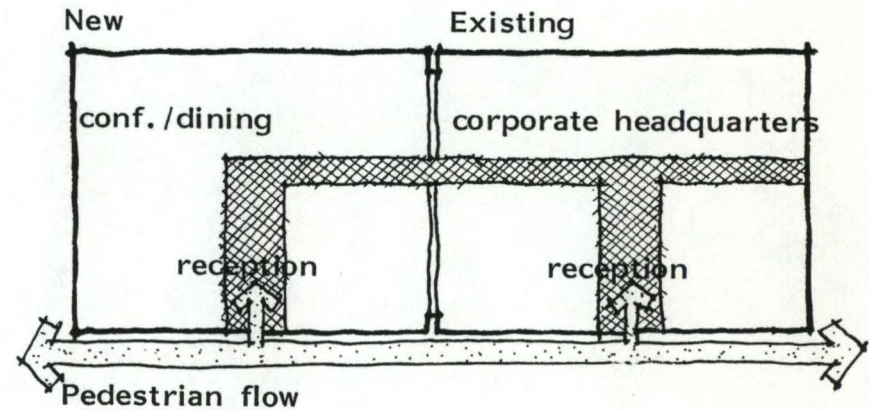
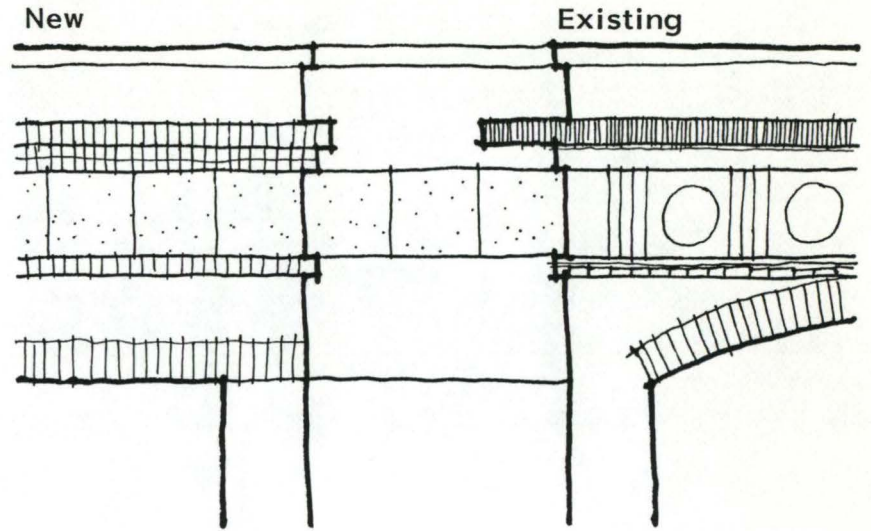
Since the corporate headquarters must have a close link with the conference/dining facility, the new construction must occur adjacent to the existing landmark. As in all rehabilitations, new additions pose certain design problems.

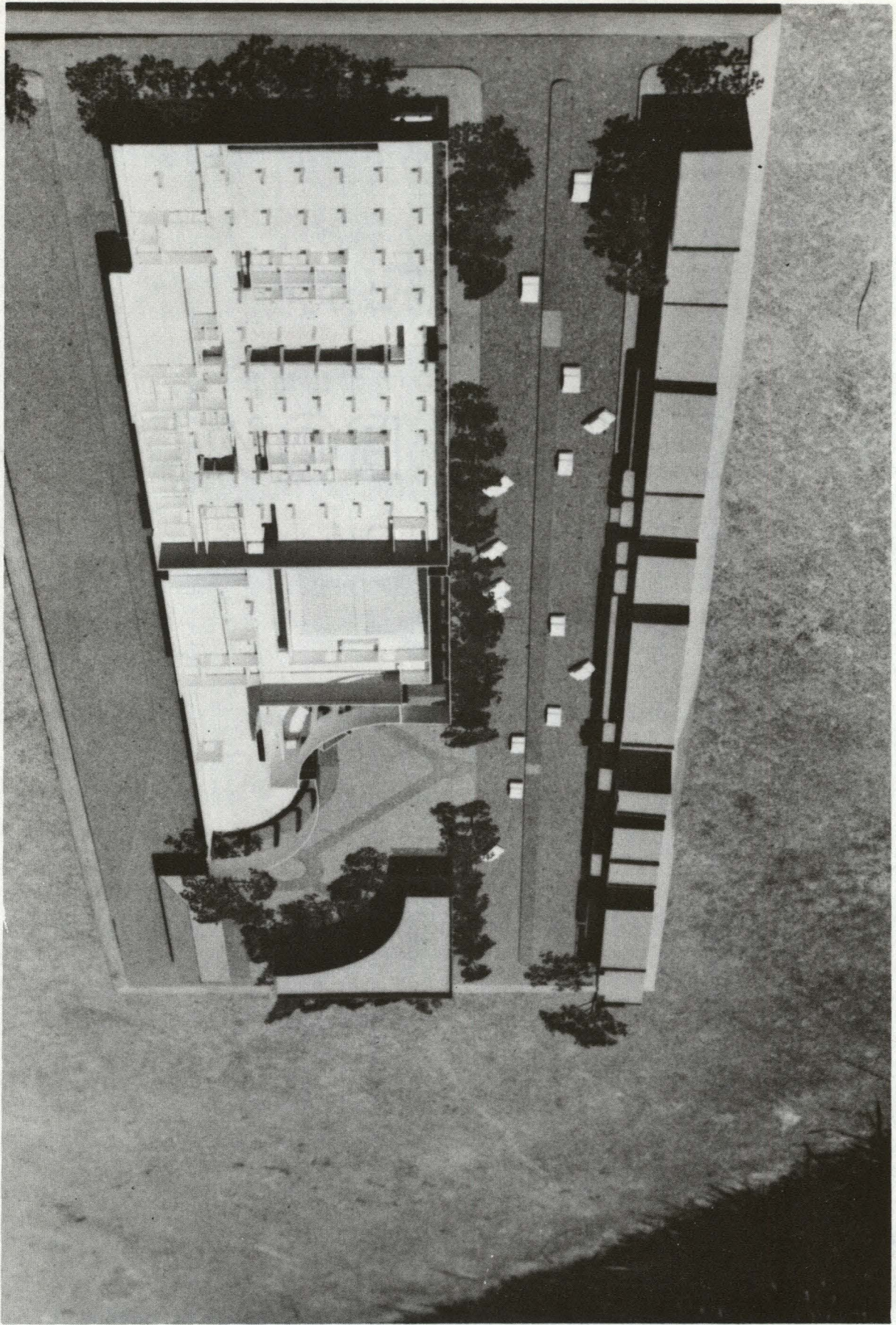
The compatibility of the new conference/dining facility with the Coker building was a major design issue. The use of an arcade continued the rhythm begun by the Coker building. Round brick piers, instead of square ones, further linked the two buildings, but

