



Historic Landmark Nomination Proposal General Information

OVERVIEW:

Historic zoning is a zoning overlay which is added to the base zoning of a specific tract of land (for example HR-1). This zoning overlay can apply to local historic preservation zones (HPZs) and historic landmarks (HLs).

Designating an HL is a two part process. First, the proposed HL is subject to a historical designation review process. The **Steps to Establish or Amend a Historic Preservation Zone or Historic Landmark** (Article 5.8.4 UDC) are as follows:

- 1.) **Nomination Proposal Package** prepared by applicant and submitted to City of Tucson Historic Preservation Office. (Requirements regarding Nomination Proposal can be found in SUBMITTAL CHECKLIST p.3)
- 2.) Applicant attends a **Historical Commission Nomination Review** and presents the Nomination Proposal and any other evidence of historical significance and integrity in a public meeting.
- 3.) **The Mayor and Council review** the project and the recommendations and decide whether to initiate the designation process.
- 4.) Rezoning Process

WHERE TO APPLY:

City of Tucson Historic Preservation Office:

Jonathan Mabry, PhD | Historic Preservation Officer
jonathan.mabry@tucsonaz.gov | Phone: (520) 837-6965

Jennifer Levstik, M.A. | Preservation Lead Planner
jennifer.levstik@tucsonaz.gov | Phone: (520) 837-6961

310 N. Commerce Park Loop, Santa Rita Bldg • PO Box 27210 • Tucson, AZ 85726-7210

SUBMITTAL REQUIREMENTS:

Refer Submittal Checklist. Complete Application Forms, and supplemental materials.

THE FOLLOWING CRITERIA ARE CONSIDERED WHEN REVIEWING A CITY HISTORIC NOMINATION APPLICATION:

Historic Landmark:

An HL shall include historic sites, buildings, and structures, as defined in Section 11.4.9, and which are individually listed or individually eligible for listing in the National Register of Historic Places at the local, state, or national level of significance. Properties that meet the aforementioned criteria may be proposed for designation as an HPZ Contributing Property or Historic Landmark.

Historic Landmark

A historic site or structure of the highest historic, cultural, architectural, or archaeological importance to Tucson that if demolished or significantly altered would constitute an irreplaceable loss to the quality and character of Tucson. A Historic Landmark is an outstanding or unique example of architectural style; is associated with a major historic event, activity, or person; or has unique visual quality and identification. A Historic Landmark may be located within the boundaries of or outside a historic district.

Historic Site or Historic Structure

A building, structure, object, or site, including vegetation or signs located on the premises, that:

- Dates from a particular significant period in Tucson's history, i.e., prehistoric, native indigenous, Pre-Colonial (before 1775), Spanish Frontier (Colonial) (1775-1821), Mexican Frontier (1821-1853), Territorial (1854-1912), Post-Territorial (1912-1920), or Post-World War I Development (1920-1945), or relates to events, personages, or architectural styles that are at least 50 years old; however, outstanding examples less than 50 years old should be evaluated on their own merits; and
- Is associated with the lives of outstanding historic personages; or
- Is associated with significant historic events or occurrences; or
- Exemplifies the architectural period in which it was built and has distinguishing characteristics of an architectural style or method of construction or is the notable work of a master builder, designer, or architect whose individual genius influenced his/her age; or
- Contributes information of archaeological, historic, cultural, or social importance relating to the heritage of the community; or
- Relates positively to buildings in its immediate vicinity in terms of scale, size, massing, etc., such that its removal would be an irreparable loss to the setting.

For Zoning and Subdivision review, the Unified Development Code (UDC) applies to this application. If you feel the Land Use Code (LUC) should apply, please consult with Zoning review staff. Applicable timeframes can be provided at your request or found in Administrative Manual Sec. 3-02 or found on our website at <http://cms3.tucsonaz.gov/pdsd>. For information about applications or applicable policies and ordinance, please contact Frank Dillon at 837-6957.

By state law, we cannot initiate a discussion with you about your rights and options, but we are happy to answer any questions you might have.



Historic Landmark Nomination Proposal Application

Date Submitted: January 20, 2017

PROPERTY LOCATION INFORMATION

Project Name: Hirsh's Shoes
Property Address: 2934 East Broadway Boulevard
Architect/Designer: Bernard Friedman
Builder: unknown
Plat Name: Broadmoor Block: B Lot: Lot 11
Pima County Parcel Number/s: 126-02-0500 Parcel Use:

APPLICANT INFORMATION

APPLICANT NAME: Tucson Historic Preservation Foundation
ADDRESS: PO Box 40008, Tucson, Arizona, 85717
PHONE: 520-247-8969
EMAIL: info@preservetucson.org
PROPERTY OWNER NAME: Tucson Historic Preservation Foundation
PHONE: (520) 247-8969 FAX: () _____ - _____

SIGNATURE OF OWNER _____ Date _____

SIGNATURE OF APPLICANT (if not owner) _____ Date _____

AREA TO BE REZONED

ACRES: .10

Existing Zoning: C-1

Proposed Zoning: HLC-1

CHECKLIST FOR HISTORIC LANDMARK NOMINATION PROPOSAL

- Fee \$330.00 (Base Fee) + Variable Fees
- A completed Historic Nomination Proposal Application (a blank form is attached to this document).**
Completely fill in all fields on the nomination application form. The Assessor's No. and the complete Legal Description can be found by contacting the Pima County Recorder's Office (<http://www.asr.pima.gov/>)
- A completed National Register of Historic Places form or nomination or a State of Arizona Historic Property Inventory Form**

Pima County Assessor's Maps showing properties within 500' of the designation request
- Pima County Assessor's Record**
- Color labeled photographs showing full exterior views, including all elevations, setting, outbuildings, and details of structural and landscape features**
- Reproductions (high quality photocopies acceptable) of historical photographs**
- A dimensioned, scaled site plan or survey of the site and the location/placement of all buildings/structures on the site.**
- A scaled map of the site outlining the geographic boundaries of the proposed area**

*All plans, maps and other figures should be clearly identified. All figures, including drawings, plans and maps, (excluding photographs, see above requirements) should be of a standard size (8.5" by 11", or 11" by 17").

A list of proposed Neighborhood Advisory Board Members (If nominating a Historic Preservation Zone)

WRITTEN REPORT

- Property Description**
 - Present and original (if known) physical appearance and characteristics.
 - A complete, detailed architectural description of all elevations of the exterior of the building and a complete description of all the site elements
 - A description of the interior features should also be included.
 - A brief description of the surrounding neighborhood or natural environment and its development, including relevant features such as neighboring buildings, natural features, topography, major roadway, etc.
 - A complete description of the alterations to the exterior of the building must be included as well.
- Statement of Significance and Integrity**
 - A chronological list of prior owners
 - Chronology of past uses
 - Information on historically significant events which occurred at the location
 - Information on architect, landscape architect, builder, contractor and any craftsmen who worked on the on the site
 - The project's historic context, and explain how the building fits into the history of the city and the neighborhood.
- Complete Bibliography**

Property Description:

Setting

Hirsh's Shoes is located in central Tucson at 2934 East Broadway Boulevard. This section of Tucson's Broadway Boulevard, known as the Sunshine Mile, was born modern. The corridor was developed during the post war era expressing a new American optimism and economic boom that was changing the nation and the Southwest. Like many cities, Tucson during this era was growing rapidly. In 1940, the population was 35,000 - by 1960, it had soared to 212,000. Broadway became an important suburban commercial corridor, transforming from early 20th century bungalow and revival architecture to modern structures and mid-century storefronts built to support new neighborhoods with curved streets and rambling ranch houses. Broadway was a reflection of the American Dream. Broadway was a high-end shopping district, meeting the new demand, with stores offering furniture, lighting, photographic equipment, shoes, clothes and cars. The Sunshine Mile is an unique collection and concentration of mid-century commercial buildings. Glass storefronts, geometric designs, new materials and evocative signage combined to create a vision of Tucson as a modern city. The extraordinary mid-century modern buildings were designed by Tucson's most influential architects of the era, shaped this modernist boulevard. Bernard Friedman, Fred Jobusch, Sylvia and William Wilde, Anne Rysdale, Nicholas Sakellar, Charles Cox, Cain, Nelson and Wares, Howard Peck and others, including Ralph Haver from Phoenix and Ronald Bergquist from California, contributed unique and progressive designs along this commercial shopping district.

North Elevation (Storefront)

The north elevation of Hirsh's Shoes is the primary character defining facade. It is an exceptional, and rare surviving example of the "open-storefront" that was trending in retail design following post WWII. The open storefront design was initiated among leading commercial architects like Morris Lapidus in the 1940s and was commonly practiced on Main Streets by the 1950s. Hirsh's Shoes features an open exterior lobby (called an arcade by Friedman) that was created by considerably setting back the glass window wall and entry door from the sidewalk and deeply angling the walls and ceiling inwards. Cantilevered showcase boxes projected from both the east furrowed *redwood pailings* and west exposed red brick walls frame the open air lobby. The red brick floor is set in mortar in a basket weave pattern. The front random laid exposed motor washed bricks create a pilaster. The original neon sign letter forms are perched atop the extended roof system above the open display lobby. All of the exterior display lobby details are intact.

South Elevation

The building's south elevation is simple block masonry construction punctuated by a loading door and glass block window. The unadorned facade has three steps leading from ground level to the back door. The rear utility elevation has no ornamentation or decoration. The back portion of the lot has an asphalt drive and parking area.

Interior Features

The City of Tucson Historic Landmark designation does not regulate the interior of privately owned property. However, the commercial storefront utilizes a window wall to create and connect the interior and exterior showroom zones. The intentional architectural design allows the interior showroom space to serve as an advertising/display window for the products sold inside. In case of the Hirsh's Shoes building the use of lighting is an important element that activates the building at night. The combination of exterior lighting in the open display lobby, display windows lighting and in the interior showroom lights create a nocturnal activation. The original Bernard Friedman designed mid-century modern interior was substantially modified and changed in 1976 to celebrate the United States Bicentennial. The interior additions were American Colonial revival inspired with the use of shake shingle wall coverings, patriotic brass details and ornamental brass light fixtures. Over subsequent years these details were changed, moved and altered. In 2016 after Hirsh's Shoes Closed the majority of these details were removed. The relatively simple interior retains original 1954 ceiling mounted and recessed lighting and original front brick planter and gray wash *redwood pailings* on the interior north wall section.

Statement of Significance and Integrity

Hirsh's Shoes is eligible as a city of Tucson Historic Landmark. 1. Hirsh's Shoes is from a particular significant period in Tucson's history: *Post-World War II Development (1945-1975)* and is a distinct architectural styles that is least 50 years old. 2. Hirsh's Shoes is an outstanding examples of mid-century modern storefront design and is associated with significant historic events that have made a significant contribution to the broad patterns of our history in particular: *Community Development in Tucson 1945 - 1975*. 3. The Hirsh's Shoes building exemplifies the architectural period in which it was built and has distinguishing characteristics of an architectural style and is the notable work of a master designer and architect whose individual genius influenced his/her age: *Bernard Friedman*. 4. Hirsh's Shoes contributes historic, cultural, and social importance relating to the heritage of the Tucson community; and 5. Hirsh's Shoes relates positively to buildings in its immediate vicinity in terms of scale, size, massing, etc., such that its removal would be an irreparable loss to the setting and a diminishment to the architectural heritage of Tucson.

The Hirsh's Shoes Building is an iconic mid-century modern commercial storefronts. Designed in 1954 by Jewish-American architect Bernard "Bernie" Friedman for entrepreneur Rose Hirsh, the open plan storefront has been a retail standard for generations. Mrs. Rose C. (David) Hirsh hired Friedman to design this building as a free standing shop. Though now surrounded by other buildings, it was owned and operated by the Hirsh Family from construction 1954 until 2016. The opening of the store was featured in the Arizona Daily Star on April 7, 1954 and for 62 years the Hirsh Family maintained the character defining characteristics of the north facade and

unique architectural expression that defined the mid-century era. In 2014 the Hirsh Family restored the roof mounted neon sign.

Hirsh's Shoes was located in the heart Broadway's Sunshine Mile. Broadway Boulevard post WWII development expressed the new American economic optimism following the war. Like many cities, Tucson was growing rapidly. In 1940, the population was 35,000 - by 1960, it had soared to 212,000. As an important suburban corridor, modern structures were built along Broadway's edge to support new neighborhoods with their curved streets and rambling ranch houses. Broadway was a realization of the American Dream.

An extraordinary collection of mid-century modern buildings designed by Tucson's most influential architects shaped this modernist boulevard. Bernard Friedman, Fred Jobusch, William Wilde, Anne Rysdale, Nicholas Sakellar, Charles Cox, Cain, Nelson and Ware, Howard Peck, and Ronald Bergquist all contributed regional modernist designs to the unique character of this commercial shopping district.

Glass storefronts, geometric designs, new materials and evocative signage combined to create a vision of Tucson as a modern metropolis. In 1953, a contest was sponsored by the East Broadway Merchants to name the strip between Campbell and Country Club. The winning entry was "The Sunshine Mile". The modernist architectural heritage of this street is an irreplaceable regional asset that must be celebrated, honored and cultivated. It is a significant part of Tucson's story and the American experience.

David and Rose Hirsh

David Hirsh emigrated as a child with his parents from Eastern Europe to Pennsylvania where they owned a successful boot shop. David's wife, Rose, was a first generation Pennsylvania native. Seeking a warmer climate to help with Rose's arthritis, the family relocated to Tucson in 1944. In 1954 architect Bernard Friedman was commissioned by Rose to design a modern building for her new shoe store in the emerging suburban shopping district along Broadway Boulevard near Broadway Village.. The Hirsh's Shoes building, although now sandwiched between other buildings, was originally designed as a freestanding structure. As a rare surviving example of the popular open front façade, its interior and exterior zones are fully integrated. The dynamic entrance is topped with the original neon letter forms. For 62 years the Hirsh family has maintained the unique architectural expression, typical of the best mid-century retail storefronts. In 2015 the Hirsh Family was honored with a preservation award from the Tucson-Pima County Historical Commission for their stewardship of Hirsh's Shoes building.

Bernard Friedman, Architect

Bernard J. Friedman's (1916 – 2012) architectural work contributed to Tucson's mid--century modern commercial design idiom. Between 1940 and the 1970s, his small and large-scale projects distinguished downtown Tucson and the emerging suburbs with a progressive architectural identity. Through structural expressions, elegant proportions, and chic design, his

commercial, educational and religious buildings mirror national and international trends, adapted to our desert climate. With bold architectural statements, he displayed the excitement of modernism without sacrificing the elegance and monumentality of his civic designs.

Born to immigrant parents and raised in Chicago, Friedman graduated with a Bachelor of Science degree in Architecture from the University of Illinois in 1938 and moved to Tucson in 1940. During World War II he served as a Construction Officer with the U.S. Navy Civil Engineer Corps in the European Theatre between 1942 and 1946.

Friedman was discharged in 1946, and returned to Tucson where he married his wife, Irma. Between 1946 and 1948 he had partnered with architect William Green designing a number of residential and commercial projects including Los Patio at 3318 – 40 East 1st Street, the El Presidio Hotel at Broadway, multiple Fourth Avenue buildings, and the new Temple Emanuel auditorium at 225 North Country Club Road. The 650-seat auditorium was designed to be eclipsed by and integrated into the future sanctuary.

In February 1948, Friedman announced the establishment of an independent architecture and allied design practice with offices at 210 North Church Street. Friedman's commercial architecture of this period embraced the mid-century modernist movement emphasizing the progressive use of glass, new materials, structural systems, and sculptural forms. In 1949, Friedman designed the Given Brothers Shoes Co. building at 57 E. Pennington, and the Recreational and Social Center for the Jewish Community Center on Tucson Boulevard. In early 1951, Friedman designed a new school building for Congregation Anshei Israel.

During the 1951 to 1953 Korean conflict, Lieutenant Commander Friedman was called back to Washington, D.C. to serve as Coordinator for the Engineering & Technical Services Division, Bureau of Yards and Docks. He returned from active duty in August 1953, and re-opened his architectural practice in a building he designed at 2233 East Broadway. In September he had been commissioned to design the new Jewish Community Center on Plummer Avenue, north of Broadway, replacing the existing building at 134 S. Tucson Boulevard. That same year he designed the Rillito Park steel and concrete grandstand, and a subdivision model house called The Arizona Contemporary built by J. R. Schibley at 7210 North Oracle Road.

In 1954 Friedman designed two iconic modernist storefronts that expressed the post WWII era American commercial architecture; Daniel's Jewelers at 21 E. Congress, built by M. M. Sundt Construction, and Hirsh's Shoes at 2934 East Broadway Boulevard. A 1955 commercial building at 2901 Broadway for Mr. and Mrs. Max Saltzman represents a clear departure from the narrow storefronts synonymous with dense commercial districts and development patterns of the pre-war era, the Saltzman building was designed to engage the attention of commuters in fast moving automobiles. This is building as billboard with expansive glass curtain walls, integrated panel monument signage and interior illumination to showcase the merchandise after dark.

In October 1956, Friedman & Jobusch Architects & Engineers was created with Friedman's university classmate, Fred H. Jobusch. Jobusch had moved to Tucson in 1944. He served as a president of the Southern Arizona Chapter of the American Institute of Architects, Southern Arizona Chapter of the Arizona Society of Professional Engineers, and President of The Sertoma Club of Tucson. From 1953 through 1959 he served as a member of the State Board of Technical Registration for Architects and Engineers.

Between 1956 and the early 1960s, the firm designed multiple commercial buildings in Tucson. Along the Sunshine Mile, they designed the Broadway Building at 2221 E. Broadway, Nehring Insurance Agency at 2605-2609 E. Broadway, Arnie Rents at 1501 E. Broadway and the Arizona Bank Building at 2102 E. Broadway. Elsewhere, the firm designed Kal Rubin City, Amphi Plaza Shopping Center, Copa Bowl, Jewish Community Center additions, Gordon's El Rancho store at 3396 East Speedway, the Cactus Bowl, the Zeta Beta Tau Fraternity House, the Alpha Epsilon Phi Sorority House, Campbell Plaza Shopping Center, the El Dorado Motel in Nogales and Tucson City Hall. During this period they also completed work on a shopping center in Key West Florida. Friedman and Jobusch designed the first Levy's Department Store at the new El Con Mall in the 1960s. This project was a joint venture between Friedman and Jobusch Architects and Albert C. Martin and Associates of Los Angeles.

Besides a large canon of commercial work, the firm also developed a specialty in educational buildings, designing the University of Arizona College of Medicine, the Agricultural Sciences Building, the Physics-Math-Meteorology Building, the Pharmacy-Microbiology Building, and the Chemistry Building. Other educational work included Pima Community College, Sahuaro High School, Canyon del Oro High School, Donaldson Elementary School, Katherine Van Buskirk Elementary School, and Clara Fish Roberts Elementary School.

Friedman's projects covered a broad range of commercial, civic and municipal buildings including the Tucson Community Center; Tucson Music Hall; Astrophysics, Environmental, Electronic, Instrumentation, Computer and Optical Laboratory facilities for Kitt Peak National Observatory, the Chris-Town Mall in Phoenix, and the Plaza International Hotel and Aztec Inn. In addition to the Temple Emanu-El, he also designed other religious buildings, including Congregation Anshei Israel, St. Albans Episcopal Church, St. Mark's Methodist Church, and Streams in the Desert Lutheran Church. Friedman was interested in the role of landscape and included integrated landscape design in his later projects.

