



The City of Seattle

Landmarks Preservation Board

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

Name 1515 Broadway Year Built 1912
(Common, present or historic)

Street and Number 1515 Broadway, Seattle, WA 98122

Assessor's File No. 6003000510

Legal Description See below

Plat Name: Nagle's Addition Block 15 Lot 10

Legal description: Lot 10 in Block 15 of addition to the City of Seattle, as laid off by D. T. Denny, guardian of the estate of J. M. Nagle (commonly known as Nagle's Addition to the City of Seattle) as per plat recorded in Volume 1 of Plats, page 153, records of King County, except the west 8 feet thereof condemned for alley, situate in the city of Seattle, County of King, State of Washington.

Present Owner: Seattle Central College Present Use: warehouse Restaurant &

Address: 1701 Broadway, Seattle, WA 98122

Original Owner: Nicola Gualtieri

Original Use: Auto factory loft

Architect: Iva S. Harding

Builder: Iva S. Harding

Photographs



Submitted by: Stephen J. Starling, AIA

Address: 901 Fifth Avenue, Suite 3100, Seattle, WA 98164

Phone: 206-682-8300 Date _____

Reviewed: _____ Date _____
Historic Preservation Officer

1515 Broadway

Landmark Nomination Report
1515 Broadway, Seattle, WA 98122
September 2016

Prepared by:
The Johnson Partnership
1212 NE 65th Street
Seattle, WA 98115-6724
206-523-1618, www.tjp.us



TABLE OF CONTENTS

1.	INTRODUCTION	1
1.1	Background	1
1.2	Methodology	1
2.	PROPERTY DATA	2
3.	ARCHITECTURAL DESCRIPTION.....	3
3.1	Location & Neighborhood Character	3
3.2	Site	3
3.3	Building Structure & Exterior Features	3
3.4	Plan & Interior Features	3
3.5	Documented Building Alterations.....	4
4.	SIGNIFICANCE	4
4.1	Historic Neighborhood Context: Capitol Hill and the Pike-Pine Corridor	4
4.2	Building History: 1513 & 1515 Broadway	7
4.3	Historical Architectural Context: Auto Showrooms, Dealerships, and Automotive Service Stores in Seattle.....	7
4.4.1	Building Owner: Nicola Gualtieri.....	10
4.4.2	Subsequent Building Owner: Seattle Central College.....	10
4.5	Building Designer & Builder: Ira S. Harding.....	11
5.	BIBLIOGRAPHY	12
	APPENDIX 1—FIGURES	14
	APPENDIX 2—ARCHITECTURAL DRAWINGS.....	15

LIST OF FIGURES

Figure 1 • Location Map, Seattle.....	A-1
Figure 2 • Neighborhood map	A-2
Figure 3 • View A - Viewing north along Broadway.....	A-3
Figure 4 • View B - Viewing south along Broadway.....	A-3
Figure 5 • Site Plan	A-4
Figure 6 • 1515 Broadway, eastern façade	A-5
Figure 7 • 1515 Broadway, detail at cornice.....	A-5
Figure 8 • 1515 Broadway, detail at storefront.....	A-6
Figure 9 • 1515 Broadway, partial northern façade	A-6
Figure 10 • 1515 Broadway, western façade, alley viewing south.....	A-7
Figure 11 • 1515 Broadway, western façade, alley viewing north	A-7
Figure 12 • 1515 Broadway, interior at southern restaurant space.....	A-8
Figure 13 • 1515 Broadway, interior at southern restaurant space.....	A-8
Figure 14 • 1515 Broadway, interior at northern retail space/warehouse	A-9
Figure 15 • 1515 Broadway, interior at rear warehouse space.....	A-9
Figure 16 • Lincoln Reservoir under construction, September 18, 1899	A-10
Figure 17 • Pike Street from Broadway Avenue E, 1911	A-10
Figure 18 • Broadway High School, Broadway and E Pine Street, 1908	A-11
Figure 19 • Auto row buildings in Capitol Hill, Seattle, 1921.....	A-11
Figure 20 • Eldridge Motors, 1936	A-12
Figure 21 • Former Broadway State Bank, Broadway and Pike, 1936 (Louis & Michael Beeze, 1913)..	A-12
Figure 22 • The Wintonia Hotel, 1431 Minor Avenue (Bebb & Mendel, 1909, City of Seattle Landmark)	A-13
Figure 23 • First Covenant Church, 1500 Bellevue Avenue E (John Creutzer, 1910-1911, City of Seattle Landmark).....	A-13
Figure 24 • Summit School/Northwest School, 1415 Summit Avenue (James Stephen, 1905, City of Seattle Landmark).....	A-14
Figure 25 • Old Fire Station #25, 1400 Harvard Avenue (Somervell & Cote, 1909, City of Seattle Landmark)	A-14
Figure 26 • Kelly-Springfield Motor Truck Company Building, 1525 11th Avenue (Julian Everett, 1917, City of Seattle Landmark).....	A-15
Figure 27 • White Motor Company Building, 1021 E Pine Street (Julian Everett, 1917-18, City of Seattle Landmark)	A-15
Figure 28 • First African Methodist Episcopal Church, 1522 14th Avenue (1912, City of Seattle Landmark)	A-16
Figure 29 • Lincoln Reservoir, 1000 E Pine Street (R. H. Thompson, 1900, City of Seattle Landmark)	A-16
Figure 30 • Stewart Warner service station, 1515 Broadway, 1937	A-17
Figure 31 • Capitol Hill Automotive, 1515 Broadway, 1963	A-17
Figure 32 • Pacific McKay Building (Harlan Thomas and Clyde Granger, 1925, City of Seattle Landmark)	A-18
Figure 33 • Former Firestone Tire service building, Eleventh Avenue	A-18
Figure 34 • Retail building housing auto-related shops and services, 812 E Pike Street, 1936	A-19
Figure 35 • Garage building for George L. Seibert, Westlake (Earl Roberts, 1924)	A-19
Figure 36 • Former Donahoe Garage (Charles Haynes, 1916)	A-20

Figure 37 • S. L. Savidge dealership (now the Washington Talking Book & Braille Library,
Naramore, Bain, Brady & Johanson, 1948) A-20

Figure 38 • Former Broadway High School (Boone & Corner, 1902) A-21

Figure 39 • Broadway High School Annex, Edison Technical School (1921-1930) A-21

Figure 40 • Broadway Edison Building, Seattle Central College, 2010 (NBBJ, 1979)..... A-22

1515 Broadway Landmark Nomination Report

SEPTEMBER 2016

1. INTRODUCTION

This landmark nomination report provides information regarding the architectural design and historical significance of 1515 Broadway. The building is located at 1515 Broadway in Seattle, Washington. The Johnson Partnership prepared this report at the request of the building's owner, Seattle Central College, formerly known as Seattle Central Community College.

1.1 Background

The City of Seattle's Department of Construction and Inspections (DCI), formerly known as the Department of Planning and Development, through a 1995 agreement with the Department of Neighborhoods, requires a review of "potentially eligible landmarks" for commercial projects over 4,000 square feet in area. As any proposed redevelopment of the subject building described within this report will require a permit from DCI, the property owner is providing the following report to the staff of the Seattle Landmarks Preservation Board (LPB) to resolve the property's status.

To be eligible for nomination as a City of Seattle Landmark, a building, object, or structure must be at least 25 years old, have significant character, interest, or value, the integrity or ability to convey its significance, and it must meet one or more of the following six criteria (SMC 25.12.350):

- 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.
- 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, period, or method of construction.
- E. It is an outstanding work of a designer or builder.
- F. Because of its prominence of spatial location, contrast of siting, age, or scale, it is an easily identifiable feature of its neighborhood or the city and contributes to the distinctive quality or identity of such neighborhood or city.

1.2 Methodology

Research and development of this report were completed in July and August 2016, by Larry E. Johnson, AIA, principal, Ellen F. C. Mirro, AIA, and Katherine V. Jaeger of The Johnson Partnership, 1212 N.E. 65th Street, Seattle, WA. Research was undertaken at the Puget Sound Regional Archives, the University of Washington Special Collections Library, the Seattle Public Library, the Museum of History and Industry, the Seattle Times Digital Archives, and Internet sites. The site and buildings were photographed to document the existing conditions in July 2016.

2. PROPERTY DATA

Building Name: 1515 Broadway

Address: 1515 Broadway

Location: Capitol Hill neighborhood

Assessor's File Number: 6003000510

Legal Description: Lot 10 in Block 15 of addition to the City of Seattle, as laid off by D. T. Denny, guardian of the estate of J. M. Nagle (commonly known as Nagle's Addition to the City of Seattle) as per plat recorded in Volume 1 of Plats, page 153, records of King County, except the west 8 feet thereof condemned for alley, situate in the city of Seattle, County of King, State of Washington.

Date of Construction: 1912

Original/Present Use: Auto factory loft/Restaurant & warehouse

Original/Present Owner: Nicola Gualtieri/Seattle Central College

Original Designer: Iva S. Harding

Zoning: NC3P-65

Property Size: 7200 sq. ft.

Building Size: 7200 sq. ft.

3. ARCHITECTURAL DESCRIPTION

3.1 Location & Neighborhood Character

The subject building is located on Broadway between E Pike Street and E Pine Street within the Pike/Pine Urban Center Village. Cal Anderson Park and Bobby Morris Playfield, running from E Pine Street north to E Denny Way, lies directly across E Pine Street to the north. The surrounding neighborhood is a mixture of commercial and apartment buildings, dating in age from the early 1900s to the present day. The subject site is located on the southern end of the Seattle Central College Campus. *See figures 1-4.*

3.2 Site

The rectangular site measures 60 feet north-south and 120 feet east-west. A sidewalk borders the eastern façade and an alley runs along the western façade. The subject building is a zero lot line building and encompasses the entire site. *See figure 5.*

3.3 Building Structure & Exterior Features

The subject building is a one-story mill construction building with brick masonry exterior walls measuring approximately 60 feet by 120 feet. Stylistically it could be identified as a vernacular retail building, although it is currently used as a warehouse and a restaurant.

The building has three equal bays along the eastern, front, façade. Currently a restaurant occupies the southernmost bay, and the central and northernmost bay are occupied by storage. Brick pilasters define the bays, which are in-filled with a wooden storefront windows system. The spandrel brick has been covered with painted plywood, although the brick corbelling on the parapet above is exposed. A two-course running bond parapet cap is made of brick. All of the storefronts appear to have been replaced with the current system in 1993. The southern bay storefront consists of four lights and a door with a transom above on the northern end, and a five-light clerestory above. Previously this bay was used for automobile access, and at one time had a roll-up door. Photographic evidence indicates that the original storefront in this bay had a six-light transom, a plate glass window, and access for automobiles. The central bay has a central door with plate glass on either side, and a five-light clerestory above. It appears that originally the storefront at this bay consisted of two sections: a plate glass storefront and entry door with a three-light transom above on the southern side, separated by a thicker mullion from plate glass with a four-light transom on the northern side. The northernmost bay consists of a five-light storefront with a five-light clerestory above. Originally the northernmost bay appears to have had a plate glass storefront with a six-light transom above. In all three bays the spandrel between the street-front storefront and the transom is clad in painted non-original ten-inch square tiles. *See figures 6-11.*

3.4 Plan & Interior Features

The interior of the building is divided into three spaces.