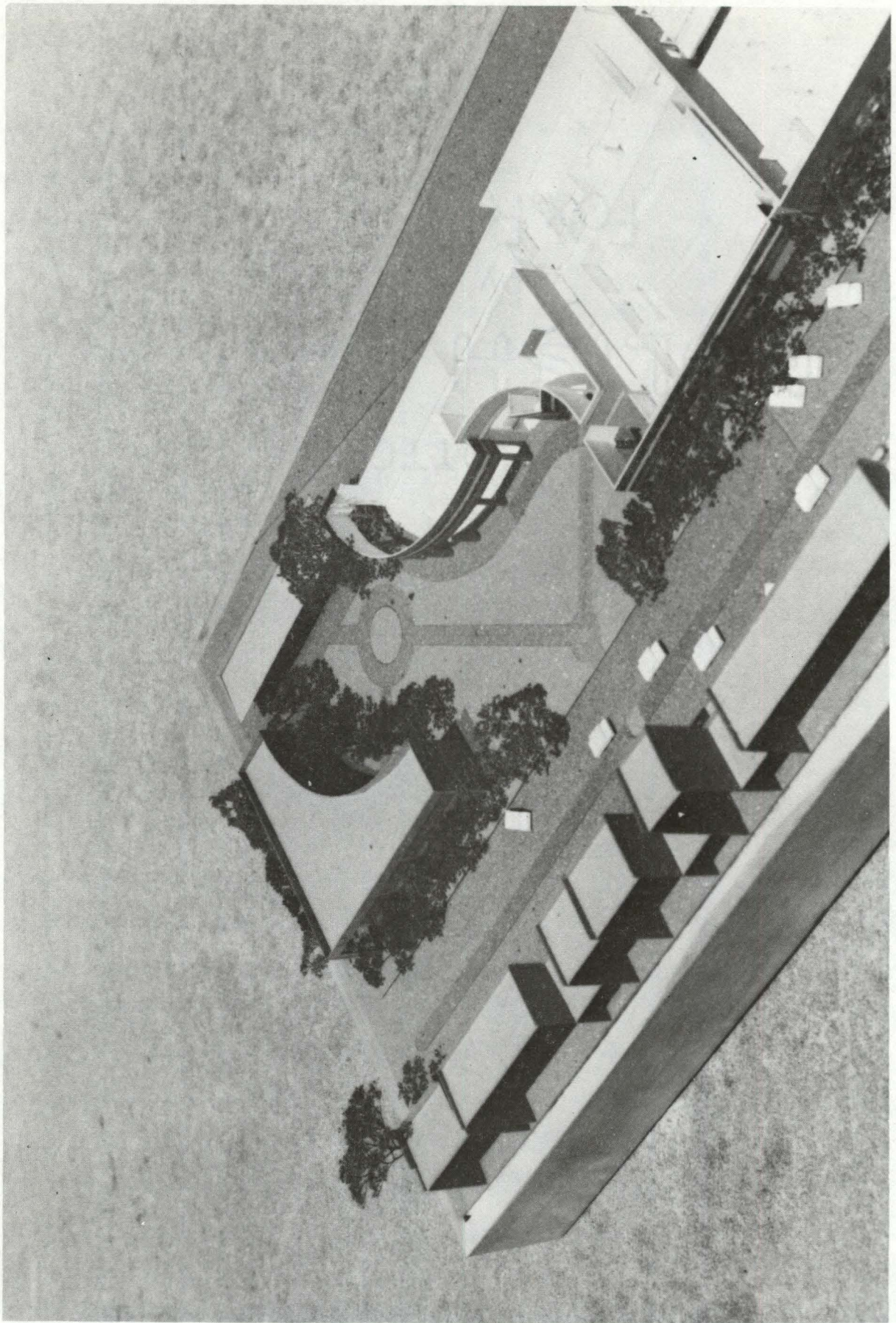


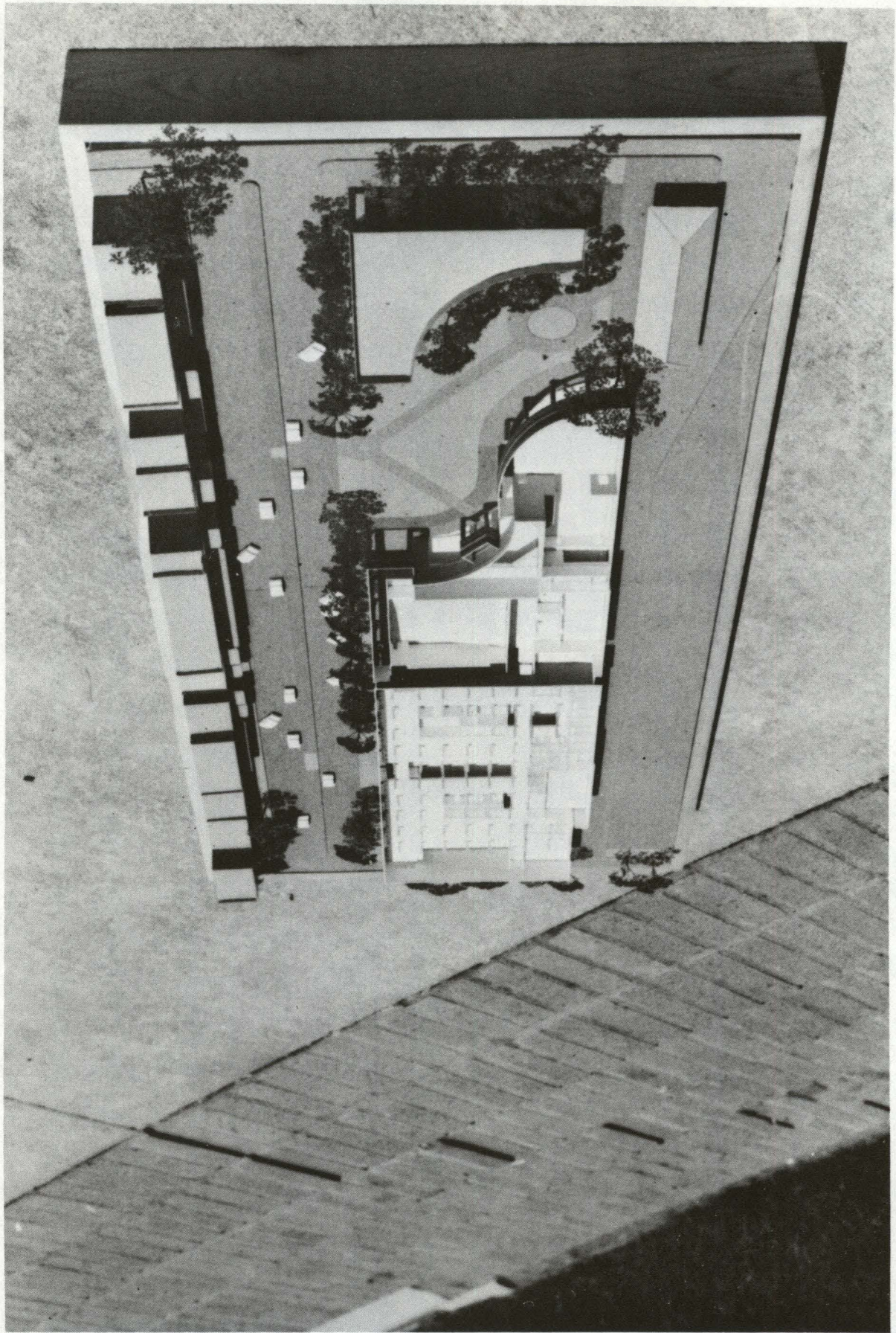
gave a distinct difference. The beautiful cornice of the Coker store was abstracted on the new building in brick and cast colored concrete panels. These square panels reflect the rhythm of the triglyphs and metopes of the existing cornice.

