

Broadmoor Historic District  
Name of Property

Pima, AZ  
County and State

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## 8. Statement of Significance

### Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A. Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B. Property is associated with the lives of persons significant in our past.
- C. Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D. Property has yielded, or is likely to yield, information important in prehistory or history.

### Criteria Considerations

(Mark "x" in all the boxes that apply.)

- A. Owned by a religious institution or used for religious purposes
- B. Removed from its original location
- C. A birthplace or grave
- D. A cemetery
- E. A reconstructed building, object, or structure
- F. A commemorative property
- G. Less than 50 years old or achieving significance within the past 50 years

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**Areas of Significance**

(Enter categories from instructions.)

C: Community Planning and Development

C: Architecture

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Period of Significance**

1944-1964

\_\_\_\_\_  
\_\_\_\_\_

**Significant Dates**

n/a

\_\_\_\_\_  
\_\_\_\_\_

**Significant Person**

(Complete only if Criterion B is marked above.)

n/a

\_\_\_\_\_  
\_\_\_\_\_

**Cultural Affiliation**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Architect/Builder**

T. N. Stevens

Charles Malowney

Sam Witt

Lamar Cotten

Andrew Young

Sewell Yarbrough

Robert Young

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**Statement of Significance Summary Paragraph** (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Broadmoor subdivision is eligible under Criterion C at the local level of significance as an early and outstanding example of mid-20th century subdivision design and development. The subdivision was one of the first post-World War II developments in Tucson, and was one of the first to eschew the city's rectilinear street grid and embrace modern planning concepts for mid-priced residential development. The subdivision was also one of the first cohesive collections of Ranch style houses in Tucson.

The primary character-defining features of Broadmoor are:

- the development layout, including curvilinear and discontinuous streets, limited access points, inward orientation and landscaping features;
- the collection of post-World War II Ranch houses.

These forms are associated with local and national trends of the period. The period of significance relates directly with the period of the subdivision's design and construction, 1944 to 1964.

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**Narrative Statement of Significance** (Provide at least **one** paragraph for each area of significance.)

### **Background--Tucson Region**

Tucson is located in Pima County in the southern portion of the state of Arizona, approximately 60 miles north of the Mexican border. It is located within the Sonoran Desert and surrounded by several mountain ranges, including the Rincon Mountains to the east, the Santa Catalina Mountains to the north, and the Tucson Mountains to the west.

The Tucson region was continuously inhabited for millennia by native people, but the Spanish first established the town of Tucson in the 18th century. After becoming part of Mexico during the Mexican Revolution, the region was incorporated into the U.S. as part of the Gadsden Purchase in 1853. The harsh environment and remote location limited Tucson's growth until the arrival of the railroad in 1880. The late 19th and early 20th century saw Tucson become a destination for the cattle industry, agriculture, mining interests, tourists and respiratory health seekers.

After World War II, Tucson evolved from a small town into a busy metropolis. Like many cities in the southwest, the Tucson region grew dramatically in the post-war period from a population of less than 70,000 in 1940 to more than 250,000 in 1960. Tucson's sunny climate was the primary draw for veterans and others, and particularly for people seeking respite from the severe winters of the upper Midwest. The expansion of the military and the defense industry in the region along with the expansion of the University of Arizona all fostered population growth.

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The growth exacerbated an existing housing shortage; there had been little residential construction between the start of the Great Depression and the end of the war and veterans returned to find a serious housing shortage. The production housing industry emerged and expanded to accommodate the demand for single-family housing, and from 1945-1975 more than 50,000 houses were built in Tucson.

Because of the geography of the Tucson basin the city primarily expanded eastward, although there was expansion to the south as well. Expansion to the east provided easy access into the downtown business district via Broadway Boulevard.

### **Property Background and Development History**

The Broadmoor subdivision was located on nearly 150 acres of land that was originally homesteaded by Tucson businessman Joseph Durr in 1885. The Durr land patent was located approximately two miles east of Tucson. In the early 20th century, the land was utilized for grazing Hereford cattle. In 1914, the owners of the existing Tucson Country Club purchased 120 acres of the cattle ranch to build a new club and create a larger golf facility.

