



The City of Seattle

Landmarks Preservation Board

Mailing Address: PO Box 94649, Seattle WA 98124-4649

Street Address: 600 4th Avenue, 4th Floor

REPORT ON DESIGNATION

LPB 244/17

Name and Address of Property: Campbell Building
4554 California Avenue SW

Legal Description: All of Lot 23 and that portion of Lot 24 lying north of a line 40 feet north of and parallel with the center line of West Alaska Street, all in Block 49, the Boston Company's Plat of West Seattle, according to the Plat recorded in Volume 3 of Plats, Page 19, records of King County, Washington.

At the public meeting held on April 5, 2017 the City of Seattle's Landmarks Preservation Board voted to approve designation of the Campbell Building at 4554 California Avenue SW as a Seattle Landmark based upon satisfaction of the following standard 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.*
- 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.*
- D. *It embodies the distinctive visible characteristics of an architectural style, or period, or a method of construction.*
- 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.*

DESCRIPTION

The Campbell Building, named for its original owner William T. Campbell, stands at the northeast corner of California Avenue SW and SW Alaska Street in West Seattle's primary business district, an area known as the West Seattle Junction. The two-story brick building is 35' x 115' and occupies all of lots 23 and 24 in block 49 of the Boston Company's Plat of West

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The Seattle Department of Neighborhoods

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Seattle. Partially built in 1911 and completed in 1920, it is one of the oldest surviving buildings in the Junction. It reflects the design of architects Clayton D. Wilson and Arthur L. Loveless of Wilson & Loveless, with later enhancements by architect Victor W. Voorhees.

Site Context

The West Seattle Junction, locally known as “the Junction,” derives its name from the meeting of two major streetcar lines at the intersection of California Avenue SW and SW Alaska Street. A commercial district grew up around this intersection after 1907, when Seattle annexed West Seattle and the streetcar lines were completed. Today, the district is situated along California Avenue generally between SW Genesee Street and SW Edmunds Street (figures A1 and A2).

The Junction’s setting and buildings reflect phases of West Seattle’s early 20th century establishment and subsequent growth. A recent survey of properties in the district found the largest collection of extant buildings were erected between 1918 and 1930. Most of the buildings are masonry or concrete and reflect restrained architectural treatments on basic one- and two-part commercial block building forms. Some exhibit elements of popular architectural styles from their period of construction, such as Classical Revival and Streamline Moderne. The north and south edges of the district, in particular, include later mid-century buildings that are freestanding and oriented to the automobile.

In recent years, multi-story buildings have begun to replace the smaller early- and mid-20th century structures, disrupting the district’s pedestrian- and early automobile-oriented massing and scale. Examples of this trend can be found on the east edges of the district on 42nd Avenue and in the 4700 block of California Avenue. Even the prime southeast corner of the Junction’s main intersection now features a new six-story, mixed-use building.

Elaboration

The Campbell Building was built in two phases, with the west half completed in 1911 under Arthur Loveless, and the east half executed in 1920 under Victor Voorhees. The two sections are seamless and closely conform on the exterior to the 1911 Wilson & Loveless drawings (figures B1 through B8). Rooftop and interior features, however, are more revealing. Aerial imagery clearly shows a parapet wall delineating the two sections (figure A4), just east of the inset formal entrance to the second floor (C4 and C9). The second-floor interior, described in detail below, reveals how architect Voorhees thoughtfully merged his 1920 completion of the building with the original design of Wilson & Loveless.

The building has two primary facades, with the long south elevation facing Alaska Street and the short west elevation facing California Avenue (figure C2). Ground-floor storefronts line both sides of the building. A paved alley passes along the east (rear) side of the building. An adjacent building (4548 California, also designed by Voorhees), butts up against the Campbell Building’s north wall and connects on the interior. The King County Assessor’s 1937 Property Record Card notes the Campbell Building’s first story has 13-inch solid brick walls, and the second story is wood-frame construction with a brick veneer. It has a concrete foundation with a full basement.

The exterior is clad in dark red and brown clinker brick. There are decorative brick patterns typical of early twentieth-century, English-inspired architecture, including a distinctive basket weave pattern in the west-facing second-story gable. A single soldier course runs just below the cornice and another runs just above the transom windows, tying together all of the storefront bays. The second-story fenestration of the Campbell Building remains intact in terms of the arrangement and dimensions of structural openings and their decorative masonry surrounds. All openings are defined by a combination of soldier and header courses. All original 8/1 double-hung wooden sash have now been replaced by aluminum sash of varying configurations.

The building has a flat roof with a prominent character-defining parapet seemingly made of cast iron (figures B1, B2, B15, and B17). The California Avenue parapet has a stepped, triangular gable crowned by a small round arch (figure C2). The Alaska Street parapet features a central stepped gable with similar gables marking both east and west ends (figures C4 and C5).

West Elevation (California Avenue)

The west façade is symmetrical (figure C3). Brick piers and historic transoms frame two storefront bays. Each has an angled inset entrance and large display windows resting on low bulkheads clad in smooth-finished stucco (figures C3 and C6). Paired doorways lead into what is now a single shop space.

The second story features four window openings. The center two openings have single aluminum sash enclosed by the railing of a metal fire escape platform with a dropdown ladder. Decorative metal brackets support the floor of the fire escape (figure C7). The outer two windows have larger openings with tripartite metal sashes.