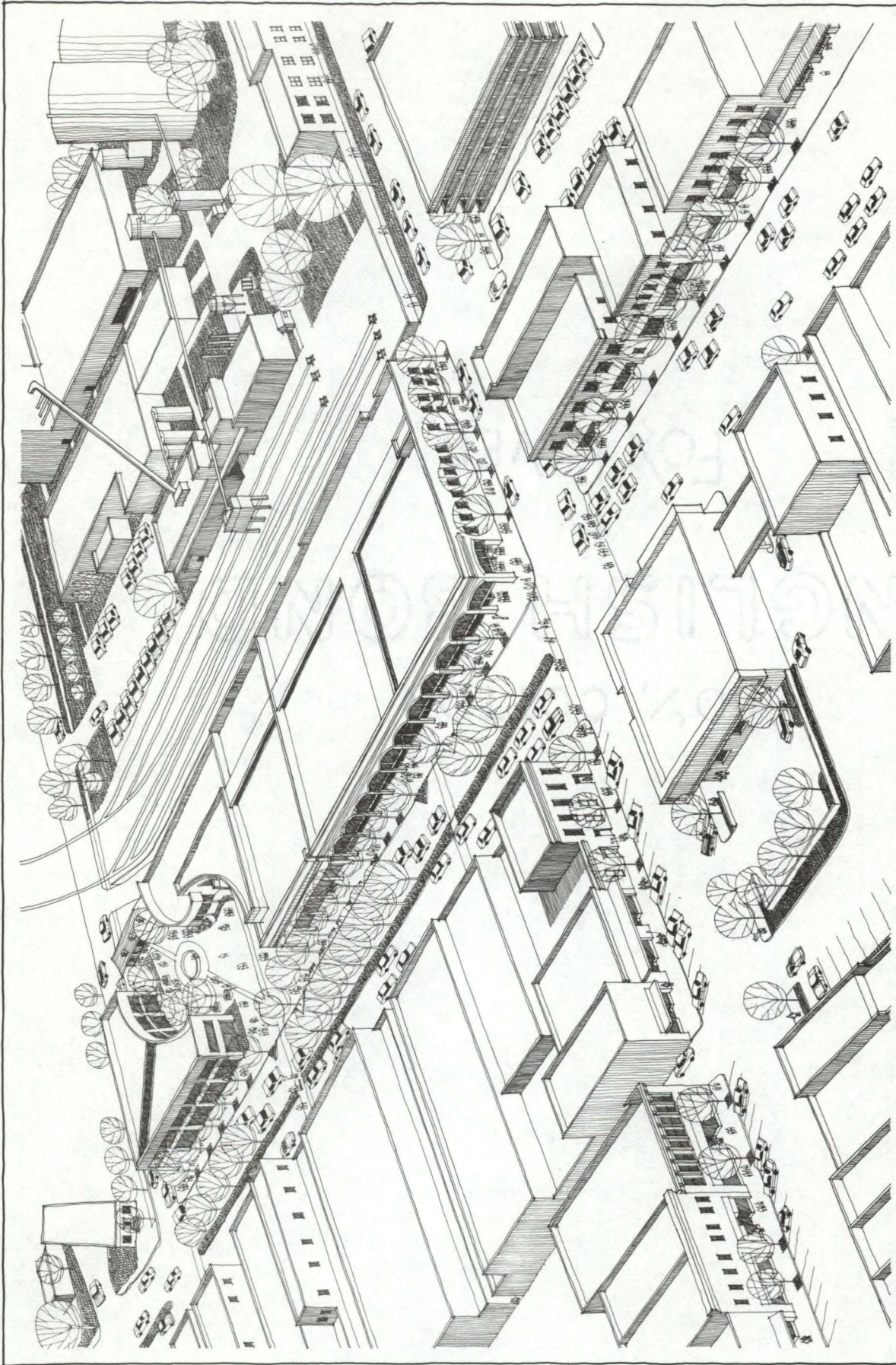
The relationship of the two structures interior was much simpler to accomplish than the exterior. The original end wall of the Coker building was retained as a fire wall between the two buildings. The duality of two reception spaces, one for Sonoco and one for the conference/dining facility simplify pedestrian flow and allow Sonoco additional security. Only Sonoco employees and special visitors would enter the headquarters reception lobby, whereas anyone entering the conference facility or cafeteria would use the other display lobby. A central spine with skylight running the entire length of the Coker building and connecting with the display lobby of the conference/dining facility, links the corporation with the new facility.









