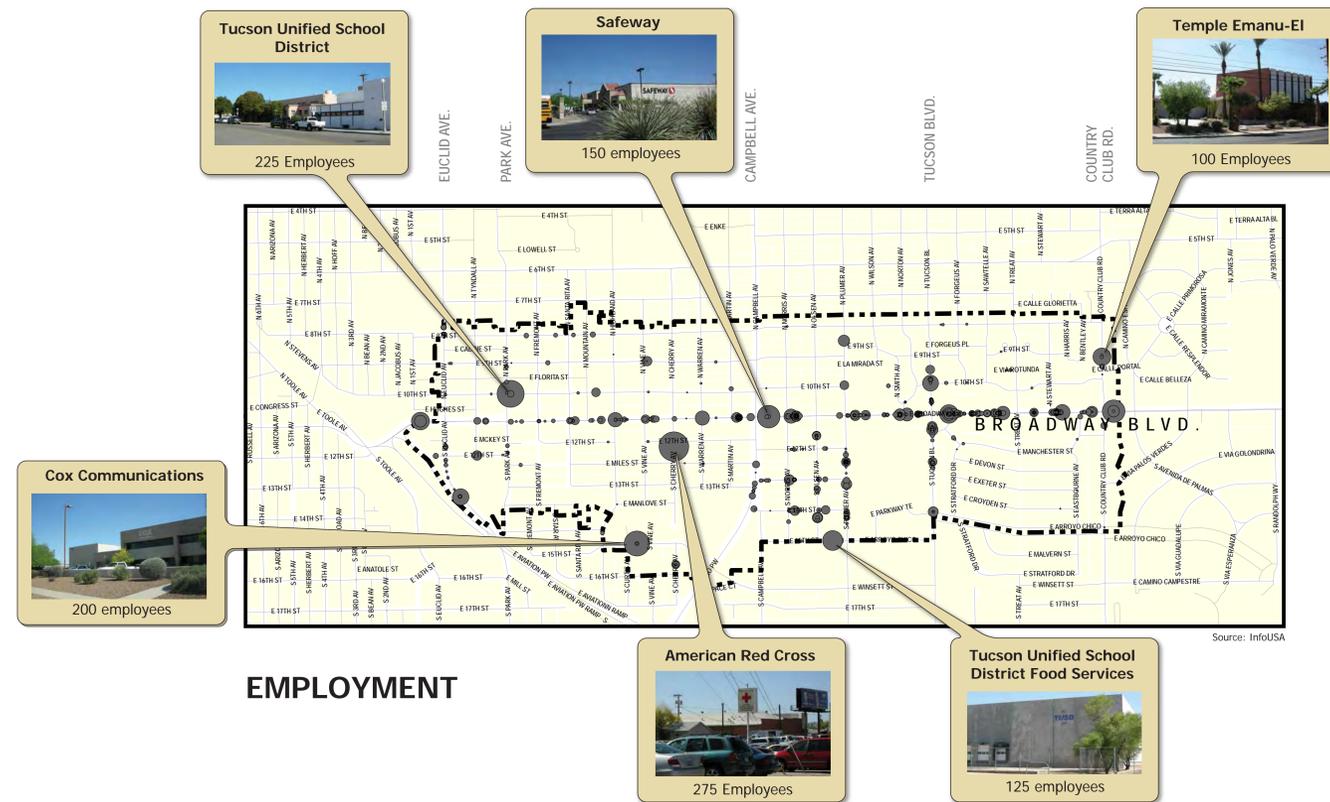


PERCENT OF COMMUTERS TAKING ALTERNATE MODES

AGE

Median Age
 1 - 27
 28 - 35
 36 - 43
 44 - 53
 54 - 74



EMPLOYMENT

STUDY AREA CHARACTERISTICS



EXISTING LAND USE

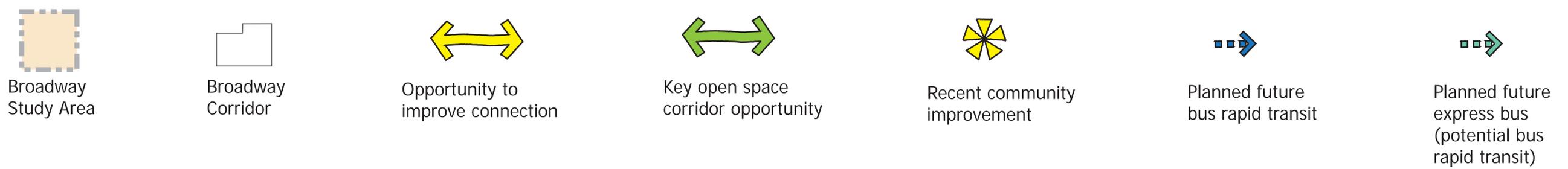
EUCLID AVE

PARK AVE

CAMPBELL AVE.

TUCSON BLVD.

COUNTRY CLUB RD.



ASSETS AND OPPORTUNITIES

Broadway Boulevard: Euclid to Country Club



Historical Development Timeline

1880-1920

Period of rapid growth and expansion after arrival of Southern Pacific Railroad.

- 1881:** Rincon Heights (Buell's Addition) platted by attorney James Buell
- 1885:** University of Arizona is established.
- 1891:** University becomes magnet for growth, spurring residential development
- 1920:** Miles neighborhood platted by real estate developer Walter Murphey
Miles School designed in Mission Revival style by Lyman and Place

1920-1930

Period defined by changing demographics, from seasonal and invalid to constant and healthy residents. Chamber of Commerce works to attract affluent visitors and residents with upscale marketing and development.

- 1925:** Randolph Park (named for Southern Pacific Railroad executive Epes Randolph) is deeded to City of Tucson.
- 1928:** El Conquistador Resort Hotel opens, designed by architect Annie Rockfellow. Fashionable neighborhoods spring up around the park and resort including El Encanto Estates and Colonia Solana, which pulls development eastward. This rapid growth continued until the beginning of the Great Depression.

1930-1940

