

Continental Hotel / Hotel Seattle

Seattle Landmark Nomination

A Presentation to The Seattle Landmarks Preservation Board February 2023

> BOLA Architecture + Planning Seattle

4



The Central Business District in Early 20th Century



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

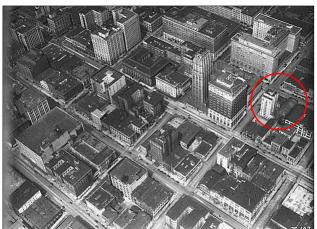
Above, north on 2nd Avenue near Spring Street, 1907.

Left, looking north at 4th Avenue Regrades, 1906



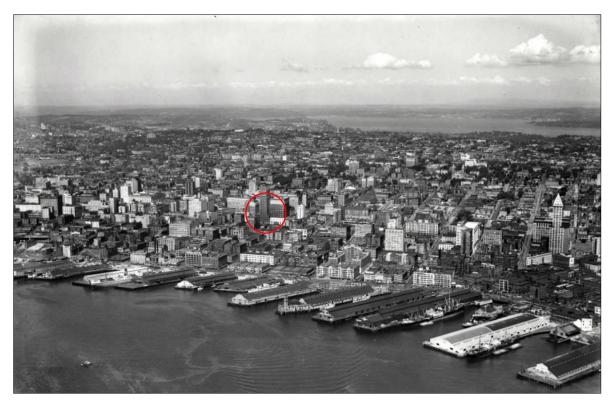
Density and Growth in the Downtown Business District

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









The Post-war Era



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





Early Seattle Hotels and Emergence of a Building Type

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

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





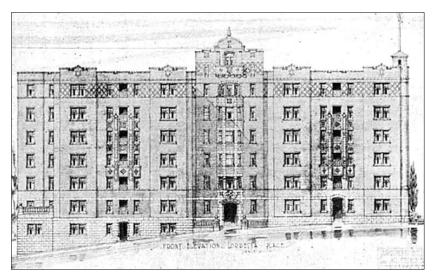
The City's Preeminent Hotel: The Olympic (1924)











Stephen Berg, Residential Builder & Developer

Biltmore Apartments & Biltmore Annex on Capitol Hill Claremont/Adra Hotel & Bergonian/Mayflower Park Hotel







Why Worry

with the problems of home building when you can select with confidence from

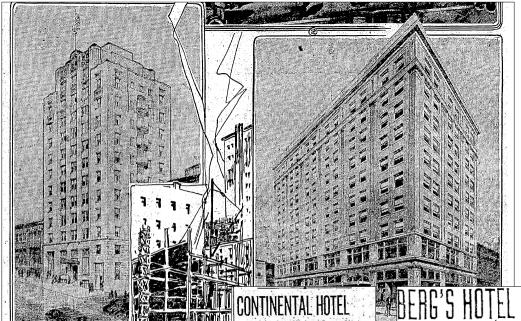
20 of My Beautiful New Homes

in choice residence districts of the ctiy?

Stephen Berg 8402 Woodland Park Ave.







eattle's Newest Hostelry and

Radio Station KFQW Will Be

Dedicated on December 4.

The new Continental Hotel, now

rity recently, when Walter Hagen, world's greatest golfer, drove a golf

hall from the roof twelve stories above

Hagen drove the ball with a parachute

attached out over the building, where

George Overton on Fourth Avenue.

balls and a check for five dollars from

the opening of KFQW's new studio, on

December 4. The building, designed

by Stewart & Wheatly, architects, is estimated to cost \$300,000 and will pos-

sess all the modern features of high

This newest of Seattle's hostelries is

the third such venture of Stephen

Berg, well-known Seattle financier.

Mr. Berg already controls The Bilt-more and The Claremont apartment

hotels. Mr. Berg's enterprise and his faith in Seattle have already brought

Artistically ornamented and magnifi-

cently furnished, the Continental Ho-tel bids fair to become popular in Seattle. A luxurious lobby will furnish

a distinctive lounging and meeting place for its guests. Twelve stories in height the building will provide ninety-eight rooms, with a cafe in the basement.

class hotels.

nim large success.

