



# **Continental Hotel / Hotel Seattle**

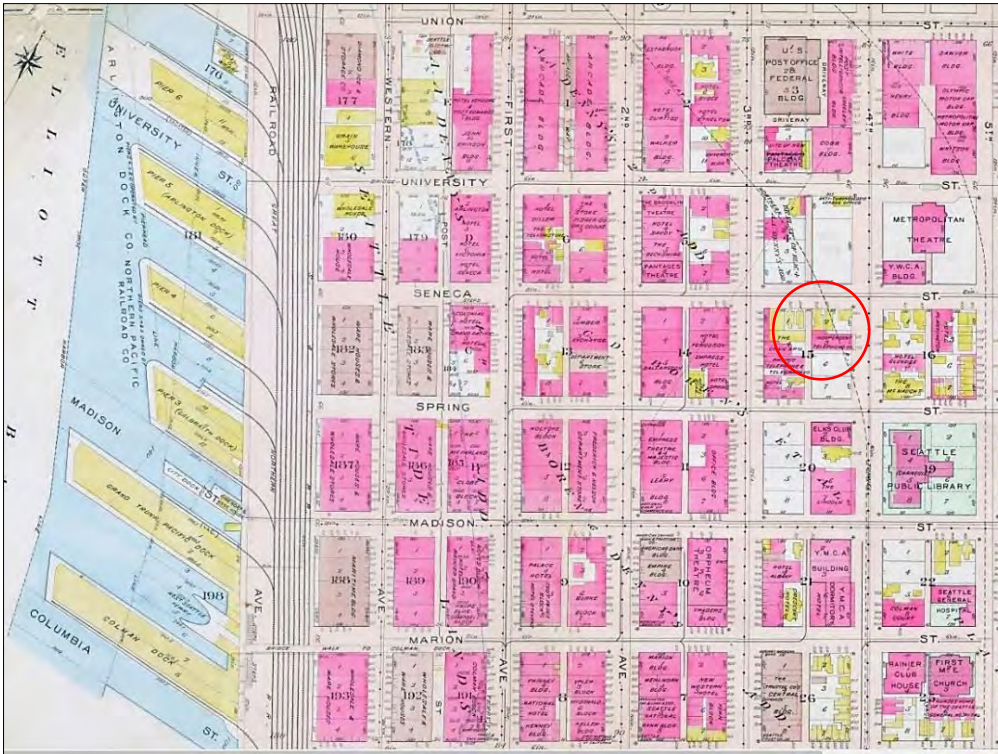
**Seattle Landmark Designation**

**A Presentation to  
The Seattle Landmarks Preservation Board  
March 15, 2023**

**BOLA** Architecture + Planning  
Seattle



## Seattle's Early 20<sup>th</sup> Century Central Business District



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

Above, north on 2<sup>nd</sup> Avenue near Spring Street, 1907.

Left, looking north at 4<sup>th</sup> Avenue Regrades, 1906



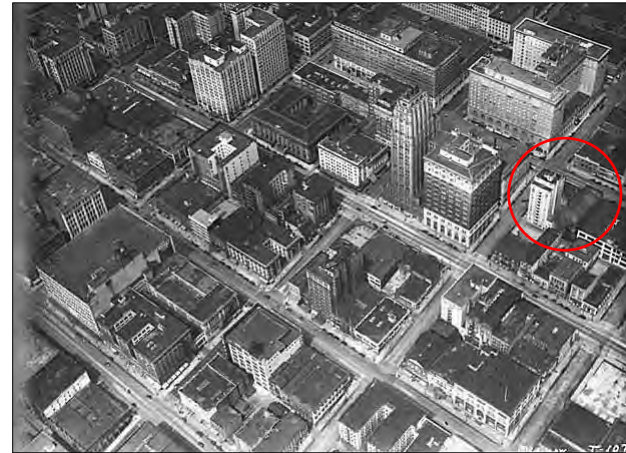


## Density and Growth in the Downtown Business District

Left, north on 3<sup>rd</sup> 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 & Emergence of the 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)**

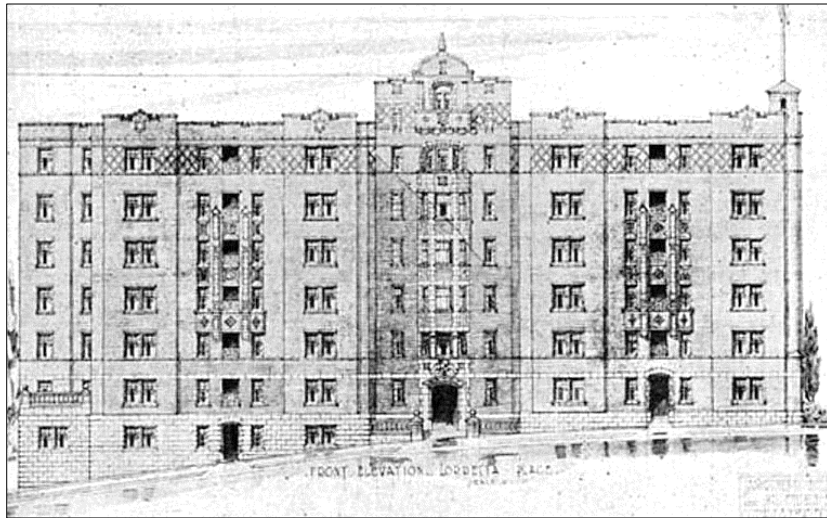


*Georgian Dining Room, Hotel Olympic Seattle*

The Georgian, 1930s





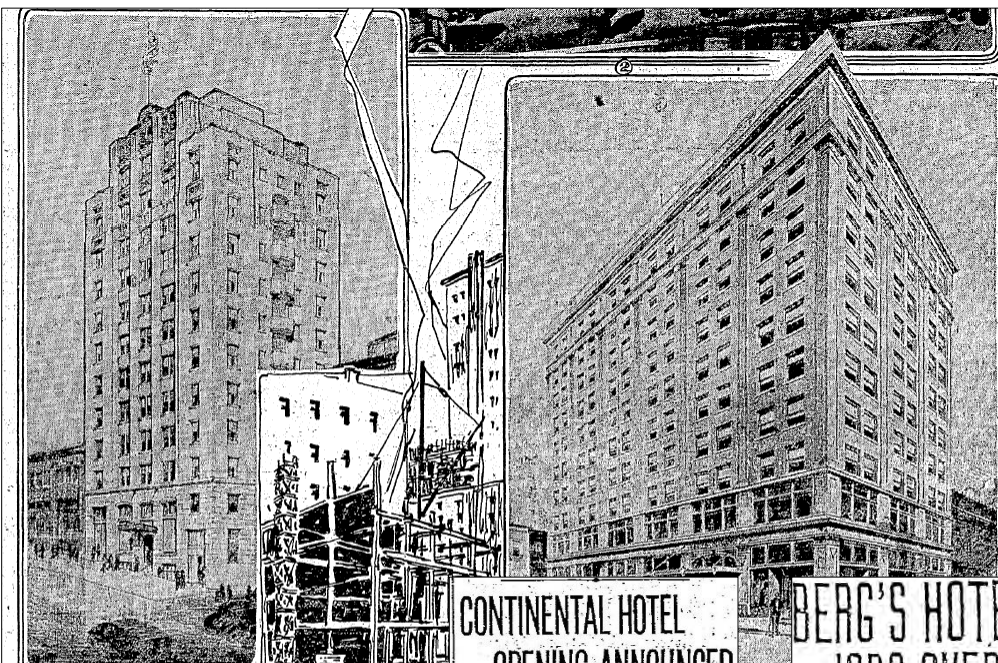


**Stephen Berg, Residential Builder & Hotel Developer / Operator**  
 Biltmore Apartments & Biltmore Annex on Capitol Hill  
 Claremont/Adra Hotel & Bergonian/Mayflower Park Hotel



**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 city?  
**Stephen Berg**  
 3402 Woodland Park Ave.





## CONTINENTAL HOTEL OPENING ANNOUNCED

Seattle's Newest Hostelry and  
Radio Station KFQW Will Be  
Dedicated on December 4.

