



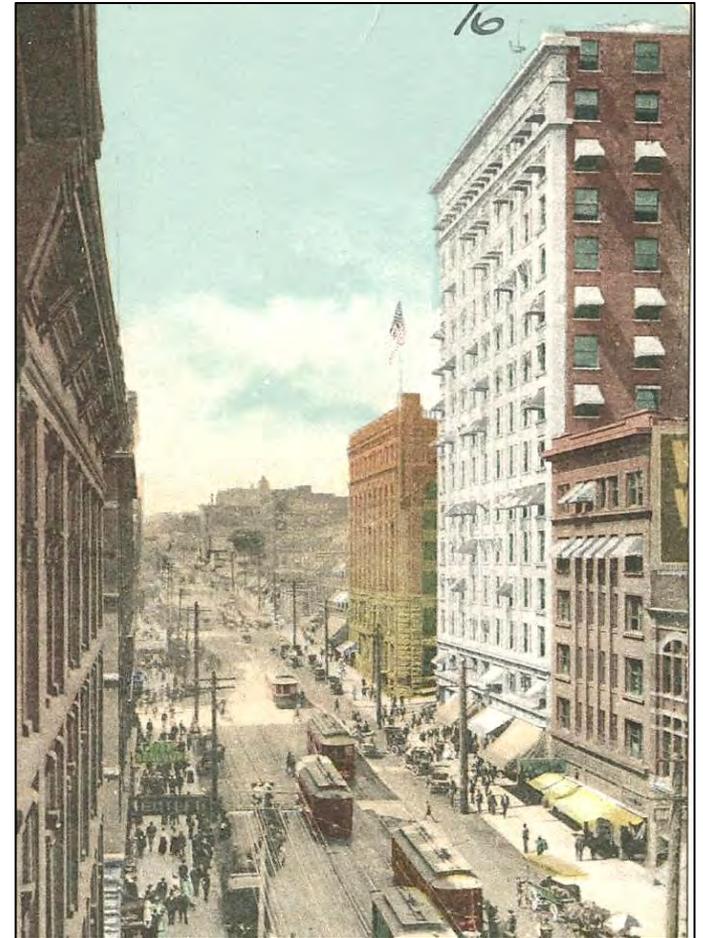
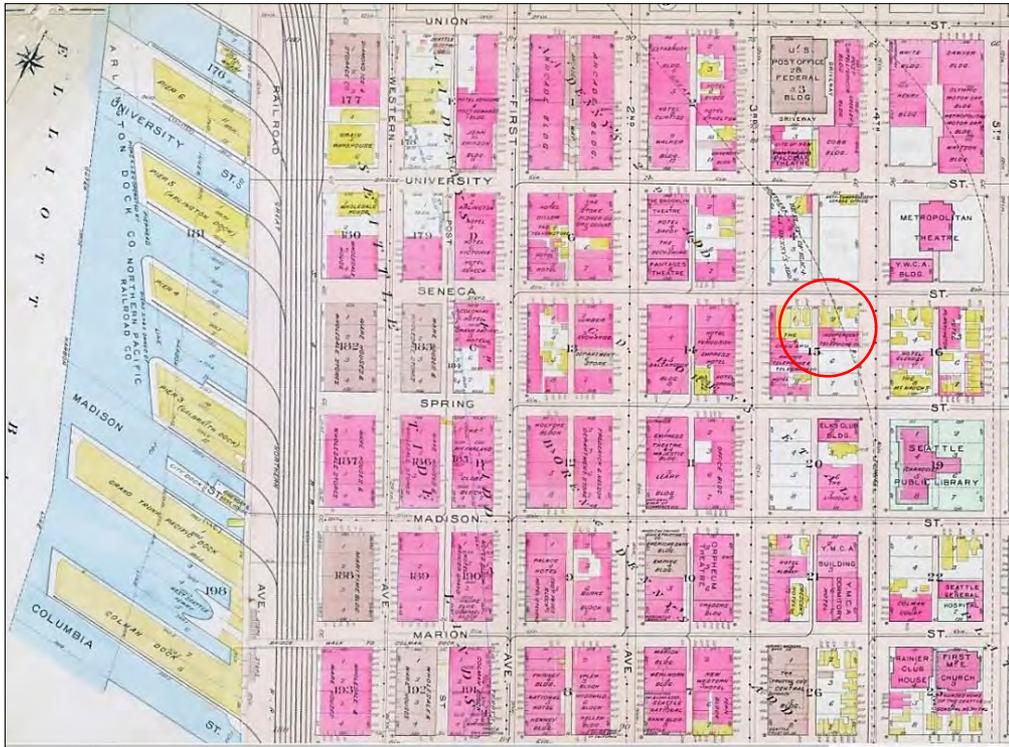
Continental Hotel / Hotel Seattle

Seattle Landmark Designation

**A Presentation to
The Seattle Landmarks Preservation Board
March 15, 2023**

BOLA Architecture + Planning
Seattle

Seattle's Early 20th Century Central Business District



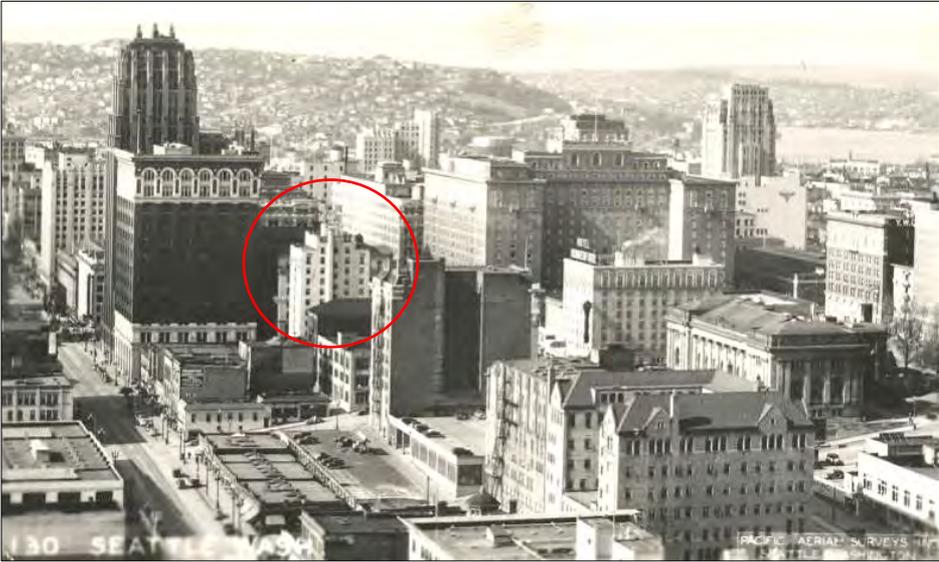
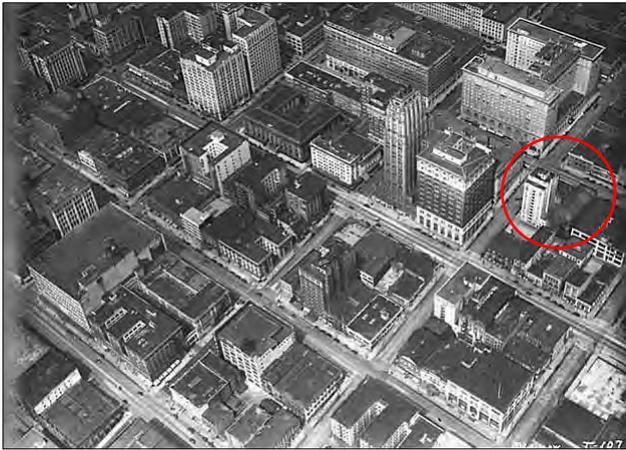
The mid-block downtown location at 315 Seneca Street, left above, identified on a Baist map of 1912.