South Elevation (Alaska Street)

Large display windows situated atop low, stucco-clad bulkheads occupy the three westernmost storefronts (figure C4). There are no entrances into the building through these storefront bays. They are framed by brick piers and historic transom windows. Fabric canopies with metal frames are attached to the building above the transoms.

Approximately centered on the south elevation is an inset formal entryway that leads to second-floor apartments and offices (figures C4 and C9). The vestibule is one step up from the sidewalk. It features original, unglazed clay tile flooring and wainscot, and a wood door with filled-in sidelights and the original wood door surround.

There are three storefronts with entrances concentrated in the east half of the south façade. The bay immediately east of the apartment entrance is characteristic of mid-century storefronts in its distinctive angled display window leading to the entrance (figure C11). The large display windows are set within metal frames and rest atop a very low bulkhead clad in stucco. The easternmost storefronts, addressed 4210 and 4212 SW Alaska Street, are the building's best

preserved, with recessed centered entrances, wood and wood-framed doors, and wood sashes (figures C12 through C14).

Distinctive three-sided bay windows at each end frame the second story along Alaska Street (figures C4, C5, C8). In addition to the bay windows, the second story includes nine window openings. The center five openings are single sash in width. The next outer two windows have larger openings that once accommodated paired sash. The final outer two windows have still larger openings once occupied by tripartite sash. All original double-hung wood sashes have been replaced by aluminum sash.

East (Rear) Elevation

The alley-facing east elevation is unadorned architecturally (figure C5). Much of the wall is clad in stucco, except for a small strip surrounding the second-story windows. This area remains unpainted brick. There are three second-story window openings with replacement metal sashes. A large mural (1990) of the Mosquito Fleet boats landing at Alki is painted on plywood attached to the wall, occupying much of the first story. There is a ground-floor access door situated at the north corner; this leads to a straight-run staircase to the second floor. (There may be a second access door behind the plywood cover that once accessed the basement.)

Interior

The Campbell Building is a fine example of a two-part commercial block, a building configuration characterized by distinct upper and lower zones reflecting differences in the use of interior spaces. In a two-part commercial block, street-level interior typically functions as accessible public space, such as retail or service-oriented businesses, while upper levels contain more private spaces, such as apartments, professional offices, or a meeting hall. This configuration is common among early 20th century commercial buildings between two and four stories in height.

The differences in use of interior spaces in the Campbell Building follow this pattern, both historically and currently, and this is reflected in its exterior architecture. The primary commercial space, facing west toward California Avenue, has long housed high-visibility tenants, including a bank, real estate office, clothing stores, and now a cupcake and coffee shop. Today, the double-door central entry, large display windows, wood floor, and tall ceiling reinforce its prominence as prime retail space in the building (figure C15). Secondary commercial spaces, facing south toward Alaska Street have housed a variety of small businesses over the years. But their secondary status is reinforced by their smaller size and less prominent location within the building. These spaces maintain their ceiling heights, spatial configurations, some wood baseboards and trim, and some terrazzo flooring.

There are two points of access to the upper floor, which functions as a mix of apartments and a professional office (figure C16). The office space is in the west half of the building on the Alaska Street side. The second floor retains an exceptionally high degree of integrity. The inset formal entryway on the south façade leads to an enclosed doglegged or U staircase with a landing (figure C17). The original staircase banister and newel posts are extant. The north wall

above the landing includes the building's only original windows (8/1, double-hung, wood) overlooking an internal light well (figure C18). The staircase terminates at a double-loaded corridor, which is oriented east-west (figure C19).

To the west, the corridor features the original baseboards, wood trim, doors, interior office windows, and plaster walls and ceiling. The floor covering is an early linoleum. Newer fluorescent lights illuminate the hallway. Office doors line the south wall of the corridor. The far west end terminates at the apartment door of the building manager overlooking California Avenue (figure C19). There is a pair of original bathroom doors on the north wall for the use of office tenants (figure C20). Crossing the corridor just east of the staircase is a large sliding door that denotes where the 1920 addition joins the original building.

Beyond the sliding door, the Campbell Building corridor angles slightly north. Despite being an addition made nine years later, the baseboards, trim, floor covering, and smooth plaster walls and ceilings here mimic those of the 1911 section, again indicating Voorhees' care in integrating his completion of the 1911 Wilson & Loveless design. Apartment doors line the south wall of this corridor, while the north wall features access points to a light well and service area. Newer fluorescent lights illuminate the hallway. The corridor angles at the east end, leading to a straight-run staircase down to the alley exit.

A key feature of the second-story interior is its highly visible internal connection to the adjacent Arcade Public Market building. Completed in 1929-30 by Voorhees for Campbell, the newer building effectively doubled Campbell's rentable apartment and office space upstairs. Voorhees made two well-designed connections, one at either end of the corridor in the 1920 (east) section of the Campbell Building.

To the east, in the corridor beyond the sliding door, is a connection into the adjacent Arcade Public Market Building (figures C21 and C22). This opening was cut when the market building was constructed in 1929-1930. The trim around this opening is slightly different than trim found elsewhere on the floor. Beyond the staircase landing, the corridor leads seamlessly into the adjacent market building, where a long, east-west corridor accesses its second-floor interior rooms.

