



The City of Seattle

Landmarks Preservation Board

Mailing Address: PO Box 94649 Seattle WA 98124-4649
Street Address: 700 5th Ave Suite 1700

LPB 720/14

REPORT ON DESIGNATION

Name and Address of Property: **Schoenfeld Building**
1012 First Avenue

Legal Description: Lots 4, less portion of street, Block 12, Town of Seattle, as laid out on the claims of C.D. Boren and A.A. Denny (commonly known as Boren & Denny's addition to the City of Seattle), according to the plat recorded in Volume 1 of plats, page 27, records of King County, Washington.

At the public meeting held on November 19, 2014 the City of Seattle's Landmarks Preservation Board voted to approve designation of the Schoenfeld Building at 1012 First Avenue as a Seattle Landmark based upon satisfaction of the following standards for designation of SMC 25.12.350:

- B. *It is associated in a significant way with the life of a person important in the history of the City, state, or nation; and*
- 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; and*
- D. *It embodies the distinctive visible characteristics of an architectural style, or period, or a method of construction.*

DESCRIPTION

Site, Setting and Urban Context

The Schoenfeld Building is located in the downtown commercial district on a level site at a mid-block location on the east side of First Avenue between Madison Street and Spring Street. This simply-detailed, six-story commercial building appears to have been constructed in two phases between 1893 and 1899. It occupies a 60' x 112' lot with the façade elevation oriented toward First Avenue. A north-south alley bisects the block and runs along the east or rear elevation of the building. The north and south walls of the building abut adjacent taller buildings and are not visible. The building is particularly noticeable due to its contrast in scale and in design character with the immediately adjacent buildings.

Administered by The Historic Preservation Program
The Seattle Department of Neighborhoods

"Printed on Recycled Paper"

The setting of the Schoenfeld Building at the south end of First Avenue is one of Seattle's oldest commercial corridors. It is located immediately adjacent and to the south of the Holyoke Building (1888-89, Bird & Dornbach) a five-story brick masonry building already recognized for its historic and architectural significance. Until 2001, the south side of the Schoenfeld Building abutted the Wadsworth/Meves Building (Thompson & Thompson, 1890, 1902, demolished). A modern 25-story highrise condominium/hotel complex (Madison Tower/Hotel 1000) is now located on the south half of the block. Across the street, along the west side of First Avenue is the Alexis Hotel/Cornerstone Development, a complex of rehabilitated turn-of-the-century commercial buildings that includes the Globe Building, Beebe Building, and Hotel Cecil (1901, Max Umbrecht). Along the west side of First Avenue to the north of Spring Street are the rehabilitated Grande Pacific (1898) and the Colonial Hotel (1901, Max Umbrecht).

At the southwest corner of First Avenue and Madison Street is the Old Federal Office Building (1933, James Wetmore), exhibiting a highly prominent and distinctive Moderne design. Across the alley to the east the entire half-block is currently occupied by Federal Reserve Bank of San Francisco (1950, NBBJ). This is the former site of the Rialto Building (1902), which housed the original Frederick & Nelson Department Store.

Due to its relatively small scale, distinct late 19th century commercial architectural character and intact storefront, the Schoenfeld Building contrasts with its surroundings and is a distinctive component of the streetscape and the immediate urban environment.

Current Exterior Appearance

This five-story commercial block measures 60' x 112' and includes three retail storefronts and upper floor levels that are used for commercial, office and warehouse purposes. The structural system is brick masonry and heavy timber post-and-beam with a concrete foundation. It exhibits a modest stacked vertical block façade composition and minimal ornament in the Commercial or Chicago School style. According to permit records the lower three floors were initially constructed (c.1893) and the three upper floor levels were added in 1899; however the entire façade exhibits a unified design.

The façade is clad with common brick that has been painted; the original masonry finish appears to have been a light buff color. The shaft is accentuated by a denticulated intermediate cornice at the fourth floor windows sill level; this feature serves to divide the shaft horizontally into two equal parts with a uniform fenestration pattern. The façade is further divided vertically into five structural bays with recessed window bays. A wide central window bay is flanked to each side by two narrow bays, each with large recessed two-story window bays accentuated by corbelled brick headers and denticulated sills/spandrels. Simple unframed window openings hold modern window sash that appears to be very similar to the design of the original wooden windows and fenestration pattern. The replacement units closely match the original 2/2 casement and transom configuration. A steel fire escape (installed prior to 1920) remains in place within the two northernmost window bays at the upper four floor levels. It is very similar to one installed sometime between 1912 and 1918 on the adjacent Griffin Block/Wadsworth Building. The building

shaft is capped by a simple but distinctive corbelled brick cornice with a prominent dentil course treatment typical of the Commercial architectural style from this era.