The sculptural 1971 Valley National Bank Branch on the northwest corner of Country Club Road and Broadway Boulevard is perhaps Friedman's most recognized and iconic building. Featured in national magazines and television, this building is a true regional landmark and a beloved example of modern design. During his career Friedman served as president of the Southern Arizona Chapter of the American Institute of Architects, a member on the AIA Planning and Zoning Committee, a member of the Architectural Advisory Committee of Pima County, Arizona, the Architectural Advisor for the Tucson Jewish Community Center, a member of the Board of

Directors of the Tucson Botanical Society, the Tucson Chamber of Commerce, the Tucson Festival Society, and a member of the City of Tucson Building Code Review Committee.

Bernard J. Friedman died on June 21, 2012, at the age of 96.

Integrity

As defined in the National Register Bulletin, How to apply the National Register Criteria for Evaluation, integrity is defined as: "the ability of a property to convey its significance. To be listed in the National Register of Historic Places, a property must not only be shown to be significant under the National Register criteria, but it also must have integrity. The evaluation of integrity is sometimes a subjective judgment, but it must always be grounded in an understanding of a property's physical features and how they relate to its significance."

The historic building retains all seven aspects integrity including Location, Design, Setting, Materials, Workmanship, Feeling and Association.

1. Location. Built along Broadway Boulevard within the post WWII Sunshine Mile suburban shopping district (NRHP eligible), the store was constructed a few blocks west of the El Conquistador Hotel (built 1928, demolished 1968, architect Annie Rockfellow for the firm of Henry O. Jaastad) and Tucson's first mall El Con (built 1960-61 partially demolished c. 2010, architect Nicholas Sakellar et. al). Hirsh's Shoes was built southwest of the intersection of Country Club Road and Broadway Boulevard to the west of South Eastbourne Avenue across from Arizona's first suburban shopping center Broadway Village (built 1939, architect Josias Joesler). In 1954 the the Hirsh's Shoes building stood virtually alone in what would become, over the next decade, a high end shopping strip. Subsequent and adjacent development on both sides created this eclectic "strip mall" of individually owned, architect designed buildings. In 1961 adjacent to Hirsh's was built the Broadway Village Annex (architect Juan Wørner y Baz) designed in a rare architectural hybrid of spanish colonial modern. To the west was built is a series retail stores designed by Arizona's only registered female architect at the time Anne Rysdale. The Hirsh's Shoes building is located along the NRHP eligible Sunshine Mile district. Within the viewshed from Hirsh's Shoes are a number of notable mid-century buildings including the Valley National Bank Building (built 1971, architect Friedman and Jobusch.) The original boundaries of the property remain intact.

2. Design. Mrs. David Hirsh commissioned local modernist master architect Bernard Friedman to design this building as a free standing shop that would set the tone for future adjacent buildings. As an ideal example of an open front facade, the interior and exterior zones are integrated. Angled walls create a dynamic entrance with a sloping exposed frame canopy anchored on either side by cantilevered display cases and a planter. Large neon letterforms are mounted on top of the canopy. The canopy was rebuilt c.1970 and the original green *Sequentia* corrugated fiberglass / polycarbonate panels replaced with skylights. The original *rail systems frameless double glass door system* were replaced with aluminum frame doors in 2012.

3. Setting. Hirsh's Shoes retains its original suburban commercial setting. Subsequent development during the post WWII era created a commercial strip with the Hirsh building serving as an architectural design anchor.

4. Materials. The materials remain the same from the period of significance. Limited alterations have remained true to the original material palette.

5. Workmanship. The quality of workmanship is intact; the original craftsmanship with which the commercial building was built is still present, details such as display windows, light fixtures, neon, glass and pavers are still present and in good condition. Throughout the building there is an exceptional workmanship and finish details typical of the post WWII mid-century era. The distinct interior/exterior brick work and wood treatment are examples of the fine detailing.

6. Feeling. The sense of place persists, including the mid-century commercial streetscape. The high degree of integrity supports the retention of feeling.

7. Association. The historic associations of the property have remained intact; very few modifications have been made to the original design.

The building retains sufficient integrity to convey its significance.

Contemporary Context

Hirsh's Shoes was featured in the New York Times in Summer 2015 highlighting Tucson's modern architecture. With the impending Broadway Boulevard widening project, historically insensitive redevelopments to adjacent properties, and rumors of the business closing, the Tucson Historic Preservation Foundation (THPF) contacted the Hirsh Family in 2015 to discuss long-term preservation planning strategies. After numerous discussions regarding threats to the long-term preservation of the building, THPF entered into a purchase contract to save this outstanding example of modernist architecture in the spring of 2016. THPF acquired the property on September 23, 2016.

On October 5, 2016 the Sunshine Mile was designed by the National Trust for Historic Preservation list as one of the 2016 11 Most Endangered Properties in America. The Hirsh's Shoes Building has become a symbol of mid-century design in Tucson.

Bibliography

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Photographs

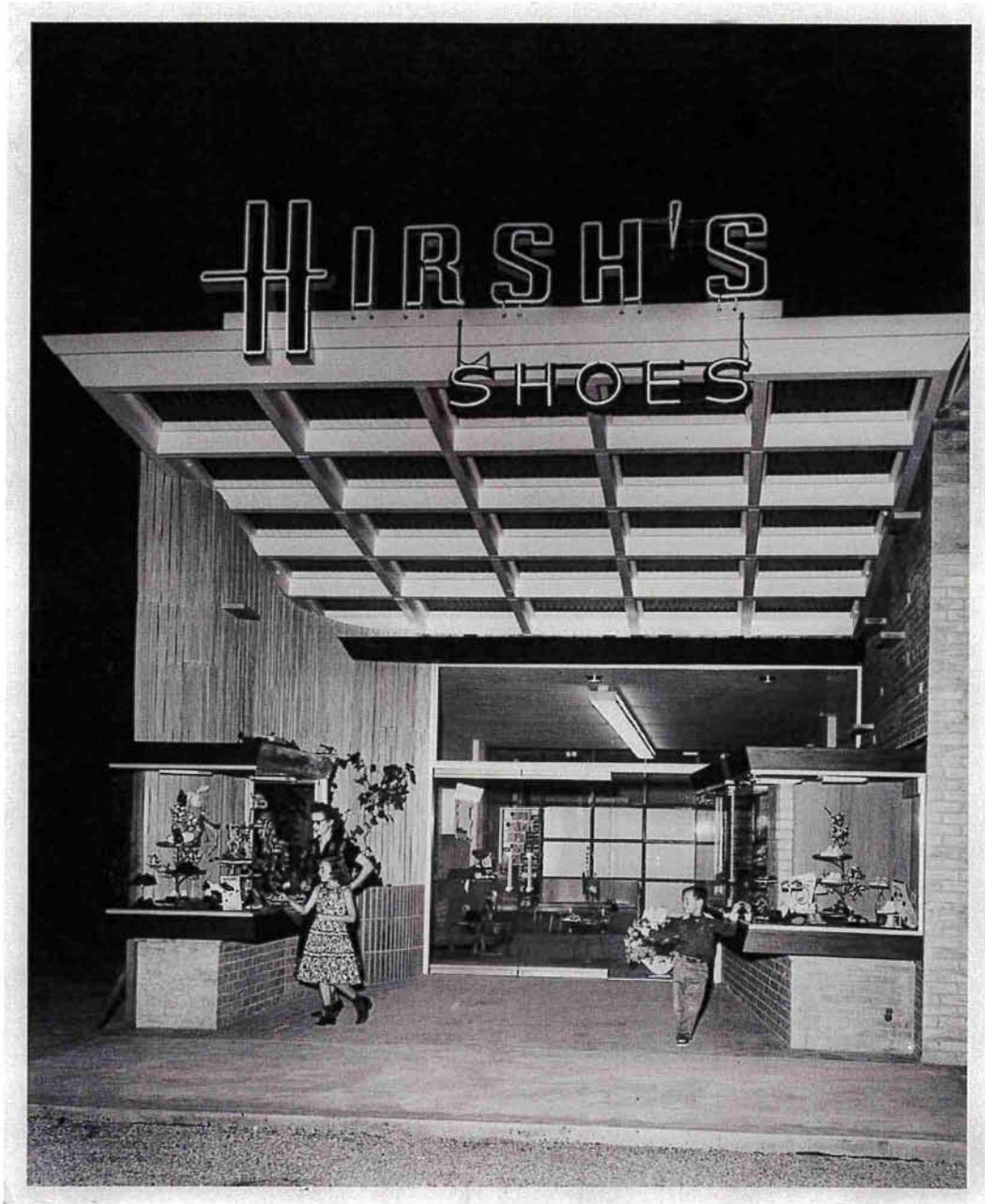
Historic Photographs

- 001 Photo of exterior north elevation circa 1954.
Photo by Wong Sutton, Tucson Historic Preservation Foundation Archive
- 002 Photo of exterior north elevation August 1956.
Photo by Ray Manley, Tucson Historic Preservation Foundation Archive
- 003 Kodachrome slide, of north elevation, circa 1954
Photo by Sydney Hirsh, Tucson Historic Preservation Foundation Archive
- 004 Kodachrome slide, of west elevation, circa 1954
Photo by Sydney Hirsh, Tucson Historic Preservation Foundation Archive
- 005 Hirsh's Shoes, Blueprint, Elevations, 1954
City of Tucson Development Services Archive

Contemporary Photographs

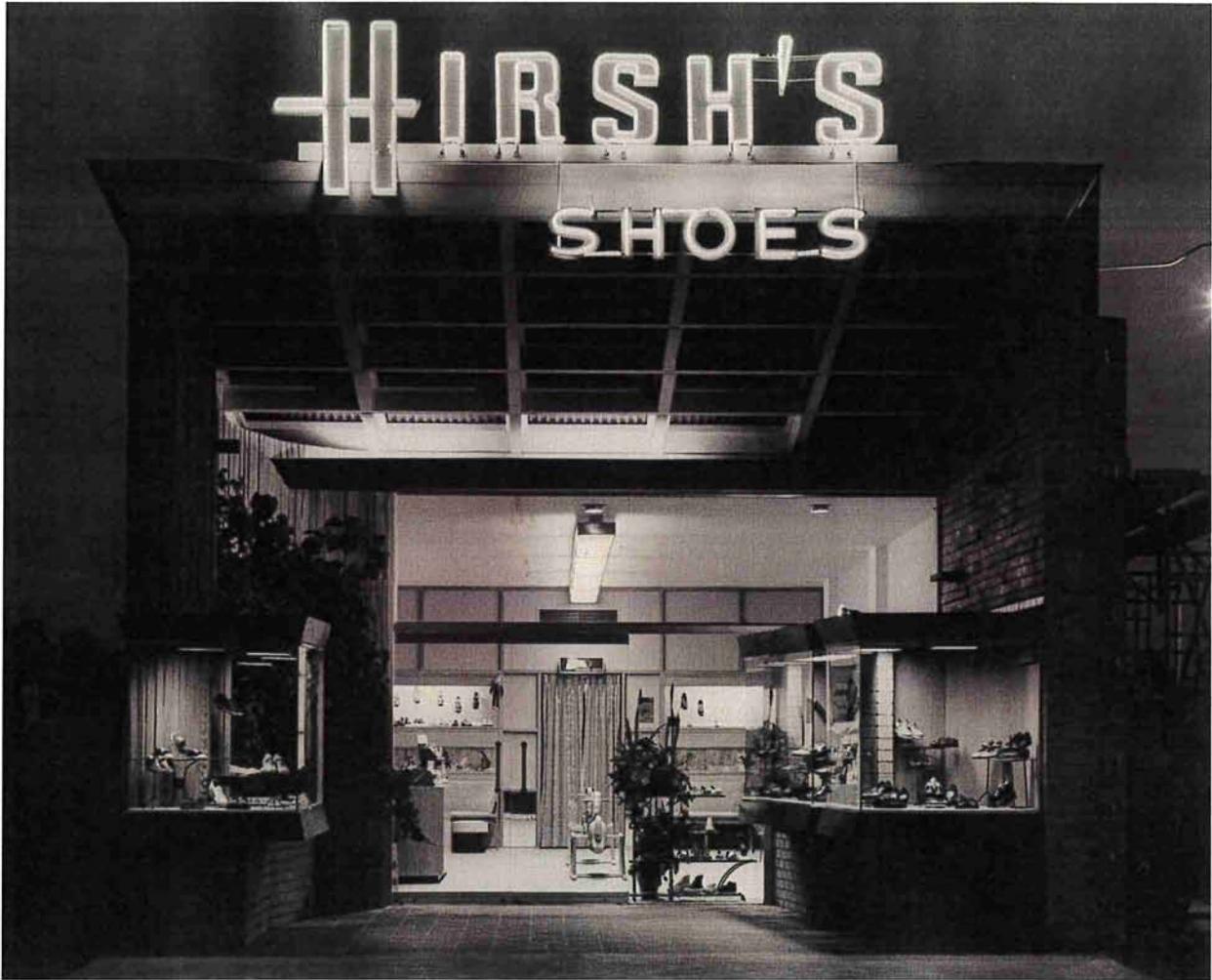
- 001 View of north elevation (photo by Jude Ignacio and Gerardine Varga, 2014)

- 002 View of north elevation (photo by Demion Clinco, 2017)
- 003 Detail of neon sign (photo by Demion Clinco, 2017)
- 004 Detail of east display window box (photo by Demion Clinco, 2017)
- 005 Detail of west display window box (photo by Demion Clinco, 2017)
- 006 Detail of open air lobby (photo by Demion Clinco, 2017)
- 007 View of south elevation and west wall (photo by Demion Clinco, 2017)
- 008 View of South elevation (photo by Demion Clinco, 2017)

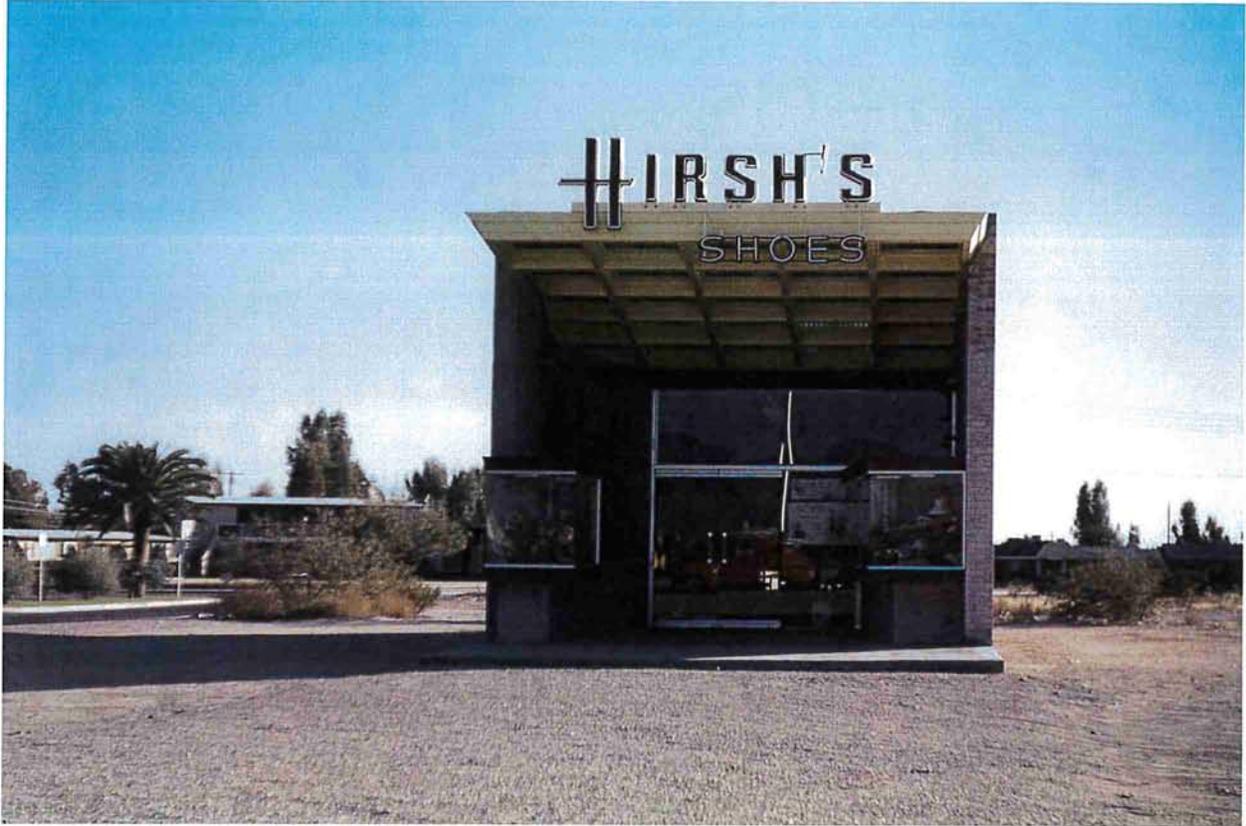


Historic Photo 001

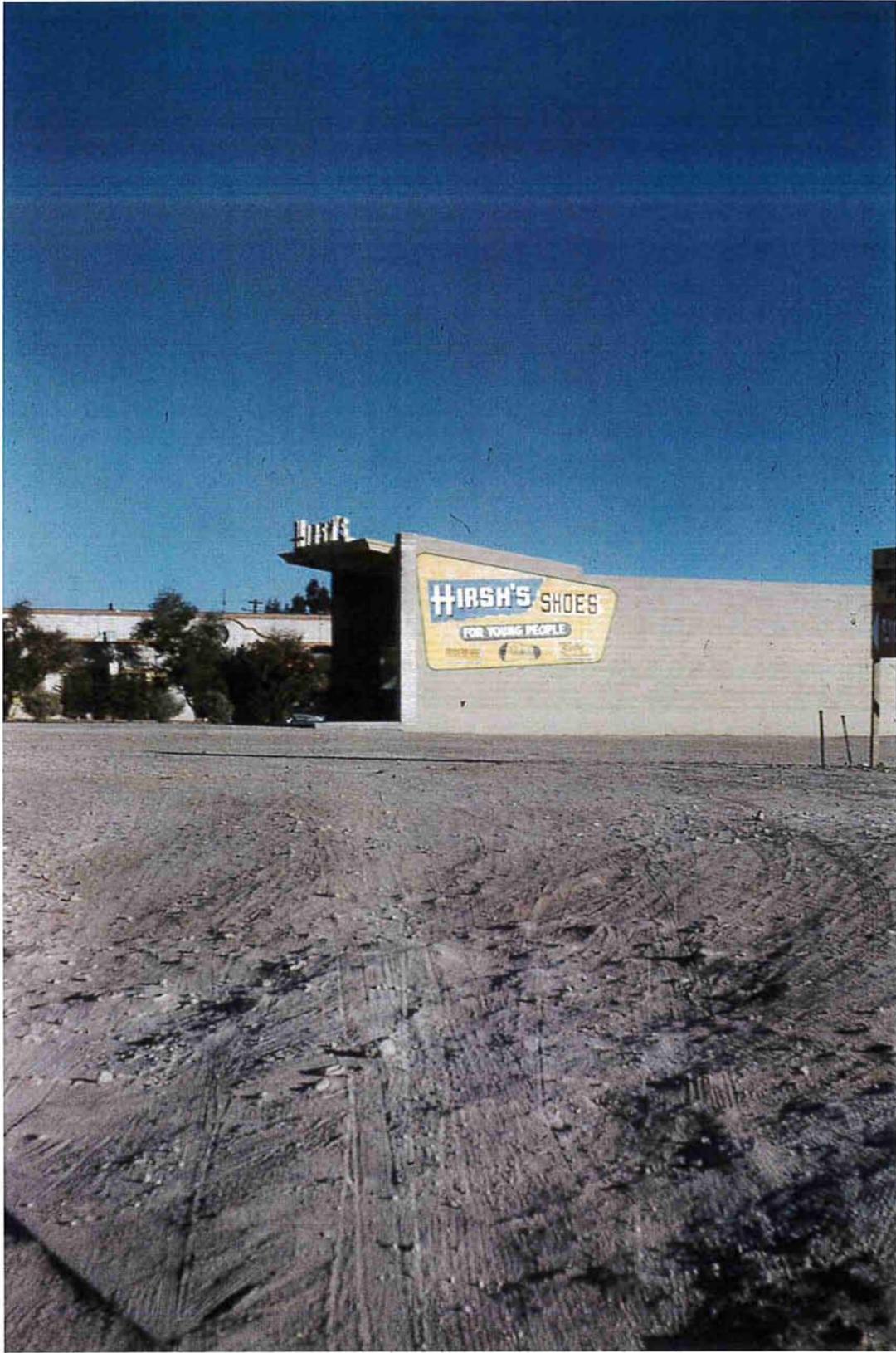
Planning & Development Services Department (PDSD) - 201 N. Stone Avenue
P.O. Box 27210 - Tucson, AZ 85726-7210
Telephone: (520) 791-5550 - Fax: (520) 791-5852
Website: www.tucsonaz.gov/pdsd
Email: DSD_zoning_administration@tucsonaz.gov