The new Continental Hotel, now under construction on Seneca Street between Third and Fourth Avenues, was host to its first celebrity recently, when Walter Hagen, world's greatest golfer, drove a golf ball from the roof twelve stories above the street. Teeling up on the microphone of radio station KFQW, whose new home will be in the hotel, Mr. Hagen drove the ball with a parachute attached out over the building, where it soared leisurely into the hands of George Overton on Fourth Avenue. Mr. Overton by reason of his catch was rewarded with a dozen Hagen golf balls and a check for five dollars from KFQW.

The Continental Hotel is to be officially dedicated simultaneously with the opening of KFQW's new studio, on December 4. The building, designed by Stewart & Wheatley architects, is estimated to cost \$300,000 and will possess all the modern features of high class hotels.

This newest of Seattle's hosteries is the third such venture of Stephen Berg, well-known Seattle financier. Mr. Berg already controls The Biltmore and The Claremont apartment hotels. Mr. Berg's enterprise and his faith in Seattle have already brought him large success.

Artistically ornamented and magnificently furnished, the Continental Hotel 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.

## BERG'S HOTEL JOBS OVERLAP

With his twelve-story Continental Hotel on Seneca Street, near Fourth Avenue, almost complete, and to be formally dedicated next Saturday evening, Stephen Berg will begin razing of existing improvements on the southeast corner of Fourth Avenue and Olive Street on Wednesday for a new twelve-story hotel at that point as well.



Stephen Berg 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.

# BERGONIAN HOTEL OPENS

## SEATTLE OBTAINS LARGE STRUCTURE TO HOUSE GUESTS

Stephen Berg, Prominent  
Builder, Adds Another  
Valuable Contribution to  
Progress of Queen City.

With the opening of the new Bergonian Hotel, Seattle obtains a large structure to house guests. The hotel, located on the southeast corner of Fourth Avenue and Olive Street, is a twelve-story building, and is the largest hotel ever built in Seattle. It is estimated to cost \$300,000 and will provide ninety-eight rooms, with a cafe in the basement.

The hotel is a masterpiece of modern architecture, and is a credit to the city of Seattle. It is a landmark building, and will be a source of pride to the city.

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## 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 echo-killing type of plaster.

Last night's broadcast was...

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

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





## Architect B. Dudley Stuart of Stuart & Wheatly

Designer Berg's Apartments on Capitol Hill and in the University District, and the downtown Claremont, Bergonian and Continental Hotels