The storefront level includes three separate retail storefront spaces with individual recessed entryways; each storefront includes a tall mezzanine level window band. The storefront level is distinguished from the shaft by an ornate sheet metal intermediate cornice with deep bracket ornament at each of the structural piers; a very ornate bracket remains in place at the southernmost end pier. A similar bracket may have been removed from the northernmost end pier in order to install the fire escape. The intermediate cornice is further distinguished by a distinctive dentil course. Historic photographs from 1905 and 1912 show that this façade was originally composed with a single large central entry bay with a deep recess, flanked by large plate glass display windows on either side of the recessed entry. The multi-pane mezzanine level storefront windows in the northern and central bays appear to be those shown in the 1937 tax record photograph and were likely added in the 1920s. The central storefront bay includes an historic arched entry element, also likely added in the 1920s. The deep recessed entryway at the northern bay, low-wooden bulkheads and a stone pier base, some of the plate glass display windows and the cast iron storefront structural members also appear to be historic and/or early alterations to the storefront. Portions of the historic awning boxes and areas of denticulated trim above the display windows also remain in place.

The four-story high east elevation at the alley side of the building is utilitarian in character. It is a painted common brick masonry wall that is punctuated by segmental arched individual window openings at all of the floor levels. Some original 2/2 wooden window sash appears to remain in place at the lower floor levels with older 1/1 sash in place above. Portions of a steel fire escape also remain in place. Modern mechanical and electrical equipment is mounted on this elevation. A very small portion of the south elevation/former common wall with the Wadsworth Building is visible at the south side of the cornice line of the façade. Some unpainted brick masonry including the tiny shadow of a painted wall sign is visible.

The greatest alteration to the principal First Avenue elevation has been the application of pale blue-white paint to the original buff colored brick masonry cladding. The storefront has been reconfigured over time, including the addition of a mezzanine that divided up the first floor facade, although some historic fabric does remain (see description of the storefront above). An exterior fire escape was added at the northern section of the west elevation. Permit records indicate that windows were repaired and replaced in 2005 and existing masonry lintels were reinforced; however, no major exterior renovation or rehabilitation work has been undertaken.

Interior Features and/or Finishes

The ground floor interior spaces appear to have been repeatedly remodeled and adapted to changing retail and commercial uses. There do not appear to be any intact or architecturally significant interior building features, finishes or public spaces.

STATEMENT OF SIGNIFICANCE

The Schoenfeld Building is directly associated with the period of reconstruction and commercial redevelopment (1889-1902) that took place during the decade after the 1889 fire, which destroyed 64 blocks of commercial and waterfront industrial buildings. While the reconstructed commercial district remained fixed within five blocks of Yesler Way and First Avenue, substantial commercial construction began to gravitate further north along First and Second Avenues and toward the well-established residential district that survived the fire. By 1900, more than 29 street railway or cable car lines were in operation, many constructed by private entrepreneurs to promote suburban residential real estate holdings. The expeditious development of suburban residential neighborhoods after the turn of the century occurred in tandem with the rapid northern expansion of the commercial district and the gradual absorption of the old residential area by commercial real estate development. None of the older residential properties and very few intact commercial properties dating from this era remain within the downtown commercial core.

The Schoenfeld Building is one of the oldest extant commercial buildings located along First Avenue to the north of Pioneer Square. It is a particularly well-preserved example of Commercial Style architecture from this era. It is directly associated with the Standard Furniture Company and Louis Schoenfeld, a pioneer furniture dealer. After relocating his business to Seattle in 1887, this enterprise became a leading commercial furniture enterprise during the post-fire era and early twentieth century.

Historic Land Use Patterns & Downtown Commercial Development

The downtown commercial core of Seattle has evolved for over one-hundred and fifty years. This unique geographic area has been developed and redeveloped multiple times, as most building sites have been repeatedly changed due to a complex set of geographic, economic and historic circumstances. The historic commercial development and the current urban environment of downtown Seattle was shaped in obvious tangible and subtle intangible ways by broad national and international events and further influenced by city-wide and regional land use and development patterns.

Community Establishment

The settlement-era community of Seattle was essentially carved out of dense forest along a relatively steep hillside above Elliott Bay where the protected deep water harbor could function as an ocean-going port. As the community became established and was incorporated as a town in 1869, it gradually accommodated industrial, commercial, social and residential functions within a concentrated area near Front and Commercial Streets (now First Avenue and First Avenue S.) and Yesler Way. Due to its remoteness, the town grew slowly and evolved in a laissez-faire manner with land use and planning decisions based on public health and transportation necessities.

The surviving downtown grid street system is a legacy of the three original plats delineated by the city's major founders: Carson Boren; William Bell; and Arthur Denny. They chose to lay out their individual land claims and correlated streets to follow the adjacent shoreline, rather than according to a uniform compass point, creating distinctive angular street intersections within the overall grid. As established, this street grid pattern influenced the

future form of the downtown area, its network of streets and blocks, and dictated the future relationships between downtown commercial buildings.

