

# **Pink Elephant** **Proposed Design and Location**

Certificate of Approval  
7.26.2022

**Cushing  
Terrell®**



THE START

IN 1951 THE FIRST FULLY AUTOMATIC CAR WAS OPENED IN WASHINGTON STATE ON 4TH AVENUE AND LANDER STREET BY DEAN, ARCHIE, AND ELDON ANDERSON. "ELEPHANT CAR WASH" WAS A FIRST OF ITS KIND AND HOME BASED RIGHT HERE IN SEATTLE WHEN DEAN AND ELDON INVENTED THE HANDS FREE SYSTEM OF ROTATING PLASTIC BRISTLES THAT MADE A RELIABLE AND SAFE CLEANING PROCESS.

THE ICON

IN 1956 AFTER THE SUCCESS OF THE 4TH AVENUE AND LANDER STREET LOCATION, THE ANDERSON BROTHERS EXPANDED AND OPENED A NEW SPOT ON BATTERY STREET AND DENNY WAY IN DOWNTOWN SEATTLE. THE POPULARITY OF THIS LOCATION GREW AND ALONG WITH IT THE ICONIC STATUS OF THE ROTATING ELEPHANT SIGN. RIDING THE WAVES OF THIS SUCCESS, THE BOTHERS OPENED A THIRD LOCATION IN TACOMA IN 1963.

PASSING THE TORCH

IN 1982 THE ANDERSON BROTHERS SOLD THE THREE ELEPHANT CAR WASH LOCATIONS AND NAME TO BOB HANEY. BOB TRANSITIONED FROM THE PLASTIC BRISTLES TO A MORE HIGH-POWERED WATER WASH AND A CLOTH WRAPS. HE THEN WENT TO OPEN EIGHT MORE LOCATIONS THROUGHOUT THE PUGET SOUND.





PINK ELEPHANT

THE PINK ELEPHANT IS A REFURBISHED SCULPTURAL MONUMENT CELEBRATING THE ORIGINAL SIGN SITED AT THE INTERSECTION OF DENNY WAY AND DEXTER AVENUE IN PROXIMITY TO HIGHWAY 99. IT COMBINES AN ORIGINAL SIGN SHELL WITH NEW GLASS, ELECTRICAL COMPONENTS, INTERNAL STRUCTURE, AND HARDWARE WHILE INCORPORATING A DECORATIVE BASE REMINISCENT OF THE FIRST PINK ELEPHANT CAR WASH SIGN DESIGNED BY ARTIST BEATRICE HAVERFIELD.

THE SIGNAGE FOR THE PINK ELEPHANT CAR WASH CONSISTED OF NEON AND ARGON FILLED GLASS TUBING, PHOSPHORUS POWDER, GLASS, ALUMINUM, COPPER, PAINTED ENAMEL OVER SHEET METAL, SEVEN ELECTROMAGNETIC TRANSFORMERS, ANIMATOR, GTO-15 WIRING, CARBON STEEL, STAINLESS STEEL, AND MISC HARDWARE. MEASURING 122" X 24" X 110", MADE IN SEATTLE WA, 1956.

RESTORATION IS BEING DONE BY SEATTLE BASED LOCAL EXPERTS AT WESTERN NEON.

ARTIST: BEATRICE HAVERFIELD “QUEEN OF NEON”

BEATRICE HAVERFIELD (1913-1996) WAS AN UNPARALLELED ARTIST, DESIGNER, AND VISIONARY WHO TRANSFORMED THE SEATTLE URBAN LANDSCAPE. WHILE HER IMPACT CAN BE MARKED AND REMEMBERED, HER LEGACY IS IMMEASURABLE. BEATRICE WAS CREATIVE FROM AN EARLY AGE AND HONED HER ARTISTIC TALENTS WHILE SOAKING UP THE RAPIDLY CHANGING SEATTLE SKYLINE. FROM HER FIRST COMPANY WITH HIGH SCHOOL SWEETHEART ELDEN FISLER TO HER TIME WITH BURGEONING COMPANY CAMPBELL NEON, BEATRICE WAS A UNIQUE AND INSTRUMENTAL FORCE.

IN HER TIME, BEATRICE CREATED THE FAMOUS “IVAR’S” SIGN ON PIER 54, THE FUTURIST LOOK OF BLUE-COLLAR MAINSTAY “CHUBBY & TUBBY’S”. AS WELL AS “THE DOG HOUSE”, “DICK’S DRIVE-IN”, AND LATER IN HER CAREER THE MULTI-COLORED, SHOW-STOPPING LANDMARK SIGN FOR CINERAMA MOVIE THEATER. IN 1956, BEATRICE WAS COMMISSIONED TO DESIGN A SIGN FOR ONE OF THE COUNTRY’S FIRST SEMI-AUTOMATED CAR WASH, “THE PINK ELEPHANT.”

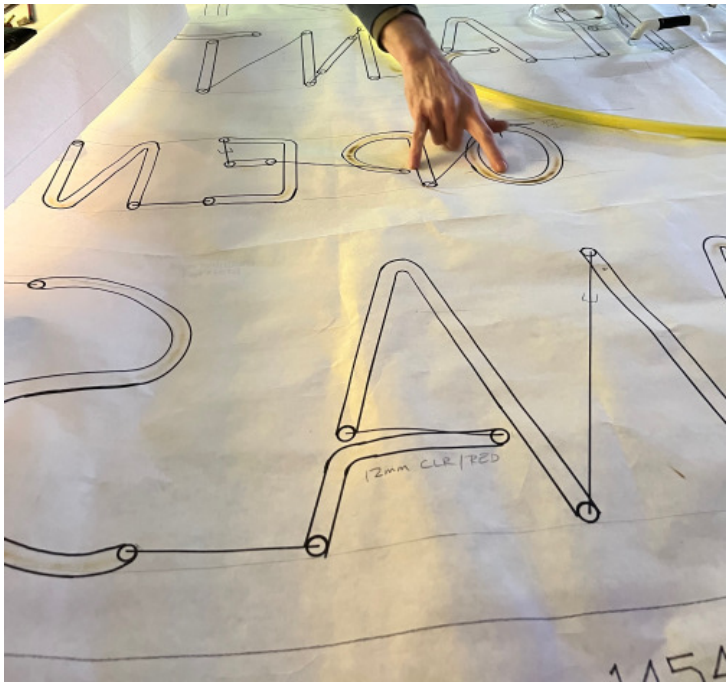


PORTRAIT OF BEATRICE HAVERFIELD AS A YOUNG WOMAN



AN ORIGINAL SKETCH OF THE ELEPHANT CAR WASH SIGN (PHOTO AND SKETCH COURTESY KATHLEEN WOLFF)