The new Tucson Country Club included an 18-hole "skinned" golf course (which was characterized by dirt fairways and oiled sand greens), along with a clubhouse, swimming pool and tennis court. The facility was intended to serve Tucson's affluent citizens and winter visitors.

In the early 1920s, the Tucson Municipal Golf Course opened to the public at nearby Randolph Park, making golf available to a broader segment of the community. And in 1929, The El Rio Country Club golf course was constructed and was one of the first in the state with grass. El Rio's lush fairways, in combination with the weakness of the economy at the onset of the Great Depression, siphoned much of the patronage from Tucson Country Club, and as a result the club struggled to survive. There were efforts to install grass, but to no avail. The clubhouse was leased to a gambling venture in 1936, and the property eventually went into foreclosure in 1937.

Builder and developer John Murphey purchased approximately 13 acres at the eastern edge of the property in 1939 and developed the Broadway Village Shopping Center and subdivision. The shopping center was the first of its kind in Tucson outside of downtown, and was intended to provide services for the expanding and affluent population east of downtown. The residential portion of the subdivision consisted of 21 lots fronting on Country Club Road.

In 1943, the Broadmoor Realty Company was created to acquire and develop the remaining acreage. Broadmoor was created and developed by the H. C. Tovrea Company, headed by Harold Tovrea (1902-1988). Tovrea, an Arizona native, was involved in real estate and insurance in Tucson for more than 40 years, from the 1920s into the early 1970s. He developed several other subdivisions in Tucson; in the early 1950s he followed the success of Broadmoor with the Eastmoor subdivision, located approximately one mile directly south of Broadmoor. Other subdivisions Tovrea was involved in included Prince Addition and Western Hills.

The plat survey and layout were completed by T. N. Stevens. Stevens was one of a handful of local surveyors, and was involved in subdivision survey, design and layout in Tucson from the mid-1920s into the 1950s. Other subdivisions of note included Catalina Vista, Tanque Verde Country Estates, San Fernando Village and the Leonora Addition.

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In 1944, plans for the Broadmoor subdivision were submitted to and approved by Pima County. The plans were lauded for their quality and adherence to the Tucson Regional Plan, which had been developed to implement modern urban planning principles in anticipation of the city's future growth and expansion. The Tucson Regional Plan was funded by the city to develop long range planning goals during the late 1930s and early 1940s. Areas of concern included zoning, transportation, utility infrastructure, blight, redevelopment and storm water management.

H. C. Tovrea began offering lots for sale in early 1945, in anticipation of the end of the war. Lots were priced from \$700, and the Federal Housing Administration (FHA) had provided approval for loans equal to 90% of the cost of a house built within the subdivision. Lots were sold to individuals and to small builders.

Broadmoor took its name from a famous Colorado resort hotel, in an attempt to convey an association with a symbol of luxury, recreation, and resort living. The Broadmoor resort in Colorado Springs was established in the early 20th century with the intent to provide European elegance in the United States, and was widely known for its golf facilities designed by Donald Ross (Tovrea was an avid golfer). The property also had thousands of acres of landscaped grounds designed by the landscape architecture firm established by Frederick Law Olmsted.

Continuing the theme, Broadmoor's streets shared their names with distinguished hotels and resorts across the United States, each of which had, in turn, taken the name of an English town, many of which were seaside or spa communities. (These included the Malvern in Maine, the Exeter in New York and Seattle, the Devon in New York and Chicago, the Croyden in Chicago and New York, the Stratford in New York, Philadelphia and San Francisco, and the Manchester in New York. The Eastbourne was a hotel in Atlantic City but was also the name of a leading seaside resort in England.) The use of English names may have been an attempt to establish an air of British sophistication while at the same time associate with iconic names of travel and leisure. It may also have reflected the kinship felt at the time between the U.S. and Britain during World War II.