Period defined by limited commercial and residential development. Broadway still unpaved, but was one of few oiled streets extending east to Alvernon Way.

- 1930:** The most significant infrastructure improvement along Broadway, an underpass below the Southern Pacific Railroad main line near Broadway and Park is constructed, linking the downtown central business district to the eastern developments.
- 1939:** John Murphey contracts architect Josias Joesler to design the Broadway Village Shopping Center at the southwest corner of Broadway Boulevard and Country Club Road. This is considered the first shopping center in Tucson and helped create a commercial appearance for Broadway.

1940-1950

Period defined by a population boom, aided by the invention of air conditioning and the establishment of military aviation facilities, including Davis-Monthan Airfield.

- 1944:** Serviceman's Readjustment Act (GI Bill) encouraged a jump in attendance at the University of Arizona and demanded new housing to accommodate returning veterans.
- Tucson grew from a "small town" to a "bustling metropolis" over the decade.

1950-1960

Period further defined by the population boom. Tucson's population grew from 45,454 to 212,892 over the decade. In the 1950s the City expanded to 9.6 square miles.

- 1953:** East Broadway Boulevard acquires new moniker, The Sunshine Mile. The Sunshine mile stretched from Euclid to Country Club and featured 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 the businesses listed their addresses as "located on the Sunshine Mile".

1960: City annexes an additional 60 square miles to accommodate the growing population.