Above, north on 2nd Avenue near Spring Street, 1907.

Left, looking north at 4th Avenue Regrades, 1906

Density and Growth in the Downtown Business District

Left, north on 3rd in 1914
Below, downtown in 1930
Lower photos, increased density ca 1950.



The Post-war Era



Above, west on Seneca Street, 1960
Left, downtown in 1946 and 2010



Early Seattle Hotels & Emergence of the Building Type

Left, the Fekler House, Front & Jackson Street (1853-1889)

Below, a postcard of Seattle hotels 1907. Clockwise from upper left: the Rainier Grand, Savoy, Butler, Lincoln, and Stander.





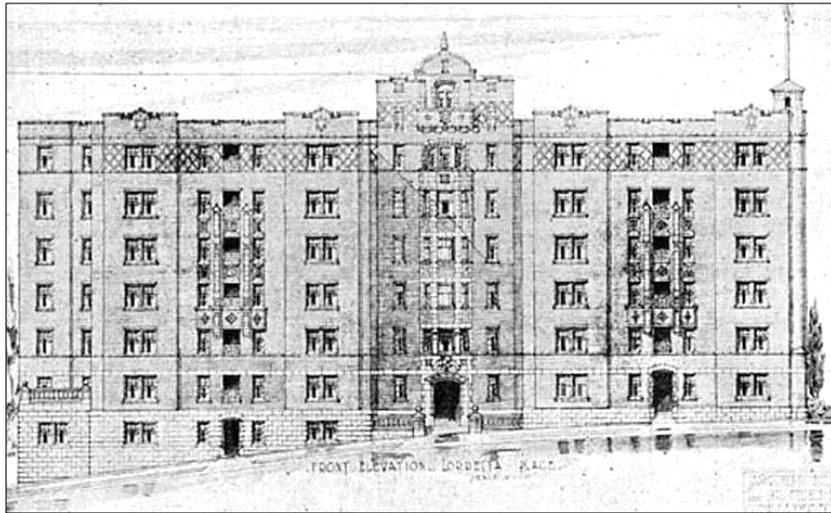
The City's Preeminent Hotel,
The Olympic (1924)



Georgian Dining Room, Hotel Olympic Seattle

The Georgian, 1930s

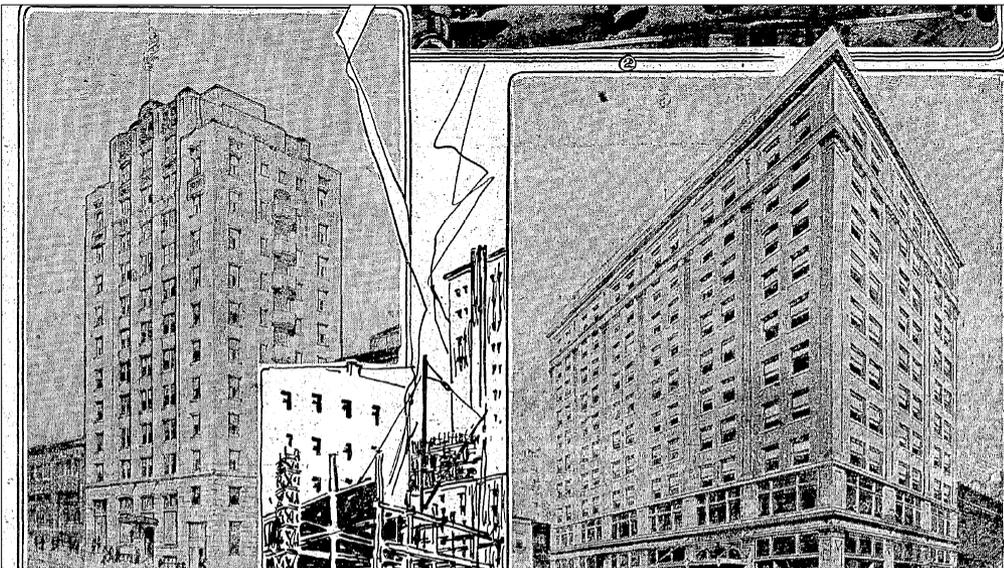




Stephen Berg, Residential Builder & Hotel Developer / Operator
 Biltmore Apartments & Biltmore Annex on Capitol Hill
 Claremont/Adra Hotel & Bergonian/Mayflower Park Hotel



Why Worry
 with the problems of home
 building when you can select
 with confidence from
**20 of My Beautiful
 New Homes**
 in choice residence districts
 of the city?
Stephen Berg
 3402 Woodland Park Ave.



CONTINENTAL HOTEL OPENING ANNOUNCED

Seattle's Newest Hostelry and Radio Station KFQW Will Be Dedicated on December 4.

The new Continental Hotel, now under construction on Seneca Street between Third and Fourth Avenues, was host to its first celebrity recently, when Walker Hagen, world's greatest golfer, drove a golf ball from the roof twelve stories above the street. Teeling up on the microphone of radio station KFQW, whose new home will be in the hotel, Mr. Hagen drove the ball with a parachute attached out over the building, where it soared leisurely into the hands of George Overton on Fourth Avenue. Mr. Overton by reason of his catch was rewarded with a dozen Hagen golf balls and a check for five dollars from KFQW.

The Continental Hotel is to be officially dedicated simultaneously with the opening of KFQW's new studio, on December 4. The building, designed by Stewart & Wheatley, architects, is estimated to cost \$300,000 and will possess all the modern features of high class hotels.

This newest of Seattle's hosteries is the third such venture of Stephen Berg, well-known Seattle financier. Mr. Berg already controls The Biltmore and The Claremont apartment hotels. Mr. Berg's enterprise and his faith in Seattle have already brought him large success.