The Campbell Building has an unfinished basement that also is connected to the adjacent Arcade Public Market building by inserted doorways. A rear alley-side door in the neighboring building provides access to the shared basement, which largely functions as a storage and mechanical space.

Campbell Building Construction History

The Campbell Building's construction history has puzzled historians for years, with some suggesting it was completed in 1911 and others arguing 1918. New research, however, confirms that the building was constructed in two phases in 1911 and 1920, with a major storefront remodel in 1939.

In 1906, property developer W. T. Campbell paid \$300 for lots 23 and 24 of block 49 in the Boston Company's Plat of West Seattle. Within a year, the Seattle Electric Company had extended the California Avenue streetcar line south to Ninth Street (now Alaska) where it joined with the Fauntleroy line. Campbell's property, a prime corner parcel located at the junction of these new streetcar lines, initially received minimal improvements in the form of small wood-frame buildings, which Campbell eventually moved to make way for his new brick building. He applied to the City of Seattle for a permit to erect a two-story brick building designed by architects Wilson & Loveless at a proposed cost of \$14,000. City officials issued the permit on March 11, 1911, but left no follow-up inspections notes in the permit record, raising questions as to whether or not the building was immediately completed as proposed. The *Seattle Daily Bulletin* noted the permit in its section "Important Building Permits, March 11."

Some sources suggest the building *was* completed in 1911. The *West Side Press*, for example, published a notice on the front page of its July 26 edition noting its own offices had moved to the Junction, "occupying a room on the Alaska Street side of the new Campbell Building." Polk's Seattle city directory first listed the Campbell Building the following year. By contrast, the King County Tax Assessor's 1937 Property Record Card for this parcel gives 1918 as the date of construction. *West Side Story*, a 1987 history of West Seattle based on in-depth newspaper research, reasoned that Campbell "constructed a wooden office building on the northeast corner of the Junction in 1911, [and] then replaced it with a two-story brick structure in 1918." The problem is, City of Seattle permit records corroborate neither the construction of a wood building in 1911, nor of a brick building in 1918.

The more recent scholarship of architectural historian Thomas Veith, an authority on architect Arthur L. Loveless, suggests a 1911 construction date for the Campbell building, which is rightly based on the Wilson & Loveless architectural drawings and the permit records (figures B1 through B8). But, was the building completed as designed in that year?

There are three primary sources that, when examined together, lend considerable weight to the argument that this building was constructed in two phases. First, an undated photograph (figures B11 and B12) depicts the Junction early in its history, with many undeveloped lots and a few wood-frame buildings lining California Avenue SW. The distinct roofline of the brick masonry Campbell Building is visible, but upon closer inspection, the cornice facing Alaska Street is incomplete, suggesting that only half the building was initially constructed. Second, Baist's Real Estate Atlas, published in 1912, and the Sanborn Fire Insurance Company's 1917 map of the Junction both depict a half-built Campbell Building (figures A6 through A11). Baist's map confirms it was constructed of brick.

And third, the property's permit records reveal another major project in 1920, overseen by architect Victor W. Voorhees. Although nearly illegible, the building permit reads, "Build addition of store and apartment house as per plans filed. Ordinary masonry." Measurements given for the addition were 35'9" x 60'5", or approximately half the size of lots 23 and 24. The address given on the permit is 4214-16-18 Alaska, confirming the addition was added to the east half of the parcel.

The exterior of the addition, namely the south façade, varies minimally from the 1911 Wilson & Loveless drawings. The only notable differences involve the two easternmost storefronts, addressed 4210 and 4212 SW Alaska Street. Wilson & Loveless designed these storefronts to have offset entrances, but Voorhees built them with centered entrances (figures B3, C12, and C13). The interior of the addition, particularly on the second floor, is where Voorhees made changes, albeit well-integrated, to the original plan.

Integrity & Change Over Time

The Campbell Building has experienced changes typical for an early 20th century commercial building. These changes have generally been limited to minor interior reconfigurations, storefront remodels, and sash replacements.

Early interior modifications were made on all floor levels, when W. T. Campbell, working with architect Voorhees, built the Arcade Market Building next door to the north in 1929-30. Most notable today are the seamless interior connections made to second floor corridors and lightwells, tying the two buildings together as one for expanded apartment and small office use.

Another important change occurred in 1939, when architect Voorhees combined the two primary west-facing storefronts on California Avenue (figures B9, B10, C3, and C6). Voorhees drawings show the creation of angled display windows, a centralized double entrance, and removal of interior partitions, incorporating two additional south-facing office spaces fronting Alaska Street.

Under the present day Calvo family ownership, all of the second-floor wooden sashes were removed and replaced with aluminum sashes. While the original wood sashes with their 8/1 light, double-hung configuration did complement the English-inspired character of the building's brick masonry, these can be accurately restored in the future, using the intact brick-surrounded structural openings.

Other small projects occurred in the 1960s and 1970s, including minor changes to retail shop finish materials and space configurations, installation of fire sprinklers, air-conditioning, boiler replacements, and signage changes. Encapsulation of the brick and terracotta cornice is believed to have happened during this time frame as well.

