

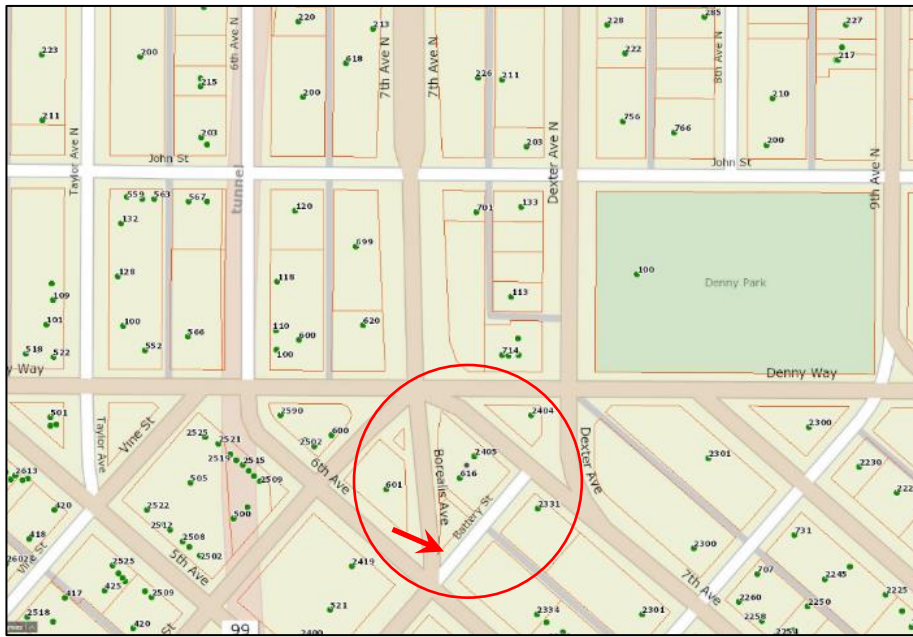


The Elephant Car Wash Sign

Seattle Landmark Designation

**A Presentation to
The Seattle Landmarks Preservation Board
August 17, 2022**

**BOLA Architecture + Planning
Seattle**

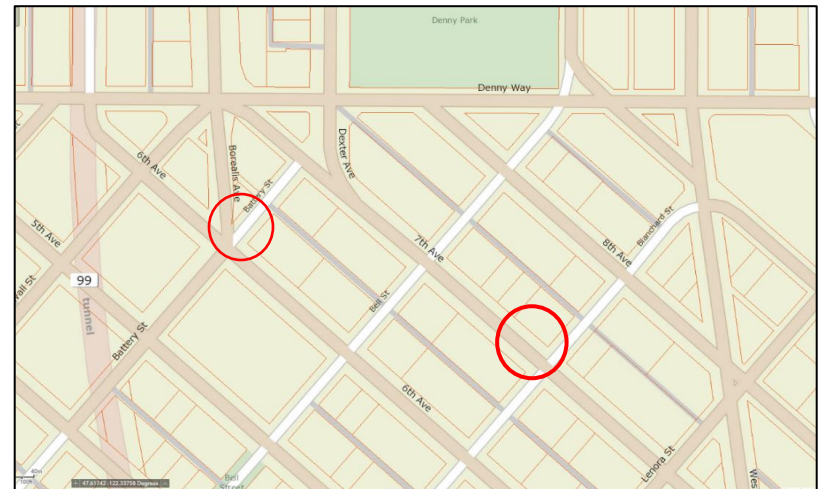


The Roadside Setting

Nearby Aurora Avenue /Highway 99 in the 1950s

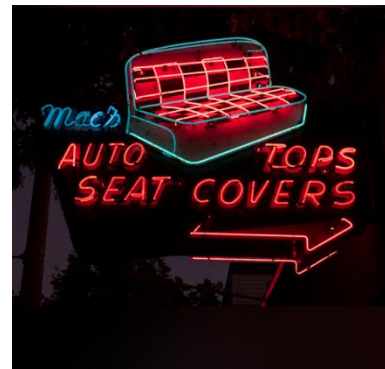


The original location, 616 Battery Street, 1956 to 2020.



The potential new location at 7th & Blanchard.