Historic Photo 002

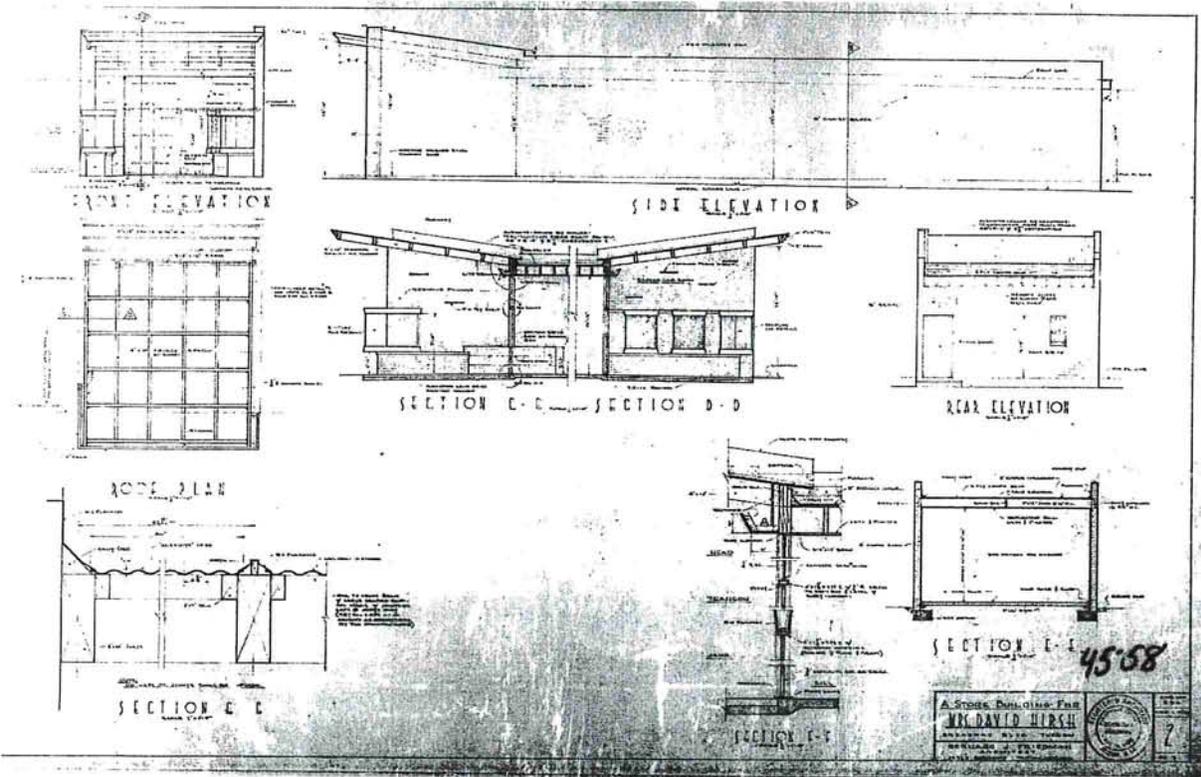


Historic Photo 003



Historic Photo 004

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P.O. Box 27210 - Tucson, AZ 85726-7210
Telephone: (520) 791-5550 - Fax: (520) 791-5852
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Historic Photo 005



Photo 001

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Photo 002

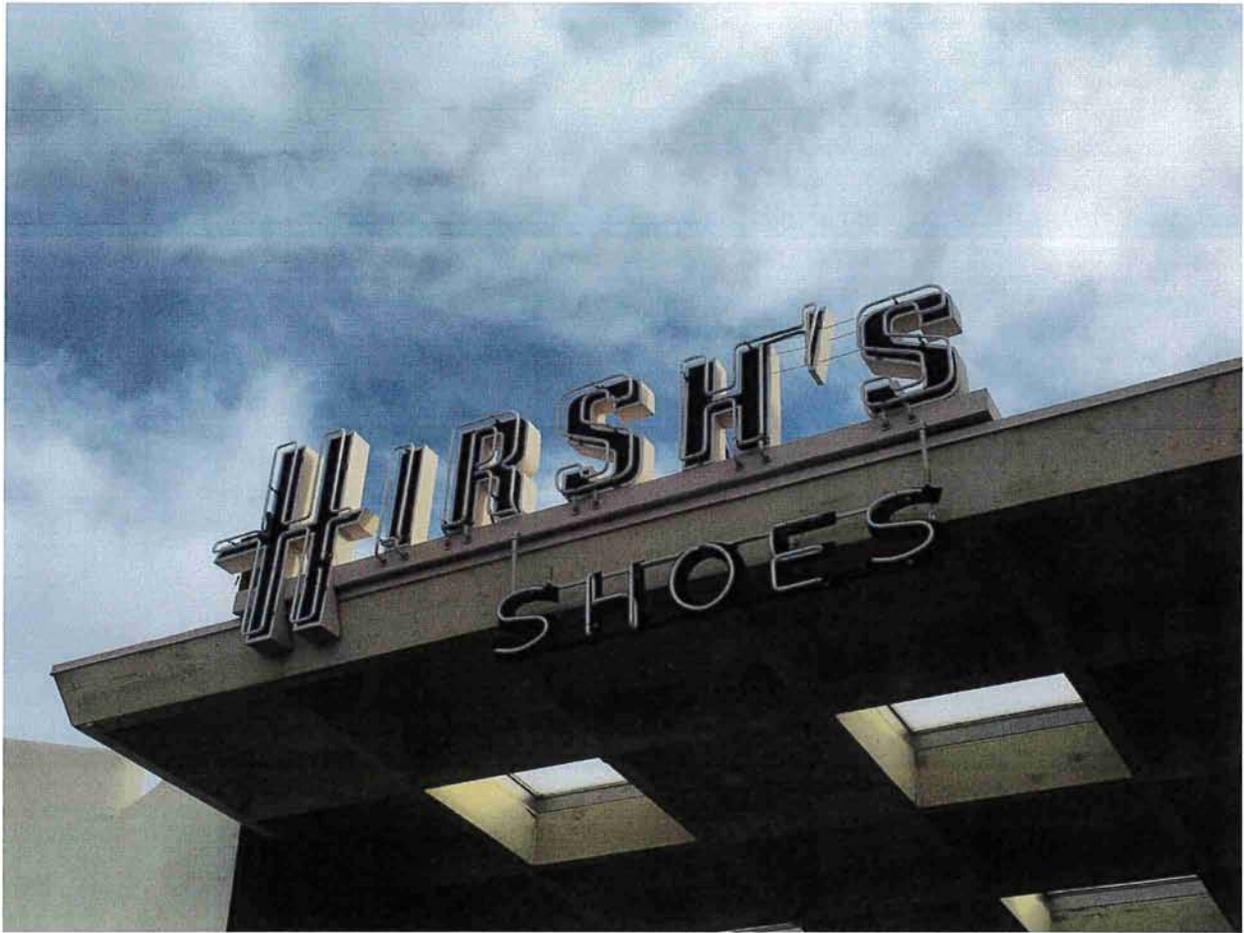


Photo 003



Photo 004

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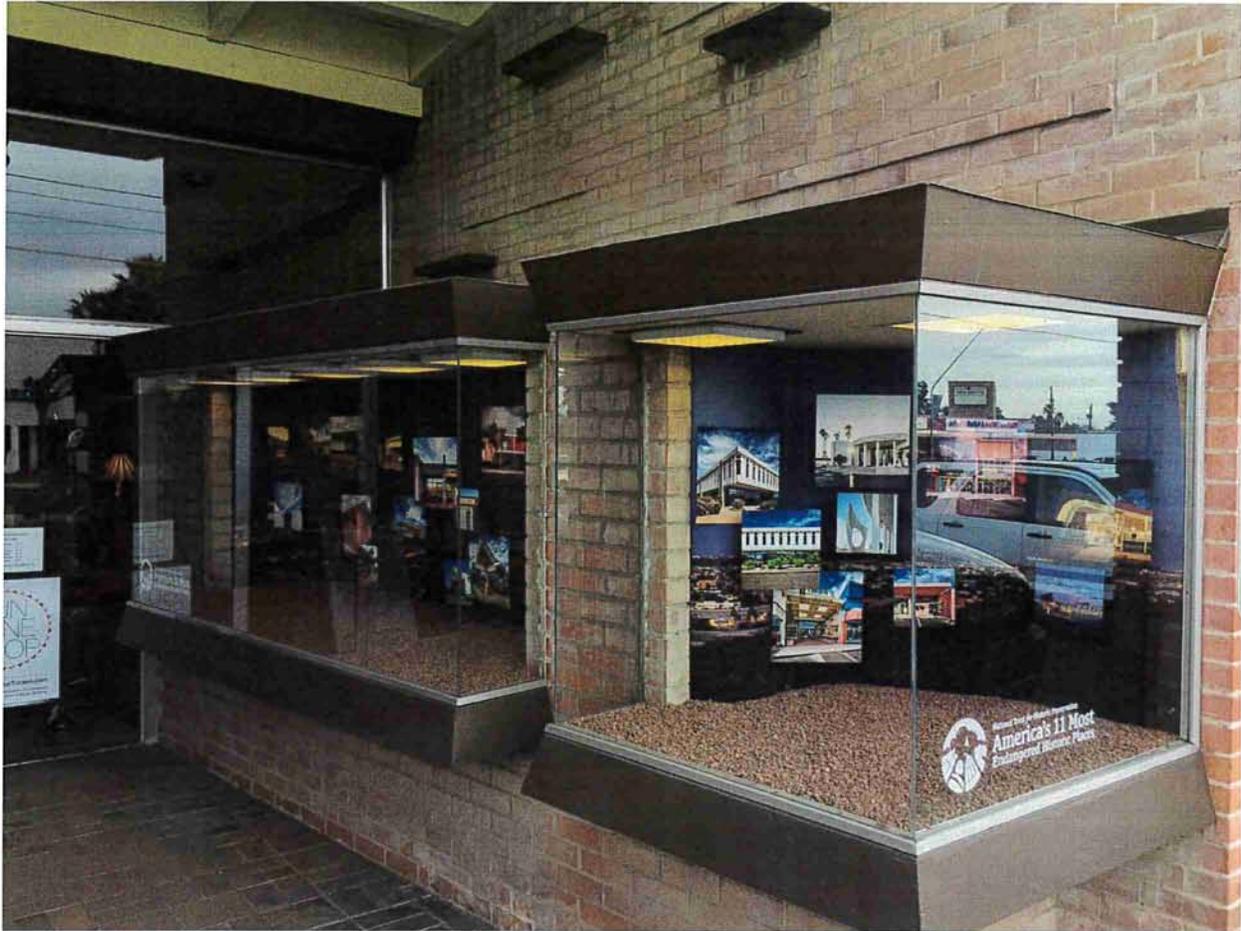


Photo 005

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Photo 006

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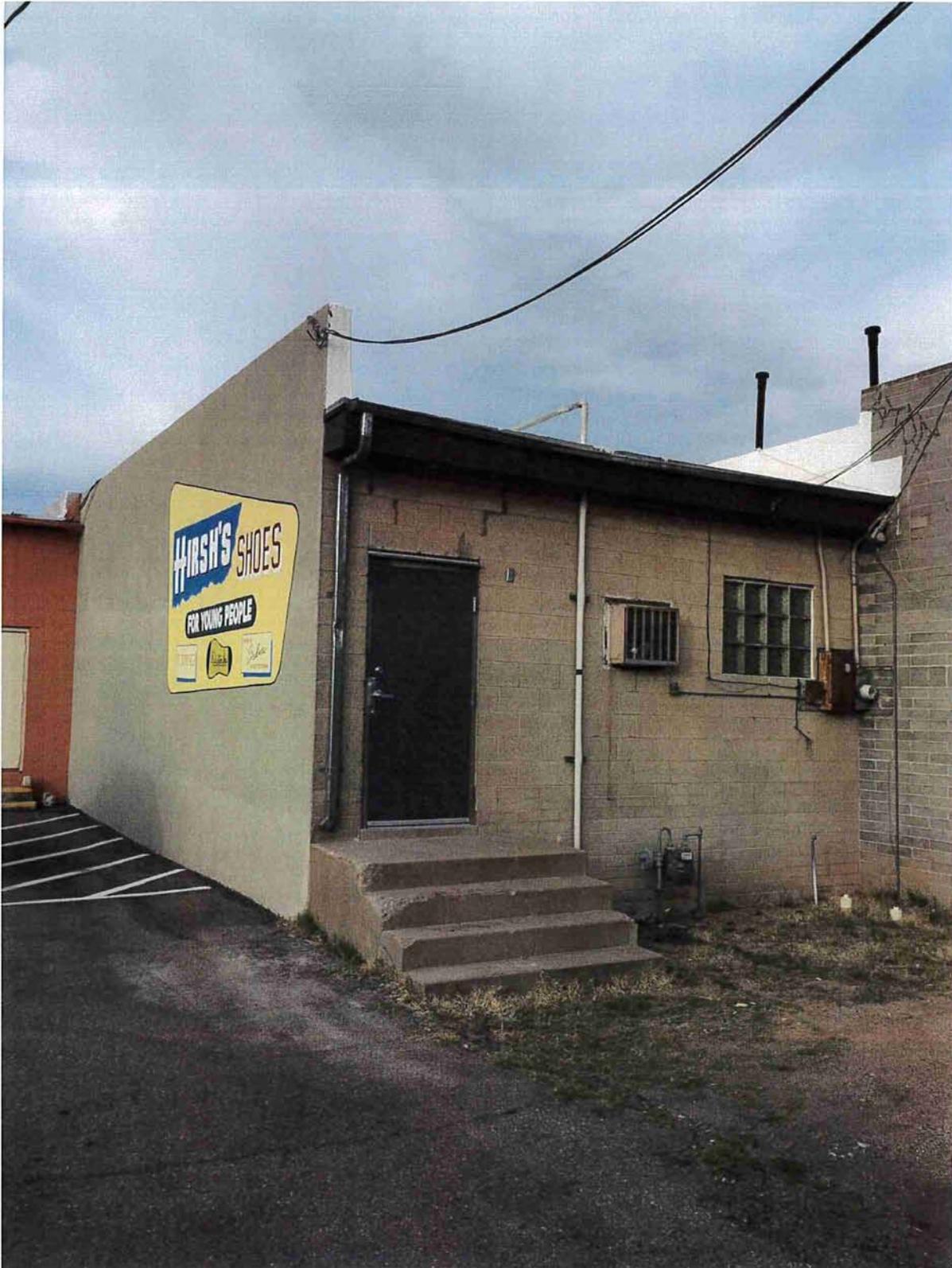


Photo 007

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Website: www.tucsonaz.gov/pdsd
Email: DSD_zoning_administration@tucsonaz.gov