Despite alterations over the years, the Campbell Building retains many key design elements of its earliest decades. A major character-defining feature of the building is its exterior material – namely the dark red and brown brick masonry treatment so commonly used during the Arts & Crafts movement and in English-inspired architecture of the early twentieth century. Architects Wilson & Loveless were known for their use of similar brick in residential construction. A 1911 article in *The House Beautiful* magazine praised their use of “pleasing shades” of brick, highlighting their design of the Wilson Residence (1908; 5037 SW Prince Street, figure D1) in West Seattle. Indeed, similar thoughtful uses of contrasting brickwork are found in the firm’s other residential designs, such as the Fuhrburg Residence (1909; 1526 Palm Avenue SW, figure D3).

Other notable features still extant include the building's roofline with its distinctive parapet, the wood transom windows at each storefront bay, two highly intact storefronts facing Alaska Street at the building's southeast corner, and a largely unaltered second floor commercial interior. Together, these features result in a relatively high degree of architectural integrity that clearly conveys the building's historic significance. The Campbell Building's design, materials, and workmanship reflect both the talents of two rising Seattle architects, and trends in early 20th century commercial development.

SIGNIFICANCE

The Campbell Building is arguably West Seattle's most significant commercial building. Designed by the firm of Wilson & Loveless, it was partially erected in 1911 and then completed in 1920 under the supervision of architect Victor Voorhees.

The Campbell Building is intricately tied to the life's work of prominent West Seattle real estate developer and booster William T. Campbell. It is further linked to the booming growth of West Seattle in the early 20th century, in ways both particular to the Duwamish peninsula and common to the wider city. Finally, the Campbell Building is a deeply familiar visual and symbolic anchor at the center of the Junction, West Seattle's most prosperous commercial district.

Introduction

“The Seattle Spirit is the combined energy of all the people set in motion at the right time to achieve that which is for the common good.”

– Ira A. Nadeau, Director General, Alaska-Yukon-Pacific Exposition

Boosterism and development defined the first decade of the 20th century in Seattle and King County. Major infrastructure and building projects occurred all over the city and in neighboring communities, and discussions of annexation dominated local newspapers for years. The first round of annexations included the northern neighborhoods of Magnolia, Wallingford, Green Lake, Brooklyn (now University District), and Ravenna, which joined Seattle in 1891, doubling the size of the city. Annexations continued into the 20th century. West Seattleites voted to merge with the city in 1907, during another round of annexations that again nearly doubled the size of Seattle.

Amidst the frenzy of annexations, University of Washington announced, in 1906, that it would host the Alaska-Yukon-Pacific Exposition to be held in June 1909. City leaders and boosters – perhaps a few still smarting from the Northern Pacific Railroad's announcement in 1873 that Tacoma would be its terminus and not Seattle – were eager to showcase Seattle as “the leading city of the Pacific Coast.” A publicity campaign ensued, with news articles and publications

such as *The Seattle Spirit Magazine*, gushing about the city's optimism and enthusiasm for development. The Seattle Spirit was born.

West Seattleite William Thomas (W. T.) Campbell embodied the Seattle Spirit, though one might term his enthusiasm West Seattle Spirit. Campbell launched a career in real estate in 1904, just as West Seattle leaders were poised to achieve streetcar expansion, infrastructure enhancements, and real growth. Campbell purchased property in soon-to-be-prime locations both before and after annexation.

Today, at the heart of the West Seattle Junction stands one of the district's oldest buildings, the Campbell Building, a property he developed and owned for nearly three decades. As the first masonry retail and residential building in the Junction, the Campbell Building set a standard for future commercial design in the district.

West Seattle & The Junction

The beach at Alki Point was home to some of the area's earliest Euro-American settlers, the Denny Party. Cautiously received by the native Duwamish people in 1851, most of the newcomers resettled east across Elliott Bay soon thereafter. The uplands of the Duwamish Peninsula would remain a forested, hard-to-reach wilderness for several more decades. It was the availability of reliable transportation, to and from Seattle in particular, that would determine the progress of growth on the peninsula.

In 1888, the West Seattle Land and Improvement Company platted large tracts of land on the uplands to the north on the part of the peninsula now called the Admiral District. The company announced "an ambitious plan to create a great city across Elliott Bay from Seattle," and launched a ferry service connecting Seattle to a landing at the foot of the bluff near Duwamish Head.

Before long, it was clear that additional transportation links were needed to climb the steep hills from the ferry terminal on the east shoreline to the few fledging residences and clusters of shops on the uplands. For property developers like Thomas Ewing, who was part of a group that incorporated the West Seattle Cable Railway in 1890, better transportation seemed critical to jumpstart real estate development. However, the cable railway business was, at least in part, the victim of poor timing. The great Seattle fire of 1889 refocused the attention and resources of many on rebuilding the 64 blocks that burned, and a nationwide financial panic in 1893 slowed development throughout the region. Never able to turn a profit, the West Seattle Cable Railway ended service in 1898. As a result, the community of West Seattle was slow to develop through the 1890s.