Advertising focused on the extensive planning, immediate access to utilities, paved streets, minimum dwelling size, proposed park, community restrictions and plan review. The advertising also highlighted the subdivision's proximity to downtown, the adjacent Broadway Village shopping center, and neighboring high quality and affluent residential developments.

The CC&Rs for Broadmoor required plans to be submitted to the developer for review and approval prior to construction, and established minimum house sizes of 1000 to 1200 s.f. and minimum home values of \$5000 to \$6000, depending on location within the development. Houses built south of the Arroyo Chico were permitted to be smaller in size and less expensive.

Broadmoor was essentially an infill project, and, in comparison to contemporaneous developments, was much closer to Tucson's downtown business district.

Prior to the end of the war, the developers installed paved streets. Development of the subdivision utility infrastructure also began before the completion of the war.

As the war came to a conclusion, the moratorium on non-essential construction was lifted, and the construction of houses began in earnest in October of 1945 in Broadmoor. Construction

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volume accelerated quickly, to address the pent-up demand in the community. Custom houses were built, as well as speculative homes by small builders. Home prices typically ranged from \$10-15,000, but a few larger houses on larger or combined lots were also on the market and priced up to \$25,000. Construction in Broadmoor mirrored the frenzied efforts elsewhere in the city to meet the demand, and by early 1947 more than 85 houses were under construction or already completed.

Builders in Broadmoor included Charles Malowney, Robert Young, Andrew Young, Sewell Yarbrough, JC Carte, KC Construction Services, Sam Witt, Lamar Cotten, AC Building Co., Bill Estes, Tom Gist, Grant Construction Co., John Joynt and Carter Henrisey, among others. Malowney was the most prolific of these builders, having built at least 20 houses in the first four years of the development, primarily along Stratford, Malvern, and Arroyo Chico streets.

When construction first started, Broadmoor was beyond the city of Tucson's infrastructure for water and sewer, so the subdivision relied on groundwater pumping and cisterns. In subsequent years, Broadmoor was connected as the city's infrastructure expanded. Broadmoor was connected to Tucson's water system starting in the late 1940s, and connection to the city sewer began in 1950. Broadmoor Realty Co.'s water franchise was eventually transferred to the city in 1953. This process was common practice during the city's post-war expansion.

The Arroyo Chico wash was channeled and rerouted as part of the subdivision development, and was constructed in response to the Regional Plan's stormwater management guidelines, to address flooding in and around Tucson that was being exacerbated by expanding development and inadequate infrastructure. However, efforts along Arroyo Chico proved insufficient during a flood event in 1948, which inundated many houses in Broadmoor with water, and caused severe flooding downtown.

Properties within the subdivision that were adjacent to Broadway Boulevard, including the original country club building, were zoned for multi-family housing and some small commercial use as part of the development plan. Many of these properties were sold by the H. C. Tovrea Company in the early years of the build-out, and were subsequently rezoned for higher density commercial use. The country club remained in use as a meeting facility for the Shriners organization until the mid-1960s, when it was demolished.

Most of the lots in Broadmoor were sold by 1950, and more than 300 hundred houses had been built by the end of 1951. The pace of construction slowed during the 1950s, and primary build out continued through 1964. A handful of lots remained vacant for the next decade, and were built out in the years after 1977. 365 houses were eventually built.

The City of Tucson annexed Broadmoor in 1952. In 1953, citing the inadequacy of the existing infrastructure, the city assessed bonds in the amount of \$250 for new paving, curbs and water connections.

The original plan for a 9-acre park at the southwest corner of the property never came to fruition. This may have been because of the subdivision's proximity to Randolph Park, a large regional facility of 160 acres located just to the southeast of the neighborhood. Instead the property was sold to Tucson Unified School District, which built a school on the site in the mid-1970s.