Artistically ornamented and magnificently furnished, the Continental Hotel bids fair to become popular in Seattle. A luxurious lobby will furnish a distinctive lounging and meeting place for its guests. Twelve stories in height the building will provide ninety-eight rooms, with a cafe in the basement.

BERG'S HOTEL JOBS OVERLAP

With his twelve-story Continental Hotel on Seneca Street, near Fourth Avenue, almost complete, and to be formally dedicated next Saturday evening, Stephen Berg will begin razing of existing improvements on the southeast corner of Fourth Avenue and Olive Street on Wednesday for a new twelve-story hotel at that point as well. Already he has built and is operating the Claremont Hotel and the Biltmore Apartments.



Stephen Berg is operating the Claremont Hotel and the Biltmore Apartments.

The Continental Hotel is attractive in design and will afford many innovations in service, said Berg. He stated that radio station KFQW, to move into specially designed quarters in the new hotel early this week, will have a large part in the festivities attending dedication of the hotel Saturday, offering an all-theatrical program.

Use of acoustic plaster, to overcome reverberatory troubles, is a construction feature of the studio for the broadcasting station, it was announced.

KFQW Dedicates New Station In Special Program

Formal dedication of the new home of KFQW in the Continental Hotel last night was marked by an especially interesting five-hour program of music. The event was the occasion also for a large number of visitors to the new hotel, also formally opened, and to the studio of KFQW.

The broadcasting studios are pronounced by many equal to the best to be found anywhere in the country. A new feature incorporated in construction of the studios by Stephen Berg, builder and operator of the hotel, is an echo-killing type of plaster.

Seattle's downtown skyline is due for six projects under construction or which will be included ten and twelve-story buildings representing several million dollars. The ten-story Van Ness Seventh Avenue and Stewart Street, designed by V. W. Voorhees, Ellet Building. The building will be completed early this fall. The building to be built this summer for the Association on the east side of Fourth Avenue, a twelve-story Continental Hotel and Berg on the south side of Seneca Street, between Walker Building, a ten-story Lloyd Building, Avenue and Stewart Street, designed for the Mr. Voorhees and on which construction will be completed early this fall.

BERGONIAN HOTEL OPENS

SEATTLE OBTAINS
LARGE STRUCTURE
TO HOUSE GUESTS

Stephen Berg, prominent builder, adds another notable contribution to progress of Queen City.

Overnight Hotel Corporation, which has been building the Bergonian Hotel, Seattle, Wash., opens doors.

Overnight Hotel Corporation, which has been building the Bergonian Hotel, Seattle, Wash., opens doors.

NORTHWEST REALTY MEETING PLANS TOLD

COMPLETE ELECTRICAL KITCHEN EQUIPPED BY US IN THE NEW BERGONIAN APARTMENT HOTEL



Also 10 Crawford Electric Ranges installed in 50 apartment units.

Power Piget Sound Light Company.

THE BERGONIAN HOTEL
Will serve
Coffee Fresh Roasted
And Delivered Daily by the
COMMERCIAL IMPORTING COMPANY
Packers of the Famous
CORONA BLEND COFFEE
Over 50 Years Old

STUART AND WHEATLEY
ARCHITECTS
AND ENGINEERS
Phone 22181 1849

The Bergonian
will be heated by a
RAY
OIL BURNER
We also install and service Oil-Burner, Oil-Burner, and Oil-Burner.

RAY
OIL BURNER
We also install and service Oil-Burner, Oil-Burner, and Oil-Burner.

The New System Pattern Flooring
Laid quickly on the concrete.
IN SEASONS
NEW BERGONIAN HOTEL
was built by the
Seattle Hardwood Floor Co.
Phone 1414 and 1415
1414 and 1415
1414 and 1415

Experienced Staff to Operate The Bergonian
The Bergonian Hotel, Seattle, Wash., opens doors.

Experienced Staff to Operate The Bergonian
The Bergonian Hotel, Seattle, Wash., opens doors.

The Bergonian
will be heated by a
RAY
OIL BURNER

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will be heated by a
RAY
OIL BURNER

The Bergonian
will be heated by a
RAY
OIL BURNER

The Modern Bergonian Hotel
Is Completely Equipped With
FRIGIDAIRE
THE ELECTRIC REFRIGERATOR
The Best of Quality Makers
Sales Branch
Seattle Sales Branch
Fourth of Street
Elmet 277

Announcing the Opening of
The Bergonian Hotel
Fourth Avenue at Olive Street
THIRD SQUARE
A Beautiful Addition to Seattle's Hotels
Saturday, July 16, 1927
SAT. 16
Visitors Welcome
ALLAN R. THOMPSON
SEATTLE
"Catering to Those Appreciating the Best—at a Moderate Price"

The Bergonian Hotel: "Catering to Those Appreciating the Best—at a Moderate Price"



Architect B. Dudley Stuart of Stuart & Wheatly

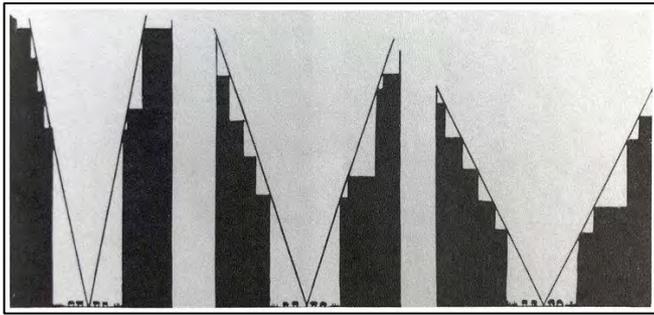
Designer Berg's Apartments on Capitol Hill and in the University District, and the downtown Claremont, Bergonian and Continental Hotels