LOCATION

2205 7TH AVE  
SEATTLE, WA 98121  
(SW CORNER PLANTER)

- PLACED IN A PLANTING BED AT THE CORNER OF SEVENTH AVENUE AND BLANCHARD STREET, WITH VIEW OPPORTUNITIES FROM MULTIPLE ANGLES AS WELL AS DIRECT LINE-OF-SIGHT TO THE ORIGINAL LOCATION AT DENNY WAY.

- COORDINATES: 47.61677, -122.34006

- SIGN DIMENSIONS:  
10'-2" WIDE  
18'-7 5/8" TALL  
10" DEEP

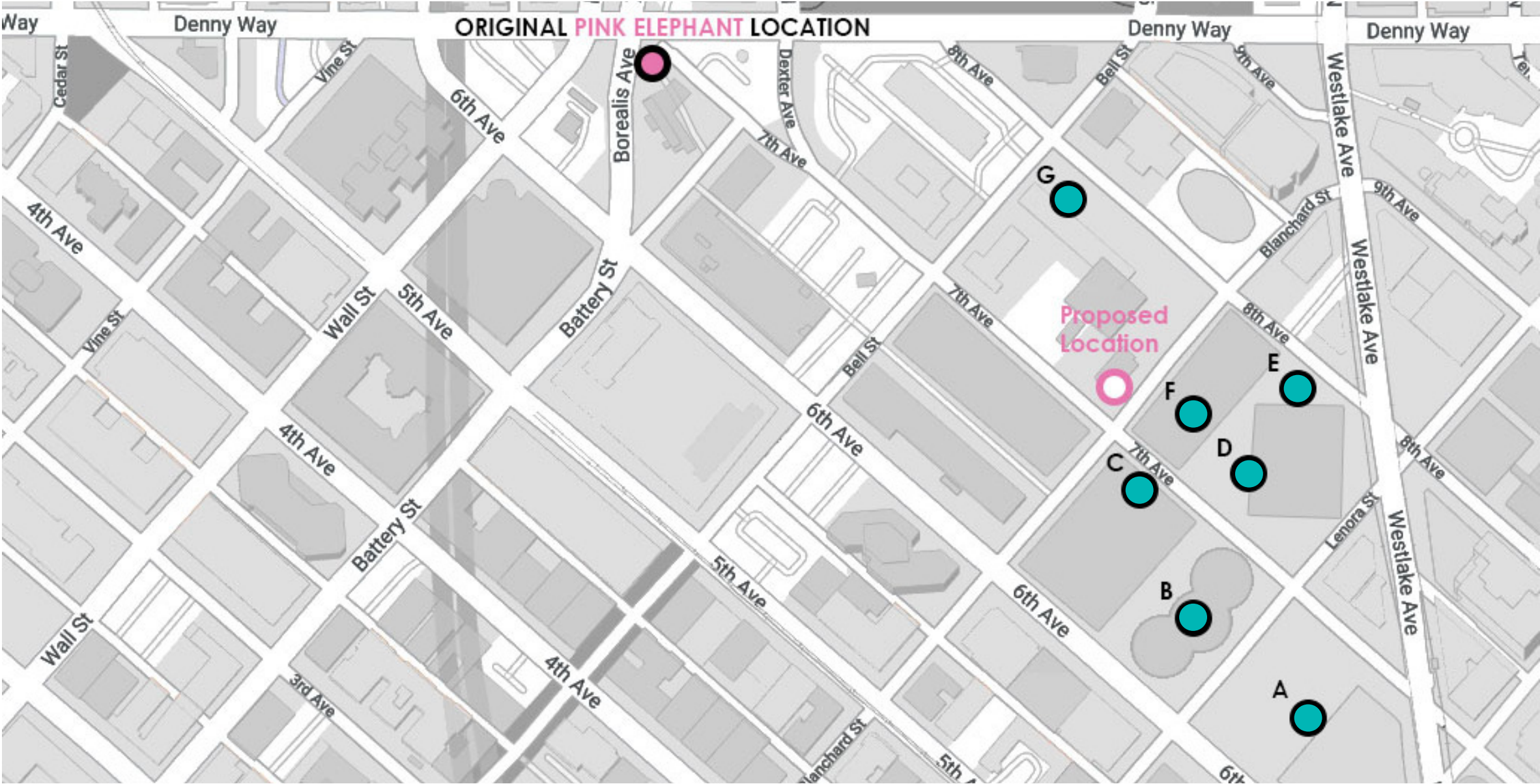
- PARCEL NUMBERS:  
066000-0375, 066000-0355,  
066000-0345, 066000-0340,  
066000-0335, 066000-0325

- LEGAL DISCRPTION:  
BELL HEIRS OF S A 2ND ADD LESS POR ST  
INCL ALLEY VAC CF #314278

BLOCK: 21

ART WALK

SEVENTH AVENUE PROVIDES A SERIES OF ARTISTIC AND PHOTO-WORTHY ELEMENTS CAPTURED IN LARGE-SCALE WALL ART, SCULPTURE, LANDSCAPING AND ARCHITECTURE. THE ADDITION OF THE PINK ELEPHANT SIGN ALONG THIS ROUTE WILL FURTHER ENHANCE THESE MOMENTS OF SURPRISE AND DELIGHT.