KFQW Dedicates New Station In Special Program

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

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

ay by V. W. Yoorhees, Elici Building. The si building will be completed cirly this fall ucture to be built this summer for the Fus sociation on the cast side of Fourth Avenue rg on the south side of Seneca Street, betw osite the Telephone Building: design ilker Building. 4—Ten story Lloyd Building enue and Stewart Street, designed for the

Voorhees and on which construction will at

"Artistically ornamented and magnificently furnished, the Continental Hotel bids to Become popular ... a distinctive lounging and meeting place for its guests."

With his twelve-story Continent-PFRal Hotel on Seneca Street, near Fourth Avenue, almost complete,

under construction on Seneca Street s proper between Third and Fourth Ayenues, was host to its first celebrarites were supported to the control of the contr the street. Teeing up on the micro- onal Ba phone of radio station KFQW, whose he Phin new home will be in the hotel, Mr. le, a t it soared leisurely into the hands of Mr. Overton by reason of his catch of was rewarded with a dozen Hagen golf The Continental Hotel is to be offi-cially dedicated simultaneously with

and to be formally dedicated next Saturday evening, Ste. phen Berg will begin razing of existing improvements on the southeast corner of Fourth Avenue and Olive Street on Wednesday for a new twelvestory hotel at that point as well. Already

Stephen Berg he has built and is operating the Claremont Hotel and the Biltmore Apartments.

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

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



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







Architect B. Dudley Stuart of Stuart & Wheatly

Designer of Stephen Berg's Biltmore Apartments & Biltmore Annex on Capitol Hill, and the downtown Claremont & Bergonian Hotels







Stuart & Wheatly Projects in the 1920s

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





A New Eclectic Style with Stepped Massing









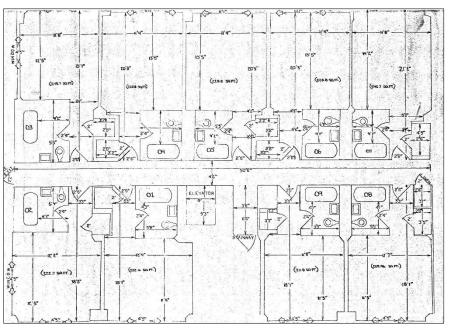


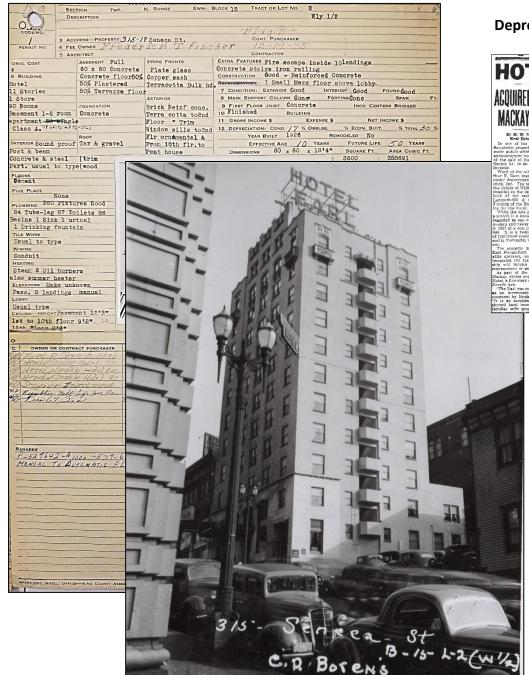






The Original Building, 1926





Depression Era Business Transitions

HOTEL EARL, \$200,000 PROPERTY,

MACKAY ESTATE

wester.
Werd of the sale came from Ar-nur E. Burr, manager of the resistate department of Henry Brod-