At the southernmost street-front bay is a 1,160-square-foot restaurant with a 1-in-12 sloped, 4-foot-wide, 15-foot-long ramp up from street level to the finished floor level. Finishes are non-original tile flooring, a dropped acoustical ceiling and painted gypsum wallboard walls, in addition to booths, a restaurant bar and other non-original fixtures. *See figures 12-13.*

At the northern and central street front, a 2,674-square-foot retail space is now used as part of the warehouse at the back of the building. A beam supported on columns supports painted decking above. The walls are painted plaster and gypsum wallboard in fair to poor condition. The floor is painted concrete. Non-original skylights provide natural light at the rear of the space. *See figure 14.*

The rear 59 feet of the building comprise a 3,060-square-foot warehouse with a wood-framed mezzanine on the northern side. *See figure 15.*

3.5 Documented Building Alterations

The building was constructed in 1912 as a factory, and has undergone significant alterations over the years. By the 1930s the building had been divided and was being used as a battery and auto repair shop. A fire in 1942 required significant repairs. Interior alterations were undertaken in 1963 for use as an upholstery shop, and in 1969 the building was again used for auto repair. In 1993, the southern portion of the building was remodeled for restaurant use, and the existing storefront façade was installed at that time.

Significant recorded permits

Date	Description	Designer	Permit #
1911	Build one-story auto loft factory	Iva. S. Harding	102726
1911	Put two doors in place of one	Iva. S. Harding	108387
1913	Build one-story brick addition	Iva. S. Harding	120934
1920	Illegible		188130
1921	Illegible	Stewart Products	205722
1942	Repair fire damage		334387
1948	Chimney		391696
1952	Add fire door		418388
1963	Construct vestibule in existing building		504659
1969	Occupy existing building as repair garage		531509
1993	Interior alterations and new storefront	Tangent	668020
2006	Interior alterations to restaurant	Pita Pit	6087794

4. SIGNIFICANCE

4.1 Historic Neighborhood Context: Capitol Hill and the Pike-Pine Corridor

The subject site is situated on the southern end of the Broadway retail corridor on the southeastern edge of the Capitol Hill neighborhood. Commercial development is located along the Pike-Pine commercial district and west along Broadway.

The Capitol Hill neighborhood is located on a long north-south ridge that overlooks the central business district and Lake Union to the west, and the Madison Valley and Lake Washington to the east. The first known use of the area by European-American settlers was for a cemetery, later named Lake View Cemetery, at the area's highest point, near its northern end. Logging of the area began in the 1880s, followed soon after by residential subdivisions. James Moore (1861-1929), Capitol Hill's chief developer, gave the hill its name in 1901, the area having previously been known as Broadway Hill. Moore is thought to have chosen the name for the quarter section of land he purchased in 1900, primarily because his wife came from Denver, another western city that had its own Capitol Hill.

J. H. Nagel's First Addition, bounded by Harvard Avenue to the west, a half block east of 14th Avenue to the east, Union Street to the south and Thomas Street to the north, was platted in 1880 by David Denny as trustee and guardian of the estate of John H. Nagel, who was at that time confined to the Insane Asylum for Washington Territory. Nagel, a German immigrant and early Seattle pioneer, had homesteaded the area amounting to 161 acres in 1855, cultivating fruits and vegetables on the land. Denny left an "open tract" that encompassed most of Nagel's original farm, lying one block east of Broadway to the east side of Twelfth Avenue, and from the north side of

Gould Street (now Pine Street) to the south side of Hawthorn Street (now Denny Way), possibly in hope that Nagel would eventually recover. However, Nagel died in the mental institution in 1897. The City of Seattle purchased 11.133 acres of the open tract for use as a reservoir. The reservoir and hydraulic pumping station were completed in 1901, with the remaining area developed as a park (1902, Olmstead Brothers) and playfield (1908). The reservoir and park were named Lincoln Reservoir and Lincoln Park and in 1922 renamed Broadway Playfield to avoid confusion with the new Lincoln Park in West Seattle. In 1980 the playfield was renamed Bobby Morris Playfield. In 2003, the entire site was named Cal Anderson Park, in honor of Washington State's first openly gay legislator.¹ *See figure 16.*

Many of the new plats were laid out in conjunction with streetcar lines, specifically to attract new property owners. The Yesler Way cable car line to Lake Washington opened in 1888; within twelve months, builders constructed approximately 1,569 homes within three blocks of the cable car line. In 1901, the City Park trolley line was constructed from downtown to what would become Volunteer Park. By 1909, the Puget Sound Traction Light and Power Company would extend three more lines north along the Capitol Hill Ridge. Similar to the City Park line, the Capitol Hill line approached the ridge along Pike Street to reach the last long leg of its route on 15th Avenue. Another line followed 19th Avenue, and the 23rd Avenue line was laid along the line of the old wagon road as far north as Portage Bay, and to the entrance of the 1909 Alaska-Yukon-Pacific Exposition on the University of Washington Campus. Another streetcar line running up Pike Street was laid by 1912. *See figure 17.*

Capitol Hill quickly became a “streetcar suburb” with residential areas constructed to the sides of the business and transportation strips of Broadway, 15th, and 19th Avenues. By 1912, there were more than forty platted additions within the Capitol Hill area, including Fourth, Yesler, and Moore's seven Capitol Hill tracts, and the several Pontius additions. Capitol Hill became a mix of large grand houses and modest family houses, often sharing the same block. As platted, the lots are generally small, usually approximately 60 feet by 120 feet. Many of these homes were built in the form of the efficient “Seattle Box” style.

The increase in residents made neighborhood schools a necessity. The earliest schools in the area were built in 1890, designed by the firm of Saunders & Houghton. Pontius School (now called Lowell School) was located on the northern end of the neighborhood, and T. T. Minor was on the southern end. Two more schools were built in 1902: the Walla Walla School (now Horace Mann, City of Seattle Landmark) by Saunders & Lawton, and Seattle High School, later renamed to Broadway High School (now Seattle Central College), designed by Boone & Corner. In 1905 the Summit School (now the Northwest School, City of Seattle Landmark) was constructed on the southern end of the neighborhood, designed by school district architect James Stephen. One year later Isaac I. Stevens School, also designed by Stephen, was constructed on the neighborhood's northern end.² *See figure 18.*

Because of the proximity of large Catholic churches and schools built in the area at that time—including Holy Names Academy (1907) at 22nd Avenue and Aloha Street, St. Joseph's Church (1907) and School (1908) on 18th Avenue, and Forest Ridge School (1907) on Interlaken Boulevard—many large Catholic families moved into the neighborhood.

Other areas developed a more unified character of grander houses. The first was “Millionaire's Row” developed by Moore on 14th Avenue just south of Volunteer Park, followed by what became known as the Harvard/Belmont district.

St. Luke's Hospital, the future home of the Group Health Cooperative, was built in the 1920s on 15th Avenue E. In 1947 the building was purchased to be one of the first medical facilities for the Group Health Cooperative.

¹ Dotty Decoster, “Nagle, John H. (1830-1897),” HistoryLink.org Essay 9268, January 23, 2010, http://www.historylink.org/index.cfm?DisplayPage=output.cfm&file_id=9268 (accessed August 23, 2014).

² Nile Thompson & Carolyn J. Marr, *Building for Learning, Seattle Public Schools Histories, 1862-2000* (Seattle, WA: School Histories Committee, Seattle School District, 2002).

The Pike-Pine corridor developed as a commercial district east of downtown along Pike and Pine Streets from the 300 block until 15th Avenue intersects with E Madison Street. This area served as the center of automobile sales and associated services from around 1906 until well into the 1950s. The earliest dealerships were located on Broadway, near Broadway High School.³ By 1909 at least 20 auto dealers operated in the Pike-Pine neighborhood.⁴ Examples of major dealers include the Broadway Automobile Company (Detroit Electric) showroom, located at Broadway and Madison Street; the (Pierce-Arrow) Motor Car Company, located on E Union Street and Broadway; the Seattle Motor Car Company (Franklin Motor Cars) located at 1423 Tenth Avenue; Nute & Keena (Packard Motor Cars) was at E Pike Street and Belmont Avenue; Olympic Motor Cars (Peerless, Chalmers-Detroit, and Hudson) at 1317 Fifth Avenue; Cummings Motor Car Company at 310 E Pike Street; and M.S. Brigham Motor Car Co. at 915 E Pike Street. As late as 1940, fourteen new car and seventeen used car dealerships remained in the area. Other automotive-related businesses clustered in the area, and by 1909 the area included shops three auto parts stores, at least eight tire stores, and businesses offering auto repair, auto tops, bodies and windshields. *See figure 19.*

In 1936, the block formed by the intersections of E Pike and E Pine streets and Broadway and Harvard Avenue housed auto-related industries including Eldridge Motors Inc., Auto Loans, an “Auto Kitchen,” Regalia Auto Parts, Bill Strom’s Auto Rebuild, Eldridge Tire, Stewart Warner Service Station, and the Austin Finance Bank, which specialized in auto loans. In 1936, the only two buildings on the block that were not part of the auto industry were the Masonic Temple and the White Log Tavern on E Pine Street.⁵ *See figures 20-21.*

The early auto dealership buildings were one or two stories tall and made of brick or concrete, with large plate glass windows. Auto services tended to use existing buildings, or smaller scale wooden buildings with large plate glass windows. As the industry and the district matured, dealerships began to construct larger more ornate buildings, up to four stories tall, often faced with terra cotta, and repair garages focused on fireproof construction of brick and concrete. Examples of auto showroom buildings include the White Motor building at E Pike Street and Eleventh Avenue (City of Seattle Landmark), a former Packard Dealership at 1120 Pike Street, and Boone & Company Pontiac (1925) at 1600 Broadway. Other notable buildings in the Pike-Pine corridor include the Lorraine Court Apartments at 1025 E Pike Street, the IOOF Temple at 911 E Pine Street, the Johnson & Hamilton Mortuary at 1400 Broadway, the Hotel Avondale at 1100 Pike Street, the Booth Building (1906) on Broadway (once the home of Cornish College of the Arts), and the Butterworth Mortuary at 300 E Pine Street.⁶

Apartment house development occurred parallel and in some cases immediately adjacent to single-family residential development. Many of the early multi-family buildings provided large units within handsome structures with garden areas, providing housing for families. Later, many of these larger apartments were divided into smaller units for single occupants. Likewise, many larger single-family residences were converted to rooming houses. A few bungalow courts in their various forms were also built in the area within easy walking distance to streetcar lines in the 1920s.

