

Historic & Cultural Resources Report

Manning's Cafeteria/Ballard Denny's
5501 15th Avenue NW, Seattle, Washington
September 2007

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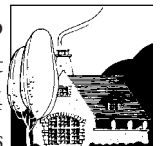


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Manning's Cafeteria/Ballard Denny's Cultural and Historic Resources Report

SEPTEMBER 2007

1. INTRODUCTION

This report provides information regarding the architectural design and historical significance of the Manning's Cafeteria building. Originally constructed as the Manning's Cafeteria, the building currently houses a Denny's restaurant. It is located at the northwest corner of the intersection of 15th Avenue NW and NW Market Street in Ballard. The Johnson Partnership prepared this report at the request of BCC Mike Ballard, L.L.C., the current owners of the building.

1.1 Background

The City of Seattle's Department of Planning and Development (DPD), through a 1995 agreement with the Department of Neighborhoods, requires a review of "potentially eligible landmarks" for proposed commercial projects over 4,000 square feet in area. As any proposed demolition of the subject building described within this report will require a permit from DPD, we are providing the following report to the staff of the Seattle Landmarks and Preservation Board (L&PB) to resolve the property as a potential City of Seattle Historic Landmark.

1.2 Methodology

Mildred Andrew completed initial research regarding the significance of the subject property between July and August 2007. Freiheit & Ho Architects made on-site inspections and photographed the buildings and site to document the building's existing condition. Larry E. Johnson, AIA, principal of The Johnson Partnership, provided additional research and compiled, edited, and produced this report with the assistance of staff members Steven Sand and Ellen Mirro. Research included review of King County tax files from the history of the building's occupancy, Washington State Puget Sound Regional Archives, and City of Seattle Department of Planning and Development archives. Other research was undertaken at the Seattle Public Library and the University of Washington's Library, Special Collections. Research also included review of Internet websites, including HistoryLink.org.

2. PROPERTY DATA

Building Historic/Common Name: Manning's Building/Denny's Diner

Address: 5501 15th Avenue NW, Seattle, Washington

Location: Ballard Neighborhood, Seattle, WA

Parcel Number: King County #2767700655

Legal Description: Lots 6 through 13 and Lot 17 in Block 55 of Gilman Park Addition, according to plat recorded in Volume 3 of plats at Page 40, in King County, Washington

City of Seattle Zoning: NC3-65

Date of Construction: 1964

Original/Present Use: Restaurant/Vacant

Original/Present Owner: Manning's Inc./ BCC Mikie Ballard, L.L.C.

Original Designer: Clarence W. Mayhew

Property Size: 45,000 sq. ft. (1.03 acres)

Building Size: 7,920 sq. ft.

3. ARCHITECTURAL DESCRIPTION

3.1 Location

The Manning's Cafeteria/Ballard Denny's is located in the Ballard Neighborhood on the corner of 15th Avenue NW and NW Market Street. 15th Avenue NW is a major arterial connecting Ballard and areas north with the central business district of Seattle as well as other areas south of the ship canal. The commercial strip of 15th Avenue NW begins north of the Ballard Bridge and continues north to 85th Street. Market Street leads from Phinney Ridge and the Fremont neighborhood west to historic downtown Ballard, the Hiram M. Chittenden Locks, and Shilshole Marina. The Swedish Medical Center is located two blocks from the site. *See Figure 1.*

3.2 Site

The Manning's Cafeteria/Ballard Denny's is located on a corner lot on the northwestern corner of NW Market Street and 15th Avenue NW. The lot is "C" shaped, and wraps around three parcels along NW Market Street. These three parcels currently have a vacant two-story apartment/boarding house, a surface parking lot, and a one-story retail building. The majority of the property consists of a surface parking lot. The building is situated on the southeast corner of the site, with the back of the building abutting the neighboring retail building to the west. The parking lot provides automobile access to each of the streets that bound the site, at the east end to 15th Avenue NW, and at the west end to both NW Market Street and NW 56th Street. The grade slopes 12 feet from the northwest corner of the site toward the southwest corner at NW Market Street and 15th Avenue NW. *See Figures 2-3.*

3.3 Neighborhood Character

The Manning's Cafeteria/Ballard Denny's is located within a commercial district that includes a mixture of uses including multi-family residential, medium-density office, and street-level retail. On the adjacent property to the west, the first phase of an eight-story mixed-use residential project is under construction. Buildings in the area include: a Walgreen's with a drive-through pharmacy, Fire Station 18, construction for a mid-rise mixed-use apartment building, a Safeway grocery store which is constructing a gas station in its parking lot, another service station south of the Safeway, a Firestone automotive center, and a seven-story apartment building with retail frontage on NW 56th Street. Downtown Ballard and Historic Ballard are west of 15th Avenue NW. Ballard Avenue has been a Historic District since 1976. *See Figures 4-15.*

3.4 Building Structure & Exterior Features

The Manning's Cafeteria/Ballard Denny's building is rectangular in plan with overall dimensions of approximately 88 feet by 90 feet. The structure consists of a concrete foundation and a combination of both frame and masonry construction. The single-story building has four bays with roofs of varying in height. The bays of the western two-thirds of the building have a ridge height of about 14 feet, while the eastern-most bay rises to a height of about 28 feet. The bays are formed by the use of large glu-lam bents that support a roof of 5x8 cedar tongue-and-groove decking. The three western bays have glu-lam bents that span approximately 18 feet. The eastern-most set of glu-lam bents span a distance of approximately 30 feet, 6 inches and have a distinctive shape, rising to a ridge that resembles a volcano in section. This taller bent is roofed in natural cedar shingles, while the remaining lower slopes are covered with built-up roofing. Along the east façade, these bents are supported by a succession of battered, cast-concrete columns visible both on the exterior and interior of the wall. These columns support cantilevered beams supporting paired 2x4s spaced to form a four-foot-deep brise-soleil. At the building entry, the same beam ends have been extended further and upswept to echo the pitch of the lower undulating roofline.

The façades are defined by the pattern of the bents and modulated with a wood sash pattern breaking each building segment into symmetrical equal bays. Each bay is filled with glass windows or by

painted 1x6 vertical cedar siding. The western half of the building has no windows, and abuts the adjacent retail building. Windows are generally located in the dining areas only and extend in bands from approximately 30 inches to 84 inches above the finish floor. A dark bronze aluminum storefront glazing system and doors are used at the northwest entrances.

Three quarters of the distance from the west end of the south façade, exterior terrazzo steps and cast-iron railing lead to an unused entrance. The north façade has several low concrete planters surrounding the base of the façade. The rest of the site consists of an asphalt parking lot bounded by a concrete retaining wall running the length of the north property line.

Denny's signage consists of four box signs mounted on both sides of the high roof near the ridge and two pylon signs, one in the parking lot approximately 35 feet tall, and one approximately 10 feet tall at the north parking entrance off Market Street. *See Figures 16-23.*

3.5 Plan & Interior Features

The interior plan consists of two basic uses. About one-third of the plan is used as a dining area and cocktail lounge. The remaining spaces support the dining area, and include a kitchen, bathrooms, an office, walk-in freezers, a crew room, and storage rooms.

The main entrance is located in the northwest corner and customers enter facing a cashier counter with an associated reception area with vinyl bench seating. This area is open to the main dining area, which is located under the taller portion of the building. This area is divided into booths interspersed with service stations. A white acoustical suspended ceiling covers this area, with gypsum board drop soffits at the perimeter containing fluorescent cove lighting. Saucer-shaped pendent lighting is located above the table in each booth. Between the dining area and the rear service areas, a plastic laminate-covered dining counter surrounds a service area connected to the kitchen via a long pass-through window.

Off the dining area, separated by glass windows and doors, is an unused cocktail room. It contains a full height bar and back bar. A small seating area with three booths is also located at the east end of this space. *See Figures 24-32.*

3.6 Documented Building Alterations

Subsequent to the writing of this report, in October of 2007, the Denny's franchise owner moved out of the Manning's Cafeteria building, removed the signage and boarded up the windows. November 16, 2007. See Figures 69 & 70.

The most significant changes to the original Manning's Cafeteria building occurred when it was acquired in 1984, and significantly remodeled to accommodate the new tenant, Denny's Restaurant.

Originally, the dining room's high vaulted ceiling had red painted beams and gold painted planking. Lighting designed by George Nelson in the shape known as the cigar lamp hung from the ceiling, bringing light into the red, black, and gold interior.¹ All of this has been replaced with the new Denny's dining and cocktail room arrangement. A lay-in tile ceiling conceals HVAC equipment and ductwork in the upper part of the vault. No original interior lighting fixtures, furnishings, or finishes remain in the dining area. *See Figure 71.*

The original kitchen and supporting service spaces have been reconfigured in many places to accommodate new uses. The original restrooms were removed to make room for the smoking room. New restrooms were constructed in what was the dishwashing area, original staff locker rooms were changed to storage rooms, and new walk-in coolers have been installed.