In 1902, West Seattleites voted to incorporate as a fourth-class city. The city boundaries included much of the land from Duwamish Head south to what is now Lander Street (figure A12). The new municipality immediately purchased the abandoned cable rail system and retrofitted it to function as an electric railway. Finally, not a moment too soon for developers and residents of West Seattle, the one-mile-long electric line began service on December 28, 1904. The system was West Seattle's pride and joy, and briefly gained fame as the first

municipally-owned streetcar system in the entire country. The cars left the ferry dock climbing north along Cascade Avenue, then hair pin-turning south onto California Avenue nearly as far as Admiral Way (figure A13). Residents soon called for an extension of the line south, but the tiny system could not be expanded beyond West Seattle city limits. With an eye towards future streetcar connection to Seattle, local officials wisely determined within a few years time to sell the system to the powerful Seattle Electric Company for \$30,000.

Beyond transportation, though, better infrastructure systems and a reliable water supply were needed to attract more growth in West Seattle. Annexation to Seattle would solve these challenges, Mayor L. C. Erven argued. West Seattle first needed to annex the various small neighboring communities of Youngstown, Alki, and Spring Hill, which it did after a local election on May 25, 1907. After many years of debate and local effort, West Seattle voters finally approved annexation into the city of Seattle on June 29, 1907 (figure A12).

Prior to 1907, commercial development in West Seattle was largely concentrated in the area now known as the Admiral District. Forces began to converge that changed that development pattern. Five plats were filed on the central uplands in a swampy area about one mile south of Admiral. The oldest and largest of these – and the future site of the Campbell Building – was the Boston Company Plat of West Seattle, a 64-acre plat recorded by Herman Chapin in 1888. Additional plats were filed in 1890, 1903, 1906, and 1907. Annexation itself brought city services such as electric and water service, road enhancements, sewers, and fire protection. News of road grading and sidewalk and building projects filled editions of local newspapers throughout 1907.

But the biggest factor in the emergence of a new commercial district at this location was a long-anticipated transportation improvement that also occurred in 1907. That year, the Seattle Electric Company extended the little Admiral line south to what is now Alaska Street and completed a major new line from downtown Seattle via a bridge over the Duwamish River, up through Youngstown, and all the way south to Fauntleroy Park. The "junction" of the Admiral and Fauntleroy lines at California Avenue and Alaska Street created what has ever since been known as the West Seattle Junction, or simply "the Junction."

Within just a few years, the Junction boasted a critical mass of new commercial buildings. The first were rudimentary wood-frame shacks largely devoted to real estate offices and modest false-fronted wood stores. In 1907 the Seattle Electric Company built a "substantial brick and cement structure" on California Avenue (no longer extant) to service its lines (figure B11). Then came Carpenter's Hall, a two-story frame building; a small brick building for the Seattle Lighting Company; and the wood-frame Apollo Theater, all still extant, and all in place by 1910. Realtor W. T. Campbell's properties at the Junction included several small wood-frame structures. But he envisioned permanent, architect-designed retail and apartment buildings that would set a standard for scale and quality. His vision first became reality with the completion of his red-brick Campbell Building in 1911, at the northeast corner of California and Alaska.

As World War I came to an end and the new decade began, renewed economic optimism took root in the Junction. The West Seattle Commercial League (later renamed Commercial Club) gained strength and credibility as it worked to promote prosperity throughout West Seattle. The

club quickly reached several goals: new sections of streetcar tracks along Fauntleroy Avenue (now Way), paved roads to accommodate automobiles and perhaps most exciting, the opening of the new Spokane Street drawbridge in late 1924. And, if enhanced promotion of West Seattle was a goal, the Commercial Club succeeded given all the coverage it received in the *Seattle Times*. Headlines like “Work Started on \$50,000 Building,” “West Seattle Grows Fast,” and “West Seattle Shows Effects of Publicity,” appeared frequently, surely to the delight of architects and developers.

From 1920 to 1925, at least eight substantial brick and/or concrete buildings were erected there, replacing modest wooden storefronts and filling vacant lots. Campbell himself actively participated in the boom. In 1925, he hired architect Victor W. Voorhees to design and oversee the construction of the Crescent Building, the first and only permanent commercial block ever to stand at the northwest corner of the Junction.

Other prominent builders took part in the rampant growth of that decade. Fellow developer Laurence J. Colman hired architect Arthur L. Loveless to design a two-story building (demolished) at the southeast corner of the Junction intersection, and Lyman B. Russell hired Voorhees to design a large, single-story block that would house the Ernst Hardware and J. C. Penney businesses for years to come (figure E2). Ernst Hardware and Penney’s were among the first national retail chains to open in the Junction, in 1926 and 1927, respectively. Their arrival – and others such as Woolworth’s five-and-dime variety store and the Kress Company – is an important milestone in the history of the Junction that illustrates the dominance of the district as West Seattle’s retail center.

Although historians have not studied the full effect of the Great Depression on the Junction’s economy, there is ample evidence of bank closures and property changing hands. For instance, the West Seattle State Bank, which had outgrown its space in the Campbell Building and moved across the street in 1925, closed its doors July 13, 1933. And, the effects of the Depression certainly seem to have factored into Campbell’s decision to sell the Crescent Building to Aline Hamm in 1931 and then to release all interest in the Campbell Building and Arcade Public Market in December 1934. The Great Depression brought to an end Campbell’s long association with this prominent Junction intersection.

Meanwhile, the effects of the Depression and the growing popularity of automobiles and buses doomed the long-struggling streetcar system. The city began phasing out the streetcar system in the late 1930s. The last streetcar ran in West Seattle on November 16, 1940, giving way to the automobile era in Junction history.