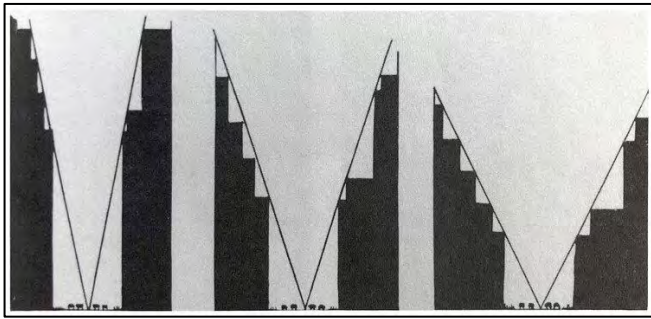


## Stuart & Wheatly

### Select Projects from 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)





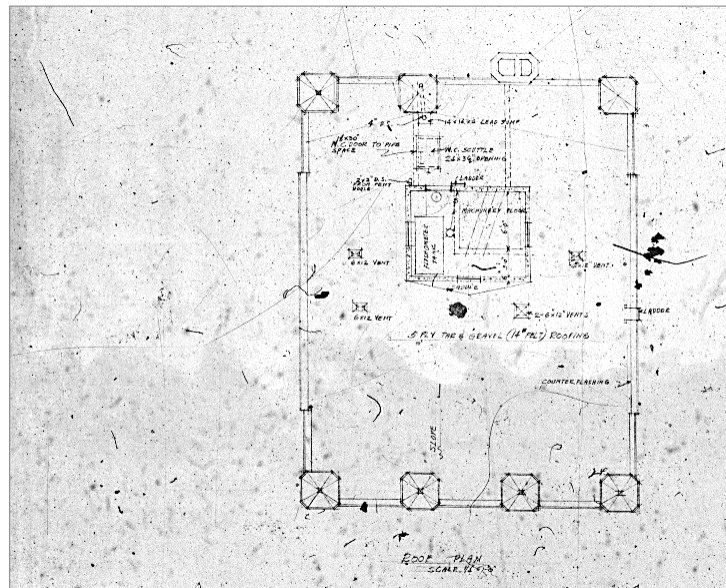
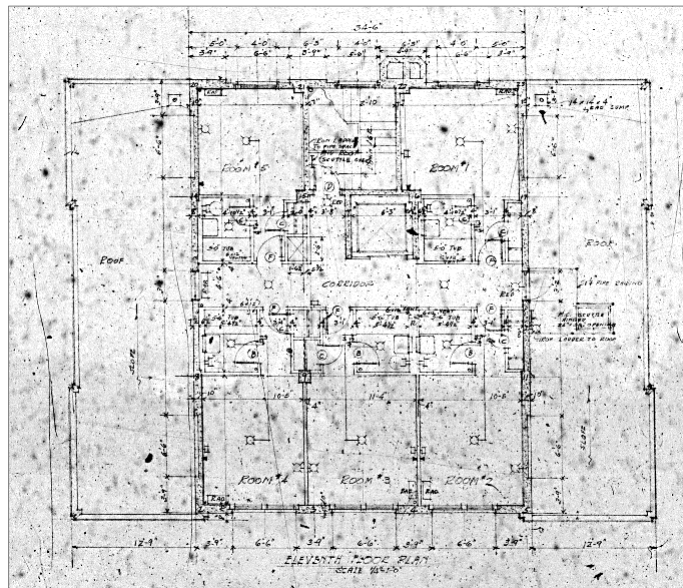
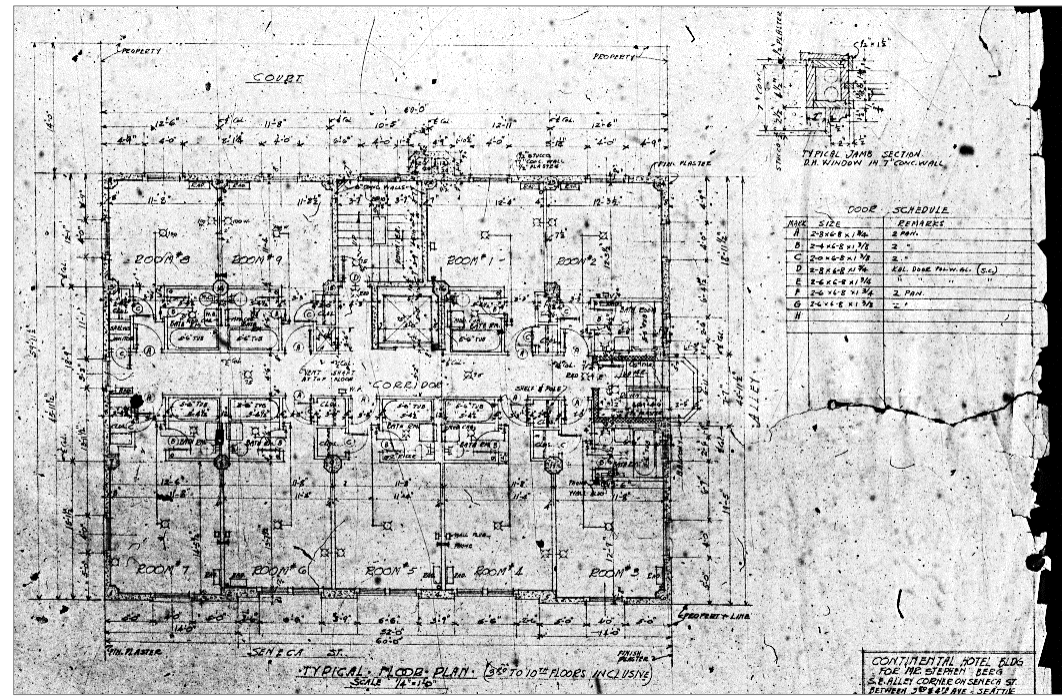
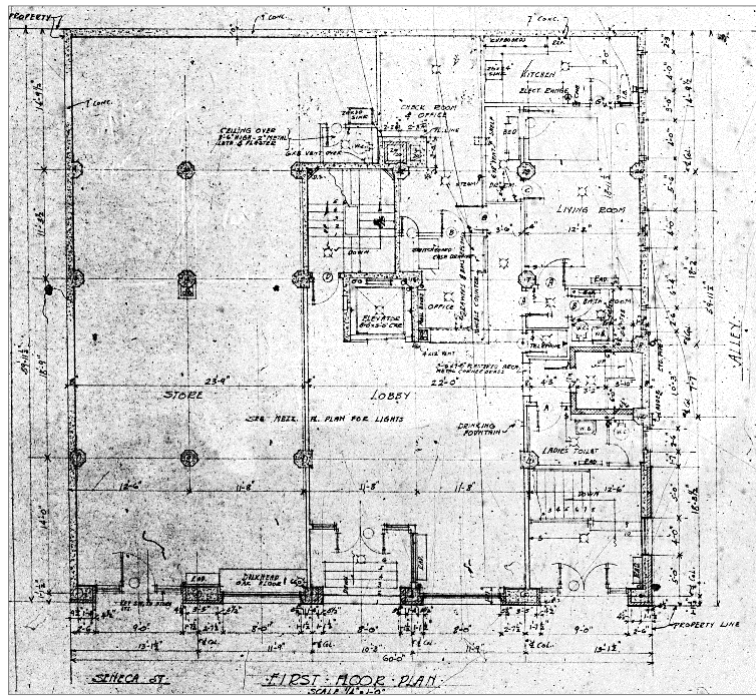
A New Eclectic Art Deco Style with Stepped Massing