The original building's design featured large, plate-glass windows with wood sash above a wood base at the storefront level. At the north and south elevations, plate-glass windows used to rise from the first story to the vaulted roof. They were framed by a series of five, evenly spaced wood mullions,

¹ Postcard, private collection of Eugenia Woo.

with the upper sash above the storefront windows, and a bargeboard at the eaves. The original glazing at the south façade transoms was screened with metal mesh in a honeycomb pattern. All the original transom windows have been removed along with screen on the south facade, and replaced with plywood siding. The original shake roof was replaced with a similar cedar shingle roof.

The south and east entrances have been reconfigured into a corner foyer with sets of interior and exterior double glass doors in metal frames and wood surrounds. Today, the remaining original south entrance is kept locked, and an additional service door has been added to the north elevation. The original concrete planter boxes on the north side of the building have been altered to accommodate new entrances, and the original planters on the south and east sides have been removed.

The original signage for the building no longer exists. The original Manning's sign was as tall as the gabled roof and stood in the parking lot on the north side of the building near 15th Avenue NW. It was segmented, featuring large neon "M" in the uppermost portion, which had a rounded base and a top that echoed the roof ridge. The largest part of the sign was below it in an irregular, elongated hexagon with the words "Manning's Cafeteria & Buffet." Below that were two smaller rectangular signs to the left with the words "Customer Parking" on one and "Manning's" and its logo on the other.² Denny's replaced the sign with its own that is taller than the building. In addition, Denny's installed its large signs on the east and west sides of the roof near the top. Other signage was added at entrances to the parking lot.³

More parking spaces were acquired in the adjacent lots by removing structures, and adding paving and curb cuts. Today, cars can enter the expanded parking lot from 15th Avenue NW, or from NW Market Street or NW 56th Street.

Significant Recorded Building Permits

Date	Designer	Description
4/11/63	Clarence W. Mayhew	Original construction (permit #BN18140)
3/22/84	DE Miller	Denny's remodel (permit #611213)
9/9/84	Unknown	Interior alterations, kitchen and cooler revisions (permit #611213)
8/3/2000	Architeckton	Interior alterations, new exterior finishes (permit #715246)

4. SIGNIFICANCE

4.1 Historic Site Context

4.1.1 Development of the Ballard Commercial District and the 15th Avenue NW Strip Commercial Area

Before it was annexed to the City of Seattle in 1907, Ballard was a well-developed suburban community with a prominent Scandinavian population. Its major industries included fishing, fish canneries, sawmills, and boat building. Ira Wilcox filed the first homestead claim in the area in 1852. Judge Thomas Burke and Daniel H. Gilman bought land in 1880, in anticipation of the construction of the Great Northern Railway. Along with John Leary and the West Coast Improvement Company, Burke and Gilman built the Seattle, Lake Shore & Eastern Railroad in the district of Gilman Park. William Ballard bought a sawmill with Charles Stimson on Salmon Bay. Ballard also managed Gilman Park, and lent his name to the town of Ballard when it incorporated in 1890. Ballard City Hall was built in 1899. The timber mill produced enough wooden shingles for Ballard to proclaim itself the "Shingle Capitol of the World." Scandinavian immigrants constituted

² Puget Sound Regional Archives tax record photograph parcel number 2767700655

³ Puget Sound Regional Archives tax record photograph parcel number 2767700655

about one third of Ballard's population, and had a major cultural influence on Ballard, which earned the nickname "Snoose Junction" after their preference for snuff and chewing tobacco.⁴ Ballard residents approved annexation to the City of Seattle in 1906 to keep up with growing demand for infrastructure, and because of a polluted water supply.⁵

The City of Ballard ceased to exist on May 29, 1907. On that day Ballard City Hall was draped in black crepe, and the flag on the city flagpole hung at half mast⁶

In 1896, at least 14 separate rail lines were operating independently in Seattle. At that time the West Street and North End Electric Railway came from the downtown Seattle waterfront, through Interbay, crossed the Salmon Bay Waterway from 13th Avenue W to the south and Railroad Avenue to the north and followed C Street west, continued northwest up Ballard Avenue, and ended at 3rd Avenue W.⁷ The Boston-based cartel Stone & Webster controlled the Seattle Electric Company and consolidated many of the small utilities companies, streetcar, and cable car lines between 1899 and 1903.⁸ Once the Seattle Electric Company had consolidated Seattle's street railway system in 1911, the company modernized and increased the efficiency of the entire system. Distribution and transmission lines were interconnected and unified and new equipment was purchased. The company adopted universal transfers allowing riders to travel from one part of the city to another for a single fare.⁹ The company also embarked on an aggressive expansion, running new lines to developing areas, to bolster speculative real estate development. The company added the Fremont-Ballard Line in 1902. In 1914, the local passenger car miles operated totaled 12,383,056 miles, not including an additional 354,921 freight miles. A total of 12,737,977 passengers were served in that year.¹⁰ The Seattle Municipal Railway went into public ownership in 1919. By 1932 the Ballard Way streetcar line ran all the way to Loyal heights with branches north up 20 Avenue NW, and west along W 59th Street.

The Hiram Chittenden Locks (1911–1917) changed the geography of Ballard. The Ballard Bridge was rebuilt slightly to the west, making 15th Avenue NW a major thoroughfare. Consequently, the streetcar system developed both along 15th Avenue NW and the Ballard Avenue route. The business district in Ballard developed along Market Street as automobiles became more popular. In 1938, the Seattle Board of Public Works decided to dismantle the Seattle Streetcar system. By 1941 the last trolley car had been dismantled.¹¹

As Seattle switched to rubber-tired vehicles, 15th Avenue NW became an automobile throughfare, a strip development with businesses targeted to automobile transportation. There were at least three gas and oil stations on the block between NW Market Street and NW 56th Avenue in 1950.¹² **See Figures 33-41.**

After World War II, air particulate pollution from the lumber mills, called "Ballard Snow," spurred a community outcry. In addition, the postwar economy could no longer support the mills and they shut down one by one. Other "cleaner" industries, such as manufacturing and fabricating mills, and paint and plastics companies replaced the lumber mills.

⁴ Walt Crowley, "Seattle Neighborhoods: Ballard -- Thumbnail History," March 31, 1999. HistoryLink.org Essay 983. http://www.historylink.org/essays/output.cfm?file_id=983, accessed Sept. 19, 2007.

⁵ Crowley, "Ballard," accessed Sept. 19, 2007.

⁶ Crowley, "Ballard," accessed Sept. 19, 2007.

⁷ Leslie Blanchard, *The Street Railway Era in Seattle: A Chronicle of Six Decades*. Map Addenda. (Forty Fort, PA: Harold E. Cox, 1968).

⁸ Clarence Bagley, *The History of King County, Washington* (Seattle, WA: S. J. Clarke, 1926) and Clarence B. Bagley, *The History of Seattle: From the Earliest Settlement to the Present Time* (Seattle, WA: S. J. Clarke, 1916).

⁹ Bagley, *History of Seattle*.

¹⁰ Blanchard, *The Street Railway Era in Seattle*; Bagley, *History of King County*; and Bagley, *History of Seattle*.

¹¹ Blanchard, *Street Railway Era in Seattle*, pp. 131-132.

¹² Sanborn Insurance Company Maps: 1904-1905 vol 4 sheets 398 & 406; 1905-1950 vol 5 1917 sheet 567; 1905-1951 vol 5 1950 sheet 567.

During the 1960s and 1970s, retail shops along Market Street experienced negative impact from outside competition such as Northgate Mall; however, a plan to revitalize downtown Ballard and Market Street called "the Market Street Plan" spearheaded by the Ballard Business and Community Development Corporation was in place by 1976. King Olav V of Norway dedicated Bergen Park at the intersection of 23rd Avenue NW and Market Street in 1975. In the following year, 1976, King Carl XVI of Sweden dedicated the old Ballard City Hall Bell signifying the creation of the Ballard Historic District along Ballard Avenue.

In 1944 almost one quarter of the population of Ballard was foreign born, and about half of those were Norwegian.¹³ Today the population in Ballard is no longer heavily Scandinavian, and many of the Scandinavian shops and services have disappeared from Ballard, although it retains its Scandinavian heritage in many ways including the Nordic Heritage Museum, which opened in 1980. Ballard continues to be the center of a combination of manufacturing, commercial fishing industries and recreational boating. Ballard's commercial district both along Ballard Avenue and Market Street has flourished with shops, restaurants and music venues since the 1980s. The Shilshole breakwater was built by 1981, bringing business to the area of Ballard between the Locks and Golden Gardens. Also in the 1980s, increased demand for housing in Ballard sparked development of multifamily housing and the financial services industry relating to fishing and maritime industries grew to significance.¹⁴ The Elliot Bay Marina was completed in 1991, further increasing opportunities for recreational boating in Ballard.