Capitol Hill is now a vibrant community, with a thriving business district along Broadway Avenue and along 15th and 19th Avenues. It is home to Volunteer Park and the Seattle Asian Art Museum, St. Mark’s Episcopal Cathedral and other churches, Seattle Central College (formerly Seattle Central Community College), Cornish College for the Arts, and many shops, restaurants, night classes, and coffeehouses. Madison Street has also seen major redevelopment. Area Landmarks include the Wintonia Hotel at 1431 Minor Avenue, the First Covenant Church at 1500 Bellevue Avenue E, the Summit School/Northwest School at 1415 Summit Avenue, the Old Fire Station #25 at 1400 Harvard Avenue, the Kelly-Springfield Motor Truck Company Building at 1525 Eleventh Avenue, the White Motor Company Building at 1021 E Pine Street, the First African Methodist Episcopal

³ Mimi Sheridan, “Historic Property Survey Report: Seattle’s Neighborhood Commercial Districts,” City of Seattle Department of Neighborhoods, November 2002, p. 28.

⁴ Mrs. G. W. Walsh, Jr., “Seattle, The Automobile Center,” *The Coast*, December 1909, p. 306-310.

⁵ Puget Sound Regional Archives records of Sackman home addition.

⁶ Sheridan.

Church at 1522 14th Avenue, and the Lincoln Reservoir at 1000 E Pine Street. *See figures 22-29.*

Note: A history of the Capitol Hill area is available in the form of a “context statement” in the City of Seattle’s Department of Neighborhoods Historic Preservation Program “Historic Property Survey Report: Seattle’s Neighborhood Commercial Districts,” available at: <http://www.seattle.gov/neighborhoods/preservation/contextcommercialreport.pdf>.

4.2 Building History: 1513 and 1515 Broadway

The front 70 feet of the subject building were constructed in 1911. The permit lists the construction as a “60’ by 70’ brick and frame auto loft factory building,” with Nicola Gualtieri listed as the owner of the property and Iva S. Harding as the architect, although Harding appears to have been a carpenter and builder rather than a practicing architect. Two years later, in 1913, the rear 50 feet of the building was constructed, with the same owner and “architect” listed. The owner was also listed as the builder on the permits.⁷ *See figures 30-31.*

In 1913 the building was addressed at 1513 Broadway and the first tenant was Scott E. Bird. Early tenancy records indicate that most tenants were short-term. Between 1914 and 1916 the H. L. Keats Auto Company used the building as its showroom. The Keats dealership was based in Portland, OR and sold Chalmers automobiles. In 1916, the Andrews Philips Company was a tenant, followed the next year by Seattle Universal Tire Filler Company. By 1919 the H. C. Brown automotive company was listed as tenant.

In 1920 the building address was 1515 Broadway, and the tenant was again listed as Scott E. Bird, Republic Trucks. However, by 1922 Stewart-Warner Products Service Station was the only tenant. Stewart-Warner seems to have been the longest tenant to date, remaining in the building until possibly the early 1930s. During that time the southern bay of the building was divided into a separate retail space, at which point the building had two addresses. 1513 Broadway was the smaller space to the south, occupied until the mid-1940s by a series of auto battery stores. Stewart-Warner remained in 1515 Broadway until the late 1930s, when Bischoff Sales Company (wholesale auto accessories) tenanted the building until the early 1940s.

In 1944, the building was vacant, and shortly after that Arnold’s Auto Upholstery business combined the two spaces and occupied the entire building. Arnold’s stayed in the building until 1969. At that time a change-of-use permit allowed Capitol Hill Automotive to occupy the building as an auto service garage. The service garage stayed in the building until renovations in 1993 once again divided the building in two, and the southern space was converted for restaurant use. An unknown restaurant was the southern tenant at 1513 Broadway, and Atlas Clothing the northern tenant at 1515 Broadway. Employees of Atlas Clothing also used the rear warehouse space of the building for all-ages concerts in 2007.⁸ Atlas Clothing vacated the building in 2011.⁹ Today the space is used as storage for Seattle Central College facilities. The Pita Pit renovated and expanded the restaurant space in 2006. It is now occupied by Freddie Junior’s Burgers and Hotdogs.

Before 1992 the owner of the building was Mitsuko Morishita et. al, when Eileen Ryan and John E. DeRocco purchased the building. It again changed hands in 2005, when Hoffman Investments LLC purchased the building. Washington State and the State Board for Community and Technical Colleges purchased the subject building in 2008.¹⁰

⁷ City of Seattle construction permits # 102726 and #120934.

⁸ Eric Grandy, “Atlas Clothing’s Covert Concerts,” *The Stranger*, June 28, 2007.

⁹ Capitol Hill Seattle Blog, “Atlas? Shrug: Vintage Clothing Retailer Quietly Leaves Capitol Hill,” August 2, 2011, www.capitolhillseattle.com, (accessed September 8, 2016).

¹⁰ King County Tax Assessor Records.

4.3 Historical Architectural Context: Auto Showrooms, Dealerships, and Automotive Service Stores in Seattle

The subject building is a masonry-veneered wood frame building typologically considered a vernacular commercial building, and associated with auto row. The building exhibits no indicators of popular styles or decorative motifs beyond the most minimal, such as the brick corbelling on the parapet of the eastern façade. The large openings for plate glass windows and brick cladding are consistent with other vernacular auto row buildings of the period.

The automobile entered the American national commercial market in the early 1900s, when manufacturers developed nationwide retail sales networks. Franchises were granted to “agents” to develop dealerships to sell, repair, and promote the dozens of available models. In the beginning, these dealerships were often associated with other transportation-related sales including livery stables, blacksmiths, or bicycle shops, and the sales buildings themselves reflected these products and services. Automobile sales soon eclipsed these sideline businesses. By 1913, local Seattle dealerships included Ford, Buick, Overland, Cadillac, Studebaker, Chalmers, Winton, Packard, Hudson, Pierce-Arrow and several others. Around that time the first buildings designed exclusively for automobile sales began to appear in American cities.¹¹

Between 1910 and 1920, automobile manufacturers began to influence the design of dealer showrooms, which in turn influenced service centers. Manufacturers encouraged dealers to build grand, even palatial, buildings that were on par with downtown banks and hotel buildings. These showrooms became corporate status symbols, and showrooms became virtual sales palaces, where affluent potential buyers were entertained with subtle salesmanship.¹² These buildings, built just before and during the 1920s, were often two- or three-story buildings flush with their streetfront property lines and featured large plate glass windows that allowed better views of the automobiles inside.¹³ The exterior façades were patterned similar to other contemporary commercial buildings. The buildings were often constructed of reinforced concrete to allow fireproof construction and to accommodate heavy loads of vehicles that were often serviced on upper floors above the showroom.¹⁴ Brick masonry, cast stone, and terra cotta were used on the exterior, the latter two often highly ornamented with eclectic compositions of Classical detailing. The Pacific McKay Building on Mercer Street, designed by architects Harlan Thomas and Clyde Granger, is probably the best example of a 1920s dealership extant in Seattle until its demolition in 2009.¹⁵ Other auto row buildings with terra cotta cladding included the White Motor Company Building (City of Seattle Landmark, 1917, Julian F. Everett with William R. Kelley) on Capitol Hill and the Cosmopolitan Motors/Murray Marsh Building (1925, Earl A. Roberts) on Westlake Avenue. *See figure 32.*

During this period the subject building was constructed as an “Auto Factory Loft” and soon used as a showroom for Keats, before it transitioned to auto service. Examples of brick-clad auto showrooms in Seattle include the N & K Packard dealership at Belmont Avenue and E Pike Street and the Great Western Motor Company Building on Broadway. There are many extant examples of vernacular brick buildings used for auto-related services, such as the former Firestone Tire service building on Eleventh Avenue, the auto garage at 1515 Tenth Avenue, and the retail building at 812 E Pike Street. *See figures 33-34.*

The new dealership buildings were often clustered, often near wealthy residential areas, creating what came to be known as “auto rows.” The first auto row in Seattle was on Capitol Hill’s Broadway, but others developed along Westlake Avenue, Mercer Street, and Pine Street.¹⁶ Service centers and other

¹¹ Ezra Abraham, “The Evolution of Seattle’s Early Automobile Showrooms on Capitol Hill,” *Preservation of the Vernacular Environment III*, edited by Gail Lee Dubrow, Neile Graham, and Amy Scarfone (Seattle, WA: University of Washington, College of Architecture and Urban Planning, Preservation Planning & Design Program Working Papers, Vol. III, Winter 1999), pp. 111-123.

¹² Ibid.

¹³ Ibid.

¹⁴ Ibid.

¹⁵ Pacific Coast Architecture Database, “Pacific McKay Building, South Lake Union, Seattle,” <http://pcad.lib.washington.edu/building/12206/> (accessed September 13, 2016).

¹⁶ Ibid.

automotive-related parts stores were also located near these auto rows.¹⁷

As automobiles became popular, the need arose for parking and auto services, and new businesses sprang up to serve this demand. Prior to the early 1900s, auto service shops had no distinct typology, as they were usually associated with other transportation-related sales, including livery stables, blacksmiths, or bicycle shops. Gasoline was originally sold at businesses such as hardware stores and blacksmith shops, but in 1907 Standard Oil opened Seattle's first drive-in filling station. By 1909, at least eight stores were selling tires in Seattle.¹⁸ In 1911, the Mitchell Motor Car Company opened a dealership in Seattle at the corner of Broadway and Pike Street, with a service department as part of the business.¹⁹

By the 1920s, filling stations also offered parts and repair, as did auto dealerships and independent auto service stations. Auto service buildings took different forms, from humble gas stations to multi-story utilitarian garages such as the garage building for George L. Seibert in Westlake, and to more elaborate parts and service stores and garages such as the Donahoe garage by Charles Haynes, built in 1916. **See figures 35-36.**

During these years Seattle was also undergoing profound changes in character, including rapid population growth. Private automobiles began to replace public transit. As Susan Boyle reported in the Landmark Nomination Report for the Pacific McKay and Ford McKay Buildings:

“Seattle had grown to over 80,670 residents by 1900 as the city's economy had boomed during the Alaska Gold Rush of 1897. By 1910, the city's population had risen to 237,194. Growth was even more expansive in the years preceding World War I, and by 1920 Seattle numbered 315,312. The population began to stabilize the following decade, and in 1930 it was 365,583. During the first three decades of the 20th century, auto ownership grew rapidly in Washington as it did nationwide. Motor vehicle registration in the state rose steadily from 1914 through 1929, before dropping sharply with the onset of the Depression. Percentage of the population with registered autos rose from just over 11% in 1921, to nearly 25% in 1929. The greatest increases in number of vehicles registered occurred between 1916 to 1917, 1922 to 1926, and 1928 to 1929. Between 1928 and 1929, more than 35,000 new vehicles were registered in Washington State. In the following year, with the onset of the Depression, fewer than 3,000 new autos were registered.”²⁰

The Great Depression of the 1930s had severe consequences on automobile manufacturers and their dealerships. Many closed entirely; others drastically cut back operations.²¹ In the early 1940s automobile manufacturing capacity was redirected to the war effort.²² Post-war prosperity and new highway construction brought increased automobile production and expansion of dealerships and service centers.²³

As automobiles became streamlined, so did the buildings that housed them, including service stations, parking garages, and dealerships. The former S. L. Savidge dealership (now the Washington Talking Book & Braille Library) designed by Naramore, Bain, Brady & Johanson, and built in 1948, is undoubtedly the finest example of an Art Deco automotive showroom in Seattle. However, even humble gas stations adopted a more modern style. **See figures 37.**

As the growing cult of the automobile allowed for the expansion of suburbia in the 1940s and 1950s, automobile dealers were encouraged to leave the decaying city cores for outlying areas with land that was less expensive and allowed for large car lots and sprawling one-story showrooms and service

¹⁷ Ibid.