The earliest settlement was composed of wood-frame, plank and clapboard buildings that were typically one to two stories in height with gabled shingle roofs – constructed using locally abundant materials. Commercial buildings were clustered along Front and Commercial Streets; they exhibited utilitarian false front designs and building forms typical of newly established communities throughout the American West. One particularly notable exception to this pattern was the Territorial University building (1861) that exhibited a formal Classical Revival façade with ionic columns. It was situated at a high point some eight blocks to the north of Yesler Way on Denny’s Knoll, which became known as the University Grounds.

By the early 1880s, the bustling commercial center had evolved to include elaborate architect-designed wood-frame buildings and modest brick and stone masonry structures, two to three stories in height. By then, a scattered collection of fashionable residences and small dwellings dominated the hillside above the bay stretching from Cherry Street to Pike Street. Further north and above the bay, a small community had been established near First Avenue and Bell Street, known as Belltown. By the mid-1880s large mansions began to be constructed on First Hill and Queen Anne Hill, a distance from growing commercial, industrial and port activity. Indicative of an established population and the degree of residential development, two substantial schools - Central School (located at Seventh Avenue and Marion Street) and Denny School (at Sixth Avenue and Wall Street) - were built in 1883 and 1884. While residential concentrations grew to the north and east of the commercial center, industrial growth and port activity became more concentrated along the mouth of the Duwamish River and southern tidelands portions of Elliott Bay.

Post-Fire Reconstruction

The destruction of 64 blocks of commercial buildings and waterfront industrial and shipping facilities in the fire of 1889 brought a dramatic end to these established districts, which had evolved over the prior three and half decades. City leaders and local entrepreneurs immediately began to plan to rebuild commercial buildings and industrial facilities in anticipation of a future population of 100,000 people, several times the actual size of the community. The reconstruction effort adhered to new building code provisions that mandated safer and more fire resistant building construction and brought about a new urban scale and design character within the commercial core. Streets were regraded, modern water and sewer utilities were installed, and First Avenue and Yesler Way were widened to relieve growing traffic congestion.

Massive load-bearing stone, brick and heavy timber structures were constructed that utilized decorative terra cotta, cast iron, and modern elevator technology. The urban scale of the city was significantly changed as substantial five-story buildings began to characterize the reconstructed commercial district. Facades uniformly met the street edge and individual land parcels were typically developed to utilize the full frontage and lot area. Continuous blockfronts of commercial offices, hotels, banks and wholesale houses began to dominate the new streetscapes.

The well-established residential district survived the fire; however, by 1889 new residential districts were being established well beyond the original downtown residential district. While specific geographic sub-areas that had been dominated by industrial, commercial and residential uses began to be more clearly defined, the reconstructed commercial district remained very diverse. Residential hotels, flats and lodging houses were typically located above retail storefronts and various commercial, warehouse, entertainment and manufacturing uses were intermixed on the same city block. Furthermore, individuals from a wide range of economic levels lived and worked in relatively close proximity to one another.

While the new commercial district remained fixed within five blocks of Yesler Way and First Avenue, substantial commercial construction gravitated further north along First and Second Avenues and toward the well-established residential district. First Avenue to the north of Yesler Way became a major shopping street. As modern business blocks and the growing retail trade expanded uphill, Second Avenue to the north of Marion Street remained largely residential. Gradually the southern portion of Second Avenue between Yesler Way and Marion Street became a second major north-south business thoroughfare. Steep grades limited foot and horse-drawn carriage traffic further uphill to Third Avenue, which remained dominated by residences and churches. Scattered within the commercial core and to some smaller degree within the residential district were smaller enterprises like cabinetmakers, machine shops, livery stables, and milliners.

The discovery of gold in the Yukon in 1896 prompted a major influx of people traveling to Seattle, which emerged as a primary embarkation point for those traveling to northern British Columbia and Alaska. After what had been a brief period of economic stagnation, the Klondike Gold Rush triggered unprecedented economic growth and dramatic subsequent population increases. Spurred by new economic prosperity, the City began to undertake projects that would drastically reshape the city's topography. Beginning in the late 1890s, hills were removed, tunnels and canals constructed, streets regraded, and valleys and tidelands were filled in order to facilitate the movement of goods and people and the expansion of commercial and industrial development. These major engineering efforts, which continued for nearly three decades, addressed various transportation and civil engineering challenges and shaped the future of the burgeoning downtown commercial district in significant ways.