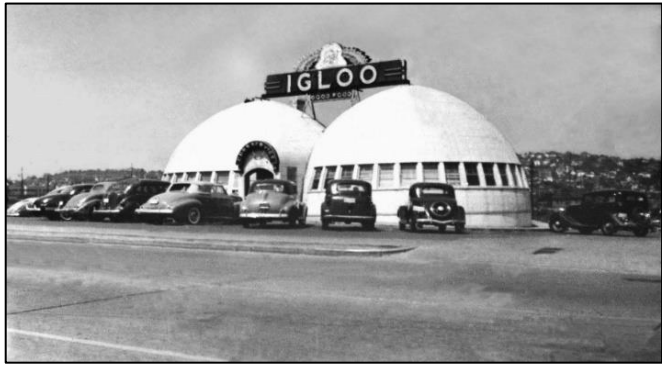
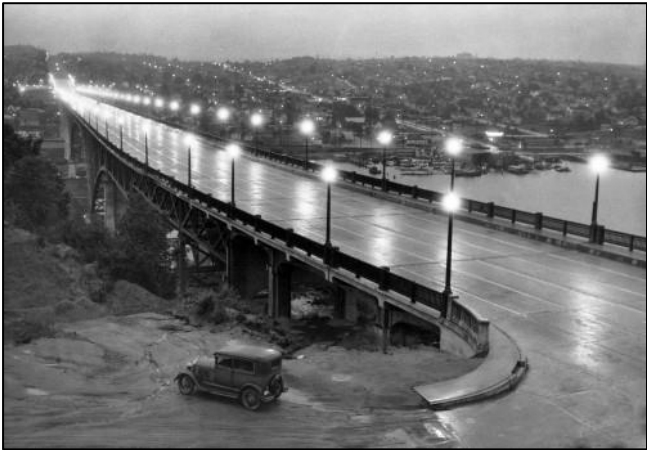
Historic Context: Neon Signage in Seattle





Historic Neon Signs at Night

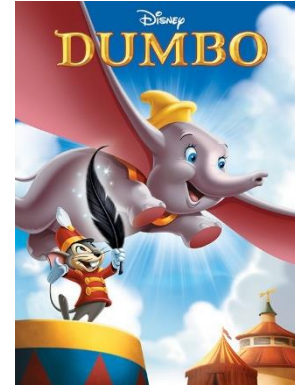
Historic Context: Roadside Attractions



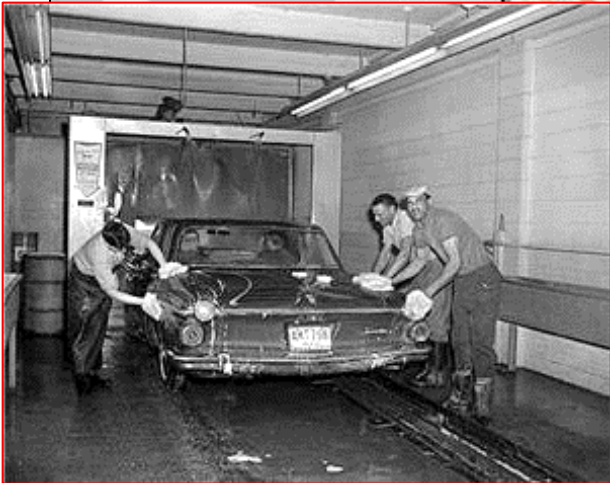
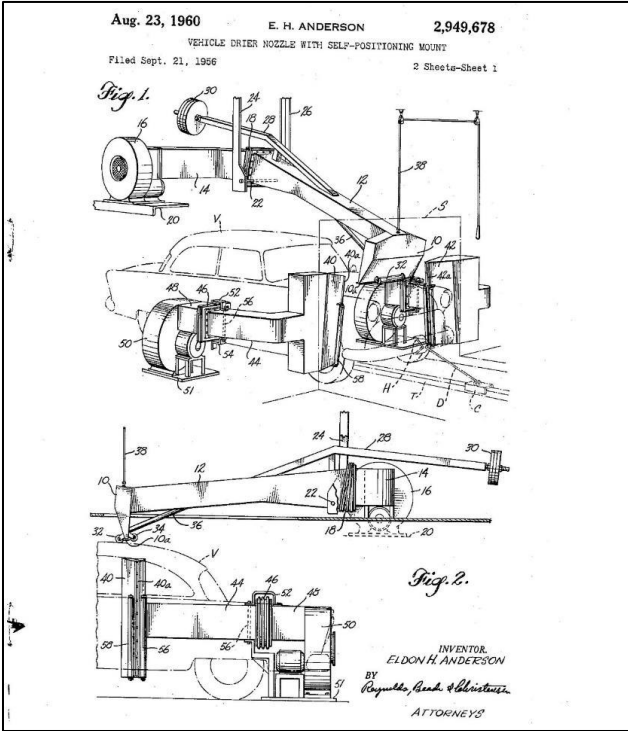
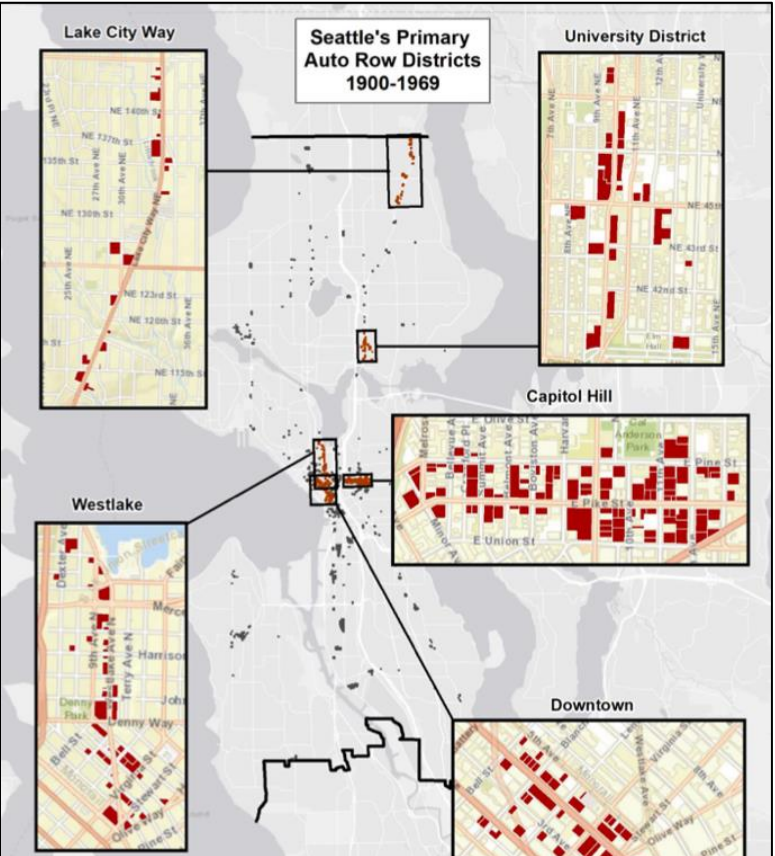
The Vitality of the Roadside Attractions