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### Subdivision Planning

In the early 20th century, the layout of Tucson was characterized by a grid of streets that had slowly grown and evolved since the community's founding in the 18th century. "Most subdivisions that were platted before World War II were an extension of the city's rectilinear street grid. In contrast, most post-war subdivision planning embraced modern concepts that had emerged in the late 19th and early 20th century from the Garden City and City Beautiful movements that focused on creating picturesque environments reminiscent of an idealized image of country living." (Evans, Levstik, Jeffery, 2016; p. 12). Landscape architect Frederick Law Olmsted and others advocated for landscape and open space to play a more central role in the development of cities. Beauty and aesthetics were conceived as tools to foster an improved quality of life and improve social conditions. Developments such as Riverside, outside of Chicago, were designed to be a landscaped suburban alternative to the realities of higher density urbanism.

These planning concepts were first introduced to some of Tucson's more affluent subdivisions in the late 1920s and 1930s. Developers looking to attract more affluent homebuyers sought to distinguish their subdivisions from the paved monotony of the urban grid, which had become firmly associated with the small lots and modest houses of middle class living (Jeffery, 2002). El Encanto Estates and Colonia Solana were the first developments to embrace these new planning concepts in Tucson.

El Encanto was characterized by a symmetrical plan, with concentric streets and cul-de-sacs radiating outward from a central circular cactus garden. The layout gave the neighborhood an inward orientation. Streets were lined with palm trees, and lush Mediterranean landscaping and lawns gave the neighborhood an oasis-like feel in the desert. The formal arrangement of landscape elements reinforced the formal layout of the subdivision.

Instead of regrading the entire property, the design for Colonia Solana retained its natural desert landscape setting and topography, and embraced it as part of a unique concept of luxury estate living in the desert. Existing arroyos were incorporated as community open space, and the large, one-acre lots allowed for the preservation of extensive natural desert vegetation. In addition, "non-native landscaping was used sparingly." (Fox, et. al., 2002) The subdivision also had narrow, winding and curvilinear streets, irregularly laid out in broad sweeping arcs.

El Encanto and Colonia Solana were examples of comprehensive community planning that included deed restrictions and covenants that were intended to protect property values, maintain quality of life in the neighborhood, and provide architectural and aesthetic continuity within the development by regulating construction and property uses within the subdivisions. Even after the introduction of county zoning regulations and annexation into the city, these restrictions provided additional legal protection that were not subject to political jurisdiction.

The developers of El Encanto Estates and Colonia Solana also sought to provide amenities to attract homebuyers. Both subdivisions were located adjacent to the neighboring El Conquistador Hotel and the Tucson Country Club, both of which offered wealthy homeowners recreational and social activities. (Jeffery, 2002, p. 52).

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Developers would also create neighborhood themes to establish a neighborhood identity. Themes were established in the subdivision name, street names and landscape features. Both El Encanto and Colonia Solana used Spanish language names to exploit “the romantic image of Tucson’s relationship to its Spanish heritage.” (Nequette and Jeffery 2002, p. 27).

Two subsequent developments created in the 1930s, Catalina Vista and San Clemente, also employed these new planning concepts, and had a mix of both affluent and middle-class homes. In both subdivisions, the more affluent sections had larger lots, parks and curvilinear streets, whereas the middle-class houses tended to be located in areas with a more conventional grid of streets.

In the post-war period “innovation in subdivision planning started with the introduction of these picturesque design layouts to middle and lower priced housing projects; this was largely done through the use of curvilinear streets and landscaping features.” In addition, “to address issues associated with the emergence of the automobile in American suburban living,” developments began to reflect FHA guidelines intended to minimize pass-thru traffic, traffic speed and noise within neighborhoods. Recommendations included “curvilinear and discontinuous streets, cul-de-sacs, the elimination of 4-way stops, and limited entry points into each neighborhood. Discontinuous streets and limited access points also helped to create cohesive and inward-focused communities and establish neighborhood identity. The FHA embraced and promoted these ideas to create safer and more attractive environments.” (Evans, Levstik, Jeffery 2016; p. 12)