4.1.2 Manning's Building Site History

In 1904, NW Market Street was called E Broadway, and 15th Avenue NW was Railroad Avenue. There was a residence on the NW corner of E Broadway and Railroad Avenue, but no buildings on any of the other corners of that intersection. By 1917, the streets had their current names and the residence had been replaced with the Seattle Lighting Company office building and storage building. By 1950, a gas station occupied the site of the former Seattle Lighting Company buildings.¹⁵ The Manning's Cafeteria Building was constructed in 1964. *See Figures 33-37.*

4.2 Historic Cultural Context

4.2.1 Manning's Coffee Company

The Manning's Cafeteria Building was built for Manning's, Inc. in 1964, which operated it as a restaurant from 1964 to 1984.

Manning's Inc. traces its roots to 1908, when two brothers, William W. Manning and Edward M. Manning, originally from Boston, opened a shop at Seattle's then-new Pike Place Market, where they specialized in ground coffee and blended tea, and sold their first cup of coffee for two cents. The Manning's soon expanded to food service. In the 1920s, the Manning family moved to Palo Alto in the San Francisco Bay area, where it maintained its corporate headquarters. By the 1930s and 1940s, the company was in its heyday, engaged in an aggressive expansion program to establish cafeterias in cities throughout the West. In the depths of the Depression of the 1930s, Manning's had a sales volume of more than \$4 million. In Seattle alone, the company employed 315 workers, making it a major local employer.

When Manning's opened its Coffee Cafe at 1525 Fourth Avenue in 1950, *The Seattle Times* rated it as "outstanding in decor and facilities—truly the most beautiful cafe in the entire Manning's organization." The article noted:

¹³ Calvin F. Schmid, *Social Trends in Seattle*, The University of Washington Press, 1944, p. 102 & 106

¹⁴ Dwight Hawley Jr., *Passport to Ballard*, 1988, p.293

¹⁵ Sanborn Insurance Company Maps: 1904-1905, vol. 4, sheets 398 & 406; 1905-1950, vol. 5, 1917, sheet 567; 1905-1951, vol. 5, 1950, sheet 567.

*Comfort and convenience for the patron have been paramount in designing and equipping the new Manning's. The scientific illumination, complete air conditioning and unusual colors assume an important role in creating an atmosphere pleasant for dining.*¹⁶

At the time, Manning's operated a popular coffee shop in Ballard at NW Market Street and 24th NW. In 1957, the original flagship Manning's at Pike Place Market became Lowell's Restaurant and Bar, which continues as a Market institution.

At its peak in 1959, Manning's Inc. had more than forty cafeterias and restaurants in nine western states, in addition to coffee and frozen food distribution. At this time Manning's signed a contract with Providence Hospital to manage its food service, took on additional institutional accounts and began phasing out its cafeterias. During the transition, Edward Manning Jr. unveiled plans to build one of the firm's last public cafeterias in Ballard. Manning's Inc. was sold to LaBatt of Canada in 1970, and subsequently to Del Monte. The last Manning's Cafeteria, on Geary Street in San Francisco, closed in 1984.¹⁷

4.2.2 Denny's Restaurants

The building was operated as a Denny's restaurant from 1984 to September 2007.

Danny's Doughnuts opened in 1953 in Lakewood, California, and by 1954 Danny's Coffee Shops began franchising. In 1959 the business changed its name for a second time to Denny's to avoid confusion with another local southern California chain named Coffee Dan's. Along with the name change, Denny's expanded their menu and became a full service restaurant. Denny's became a publicly traded company in 1966. Its business strategy was to concentrate expansion along major highways and freeway exits, as well as in suburban communities. By 1968, there were 192 Denny's restaurants as a result of growth and the acquisition of Sandy's Restaurants chain and Pioneer Restaurants and a new venture named Mother Butler Pie Shop. Denny's "Original Grand Slam Breakfasts" were introduced on the menu in 1977.¹⁸

Denny's reached a milestone of 1,000 restaurants in 1981. Denny's Restaurant opened in the former Manning's Cafeteria building in Ballard in 1984. Today, Denny's is America's largest full-service family restaurant chain, with approximately 1,500 restaurants in the United States and internationally.¹⁹

4.3 Historic Architectural Context

4.3.1 Modernism in the Pacific Northwest

In the 1920s, the International Style gained international attention, and by the late 1920s and 1930s Pacific Northwest architects such as Pietro Belluschi, J. Lister Holmes, Lionel Pries, Paul Thiry, and Robert Berwick were implementing the ideas of the Modern Movement in their designs while developing their own regional approach. Architectural design in Seattle, quickly following the lead of architects on the East Coast, went through a radical transformation during the 1950s. The progressive enthusiasm of the War years had essentially overtaken eclecticism, and traditionalist architects were either retiring or reluctantly adapting to Modernism and the International style. Robert Durham and William Bain among other local architects successfully made that mid-career leap and were rewarded with major modernist commissions during the immediate post-war period. Other slightly younger architects, including Paul Hayden Kirk, Omar Mithun, and Roland Terry emerged from their apprenticeships immediately embracing a new style often referred to as "New Formalism." Additionally, a new generation of architects emerged from architectural schools,

¹⁶ "Bigger, Beautiful Manning's Coffee Cafe Opened," *The Seattle Times* (Nov. 7, 1950), p. 19.

¹⁷ <http://www.sfgenealogy.com/boards/sfhistory/messages/177.html> accessed September 24 2007

¹⁸ <http://www.dennys.com/en/page.asp?PID=5&ID=116> accessed 9/18/07

¹⁹ <http://www.dennys.com/en/page.asp?PID=5&ID=116> accessed 9/18/07

including the University of Washington, where early modernist adaptors, including Lionel "Spike" Pries, were challenging traditionalist professors.

By the mid-1950s Seattle's "boom and bust" economy was once again waxing, driven by the prosperity of Boeing's emerging jet-powered commercial aircraft division. As Seattle's population grew, the outlying suburban areas required a new infrastructure, and there was sufficient economic confidence to invest in new buildings designed in a new style. Seattle architects were busy designing schools, libraries, churches, branch banks, and many fine residences in the surrounding suburban areas. The older core of the City was largely ignored.

By the 1950s, Paul Kirk was considered the leader of what was known as the "Northwest School" promoting regional identity and formal responses to the unique environmental conditions found in the Pacific Northwest. Other architects associated with the "Northwest School" included Arthur Erickson, Fred Basetti, Victor Stienbrueck, Roland Terry and Gene Zema. The Northwest School emphasized wood-frame, post and beam architecture with expanses of glass, and used local material in the construction. Their theories emphasized "honesty" and "simplicity." The Faculty Club, 1960, at the University of Washington is considered one of the best examples of the Northwest School.²⁰ The Japanese Presbyterian Church in Seattle by Kirk, Wallace & McKinley is a regional modern example of a sculptural shingled roof. *(See Figures 47 & 48)*

Paul Thiry, one of Seattle's esteemed architects of the period, produced some celebrated regional modern buildings, including the Mercer Island Presbyterian Church (1960-1961), and the Saint Demetrios Greek Orthodox Church (1964-68) in the Montlake neighborhood. Thiry was hired as the principal architect for Century 21, the official name for the Seattle World's Fair, and designed the Seattle Center Coliseum in 1958. This arena, like Saarinen's Kresge Auditorium (1954-55), represents the Modernist tradition of an isolated, non-contextual building within a minimalist flat landscape. *(See Figures 49-51.)*

The theme of Century 21 was science and in this context, Modern styles of architecture were immensely popular. When the Soviet Union launched Sputnik and won the space race, it triggered a national identity crisis. Funding for all things science and space age was prioritized. World's fairs in general exhibit a futuristic attitude, and so the architecture of the Seattle World's Fair was self consciously space age. The Space Needle and the Monorail were the poster children for this attitude, but the Science Pavilion was also a central part of the fair, and the Thiry designed Washington State Coliseum (now Key Arena) held the World of Tomorrow exhibit.²¹ The Century 21 information booth pavilion had a roof form similar to that of the subject building. There does not appear to be any other connection between the subject building and the information pavilion beyond the general roof shape. *(See Figure 52.)*

4.3.2 Googie Architecture

The subject building has been described as being designed in the "Googie" style, a subset of modern commercial architecture. "Googie" architecture got its name from a Sunset Strip coffee shop, designed in 1949 by John Lautner, who had studied and worked with Frank Lloyd Wright before evolving his own unique approach to organic design. Douglas Haskell popularized the term writing for House and Home magazine about Lautner's houses in 1952.²² *(See Figure 53.)*

...[Coffee shops] solved the functional problems of a car-oriented architecture imaginatively; they expertly used the scale and form to create a successful urban architecture; and their complex interior geometries reflected an understanding of modern spatial concepts. Though they were not the kind of buildings usually given attention in the architectural journals, they helped to shape the appearance of cities nationwide.²³

²⁰ Miller, *Towards a New Regionalism*, 2005 pp22-30

²¹ Don Duncan, *Meet Me at the Center* (Seattle, WA: Seattle Center Foundation, 1992)

²² Alan Hess, *Googie: Fifties Coffee Shop Architecture* (San Francisco, CA: Chronicle Books, 1985).