MAJOR DEAL OF WEEK CLOUTER HEADS

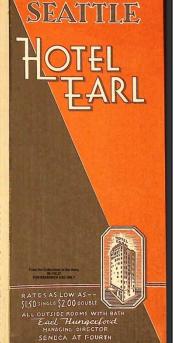


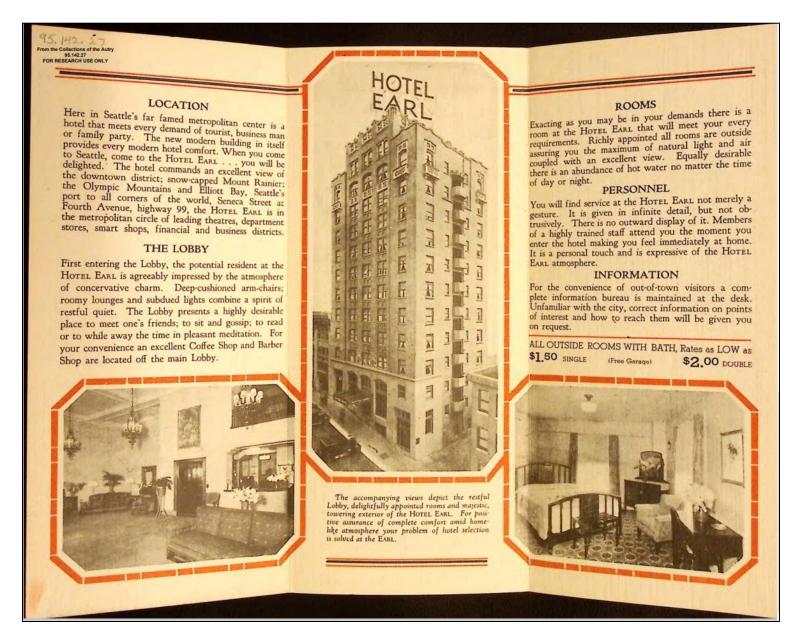


China, is situated on one of the world's great harbors, Elliott Bay. Lake Washington, the largest of Seattle's lakes, is 28 miles long. Augmenting a canal system linking Puget Sound with lakes Union and Washington two inner harbors have been created within the city. The locks are second in size only to those of Panama.

The land area of the city is more than 68 square miles. Its harbors total more than 35 square miles. Forty-eight parks embrace more than 2,000 acres. The boulevard system following lakeshore and hillcrest is more than 30 miles long.

The Pacific Ocean rolls in over no more smoothly sanded The Pacific Ocean rolls in over no more smoothly anded backens nor labels more picturegue rugged, rock cliffs than the weatern coast of Washington. Rainier National Park, Mount Baker National Forst, Sonoqualmie Falis, Goscales and Olympics, Olympic Peninsula, and San Juan Blands are but a few of the delightful worder spots offered the tourist on visiting Supplied Control of the Control of the