As indicated in the City of Tucson’s 2016 National Register of Historic Places eligibility report, Broadmoor was the first subdivision development that applied these planning innovations to a more modest middle-class development. It was also essentially the first post-war development of custom and speculative houses in Tucson. (p. 12)

The planning at Broadmoor was characterized by curvilinear and discontinuous streets, limited access via formalized entry points, and landscaping features at entries and along the drainage way that bisected the subdivision. The plat provided zoning for higher density housing and commercial development along the Broadway corridor at the perimeter of the subdivision. Zoning helped to insulate single family residential development from busy arterial street traffic and noise. These planning concepts became central to post-World War II middle class residential subdivision development in Tucson. (Evans, Levstik, Jeffery 2016)

The minimal access points and discontinuous, curvilinear streets not only provided a more picturesque and informal quality to the neighborhood, they also helped to reduce traffic speeds, minimize pass thru traffic and create a more insular community.

As noted previously, Broadmoor also had a neighborhood theme associated with travel and leisure that helped to create identity and a cohesive character.

### **Architecture**

In the decades prior to World War II, Tucson’s residential architecture was primarily defined by period revival and craftsman styles, particularly Spanish Colonial Revival and bungalow forms. But most houses in the post-war period reflected the influence of the suburban Ranch form.

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The Ranch style had first emerged in California in the 1930s and evolved from a romanticized image of the historic ranch houses and haciendas of the west. This image grew into an idea of western living that was characterized by simple, low-profile building forms on wide lots, with gable or hip roofs, traditional materials, and outdoor living spaces. The Ranch concept also addressed significant issues that usually went overlooked in pre-existing styles, including functional planning, informal living, privacy, daylight and ventilation. The rise in automobile ownership resulted in attached and integrated carports and garages in most developments. The popularity of the Ranch can also be traced to its lower construction costs, reduced construction times and FHA incentives that favored simple building systems. The simple forms and unadorned surfaces were in contrast to the picturesque forms, elaborate details, ornamental features and labor-intensive construction (that required skilled craftsmen) of period revival and craftsman styles. This made Ranch houses an affordable choice for an expanding middle class nationwide, and in Tucson. By the 1950s, it was the dominant style in single family residential construction. (Evans, Levstik, Jeffery 2016; p. 13)

The Ranch and its variations were the dominant form for single family homes in Tucson from the late 1940s to the 1970s.

The houses of Broadmoor are representative of the early post-World War II Tucson version of the Ranch style, and were one of the first cohesive collections of mid-priced Ranch houses in Tucson. The early Tucson version of the conventional Ranch in Broadmoor was generally characterized by:

- a more horizontal character than earlier architectural styles (but less elongated than later versions of the Ranch)
- brick construction, with or without mortar or lime wash--the wash was a technique that created a lighter, more monochromatic surface but also gave the wall an aged patina.
- painted masonry (brick or concrete masonry)--white or light-colored paint reduced heat gain from direct sunlight on brick surfaces
- gable and hip roofs with slopes of 3:12
- asphalt (or asbestos) shingle roofs
- steel casement and fixed windows, with and without divided lights.

Attached carports were also common in the 1940s, but were not ubiquitous until the early 1950s. Most houses in the subdivision have carports, though there are a few houses with 1-car garages.

In the early-mid 1950s the Ranch form in Tucson evolved into a version that was shaped by regional influences; this included a low-profile gable roof with a rise-to-run ratio of 1:12 to 2:12, which became common for Tucson housing. (Evans, Levstik, Jeffery 2016; p. 18) This influence is seen in some Broadmoor houses built in the 1950s that have lower-sloped gable roofs.

Nearly 95% of the houses in Broadmoor are variations on the Ranch form; conventional Ranch houses account for approximately 80%, while Spanish Colonial Ranch and Modern Ranch forms account for most of the balance. Most of the Spanish Colonial Ranch houses were a juxtaposition of California ranch forms and Spanish Colonial materials and details. The Spanish Colonial Ranch style was an uncommon thematic variation in Tucson in the first years of the post war period, usually found in more affluent subdivisions. There are also a few houses in Broadmoor that show the influence of the Modern Movement; the primary expression is in the use of a flat, or horizontal, roof.