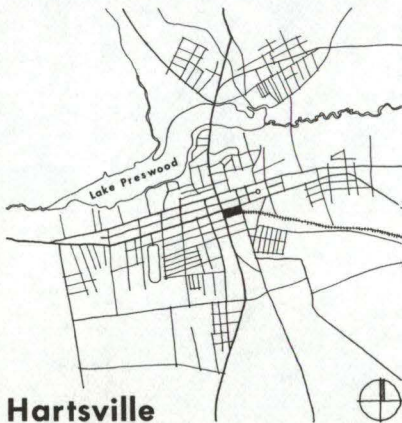


Sonoco Products Company Corporate Center, Hartsville, S.C.

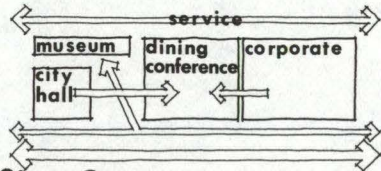
A terminal project submitted to the faculty of the College of Architecture, Clemson University, in partial fulfillment of the requirements for the Degree of Master of Architecture. Spring 1985. *James G. Hargis*



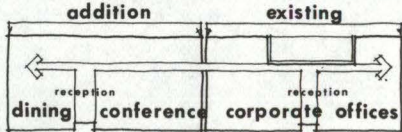
Locator



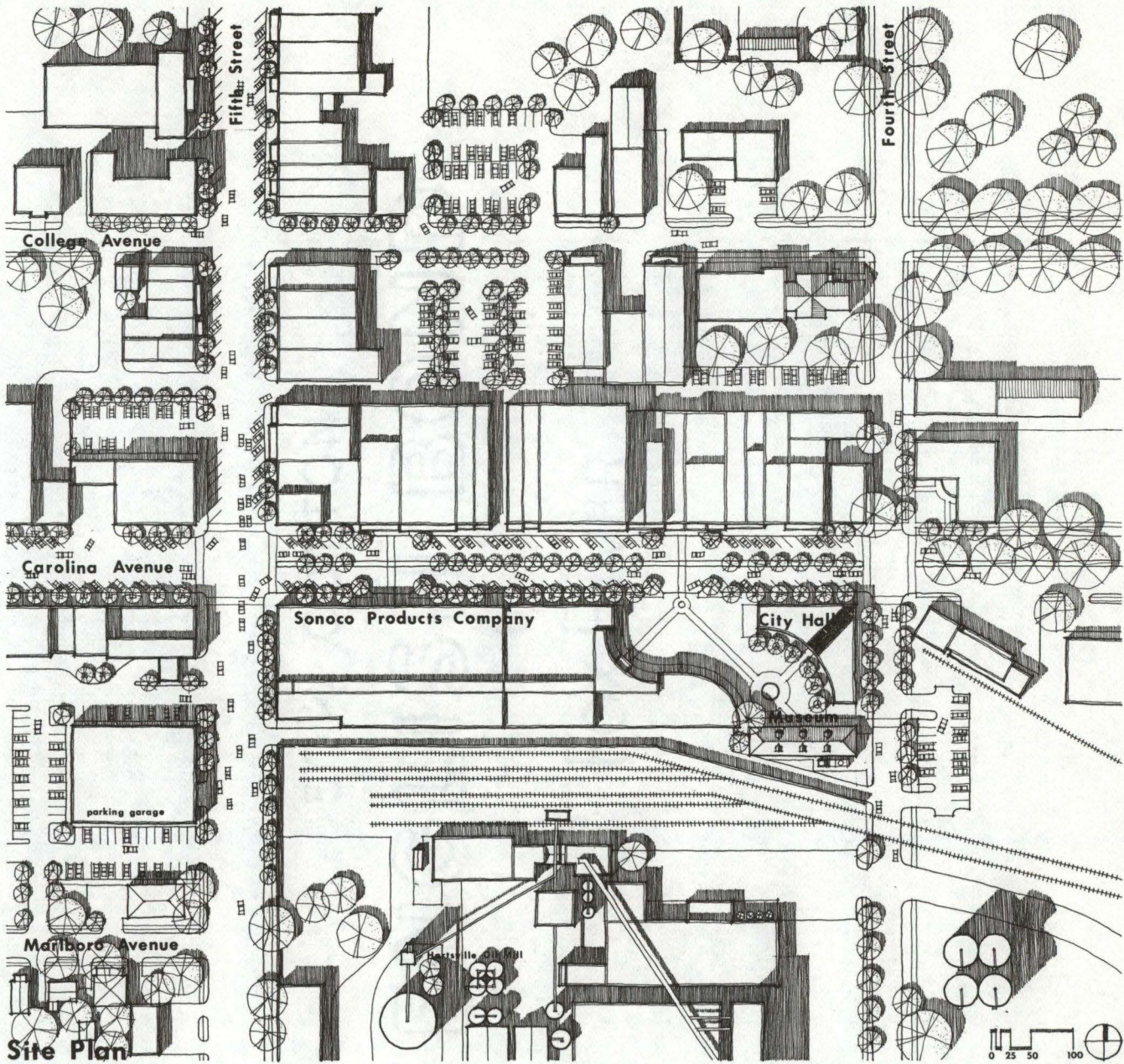
Hartsville



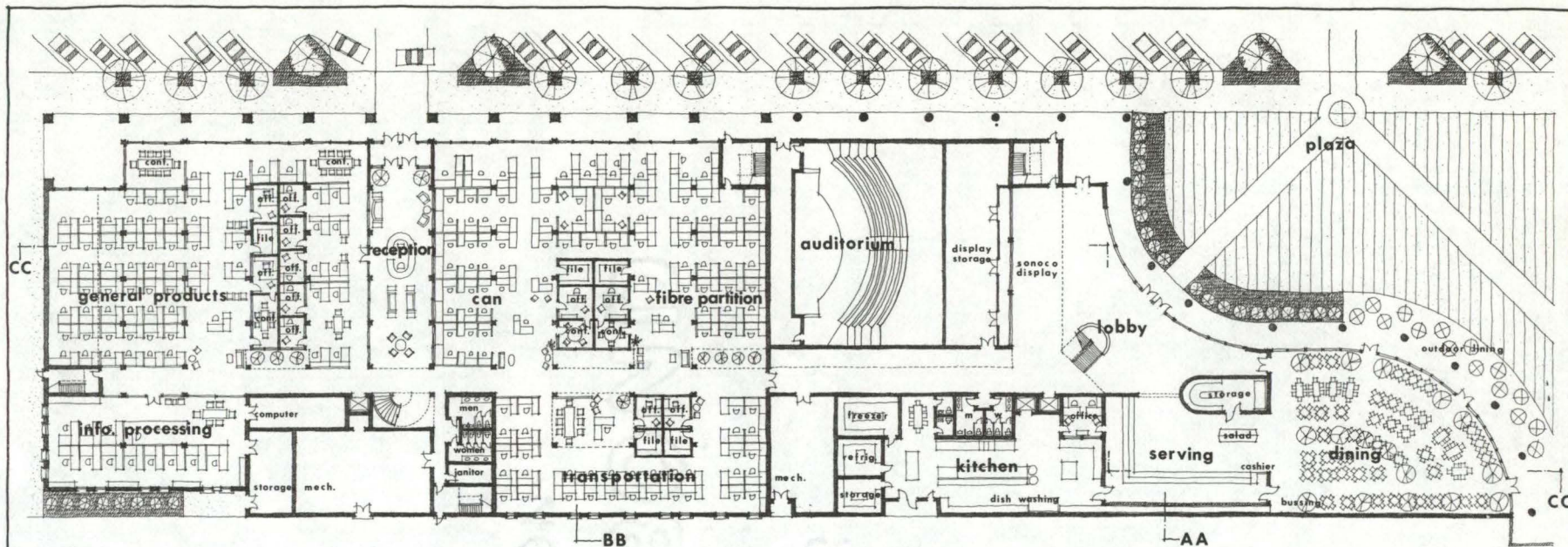
Site Concept



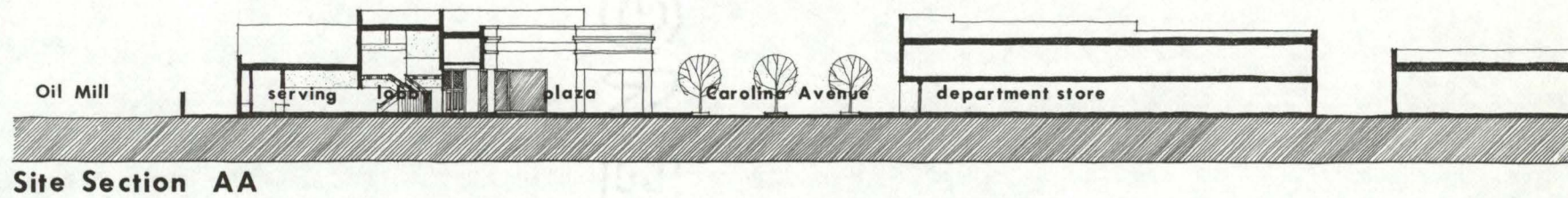
Building Concept

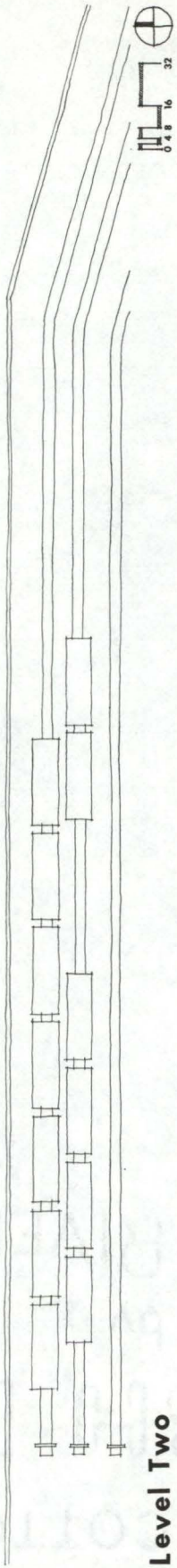
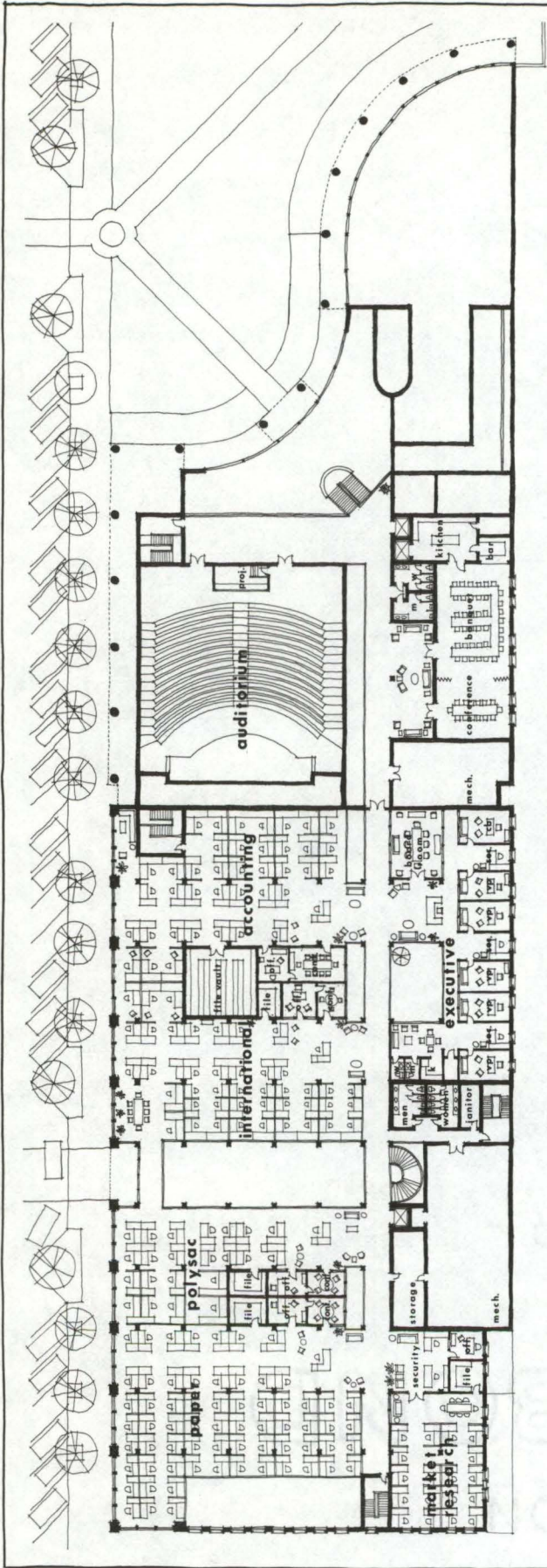