Early Twentieth Century Growth

Modern urban architectural scale and design character began with the construction of the earliest steel-frame highrise buildings in the commercial district; the extant 14-story Alaska Building built in 1903-04 at Second Avenue and Cherry Street and the 12-story American Savings Bank/Empire Building (1904-06, destroyed) at Second Avenue and Madison Street. In 1906, the extant seven-story Eitel Building at Second Avenue and Pike Street was the earliest substantial commercial building to be built as far north as Pike Street. Major commercial buildings were subsequently built along Pike Street, including: People's Bank Building (1906, destroyed) at the NE corner of Second Avenue; and the Northern Bank and Trust Company Building (1906-09) at the NE corner of Fourth Avenue. By 1905, a concentration of banking enterprises and specialty/department stores had been established

along Second Avenue near Marion Street. During this era numerous residential properties, including large mansions that were only 20 years old, were removed and/or relocated in order to accommodate large commercial and civic building projects.

The Rialto Building (1894, destroyed) at Second Avenue between Madison Street and Spring Streets housed the Frederick and Nelson Department Store. This store was one of several major retail enterprises that made Second Avenue a fashionable shopping district and created a hub of retail activity with a concentration of specialty stores, including several furniture businesses. Other department stores located along Second Avenue included: the Bon Marche Store (1896, 1902, 1911 destroyed) at the SW corner of Second Avenue and Pike Street; the Stone, Fisher & Lane Store (Galland Building, 1906); the J.A. Baillargeon & Co. (1907), MacDougall and Southwick Store (1907, Chapin Building, destroyed) and the original Rhodes Department Store (1907, destroyed).

In 1907, the University of Washington regents successfully negotiated a long-term lease of the former University Grounds that encompassed several contiguous blocks between Seneca and Union along both sides of Fourth and Fifth Avenues. While the University had relocated to its current north end campus in 1894, it was not until early 1908 that a comprehensive master plan for the redevelopment of the University/Metropolitan Tract was finalized and made public. The ambitious scheme called for a concentration of ten-story business blocks unified by a Beaux Arts design and a formalized spatial relationship. The successful lease and this visionary plan signaled that the commercial district would certainly shift northward and that Fourth and Fifth Avenues would become major commercial thoroughfares.

Commercial development and retail activity had been concentrated along First Avenue ever since the earliest street regrading efforts had occurred in the late 1870s. Pike Street also functioned as a main transit route between Lake Union and the central waterfront and by the early 1900s the area around First Avenue and Pike Street was a center of small-scale commercial activity and residential hotels. Early in the decade, the regrading of Denny Hill and the establishment of the Pike Place Public Market at the foot of Pike Street triggered increased hotel and commercial development in the general vicinity.

Second Avenue continued to serve as the major downtown commercial thoroughfare for several decades – in addition to three of the five major department stores, as well as the Smith Tower, the street included the largest office buildings, several of the leading furniture stores and a distinct concentration of the biggest commercial and oldest pioneer banks. The street was preeminent due to the fact that it provided an easy and direct route for the movement of traffic and goods between railroad and wholesale terminals to the south and the thriving retail, business and residential areas to the north and east. Well into the 1930s, Second Avenue remained the principal arterial roadway through the downtown commercial core for those traveling by electric streetcar, private or commercial motor vehicle and for passengers making connections to water-based transportation on Elliott Bay.

By 1910 the commercial core had shifted northward and significant commercial real estate development was occurring within the former residential district. By then, regulations had been adopted that limited building heights to 200 feet - or sixteen stories high - and in 1912

the City government enacted an innovative ordinance that governed building heights in greater detail according to lot coverage and set particular construction requirements. Following a nationwide trend, several major highrise buildings were constructed – primarily located along Second and Third Avenues. Distinctive multi-story civic, commercial and hotel buildings were also being built as the urban scale and extent of the commercial district changed dramatically prior to World War I. With the opening of the elegant five-story Frederick and Nelson Department Store at Fifth Avenue and Pine Street in 1919, the fashionable retail center began to make a rather dramatic northward shift.

Department & Retail Store Construction in the Downtown Commercial Core

In the post-fire era of the 1890s, the reconstructed commercial district remained fixed within five blocks of Yesler Way and First Avenue, although substantial commercial construction gravitated further north along First and Second Avenues and toward the well-established residential district. First Avenue to the north of Yesler Way became a major shopping street. As the retail district expanded along First Avenue and uphill along Second Avenue, a fairly wide range of store buildings were designed and constructed according to specific use, lot size and location. Prior to 1908, the Standard Furniture Company was housed in the Schoenfeld Building, which is an intact and fairly typical example of this property type from the post-fire era. Measuring 60 x 112 feet, it was architect designed for its specific purposes with five floors of display and loft (storage) space and a distinctive storefront display level. In 1908, the Standard Furniture Company relocated to a newly constructed nine-story store and warehouse building in the recently regraded area at Pine Street and Second Avenue. It was the first major retail building to be constructed at a location this far north; due to both its height and its location it was highly unique for the era.