²³ Alan Hess, *Googie Redux: Ultramodern Roadside Architecture* (San Francisco, CA: Chronicle Books, 1985, rev. 2004).

The tenets of Googie style are: abstract forms, denial of gravitational forces, multiple structural systems, and new technological materials making it all possible. The flamboyant Googie style featured new architectural materials such as cast concrete and plastic. Characteristics included abstract upswept roofs, large plate glass windows, boomerang shapes, and starbursts. Googie architecture, also known as Populuxe, sprouted from its southern California roots to influence the design of post-World War II fast-food eateries, motels, and gas stations across the country. It ranged from simple vernacular stands to very complicated structures. Googie was cutting edge, commercial, and unlike most high-brow modern architecture, it was popular.²⁴ However, the term "Googie" quickly became pejorative. It was associated with western American commercial flamboyance. "Googie was used as a synonym for undisciplined design and sloppy workmanship."²⁵

Googie evolved from the Streamline Modern style of the 1930s with technological futuristic ideology and a sense of optimism and progressivism-. Many of the forms exhibited in both the Streamline and critics deemed Googie styles cosmetic rather than functional.²⁶ The automobile influenced streamline style, and Googie, reflecting the futuristic ideas of the 1950s, took it further, its forms and themes reflecting those of space travel and the atomic age. Although many buildings that incorporate a futuristic idea are attributed to the Googie style, the first expression was in the chain and franchise coffee shops/diners of California. Denny's was one of the first coffee shops/diners to take advantage of the freeway interchanges and helped pioneer the style.²⁷ Armet and Davis, who also designed Googie style buildings for Johnnie's, Norm's, Carolina Pines and Bob's Big Boy, also designed many of the early Denny's buildings.²⁸ (See Figures 54 & 55) Other prominent examples of the Googie style are the original McDonalds buildings. (See Figure 56.)

An important part of the Googie style was signage and the marking of space. It was roadside architecture, designed to attract the attention of people in cars and draw them in.²⁹ The Las Vegas Strip in Nevada is an example, which is discussed in detail in *Learning from Las Vegas*, by Robert Venturi and Denise Scott Brown, as a precursor to Postmodern.³⁰ (See Figure 57.) High style architectural buildings with futuristic attitudes, which may be attributed to other styles of architecture as well, have also been described as Googie. These buildings include: the Theme Building in Los Angeles, 1959, by Pereira & Luckman³¹ (see Figure 58); the TWA Terminal at JFK Airport in New York, 1956 to 1962, by Eero Saarinen³² (see Figure 59); and the Capitol Records building in Hollywood, 1956, by Welton Beckett³³ (see Figure 60). Today, as the commercial buildings of the 1950s are becoming outdated and threatened with demolition, Googie is becoming an affectionate term for any futuristic architecture that evokes the optimism of the 1950s and the early space age. Some buildings are being called "Googie" that could be attributed to other modern styles.

Many other buildings in the Pacific Northwest have been attributed to the Googie/Populuxe style. They include: the former Sambo's restaurant (altered),³⁴ the Space Needle, the Seattle Monorail, the Pacific Science Center, the Pink Elephant Carwash sign, the Edgewater Hotel, the Dick's Drive-in Restaurant on NE 45th Street, the Lynnwood McDonald's, the Jack's Restaurant in Bellevue's Eastgate neighborhood, the Vital 5 Art Gallery in downtown Seattle, the Pine City Inn at 4th Avenue

²⁴ Hess, *Googie Redux*, 2002.

²⁵ Hess, *Googie*, 1985.

²⁶ Hess, *Googie*, 1985.

²⁷ Hess, *Googie*, 1985.

²⁸ Hess *Googie*, 1985.

²⁹ Alan Hess, phone interview by Mildred Andrews, Aug. 2, 2007.

³⁰ Robert Venturi and Denise Scott Brown, *Learning from Las Vegas: The Forgotten Symbols of Architectural Form*

³¹ http://en.wikipedia.org/wiki/Theme_Building accessed September 20 2007

³² http://www.greatbuildings.com/cgi-bin/gbi.cgi/TWA_at_New_York.html/cid_twa_ny_mce_123_22.html accessed September 20 2007

³³ http://en.wikipedia.org/wiki/Capitol_Records accessed September 20, 2007.

³⁴ Mimi Sheridan has called the former Sambos "the best example of Googie Architecture in Seattle" before it was altered. See Historic Preservation Program, Department of Neighborhoods, City of Seattle, "Historic Sites Survey, Sambo's Restaurant," 2001.

South and Michigan Street, Cellophane Square in Bellevue, as well as many apartment buildings around the region called "Dingbats." Examples of Dingbats are: the "Bal-Aire Ct." in Rainier Valley, the "Daly Manor" in Ballard, the "Amanda" in Fremont the "Bal-Crest Apts." in Sunset, the "Ridgeview Apts." in Phinney Ridge and the "Starliter" in Burien.³⁵ (*See Figures 61 and 62.*)

The Manning's Cafeteria building was built to house the same types of programs popular for Googie buildings and exhibits a similar design approach as many Googie style buildings. It is oriented to automobile traffic, and uses the shape as a recognizable sign. Googie structures often exhibit paraboloid roof structures, as does the Manning's Cafeteria Building, although they were more often formed of concrete. Glu-lam beams were popular in Googie architecture, and the curved form of the glu-lams in the subject building demonstrate the fact that new technology was enabling custom beam shapes to be ordered from the manufacturer. Exhibiting this type of new technology is one of the hallmarks of the Googie style. The original signage, as well as the 1984 Denny's signage, was consistent with the Googie style. The original materials of the Manning's Cafeteria building, including the dominant wood structure and shingles of the main roof form and significant expanses of glass, do not seem refer to any particular style. The same types of materials were widely used for many types of buildings.³⁶

4.4 Building Architects and Contractors

4.4.1 Original Building Architect: Clarence W. Mayhew (1907-1994)

Clarence W. Mayhew is best known as the designer of contemporary residential structures in the 1940s and 1950s, most of which were commissioned by wealthy people with view property in Bay Area suburbs. Mayhew graduated from University of California at Berkeley School of Architecture in 1927.³⁷ He worked for Gardiner Daily's office as well as the San Francisco office of Miller and Pflueger before opening a private practice in 1934.³⁸ Mayhew went into partnership with H. L. Thiederman. He collaborated with Serge Chermayeff to design his own house at 330 Hampton Road in Piedmont, CA.³⁹ (*See Figure 61.*) Mayhew's best-known work is the Alumni House (1954) on the University of California/Berkeley campus. Made of brick and concrete, it was meant to be "a home on the campus" for alumni and was equipped to accommodate large social gatherings or formal meetings. (*See Figure 57.*) In addition, Mayhew designed several works related to Henry J. Kaiser, the founder of Kaiser Insurance and Kaiser Hospitals, including: the Henry J. Kaiser Building in Oakland, the Kaiser Hospital in Walnut Creek, and the Pediatrics and Intensive Care Unit of Kaiser Permanente Hospital, Los Angeles.⁴⁰ Mayhew retired in 1955.⁴¹ He designed both the Steen Mansion (*See Figure 62*) in Reno, Nevada, and the Manning's Cafeteria in Seattle in 1964 after he retired.⁴²

Mayhew has gained a little recognition as an exponent of the Bay Region tradition of modern architecture. California architectural historian David Gebhard wrote the following about the 1937 Mayhew-designed Manor House, a ranch house in Contra Costa County:

California's ability to wed indoors and outdoors was beautifully captured in the solarium, with its glass roof, sliding glass walls, and the adjacent sliding glass walls of the living room. This house was a realization

³⁵ Please see Marlow Harris' websites: www.seattledreamhomes.com and <http://unusuallife.com/apartment-living-is-so-so-dingbats>

³⁶ No information is available about why the unusual roof form was chosen for the Manning's Cafeteria Building, or any of the design process or influences of the design of the building. One could speculate on vernacular or cultural influences relating to Scandinavia, Polynesia, Northwest Regionalism, or the 1962 Seattle World's Fair.

³⁷ Harvey Helland, *The Campus Guide: The University of California, Berkeley* (New York: Princeton Architectural Press, 2002), p 180.

³⁸ Woodbridge, 1951, p 321.

³⁹ David Gebhardt et. al. 1976 p 274.

⁴⁰ <http://www.sfmi.com/Projects/Medical/medical.html>

⁴¹ Sally Woodbridge, editor, *Bay Area Houses* (New York, NY: Oxford University Press, 1976), p 321.