A. Petros Sculpture  
One Sky Above Us Mural



B. The Spheres



C. Hello World



D. Tonbi Fountain  
Sculpture



E. Urban Plaza and  
Hillclimb

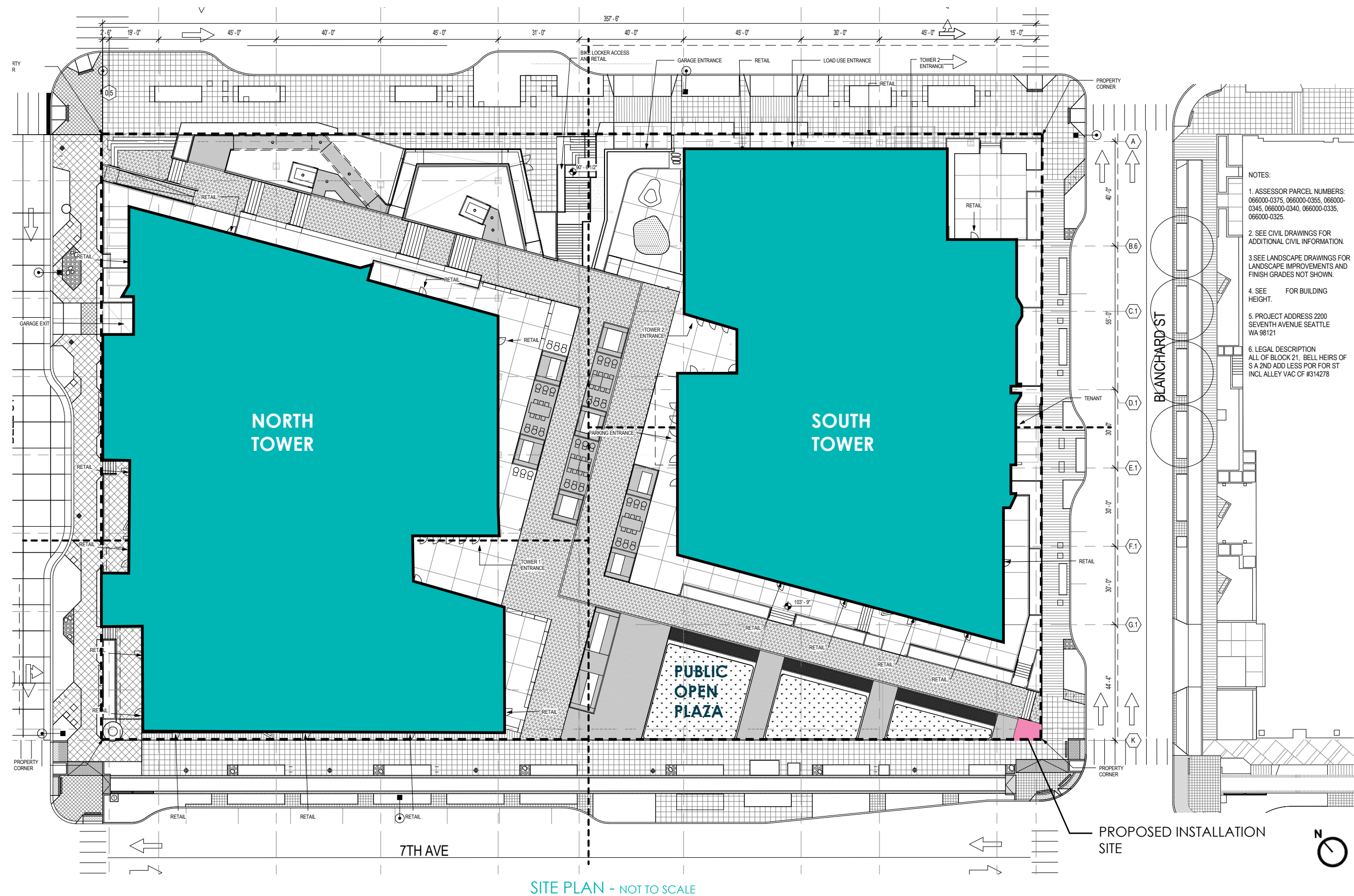