Large specialty and department stores typically had expansive street frontage and were located at prominent street intersection locations. By 1910, commercial buildings housing specialty and department stores extended along Second Avenue from Marion Street to Pike Street, including: the Rialto Building (Frederick and Nelson Department Store, 1894, destroyed) between Madison and Spring Streets; the J.A Baillargeon Store Building (1908) at Spring Street; the Galland Building (Stone Fisher Lane Department Store, 1906) at University Street; the Arcade Building (The Rhodes Co. Store, 1903, destroyed) at Union Street; the Bon Marche Store (1896, 1902, 1911, destroyed) at the SW corner of Second Avenue and Pike Street and the Chapin Building (MacDougall and Southwick Co., 1907, destroyed) at the SE corner of Second Avenue Pike Street.

Buildings specifically designed for specialty retail or department store uses typically included lower floor level commercial display spaces and upper floor level loft, sales and/or storage areas. The larger department store buildings were masonry construction and three to five stories in height, generally exhibited a three-part commercial block facade composition with prominent cornices. This building type did not require as much natural light and ventilation as neighboring business blocks and hotels; thus, lot coverage and building mass could be maximized. Specialty retail and department stores typically required elaborate interior finishes and fittings, as well as more elaborate exterior construction with large display windows in order to exhibit merchandise and often included ornate canopies or awnings providing pedestrian protection.

Throughout the commercial district, small two-story commercial blocks and three-story hotels and lodgings accommodated specialty businesses that could be housed within small storefront level shop spaces. The Brown Building (c.1900, 1905, 1914) is an intact example of a typical small retail commercial building from this era. Smaller retail operations were also typically located in leased storefront and mezzanine level spaces within larger office and commercial buildings. Hundreds of small dry goods and specialty stores were located along First Avenue, Second Avenue and Pike Street. By 1912, Wallin & Nordstrom was housed in a small storefront space at 1422 Second Avenue; it was among some 26 retail specialty shoe stores located in the commercial district.

In 1914, the owners of the Frederick and Nelson Department Store purchased property at Fifth Avenue and Pine Street – considered to be a significant distance from their fashionable store at Second Avenue and Marion Street - and announced the intention to build a modern five-story building. This action solidified the future northern location of the downtown retail core. Completed in 1919, the prominent five-story, terra cotta clad store building took up an entire city block and was designed in a Renaissance/ Neoclassical mode with elaborate interior finishes, fittings, and customer and employee facilities. Subsequent relocation and/or construction of other major specialty stores and department stores along or near Pine Street included: the O’Shea Building (1914); J.S. Graham Store (1919); Sherman Clay Store (1926, altered); I. Magnin Store (1926, altered); and the Bon Marche Store (1929, Macy’s). Three national chain store buildings were also constructed on or near Pike Street and Third Avenue including the Kress Store (1924) and the J.C. Penney (c.1930, destroyed). In 1940, the F.W. Woolworth Company constructed a unique modern downtown store building, the only major commercial store building to be constructed during the Great Depression or World War II era.

Furniture Making and the Furniture Trade in Seattle

During the earliest era of Euro-American settlement furniture was a difficult and expensive commodity to obtain and transport. Due to the remoteness of Seattle from Eastern industrial centers where fashionable furniture was manufactured, it had to be transported overland or via marine transportation. By 1874, Hall & Graves had established a retail furniture factory and store at the south end of Front Street. The enterprise included industrial tools and equipment in order to manufacture all kinds of machine-made furniture with the exception of chairs. By 1882, the business was known as Hall & Paulsen; it employed 25 men who manufactured and sold furniture made from fir, spruce, cedar, maple, ash, cottonwood and alder lumber. *Disturnell’s Business Directory* of 1882-83 identified at least six other local individuals or firms involved in the manufacture and sale of furniture or cabinets during this era. The Lake Union Furniture Company was established in 1883; it operated out of the upper floors of the Western Mill on Lake Union and quickly employed at least nine men. In 1885, the company opened a saleroom at Second Avenue and Yesler Way.

By 1888, at least sixteen “furniture dealers” were listed in the *Seattle Polk’s Directory* including the newly established Standard Furniture Company at the NW corner of Second Avenue and Yesler Way. Only two furniture manufacturers continued to be listed. The completion of a direct intercontinental railroad connection opened Seattle to a much wider

range of imported furniture products; thus, local Seattle fabricators had difficulty competing. The opening of the Puget Sound market to major manufacturers in the East is reflected in the increased number of furniture retailers in lieu of local manufacturers. Mechanized production methods, experiments in the use of metal and modern popular tastes meant that customers could choose from a wider range of furniture items and product lines. Factory-produced inexpensive furniture as well as mass-produced textiles, ceramics and wallpaper served to create a sense of material well-being for increasing numbers of newly established Seattle households.

