

# Modern masterpiece on Ormond Beach hits the market for \$5M

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This six-bedroom, nine-bath modern home at 489 Ocean Shore Blvd. in Ormond Beach is on the market for \$5 million. (Photo by Adam Aptaker with Devore Design)



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A beach house that Coca-Cola money built is on the market for \$5 million.

The 5,673-square-foot Ormond Beach house was built in 1994.

“It was just ahead of its time when it was when it was built and if you look at it now and you look at the it from the ocean, it looks like a beach home in Miami that’s being built right now,” said listing agent Chadd Going with Premier Sotheby’s International Realty.

The Root family originally built the house with architect William Morgan, who once described it as the Crown Jewel of his career.

“The architecture is definitely different than in most homes and the location is amazing,” Going told GrowthSpotter, “It’s right in the middle of a row of homes on the beach. There are 14 houses to the left and 14 houses to the right, so you’re right in the middle and there’s just complete privacy. It’s like having your own private beach.”

The Root family is credited with creating the recognizable Coca-Cola bottle back in the early 1900s. At one point, Chapman Shaw Root, grandson of the Coca-Cola bottle creator, was one of America’s richest men and was the one who moved the bottling company from Indiana to Daytona Beach. His son, Chapman J Root, is the one who built this house.

The main floor entertaining space features soaring 33-foot ceilings with glass walls opening to the private courtyard or to the pool and beach. A pair of suspended bridges connect the living spaces on the second and third floors. (Photo by Adam Aptaker with Devore Design)

It has changed hands several times since then, most recently in 2020 when it sold for \$3.2 million.

“[The current owners] have not done any remodeling or anything like that, but since 2020, the market has gone up 30% a year for three years, so the [current] price of \$5 million is in line where the market is currently,” Going explained,

With three stories, the modern-style house is a private retreat with several unique architectural details.

“Over the first floor entertaining area, there’s a bridge connecting the two sides of the home for the second and third floor. It’s very unique and not something you see in many houses,” Going said. “It’s a cantilevered bridge. It’s built like a drawbridge but doesn’t move.”

There are also copper stairs and lighting accents that Going said looks amazing at night.

“It’s not just a typical home. It’s very custom, very high-end, and everything is very well thought out.”

Architect William Morgan added unique details throughout the house, like these copper stairs that step up to the second-story bridge. (Photo by Adam Aptaker with Devore Design)

The ceilings are 33-feet high and glass walls show off the views of the country club in the front and the ocean in the back.

“When you’re looking out from the first floor, they’ve got a really nice Zen garden, so it’s very just very relaxing home,” he said. The Zen garden has a waterfall and koi pond.

In addition to the backyard beach with sunrise views, there is a 63-foot infinity pool that at one point was the largest in the area.

“It is amazing and it looks like you’re swimming right into the ocean.”

The main home has five bedrooms, including an owner’s suite on the third floor.

“The outside wall of the shower is onyx and when the light is on in the shower, it just glows through.”

There is also an 1,800-square-foot guest house with a separate entrance.

“The perfect buyer is someone that appreciates the modern look and appreciates architecture,” Going said. “There are lots of architectural details that are just very unique.”

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