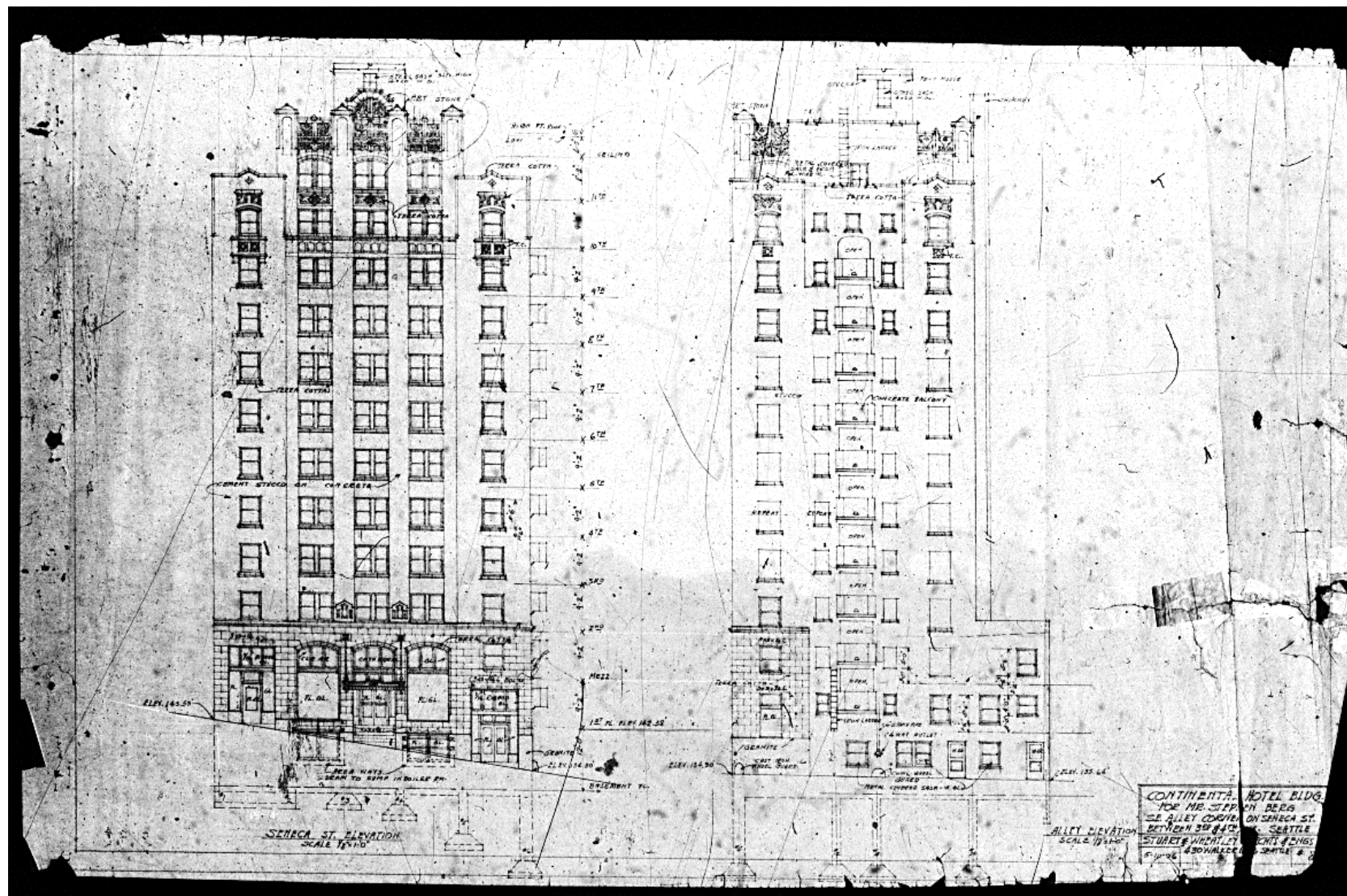






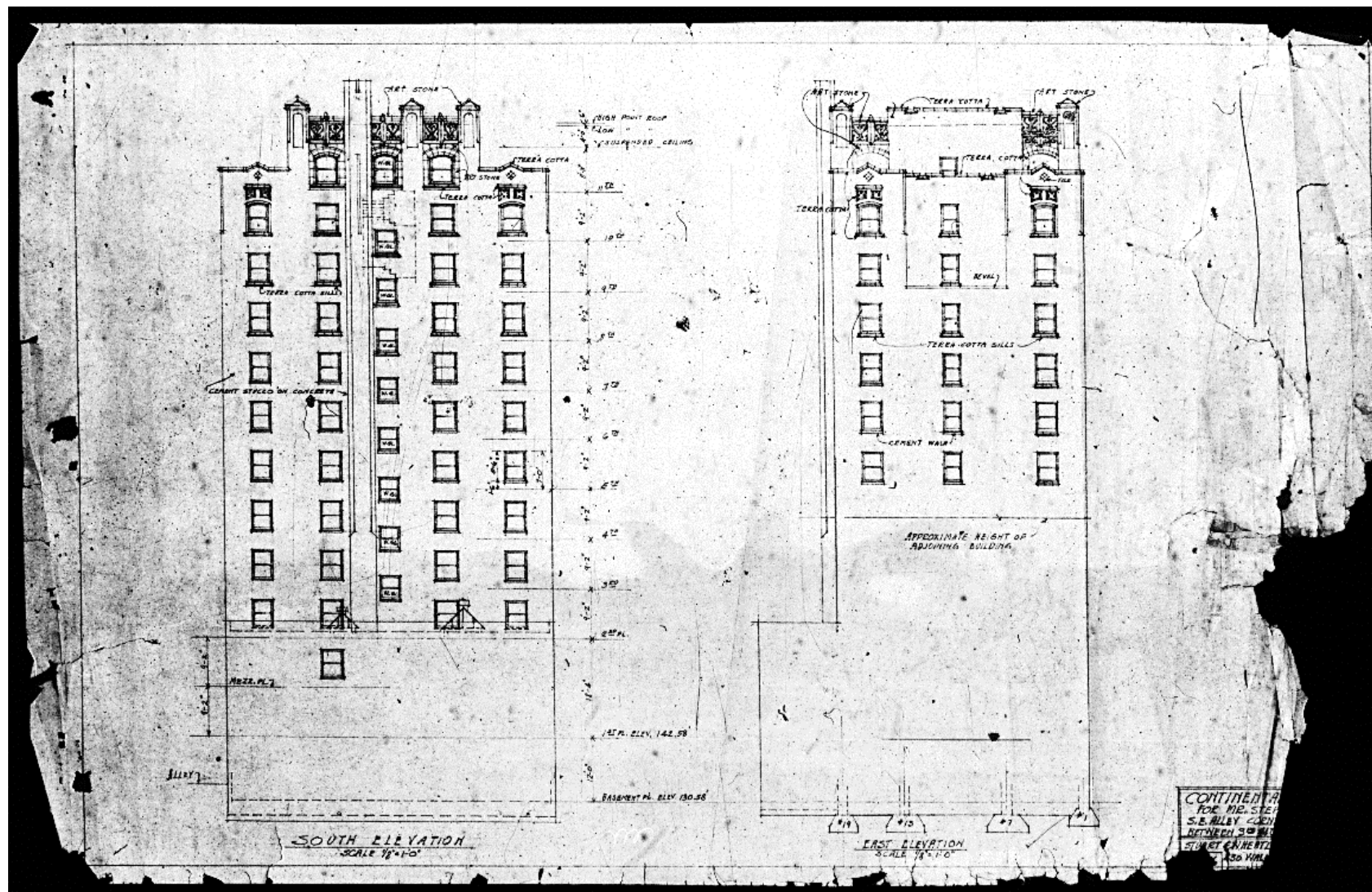
Original 1926 Plans: 1<sup>st</sup> Floor, Typical Upper Floor, 11<sup>th</sup> Floor & Roof (North is down)





Original 1926 North & West Elevations





Original 1926 South & East Elevations







SECTION	TWP.	N. RANGE	EWM: BLOCK 15	TRACT OR LOT NO. 8
DESCRIPTION				
Wly 1/2				
3 ADDRESS-PROPERTY 315-19 Seneca St.				
4 FEE OWNER Frederick T. Fischer				
5 ARCHITECT				
CONTRACTOR				
ORIG. COST	JASMENT Full			
6 BUILDING	80 x 50 Concrete			
Hotel	Plate glass			
11 Stories	Concrete floor 50%			
10 Rooms	50% Plastered			
Basement 1-2 room	Terracotta Bulk h.			
apartment 20 single	EXTERIOR			
Class A.	Brick beam cone.			
INTERIOR Sound proof	Terra cotta to 2nd			
Post & beam	Floor = Trim			
Concrete & steel (trim	Window sills to 2nd			
Part. usual to type wood	Flr ornamental &			
	From 10th flr. to			
	Pent house			
FLOORS	Roof			
60-cent	Ter & gravel			
FIRE PLACE	None			
PLUMBING	200 Fixtures Good			
84 Tubs-leg 87 Toilets 86				
Basins 1 Sink 1 urinal				
1 Drinking fountain				
Tile Work				
Dual to type				
WIRING				
Conduit				
HEATING				
Steam 2 Oil burners				
also summer heater				
ELEVATORS	Make unknown			
Pass, 8 landings manual				
LOBBY				
Usual type				
Ceiling-Hitch	Basement 12'3"			
1st to 10th floor 9'2"				
11th floor 8'4"				
OWNER OR CONTRACT PURCHASER				
REMARKS				
P-527642-18 1000-579-6				
MANUAL TO AUTOMATIC FL				



## Depression Era Business Transitions

### HOTEL EARL, \$200,000 PROPERTY,

ACQUIRED FROM  
MACKAY ESTATE

MAJOR DEAL OF WEEK

CLOUTIER HEADS  
JOHN DAVIS & CO.

MANY RESIDE



Officers were elected and plans for the annual stockholders' meeting of John Davis & Co. were discussed early this morning at the Hotel Earl, 315 Seneca St. The following officers were elected: Board: Cloutier, president; Mr. V. Demmer, vice president; John V. Wells, secretary; J. E. Norton, treasurer.

Mr. Cloutier, for many years a stockholder in John Davis & Co. formerly was associated with Grant Smith & Co., real estate, general contractors. Mr. Demmer and Mr. Norton, for many years associated with John Davis & Co. as vice-presidents in real estate circles. Mr. Wells, formerly in the position of secretary, is also secretary and treasurer of the Hotel Earl. The Hotel Earl, 315 Seneca St., is a twelve-story building of reinforced concrete construction, and is thoroughly modern throughout.