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There are also a small percentage of houses inspired by pueblo and territorial influences of Arizona's past, with stuccoed masonry walls and parapet construction. These houses were built in the first few years of the development, and were vestiges of architectural styles that pre-dated World War II and the onset of the Ranch style. The more elongated character and lower profile of most of these houses likely reflects the rising influence of the Ranch style at the time of construction.

### **Conclusion**

Per the National Register Bulletin "Historic Residential Suburbs: Guidelines for Evaluation and Documentation for the National Register of Historic Places", Broadmoor meets Criterion C as a "suburb (that) *reflects principles of design important in the history of community planning,*" and as a "*collection of residential architecture (that) is an important example of a distinctive period of construction.*" Broadmoor's significance under Criterion C is in 1) community planning and development, which "applies to areas reflecting important patterns of physical development, land division or land use;" and 2) architecture, where "significant qualities are embodied in the design, style, or method of construction."

The Broadmoor subdivision is significant as an early and outstanding example of post-World War II subdivision design and development in Tucson. It was the first subdivision to apply a variety of planning innovations to a more modest middle-class development, and was the first new subdivision of the post-war development era. It was also one of the first cohesive collections of mid-priced Ranch houses in Tucson.

In the Tucson Historic Preservation Office's 2016 eligibility assessment report "Post-World War II Residential Subdivision Development in Tucson, Arizona 1945-1975" which evaluated nearly 400 subdivisions, Broadmoor was identified as a top tier candidate for listing on the National Register of Historic Places and a "highest priority" subdivision for the city's preservation efforts. (p. 27, 30) Broadmoor was one of only 11 subdivisions so identified.

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## 9. Major Bibliographical References

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[http://maps.tucsonaz.gov/hcd/index.html?NHA\\_CITY=181](http://maps.tucsonaz.gov/hcd/index.html?NHA_CITY=181)

City of Tucson plat maps database <https://www.tucsonaz.gov/apps/maps-and-records/smp>

City of Tucson Historic Preservation Office online resources

<http://www.tucsonaz.gov/historic-preservation>

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1945 Advertisement for Broadmoor. 6 Oct.

1945 Advertisement for Broadmoor. 22 Oct.

1945 Advertisement for Broadmoor. 3 Nov.

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1947 Advertisement for Broadmoor. 14 Feb.

1947 Early Completion of Project Seen. 23 April.

1947 Advertisement for Broadmoor. 1 May.

1947 Three Broadmoor Lots are Sold for \$18,000. 29 Sept.

1947 Advertisement for Broadmoor. 20 Nov.

1948 Advertisement for Broadmoor. 8 April.

1949 Supervisors Grant Permits at Hearing. 7 Feb.

1949 City Flood Fund in Senate. 20 May.

1950 Residents of Broadmoor to Form District. 27 April.

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1952 Broadmoor Link is 4<sup>th</sup> Biggest. 4 Sept.

1952 Broadmoor Gets Services. 9 Sept.

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#### Previous documentation on file (NPS):

\_\_\_ preliminary determination of individual listing (36 CFR 67) has been requested

\_\_\_ previously listed in the National Register

\_\_\_ previously determined eligible by the National Register

\_\_\_ designated a National Historic Landmark

\_\_\_ recorded by Historic American Buildings Survey # \_\_\_\_\_

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\_\_\_\_\_ recorded by Historic American Engineering Record # \_\_\_\_\_  
\_\_\_\_\_ recorded by Historic American Landscape Survey # \_\_\_\_\_

**Primary location of additional data:**

\_\_\_\_\_ State Historic Preservation Office  
\_\_\_\_\_ Other State agency  
\_\_\_\_\_ Federal agency  
 x  Local government  
\_\_\_\_\_ University  
\_\_\_\_\_ Other  
Name of repository: Pima County Assessor