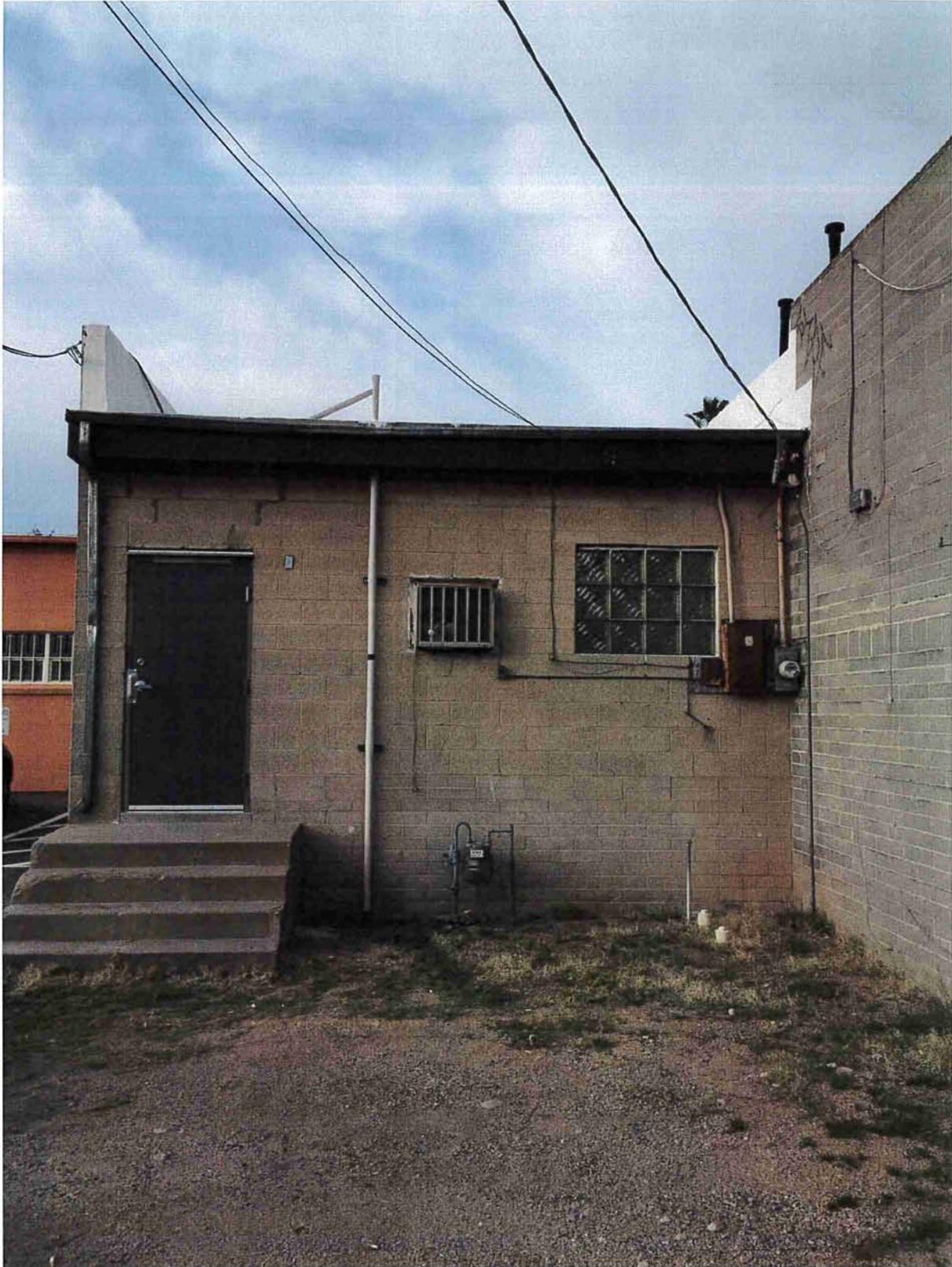


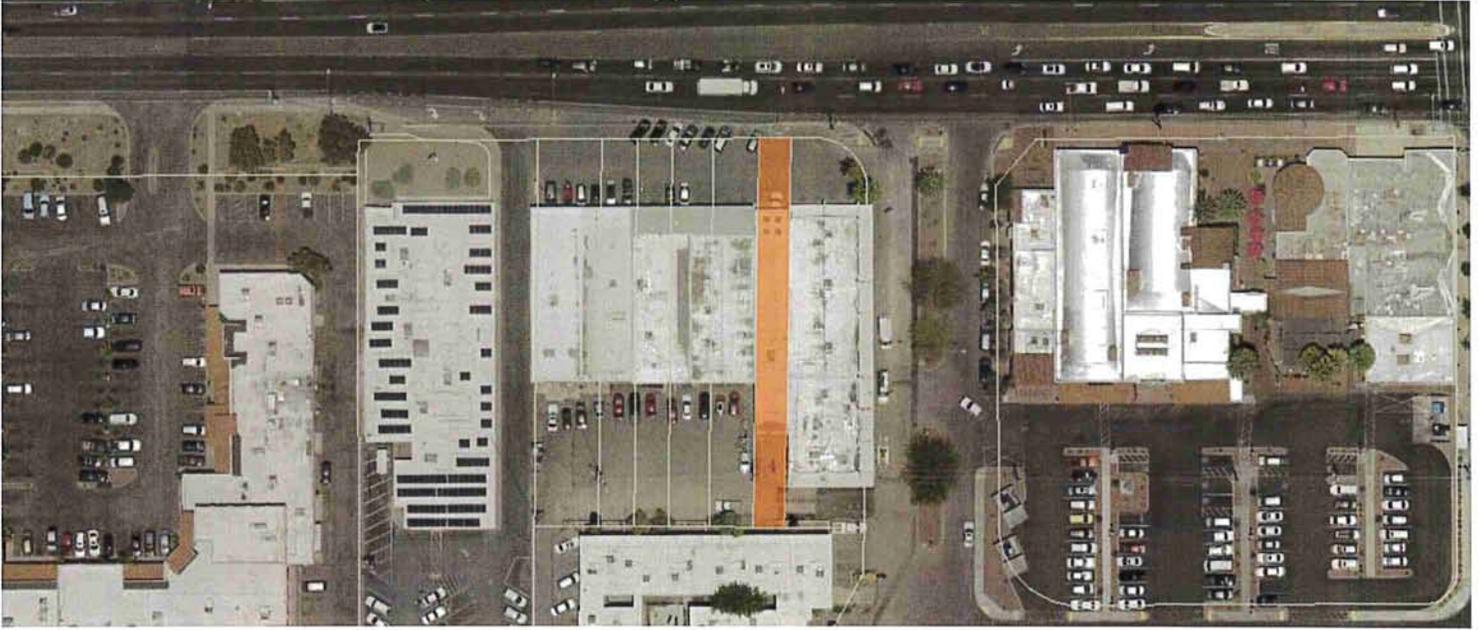
Photo 008

Planning & Development Services Department (PDSD) - 201 N. Stone Avenue
P.O. Box 27210 - Tucson, AZ 85726-7210
Telephone: (520) 791-5550 - Fax: (520) 791-5852
Website: www.tucsonaz.gov/pdsd
Email: DSD_zoning_administration@tucsonaz.gov

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Website: www.tucsonaz.gov/pdsd
Email: DSD_zoning_administration@tucsonaz.gov

City of Tucson
Historic Landmark Nomination
Dimensioned, Scaled Site Plan
Hirsh's Shoes

 100 feet

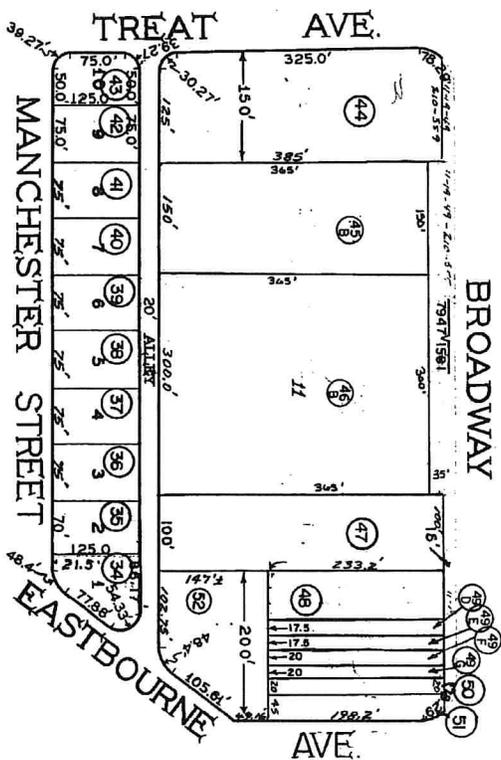


ASSESSOR'S RECORD MAP

129-02

BLOCK B BROADMOOR

5
18



C.O.T.
P.P.O.J.E.O.T.

SCALE-1"=150'

SEE BOOK 7, PAGE 46 M & P.

1987-2

155 (1)

STATE OF ARIZONA

HISTORIC PROPERTY INVENTORY FORM

Please type or print clearly. Fill out each applicable space accurately and with as much information as is known about the property. Use continuation sheets where necessary. Send completed form to: State Historic Preservation Office, 1300 W. Washington, Phoenix, AZ 85007

PROPERTY IDENTIFICATION

For properties identified through survey: Site No: Survey Area: Broadway Boulevard: Euclid to Country Club

Historic Name(s): (Enter the name(s), if any, that best reflects the property's historic importance.)

Address 2934 E. Broadway Blvd.

City or Town: Tucson vicinity County: Pima Tax Parcel No. 129-02-0500

Township: 14S Range: 14E Section: 17 Quarter Section: NE Acreage: <1

Block: B Lot(s): pt. 11 Plat (Addition): Broadmoor Year of plat (addition): 1944

UTM reference: Zone 12 Easting Northing USGS 7.5' quad map: Tucson

Architect: Bernard Friedman not determined known (source: Website: Hirsch's)

Builder: not determined known (source:)

Construction Date: 1954 known estimated (source: Assessor)

STRUCTURAL CONDITION

Good (well maintained, no serious problems apparent)

Fair (some problems apparent) Describe:

Poor (major problems; imminent threat) Describe:

Ruin/Uninhabitable

USES/FUNCTIONS

Describe how the property has been used over time, beginning with the original use.

Commercial

Sources: Assessor

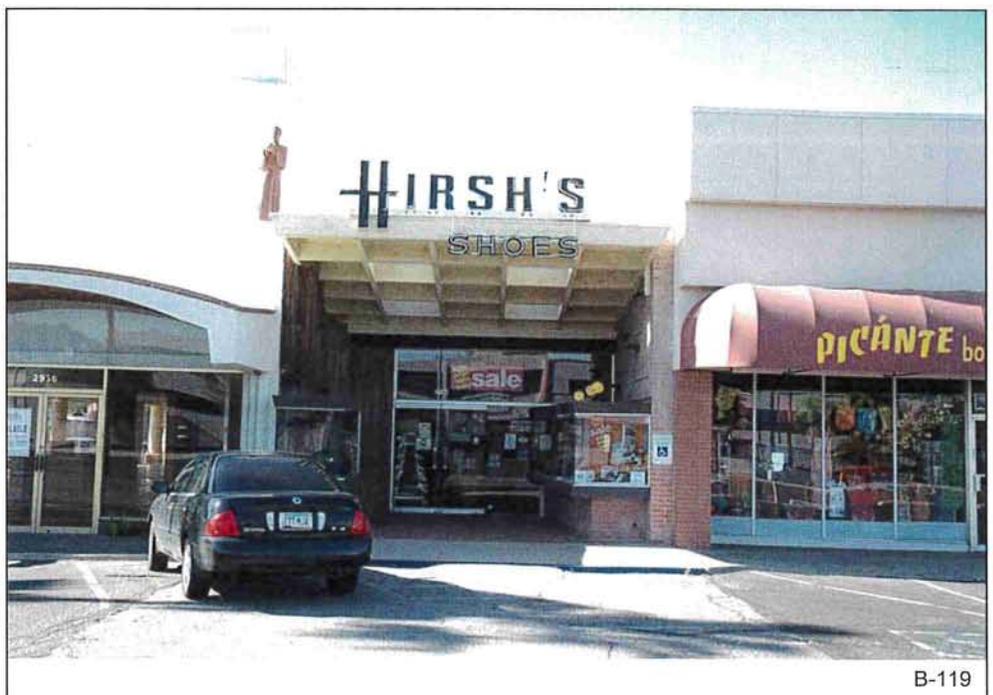
PHOTO INFORMATION

Date of photo: 4/18/09

View Direction (looking towards)

S

Negative No.: BC-2934



SIGNIFICANCE

To be eligible for the National Register of Historic Places, a property must represent an important part of the history or architecture of an area. Note: a property need only be significant under one of the areas below to be eligible for the National Register.

A. HISTORIC EVENTS/TRENDS (On a continuation sheet describe how the property is associated either with a significant historic event, or with a trend or pattern of events important to the history of the nation, the state, or a local community.)

B. PERSON (On a continuation sheet describe how the property is associated with the life of a person significant in the past.)

C. ARCHITECTURE (On a continuation sheet describe how the property embodies the distinctive characteristics of a type, period, or method of construction, or that represents the work of a master, or possesses high artistic values.)

(see continuation sheet)

Outbuildings: (Describe any other buildings or structures on the property and whether they may be considered historic.)

INTEGRITY

To be eligible for the National Register, a property must have integrity, that is, it must be able to visually convey its importance. Provide detailed information below about the property's integrity. Use continuation sheets if necessary.

1. LOCATION Original Site Moved (date _____) Original Site: _____

2. DESIGN (Describe alterations from the original design, including dates—known or estimated—when alterations were made)
Modern style, appears unaltered

3. SETTING (Describe the natural and/or built environment around the property) _____
Concrete crosswalk, asphalt-paved parking area

Describe how the setting has changed since the property's period of significance: _____
Appears unchanged

4. MATERIALS (Describe the materials used in the following elements of the property)
Walls (structure): Timber framing Foundation: Concrete Roof: Asphalt
Windows: Fixed glass in aluminum frames
If the windows have been altered, what were they originally? Appear unaltered
Wall Sheathing: Face brick, stucco
If the sheathing has been altered, what was it originally? Appear unaltered

5. WORKMANSHIP (Describe the distinctive elements, if any, of craftsmanship or method of construction)
Good

NATIONAL REGISTER STATUS (if listed, check the appropriate box)

Individually listed; Contributor Noncontributor to _____ Historic District
Date Listed: _____ Determined eligible by Keeper of National Register (date: _____)

RECOMMENDATIONS OF ELIGIBILITY (opinion of SHPO staff or survey consultant)

Property is is not eligible individually.
Property is is not eligible as a contributor to a potential historic district.
 More information needed to evaluate.
If not considered eligible, state reason: _____

FORM COMPLETED BY:

Name and Affiliation: Ralph Comey & Janet Parkhurst, Associated Architects Date: 7/28/09
Mailing Address: 3834 E. Calle Cortez, Tucson, Arizona 85716 Phone No.: 520-320-9043

STATE OF ARIZONA

HISTORIC PROPERTY INVENTORY FORM

Please type or print clearly. Fill out each applicable space accurately and with as much information as is known about the property. Use continuation sheets where necessary. Send completed form to: State Historic Preservation Office, 1300 W. Washington, Phoenix, AZ 85007

PROPERTY IDENTIFICATION

For properties identified through survey: Site No: Survey Area: **Sunshine Mile**

Historic Name(s): **Hirsh's Shoes**

(Enter the name(s), if any, that best reflects the property's historic importance.)

Address: **2934 East Broadway Boulevard, Tucson, Arizona, 85719**

City or Town: **Tucson** vicinity County: **Pima** Tax Parcel No. **129-02-0500**

Township: **14.0S** Range: **14.0E** Section: **17** Quarter Section: Acreage: **.10**

Block: **B** Lot(s): **11** Plat (Addition): **Broadmoor Subdivision** Year of plat (addition): **1944**

UTM reference: Zone Easting Northing USGS 7.5' quad map:

Architect: **Bernie Friedman** not determined known (source: **Blueprints**)

Builder: not determined known (source: _____)

Construction Date: **1954** known estimated (source: **Blueprints**)

STRUCTURAL CONDITION

Good (well maintained, no serious problems apparent)

Fair (some problems apparent) Describe:

Poor (major problems; imminent threat) Describe:

Ruin/Uninhabitable

USES/FUNCTIONS

Describe how the property has been used over time, beginning with the original use.

COMMERCE/TRADE: **specialty store**

Sources: **Tucson Daily Citizen**

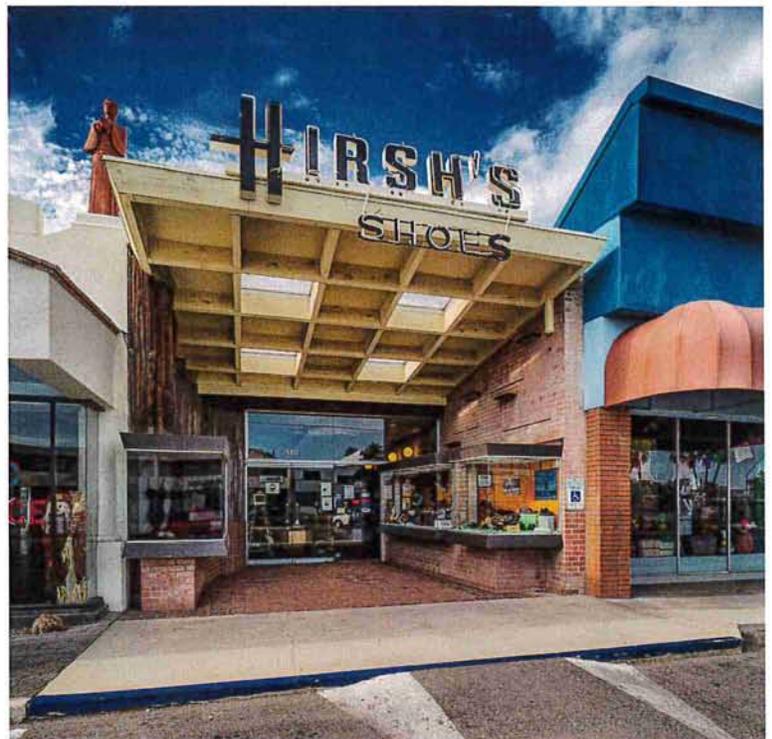
PHOTO INFORMATION

Date of photo: **fall 2015**

View Direction (looking towards)

Southwest

Negative No.: **photo by Jude Ignacio and GM Vargas**



SIGNIFICANCE

To be eligible for the National Register of Historic Places, a property must represent an important part of the history or architecture of an area.

Note: a property need only be significant under one of the areas below to be eligible for the National Register.

A. HISTORIC EVENTS/TRENDS (On a continuation sheet describe how the property is associated either with a significant historic event, or with a trend or pattern of events important to the history of the nation, the state, or a local community.)

B. PERSON (On a continuation sheet describe how the property is associated with the life of a person significant in the past.)

C. ARCHITECTURE (On a continuation sheet describe how the property embodies the distinctive characteristics of a type, period, or method of construction, or that represents the work of a master, or possesses high artistic values.)

Outbuildings: (Describe any other buildings or structures on the property and whether they may be considered historic.)

See Continuation Sheet

INTEGRITY

To be eligible for the National Register, a property must have integrity, that is, it must be able to visually convey its importance. Provide detailed information below about the property's integrity. Use continuation sheets if necessary.

1. LOCATION Original Site Moved (date) Original Site:

2. DESIGN (Describe alterations from the original design, including dates—known or estimated—when alterations were made)

See Continuation Sheet

3. SETTING (Describe the natural and/or built environment around the property)

The Setting is unchanged from the period of significance.

4. MATERIALS (Describe the materials used in the following elements of the property)

Walls (structure): **block, 8"** Foundation: **concrete** Roof: **built up flat, synthetic**

Windows: aluminum and wood frame

If the windows have been altered, what were they originally?

Wall Sheathing: **red brick, weathered wood posts, glass**

If the sheathing has been altered, what was it originally?

5. WORKMANSHIP (Describe the distinctive elements, if any, of craftsmanship or method of construction)

See Continuation Sheet

NATIONAL REGISTER STATUS (if listed, check the appropriate box)

Individually listed; Contributor Noncontributor to Historic District
Date Listed: Determined eligible by Keeper of National Register (date:)

RECOMMENDATIONS OF ELIGIBILITY (opinion of SHPO staff or survey consultant)

Property is is not eligible individually.

Property is is not eligible as a contributor to a potential historic district.

more information needed to evaluate.

If not considered eligible, state reason:

FORM COMPLETED BY:

Name and Affiliation: **Tucson Historic Preservation Foundation**

Date: **May 2016**

Mailing Address: **P.O. Box 40008**

Phone No.: **520-247-8969**

STATE OF ARIZONA

HISTORIC PROPERTY INVENTORY FORM
CONTINUATION SHEET

name of property: **Hirsh's Shoes**

Continuation Sheet No.

SIGNIFICANCE

Hirsh's Shoes is eligible under National Register of Historic Places under **Criterion A**. That are associated with events that have made a significant contribution to the broad patterns of our history (Community development in Tucson); and **Criterion C** embodying the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction (Architecture).

In 1954 Architect **Bernard Friedman** was commissioned designed two iconic modernist storefronts that expressed the post WWII era American commercial architecture; Daniel's Jewelers at 21 E. Congress, built by M. M. Sundt Construction, and Hirsh's Shoes at 2934 East Broadway Boulevard. Over time Daniel's was changed and altered beyond recognition but through thoughtful stewardship Hirsh's has remained an emblematic icon of Tucson Commercial Architecture.

Mrs. **Rose C. (David) Hirsh** hired Friedman to design this building as a free standing shop. Though now surrounded by other buildings, it is still owned and operated by the Hirsh Family. As an ideal example of an open front facade, the interior and exterior zones are integrated. Angled walls create a dynamic entrance with a sloping exposed frame canopy flanked on either side by cantilevered display cases and a planter. Large neon letterforms are mounted on top of the canopy. The opening of the store was featured in the Arizona Daily Star on April 7, 1954

For 62 years the Hirsh Family have maintained the character defining characteristics and unique architectural expression that defined the mid-century era. Recently they restored the roof mounted neon sign and have been active participants in the recreation of the Sunshine Mile.