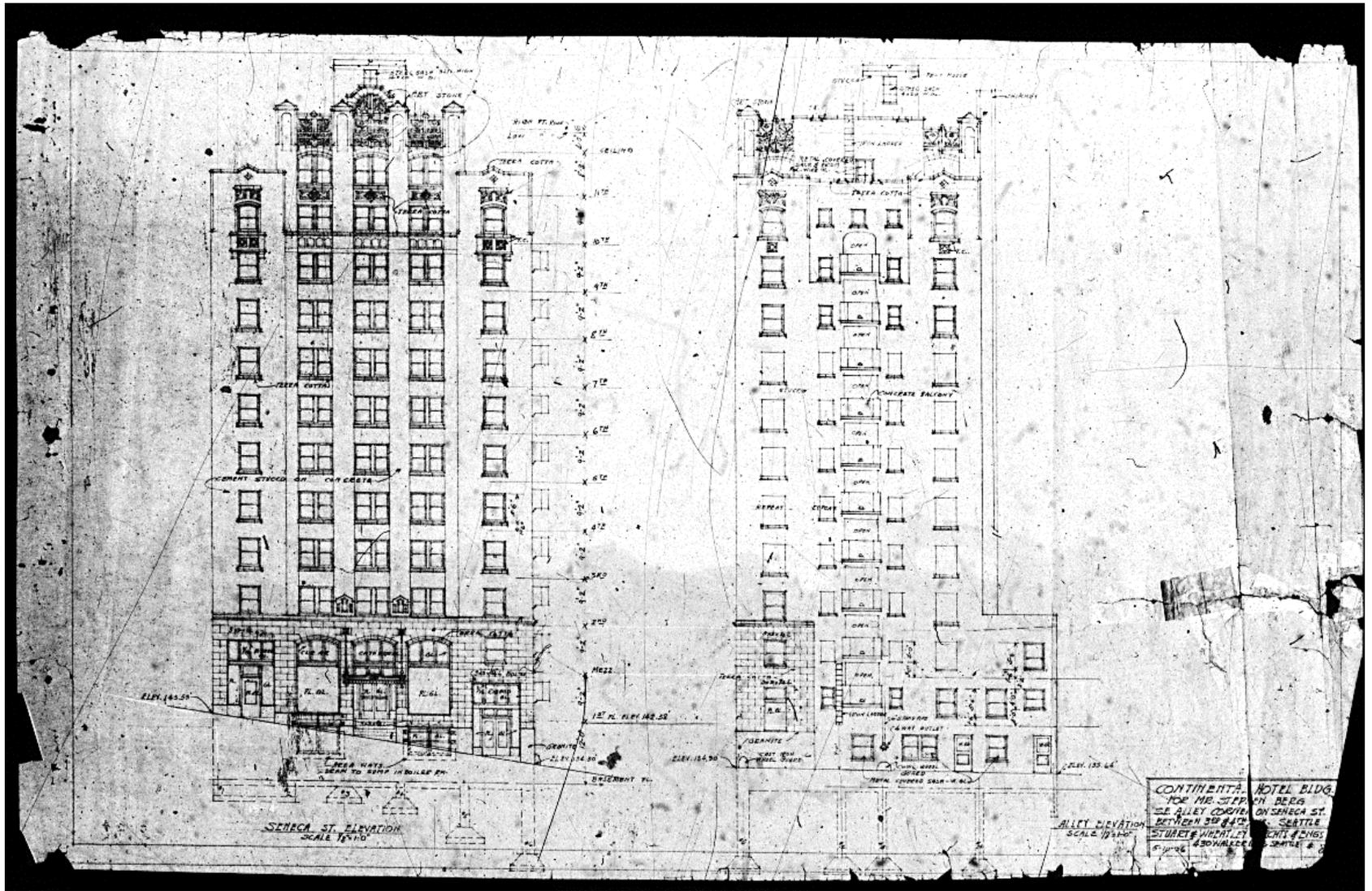
Stuart & Wheatly Select Projects from the 1920s

- Biltmore Apartments & Annex (1923)
- Holland Building Addition (1923)
- Landham Residential Hotel (n.d.)
- Sigma Alpha Epsilon Fraternity (1925)
- Davison Apartments (1926)
- Levere Apartments (1927)
- Sunset Electric Building #3 (1925-26)
- Christie & Company Building (1927)
- Garfield Building (1929)
- Claremont Apartment Hotel (1925)
- Bergonian Hotel (1926-1927)
- Continental Hotel (1926)
- Exeter House Apartments (1927)
- Marlborough Apartments (1926-27)

A New Eclectic Art Deco Style with Stepped Massing







Original 1926 North & West Elevations

SECTION	TWP.	N. RANGE	EWING BLOCK 15	TRACT OR LOT NO. 8
DESCRIPTION Wly 1/2				
1	3 ADDRESS—PROPERTY 315-19 Seneca St.			
2	4 FEE OWNER Frederick T. Fischer			
3	5 ARCHITECT			
4	6 BUILDING			
5	7 STORE FRONTS			
6	8 EXTRA FEATURES			
7	9 REFINISHMENT			
8	10 FOUNDATION			
9	11 INTERIOR			
10	12 DEPRECIATION			
11	13 DIMENSIONS			
12	14 PLUMBING			
13	15 TILING			
14	16 WIRING			
15	17 HEATING			
16	18 ELEVATORS			
17	19 PASSENGER			
18	20 LOBBY			
19	21 CEILING			
20	22 FLOOR			
21	23 WALL			
22	24 ROOF			
23	25 PAINT			
24	26 GLASS			
25	27 METAL			
26	28 WOOD			
27	29 OTHER			
28	30 TOTAL			

Depression Era Business Transitions

HOTEL EARL, \$200,000 PROPERTY,

ACQUIRED FROM
MACKAY ESTATE

MAJOR DEAL OF WEEK

CLOUTIER HEADS
JOHN DAVIS & CO.

MANY RESIDE



Officers were elected and lists of 1934 qualified life act were at the annual stockholders meeting of John Davis & Co. since the stock ready firm, 807 Second Ave. The following officers were elected: Board, Cloutier, president; John V. Dempsey, vice president; A. M. Aywood, vice president; John V. Welby, secretary; J. E. Maston, treasurer.

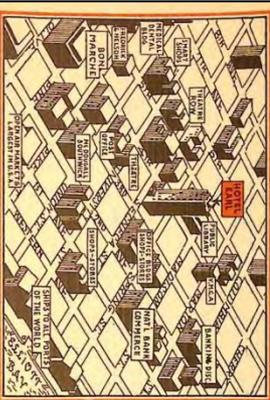
Mr. Cloutier, for many years a stockholder in John Davis & Co. formerly was associated with Grant Smith & Co. real estate group general contractors. Mr. Dempsey and Mr. Aywood, for many years associated with John Davis & Co. since widely known in real estate circles. Mr. Welby, re-elected in the position of secretary, is also secretary and treasurer of the Flinn Smith Estate, the John Davis Estate and Fourth & Pine Corporation. Mr. Maston, a graduate of the University of Washington Law School, for many years has managed the loan department of John Davis & Co. and is a recognized authority on real estate mortgage loans.

Company officials, in commenting on the future outlook for real estate, maintain "all signs point to a very active market in the near future. Retail volume is going up, unemployment down, rents are advancing both in business and residential space, so consequently there is an upward trend in realty prices and real estate bonds. Shrewd buyers now are getting in ahead of the general advance in prices and favorable prospects are signing long-term contracts."



Ballard is planning a new hospital! The Ballard General Hospital, on the third floor of the Ballard Engle Building, plans to build a new \$50,000 building on the south-west corner of 10th Avenue and 3rd.