By H. W. MARSHALL  
Real Estate Editor

In one of the most substantial business property transactions to be made public within recent months, announcement was made yesterday of the sale of the Hotel Earl, 315 Seneca St., to an unnamed Seattle investor.

Word of the sale came from Arthur E. Barr, manager of the real estate department of Henry Frostberg, Inc. The sale was made for the estate of William Mackay, represented in the deal by J. L. Lamborn of the real estate firm of Lamborn, Hill & Co., with J. H. Fleming of the Brinkley staff acting as the broker.

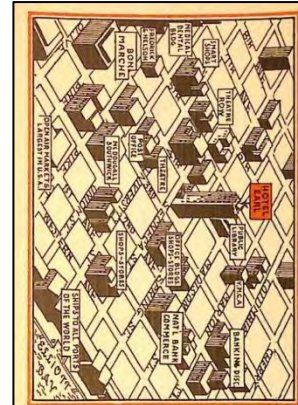
While the sale price was not announced, it is known that the hotel, regarded as one of the city's most modern and comfortable, was built in 1927 at a cost in excess of \$200,000. It is a twelve-story building of reinforced concrete construction, and is thoroughly modern throughout.

The property is under lease to Earl Hunsford, well known Seattle operator, and it is not contemplated the transfer of ownership will involve any change of management or policy.

As part of the transaction the Mackay estate acquired the Grant Hotel, a five-story structure at 1108 Fourth Ave.

The Earl was purchased entirely as an investment, according to comments by Brinkley executives. "It is an excellent instance of a shrewd local investor, thoroughly familiar with property conditions, making a wise purchase."

The Hotel Earl, twelve-story reinforced concrete and steel structure at 315 Seneca St., was purchased last week by an unnamed investor. It was built in 1927 at a cost exceeding \$200,000.



# SEATTLE

## HOTEL EARL

From the Cornerstone of the Ruby Building  
FOR RESEARCH USE ONLY

RATES AS LOW AS--  
\$15.00 SINGLE \$2.00 DOUBLE

ALL OUTSIDE ROOMS WITH BATH

Earl Hunsford  
MANAGING DIRECTOR  
SENECA AT FOURTH

Seattle, closest large American seaport to Alaska, Japan and 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 34 square miles. Forty-eight piers embrace more than 2,000 acres. The boulevard system following lakeshore and hillcrest is more than 10 miles long.

The Pacific Ocean rolls in over no more smoothly sanded beaches nor lusher more picturesque rugged, rock cliffs than the western coast of Washington. Rainier National Park, Mount Baker National Forest, Snoqualmie Falls, Cascades and Olympics, Olympic Peninsula, and San Juan Islands are but a few of the delightful wonder spots offered the tourist on visiting Seattle. Nowhere are the trees more green nor majestically taller. Nowhere are the mountain streams, salt waters and lakes more abundant with fish. Nowhere in the West is there a more desirable vacation wonderland than Seattle.

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### LOCATION

Here in Seattle's far 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 hotel comfort. When you come to Seattle, come to the HOTEL EARL . . . you will be delighted. The hotel commands an excellent view of the downtown district; snow-capped Mount Rainier; the Olympic Mountains and Elliott Bay, Seattle's port to all corners of the world, Seneca Street at Fourth Avenue, highway 99, the HOTEL EARL is in the metropolitan circle of leading theatres, department stores, smart shops, financial and business districts.

### THE LOBBY

First entering the Lobby, the potential resident at the HOTEL EARL is agreeably impressed by the atmosphere of conservative charm. Deep-cushioned arm-chairs; roomy lounges and subdued lights combine a spirit of restful quiet. The Lobby presents a highly desirable place to meet one's friends; to sit and gossip; to read or to while away the time in pleasant meditation. For your convenience an excellent Coffee Shop and Barber Shop are located off the main Lobby.



## HOTEL EARL



The accompanying views depict the restful Lobby, delightfully appointed rooms and majestic, towering exterior of the HOTEL EARL. For positive assurance of complete comfort amid home-like atmosphere your problem of hotel selection is solved at the EARL.

### ROOMS

Exacting as you may be in your demands there is a room at the HOTEL EARL that will meet your every requirements. Richly appointed all rooms are outside assuring you the maximum of natural light and air coupled with an excellent view. Equally desirable there is an abundance of hot water no matter the time of day or night.

### PERSONNEL

You will find service at the HOTEL EARL not merely a gesture. It is given in infinite detail, but not obtrusively. There is no outward display of it. Members of a highly trained staff attend you the moment you enter the hotel making you feel immediately at home. It is a personal touch and is expressive of the HOTEL EARL atmosphere.