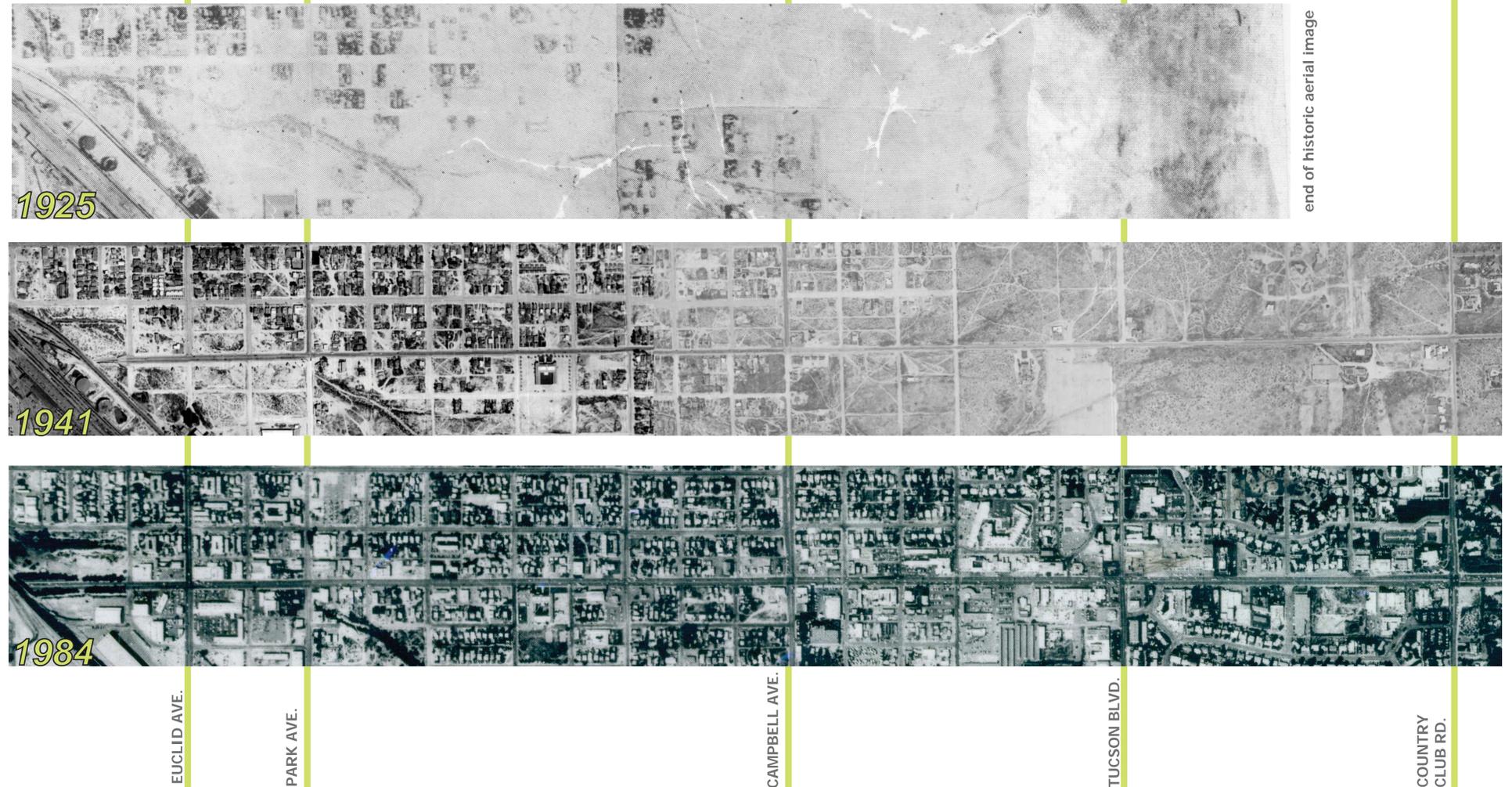
Residents began moving to suburbs and business followed. New subdivisions emerged along edges of older neighborhoods or filled in vacant land along arterials, including Broadway Boulevard.

1960-1970

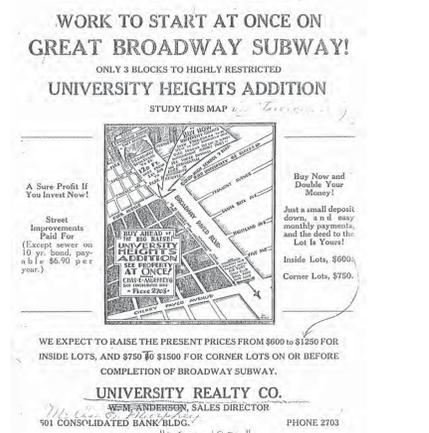
Period defined by suburbanization of Tucson, shifting commercial development away from downtown.

- 1960:** El Conquistador Hotel is demolished to make way for El Con Mall. By the middle of the decade, 38 national and local shops were established at El Con Mall, including JC Penny, Levy's, and Steinfelds from previous downtown locations.
- 1970:** Tucson is a thoroughly modern American city and local architectural styles change to reinforce this new image and appearance.