The Hotel Earl, twelve-story reinforced concrete and steel structure at 315 Seneca St., was purchased last week by an unnamed investor. It was built in 1927 at a cost exceeding \$760,000.



SEATTLE

HOTEL EARL

From the Corner of the Bay
FOR RESEARCH USE ONLY

RATES AS LOW AS --
\$150 SINGLE \$2.00 DOUBLE

ALL OUTSIDE ROOMS WITH BATH

Earl Hungenford
MANAGING DIRECTOR
SENECA AT FOURTH

PRINTED IN U.S.A. AMERICAN PRINTING & LITHO CO.

315 Seneca St
C.R. Boren's

95.142.27
From the Collections of the Autry
95.142.27
FOR RESEARCH USE ONLY

LOCATION

Here in Seattle's far famed metropolitan center is a hotel that meets every demand of tourist, business man or family party. The new modern building in itself provides every modern hotel comfort. When you come to Seattle, come to the HOTEL EARL . . . you will be delighted. The hotel commands an excellent view of the downtown district; snow-capped Mount Rainier; the Olympic Mountains and Elliott Bay, Seattle's port to all corners of the world, Seneca Street at Fourth Avenue, highway 99, the HOTEL EARL is in the metropolitan circle of leading theatres, department stores, smart shops, financial and business districts.

THE LOBBY

First entering the Lobby, the potential resident at the HOTEL EARL is agreeably impressed by the atmosphere of conservative charm. Deep-cushioned arm-chairs; roomy lounges and subdued lights combine a spirit of restful quiet. The Lobby presents a highly desirable place to meet one's friends; to sit and gossip; to read or to while away the time in pleasant meditation. For your convenience an excellent Coffee Shop and Barber Shop are located off the main Lobby.



The accompanying views depict the restful Lobby, delightfully appointed rooms and majestic, towering exterior of the HOTEL EARL. For positive assurance of complete comfort amid home-like atmosphere your problem of hotel selection is solved at the EARL.

ROOMS

Exact as you may be in your demands there is a room at the HOTEL EARL that will meet your every requirements. Richly appointed all rooms are outside assuring you the maximum of natural light and air coupled with an excellent view. Equally desirable there is an abundance of hot water no matter the time of day or night.

PERSONNEL

You will find service at the HOTEL EARL not merely a gesture. It is given in infinite detail, but not obtrusively. There is no outward display of it. Members of a highly trained staff attend you the moment you enter the hotel making you feel immediately at home. It is a personal touch and is expressive of the HOTEL EARL atmosphere.

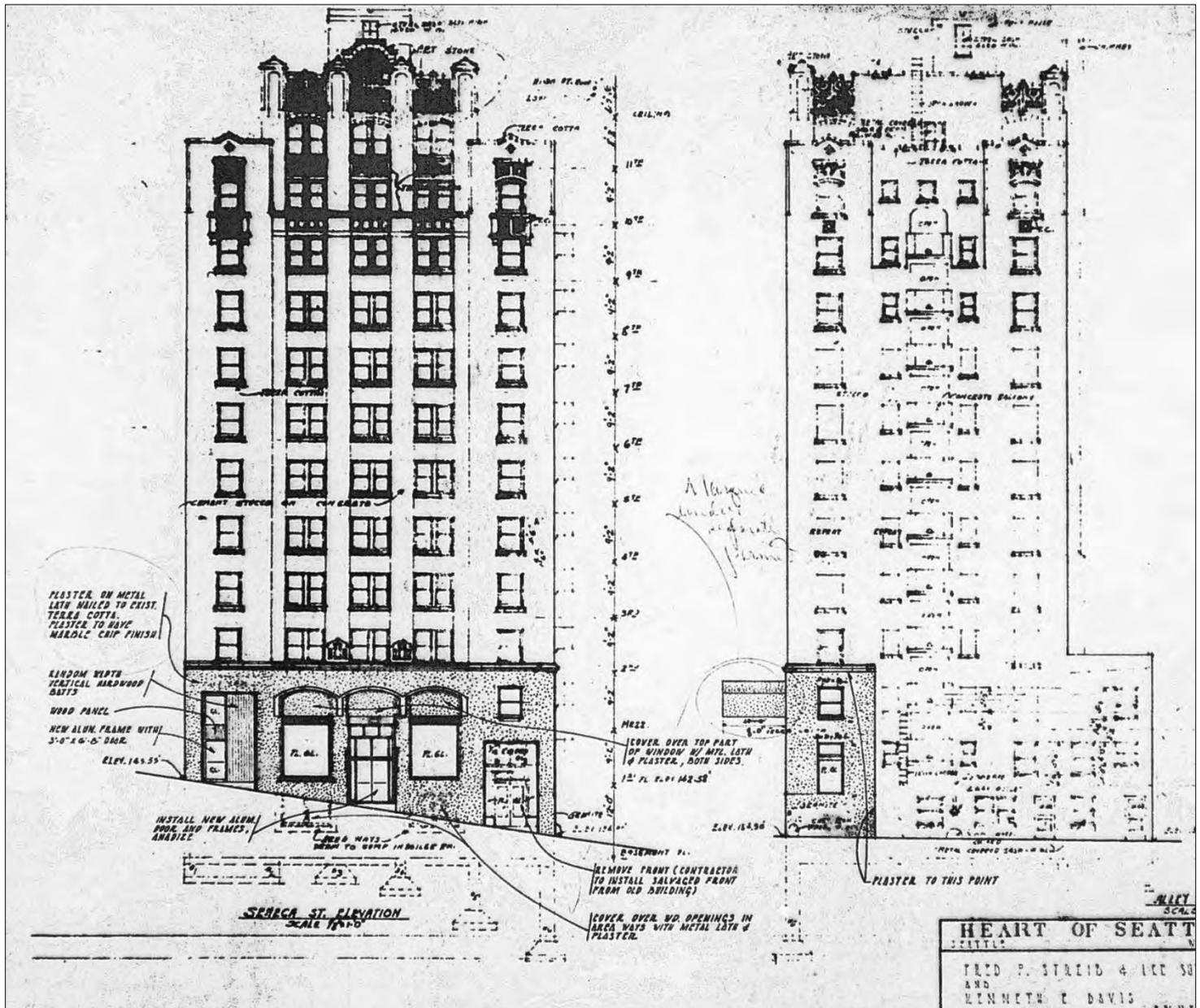
INFORMATION

For the convenience of out-of-town visitors a complete information bureau is maintained at the desk. Unfamiliar with the city, correct information on points of interest and how to reach them will be given you on request.