Site Plan

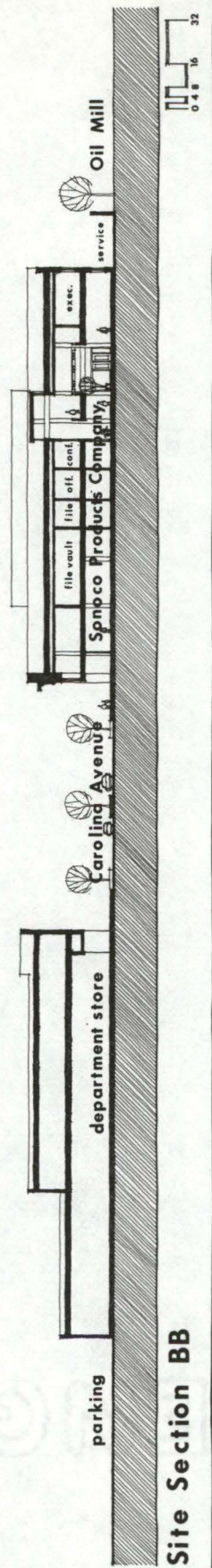


Level One



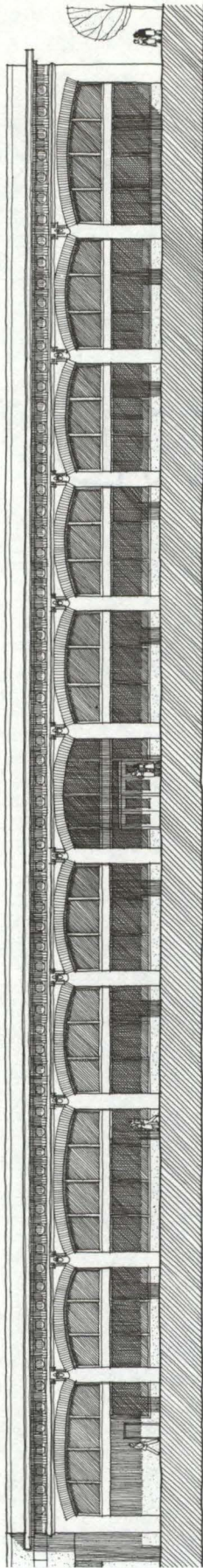


Level Two

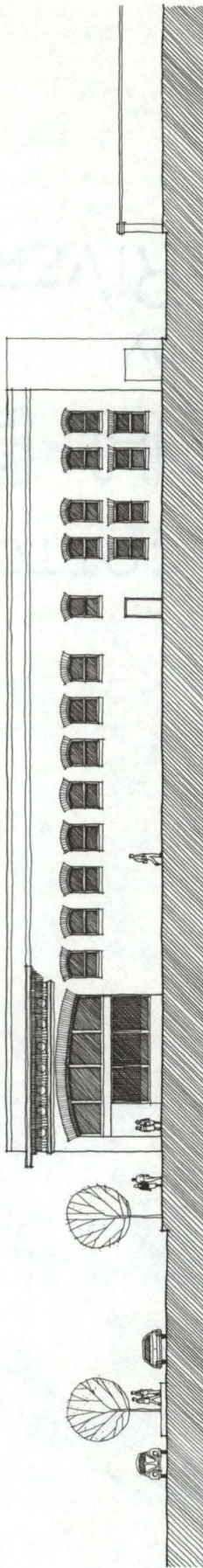


parking

Site Section BB

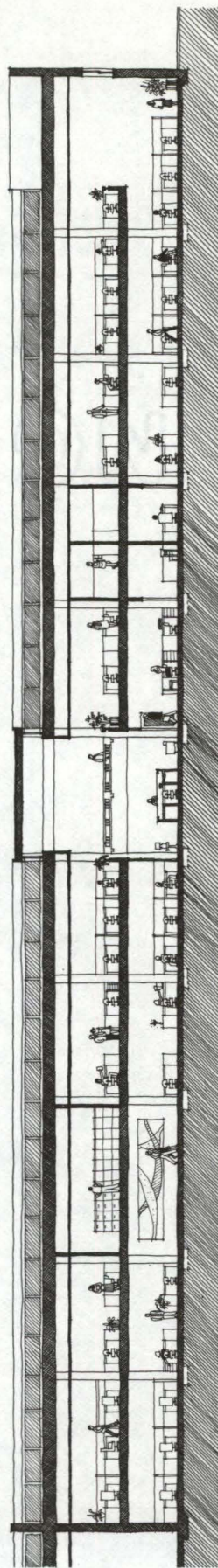


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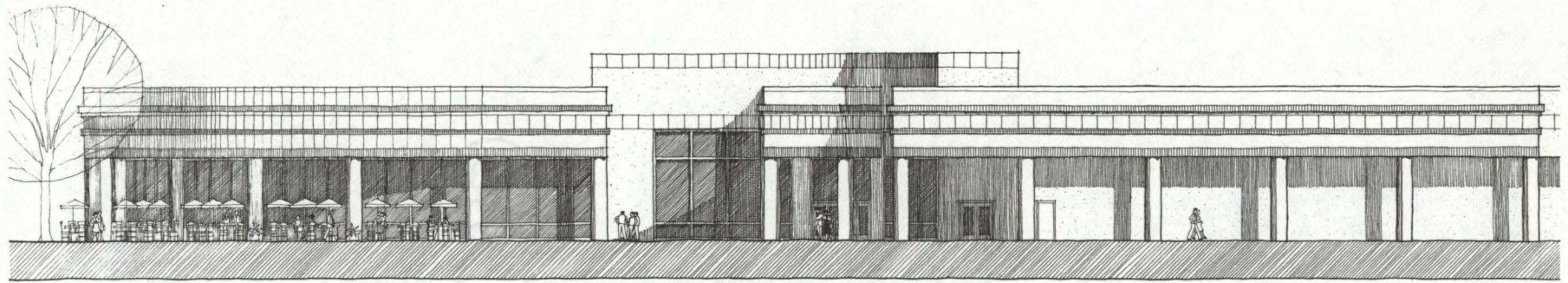