The Enduring, Symbolic Elephant



Historic Context: Mid-Century Auto Culture & the Anderson Brothers Car Wash Business

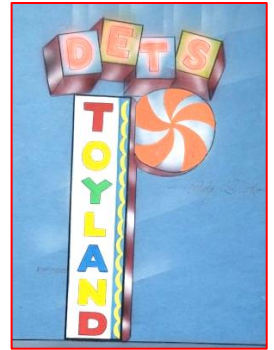
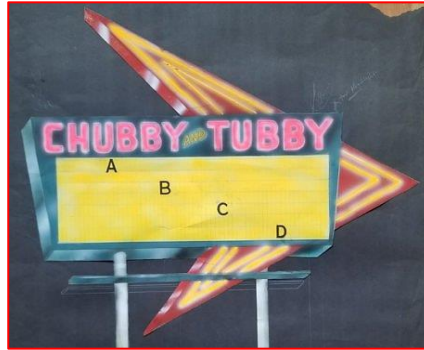


The Original Designer, Beatrice Haverfield (1913-1996)





Beatrice Haverfield,
the Queen of Neon,



Beatrice Haverfield's Original Design



4 POINT HI SPEED
HAT TO PLACE
TO LOOK LIKE WATER

4975

WIRE

11-2	1500-30	150-VA
2-3	2000-30	150-VA
4-6	3000-30	200-VA
7-10	4000-30	150-VA
11-15	15000-30	250-VA
16-18	20000-30	250-VA
19-21	25000-30	250-VA
22-24	30000-30	250-VA
25-27	35000-30	250-VA
		1000-VA

WATER - 24" 15MM REO
 6-MINUTE - 24" 15MM REO
 SUPER - 24" 15MM REO
 CAR WASH - 24" 15MM REO
 OUTLINE - 24" 15MM THURQUILL

HAT - 24" 15MM TARA
 6" 15MM WIRE

DESIGN 355A-S6



The Elephant Sign and Car Wash in the 1960s

FOLIO 2155 ADDITION W.N. BELLS 6th
 Section Typ Range Evm Block W Lot or X 16-8
 PERMIT NO. 449224 Tax Lot Tax 17
 DATE 7-26-56 Address 2405 7th Ave.