F. Sub Pop  
Wall



G. Urban Native  
Forest





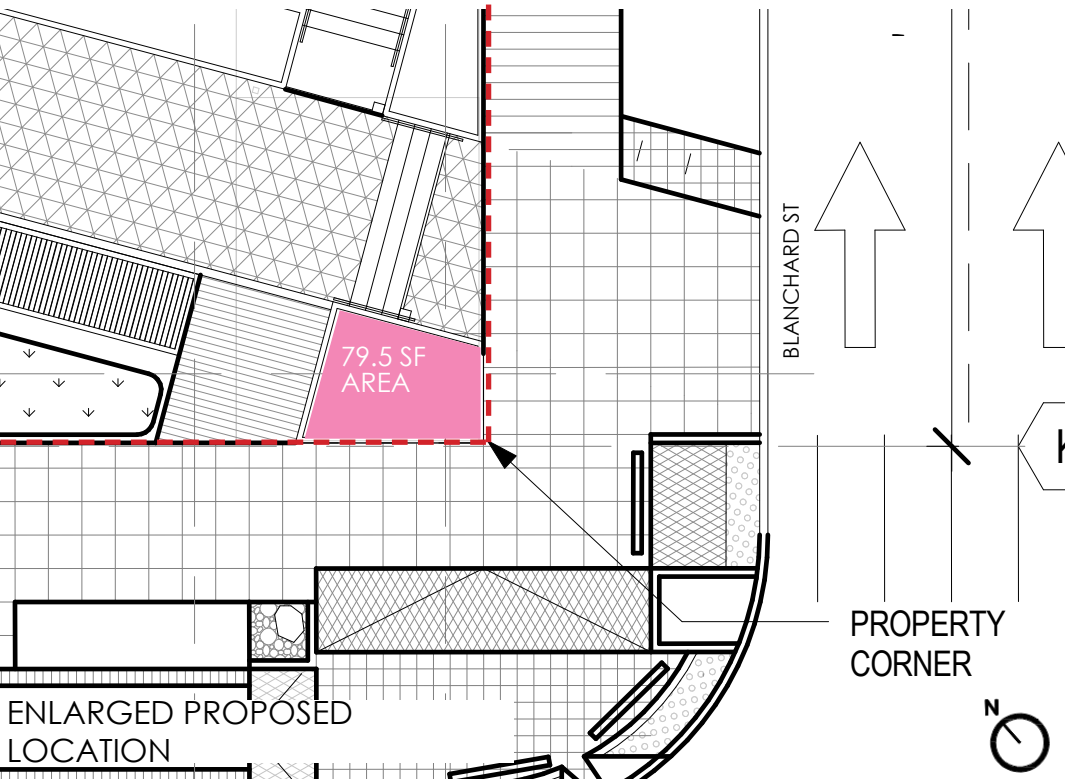




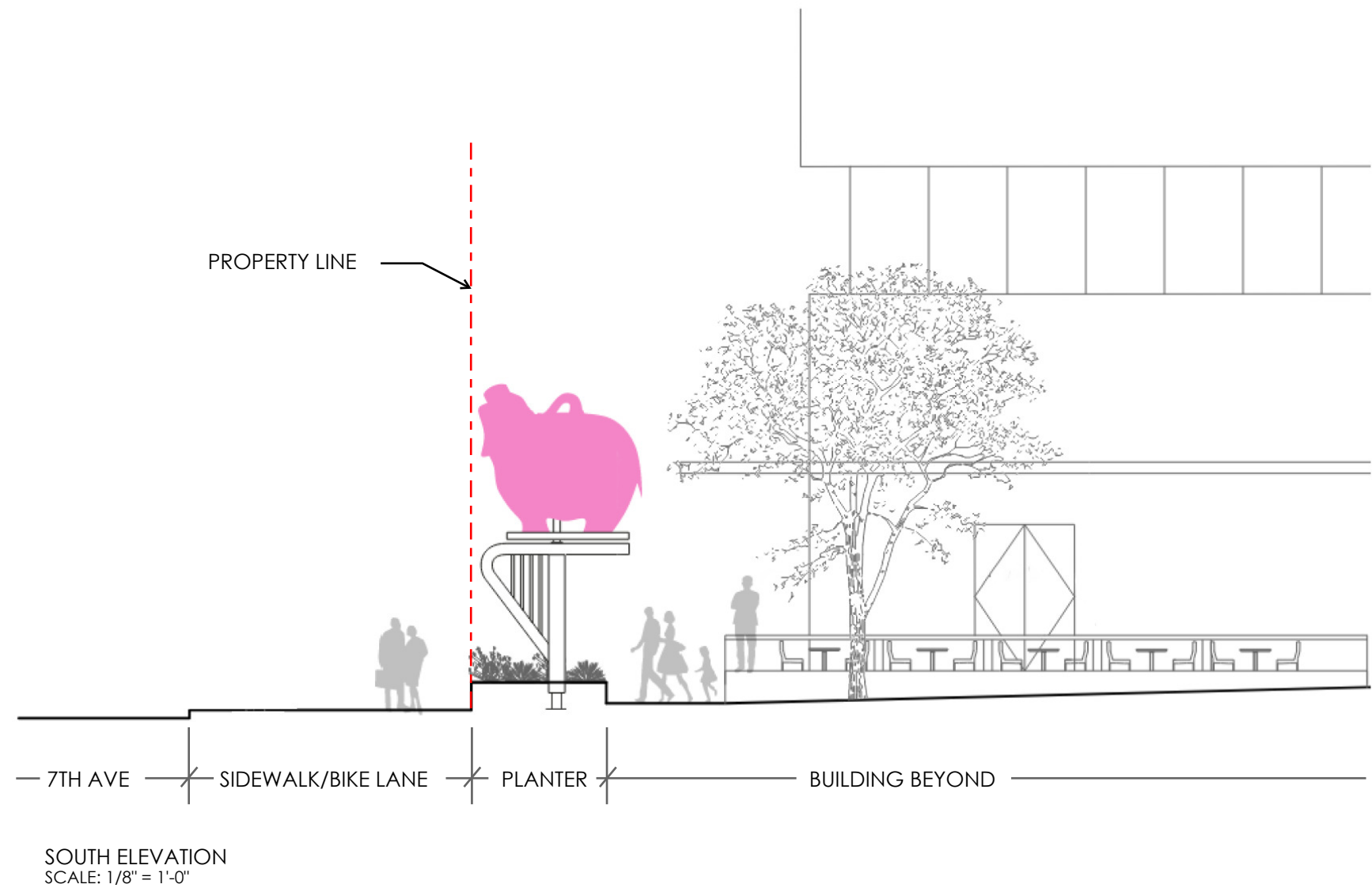
NEON LIGHTED SIDE FACING NORTH