¹⁸ Walsh, p. 307.

¹⁹ *Seattle Times*, “Owners of Mitchell Cars get Attention: Well-Equipped Service Department Adds to Business Success, Says Manager Johnson of Local Branch,” November 19, 1911, p. 43.

²⁰ BOLA Architecture + Planning, “Pacific McKay and Ford McKay Buildings, 601-615 Westlake Ave. N,” City of Seattle Landmark Nomination Report, March 2006.

²¹ Ibid.

²² Ibid.

²³ Ibid.

centers.²⁴ Early expansion areas included Ballard, Roosevelt Way, and Lake City, but soon dealerships opened east of Seattle, to the north in Lynnwood, and south as far as Auburn.²⁵ Architectural style for these new low-rise buildings included Streamline Moderne or boxy International Style knockoffs, evolving into futuristic “George Jetson spaceports.”

4.4 Original Building Owner: Nicola Gualtieri

The original owners of the subject building were Nicola and Mary Gualtieri. Nicola was born in Italy around 1870. He arrived in Seattle around 1905, and first settled in the International District. By 1906, his address was 1517 Broadway Avenue, where he worked as a barber. He became a naturalized citizen before 1910. By 1922, his barbershop was located at 98 Marion Avenue. They maintained their residence at 1515 Broadway, probably until he constructed the subject building. Mary was born in Minnesota around 1881. The couple had a daughter, Juliet, in around 1906. They lived at different locations on Capitol Hill, including 635 13th Avenue W and 635 10th Avenue N. Nicola died in 1942; Mary died in 1960.²⁶

4.5 Subsequent Building Owner: Seattle Central College

Seattle Central College, located in the Capitol Hill Neighborhood, is an accredited state college, and one of three community colleges that comprise the Seattle Colleges District. Currently the central campus provides programs including Information Technologies, Business Administration, Apparel Design, Cosmetology, and Culinary Arts. Seattle Central College also administers short-term job training programs at the Seattle Vocational Institute, and operates two satellite branches, the Wood Technology facility at 2310 S. Lane Street, and the Seattle Maritime Academy located on the Lake Washington Ship Canal adjacent to the Ballard Bridge. Together the colleges comprise the largest community college district in Washington State, educating more than 50,000 students each year.

The college evolved from the former Edison Vocational Technical Institute located in the former Broadway High School located on Broadway. The 1902 high school and the adjacent Edison Technical School were converted to a vocational and adult education institution in 1946, for the benefit of veterans who wanted to finish high school.²⁷ *See figures 38-39.*

The first college classes were held in the facility in 1966. The State Community College Act of 1967 established college districts separate from public schools, with a mandate to provide “an open door to education” for all who seek it.²⁸

As well as a central campus, north and south campuses were planned. Those campus facilities were completed in 1970, with the three colleges forming a multi-campus district reconstituted as Seattle Community College. The original Broadway High School was demolished in the mid-1970s, with the exception of the western assembly hall, and replaced with a modern concrete structure. The assembly hall was upgraded and became Seattle Central Community College’s Broadway Performance Hall. The Seattle Vocational Institute became affiliated with the Central Campus in 1991, under Washington State’s Workforce Training and Education Act. Besides Central’s Wood Technology Center and the Maritime Academy, the south campus has two other specialized training centers, one in Georgetown and the New Holly Center.²⁹ *See figure 40.*

In March 2014, the Seattle Community Colleges District Board of Trustees voted to change the name of the district to Seattle Colleges, and to change the names of the colleges to Seattle Central

²⁴ Ibid.

²⁵ Ibid.

²⁶ Ancestry.com. 1920 United States Federal Census online database. And U.S. City Directories, 1822-1995, online database.

²⁷ Paul Dorpat, “Broadway High School , Seattle’s first dedicated high school opens in 1902,” HistoryLink.org essay 3204, April 4, 2015, http://www.historylink.org/index.cfm?Display Page=output.cfm&file_id=3204 (accessed July 20, 2016).

²⁸ Seattle Community Colleges, “College History,” <https://www.seattlecolleges.edu/district/district/history.aspx> (accessed July 20, 2016).

²⁹ Seattle Colleges, <http://www.seattlecolleges.edu> (accessed July 20, 2016).

College, North Seattle College, and South Seattle College, and offer baccalaureate degrees.³⁰

Presently Seattle Central College offers two accredited bachelor's degree programs, a Bachelor of Applied Science in Applied Behavioral Science, and a Bachelor of Applied Science in Allied Health. In addition, two-year associate degrees are offered that are eligible for the state's Direct Transfer Agreement that guarantees that credits earned will be accepted for transfer to any state university for completion of a Bachelor of Science or Arts.³¹

Seattle Central College's campus also includes the Mitchell Activity Center, an 85,000 square foot athletic facility constructed in 1996. It includes racquetball and squash courts, an indoor swimming pool, gymnasiums, a strength training facility, and a game room.

4.6 Building Designer and Contractor: Iva S. Harding

Iva S. Harding, also known as Ira, was born in Indiana in 1875. In 1910 he was living at 1507 Harvard Avenue on Capitol Hill in Seattle, one block away from the subject site, and worked as a carpenter.³² Ten years later he lived at 2227 Tenth Avenue N (now the location of the Bertschi School), and was listed in the census as a builder, with employees.³³ He was married to Lottie May Harding, and had three children. He died in 1952.³⁴

Prepared by:
Larry E. Johnson, AIA
Ellen F.C. Mirro, AIA
Katherine V. Jaeger
The Johnson Partnership
1212 NE 65th Street
Seattle, WA 98115
www.tjp.us

³⁰ Julie Muhlstein, "Two-year colleges trending away from "community" name," <http://www.herald.net.com/article/20140321/NEWS01/140329804>, HeraldNet (Everett Herald, Everett, WA), March 21, 2014 (accessed July 20, 2016).

³¹ Seattle Central College, <http://seattlecentral.edu> (accessed July 20, 2016).

³² Ancestry.com, 1910 United States Federal Census, Census Place: Seattle Ward 7, King, Washington; Roll: T624_1660; Page: 10B, Enumeration District: 0123, FHL microfilm: 1375673.

³³ Ancestry.com. 1920 United States Federal Census, Census Place: Seattle, King, Washington; Roll: T625_1927; Page: 1A; Enumeration District: 170; Image: 863.

³⁴ Ancestry.com. Washington, Select Death Certificates, 1907-1960.

5. Bibliography

- Abraham, Ezra. "The Evolution of Seattle's Early Automobile Showrooms on Capitol Hill." *Preservation of the Vernacular Environment III*, edited by Gail Lee Dubrow, Neile Graham, and Amy Scarfone. Seattle, WA: University of Washington, College of Architecture and Urban Planning, Preservation Planning & Design Program Working Papers, Vol. III, Winter 1999.
- Advisory Council on Historic Preservation; Appendix 1, Memorandum of Agreement; October 1978.
- Ancestry.com. 1920 United States Federal Census, online database.
- . Select Death Certificates, Washington State, 1907-1960.
 - . United States City Directories, 1822-1995, online database.
- BOLA Architecture + Planning. "Pacific McKay and Ford McKay Buildings, 601-615 Westlake Ave. N." City of Seattle Landmark Nomination Report, March 2006.
- Capitol Hill Seattle Blog. "Atlas? Shrug: Vintage Clothing Retailer Quietly Leaves Capitol Hill." August 2, 2011, www.capitolhillseattle.com (accessed September 8, 2016).
- City of Seattle Department of Construction and Inspection. Construction permits # 102726 and #120934.
- Decoster, Doty. "Nagle, John H. (1830-1897)." HistoryLink.org Essay 9268, January 23, 2010. http://www.historylink.org/index.cfm?DisplayPage=output.cfm&file_id=9268 (accessed August 23, 2014).
- Dorpat, Paul. "Broadway High School, Seattle's first dedicated high school opens in 1902." HistoryLink.org essay 3204, April 4, 2015. http://www.historylink.org/index.cfm?DisplayPage=output.cfm&file_id=3204 (accessed July 20, 2016).
- Grandy, Eric. "Atlas Clothing's Covert Concerts." *The Stranger*, June 28, 2007.
- King County Tax Assessor Records.
- Muhlstein, Julie. "Two-year colleges trending away from 'community' name." *Everett Herald*, March 21, 2014. <http://www.herald.net.com/article/20140321/NEWS01/140329804> (accessed July 20, 2016).
- Pacific Coast Architecture Database. "Pacific McKay Building, South Lake Union, Seattle." <http://pcad.lib.washington.edu/building/12206/> (accessed September 13, 2016).
- Puget Sound Regional Archives. Records of Sackman Home Addition.
- Seattle Central College. <http://seattlecentral.edu> (accessed July 20, 2016).
- Seattle Colleges. "College History." <https://www.seattlecolleges.edu/district/district/history.aspx> (accessed July 20, 2016).
- Seattle Times*. "Owners of Mitchell Cars get Attention: Well-Equipped Service Department Adds to Business Success, Says Manager Johnson of Local Branch." November 19, 1911, p. 43.
- Sheridan, Mimi. "Historic Property Survey Report: Seattle's Neighborhood Commercial Districts." City of Seattle Department of Neighborhoods, November 2002.
- Thompson, Nile & Carolyn J. Marr, *Building for Learning, Seattle Public Schools Histories, 1862-2000*. Seattle, WA: School Histories Committee, Seattle School District, 2002.
- United States Federal Census. 1910 Census, Census Place: Seattle Ward 7, King, Washington, Roll: T624_1660, Page: 10B, Enumeration District: 0123, FHL microfilm: 1375673.

United States Federal Census. 1920 Census, Census Place: Seattle, King, Washington, Roll:
T625_1927, Page: 1A; Enumeration District: 170, Image: 863.

Walsh, Mrs. G. W., Jr. "Seattle, The Automobile Center." *The Coast*, December 1909, p. 306-310.