ALL OUTSIDE ROOMS WITH BATH, Rates as LOW as
\$1.50 SINGLE (Free Garage) **\$2.00** DOUBLE



“Here in Seattle’s famed metropolitan center is a hotel that meets every demand of tourist, business man or family party. The new modern building in itself provides every modern comfort ... a home-like atmosphere ... all outside rooms with bath ... assuring the maximum of natural light and air coupled with an excellent view ... an abundance of hot water no matter the time of day or night.”



Elevations, 1962

**Later Transitions:
The Heart of Seattle Hotel, 1961-1977
Hotel Seattle, 1977 -2021**

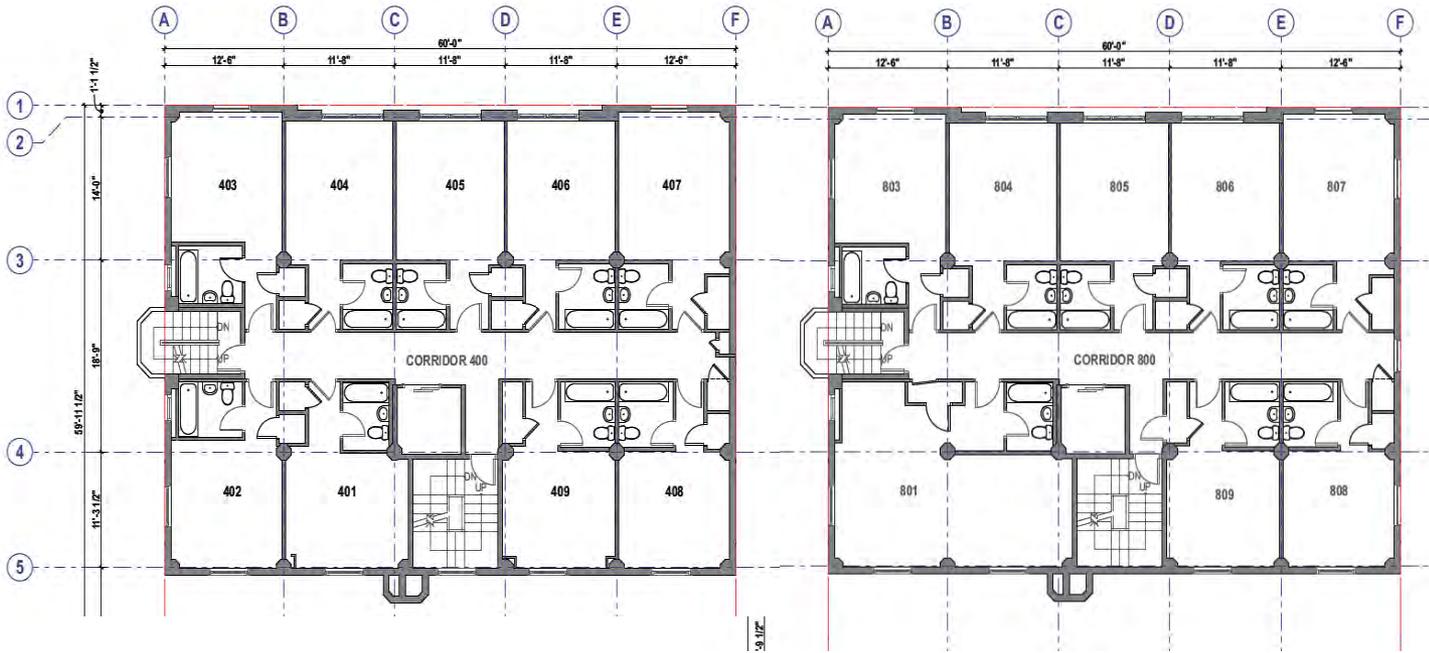


**Current
Record Drawings**

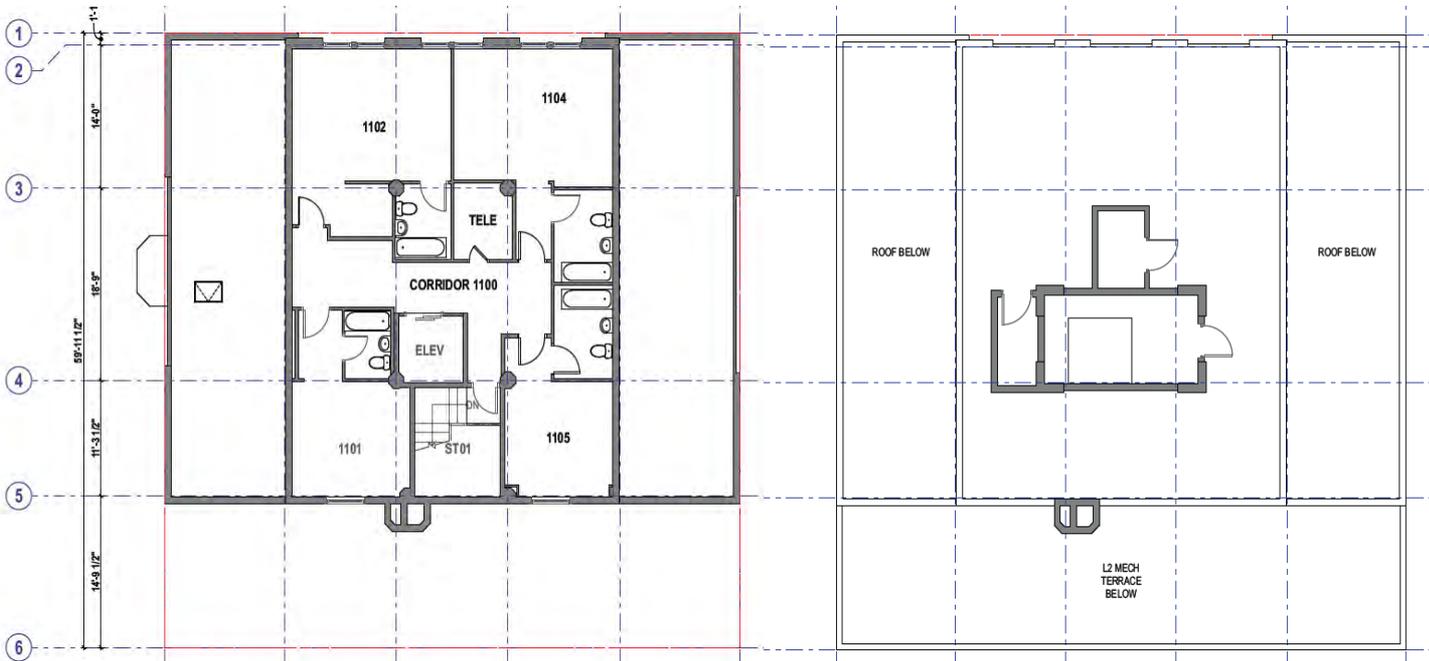
**Basement &
1st Floor Plans**

**Mezzanine
& 2nd Floor Plans**



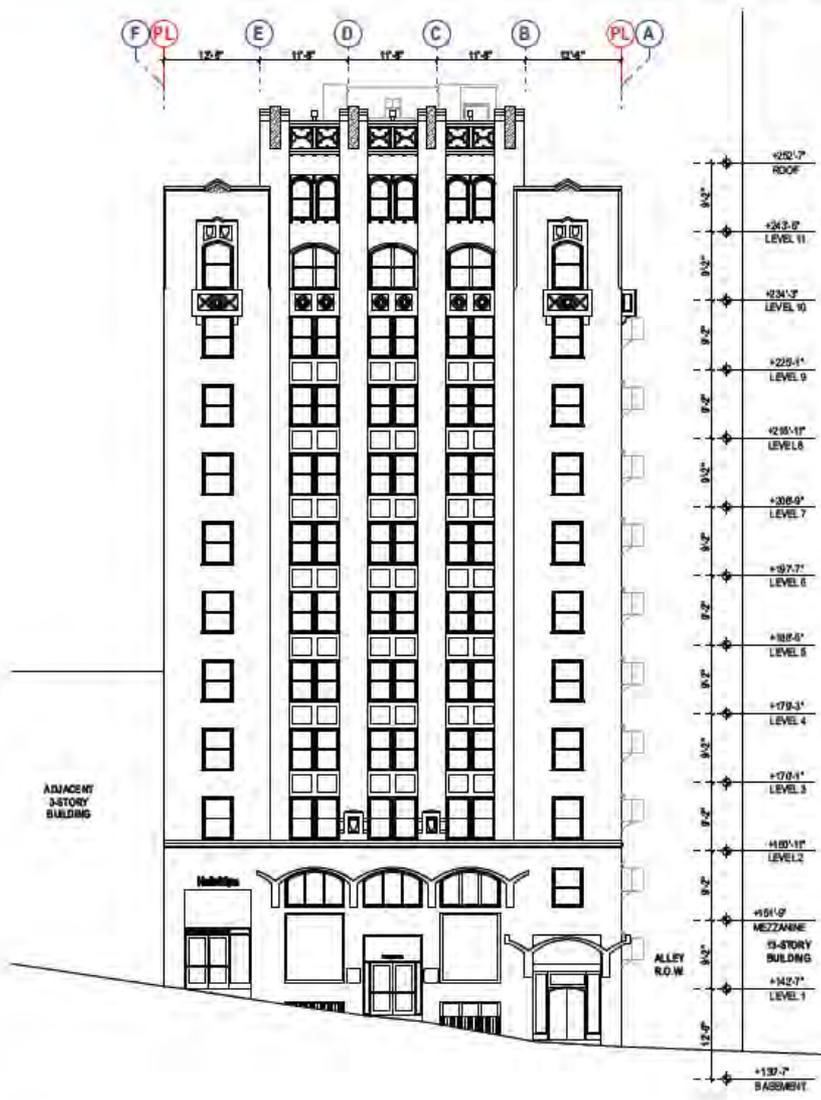


4th &
8th Floor Plans



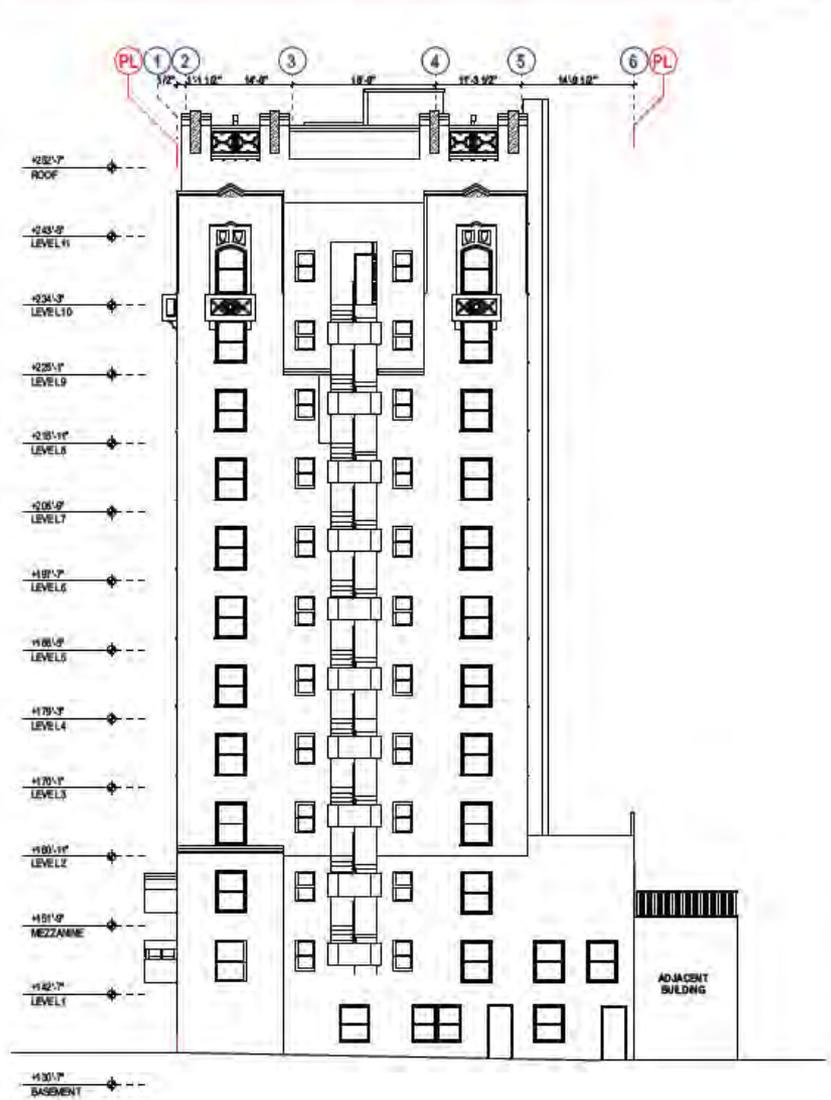
11th Floor
Plan &
Roof Plan

NORTH-ELEVATION



1
10 ELEVATION - NORTH
SCALE 3/32" = 1'-0"

WEST-ELEVATION



1
12 ELEVATION - WEST
SCALE 3/32" = 1'-0"