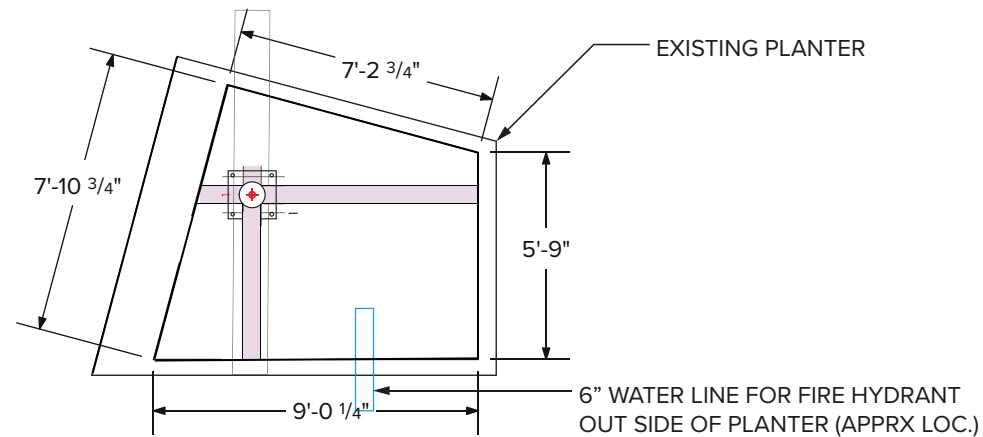
NON-LIGHTED SIDE FACING SOUTH



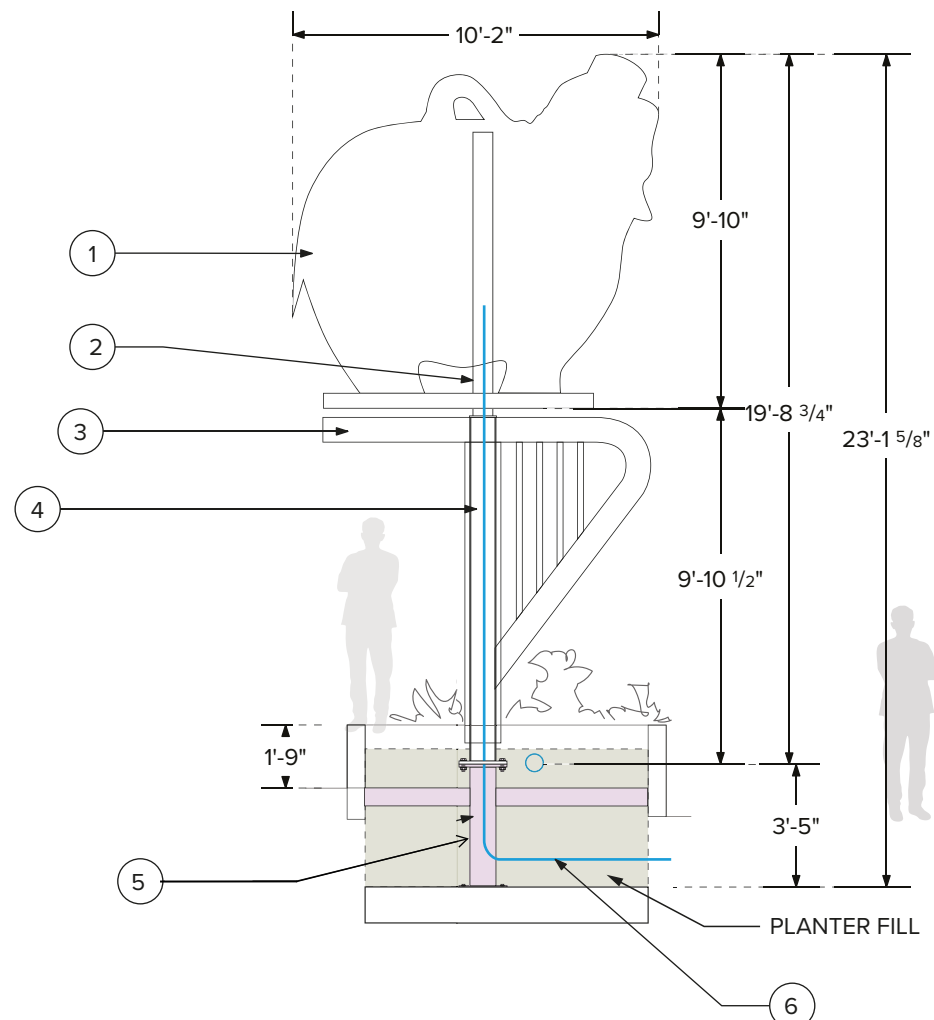




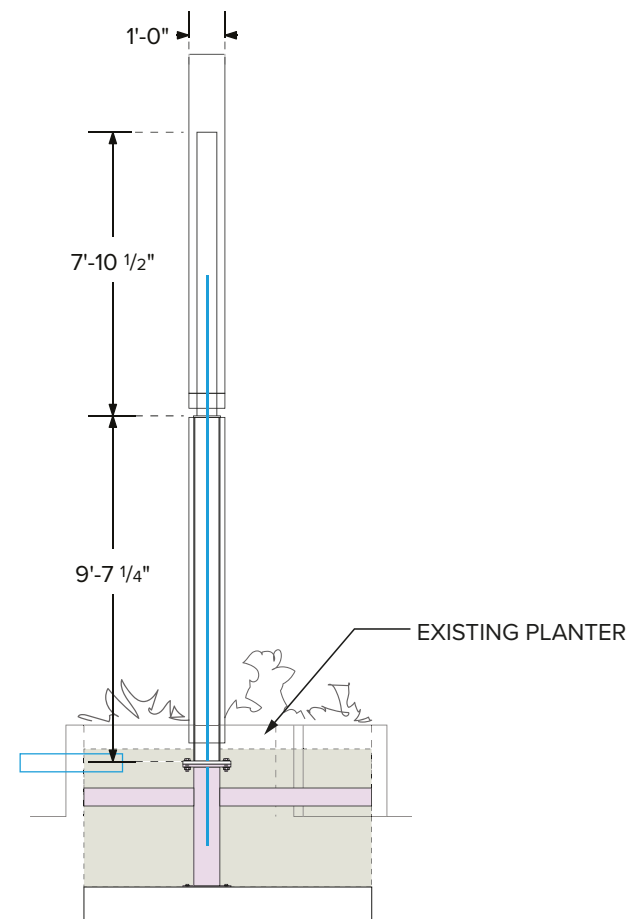




PLAN VIEW  
SCALE 3/16" = 1'