Both the Hall & Paulsen and Lake Union Furniture Company retail shops were destroyed in the fire of 1889 along with most of the other “furniture dealers”; Hall & Paulsen did not rebuild while the Lake Union Furniture Company established a new shop on Second Avenue. This shop and its furniture manufacturing business only operated until c.1895. After the fire, one local firm built up a substantial business fabricating furniture and custom interior furnishings for offices, stores, banks, saloons and other establishments. Operated by very experienced cabinetmakers Dietrich Rohlf and Herman Schraeder, that enterprise survived until 1903.

Standard Furniture Company Store History

The Standard Furniture Company was originally established by Louis K. Schoenfeld in 1864 in Virginia City, Nevada. After relocating to Seattle in 1887, this enterprise grew to become one of Seattle’s leading business institutions. The initial Seattle store was housed in a single storefront space in the Occidental Hotel, at Second Avenue and Yesler Way; it measured some 40 by 80 feet. Louis Schoenfeld was assisted in the operation of the business by his three sons: Ralph A., Berman and Herbert A. Schoenfeld. The company specialized in the sale of eastern-fabricated furniture described as “highly polished chairs and rockers, art goods, music stands and cabinets” that were shipped around the Horn to Seattle via San Francisco. After the 1889 fire destroyed that shop, the company was left with only one wagonload of salvaged merchandise; however, they were able to obtain additional merchandise from San Francisco and to set up business in a large tent located at Second Avenue and University Street.

After reconstruction, the business was housed in the New York Block (1892, destroyed) at Second Avenue and Cherry Street, a rather pretentious location for the era. However, by 1895-96 the company had relocated in a two-story building on Western Avenue at Madison Street and in closer proximity to the railway depot and freight yards. By 1898, the Standard Furniture Company was also operating out of the subject building at 1012-1016 First Avenue. The building was then only three-stories in height and owned by German Savings and Loan Society. The company appears to have been particularly successful after acquiring and expanding this building; it was used for showroom and storage purposes until at least 1908. Part of the great success of the company was that they innovated selling on credit, offered furniture rental programs and operated a mail order bureau.

In 1906, the company made the decision to construct a major new store and warehouse building at Second Avenue and Pine Street on what, by then, was a newly regraded and rather unattractive site. Many of their fellow businessmen questioned the wisdom of

establishing a business of their size so far north of University Street. When the nine-story Standard Furniture Company Store and warehouse building opened in March 1908, it was the largest highrise commercial building to be constructed north of Pike Street and the first large retail enterprise in the northern retail district. The opening event is reported to have drawn 5,000 people who toured the building. The building was a highly distinctive terra cotta clad structure designed by A. Warren Gould; unfortunately it is has been heavily altered and modernized and is not considered to be a notable specialty store property type from this era.

After Louis Schoenfeld died in 1910 Berman Schoenfeld, Sr. became president of the firm and served in this capacity until his death in 1940. By 1924 the Standard Furniture Company, which also operated a large store in Tacoma, was the largest home furnishings enterprise in the Pacific Northwest and the second largest furniture retailing business in the American West. By 1929, the company employed some 225 people at their downtown location, 20 at a University District branch, and another 100 at the Tacoma store. The company also operated a furniture factory (Washington Furniture Manufacturing Company) with another 100 employees. Louis Schoenfeld's three sons (Ralph A., Berman and Herbert A.) helped to establish the company and carried on its operations for many years. In 1929, Berman Schoenfeld, Sr. was elected president of the National Retail Furniture Association. Herbert A. Schoenfeld served as company Vice-president until his death in 1933. Grandson Berman Schoenfeld, Jr. succeeded his father and two uncles in operating the company. Upon his death in 1953 the firm was operated by the family estate for a short period before it was then consolidated with the Grunbaum Furniture Company in 1954. The business was sold entirely to the Grunbaum Furniture Company in 1958, which was then bought out by the Bon Marche.

Schoenfeld Building – Construction & History

The Schoenfeld Store Building is one of the oldest extant commercial buildings located along First Avenue and north of Pioneer Square and is a particularly well-preserved example of an early specialty store. The Schoenfeld Building is directly associated with the period of reconstruction and commercial redevelopment (1889-1902) that took place during the decade after the 1889 fire destroyed 64 blocks of commercial and waterfront industrial buildings. While the reconstructed commercial district remained fixed within five blocks of Yesler Way and First Avenue, substantial commercial construction began to gravitate further north along First and Second Avenues and toward the well-established residential district that survived the fire.