The Owner A.D. & E., Inc Architect D.E. Roberts
 Condition of Exterior G Interior G Foundation G Floor Plan Good

USE Car Wash
ROOF CONSTRUCTION X Frame Lam
FLOOR FINISHES Fir
PLUMBING No. Fixtures 7
TYPE OF CONSTRUCTION Single
FOUNDATION Full

Date Built 1956
 Estimated Value 1956 \$100,000

MID FLOOR AREA 2546
 2nd Floor Area

2405 7th Ave.

Columns	S. F. Area	Factor	Value	% Dep.	Deprac.	Net Value
24	528	1.71				

ROE'S REVOLVING SIGN UNIT
 (PATENT APPROVED, No. 2,741,8)

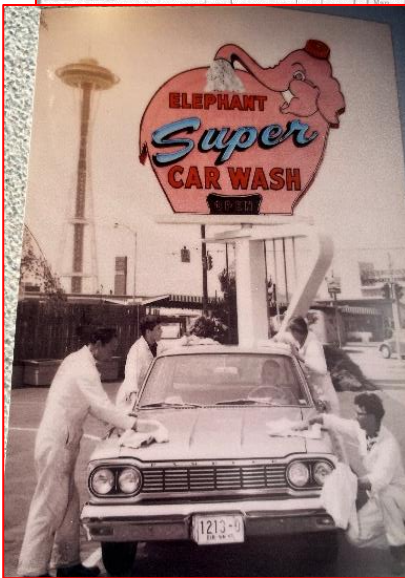
Above 18' x 23' sign by Displays, Inc., Seattle, Wash., featuring flashing lights, tubing on other side.

New Models and Literature Available

WORRIED ABOUT V
 This sign revolved perfectly 35 to 68 MPH winds. Rease Units are engineered from metal formulas. Be sure before Revolving Units—there is fighting winds than a heavy.

See Your Neon Supplier or Write Direct to Factory for NEW Brochure

Manufactured by
ROE MANUFACTURING CO.
 3006 Western Ave., Seattle, Wash.
 Phone: ELiot 2183



First Stop — Elephant Car Wash!

Santa wants HIS "sleigh" sparkling clean for his big trip! Get YOURS ready for Christmas—in 5 minutes—the easy, SUPER WASH way!