APPENDIX 1

FIGURES

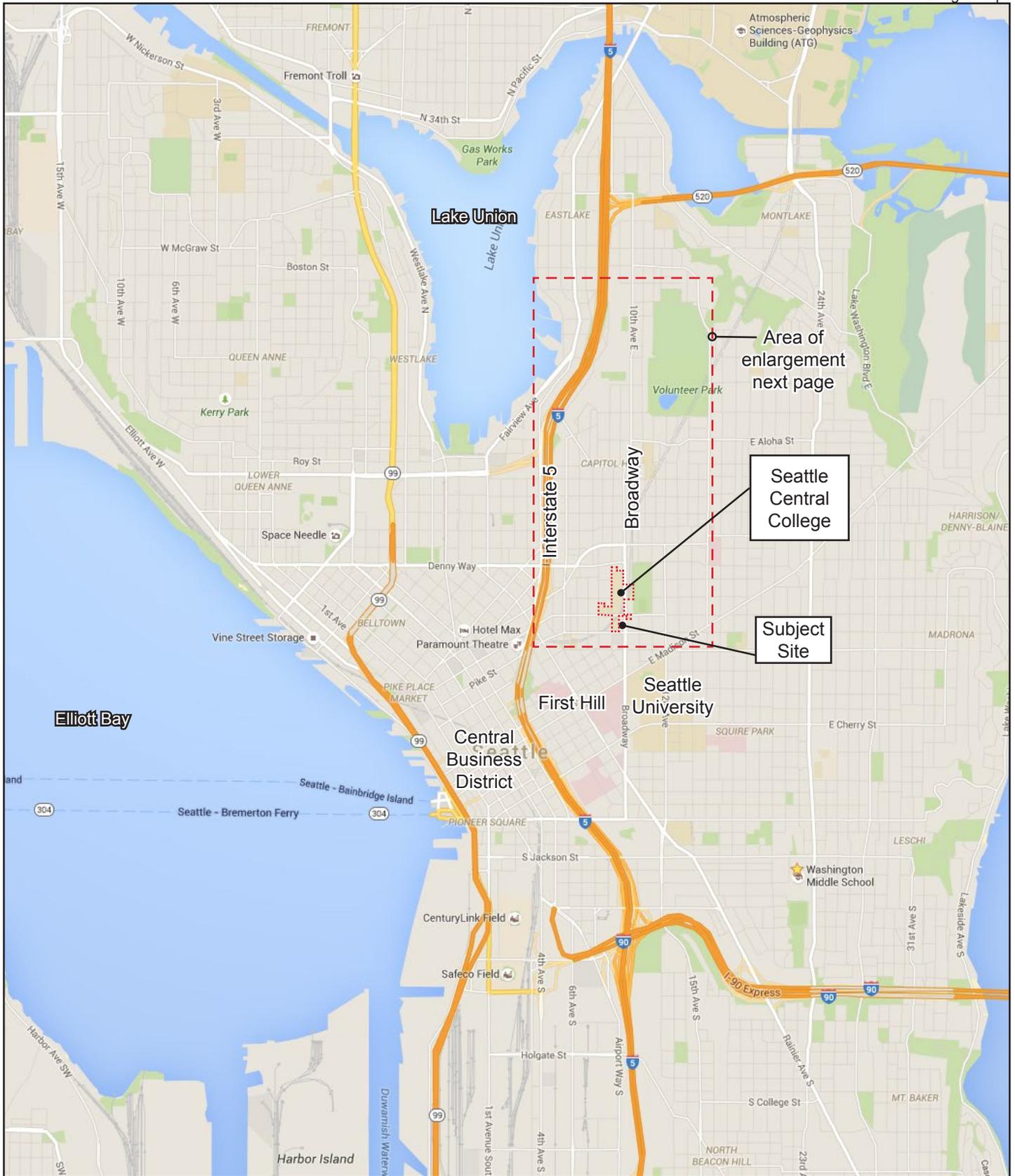


Figure 1 • Location Map, Seattle



1515 Broadway
 Landmark Nomination Report

September 2016



Line of Pike/Pine
Conservation
Overlay District

Subject Site

Figure 2 • Neighborhood map

1515 Broadway
Landmark Nomination Report

September 2016



Figure 3 • View A - Viewing north along Broadway

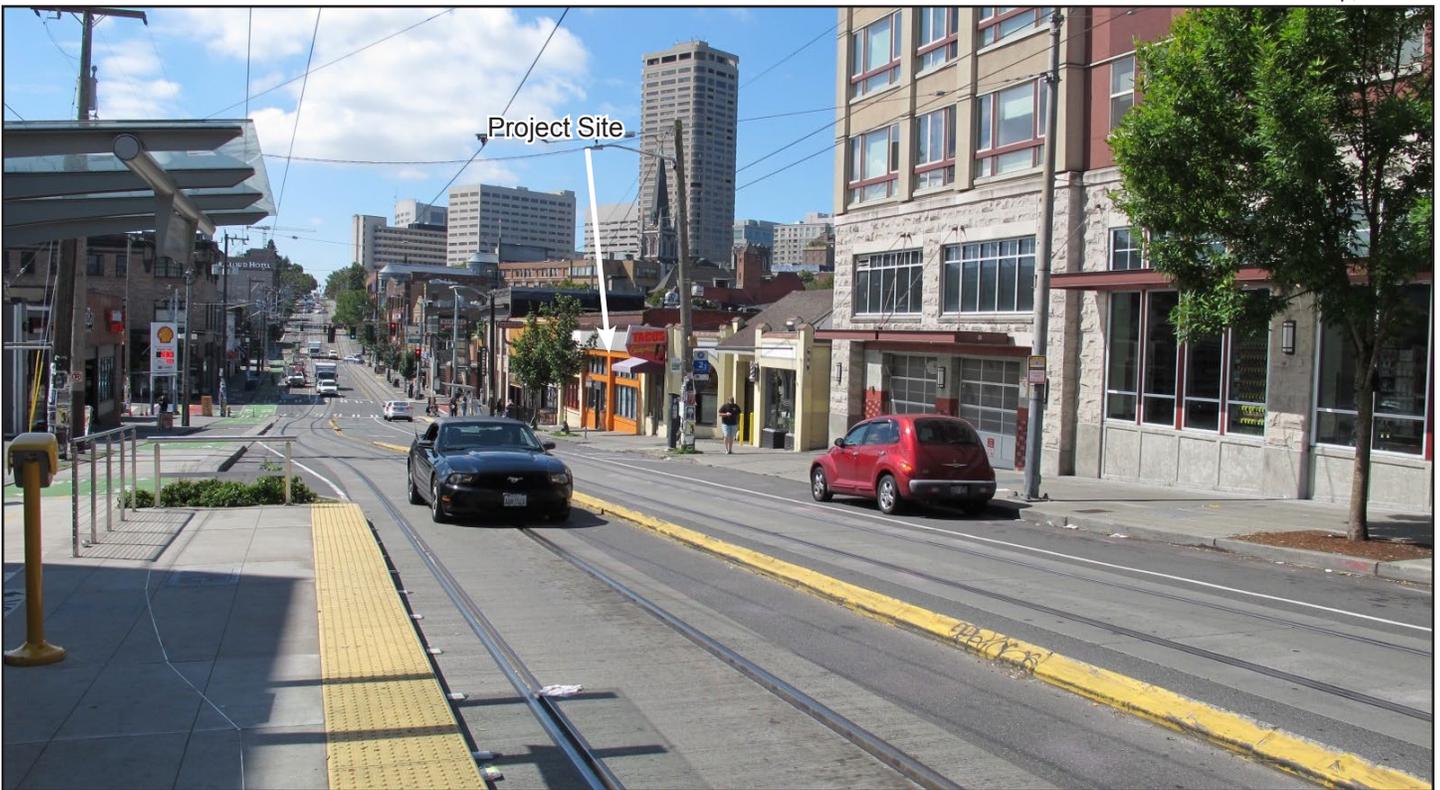


Figure 4 • View B - Viewing south along Broadway

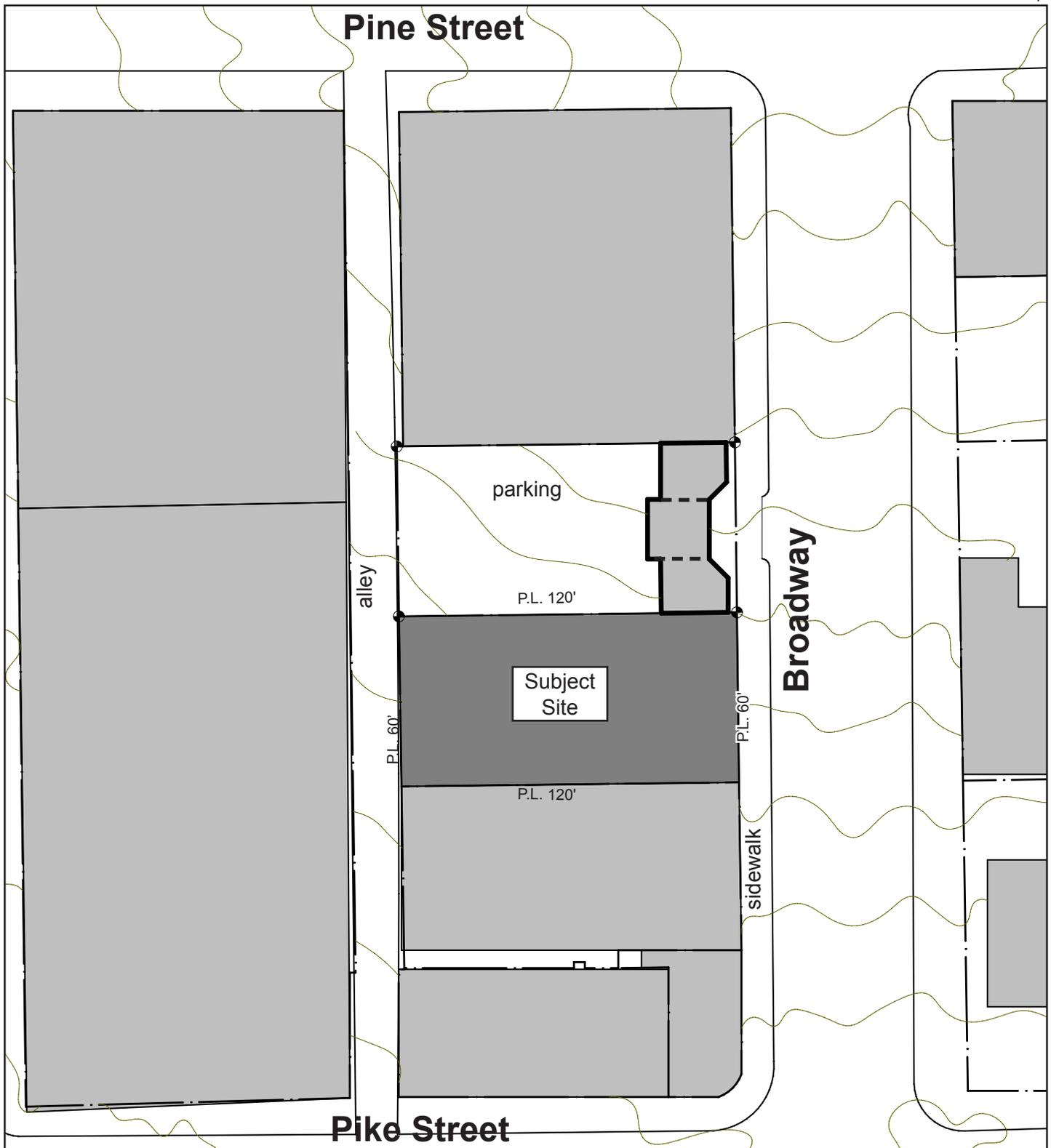


Figure 5 • Site Plan



Figure 6 • 1515 Broadway, eastern façade

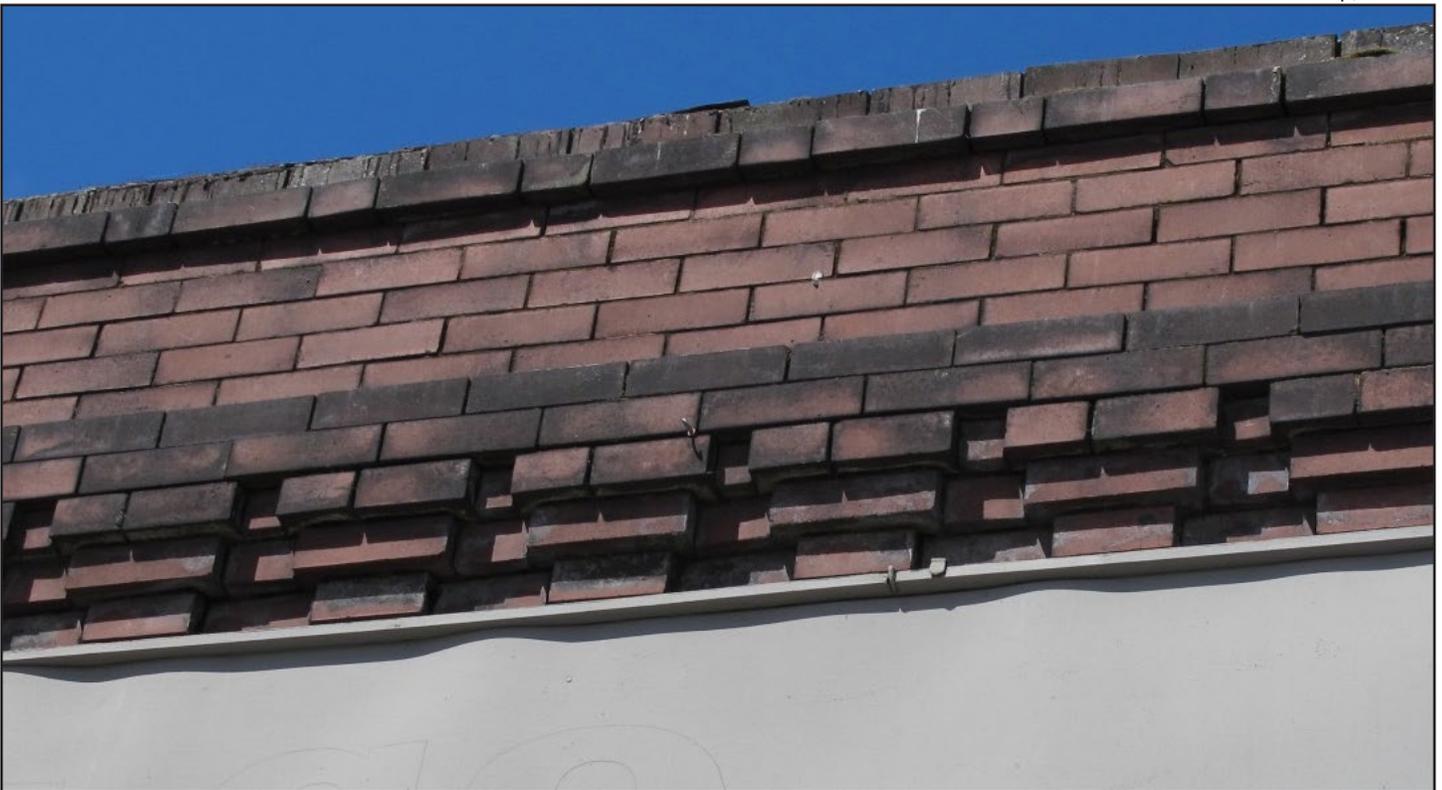


Figure 7 • 1515 Broadway, detail at cornice

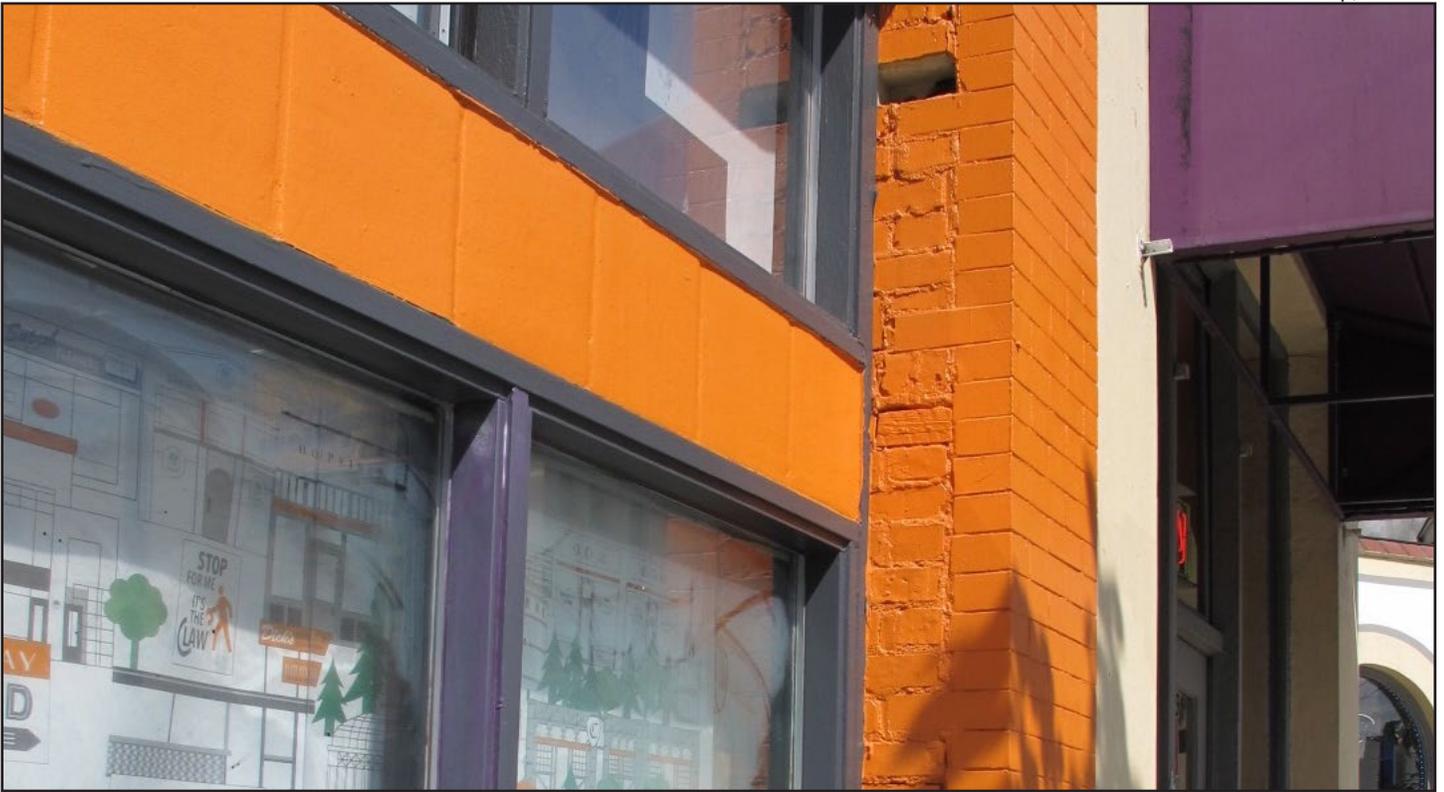


Figure 8 • 1515 Broadway, detail at storefront

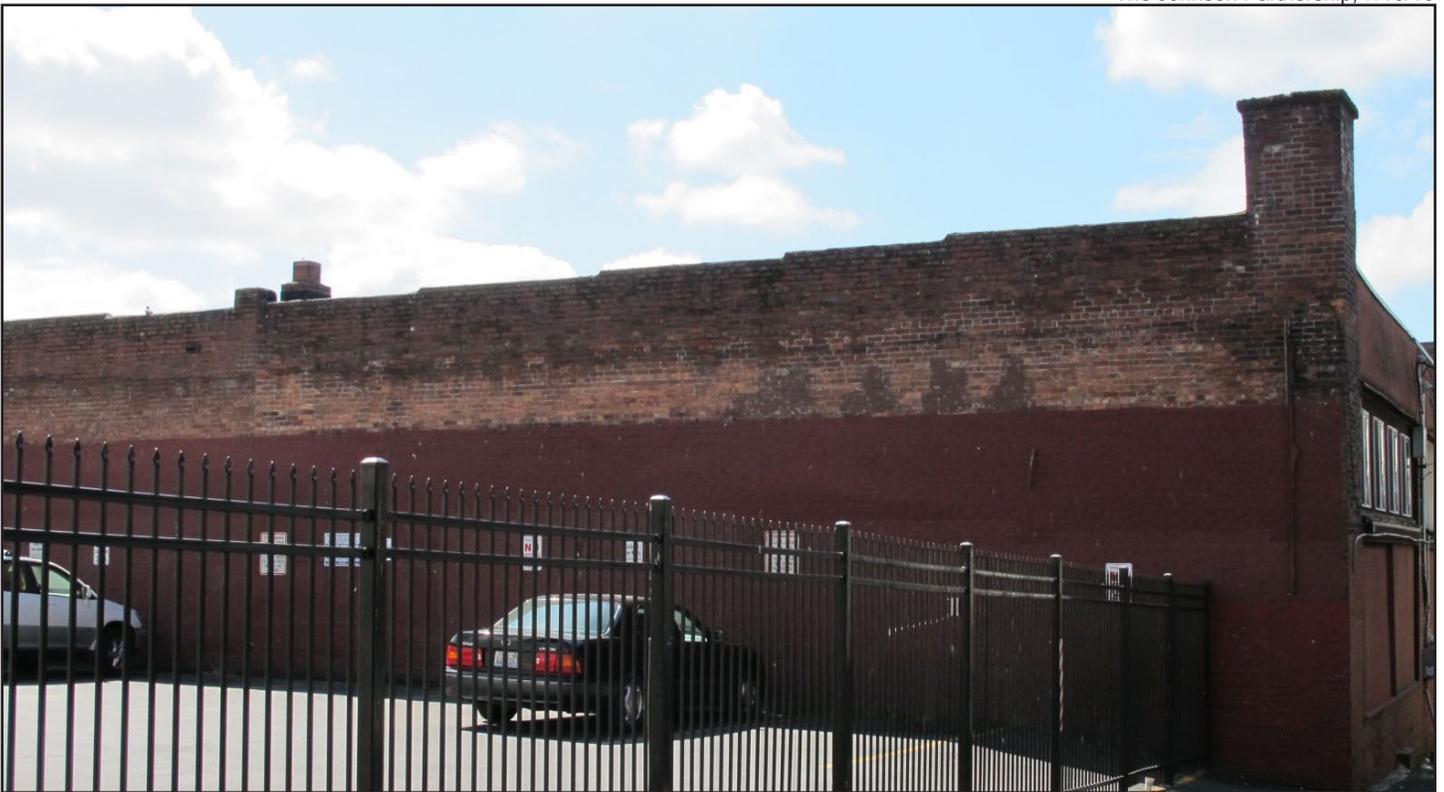


Figure 9 • 1515 Broadway, partial northern façade