West Elevation

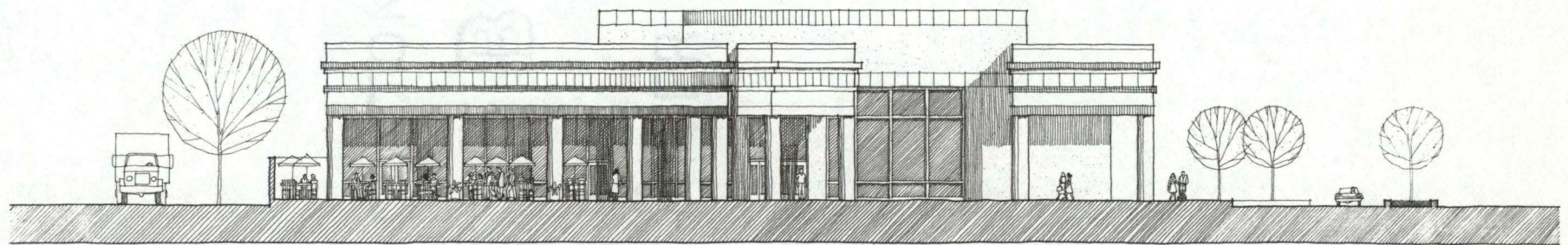
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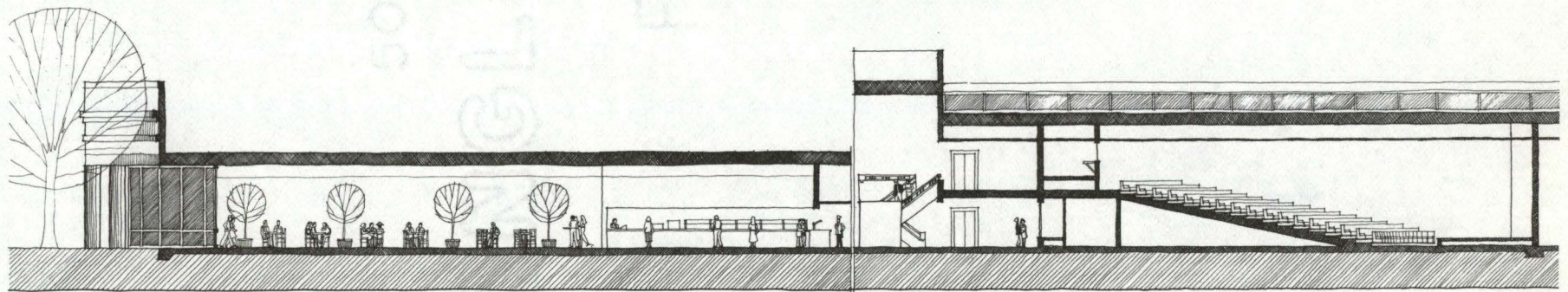


North Elevation

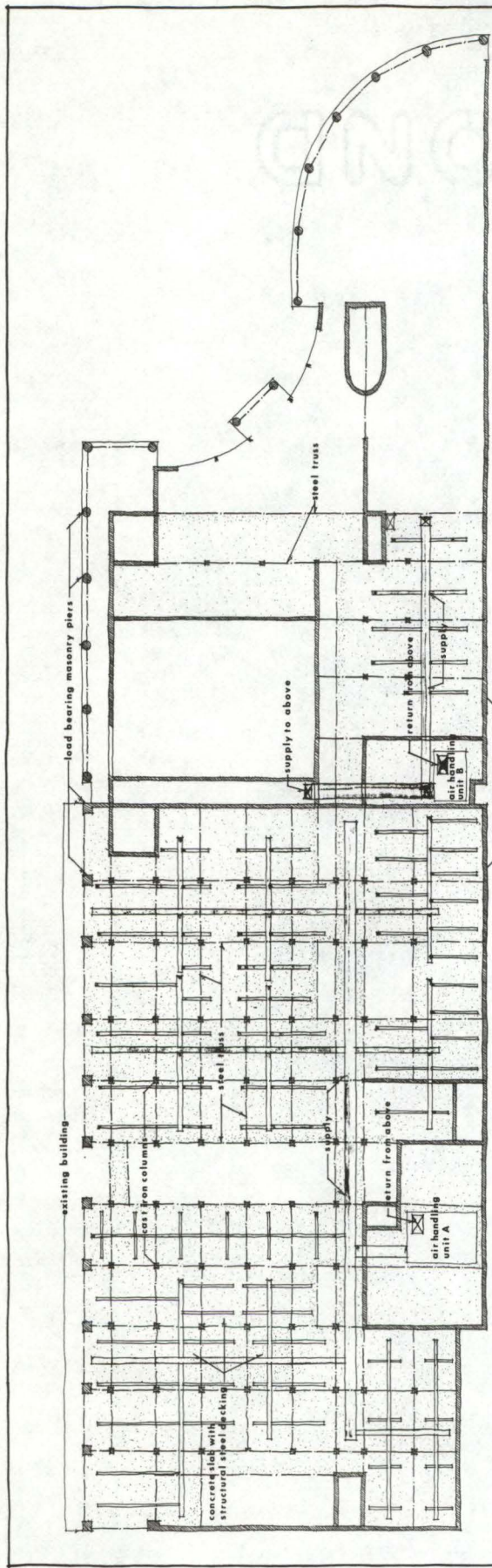


East Elevation

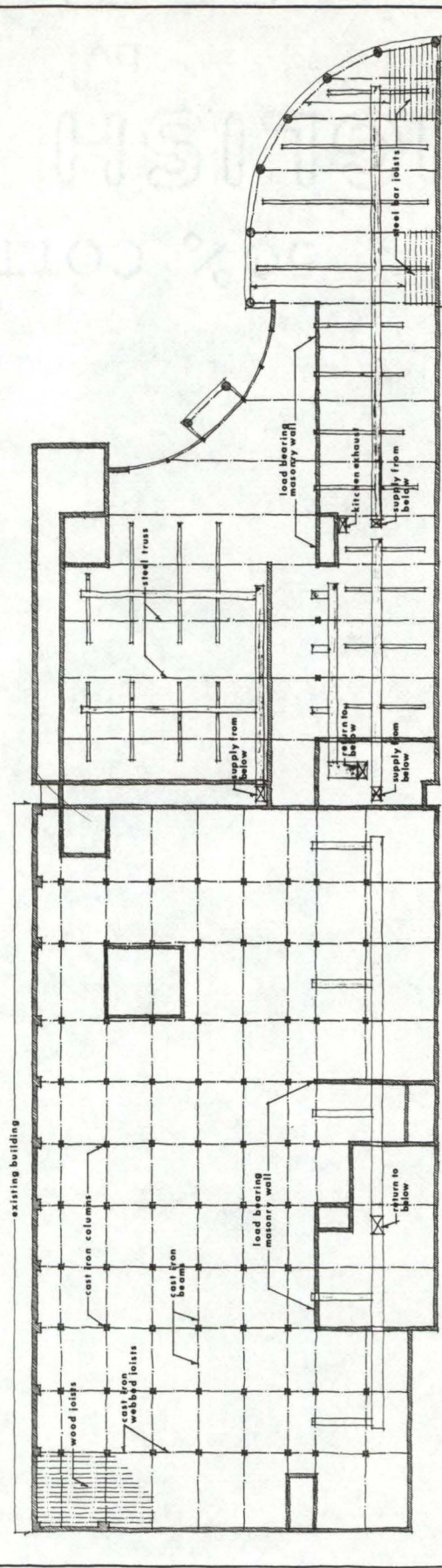
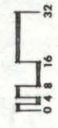
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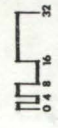
Longitudinal Section CC