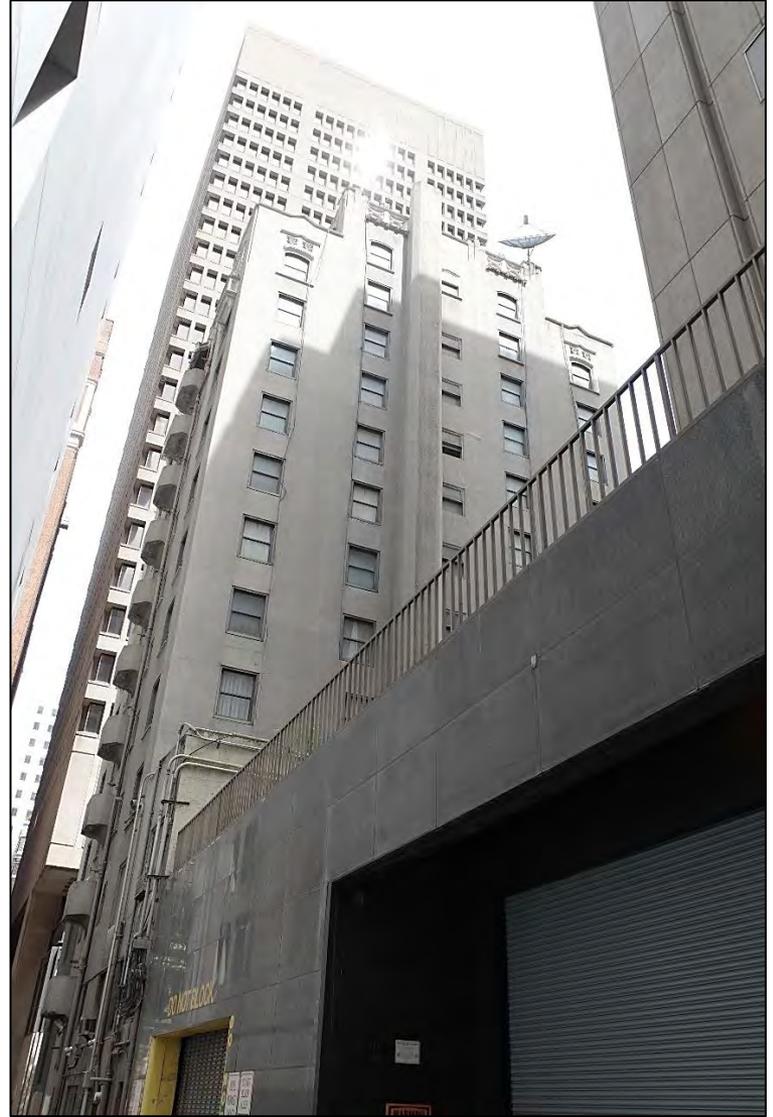


**Current Photos:
The Surroundings**

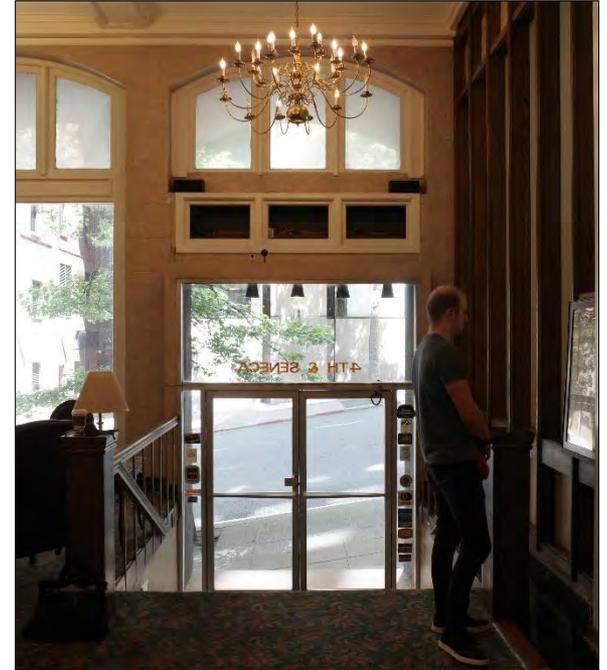


Current Photos: The Exterior

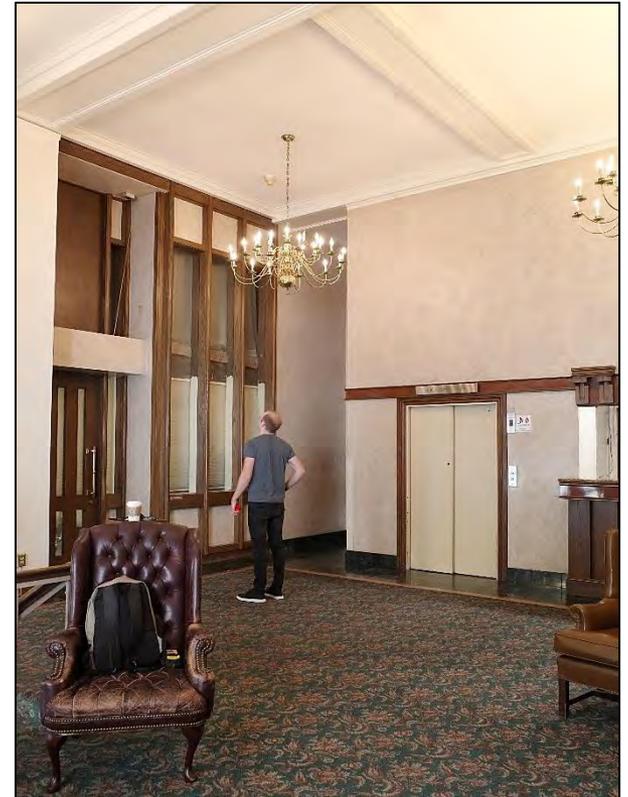








Current Photos: The Interior









Current Photos: Terra Cotta & Stone Cladding





Landmark Designation Criteria

Seattle's Landmarks Preservation Ordinance (SMC 25.12.350) requires a property to be more than 25 years old and to "have significant character, interest or value, as part of the development, heritage or cultural characteristics of the City, State or Nation." A landmark property meet one or more of six designation criteria:

Criterion A. *It is the location of, or is associated in a significant way with, an historic event with a significant effect upon the community, City, state, or nation.*

Criterion B. *It is associated in a significant way with the life of a person important in the history of the City, state, or nation.*

Criterion C. *It is associated in a significant way with a significant aspect of the cultural, political, or economic heritage of the community, City, state, or nation.*

Criterion D. *It embodies the distinctive visible characteristics of an architectural style, or period, or of a method of construction*

Criterion E. *It is an outstanding work of a designer or builder.*

Criterion F. *Because of its prominence of spatial location, contrasts of siting, age, or scale, it is an easily identifiable visual feature of its neighborhood or the City and contributes to the distinctive quality or identity of such neighborhood or the City.*