3 LOCATIONS:
 Aurora at Denny
 4th South & Lander
 In Portland
 1530 N.E. Union at Weidler

Elephant Super CAR WASHES

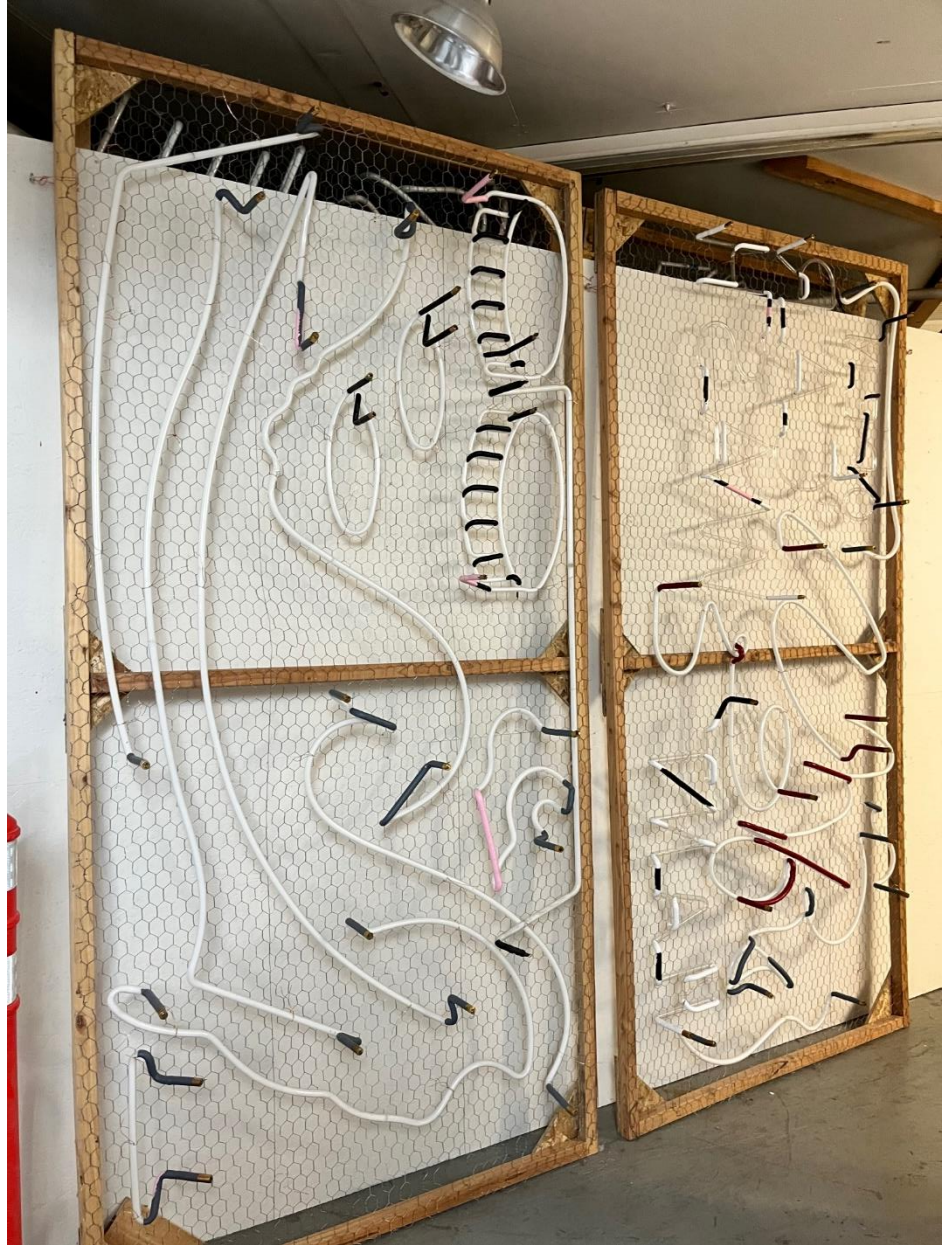


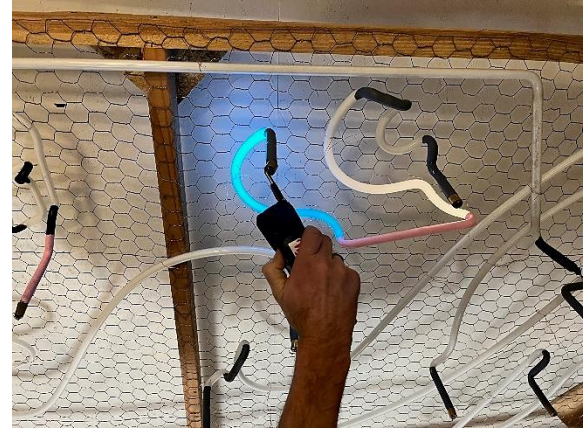
The Sign at the 4th Avenue S Car Wash

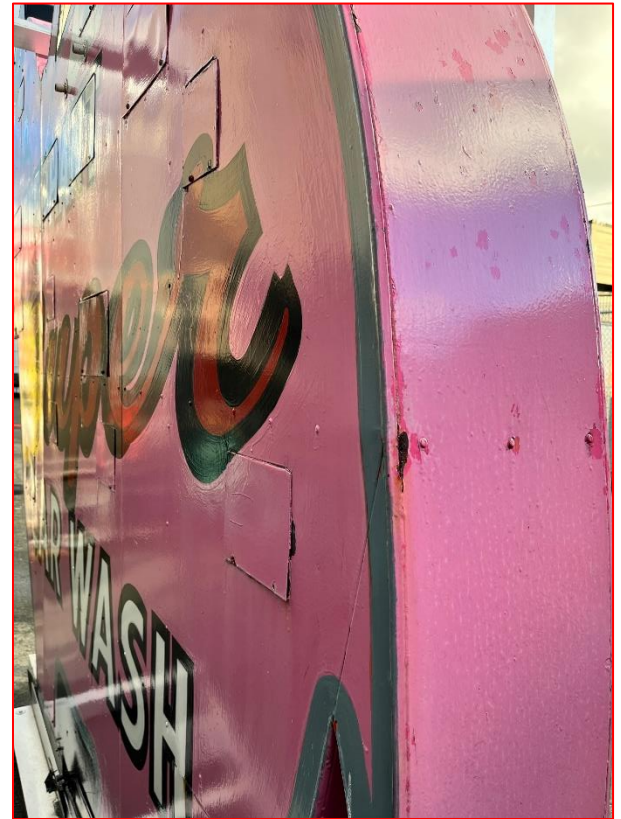


Current Photos and Ongoing Restoration











The Elephant Car Wash Sign

Seattle's Historic Preservation Ordinance (SMC 25.12.350) requires a landmark property to be more than 25 years old, and "have significant character, interest or value, as part of the development, heritage or cultural characteristics of the City, State or Nation." It must have integrity, or the ability to convey its significance. This sign has the required value and integrity, conveys its significance, and meets several 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.