⁴² Korth, Ted. Phone interview by Mildred Andrews.

of flexible indoor/outdoor space, so often discussed by the exponents of modernism but never achieved in such a lyric fashion. Mayhew said, "the house has a Japanese character in both plan and elevation. Although I did not copy any Japanese details, I did copy the underlying principle."⁴³

Mayhew submitted his design proposal for the Ballard Manning's Building to the City of Seattle in 1962, and was given a go-ahead to begin construction late in the year.⁴⁴ There are some similarities between the rooflines of the Century 21 World's Fair's Information Booth and the Mayhew-designed cafeteria in Ballard.⁴⁵ Mayhew's specialty was residential architecture and hospital projects, not restaurants. Consequently, his Manning's design differs stylistically from his previous work. Googie was an appropriate response to the Ballard cafeteria design: it was a coffee shop type, it was located on a major, car-oriented intersection, and it required high visibility and quick recognition to draw customers in.

4.4.2 Building Contractor: Swan Construction

The contractor of the Manning's Building was Swan Construction.

Prepared by:
Larry E. Johnson, AIA
The Johnson Partnership
1212 NE 65th Street
Seattle, WA 98115
www.tjp.us

⁴³ Mayhew, 1939, *Architectural Forum* 71 p.17-19.

⁴⁴ Microfilms, Archives, Department of Planning and Development, City of Seattle.

⁴⁵ For an image of this please see: <http://www.crosscut.com/mossback/5016/>, Jul. 20, 2007, Berger, Knute. "Another Roadside Attraction Is about to Be Demolished."

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APPENDIX 1

FIGURES

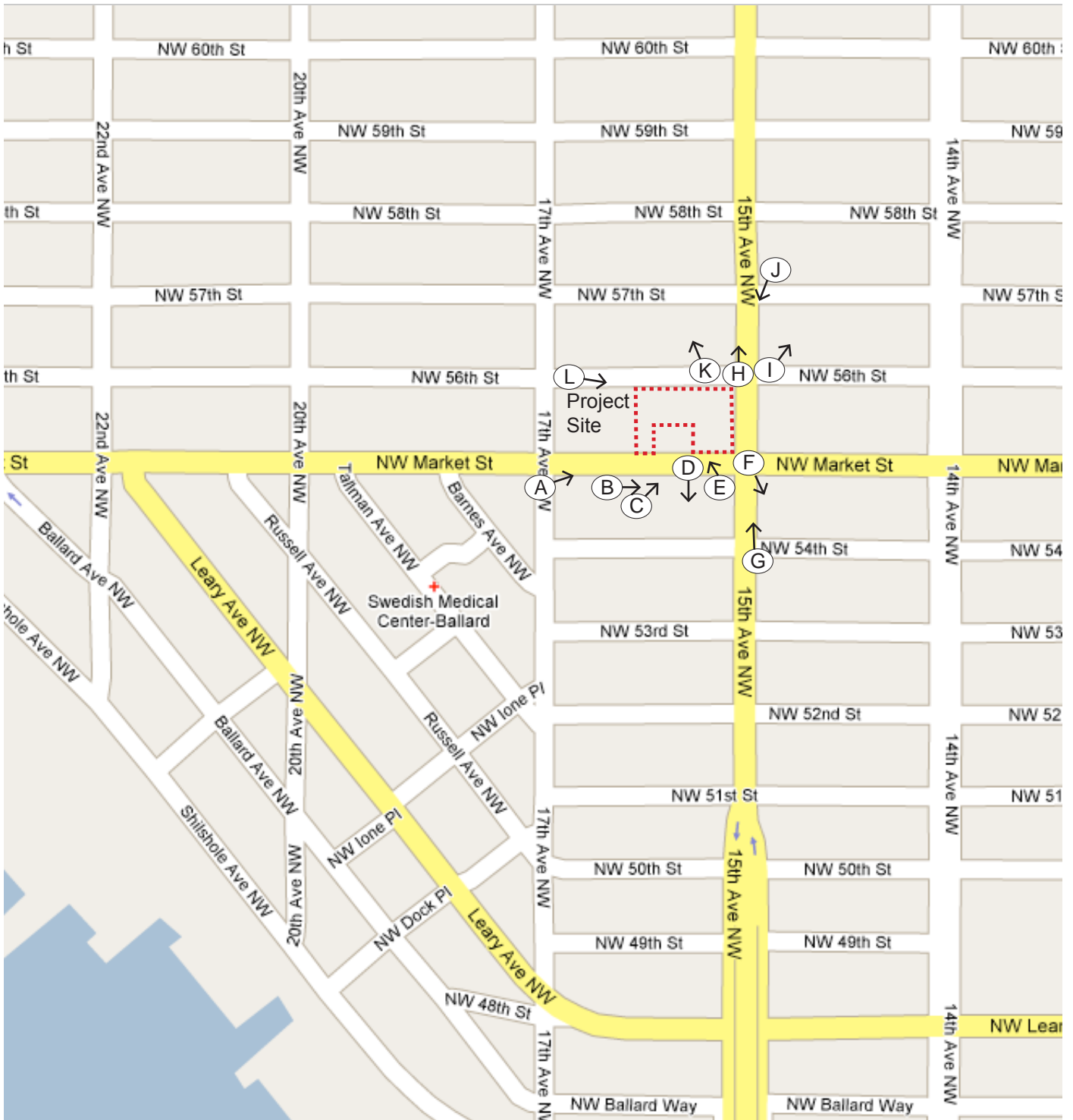


Figure 1 • Location

view reference in this document ← (x)

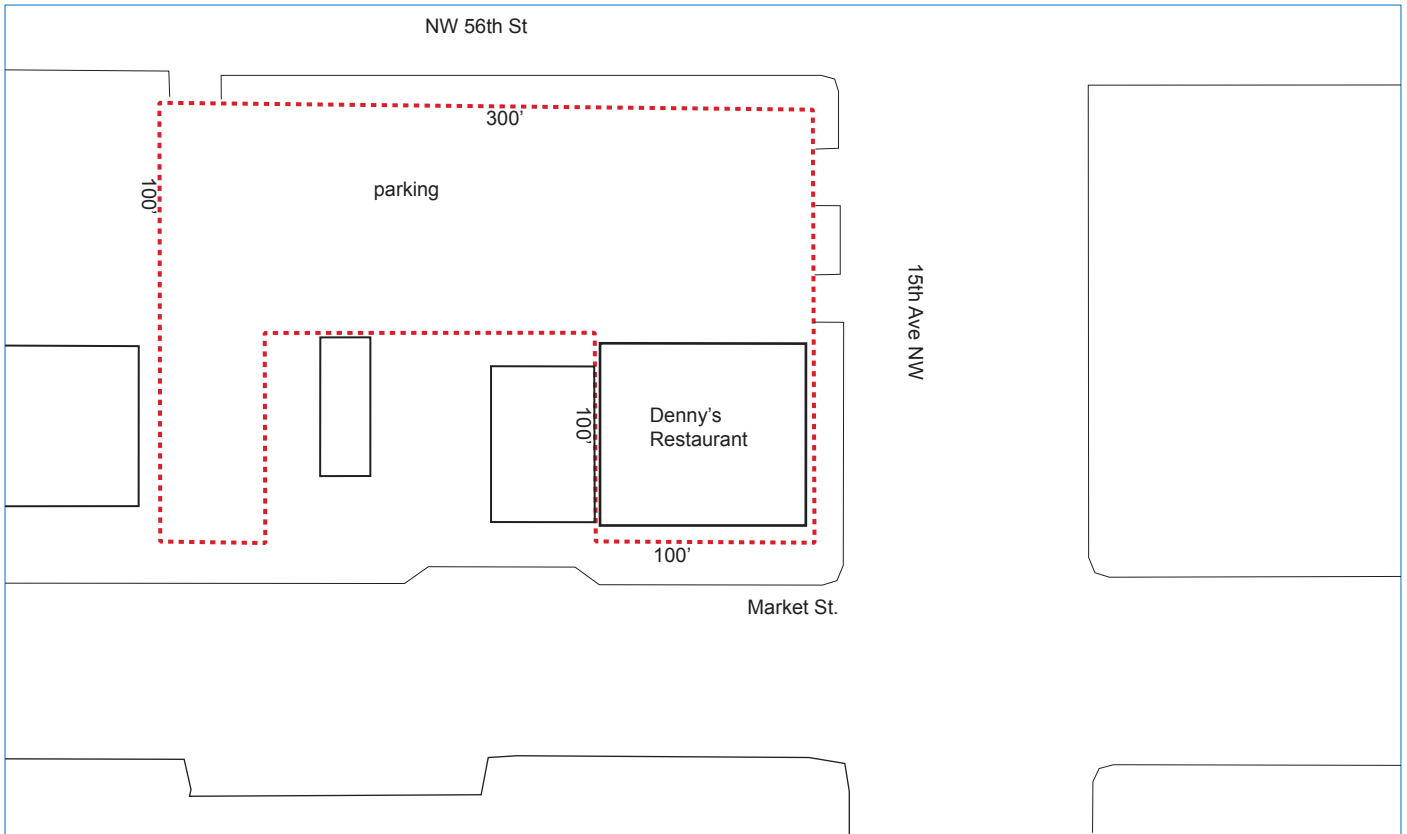


Figure 2 • Site Plan

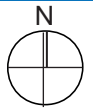
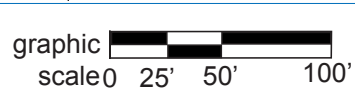