Bernard J. Friedman's (1916 – 2012) architectural work contributed to Tucson's mid--century modern commercial designidiom. Between 1940 and the 1970s, his small and large-scale projects distinguished downtown Tucson and the emerging suburbs with a progressive architectural identity. Through structural expressions, elegant proportions, and chic design, his commercial, educational and religious buildings mirror national and international trends, adapted to our desert climate. With bold architectural statements, he displayed the excitement of modernism without sacrificing the elegance and monumentality of his civic designs.

Born to immigrant parents and raised in Chicago, Friedman graduated with a Bachelor of Science degree in Architecture from the University of Illinois in 1938 and moved to Tucson in 1940. During World War II he served a Construction Officer with the U.S. Navy Civil Engineer Corps in the European Theatre between 1942 and 1946.

Friedman was discharged in 1946, and returned to Tucson where he married his wife, Irma. Between 1946 and 1948 he had partnered with architect William Green designing a number of residential and commercial projects including Los Patio at 3318 – 40 East 1st Street, the El Presidio Hotel at Broadway, multiple Fourth Avenue buildings, and the new

Temple Emmanuel auditorium at 225 North Country Club Road. The 650-seat auditorium was designed to be eclipsed by and integrated into the future sanctuary.

In February 1948, Friedman announced the establishment of an independent architecture and allied design practice with offices at 210 North Church Street. Friedman's commercial architecture of this period embraced the mid-century modernist movement emphasizing the progressive use of glass, new materials, structural systems, and sculptural forms. In 1949, Friedman designed the Given Brothers Shoes Co. building at 57 E. Pennington, and the Recreational and Social Center for the Jewish Community Center on Tucson Boulevard. In early 1951, Friedman designed a new school building for Congregation Anshie Israel.

During the 1951 to 1953 Korean conflict, Lieutenant Commander Friedman was called back to Washington, D.C. to serve as Coordinator for the Engineering & Technical Services Division, Bureau of Yards and Docks. He returned from active duty in August 1953, and re-opened his architectural practice in a building he designed at 2233 East Broadway. In September he had been commissioned to design the new Jewish Community Center on Plummer Avenue, north of Broadway, replacing the existing building at 134 S. Tucson Boulevard. That same year he designed the Rillito Park steel and concrete grandstand, and a subdivision model house called The Arizona Contemporary built by J. R. Schibley at 7210 North Oracle Road.

In 1954 Friedman designed two iconic modernist storefronts that expressed the post WWII era American commercial architecture; Daniel's Jewelers at 21 E. Congress, built by M. M. Sundt Construction, and Hirsh's Shoes at 2934 East Broadway Boulevard. A 1955 commercial building at 2901 Broadway for Mr. and Mrs. Max Saltzman represents a clear departure from the narrow storefronts synonymous with dense commercial districts and development patterns of the pre-war era, the Saltzman building was designed to engage the attention of commuters in fast moving automobiles. This is building as billboard with expansive glass curtain walls, integrated panel monument signage and interior illumination to showcase the merchandise after dark.

In October 1956, Friedman & Jobusch Architects & Engineers was created with Friedman's university classmate, Fred H. Jobusch. Jobusch had moved to Tucson in 1944. He served as a president of the Southern Arizona Chapter of the American Institute of Architects, Southern Arizona Chapter of the Arizona Society of Professional Engineers, and President of The Sertoma Club of Tucson. From 1953 through 1959 he served as a member of the State Board of Technical Registration for Architects and Engineers.

Between 1956 and the early 1960s, the firm designed multiple commercial buildings in Tucson. Along the Sunshine Mile, they designed the Broadway Building at 2221 E. Broadway, Nehring Insurance Agency at 2605-2609 E. Broadway, Arnie Rents at 1501 E. Broadway and the Arizona Bank Building at 2102 E. Broadway. Elsewhere, the firm designed Kal Rubin City, Amphi Plaza Shopping Center, Copa Bowl, Jewish Community Center additions, Gordon's El Rancho store at 3396 East Speedway, the Cactus Bowl, the Zeta Beta Tau Fraternity House, the Alpha Epsilon Phi Sorority House, Campbell Plaza Shopping Center, the El Dorado Motel in Nogales and Tucson City Hall. During this period they also completed work on a shopping center in Key West Florida. Friedman and Jobusch designed the first Levy's Department Store at the new El Con Mall in the 1960s. This project was a joint venture between Friedman and Jobusch Architects and Albert C. Martin and Associates of Los Angeles.

Besides a large canon of commercial work, the firm also developed a specialty in educational buildings, designing the University of Arizona College of Medicine, the Agricultural Sciences Building, the Physics-Math-Meteorology Building, the Pharmacy-Microbiology Building, and the Chemistry Building. Other educational work included Pima

Community College, Sahauro High School, Canyon del Oro High School, Donaldson Elementary School, Katherine Van Buskirk Elementary School, and Clara Fish Roberts Elementary School.

Friedman's projects covered a broad range of commercial, civic and municipal buildings including the Tucson Community Center; Tucson Music Hall; Astro-Physics, Environmental, Electronic, Instrumentation, Computer and Optical Laboratory facilities for Kitt Peak National Observatory, the Chris-Town Mall in Phoenix, and the Plaza International Hotel and Aztec Inn. In addition to the Temple Emmanu-El, he also designed other religious buildings, including Congregation Anshei Israel, St. Albans Episcopal Church, St. Mark's Methodist Church, and Streams in the Desert Lutheran Church. Friedman was interested in the role of landscape and included integrated landscape design in his later projects.

The sculptural 1971 Valley National Bank Branch on the northwest corner of Country Club Road and Broadway Boulevard is perhaps Friedman's most recognized and iconic building. Featured in national magazines and television, this building is a true regional landmark and a beloved example of modern design. During his career Friedman served as president of the Southern Arizona Chapter of the American Institute of Architects, a member on the AIA Planning and Zoning Committee, a member of the Architectural Advisory Committee of Pima County, Arizona, the Architectural Advisor for the Tucson Jewish Community Center, a member of the Board of Directors of the Tucson Botanical Society, the Tucson Chamber of Commerce, the Tucson Festival Society, and a member of the City of Tucson Building Code Review Committee.

Bernard J. Friedman died on June 21, 2012, at the age of 96.

Hirsh's Shoes is a commercial institution. The building was featured in the New York Times in Summer 2015 highlighting Tucson's modern architecture.

INTEGRITY

As defined in the National Register Bulletin, How to apply the National Register Criteria for Evaluation, integrity is defined as: "the ability of a property to convey its significance. To be listed in the National Register of Historic Places, a property must not only be shown to be significant under the National Register criteria, but it also must have integrity. The evaluation of integrity is sometimes a subjective judgment, but it must always be grounded in an understanding of a property's physical features and how they relate to its significance."

The historic building retains all seven aspects integrity including Location, Design, Setting, Materials, Workmanship, Feeling and Association. The building retains sufficient integrity to convey its significance.

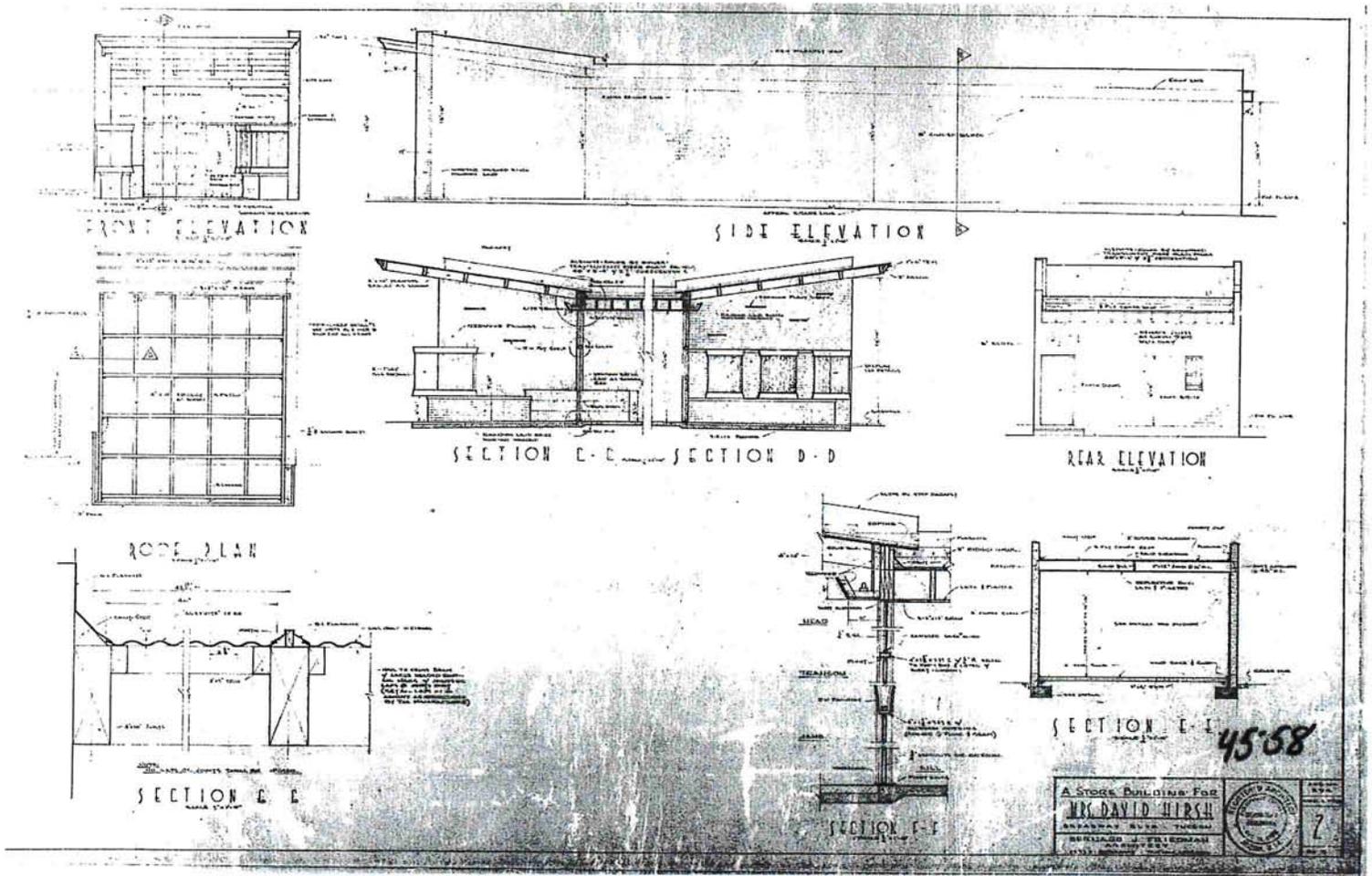
DESIGN

Mrs. David Hirsh commissioned Bernard Friedman to design this building as a free standing shop. As an ideal example of an open front facade, the interior and exterior zones are integrated. Angled walls create a dynamic entrance with a sloping exposed frame canopy anchored on either side by cantilevered display cases and a planter. Large neon letterforms are mounted on top of the canopy.

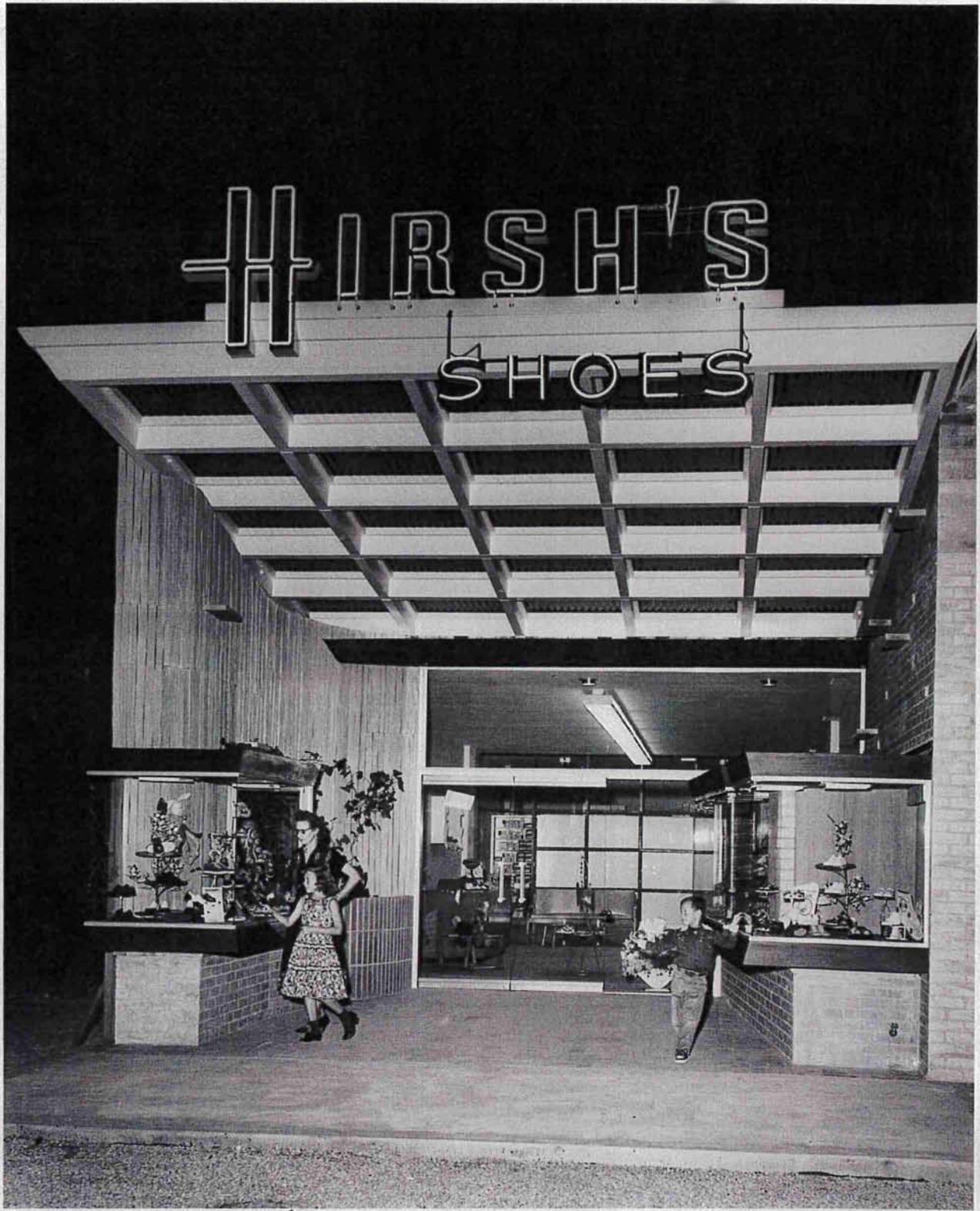
The canopy was rebuilt c.1970 and the original green *Sequentia* corrugated fiberglass / polycarbonate panels replaced with skylights. The original frameless double glass doors were replaced with aluminum frame doors in 2012.

WORKMANSHIP

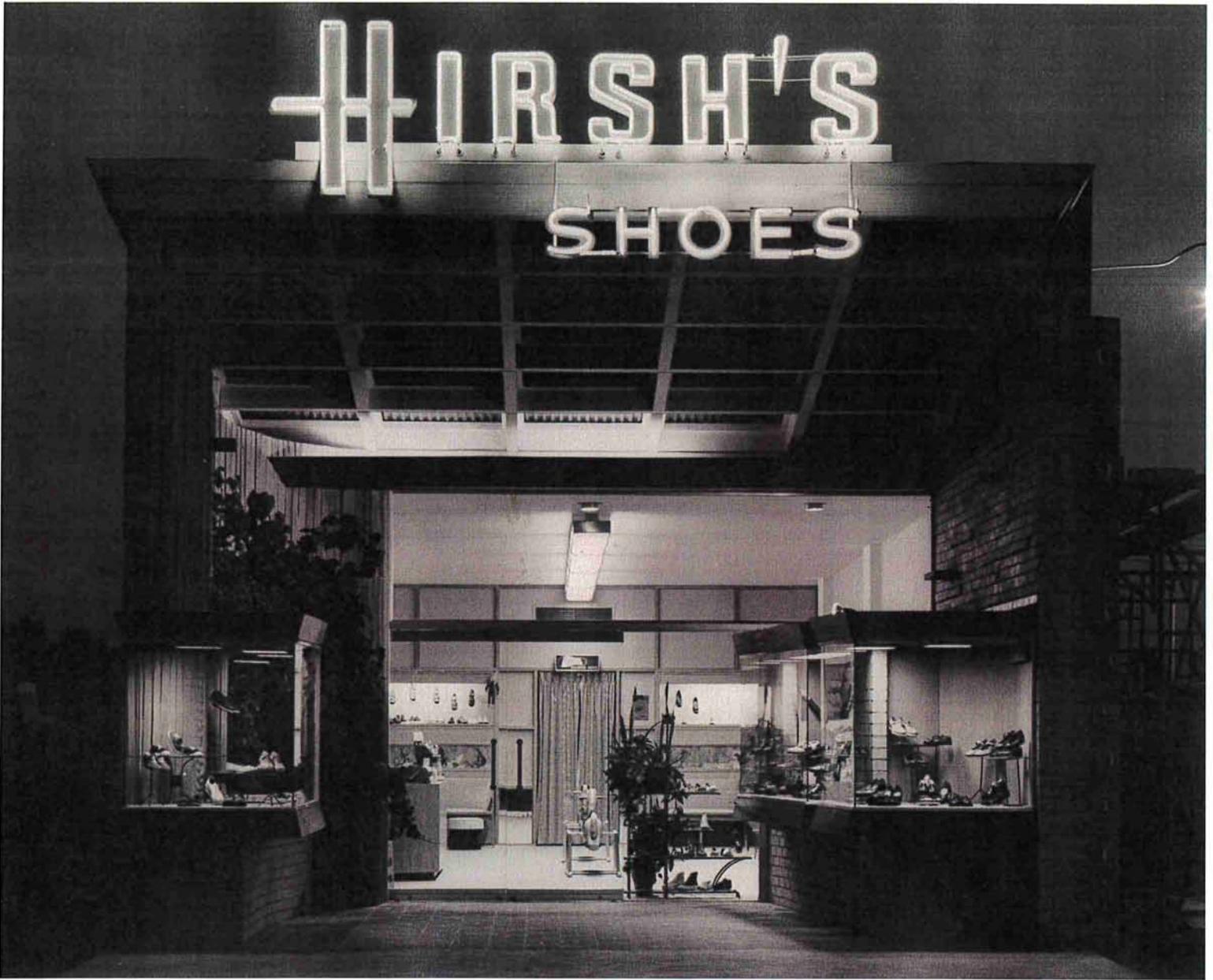
Throughout the building there is an exceptional workmanship and finish details typical of the post WWII mid-century era. The distinct interior/exterior brick work and wood treatment is examples are the fine detailing.



Hirsh's Shoes, Bernard Friedman Architect, 1956.