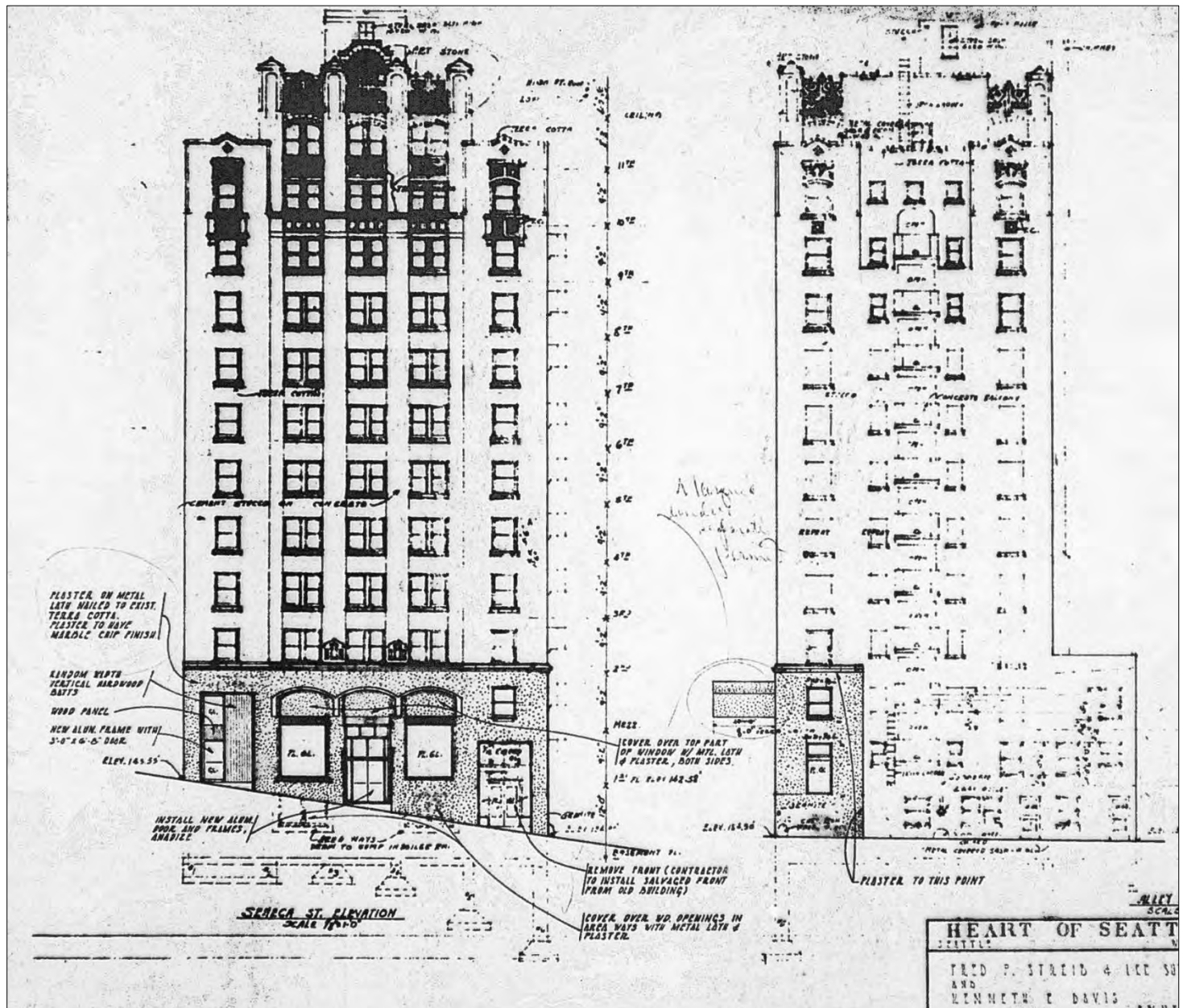
### INFORMATION

For the convenience of out-of-town visitors a complete information bureau is maintained at the desk. Unfamiliar with the city, correct information on points of interest and how to reach them will be given you on request.

ALL OUTSIDE ROOMS WITH BATH, Rates as LOW as  
**\$1.50** SINGLE (Free Garage) **\$2.00** DOUBLE



"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."



Elevations, 1962



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



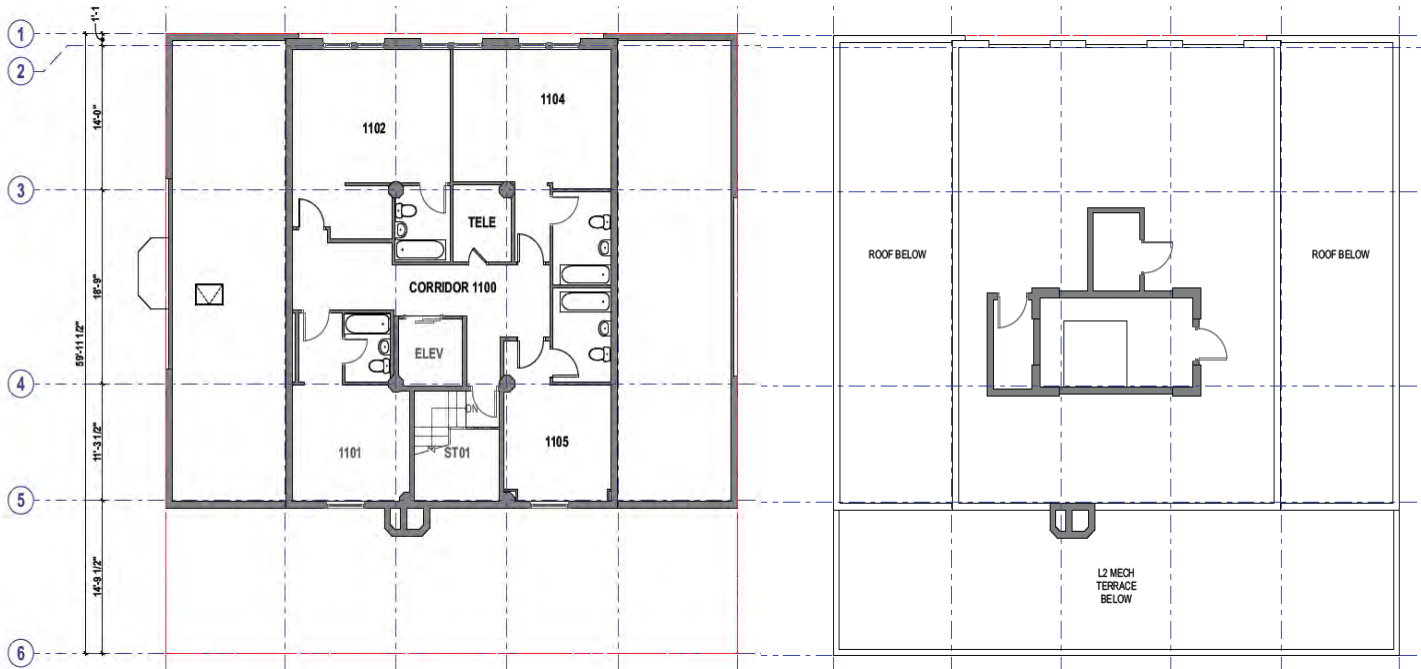
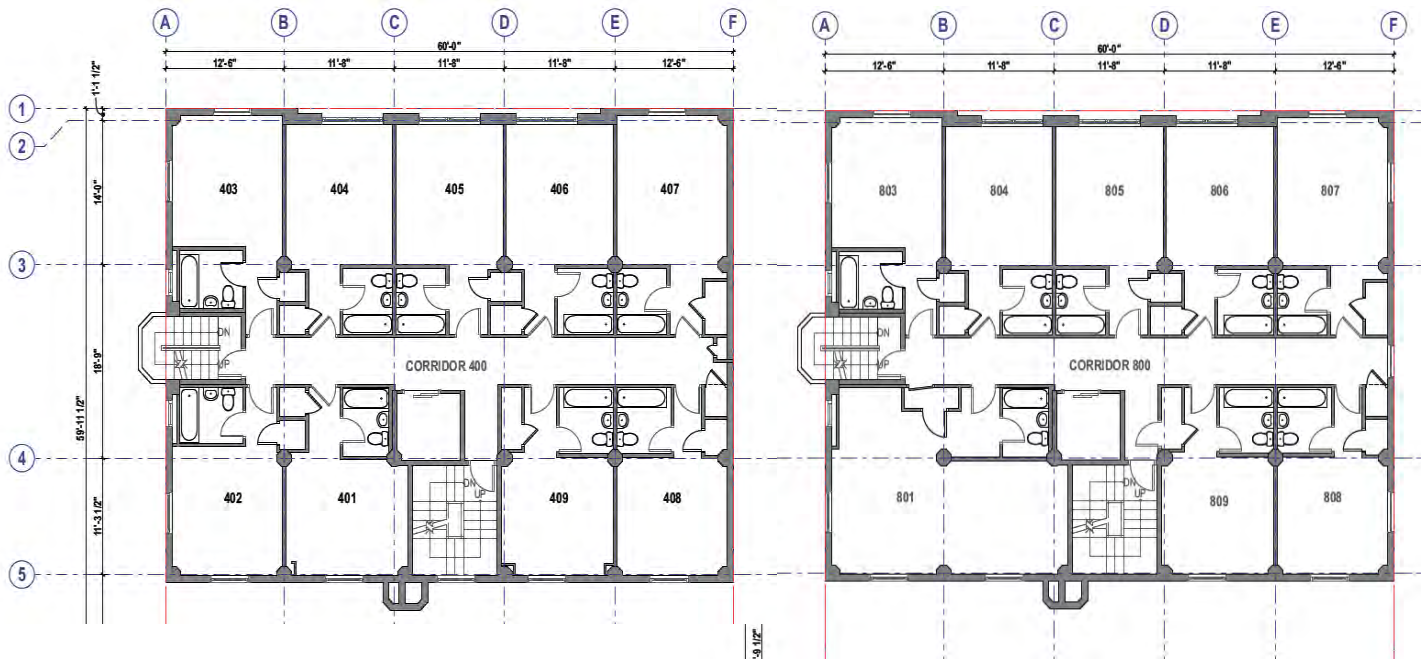
**Current  
Record Drawings**