Figure 10 • 1515 Broadway, western façade, alley viewing south



Figure 11 • 1515 Broadway, western façade, alley viewing north

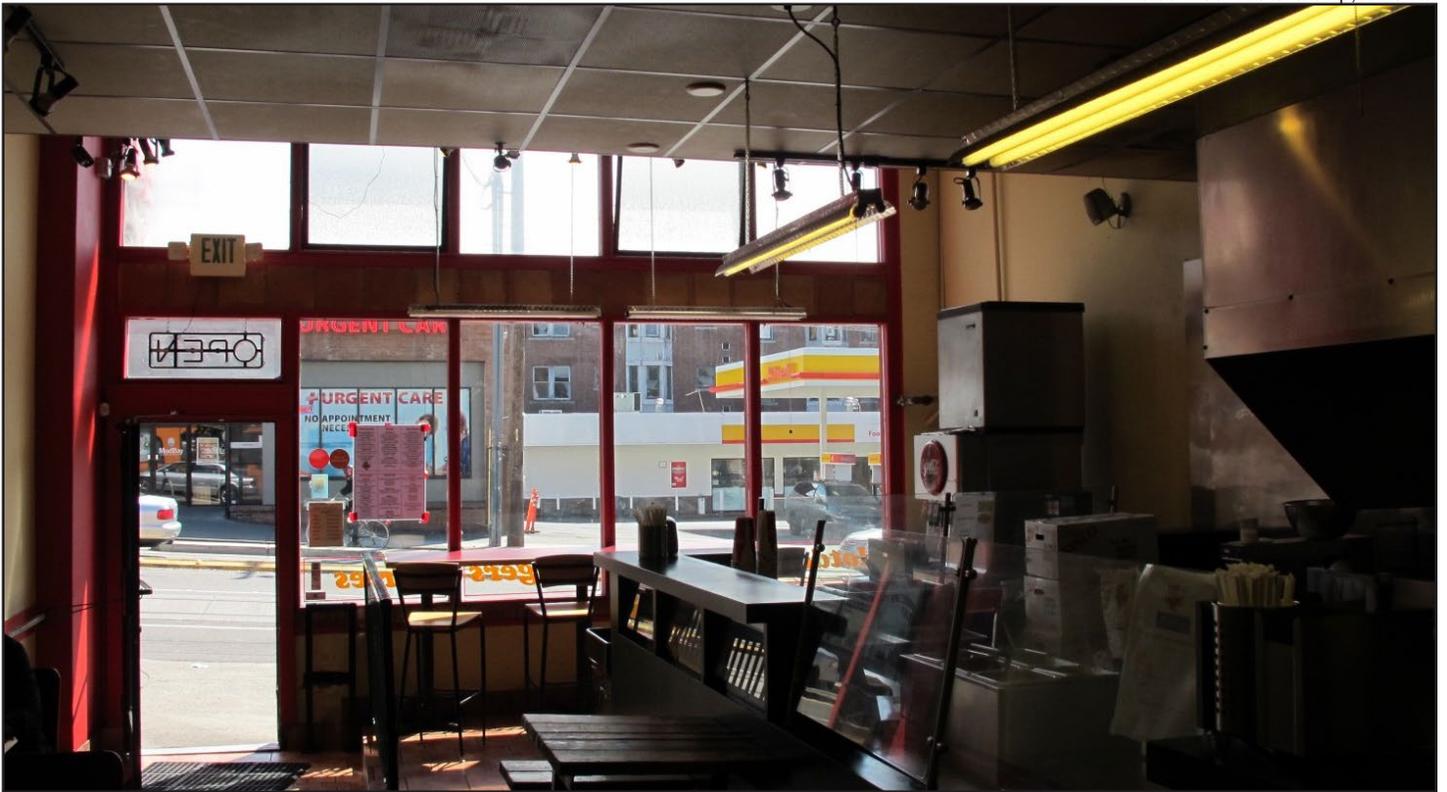


Figure 12 • 1515 Broadway, interior at southern restaurant space

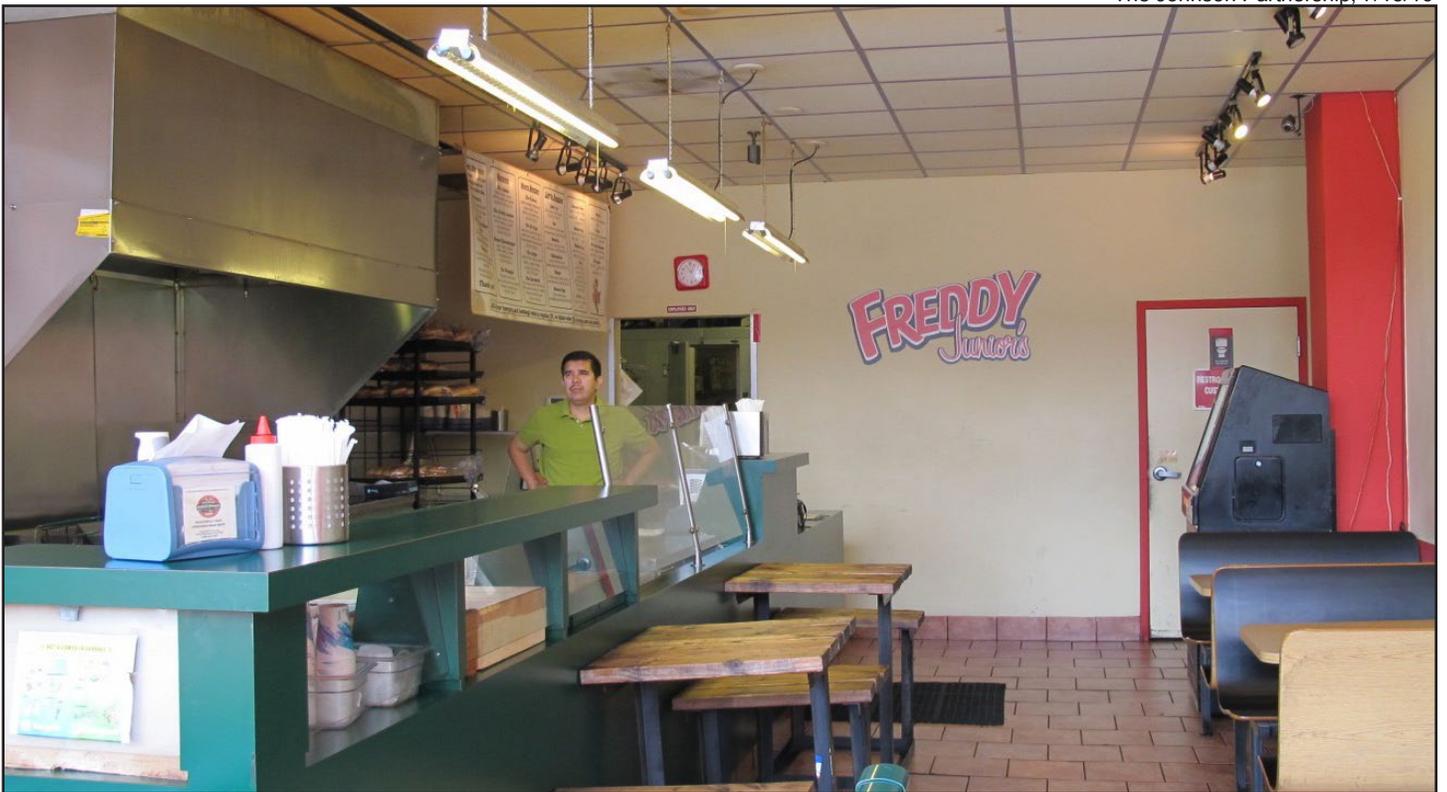


Figure 13 • 1515 Broadway, interior at southern restaurant space



Figure 14 • 1515 Broadway, interior at northern retail/warehouse



Figure 15 • 1515 Broadway, interior at rear warehouse space



Figure 16 • Lincoln Reservoir under construction, September 18, 1899

UW Special Collections, Seattle Photograph Collection, SEA0505



Figure 17 • Pike Street from Broadway, 1911



Figure 18 • Broadway High School, Broadway and E Pine Street, 1908



Figure 19 • Auto row buildings in Capitol Hill, Seattle, 1921



Figure 20 • Eldridge Motors, 1936



Figure 21 • Former Broadway State Bank, Broadway and Pike, 1936 (Louis & Michael Beeze, 1913)



Figure 22 • The Wintonia Hotel, 1431 Minor Avenue (Bebb & Mendel, 1909, City of Seattle Landmark)



Figure 23 • First Covenant Church, 1500 Bellevue Avenue E (John Creutzer, 1910-1911, City of Seattle Landmark)



Figure 24 • Summit School/Northwest School, 1415 Summit Avenue (James Stephen, 1905, City of Seattle Landmark)

unknown, via *Seattle Post-Intelligencer*



Figure 25 • Old Fire Station #25, 1400 Harvard Avenue (Somervell & Cote, 1909, City of Seattle Landmark)



Figure 26 • Kelly-Springfield Motor Truck Company Building, 1525 11th Avenue (Julian Everett, 1917, City of Seattle Landmark)



Figure 27 • White Motor Company Building, 1021 E Pine Street (Julian Everett, 1917-18, City of Seattle Landmark)



Figure 28 • First African Methodist Episcopal Church, 1522 14th Avenue (1912, City of Seattle Landmark)