Hirsh's Shoes, photo by Wong Sutton for the Arizona Daily Star, 1954



Hirsh's Shoes, photo by Ray Manley, August 1956

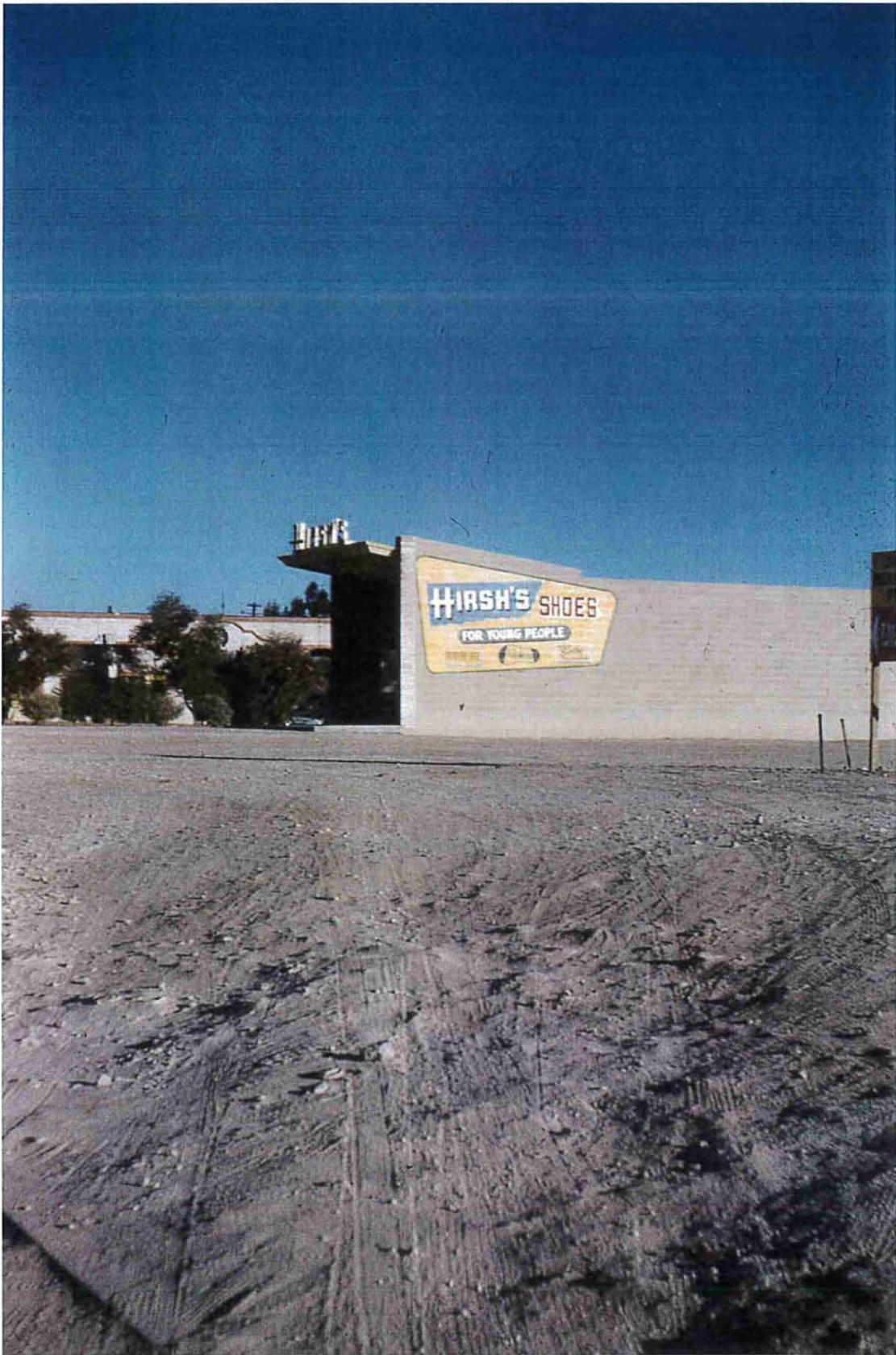


Photo by Sid Hirsh, 1956..

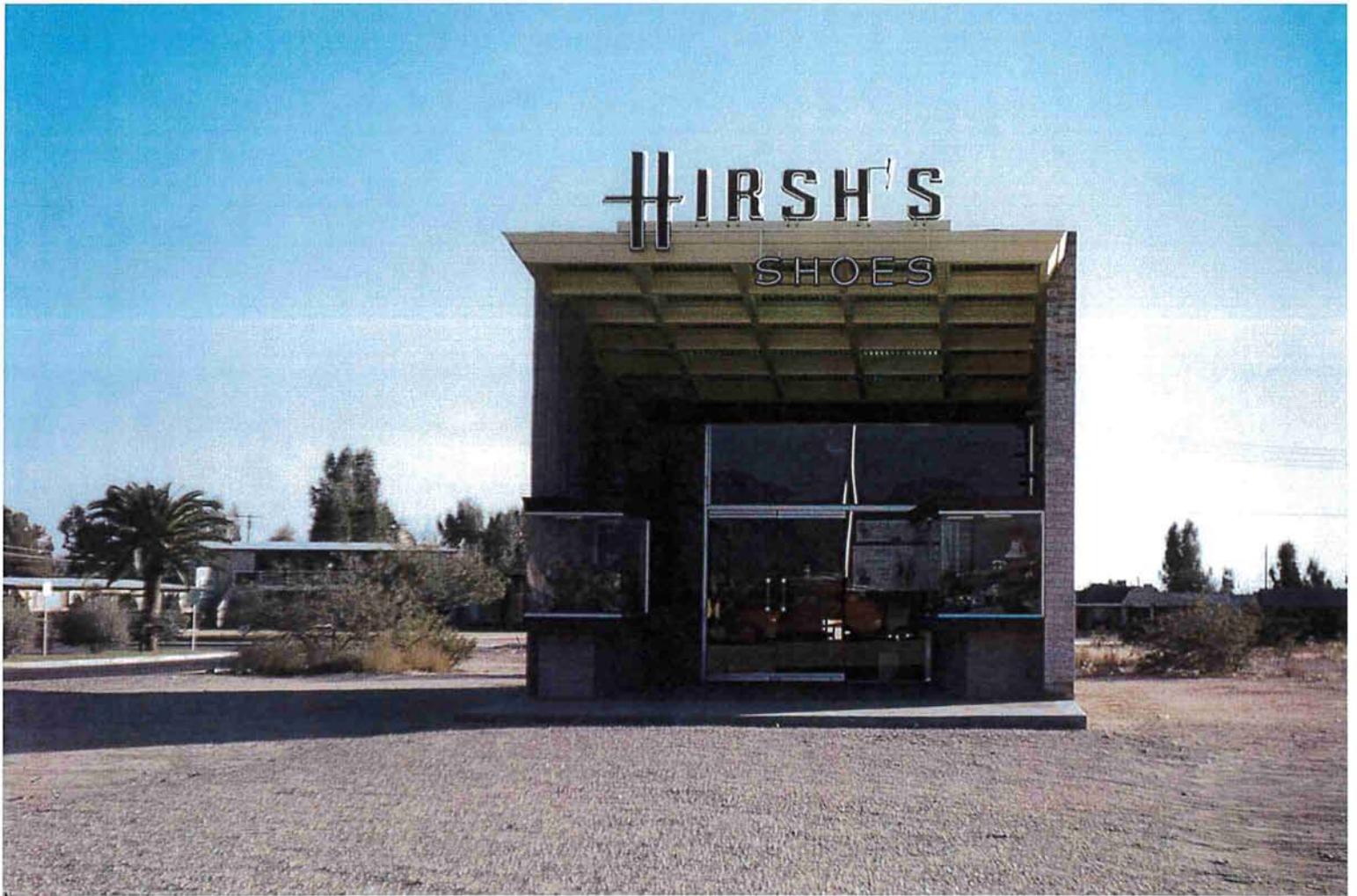


Photo by Sid Hirsh, 1956.

Hirsh's
CHILDREN'S SHOES
2934 E. Broadway
Near Broadway Village

OPENING TODAY

A new and completely modern children's shoe store that will feature the newest footwear fashions for children . . . fitted by trained, courteous salespeople who will take time to fit your children correctly.

Nationally Famous Brands
In Complete Size Ranges

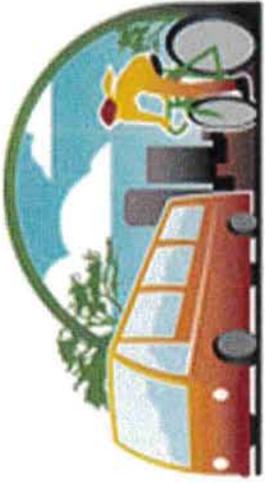
KALLISTEN-IXS
MODERN AGE
GERBERICH PAYNE
"Gas Feet"
PRIMA COVER GIRL
SELF STARTERS
BUNTEES for Infants
MAIN-STREETERS
for the Junior Miss

Keds & Kedettes
Complete Style Selection

HIRSH'S
CHILDREN'S SHOES
2934 E. BROADWAY · NEAR BROADWAY VILLAGE
Conveniently Located Where Parking Is No Problem—On Sunshine Mile

We will feature a COMPLETE LINE of CORRECTIVE SHOES with long leather counters, broad steel shank and anatomical heels . . . CAREFULLY FITTED ON DOCTORS' PRESCRIPTIONS.

Hirsh's Shoes, ad, c. 1959



Broadway Boulevard: Euclid to Country Club

Phase 1 Draft Report: Historic Buildings Inventory Volume 1: Report and Appendix A



DRAFT
10-09-12

Prepared for
Tucson Department of Transportation
201 North Stone Avenue, 6th Floor
Tucson, Arizona 85701

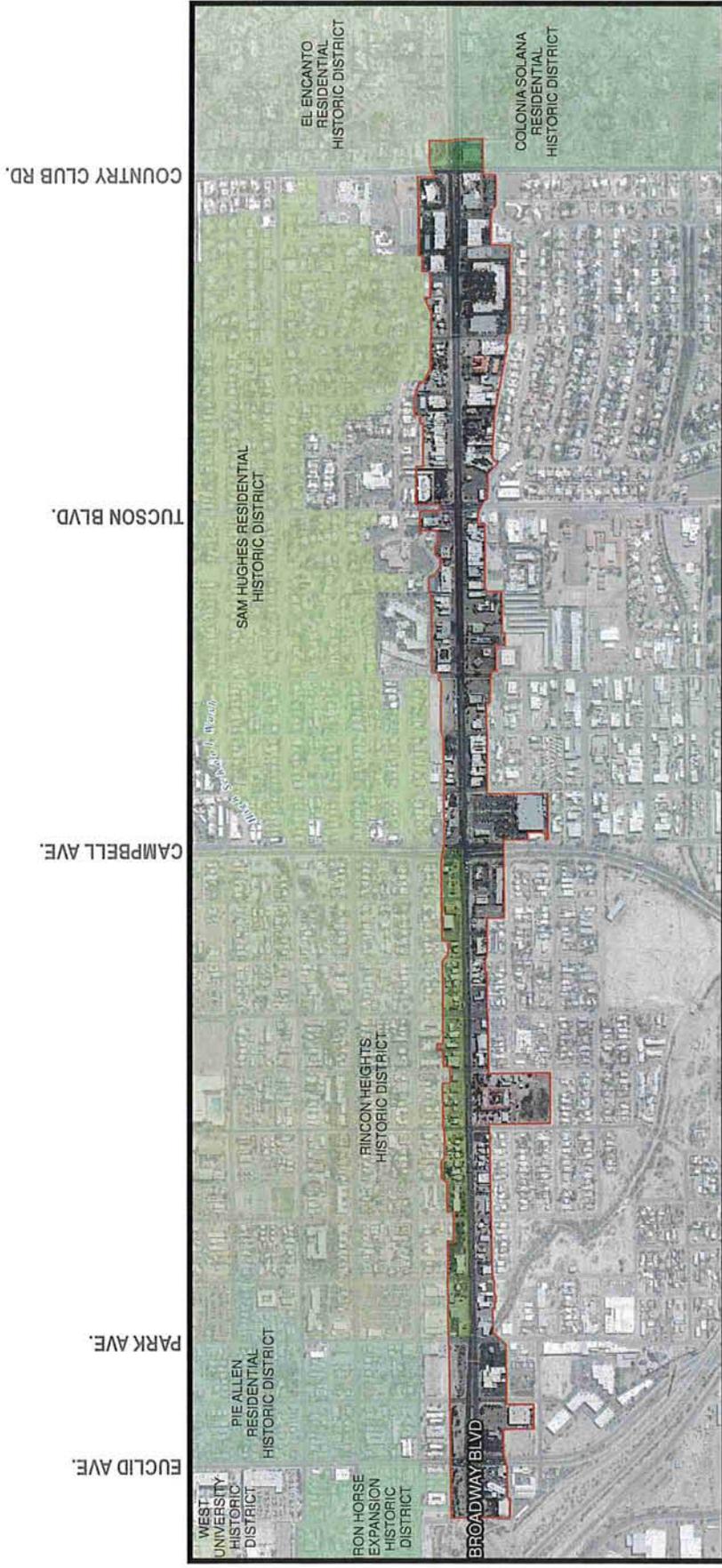
Prepared by
Swaim Associates, LTD
7350 East Speedway 210
Tucson, Arizona 85710

In Partnership with
Ralph Comey Architects
and
Jennifer Levstik,
Consultant for the Tucson Historic Preservation Office

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Broadway Boulevard: Euclid to Country Club

Area of Potential Effect (APE) and Historic Districts

Broadway Boulevard: Euclid to Country Club

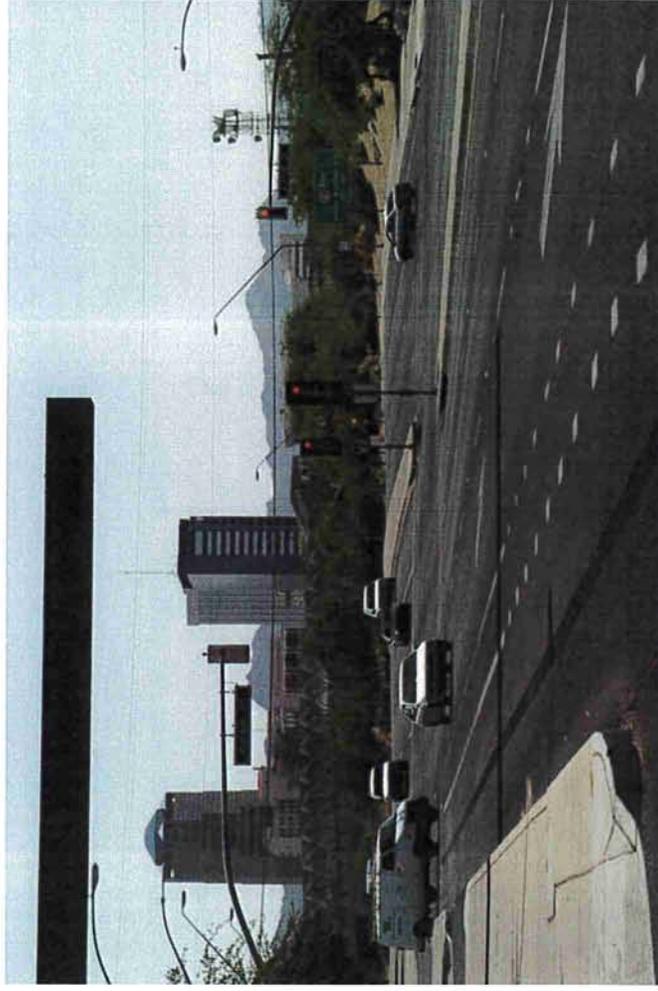
Introduction*

Broadway Boulevard is a Gateway Corridor that connects the east side of Tucson to the downtown central business district, through a network of vital activity centers, and borders a variety of established residential neighborhoods. The urban texture along Broadway is varied and includes residential uses, historic buildings, strip commercial, and neighborhood and regional commercial uses. It lies about one-half mile south of the historic University of Arizona campus. The Broadway Boulevard Corridor is one of Tucson's busiest east-west transit corridors in terms of daily ridership and has been considered a regional corridor since 1950.

A two-mile roadway improvement project is slated for Broadway Boulevard between Euclid Avenue and Country Club Road. This roadway project is based on the 1987 Mayor and Council-approved [Broadway Corridor Study](#) (Parsons Brinkerhoff Quade Douglas, Inc., 1987), and was included in the 2006 voter-approved Regional Transportation Authority (RTA) plan (RTA 2006). Funding for this \$71 million dollar project is made possible through the RTA's collection of a half-cent sales tax, 1997 voter-approved County Transportation bonds, and City of Tucson Development Impact Fees. (More information about the project and its scope of work can be found online at www.tucsonaz.gov/broadway or by calling the Project Information Line at 520.622.0815.)

This Historic Buildings Inventory report focuses on the Area of Potential Effect (APE), which encompasses the parcels that are directly adjacent to the project corridor, on both the north and the south sides of the road. The APE is indicated on the summary map to the left. The information contained in this report and its inventory will inform the project's planning and design phase, which began in June 2012. Once the roadway design is more clearly defined, and land uses along the roadway improvements have been considered, this report will be reviewed and impacts to historic properties addressed.

This report will be submitted to the State Historic Preservation Office for their concurrence with National Register eligibility evaluations and for their approval that this historic buildings inventory complies with national standards.



Broadway Boulevard is an eastern gateway into downtown Tucson, as seen here at the intersection of Euclid Ave. The Rattlesnake Bridge in the foreground is a national award-winning bike and pedestrian bridge, designed by artist Simon Donovan. With shiny fangs and a winding tail, the huge diamondback rattlesnake's hollow stomach serves as the covered bridge. The city skyline hovers in the background.



Euclid Ave.

Park Ave.

Campbell Ave.

Broadway Boulevard: Euclid to Country Club

Historic Aerial Photographs: 1925, 1941, and 1984



1925



1941



1984

Campbell Ave.

Tucson Blvd.

Country Club Rd.

The above historic aerial images illustrate the development of Broadway Boulevard from 1925 through 1984. In 1925, Broadway Boulevard extended eastward as far as Cherry Avenue and development was limited to residential subdivisions north of the corridor. The construction of an underpass beneath the Southern Pacific Railroad tracks in 1930 spurred development along the corridor. By the end of the 1930s, Broadway Boulevard stretched eastward to Alvernon Way and both residential and commercial development was concentrated on the north and south sides between Euclid Avenue and Plumer Avenue. During the 1940s, little development occurred east of Plumer Avenue, although density increased within previously established neighborhoods. By 1984, Broadway Boulevard was a densely developed commercial corridor and major arterial street.