Automobiles were nothing new in the Junction, but the district had developed around the pedestrian-oriented streetcar system, and it now had to adapt to the absence of streetcar service. Gradual change occurred after the opening of the viaduct connecting the Spokane Street Bridge with Admiral Way in 1943 and the Fauntleroy Expressway in 1965. Both projects improved automobile and bus transportation to and from West Seattle, allowing shoppers easier access to new suburban shopping centers in other parts of Seattle. Nevertheless, the Junction business district thrived through the 1950s, perhaps longer than other comparable neighborhood districts throughout Seattle. This may have been due in part to the increased number of defense and

aviation industry workers living nearby, and to modern retail stores, such as supermarkets, that replaced outdated ones like the shopping arcades.

Property Developer: William T. Campbell (1870-1951)

William T. Campbell was born in 1870 to Donald T. and Pearl J. Campbell. He grew up in rural southern Minnesota, first on a farm in South Branch Township in Watonwan County, and then on a farm near Vernon Center in Blue Earth County. W. T. was the oldest of at least seven children: Nancy (or Nona), Emily (or Emma), Maud, Oliver G. (or George), Mary, and Donald. In 1894, Campbell graduated from the Normal School of Mankato, where presumably he met his future wife Jennie.

The couple moved to West Seattle in 1898, each obtaining a teaching license from the State of Washington. They both worked at West Seattle School, also known as West Seattle Central School and the Brick School. As principal, W. T. was instrumental in starting the high school program in 1902. In an early display of political interest, Campbell ran on the Democratic ticket for County Superintendent of Schools in 1902, a contest he lost to W. G. Hartranft. Although W. T.'s career in education was brief, his and Jennie's work undoubtedly influenced their son Ernest W. Campbell, who served as the superintendent of the Seattle public school system from 1956 to 1965.

W. T. left education for real estate and civic activism in 1904, just as West Seattle incorporated and was developing southward. He published his first ads selling property in *The Seattle Times* in early 1904. For a short period, he worked out of a small real estate office on California Avenue at Prince Street, now Admiral Way. Campbell quickly gained a "reputation for square dealing," winning the glowing endorsement of the *Seattle Mail and Herald* in his failed bid against Republican attorney Ralph D. Nichols for state senate in 1906. The endorsement read in part, "Mr. Campbell stands for all that is highest and best in American home life, and if elected, the people and the homes of King county [*sic*] and the state of Washington will have in him an earnest champion of everything that ennobles, and the cause of darkness an uncompromising, vigilant and persistent enemy."

Campbell's career move from education to real estate was perfectly timed. As the municipality negotiated the sale of the rail system, Campbell made the strategic purchase of two lots at the northeast corner of California Avenue and Ninth Street (now Alaska Street) in anticipation of the coming rail line and annexation. In 1907, perhaps in an effort to attract business to West Seattle, Campbell opened an office in the Colman Building in downtown Seattle, where he worked with A. C. Thompson until 1914. In 1915, the pair moved to the Campbell Building, where they worked for three years. On his own again, Campbell relocated his office to 2357 California Avenue (demolished) next to the Portola Theater in the Admiral district (figure B14). His office remained in the Admiral district until 1940, after which he made his final office move to 4412 California Avenue within the Junction.

Independently and with business partners, Campbell placed dozens of advertisements of property for sale in *The Seattle Times* and various West Seattle newspapers each year through 1920. Judging by the advertisements, the bulk of Campbell's work from 1904 to 1920

involved selling single-family residences in West Seattle. He also worked successfully in commercial real estate, occasionally serving as the builder on his projects. His professional and political rise aligned with the quickening pace of development in the Junction, where his best-known projects were completed. In his commercial development, Campbell commissioned two of Seattle's most prolific early 20th century architects – Arthur Loveless and Victor Voorhees, both known for their residential architecture. In the case of the Campbell Building, Campbell himself served as the builder.

Campbell owned stock and held leadership positions in the West Seattle State Bank, a “full-fledged commercial and savings bank” that was led by W. F. Paull. In what must have been a convenient arrangement for both entities, Campbell kept his real estate business in the space adjacent to the bank in the Campbell Building. Perhaps recognizing a more lucrative opportunity in renting this prime retail space, Campbell moved out in 1919. The bank soon outgrew its space and relocated in 1925, ushering in an era of retail occupancy.

Campbell's involvement in commercial and civic affairs increased in the 1920s. The newly formed West Seattle Commercial League (later the Commercial Club) elected Campbell as their first president in 1921. They soon drafted Campbell to run for Seattle City Council, a seat he won in March and held until 1929. During his tenure he sought numerous transportation enhancements, most notably involving the Spokane Street bridge and improved crossings of the Duwamish Waterway. His interest in transportation carried through to his post-Council service back on the West Seattle Commercial Club, on whose behalf he sought state highway status for West Spokane Street, Harbor Avenue Southwest, and Alki Avenue in 1936.