Figure 3 • Aerial View



Figure 4 • View A, viewing east on NW Market Street from 20th Avenue NW



Figure 5 • View B, viewing east towards NW Market Street from 17th Avenue NW



Figure 6 • View C, viewing northeast towards NW Market Street from between 17th Avenue NW and 15th Avenue NW



Figure 7 • View D, viewing south toward Walgreens from corner of NW Market Street and 15th Avenue NW



Figure 8 • View E, viewing west along NW Market Street from 15th Avenue NW



Figure 9 • View F, viewing southeast toward Safeway from corner of NW Market Street and 15th Avenue NW



Figure 10 • View G, viewing north along 15th Avenue NW from NW 54th Street



Figure 11 • View H, viewing north on 15th Avenue NW from NW 56th Street



Figure 12 • View I, viewing northeast toward service station from the corner of 15th Avenue NW and NW 56th Street



Figure 13 • View J, viewing south on 15th Avenue NW from NW 57th Street



Figure 14 • View K, viewing north across NW 56th Street from the corner of NW 56th Street and 15th Avenue NW



Figure 15 • View L, viewing east on NW 56th Street from 17th Avenue NW.



Figure 16 • North side and parking



Figure 17 • East elevation



Figure 18 • South elevation



Figure 19 • Viewing south on 15th Avenue NW



Figure 20 • North and west sides



Figure 21 • Entry



Figure 22 • Viewing west on NW Market Street



Figure 23 • South entrance



Figure 24 • Denny's storage room



Figure 25 • Denny's dining room

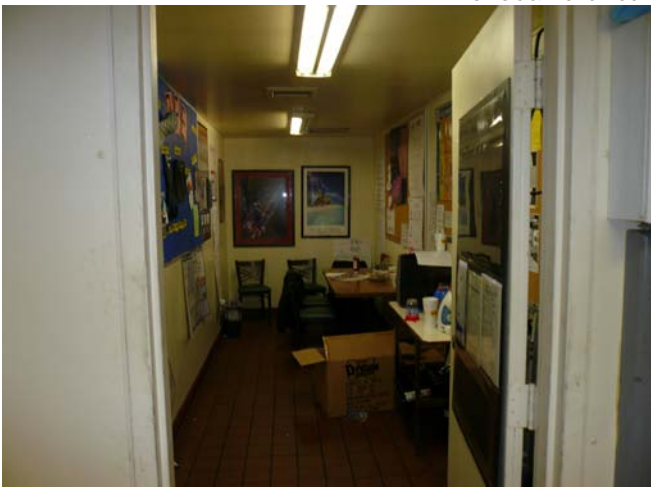


Figure 26 • Denny's office



Figure 27 • Denny's service area



Figure 28 • Denny's hall



Figure 29 • Denny's dining area



Figure 30 • Denny's kitchen



Figure 31 • Denny's bar



Figure 32 • Denny's reception



Figure 33 • Salmon Bay, looking southeast toward Lake Union, N.D., photographer unknown

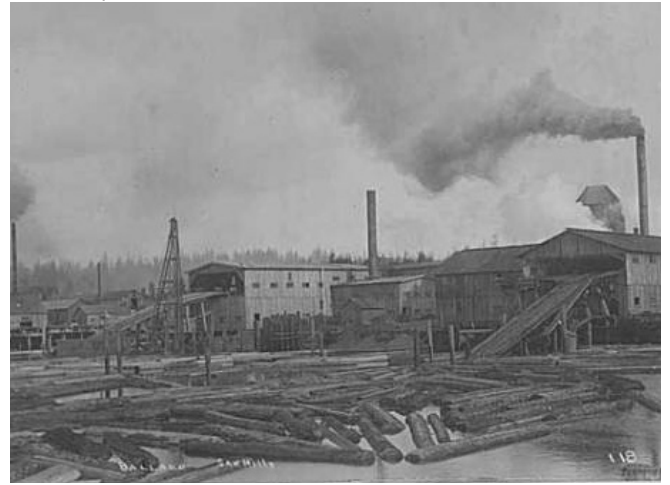


Figure 34 • Ballard Sawmill, N.D. Warner and Randolph



Figure 35 • Ballard from lower Queen Anne Hill, 1902, Asahel Curtis

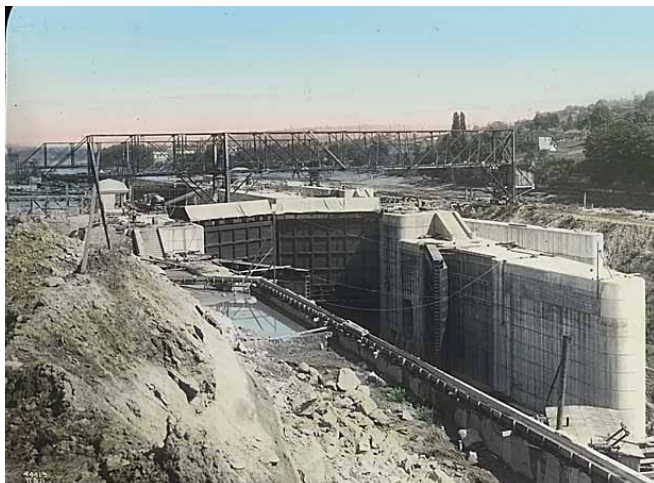


Figure 36 • Ballard Locks under construction, Seattle, ca. 1915, Webster & Stevens



Figure 37 • Municipal Street Railway, 15th Avenue NW viewing south, 1917



Figure38 • Municipal Street Railway formal opening on 15th Avenue NW Ballard Bridge, 1918



Figure 39 • Ballard Bridge looking east, 1918, James Patrick Lee.