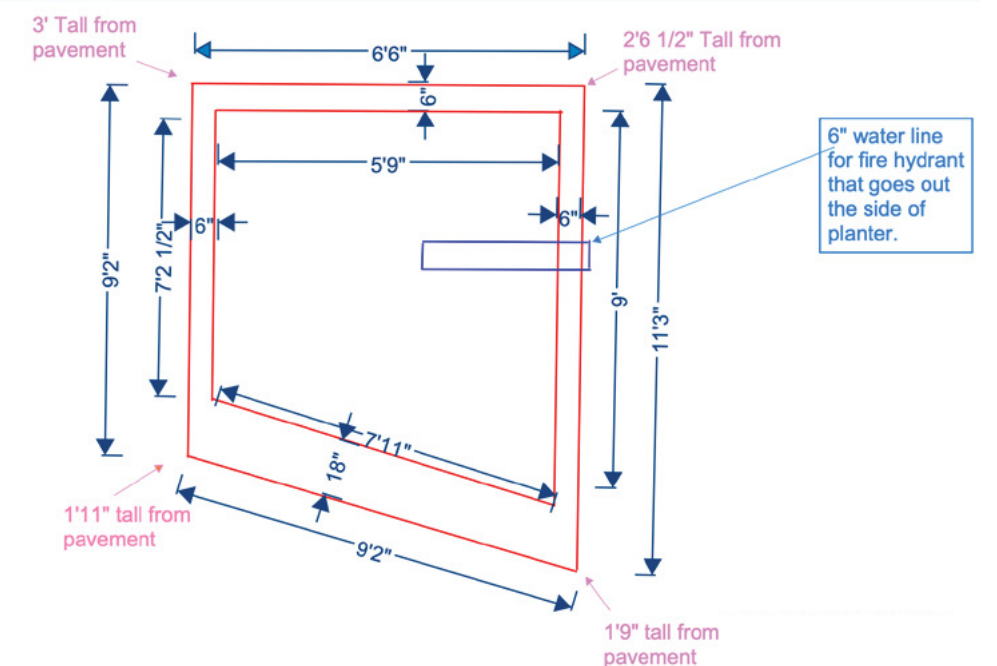


FRONT VIEW  
SCALE 3/16" = 1'



RIGHT VIEW  
SCALE 3/16" = 1'

- 1 REFUBISHED PINK ELEPHANT NEON SIGN CABINET. EXPOSED NEON TUBING MOUNTED TO CABINET. ALL TRANSFORMERS AND SECONDARY WIRING ARE HOUSED WITHIN SIGN CABINET. NOTE: NEON TUBING ON ONE SIDE OF SIGN ONLY.
- 2 6" STEEL POLE INTO SIGN CABINET CONNECTS TO EXISTING STRUCTURE WITH MECHANICAL FASTENERS.
- 3 NEWLY FABRICATED ALUMINUM DECORATIVE POLE COVER, DESIGN TO EMULATE THE LOOK OF THE LARGE PINK ELEPHANT NEON SIGN POLE COVER. PAINT SATIN WHITE.
- 4 8" STEEL POLE. WITH FABRICATED ALUMINUM POLE COVER. PAINT SATIN WHITE.
- 5 BASE PIPE, HSS BRACKET, MOUNTING PLATE (BY OTHERS). SEE ENGINEER STAMPED DRAWINGS.
- 6 QTY (2) 120V/20A DEDICATED SIGN CIRCUITS IN CONDUIT. (4FT STUBOUT FROM FOOTING) PROVIDED BY OTHERS.