Looking back, Campbell championed improvements and actively developed property in the Junction for more than 30 years. Although he was not immune to the effects of the Great Depression, he maintained a presence in West Seattle real estate and development circles through mid-century. As late as age 73, he advertised his services in the 1943 Seattle city directory:

Home Ownership
Makes
Happy Families
There's a Home Built Just For You
Buy a Home
W. T. Campbell *Preferred Real Estate*
For More Than 45 Years
4412 California Av. Telephone WEst 4000

Campbell resided in West Seattle all his years in Washington. At a fairly early date, his parents Donald and Pearl Campbell and their youngest son Donald moved to Seattle to live with W. T. and his family, as noted in the 1910 federal census. From approximately 1908 to 1918, Campbell and his family lived on Stevens Way near 56th Avenue SW. His home for the remainder of his life, from 1918 to 1951, was at 4222 California Avenue, the current location of the U. S. Post Office, just up the street from the Crescent-Hamm Building. He died at age 81.

Campbell Building History

Today, the Campbell Building's siting, age and scale, long-time uses, and name hold keys to the history of the Junction. The building's earliest known occupant was the *West Side Press*, which announced in an ad on the front page of its July 26, 1911 edition that it had moved its office to the Junction into the new Campbell Building. The newspaper wished "to be closer to the geographical center of the Ward where its patrons may have easier access to it."

Conveniently, the editors could watch out their window as the Junction developed. It is unclear how long they occupied space in the Campbell Building, but it was not long. This paper was one of at least 14 newspapers covering happenings in West Seattle before 1920.

The newly formed West Seattle State Bank moved in to the Campbell Building in 1914, and remained in the prime southwest storefront area. The following year, Campbell and his business partner A. C. Thompson, both officers in the new bank, moved their office next door to the bank in the Campbell Building. By 1919, Campbell relocated his real estate business out of the building, allowing for more lucrative retail occupancy. The bank, having outgrown its space, followed suit and moved across the street in 1925.

By 1920, the Campbell Building featured stores selling basic goods such as shoes, clothing, groceries, and fuel. Service oriented businesses, such as insurance dealers and real-estate agents, and doctors and dentists occupied smaller spaces primarily on the first floor and occasionally on the second floor. City directories list these businesses in the Campbell Building in the late 1920s and early 1930s: Central Shoe Store, Fairmount Fuel Company / H. D. Hall & Son, Groceryline, Junction Market, and Drs. H. Schaffman and Thorwald Lunde. At least one tenant, Wing Nyhus, was displaced during renovations in 1930, but he temporarily moved his bakery across the street to the Crescent Building. He eventually opened his shop in Campbell's new Arcade Public Market next door.

As the streetcar system gave way to automobiles, tenants selling clothing and apparel dominated occupancy, while service-oriented businesses evolved to hairdressers, barbers, and repair shops. Nifty Apparel occupied space in the building for several years in the late 1930s and 1940s, as did Robert Jones' Men's Furnishings and Gallenkamp Shoe Store. Burton Family Shoes operated there for much of the 1950s and early 1960s. Helen Sutton moved her popular LaGrace Dress Shop into the Campbell Building in the late 1960s. Today, a specialty cupcake and coffee shop, hair salon, a children's clothing store, and jewelry and coin shop occupy the retail spaces.

The poor economy of the early 1930s certainly seems to have factored into Campbell's decision to let go of his Junction property. In November 1929, he mortgaged four lots at the northeast corner of California Avenue and Alaska Street (lots 21 through 24), including the Campbell Building, to the Seattle Title Trust Company for \$93,500, perhaps to finance the long-planned construction of the Arcade Public Market. He sold his Crescent Building to Aline Hamm in 1931 and then released all interest in the Campbell Building and Arcade Public Market in December 1934. Nearly a decade later, Metropolitan Life Insurance Company

transferred both the Campbell Building and the Arcade Public Market to the Calvo family in 1943.

The Calvo family, with deep roots in Seattle's Sephardic Jewish community, has owned the building since 1943, when Marcus I. and Sema Calvo and Sam and Lena Calvo acquired it from Metropolitan Life Insurance Company. In a recent interview with the West Seattle Junction Historical Survey Group, owner Jack Calvo, son of Marcus and Sema, told stories of his family's association with the Campbell Building. The family group, eventually numbering "more than a dozen relatives," formed a partnership, Fortuna Trust, to manage the property. Jack credits his father, in particular, with maintaining the building, a practice he carries on. "My father had a vision and took care of it, and we're trying to hang on and take care of it as well."

Architect: Wilson & Loveless

Clayton D. Wilson (1865 – 1947); Arthur L. Loveless (1873 – 1971)

Architects Clayton Wilson and Arthur Loveless worked in partnership as Wilson & Loveless from 1908 to 1911. Wilson had lived in Seattle since 1900, briefly working for Bebb & Mendel (1901) and with William W. de Veaux (1903). He was an established architect working independently when he partnered with newcomer Loveless in 1908 and had landed a major contract with the City of Seattle to design their municipal building (later Public Safety Building). Although the municipal building is arguably Wilson's best known design, residential work dominated his career. He lived many years in West Seattle until retiring to Port Gamble in 1941.

Loveless, a native of Blue Rapids, Michigan, studied architecture at Columbia University from 1902 to 1906 and then worked with his well-connected teacher William Adams Delano of Delano & Aldrich, a firm known for its European-influenced designs for elite clients. He likely was drawn to Seattle by his sister Georgia and her husband John Shorett, who were living there when he arrived in 1907 or 1908. He would spend the rest of his long career working in Seattle earning praise for his designs of more than 60 English-inspired residences.