Figure 40 • Market Street, Seattle, ca. 1939, Webster & Stevens



Figure 41 • Ballard Substation, 1950



Figure 42 • 1937 Tax Photo



Figure 43 • 1964 Tax Photo of Manning's Cafeteria

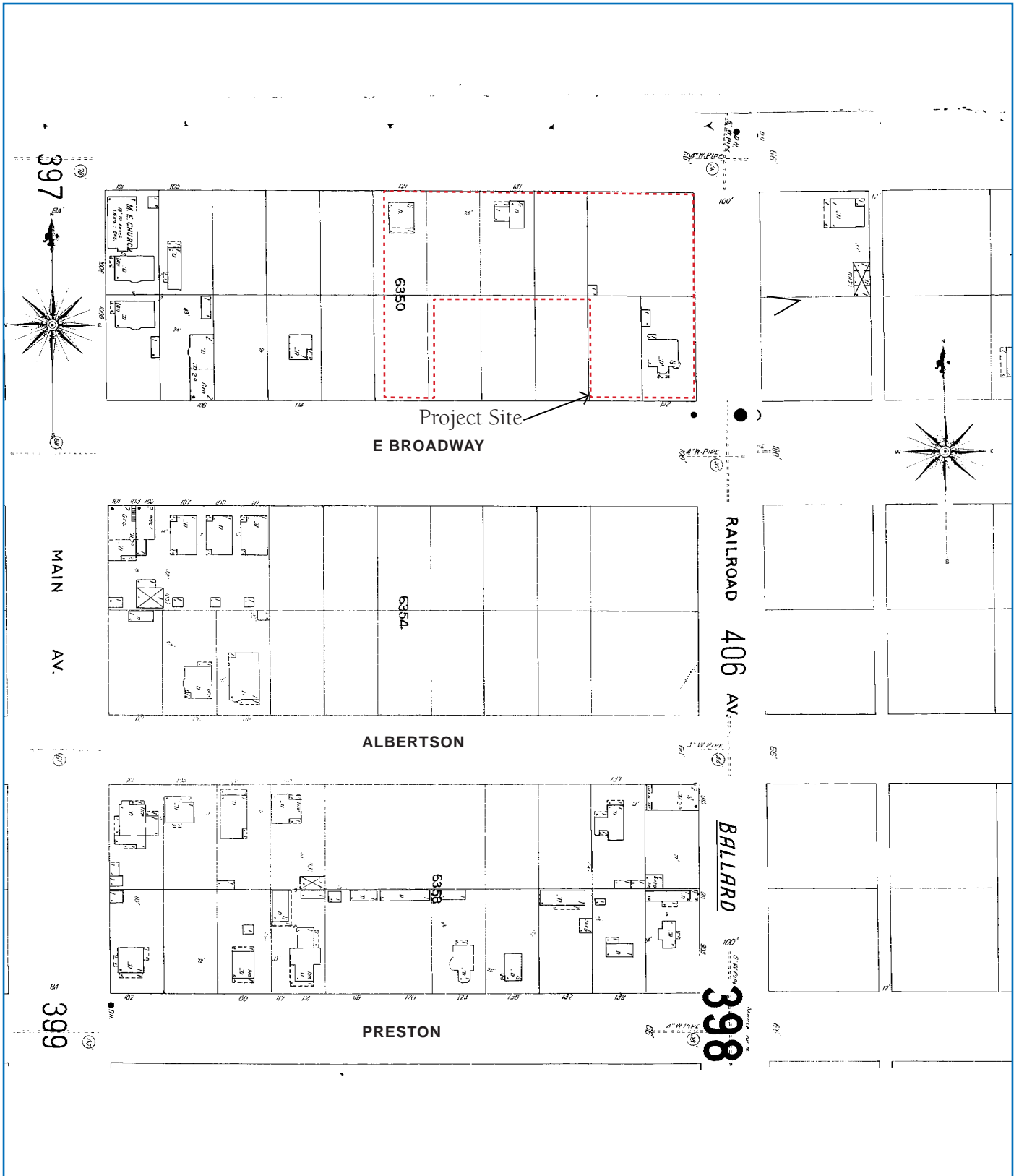


Figure 44 • Sanborn Insurance Maps, 1904-1905, vol .4, sheets 398 & 406

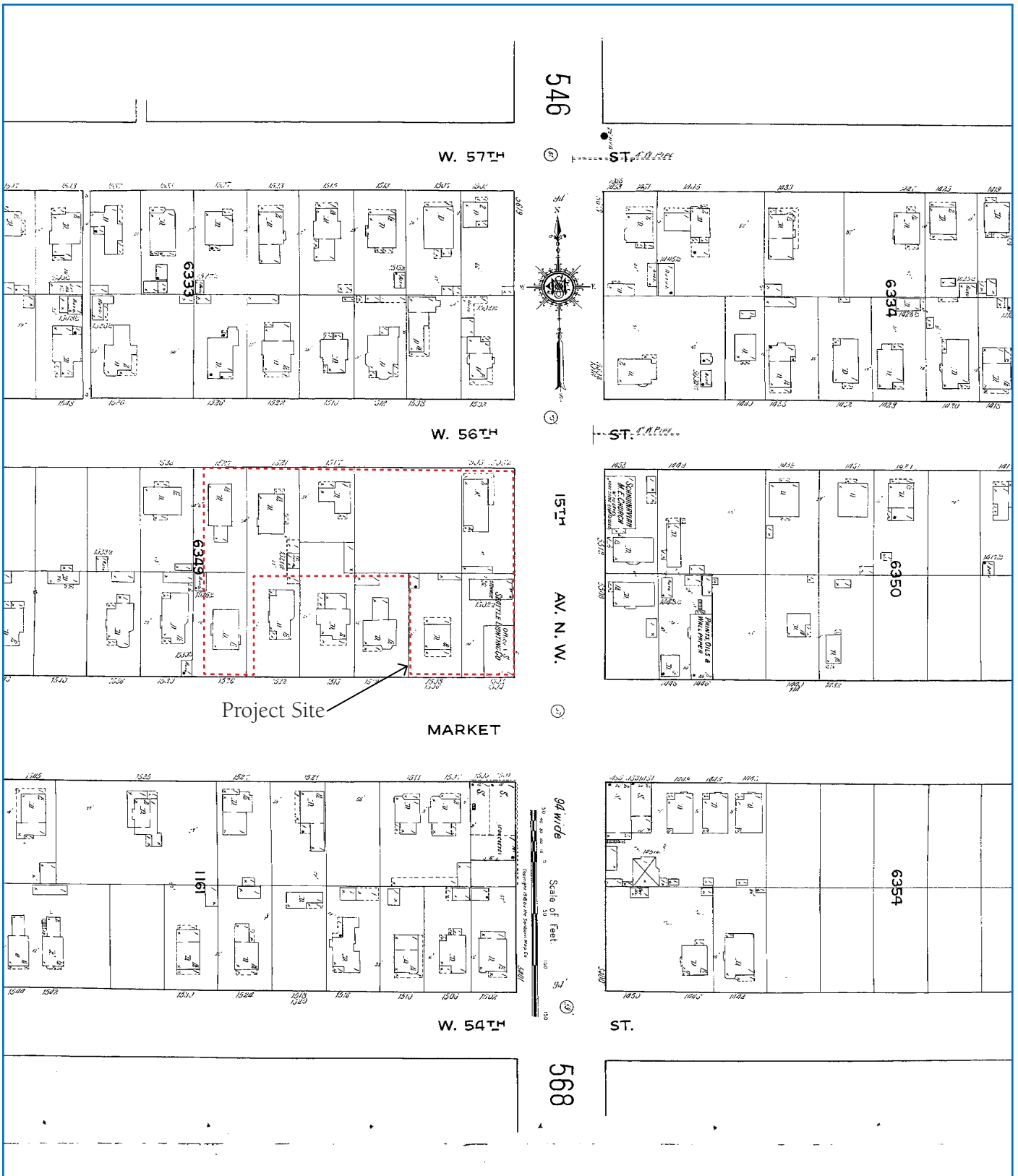


Figure 45 • Sanborn Insurance Maps, 1905-1950, vol. 5, 1917, sheet 567

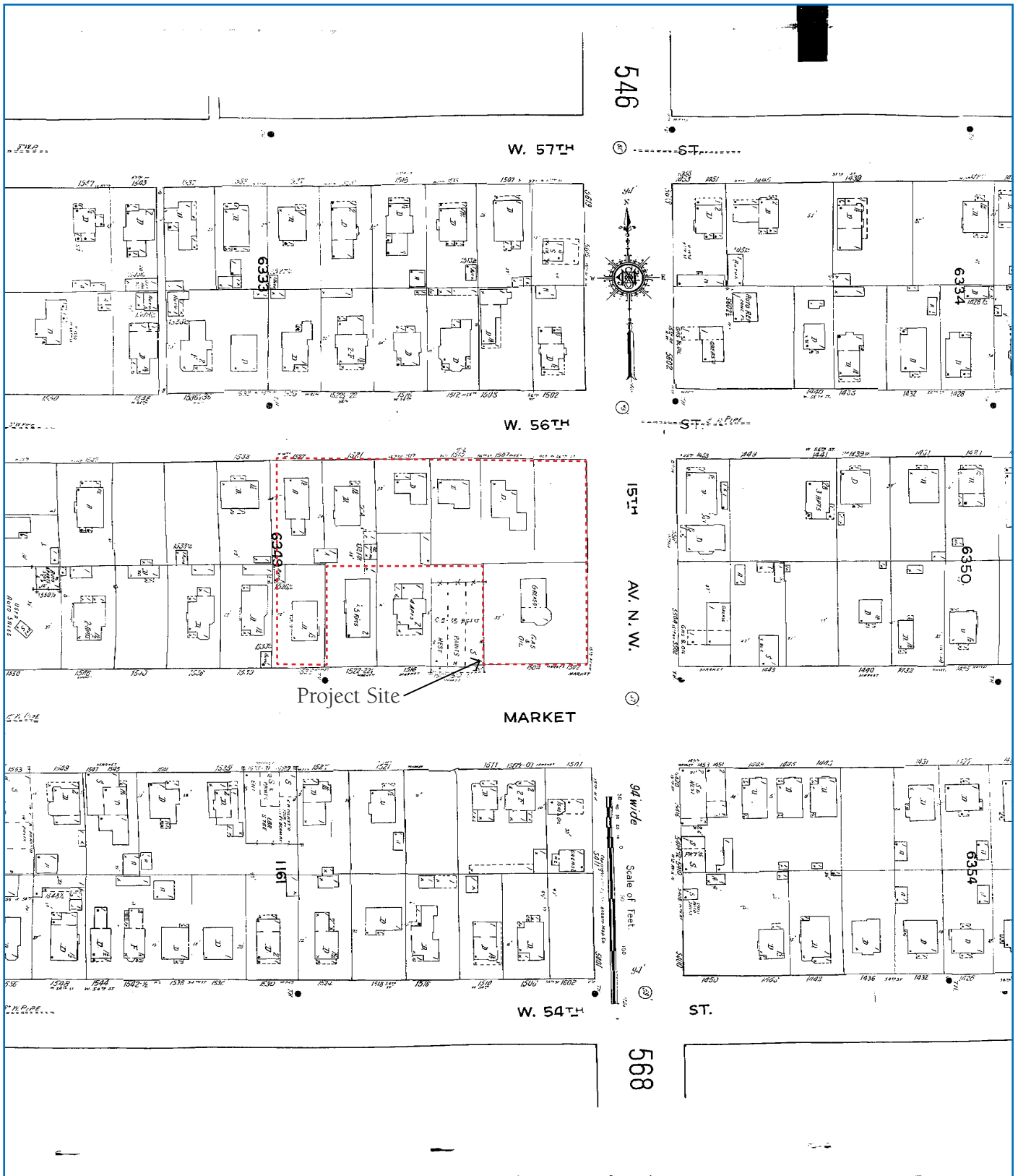


Figure 46 • Sanborn Insurance Maps, 1905-1951, vol. 5, 1950, sheet 567



Figure 47 • University of Washington Faculty Center, Victor Stienbruek and Paul Hayden Kirk, 1960