By 1900, more than 29 street railway or cable car lines were in operation, many constructed by private entrepreneurs to promote suburban residential real estate holdings. The expeditious development of suburban residential neighborhoods after the turn of the century occurred in tandem with the rapid northern expansion of the commercial district and the gradual absorption of the old residential area by commercial real estate development. None of the older residential properties and very few intact commercial properties dating from this era remain within the downtown commercial core.

Sanborn Insurance maps indicate that in 1884 and 1888 a two-story dwelling was located on this site at the SE corner of lot. Front Street was by then dominated by commercial buildings

along both sides of the street up to Spring Street. By 1888, few residences remained on Front Street – the exception being the Amos Brown House on a full ¼ block – at the NW corner of Front and Spring Streets. Several dwellings were located along Second Avenue to the north of Marion Street and many more along Third Avenue.

By 1893 a three-story commercial building had been constructed on the site at 1012-1016 First Avenue. It initially housed a business specializing in the sale of hardware, stoves, plumber's supplies as well as a tin shop. In May 1898, the Standard Furniture Company appears to have purchased the property from the German Savings and Loan Society after having relocated their furniture business to the subject building the prior year.

In 1899 a building permit was issued to the Standard Furniture Company for work involving the removal and rebuilding of the third floor level and the addition of two more stories to the building. Interior gallery changes were made and the storefront was remodeled in 1900. The architecture firm responsible for this work appears to have been Thompson & Thompson headed by Charles L. Thompson. In February 1903 a permit was issued for eight archways to be installed in order to connect the Schoenfeld Building to the adjacent building at 1006-1010 First Avenue (Griffin Block/Wadsworth Building, demolished 2001). Emil De Neuf is the architect referenced in letters related to this permit.

The then adjacent Griffin Block/Wadsworth Building at 1006-1010 First Avenue was also designed by Charles L. Thompson. That building was constructed in three phases and was very similar to the subject building. The original three-story post-fire structure was known as the Griffin Block. In late 1902, it was reconstructed for Frank Wadsworth according to plans prepared by Thompson with a new façade and an additional two floor levels. In December 1902 a permit was issued for the construction of an additional sixth floor level. The additional construction resulted in controversy when the Board of Public Works learned that the owner had leased the upper two floor levels to the Standard Furniture Company for store uses rather than the intended office or hotel use. The Board of Public Works threatened to require that the additional floor level be removed. However, the Standard Furniture Company agreed to a 50-pound per square foot limit on the live load. Thus, in February 1903 work was approved to inner connect the upper floor levels of the two buildings for store display and storage purposes.

However, as noted above, within only a few years the booming Standard Furniture Company business had absorbed and outgrown all of the room available within the subject building and the upper floor levels of the adjacent building. The company decided to construct the ten-story Standard Furniture Company Store and warehouse building at Second Avenue and Pine Street, which opened in March 1908.

The Schoenfeld Building appears to have continued to be used by Standard Furniture Company until c.1912. Photographs dated 1912 show that the building retained Standard Furniture Company signage. It is not known for what purposes it was used after the company vacated the building. By 1937, the Schoenfeld Building appears to have continued to be inner connected to the adjacent Wadsworth Building, which together were known as the Meves Building. The Schoenfeld Building primarily housed the Horseshoe Clothing

Company, which sold and possibly fabricated fisherman's and other outdoor clothing, and a magazine store. The second floor level appears to have served as a warehouse for Trick & Murray Stationers and Printers. The third floor level of both buildings housed the Miller Manufacturing Company makers of felt goods and overalls, which was established during the Klondike era. The district continued to house businesses that specialized in home furnishings, carpets and upholstery for several decades.

Commercial Style Architecture

Commercial Style Architecture (also referred to as the Chicago School) is primarily associated with the development of tall commercial office buildings that were constructed during the latter part of the 19th century, particularly in Chicago, Philadelphia, Boston and New York City. During this era new construction technologies, mechanical equipment and modern building materials facilitated the erection of skeleton-framed skyscrapers designed by innovative architects and engineers. Commercial Style buildings are usually at least 6 stories but fewer than 20 stories in height. They typically exhibit a tall rectangular form that is accentuated by a prominent terminal cornice. The skeletal steel-frame and masonry (usually terra cotta) cladding facilitated the design of large window openings and the extensive use of plate-glass. Windows typically fill a large proportion of the exterior wall planes. Upper floor level windows are often the so-called "Chicago window" composed of a large fixed central panel flanked to each side by narrow casement or double-hung type windows. The storefront level is usually dominated by large mezzanine level and display window bays.

Ornamentation is usually minimal and subordinated to the functional expression of the structural frame that appears as a grid of intersecting piers and horizontal spandrels. Subtle elements of neoclassical architecture were incorporated into the design of the tall buildings with the building form divided into three parts; the base, the shaft of the column and the cap or capital. Ornamentation was typically limited to the base and the building cap that is more ornamental and typically accentuated by a distinct cornice. Two-part or three-part facade designs were organized in various ways and some also utilized simplified decorative elements drawn from popular Romanesque or Gothic Revival design modes of the era.