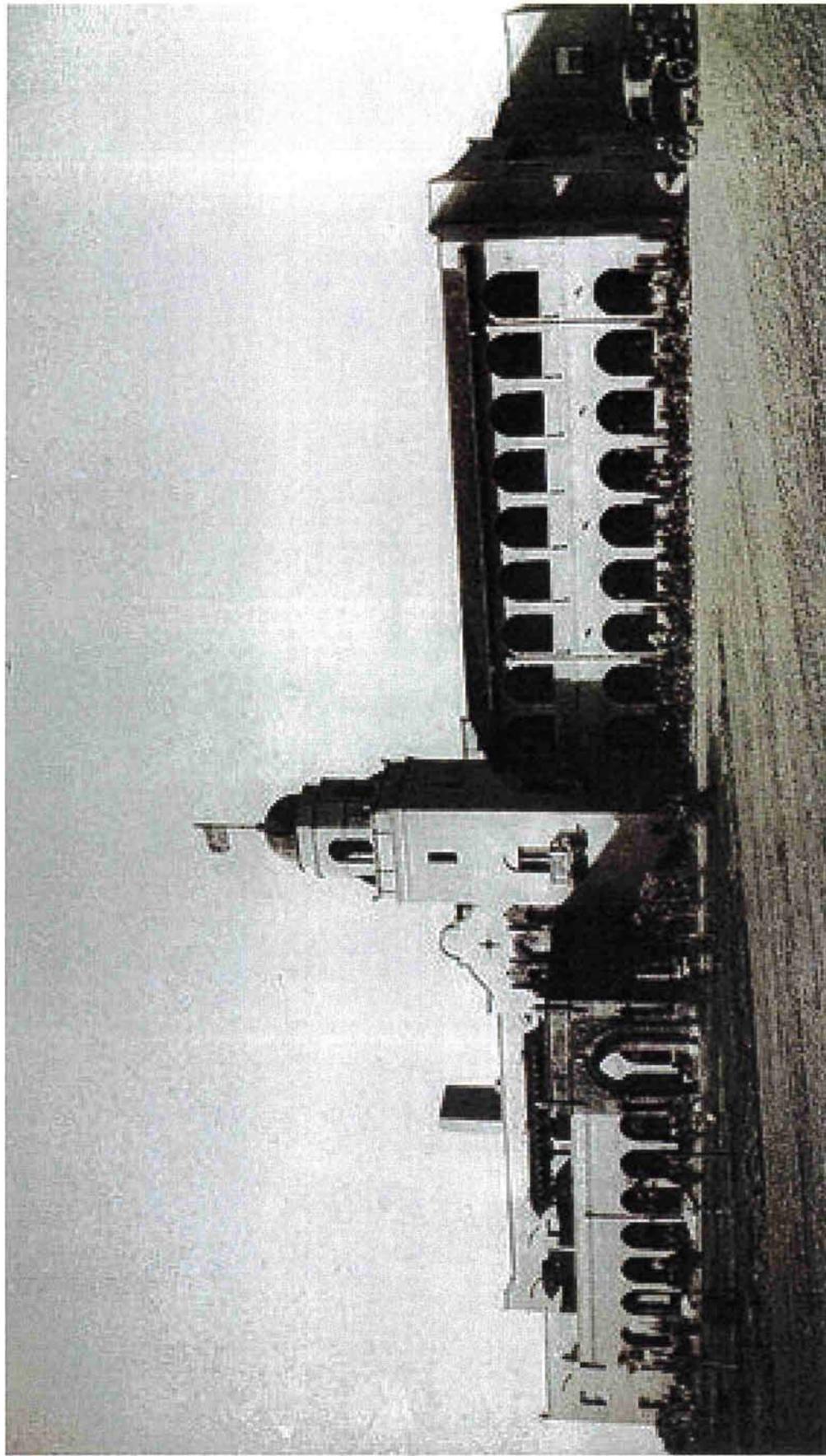


Figure 8.1. 1928 photograph of the El Conquistador Resort Hotel on East Broadway Boulevard (demolished in 1968). Image courtesy of the Tucson Citizen, 2 November 2007.

Historical Development of Broadway Corridor

Development of East Broadway Boulevard, 1880—1975

Before East Broadway Boulevard became the commercial corridor it is today, it was a dusty unpaved road leading eastward, past the Southern Pacific mainline, and away from the downtown central business district. Beginning in the late 1800s and corresponding with the development of the University of Arizona and the arrival of the automobile, vacant land adjacent to Broadway Boulevard was bought up and subdivided by local land speculators. By 1975, the segment of Broadway Boulevard between Euclid Avenue and Country Club Road was almost entirely built out and populated with numerous post-World War II commercial buildings.

Early Neighborhoods

Between 1880 and 1920, Tucson experienced rapid growth and expansion after the arrival of the Southern Pacific Railroad. Entrepreneurs, developers, and land speculators began the process of acquiring and subdividing tracts outside the borders of the original 1872 Tucson town site. Because public transportation was limited, development was restricted to areas easily accessible to the downtown area by foot, bicycle, or streetcar. Two of the Broadway-adjacent residential subdivisions platted during this time were the Rincon Heights and Miles neighborhoods. Attorney James Buell platted the first tracts in Rincon Heights (Buell's Addition [1881]), and local real estate developer Walter Murphey platted the initial area of the Miles neighborhood (University Heights [1920]); he was father of John Murphey, who became one of Tucson's most prominent real estate developers during the 20th century (Jeffery 2011; University of Arizona 1984).

In 1891, the newly established University of Arizona became a magnet for growth as new development filled in vacant land between the campus and the downtown business district. Residential development around the university continued the grid-iron development pattern established decades earlier by surveyor Sidney W. Foreman. Moreover, in the case of Rincon Heights, the lack of deed restrictions created a neighborhood with a high degree of racial, religious, and ethnic diversity. These late 19th century neighborhoods along the west end of East Broadway Boulevard were largely designed to be modest middle-class neighborhoods catering to those affiliated with the university and the railroad. Because these neighborhoods were built one house at a time, and designed by different architects or the occupants themselves, they exhibit an eclectic mix of architectural styles ranging from early American Territorial to more recent mid-20th century Ranch. In addition, schools were established along the boundaries of these new neighborhoods to accommodate the families now living in these areas. The Miles School, now Miles Exploratory School, was designed in the Mission Revival style in 1920 (later additions in 1928, 1930, and 1996) by the architecture firm of Lyman and Place (Nequette and Jeffery 2002).

Upscale Marketing

By 1920, Tucson was a small town of less than 20,000 people centered on the downtown central business district and the University of Arizona. At that time, Tucson's greatest attraction to non-residents was as a health destination for those suffering from respiratory and pulmonary ailments. Tucson's status as the "Invalid's Paradise" brought many people to the city, but it did not always draw affluent visitors—the type that the local Chamber of Commerce was eager to attract. By the mid-1920s, local demographics began to shift when the local tourism board, the Tucson Sunshine Climate Club, linked their promotional campaigns with Tucson's identity as a health destination. Invalid and healthy alike were encouraged to come and spend their money in the state (Sheridan 1995). However, as the local healthy population grew and as more residents stayed year round (largely aided by the invention of evaporative cooling), fewer invalids were welcome and advertisements shifted towards attracting healthy individuals who wished to experience the "Wild West," complete with cowboys and Indians (Sheridan 1995). In response, resort hotels and dude ranches sprang up to offer tourists a "chance to meet nature in her ruggedness and still lead a white-man's life" (Sheridan 242:1995).

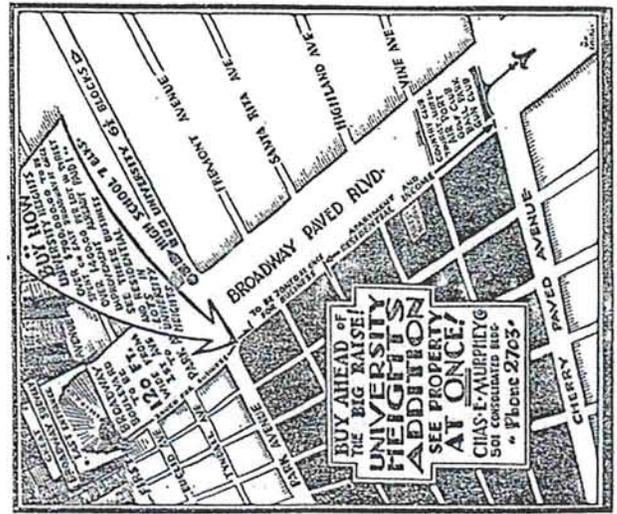
The local Chamber of Commerce began to actively encourage urban and residential development and lodgings that would appeal to a more affluent crowd. In 1925, Randolph Park—named after Southern Pacific Railroad executive Epes Randolph—was deeded to the City of Tucson (www.library).

WORK TO START AT ONCE ON GREAT BROADWAY SUBWAY!

ONLY 3 BLOCKS TO HIGHLY RESTRICTED

UNIVERSITY HEIGHTS ADDITION

STUDY THIS MAP *in Tucson, Ariz.*



Buy Now and Double Your Money!

Just a small deposit down, and easy monthly payments, and the deed to the Lot Is Yours!

Inside Lots, \$600.
Corner Lots, \$750.

A Sure Profit If You Invest Now!

Street Improvements Paid For
(Except sewer on 10 yr. bond, payable \$6.90 per year.)

WE EXPECT TO RAISE THE PRESENT PRICES FROM \$600 TO \$1250 FOR INSIDE LOTS, AND \$750 TO \$1500 FOR CORNER LOTS ON OR BEFORE COMPLETION OF BROADWAY SUBWAY.

UNIVERSITY REALTY CO.

Wm. Anderson
W.M. ANDERSON, SALES DIRECTOR

PHONE 2703

501 CONSOLIDATED BANK BLDG.

11 YEAR = 1930

Figure 10.1. In anticipation of the Broadway underpass, the University Realty Company advertised the University Heights Addition within the Miles Neighborhood. Image adapted from "Tucson's Miles-San Antonio Neighborhoods" study (1984).

pima.gov/librarian/files/?kbid=660 accessed 4 April 2012). Designed by architect Annie Rockfellow, the El Conquistador Resort Hotel on East Broadway Boulevard (Figure 8.1) opened its doors to wealthy patrons three years later (12 September 1985, *Arizona Daily Star*). During this same period, fashionable neighborhoods surrounding the resort and new city park emerged along the north and south sides of East Broadway Boulevard (Figure 8.2), including El Encanto Estates and Colonia Solana (Comey 1988; Laird 1988). Inspired in part by the “City Beautiful” movement, these new residential districts featured winding streets, large lots, landscaped yards, deep setbacks, and—most importantly—deed restrictions. The establishment of exclusive communities on the edges of town helped to pull urban development eastward, setting a model for future residential development in neighboring areas along the Broadway corridor (e.g. Broadmoor, Montevideo, San Clemente, Aldea Linda, San Gabriel, and Village of Palomar). This rapid growth of speculative development continued until the beginning of the Great Depression (Nequette and Jeffery 2002).

First Commercial Development

During the Great Depression and until the end of the Second World War (WWII), commercial and residential development along East Broadway Boulevard was limited. Even in 1930, Broadway was still unpaved, although it was one of few oiled city streets, making it possible to drive as far east as Alvernon Way before being smothered in dust (21 October 1930, *Arizona Daily Star*). Despite limited commercial and residential development, there were significant infrastructure improvements and even attempts at early urban planning. The most significant infrastructure improvement along Broadway was constructed in 1930—a 150-foot-wide by 700-foot-long underpass below the Southern Pacific Railroad mainline near the intersection of Broadway Boulevard and Park Avenue (Figure 10.1). The new underpass linked the eastern margins of the city with the downtown central business district and furthered the continuing trend of eastward expansion. Those involved in the underpass project, including real estate developer John Murphey, envisioned a new commercial district along East Broadway Boulevard and quickly bought up land fronting the new underpass. On 7 January 1930, the *Tucson Daily Citizen* remarked that a three-block area near the new underpass “would become a future business district ... [and] the district has already been made a business zone.” Moreover, John Murphey and his partner John Haynes made further plans for paving of Broadway Boulevard, the installation of ornamental street lighting, and space for parallel parking (7 January 1930 *Tucson Daily Citizen*).

Save for a few service stations along this corridor, commercial development did not increase again until 1939, when John Murphey contracted architect Josias Joesler to design the Broadway Village Shopping Center at the southwest corner of Broadway Boulevard and County Club Road. Considered the first shopping center in Tucson, Broadway Village helped create a commercial appearance for the Broadway corridor (Figure 12.1). Prior to the development of this shopping center, Broadway Boulevard largely served to connect residential areas with the downtown central business district, and most commercial activities were confined to the downtown area or neighboring commercial strips like Fourth, Sixth, and Stone Avenues, also connected to downtown via underpasses beneath the Southern Pacific Railroad tracks.

Post-War Boom

During WWII, the invention of air conditioning, coupled with the establishment of military aviation facilities anchored by Davis-Monthan Airfield and nearby aircraft industries, Tucson’s population boomed. Even after the war ended, the conditions that brought the military here, specifically the warm climate and plentiful open space, encouraged new residents to flock to the city (Akros, Inc. 2007). This was further aided by the 1944 Serviceman’s Readjustment Act (known as the GI Bill) that provided for the integration of returning war veterans into society as better educated, trained, and adjusted citizens (Senate 2010). Not only did this bill encourage a jump in attendance at the University of Arizona, but it demanded new housing to accommodate the returning veterans. The GI Bill, in hand with Federal Housing Administration assistance programs for home buyers, helped stimulate local and national urban development in unprecedented ways. Ultimately, 7.8 million WWII veterans utilized the GI Bill, ensuring the growth of the University of Arizona, but also stimulating housing booms across the city and the nation (Steeley and Graham 2007). By the late 1940s, the post-war boom revived Tucson’s economy and the city began its transformation from “small town” to “bustling metropolis” (Jeffery 2011).

Between 1950 and 1960, Tucson’s population grew from 45,454 to 212,892 (Sonnichsen 1982). In the 1950s, the city annexed an additional 1.9 square miles, expanding it to 9.6 square miles. During the same decade, Pima County and the area surrounding Tucson reached a population of 141,216, forming a large urbanized area (Steeley and Graham 2007). In 1960, the city annexed an additional 60 square miles to accommodate its burgeoning population. Increasingly, residents began moving to the suburbs—and businesses followed. New subdivisions emerged along the edges of older neighborhoods or filled in vacant land along the eastern, southern, and northern arterials, including East Broadway Boulevard.

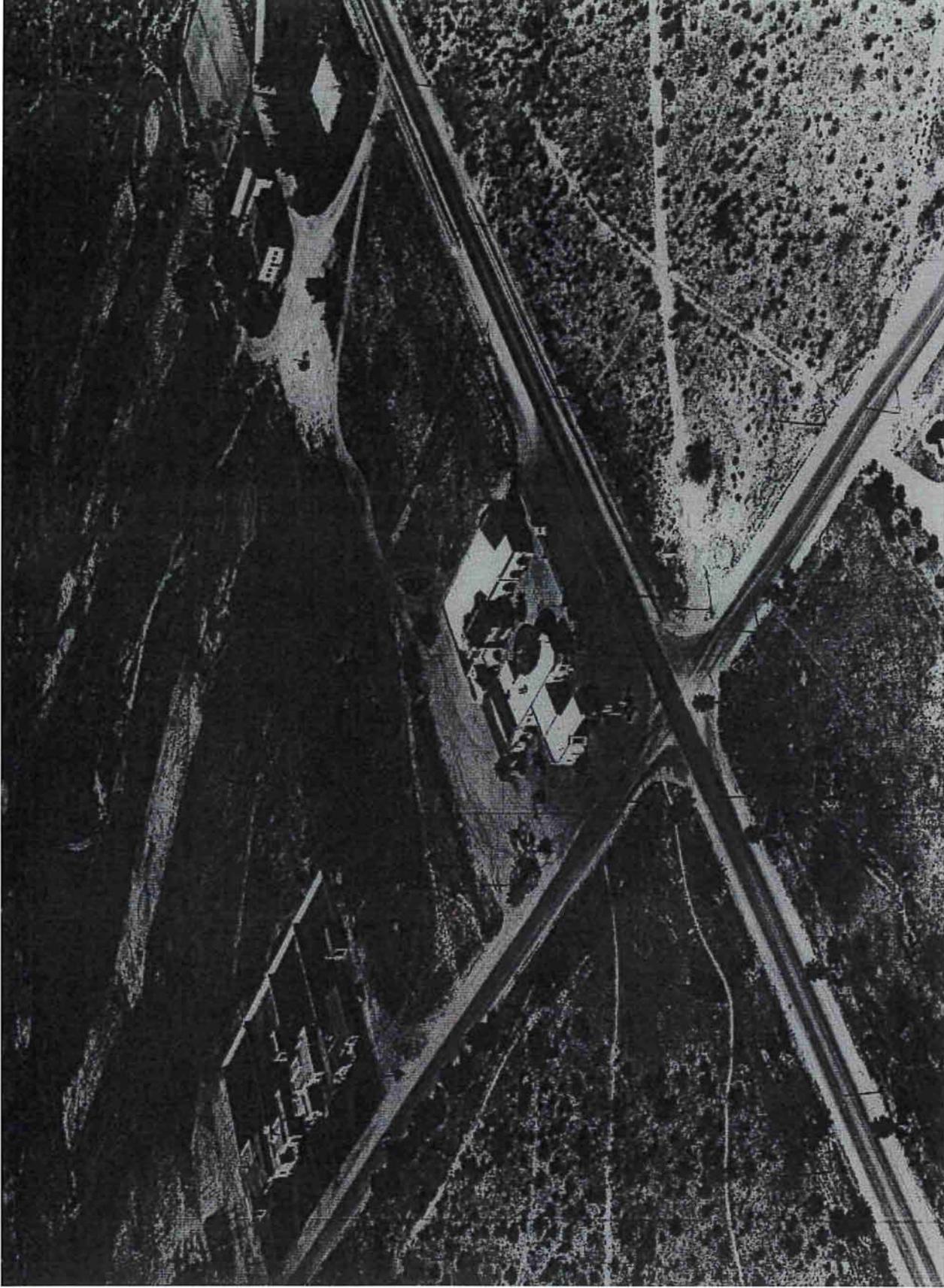


Figure 12.1. Aerial photograph (ca. 1940) showing the newly built Broadway Village Shopping Center at the southwest corner of East Broadway Boulevard and Country Club Road. Image courtesy of the Magee Collection housed at the Arizona Historical Society, Tucson, AHS Image No. 524.

Suburban Growth and The Sunshine Mile

After 1945, Tucson's new housing stock featured affordable single-family homes following standard building plans, situated within subdivisions offering paved streets, sidewalks, and community parks. Differing from the speculative development model of previous decades, Tucson's post-war residential neighborhoods were created by "developer-builders"—companies who subdivided, designed, and built homes within a single subdivision, often with the same or repeating floorplan (Akros, Inc. 2007). Many of these large development company housing projects were financed by the federal government, and were designed for a specific category of buyers—working class, middle class, or wealthy.

City officials responded to this unprecedented growth by developing suburban management plans that siphoned attention and resources away from historic urban centers, most notably away from the downtown area and adjacent commercial districts. One of the areas that benefited from this new management plan was East Broadway Boulevard, which had by 1953 acquired the new moniker, The Sunshine Mile (6 June 2011 *Arizona Daily Star*). The stretch known by this name was between Euclid Avenue and Country Club Road, and was populated with a hodge-podge of commercial architecture—from converted pre-war residential buildings to new, single-story commercial blocks. The Sunshine Mile included clothing stores, furniture stores, gift shops, pharmacies, offices, auto body shops, and grocery stores, many of which listed their business address as "located on the Sunshine Mile" (22 February 1954 *Tucson Daily Citizen*). By the mid-1950s, Broadway Boulevard was well on its way to becoming a major east-west transportation arterial and popular shopping district (Figure 14.1).