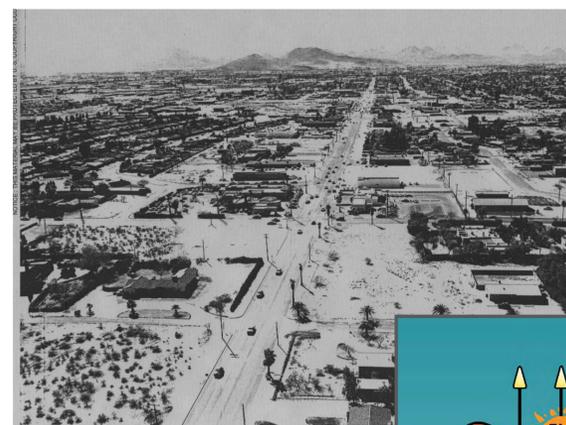
Historic Aerial Photographs



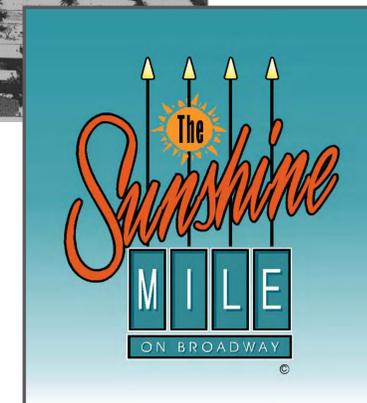
El Conquistador Hotel, 1928



University Heights Addition Advertisement, 1930



Aerial Photograph ca.1950 showing East Broadway Boulevard, view west to downtown



Re-launch of Sunshine Mile, 2013

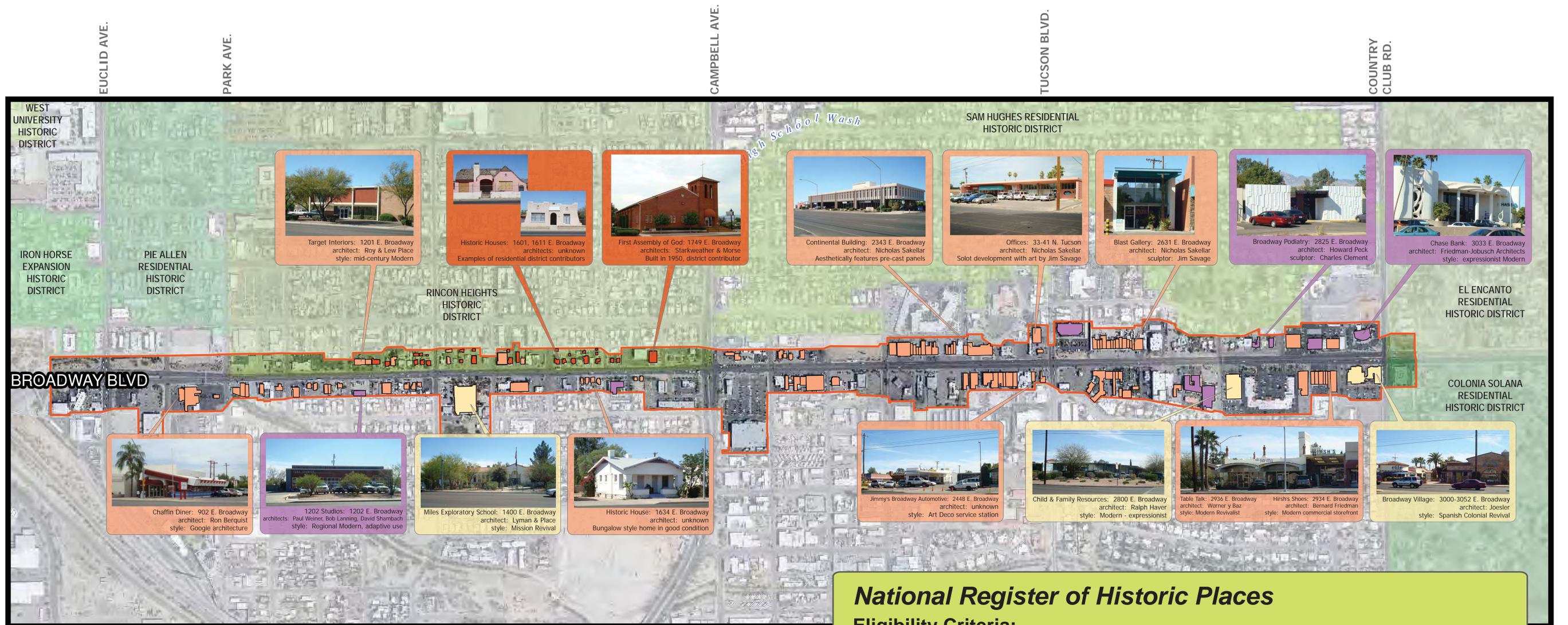
Notable Architects & Architecture

Many of the buildings located along East Broadway Boulevard were designed by locally or nationally renowned architects. 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 the road was built out with modernist commercial buildings featuring the latest building technologies, cantilevered overhangs, large expanses of glass, and integral sculptural features. 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 below are several of the most significant structures and the architects that designed them.

- Miles Exploratory School (1920): Roy Place & John Lyman
- Broadway Village (1939): Josias Joesler
- Hirsh's Shoes (1954): Bernard Friedman
- Child & Family Resources (1957): Ralph Haver
- 33-41 N Tucson Blvd (1957): Nicholas Sakellar, sculpture by Jim Savage
- Blast Gallery (1958): Nicholas Sakellar, sculpture by Jim Savage
- Table Talk (1961): Juan Wornery Baz
- Target Interiors (1963): Roy & Lew Place
- Continental Building (1965): Nicholas Sakellar
- Chase Bank (1971): Bernard Friedman & Fred Jobusch, sculpture by Phillips Sanderson



Historic Buildings Inventory



National Register of Historic Places Status

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

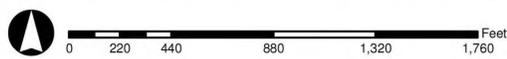
National Register of Historic Places

Eligibility Criteria:

1. Must be 50 years old at time of project start (built prior to 1965 for this project)
2. Must convey significance related to one of the following:
 - American history, architecture, archaeology, engineering, culture
3. Must possess integrity of location, design, setting, materials, workmanship, feeling, and association

Methodology:

This roadway improvements project is voluntarily complying with federal regulations regarding historic properties. State of Arizona Historic Property Inventory Forms were completed for all properties on both sides of Broadway within the project area. Evaluations of eligibility for historic designation--either individually, or as contributing to pending or potential historic districts--were based on the National Register of Historic Places criteria for age, significance, and integrity. Properties currently too young for National Register listing, but otherwise eligible, were categorized as Architecturally Significant. The Historic Buildings Inventory and its National Register eligibility evaluations were reviewed and approved by the State Historic Preservation Office as meeting the standards for compliance with federal regulations.



Design Quality Ranking Legend

National Register of Historic Places Listed or Eligible Buildings*		National Register of Historic Places Ineligible Buildings	
	Ranked 5		Ranked 5
	Ranked 4		Ranked 4
	Ranked 3		Ranked 3
	Ranked 1-2		

Design Quality Ranking

* The listed or eligible buildings are shown in a separate color in order to reference their status or eligibility only, as determined by the Historic Buildings Inventory, according to the National Register of Historic Places guidelines. This ranking has no relation to, or impact on, the historic designation for a property.

Ranking Categories Explored

Design Quality:

This category assessed the architectural significance, character-defining features, and design integrity of each building. *This rank is reflected on the maps in the Existing Conditions report and on this board. This ranking has no relation to, or impact on, the historic designation for a property.*

Condition:

This category assessed the level of disrepair from a visual inspection of each building.

Contribution to Streetscape:

This category assessed the landscaping quality, shielding of parking, shade elements at sidewalks, and interest of building design from the street for each building.

Site Functionality:

This category assessed both current function of the site and future site function, if partial acquisition is required, for each building.

Economic Value:

This category assessed previous investments made into a property, including successful renovations, construction, landscaping, and building improvements for each building. It did not look at revenue generated by the business.

Community Function:

Based on the use at the time of evaluation, this category attempts to assess the importance of each building to the surrounding communities, as well as the difficulty of relocation of the use.