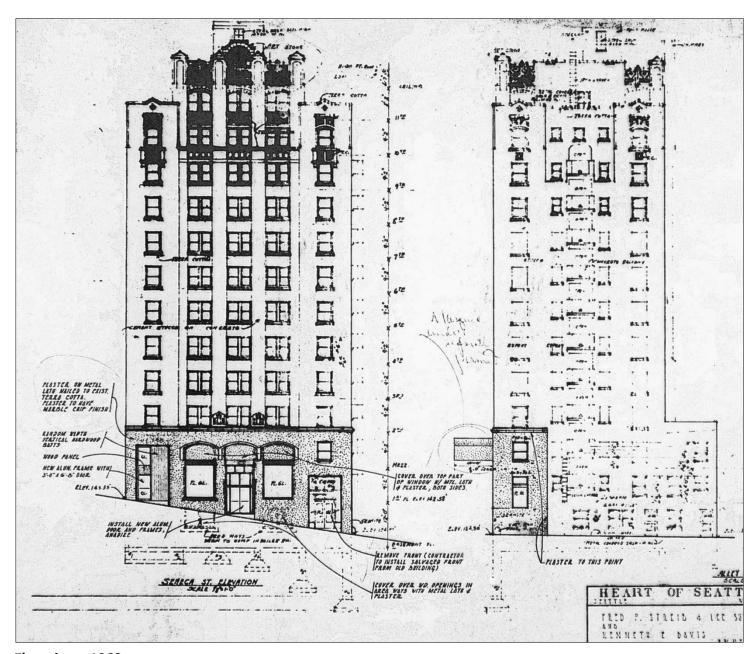




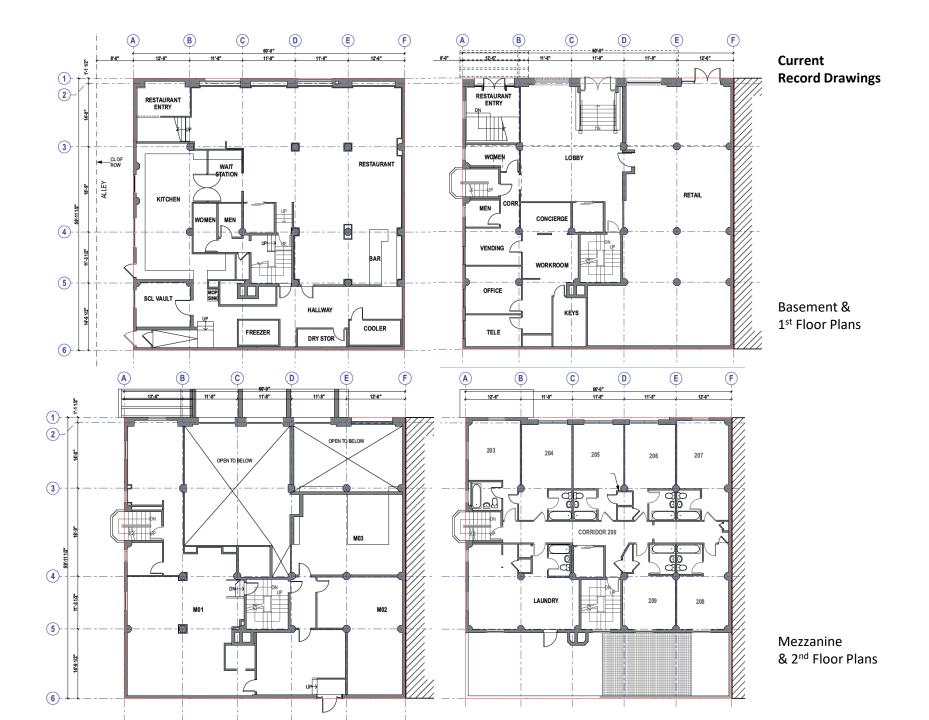
"Here in Seattle's famed metropolitan center is a hotel that meets every demand of tourist, business man or family party. The new modern building in itself provides every modern comfort ... a home-like atmosphere ... all outside rooms with bath ... assuring the maximum of natural light and air coupled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

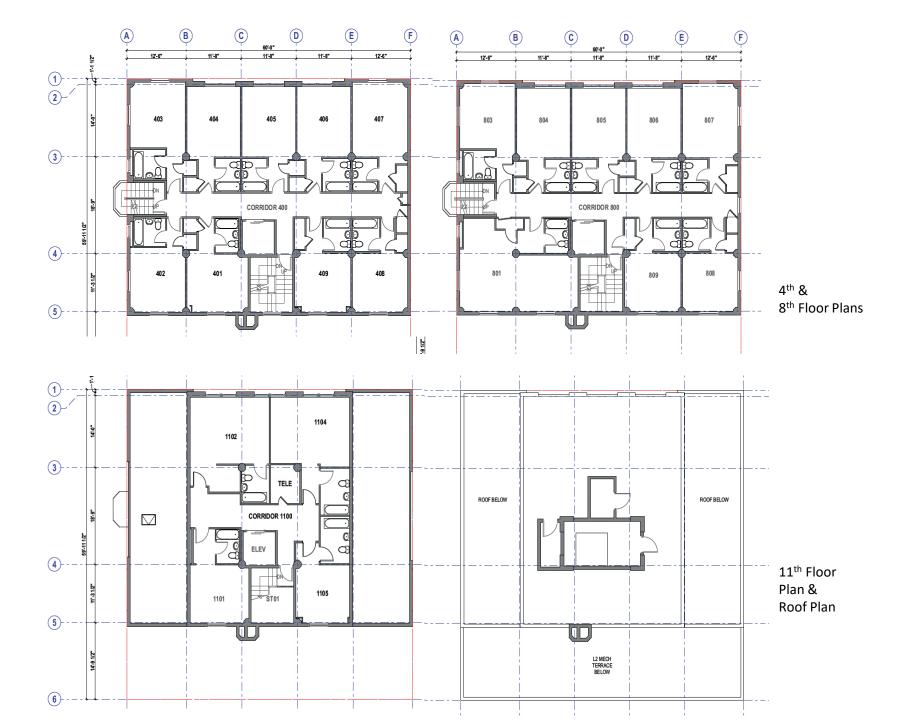
Later Transitions: The Heart of Seattle Hotel, 1961-1977 Hotel Seattle, 1977 -2021