**Basement &  
1st Floor Plans**

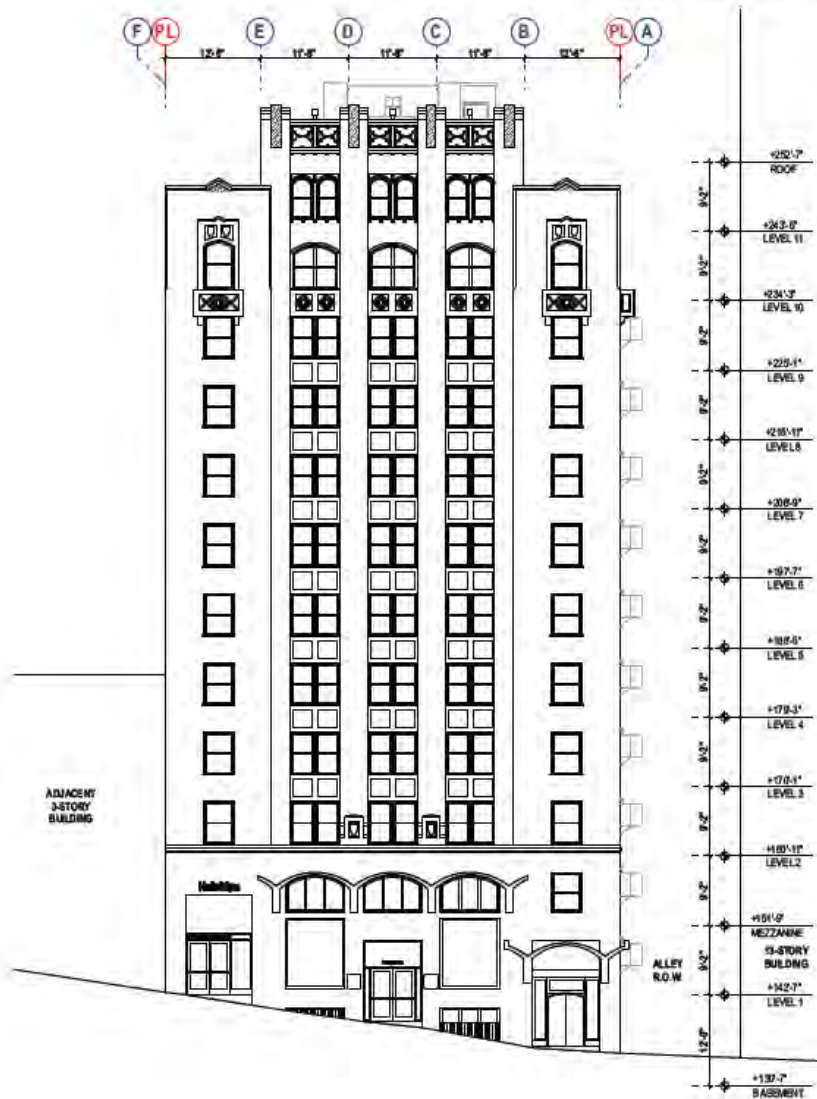
**Mezzanine  
& 2<sup>nd</sup> Floor Plans**





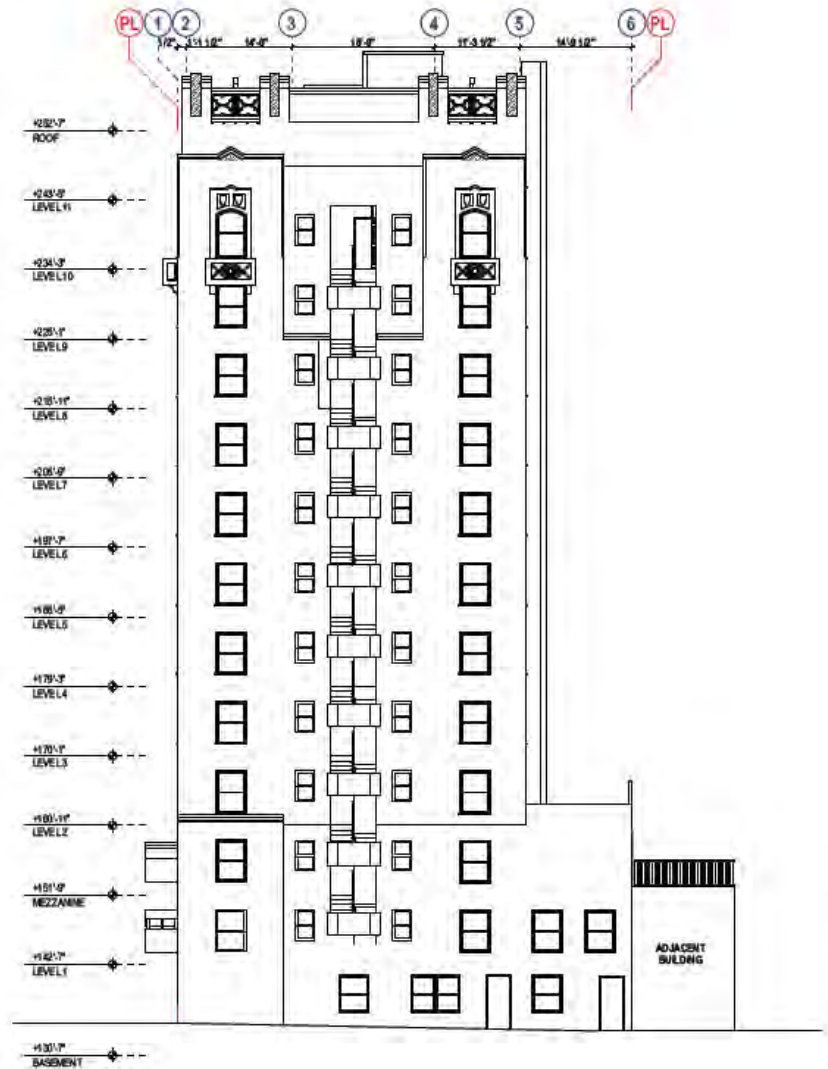


# NORTH-ELEVATION



1  
10 ELEVATION - NORTH  
SCALE 3/32" = 1'-0"

# WEST-ELEVATION



1  
12 ELEVATION - WEST  
SCALE 3/32" = 1'-0"