Figure 48 • Japanese Presbyterian Church, Paul Hayden Kirk, 1962-63

Paul Thiry Collection, Hugh Stratford



Figure 49 • Mercer Island Presbyterian Church, Paul Thiry, 1960-61

UWLDC, Seattle Collection, UW14828



Figure 50 • Seattle Center Coliseum, Paul Thiry, 1958-62

Paul Thiry Collection



Figure 51 • Saint Demetrios Greek Orthodox Church, Paul Thiry, 1964-68

UWLDC, Seattle Photograph Collection, SEA2526



Figure 52 • Seattle World's Fair Information Booth, 1962

Alan Hess, 1985



Figure 53 • Googies coffee shop, Los Angeles, 1955, Armet & Davis

Alan Hess, 1985



Figure 54 • Denny's, Van Nuys California, 1958, Armet & Davis

Jim Heatherman



Figure 55 • Bob's Big Boy in Burbank, California, 1949, Wayne McAllister

Alan Hess, 1985

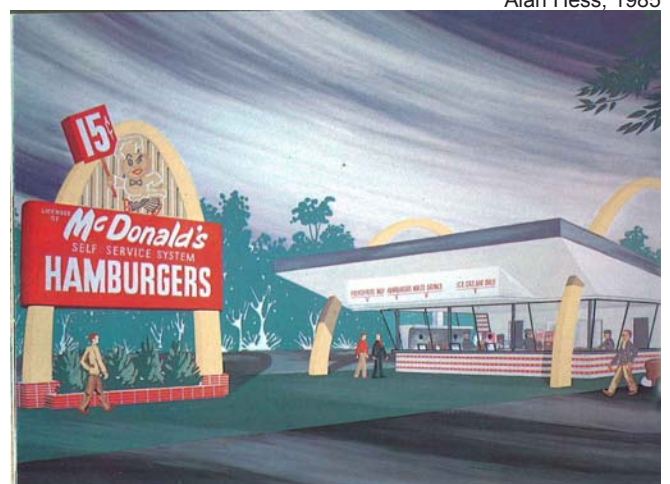


Figure 56 • Rendering for McDonald's, 1952, Charles Fish, draftsman for Stanley Clark Meston

Alan Hess 1985

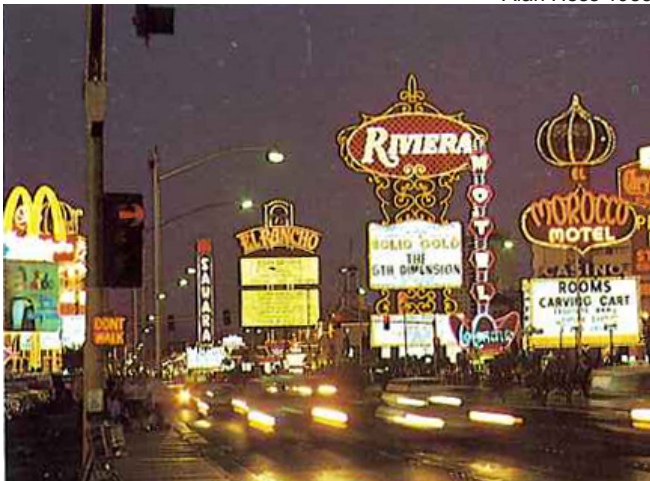


Figure 57 • Las Vegas Strip, 1985

<http://www.friedmanarchives.com>

www.FriedmanArchive



Figure 58 • The Theme Building, Los Angeles, 1961, James Langenheim of Pereira & Luckman



Figure 59 • TWA Terminal, JFK Airport, New York, 1962, Eero Saarinen



Figure 60 • Capitol Records Building, Hollywood California, 1956, Welton Beckett



Figure 61 • The former Sambo's, 1964, Ron Bergquist

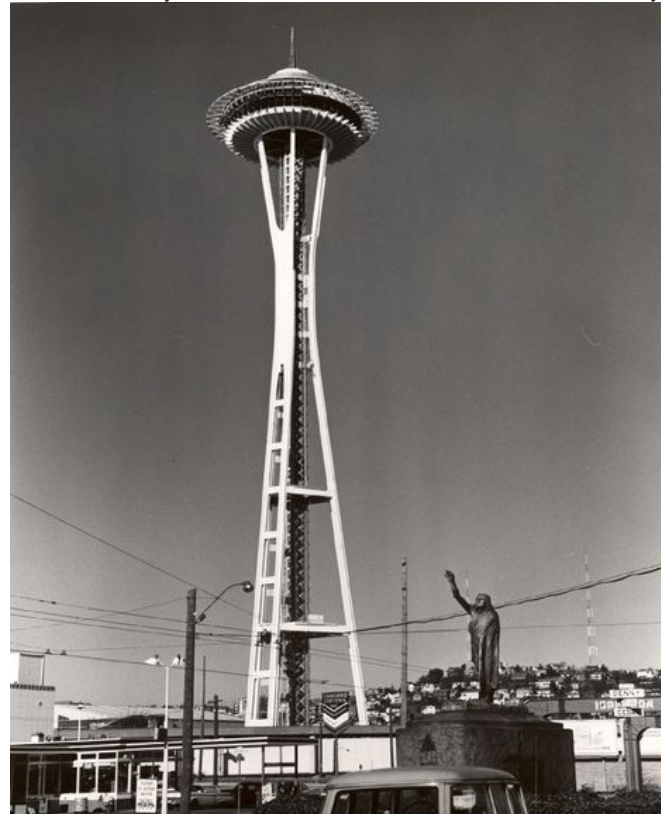


Figure 62 • Space Needle, 1962, John Graham Jr.



Figure 63 • Berkely Alumni House, 1954, Clarence Mayhew



Figure 64 • Danville, California House, N.D., Clarence Mayhew

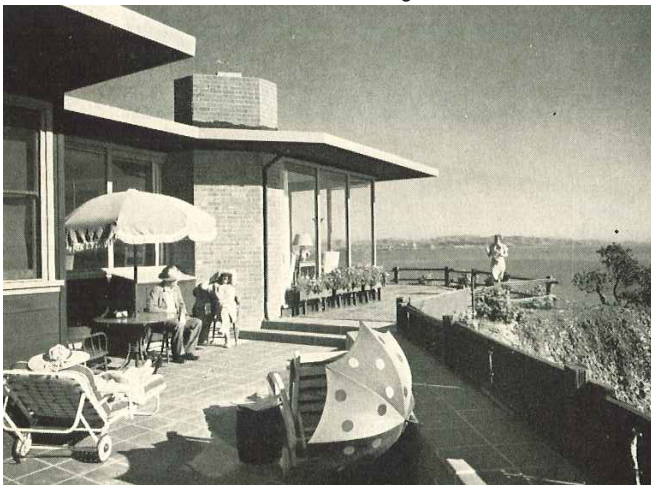


Figure 65 • Marin County, California House, N.D., Clarence Mayhew

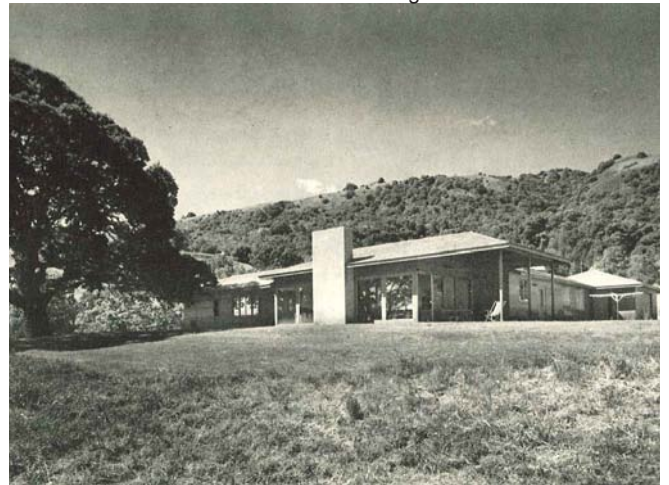


Figure 66 • Danville, California House, N.D., Clarence Mayhew



Figure 67 • Piedmont, California House, N.D., Clarence Mayhew and Serge Chermayeff



Figure 68 • Steen Mansion, 1964, Clarence Mayhew



Figure 69 • Ballard Denny's, signage and north side, November 16, 2007



Figure 70 • Ballard Denny's, south end, November 16, 2007

courtesy of Michael Hauser



Figure 71 • Ballard Denny's, postcard of interior, ca. 1964.