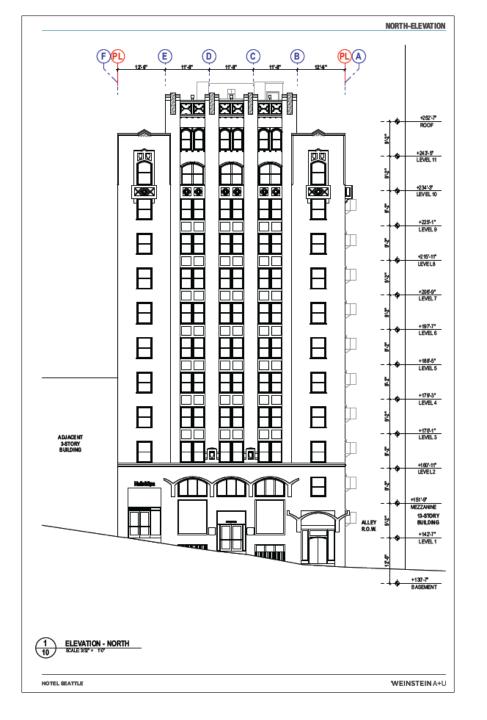


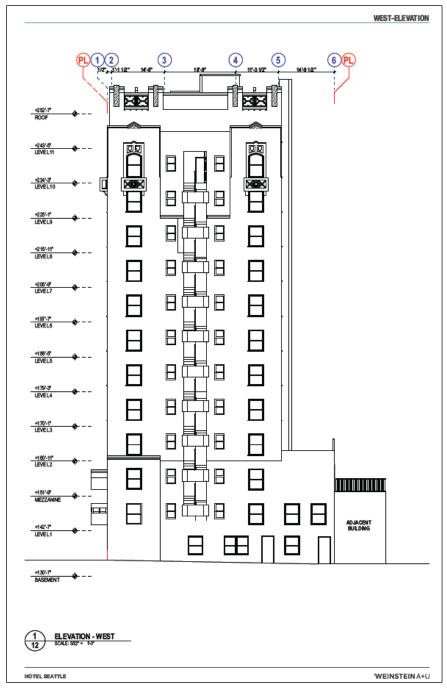


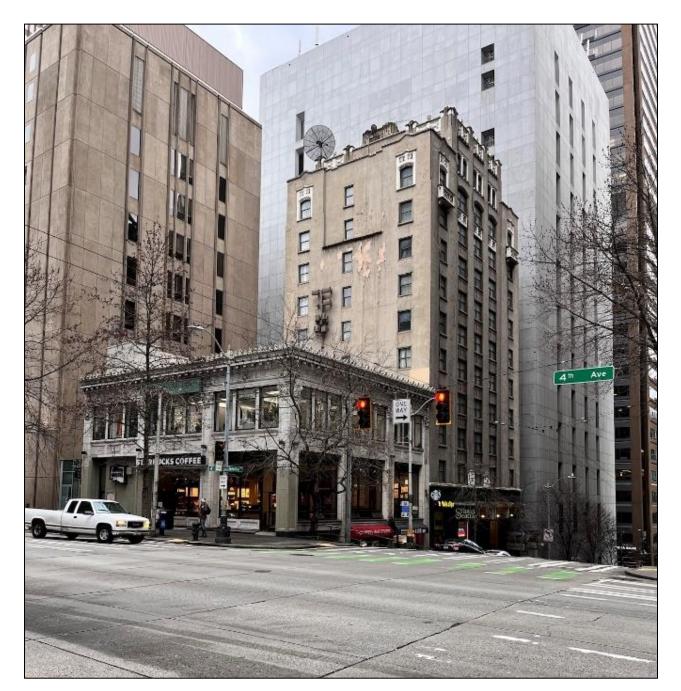
Elevations, 1962



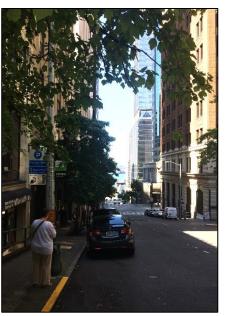




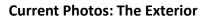


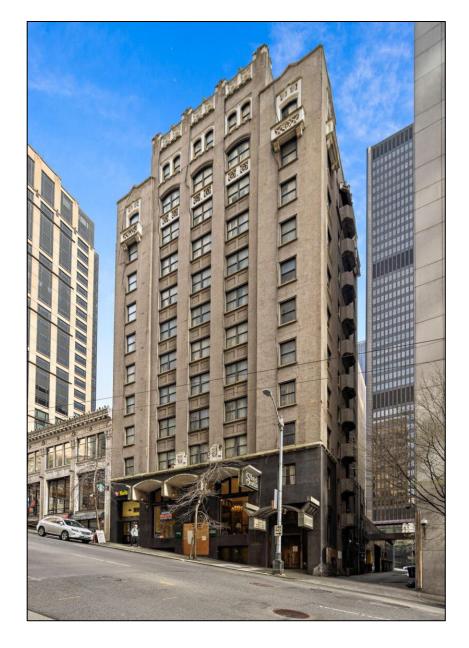


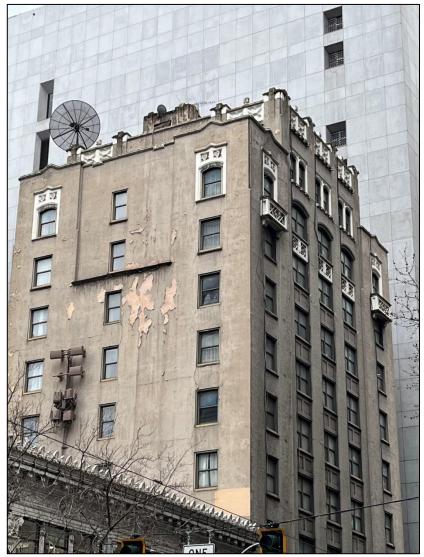
Current Photos: The Surroundings





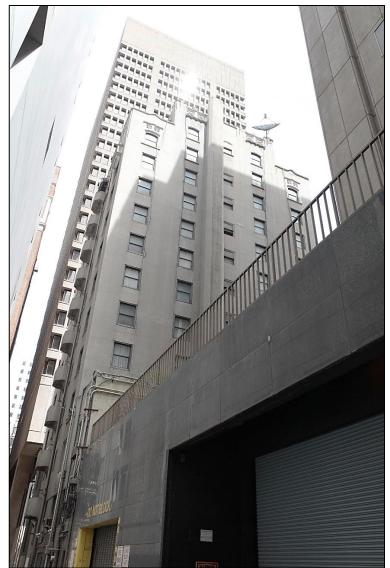
































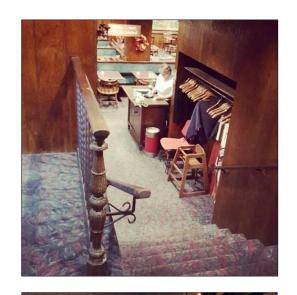
Current Photos: The Interior



























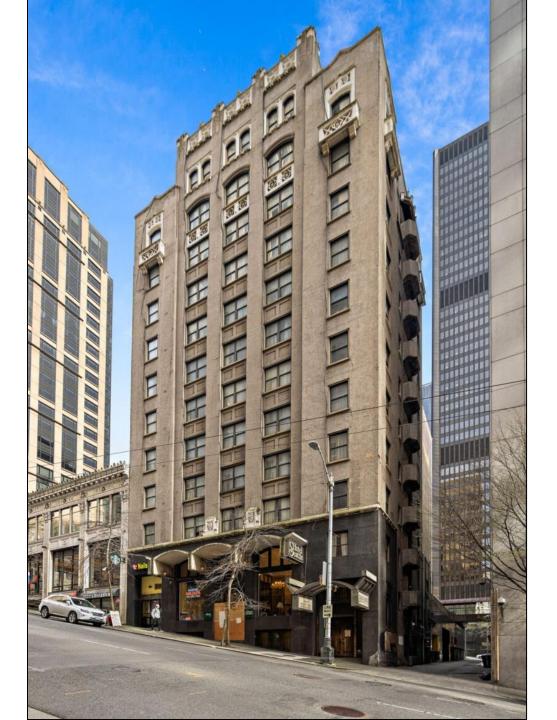
Current Photos: Terra Cotta & Stone Cladding











Landmark Designation Criteria

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

<u>Criterion A.</u> 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.

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

<u>Criterion C.</u> 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.

<u>Criterion D</u>. It embodies the distinctive visible characteristics of an architectural style, or period, or of a method of construction

<u>Criterion E</u>. It is an outstanding work of a designer or builder.

<u>Criterion F.</u> 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.