**Current Photos:  
The Surroundings**



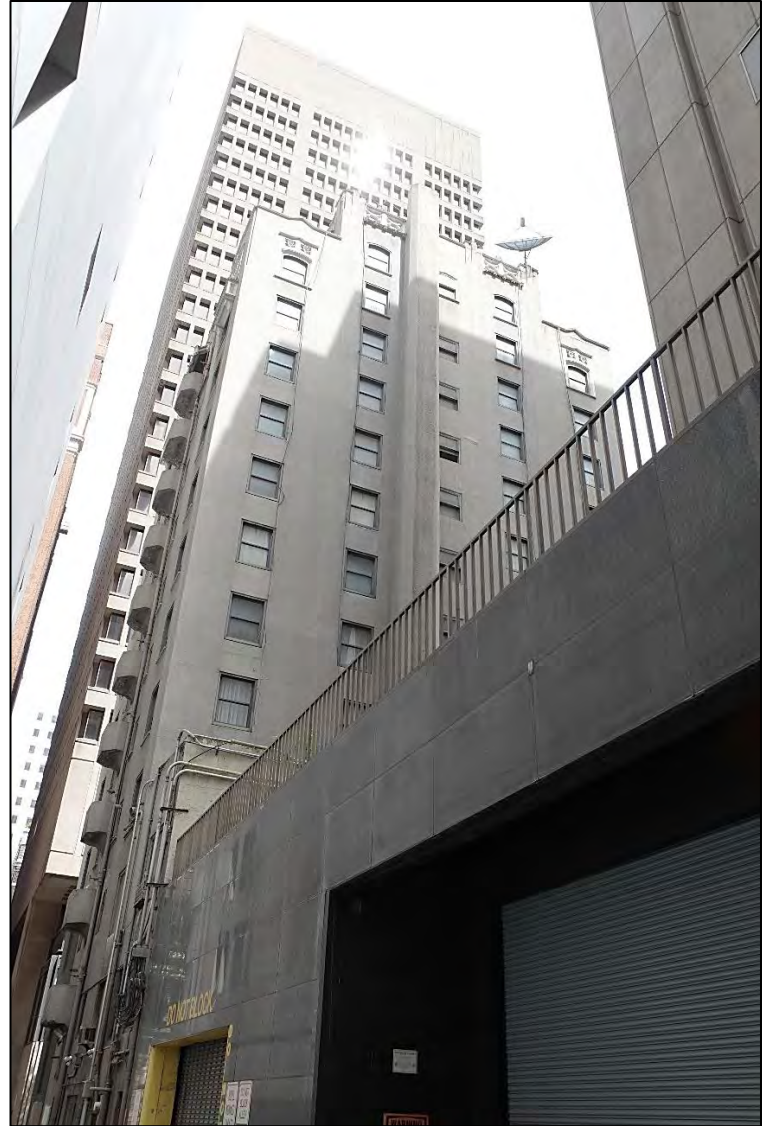




Current Photos: The Exterior



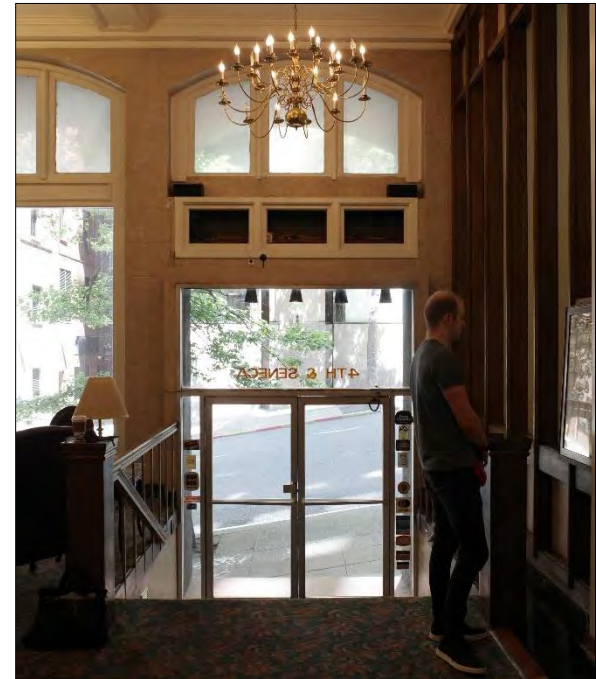






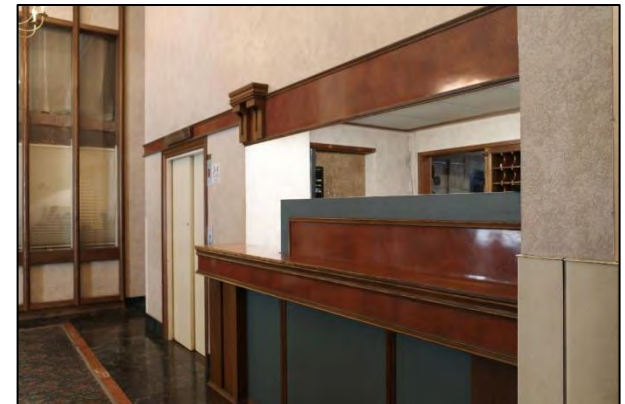
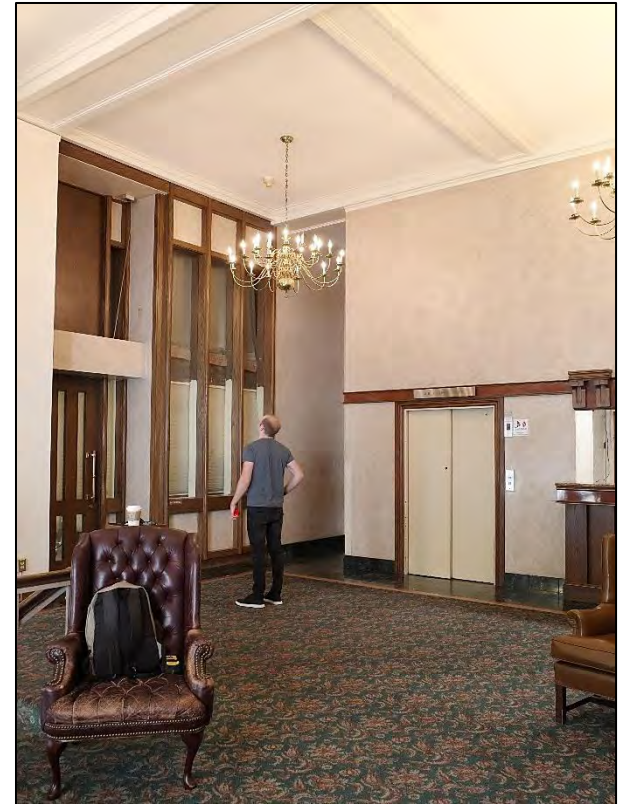








## Current Photos: The Interior















**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." A landmark property meet one or more of six designation criteria:

**Criterion A.** *It is the location of, or is associated in a significant way with, an historic event with a significant effect upon the community, City, state, or nation.*

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

**Criterion C.** *It is associated in a significant way with a significant aspect of the cultural, political, or economic heritage of the community, City, state, or nation.*

**Criterion D.** *It embodies the distinctive visible characteristics of an architectural style, or period, or of a method of construction*

**Criterion E.** *It is an outstanding work of a designer or builder.*

**Criterion F.** *Because of its prominence of spatial location, contrasts of siting, age, or scale, it is an easily identifiable visual feature of its neighborhood or the City and contributes to the distinctive quality or identity of such neighborhood or the City.*