Thompson and Thompson

This five-story store and loft building appears to have been constructed in two phases and designed by the architecture firm of Thompson and Thompson; Charles L. Thompson and his son C. Bennett Thompson. Charles L. Thompson (born Middleboro, Massachusetts July 7, 1842) began practicing architecture in Vineland, New Jersey in 1865, and then was located in Kansas. From 1890 until 1899 he practiced in Salt Lake City prior to establishing this practice with his son in Seattle. The firm is known to have designed several local business blocks including the adjacent Griffin Block/Wadsworth Building (1899, destroyed), the Sartori Block (Moses Building, c.1900), hotels, residences and a synagogue (old Bikor Cholim). Prior to 1907, the firm designed the Hyde Building, Metropolitan Block, the Gottstein Block, and the Sandoffeil Flats, as well as residences for J.W. Clise, John Roberts and the Galbraith mansion. The practice dissolved or moved c.1912.

Emil DeNeuf

Emil DeNeuf appears to have been involved in the remodeling of the building c.1902-03. He initially worked in Seattle after 1889 as a draftsman for Elmer Fisher and subsequently practiced in partnership with Augustus Heide between 1901 and 1912. The firm of DeNeuf & Heide is best known for the design of the E.F. Blaine House (1900-1901), the Lowman–Hanford Building (1902-03) and the Washington State Building at the Louisiana Purchase Exposition, St Louis (1904, destroyed).

BIBLIOGRAPHY

Aldredge, Lydia, ed. *Impressions of Imagination: Terra Cotta Seattle*. Allied Arts of Seattle, 1986.[see p.41 Ellen Miller-Wolfe. “Art Deco and Terra Cotta: F.W. Woolworth building.”]

Bagley, Clarence. *History of Seattle, Vol.3*, Chicago: S.J. Clarke Publish Co., 1916. [Herbert Alfred Schoenfeld, page 757]

Bates, Elizabeth Bidwell. *American Furniture 1620 to the Present*. NY: Richard Marek Publishers, 1981.

Clive Edwards, *Turning Houses into Homes: A history of the Retailing and Consumption of Domestic Furnishings*. Aldershot, UK: Ashgate Publishing Limited, 2005.

Longstreth, Richard. *The Buildings of Main Street*. Walnut Creek, CA: AltaMira Press, 2000.

Ochsner, Jeffery Karl, ed. *Shaping Seattle Architecture, A Historical Guide to the Architects*. Seattle: University of Washington Press, 1994, 1998.

Newspaper and Magazine Articles:

“Foundation too Weak” *Seattle Post-Intelligencer*, January 18, 1903, p.5.

“Merchant, Civic Leader is Stricken” *Seattle Times*, April 21, 1933. [Herbert A. Schoenfeld]

“Berman Schoenfeld, Pioneer Merchant, Taken by Death” *Seattle Times*, October 15, 1940.

Conover C.T. “Furniture Making Started here in ‘70s” *The Seattle Times*, January 2, 1955, [Seattle Public Library, Newspaper Files, I 6]

“Furniture Firm Celebrates Seventy-Fifth Anniversary” *Seattle Times*, October 2, 1988.

Public Records:

Building Plan & Permit Records. City of Seattle, Department of Planning & Development, Microfilm Department.

King County General Index – inverted [1898]

King County Property Record Card (c.1937-1972). Washington State Archives - Puget Sound Regional Branch, Bellevue, Washington.

King County Real Property Assessment & Tax Rolls [1896-1900]

Sheridan, Mimi. Landmark Nomination Form: Warshal's Sporting Goods, Nov. 2000

Other Sources of Information:

Disturnell's Business Directory West Coast of North America [1882-1883]

Krafft, Katheryn H. & LaFever, Alison. *Historic Property Survey Report: Downtown Commercial Core - Seattle, Washington*. City of Seattle - Historic Preservation Program. February 2007

Polk's Seattle City Directory [1888-1937]

R.L. Polk & Co's Puget Sound Directory [1887]

Sanborn Insurance Maps [1884, 1888, 1893, 1950]

Seattle of Today [c.1907] – pamphlet regarding Seattle architects [UWSCD]

The features of the Landmark to be preserved include: The exterior of the building.

Issued: December 2, 2014

Karen Gordon
City Historic Preservation Officer

Cc: Matt Aalfs, Weinstein AU
Newton Breiter, Lake Union Partners
Alison Walker Brems, Chair, LPB
Diane Sugimura, DPD
Alan Oiye, DPD
Ken Mar, DPD