The suburbanization of Tucson and increasing commercial development of East Broadway Boulevard significantly impacted the downtown central business district and other early commercial corridors. The most notable shift occurred in 1960, when the El Conquistador Hotel was demolished to make way for El Con Mall (12 September 1985, *Arizona Daily Star*). By the mid-1960s, 38 national and local shops were established at the El Con Mall and former department stores such as JC Penny, Levy's, and Steinfelds moved from the downtown area into Tucson's first shopping mall (Parkhurst et. al. 2002). Eleven years later, the architectural firm of Friedman and Jobusch redesigned El Con Mall as an indoor shopping center, complete with air-conditioning, 30,000 square feet of retail space, and parking for 6,000 cars (18 June 1971 *Citizen*; 12 September 1985, *Arizona Daily Star*).

By 1970, Tucson was a thoroughly modern American city. In an effort to reinforce its new image and appearance, local architectural styles changed as well. In some instances this involved removal of older building stock now seen as blight, and in other cases it meant creating new architecture in direct opposition to the 19th- and 20th-century preference for "period" and revival styles. East Broadway Boulevard became the home of some of the best examples of post-war modernist architecture in the city, and this local expression of a cosmopolitan and ahistorical architectural movement reflected Tucson's new identity as a bustling, modern metropolis.

Notable Architects

Many of the buildings located along East Broadway Boulevard were designed by locally or nationally renowned architects. Of the surviving buildings designed by these architects, most can be found along the north and south sides of East Broadway Boulevard between Euclid Avenue and Country Club Road. The most significant of these buildings were designed by Roy Place (1887-1950) and John Lyman (1883-1959), Josias Joesler (1895-1956), Juan Wørner y Baz (1928-present), Nicholas Sakellar (1918-1993), Ralph Haver (1915-1987), and the firm of Bernard Friedman (1916-1994) and Fred Jobusch (1916-1987).

One of the earliest architecturally significant buildings along this segment of East Broadway Boulevard was the Miles Exploratory School, located north of and adjacent to the Miles Neighborhood. Completed in 1920, this Mission Revival building was designed by the architecture firm of Lyman and Place. In 1919, architect Roy Place moved to Tucson to join his friend and California architect, John Lyman. Together they formed one of Arizona's most prolific architectural teams, and designed many of the buildings on the University of Arizona campus. After Lyman moved back to San Diego, Place remained in Tucson, later collaborating with his son Lew to form Place and Place architects.

During Place's career he designed many of Tucson's landmark buildings, including the Pima County Courthouse, Veteran's Administration Hospital, and Pioneer Hotel. During this same period, Swiss-born architect Josias Joesler moved to Tucson to work for real estate developer John W. Murphey. Joesler was one of Tucson's most prolific architects, designing over 400 projects within the city alone.

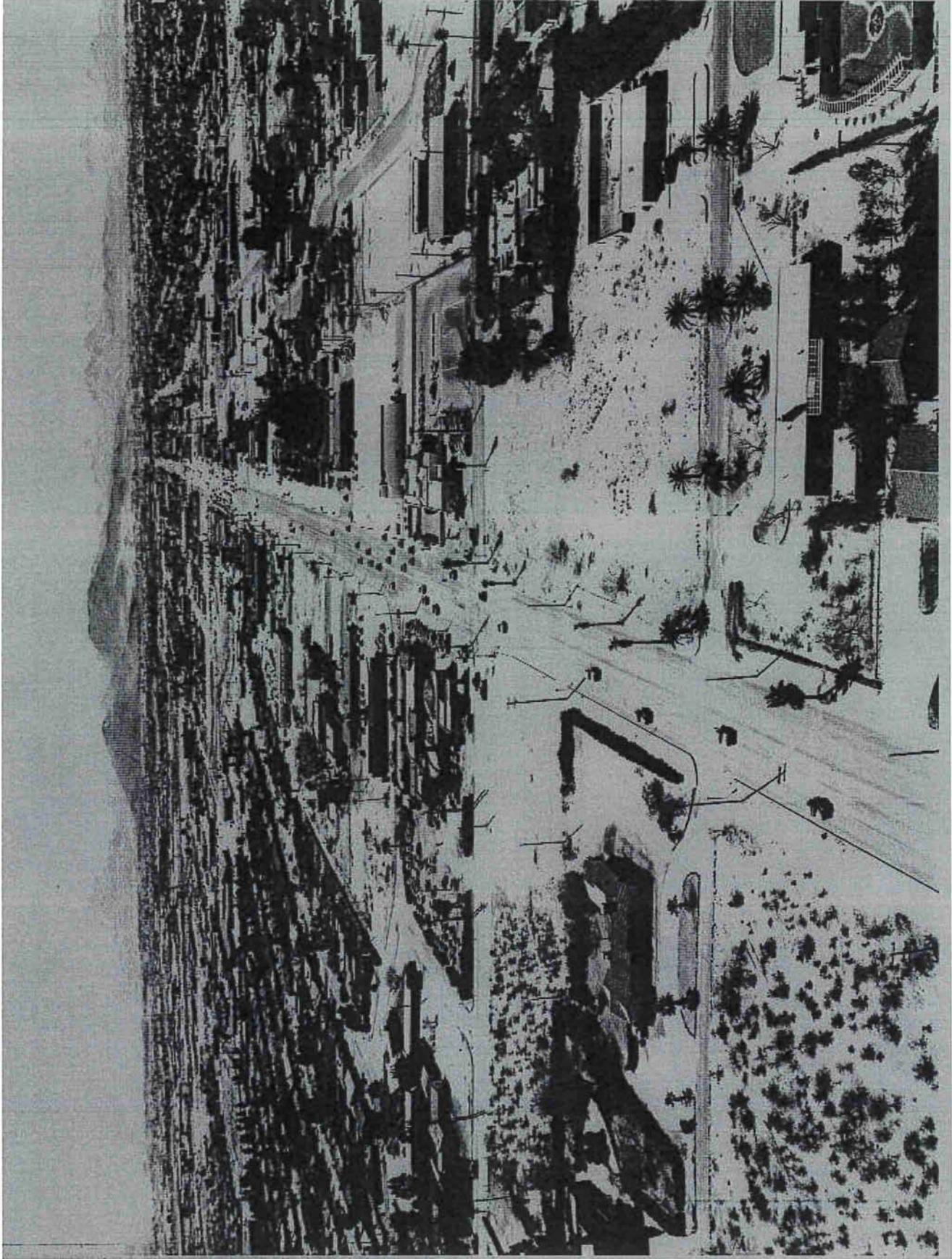


Figure 14.1. Aerial photograph (ca. 1950) showing East Broadway Boulevard, view facing southwest and towards downtown Tucson. Image courtesy of the Magee Collection housed at the Arizona Historical Society, Tucson, AHS Image No. 1189.

One of these projects was the Broadway Village, a Spanish Colonial Revival style shopping center, designed in 1939 to resemble a small, colonial period Mexican village (Nequette and Jeffery 2002).

Beginning in the 1950s, the design of Tucson's residential and commercial buildings began moving away from revivalist architecture in favor of the newly popular modernist movement. Tucson's modernist architectural expressions were created by architects such as Ralph Haver, Nicholas Sakellar, the firm of Bernard Friedman and Fred Jobusch, and Juan Wørner y Baz. Completed in 1957 and located at 2800 East Broadway Boulevard, the Child and Family Resources building was designed by Phoenix modernist Ralph Haver. Few examples of Haver's work can be found in Tucson, and he is best known for designing contemporary affordable tract houses in the Phoenix area.

During the late 1950s through mid-1960s, Nickolas Sakellar designed many of Tucson's most recognizable modernist buildings, completing over 250 projects in his 40-year career. He incorporated sculptural forms and new building materials in his projects, including the use of pre-cast concrete panels in his design of the Continental Building at 2343 East Broadway Boulevard (Nequette and Jeffery 2002). During this same period, Bernard Friedman and Fred Jobusch of Friedman and Jobusch were known for their expressionist modern designs and structural innovation, including the innovative design of Chase Bank at 3033 East Broadway Boulevard with its curved walls and abstract relief frieze. Recently, the Chase Bank building was identified as one of Tucson's top 50 most significant modern buildings (mapptucson.org accessed 2 April 2012).

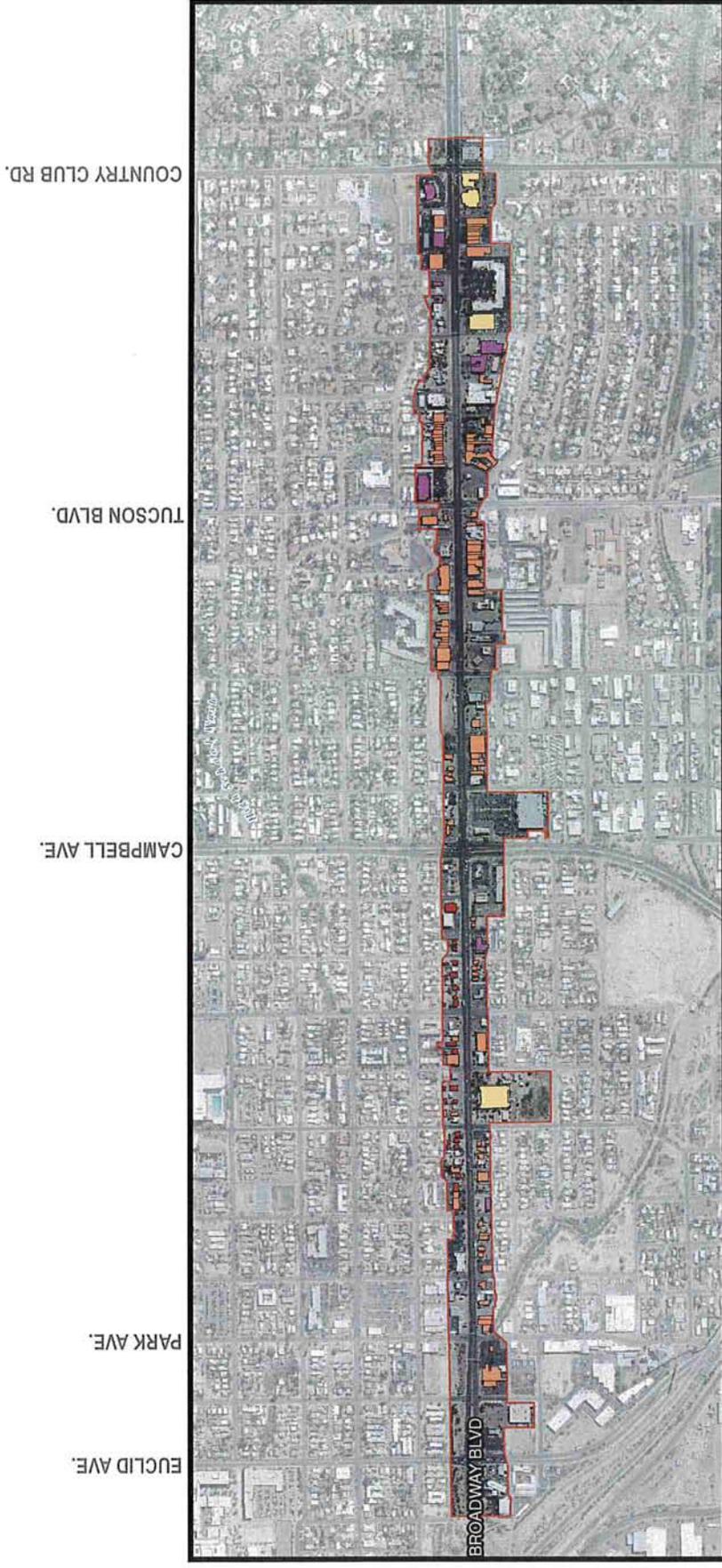
While less well-known, Mexico City architect Juan Wørner y Baz (Wørner Baz), was hired by John Murphey to design the former Table Talk building at 2956 East Broadway Boulevard. Completed in 1961, and one of Murphey's most expensive commercial projects, this building featured barrel vaults, glass curtain walls, and terra cotta statuary. Unlike his Tucson contemporaries, Wørner Baz was not an exclusively modernist architect, instead combining revivalist and modernist architectural elements in his designs (Levstik 2012).

Summary

The historical development of the East Broadway corridor is visible in its extant architecture—from its early residential neighborhoods punctuated with American Territorial, Bungalow, and revivalist styles to its post-WWII expansion of modernist commercial buildings. Moreover, there are perceptual breaks between Euclid Avenue and Country Club Road that further articulate its historical and architectural development.

The earliest development occurred around Euclid Avenue where warehouses (now part of the Lost Barrio) were constructed in close proximity to the railroad. Immediately east of Euclid Avenue, and stretching to Campbell Avenue, residential neighborhoods associated with the university and the railroad emerged. Today, many of the buildings fronting this portion of East Broadway Boulevard are modest houses in the California bungalow style or various revivalist styles, which can be seen throughout the Rincon Heights and Miles Neighborhoods. The establishment of the El Conquistador Resort Hotel in 1928, and the construction of the Broadway underpass in 1930, initiated a second boom in revivalist-inspired commercial and residential architecture along the Broadway corridor. Local real estate developers, instead of building along the edges of already established neighborhoods, leapfrogged past Campbell Avenue and Country Club Road, to create new and exclusive communities on the eastern edge of town.

The popularity of modernist architecture of the mid-to-late 20th century is readily visible between Campbell Avenue and Country Club Road. During the 1950s, the frontage along this portion of East Broadway Boulevard was built out with modernist commercial buildings featuring the latest building technologies, cantilevered overhangs, large expanses of glass, and integrated sculptural features. As the rest of this report illustrates, within the project corridor, East Broadway Boulevard displays a spectrum of historic and contemporary building types and styles. In effect, it provides an architectural representation of the story of Tucson's urban development.



- Listed as District Contributor (Pending Historic District Designation)
- Eligible as District Contributor
- Individually Eligible
- Architecturally Significant (Future Eligible)

Broadway Boulevard Historic District was listed on the National Register in Febri

Broadway Boulevard: Euclid to Country Club

Summary of National Register Status

Historic Buildings Inventory Summary

Methodology

The primary objective of this inventory is to identify properties along East Broadway Boulevard between Euclid Avenue and Country Club Road which are eligible for listing on the National Register of Historic Places (NRHP), as either individually eligible properties or as contributing properties to ~~pending~~ or potential historic districts. Recommendations of eligibility were based upon NRHP-standards for age, significance, and integrity, under guidelines established by the National Park Service. Under these guidelines, each property must: 1) be at least 50 years old; 2) convey significance related to one or more of the following—American history, architecture, archaeology, engineering, and/or culture; and 3) possess integrity of location, design, setting, materials, workmanship, feeling, and association.

existing

For the purposes of this inventory, the 50-year age criterion was extended to include evaluations of properties built prior to 1965 in order to identify those that will age into NRHP-eligibility by the projected start of road widening along Broadway Boulevard. Properties possessing both architectural significance and integrity, but currently ineligible for NRHP-listing based on age, were categorized as *Architecturally Significant*. Many of these architecturally significant properties will age into NRHP-eligibility within the next several years.

All properties on both the north and south sides of Broadway Boulevard between Euclid Avenue and Country Club Road within the project Area of Potential Effect (APE) were evaluated for this inventory. State of Arizona Historic Property Inventory Forms (hereafter referred to as inventory forms) were completed for all properties in the APE. Appendix A provides a summary list of the properties inventoried within the APE. Appendix B contains inventory forms for all eligible properties on the south side of Broadway Boulevard. Inventory forms for all listed properties on the north side of Broadway, and within the Rincon Heights Historic District, are included in Appendix C. Inventory forms for all eligible properties on the north side of Broadway Boulevard from Campbell Avenue to Country Club Road are included in Appendix D.

The map on the left highlights properties evaluated as eligible for the NRHP as contributing properties within a potential historic district, or designated as contributors in the ~~pending~~ Rincon Heights Historic District (keyed to map as *Eligible District Contributor* or *Listed District Contributor*). The map also identifies properties evaluated as individually eligible for the NRHP, as well as architecturally significant properties that have not yet reached the age criterion for listing (keyed to maps as *Individually Eligible* or *Architecturally Significant [Future Eligible]*). Properties evaluated as ineligible for the NRHP are not shown on the map, but their inventory forms can be found in Appendix E (south side) and Appendix F (north side) of this report.

Country Club Intersection

Building Scale & Form

The Country Club Intersection is a widely recognizable intersection within midtown. This can be attributed to the striking architecture on both the northwest and southwest corners. The Chase Bank and the Broadway Village are both striking pieces of architecture, while representing two distinctly different styles and times. Both buildings feature prominently in this eastern end of the corridor, and provide a gateway into a commercial section of Broadway.

Historic and Architecturally Significant Buildings

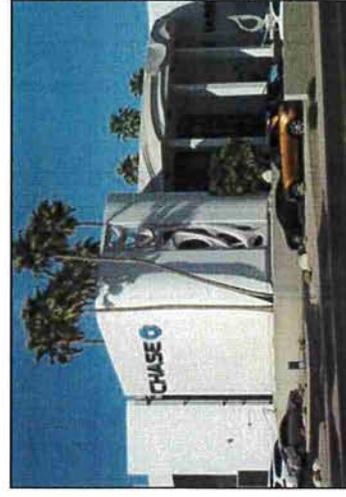
- **Hirsh's Shoes (1954):** 2934 E Broadway: Well-maintained example of Modern style commercial strip storefront with well designed signage. It appears that this portion of the strip has remained largely unchanged, unlike many of the commercial strip spaces. This property is eligible as a historic district contributor. Architect: Bernard Friedman.
- **Table Talk (now vacant) (1961):** 2936 E Broadway: Well-maintained commercial strip corner storefront. The building has unique vaulted overhangs along the north and east side and decorative statues along the rooftop edges. This property is eligible as a historic district contributor. Architect: Juan Wørner y Baz.
- **Broadway Village (1939):** 3000-3052 E Broadway: Designed by Josias Joesler and built by John W. Murphey, this Spanish Colonial Revival complex features exceptional workmanship, including brick arches, decorative brick coursework, and timber work. This property is eligible for individual listing on the National Register of Historic Places and is a Tucson landmark. Architect: Josias Joesler.
- **Chase Bank (1971):** 3033 E Broadway: The unusual design of the Chase Bank, formerly Valley National Bank, reflects an effort by the banking industry to attract clients by creating open and exuberant architectural forms, presenting a modern and progressive image to the public. This building was built in 1971 and was designed by Friedman-Jobusch Architects with integrated artwork by Phoenix-based artist Phillips Sanderson. The large scale, dynamic design, and integrated artwork distinguish it from other bank branches of its time. This property is architecturally significant and eligible for individual listing on the National Register of Historic Places (NRHP) in the future. Architect: Friedman-Jobusch Architects.



*Table Talk (now vacant): 2936 E Broadway
Hirsh's Shoes: 2934 E Broadway
Signage, statues, & awnings create unique streetscape.*



*Broadway Village: 3000-3052 E Broadway
Spanish Colonial Revival complex designed by Josias Joesler.*



*Chase Bank: 3033 E Broadway
Sculptural Modern building designed by Friedman-Jobusch with integrated artwork by Phillips Sanderson.*

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*Introduction provided by Jennifer Toothaker Burdick, Project Manager, City of Tucson Department of Transportation

**Historical Development of Broadway Corridor written by Jennifer Levstik, consultant for the City of Tucson Historic Preservation Office