1907 postcard via Rob Ketcherside, wikimedia commons

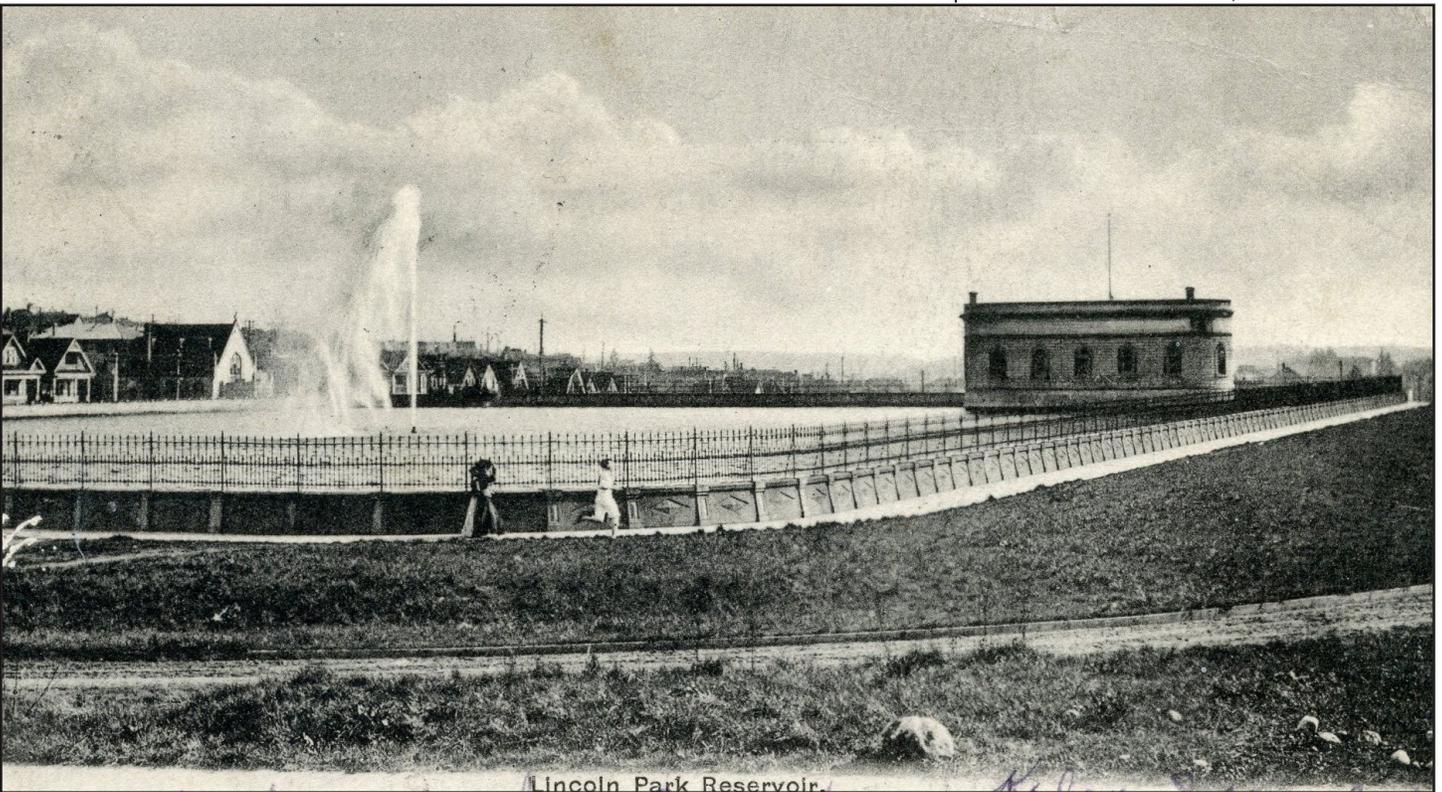


Figure 29 • Lincoln Reservoir, 1000 E Pine Street (R. H. Thompson, 1900, City of Seattle Landmark)



Figure 30 • Stewart Warner service station, 1515 Broadway, 1937



Figure 31 • Capitol Hill Automotive, 1515 Broadway, 1963



Figure 32 • Pacific McKay Building (Harlan Thomas and Clyde Granger, 1925, City of Seattle Landmark)

Google streetview

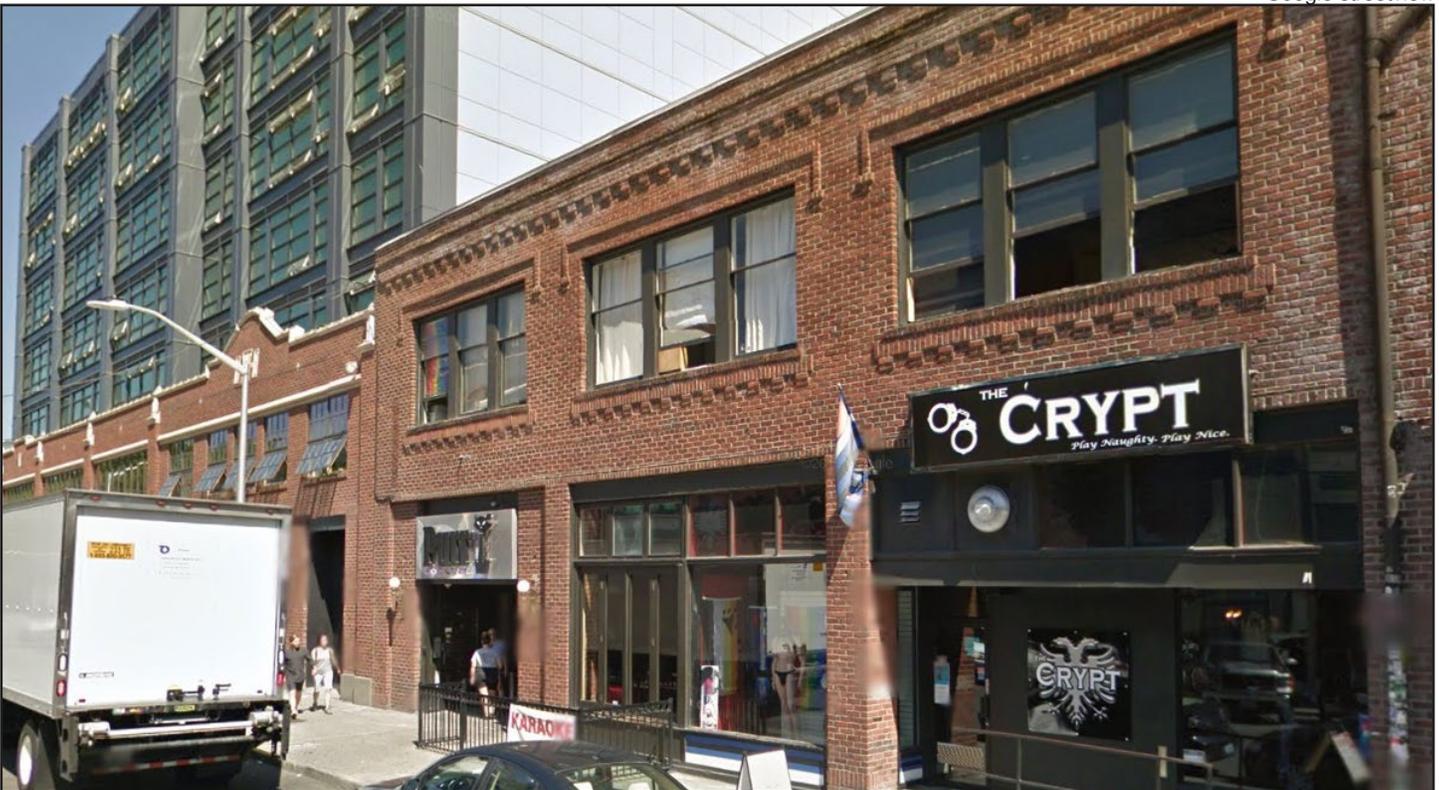


Figure 33 • Former Firestone Tire service building, Eleventh Avenue



Figure 34 • Retail building housing auto-related shops and services, 812 E Pike Street, 1936



Figure 35 • Garage building for George L. Seibert, Westlake (Earl Roberts, 1924)



Figure 36 • Former Donahoe Garage (Charles Haynes, 1916)

University of Washington Special Collections



Figure 37 • The S. L. Savidge Dealership (now the Washington Talking Book & Braille Library, Naramore, Bain, Brady & Johanson, 1948)

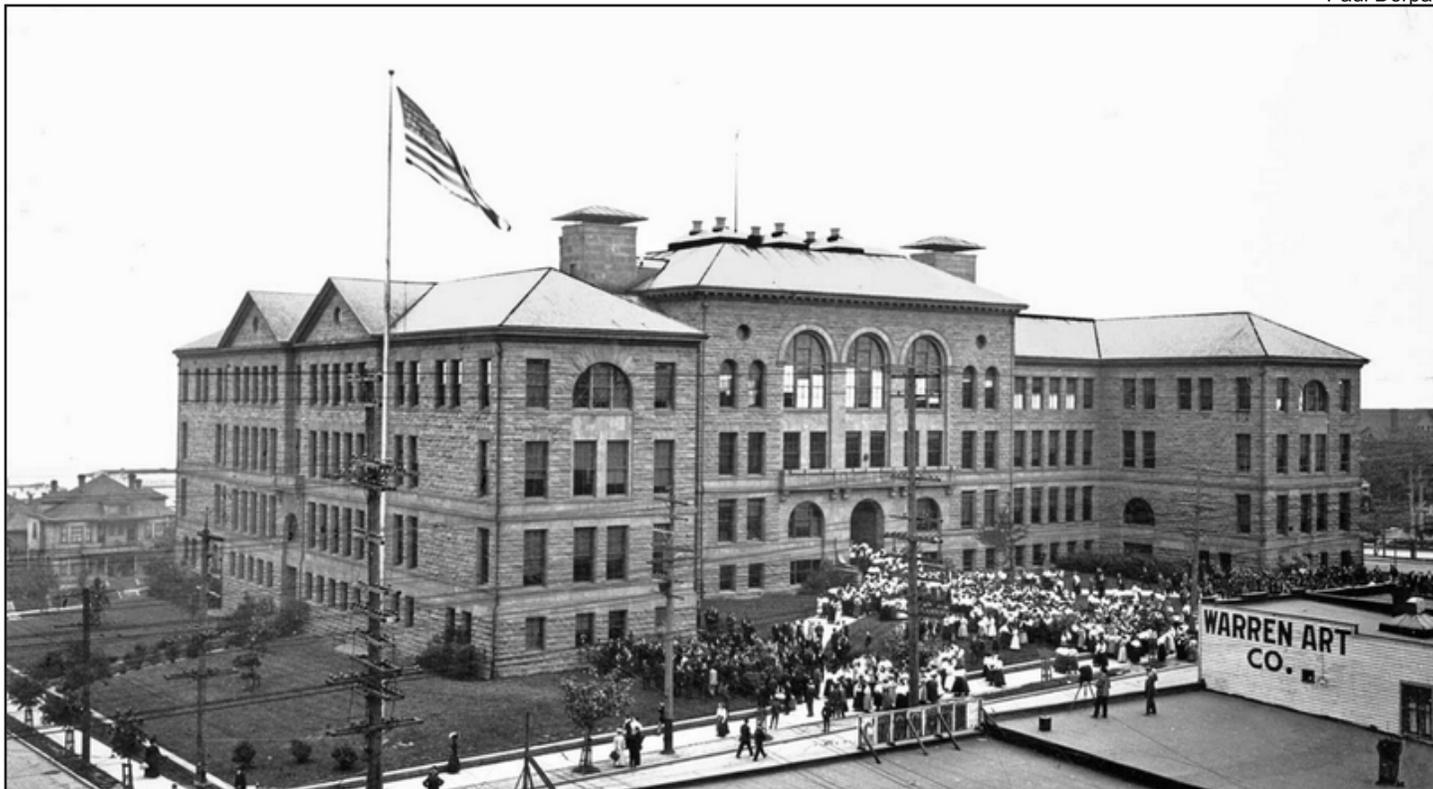


Figure 38 • Former Broadway High School (Boone & Corner, 1902)



Figure 39 • Broadway High School Annex, Edison Technical School (1921, 1930)



Figure 40 • Broadway Edison Building, Seattle Central Central College, 2010 (NBBJ, 1979)

APPENDIX 2

ARCHITECTURAL DRAWINGS