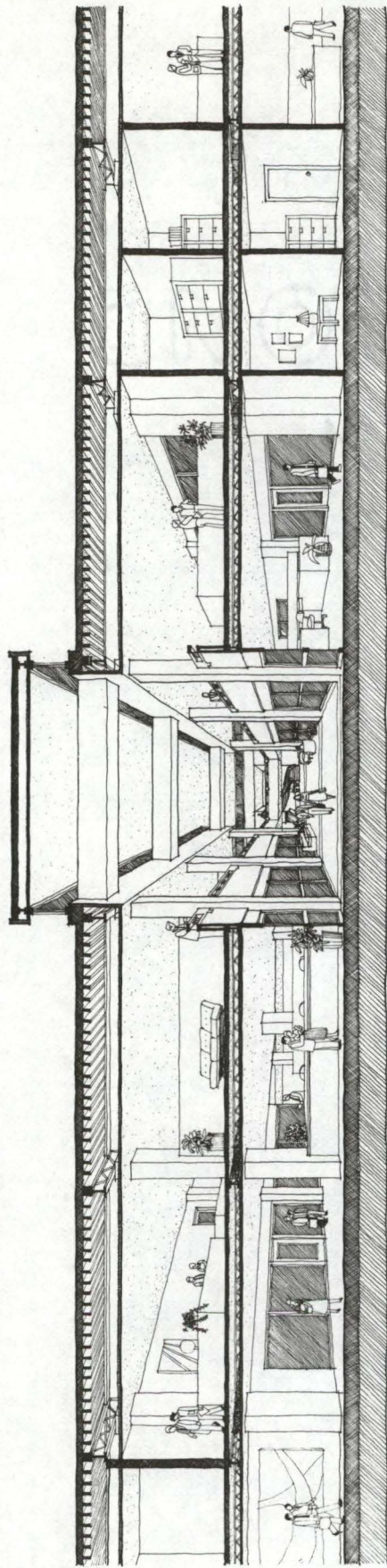


Structural/Mechanical Level 1

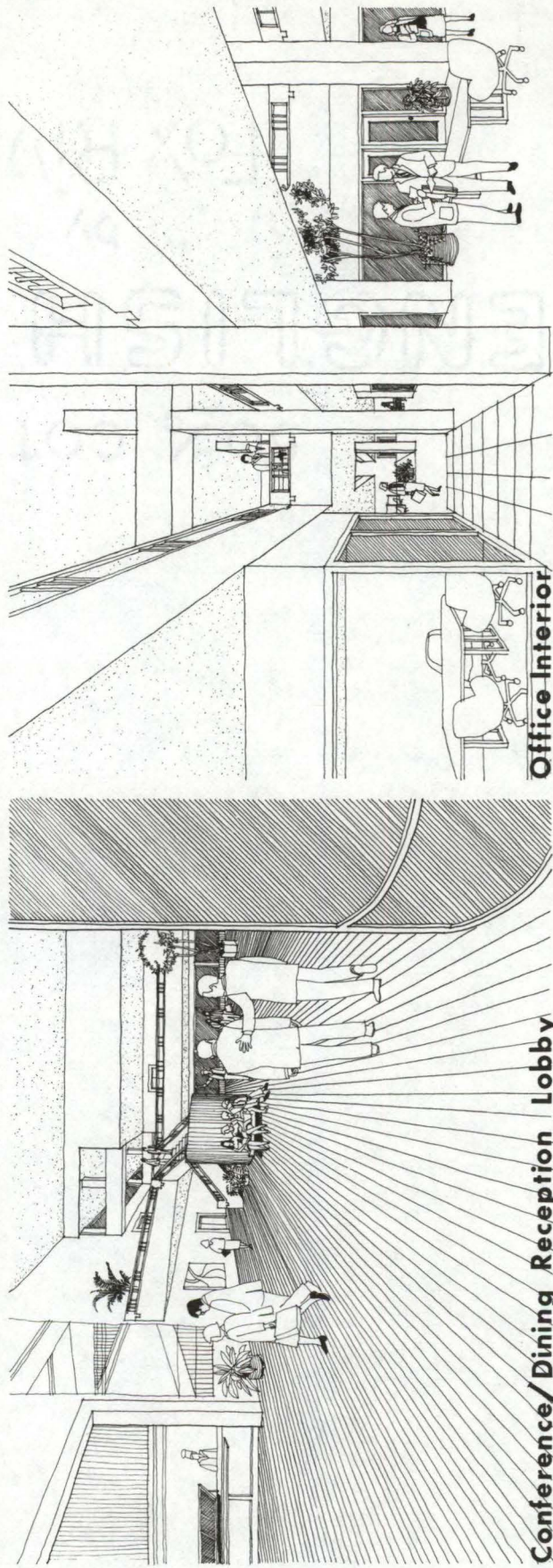


Structural/Mechanical Level 2





Sectional Perspective DD



Conference/Dining Reception Lobby

Office Interior

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FOOTNOTES

¹John Ruskin, *The Seven Lamps of Architecture* (New York: Farrar, Straus, and Giroux, 1979).

²A.L.M. Wiggins, *History of J.L. Coker & Company* (Non-published Historical Pamphlet, 1965).

³ *Update Land Use & Housing, Hartsville, S.C.* Dept. of City Planning (Hartsville, S.C., 1977).

⁴Ibid.

⁵ *South Carolina 1980 Census of Population and Housing*, U.S. Dept. of Commerce, Bureau of the Census (Washington, D.C., 1980).

⁶Wilbur Smith & Associates, *Comprehensive Development Plan - Hartsville, S.C.* (Hartsville, S.C., 1978).

⁷Wiggins.

⁸Charles W. Coker, *The Story of Sonoco Products Company* (New York: the Newcomen Society in North America, 1976).

⁹Ibid.

A CORPORATE CENTER FOR SONOCO PRODUCTS COMPANY

Hartsville, South Carolina

Spring, 1985

A terminal project submitted to the faculty of the College of Architecture, Clemson University, in partial fulfillment of the requirements for the degree of Master of Architecture.

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