## PLANTER MEASUREMENTS

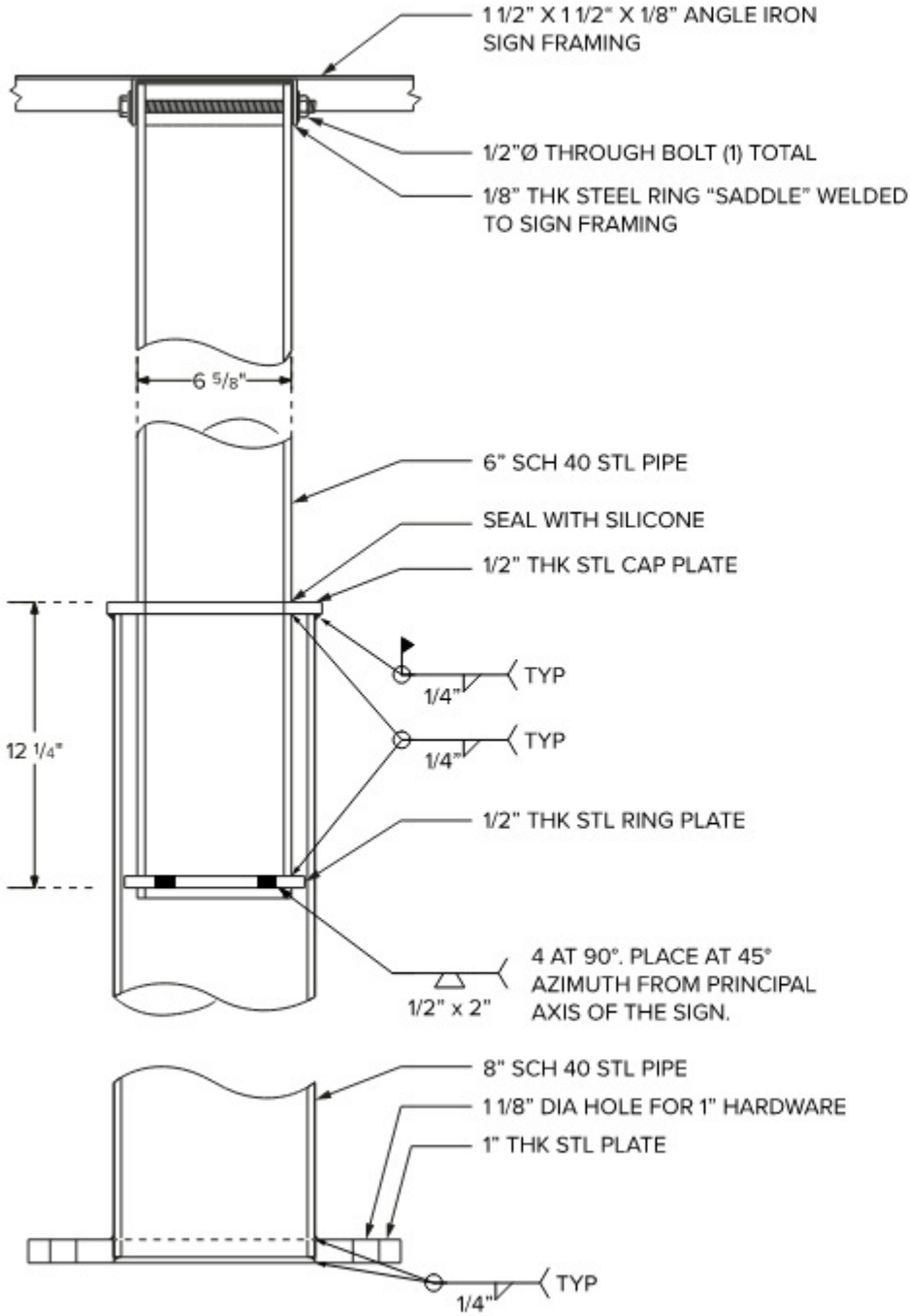
### SCALE NTS



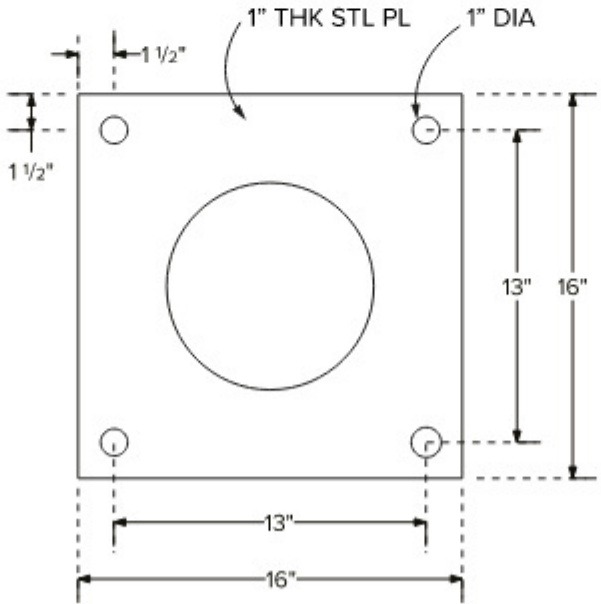
I, Dane Jorgensen, have worked with Western Neon in the coordination, development, and review of the sign structure and connections depicted on this drawing sheet and attest to the integrity of the drawn details.



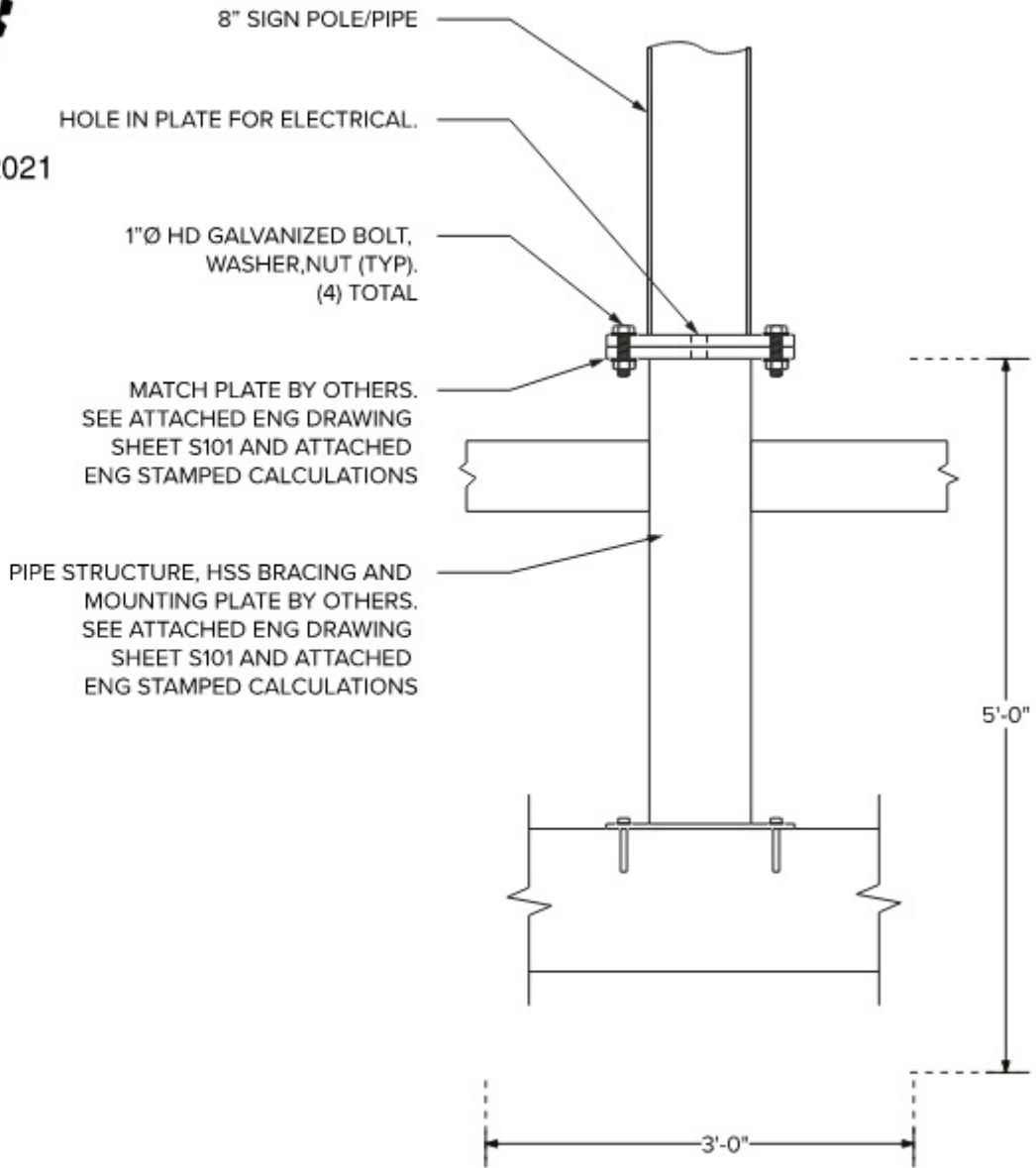
06.02.2021



POLE DETAIL - SECTION  
SCALE 1 1/2" = 1'