Together Wilson & Loveless designed residences and small commercial buildings (figures D1 through D5). It was during this early partnership that Loveless worked most in West Seattle, completing seven of his nine known commissions there during this period. Among their projects was the Campbell Building in 1911. Other of the firm's projects in West Seattle included Wilson's own residence (1908; 5037 SW Prince Street; figure D1), the Shorett Residence (1908; 3639 45th Avenue SW, not pictured), the Kennedy Residence (1909; 1620 Sunset Avenue SW; figure D2), the Fuhrburg Residence (1909; 1526 Palm Avenue; figure D3), the Graham Residence (1909; 2702 Walnut Avenue SW; figure D4), and the Rice Residence (1910; 1714 Palm Avenue SW; figure D5).

After another brief partnership with Daniel R. Huntington, Loveless worked independently from 1915 to 1936. During his independent years, Laurence Colman hired him to design the Junction Building (demolished) at the southeast corner of the Junction intersection, and two private residences for Colman himself, first a rustic cottage, then later a substantial brick

residence (9343 Fauntleroy Avenue SW) in West Seattle. While working independently, he designed his best-known work, the Studio Building (1930-33) at 711 Broadway East (figure D6). Loveless ended his long career partnered with Lester P. Fey and Daniel E. Lamont. During their brief partnership, he designed the Colman Pool at West Seattle's Lincoln Park in 1941.

There is no complete listing of Loveless's works or comprehensive archive of his drawings, but photographs of his architectural projects are housed in the Special Collections Library at the University of Washington. This valuable collection of 345 photographs consists of residences, apartments, fraternity houses and some commercial buildings, both interior and exterior views.

Fewer than five of his approximately 60 known commissions involve commercial architecture, which makes the Campbell Building a rather unique example of his work and partnership with Wilson. Moreover, this is the only known building featuring the combined work of Wilson & Loveless and Victor Voorhees, all well-regarded Seattle architects of the early 20th century.

Architect: Victor W. Voorhees (1876 – 1970)

Seattle architect Victor W. Voorhees, a native of Cambria, Wisconsin, began his career in real estate in Minneapolis, Minnesota, before relocating to the Seattle area in 1904. He initially worked for the Chicago, Milwaukee & St. Paul Railroad, but within a year, he had established the architectural firm Fisher & Voorhees, though he had no formal training in architecture. His earliest commissions were in the Ballard area near his business, but he quickly branched out, eventually working for clients in most Seattle neighborhoods.

Voorhees is perhaps best known for his popular book of house plans, *Western Home Builder*, first published in 1907. Historians Dennis Alan Andersen and Kathryn Hills Krafft describe Voorhees as “one of the most successful local architects to promote standardized drawings and specifications for direct sale to potential homeowners and builders.” His catalogue was so popular, he issued an expanded sixth edition in 1911. Residences, however, represent only part of his body of work. He is associated with the design of more than 110 building projects throughout Seattle, including retail and commercial buildings, hotels, apartment blocks, single-family dwellings, factories, and industrial buildings. Some well-known designs include Washington Hall (1908, figure E6), the Georgetown City Hall (1909), Washington Arms apartments (1919), the Vance Hotel (1926), and the Lloyd Building (1926, figure E7).

Continuing research suggests that Voorhees designed a substantial number of commercial buildings in West Seattle as early as 1913, as the community developed after annexation in 1907. Among his first Junction projects was the Campbell Building addition in 1920, after which he earned several commissions through prominent builder-developers. The *Daily Journal of Commerce* noted three Voorhees projects there with a thirteen-month period in 1923 and 1924, and he had three more by the close of the decade. No other architect has had such an influence on the early development and lasting appearance of the district as Voorhees.

Other surviving Voorhees buildings in the Junction include the Crescent-Hamm Building (1925-26; 4302 SW Alaska Street), the J. C. Penney / Ernst Hardware Building (1926; 4520

California Avenue SW), and the Arcade Public Market (1930; 4548 California Avenue SW). Voorhees is credited with the design of retail and small office buildings beyond the Junction district, including Perry's 10-cent Store/Wells Fargo Bank (1920; 2344-2352 California Avenue SW), "one of the oldest and most intact commercial buildings" in West Seattle's Admiral District.

In 1930 Voorhees also designed a handsome theater building for Campbell for a site near the Junction at Alaska Avenue and 39th Avenue, but the project was never executed. Nevertheless, the architectural drawings survive as another example of this enduring partnership.

Voorhees' contribution to the design of the Campbell Building is significant, albeit understated. He thoughtfully maintained Wilson & Loveless' original intent, particularly in the primary south façade. The 1911 architectural drawings closely match today's building. Although his changes to the original plan were largely concentrated on the second floor interior, Voorhees maintained consistency in finishes, spatial arrangement, and circulation patterns. The result is a well-conceived building that hardly reads as having been designed by two architects several years apart.

Voorhees maintained an aggressive pace until about 1930. Nevertheless, his name and business appeared in the Seattle city directories until 1957 after which he moved to California. He died in Santa Barbara in 1970.

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

Issued: April 12, 2017



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