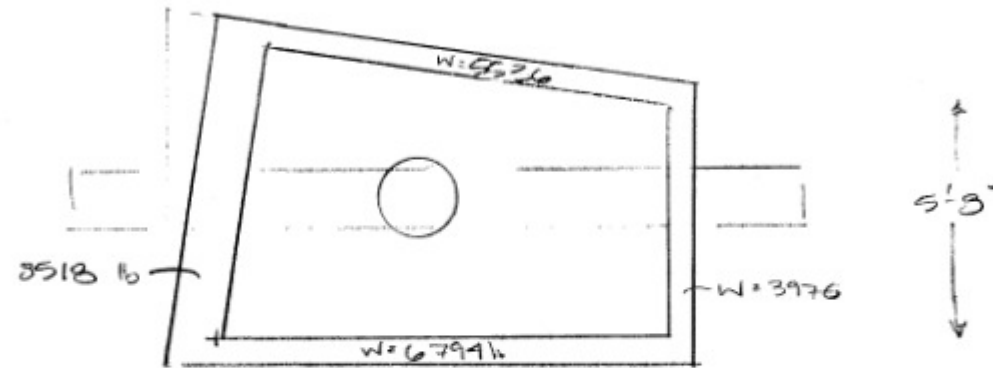
MOUNT PLATE DETAIL - PLAN  
SCALE 1 1/2" = 1'



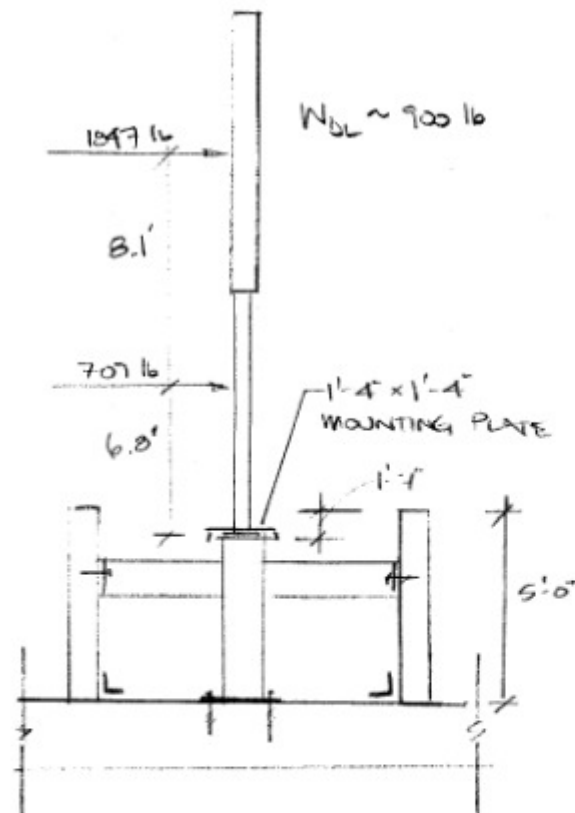
BASE CONNECTION DETAIL  
SCALE 1 1/2" = 1'







Sign is fixed orientation; no rotation



$$V_u = 2556 \text{ lb}$$

$$M_u = 32342 \text{ ft-lb}$$

check T&C

$$M_u / 5'-8" = 5714 \text{ lb}$$

$$DL = 5536 \text{ lb}$$

For FS 1.5;  $1.5(5714) = 8571$   
 $20536 \text{ lb} / 2.4 = 8557 \text{ lb}$

check vertical weight

$$DL \text{ PLATE} = 24823 \text{ lb}$$

$$DL \text{ SOIL} = (3.125)(5)(6.58)(10) = 29419 \text{ lb}$$

$$Σ DL = 54242 \text{ lb}$$

$$\text{New CRACK} = \frac{900}{54242} = 1.65\% < 5\% \checkmark$$

8"  $\phi$  STD PIPE  $\checkmark$   
 INT = 0.412

check PLATE & BOLT

$$T \& C = \frac{32,342 \text{ ft-lb}}{1.083} = 29,851 \text{ lb} = 20 \text{ kip}$$

1"  $\phi$  BOLT IN TENSION = 50 kip  $\checkmark$

PLATE

$$Z = \frac{bd^2}{4} = \frac{16 \cdot (1')^2}{4} = 4 \text{ in}^3$$

$$\phi M_n = 0.9 F_y Z = 0.9(36)(4) = 129.6 \text{ k-in}$$

$$M_u = P_u e = 30 \text{ k} \cdot 2.5' = 75 \text{ k-in} < 129.6 \checkmark$$



SEE ATTACHED S101

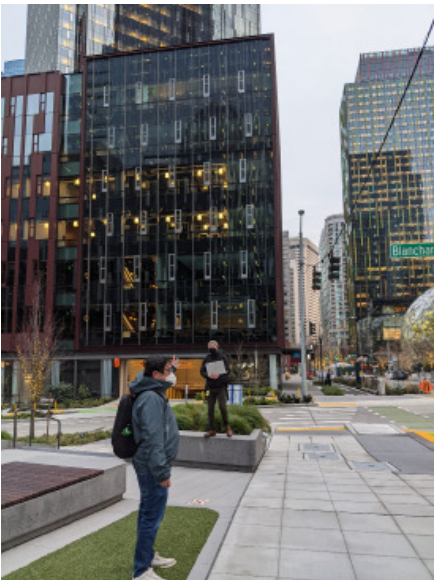








PLANTER IN PUBLIC ACCESSIBLE SPACE  
FACING NORTH EAST



STANDING NORTH EAST CONER  
OF 7TH AND BLACHARD ST  
FACING SOUTH



STANDING ON THE SOUTH  
WEST CORNER OF 7TH AND  
BLACHARD ST FACING NORTH