**Historic Resources Survey Number (if assigned):** \_\_\_\_\_

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**10. Geographical Data**

**Acreage of Property** 112.7 acres

Use either the UTM system or latitude/longitude coordinates

**Latitude/Longitude Coordinates**

Datum if other than WGS84: \_\_\_\_\_  
(enter coordinates to 6 decimal places)

- |              |            |
|--------------|------------|
| 1. Latitude: | Longitude: |
| 2. Latitude: | Longitude: |
| 3. Latitude: | Longitude: |
| 4. Latitude: | Longitude: |

**Or**

**UTM References**

Datum (indicated on USGS map):

NAD 1927 or  NAD 1983

Broadmoor Historic District  
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1. Zone: 12	Easting: 506120	Northing: 3564820
2. Zone: 12	Easting: 506280	Northing: 3564900
3. Zone: 12	Easting: 506520	Northing: 3564860
4. Zone: 12	Easting: 506770	Northing: 3564860
5. Zone: 12	Easting: 506840	Northing: 3564800
6. Zone: 12	Easting: 506850	Northing: 3564190
7. Zone: 12	Easting: 506290	Northing: 3564190
8. Zone: 12	Easting: 506200	Northing: 3564430
9. Zone: 12	Easting: 506130	Northing: 3564440

**Verbal Boundary Description** (Describe the boundaries of the property.)

The boundary of the proposed Broadmoor historic district is shown on the accompanying sketch map.

**Boundary Justification** (Explain why the boundaries were selected.)

The boundary of the historic district is the extent of single-family housing development within the Broadmoor subdivision. The boundary was selected because the single-family portions of the district were the focus of the distinct planning and architectural character that was identified as historically significant. Commercial, institutional and multi-family properties along the perimeter of the subdivision were also excluded because they were not developed as originally intended by the development plan, and many were built after the period of significance.

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### 11. Form Prepared By

name/title: Chris Evans, architect  
organization: Chris Evans, Architect  
street & number: 3220 e. Terra Alta Blvd. #9  
city or town: Tucson state: AZ zip code: 85716  
e-mail: evansarch@hotmail.com  
telephone: 520.319.8835  
date: 22 December 2020

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### Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

### List of Figures

1. Broadmoor plat map.
2. Aerial photograph from the south showing Broadmoor subdivision during construction. Photograph dates from the late 1940s. Courtesy Broadmoor-Broadway Village Neighborhood Association.
3. Aerial photograph of Broadmoor from the northeast, late 1940s. The intersection of Broadway Blvd. and Country Club Rd. and the Broadway Village shopping center and subdivision are in the foreground. Courtesy Broadmoor-Broadway Village Neighborhood Association.
4. Advertisement for the Broadmoor subdivision in the *Tucson Citizen* newspaper; 6 Oct. 1945.
5. Advertisement for the H. C. Tovrea Company in the *Tucson Citizen* newspaper; 1951.
6. Google aerial photograph.
7. Reference guide for identifying Ranch houses from Appendix of the 2016 National Register of Historic Places Eligibility Assessment Report "Post-World War II Residential Subdivision Development in Tucson, Arizona 1945-1975."

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8. Reference guide for identifying Ranch houses from Appendix of the 2016 National Register of Historic Places Eligibility Assessment Report "Post-World War II Residential Subdivision Development in Tucson, Arizona 1945-1975."
9. Reference guide for identifying Ranch houses from Appendix of the 2016 National Register of Historic Places Eligibility Assessment Report "Post-World War II Residential Subdivision Development in Tucson, Arizona 1945-1975."
10. Reference guide for identifying Mediterranean landscapes from Appendix of the 2016 National Register of Historic Places Eligibility Assessment Report "Post-World War II Residential Subdivision Development in Tucson, Arizona 1945-1975."

### **Photographs**

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

### **Photo Log**

Name of Property: Broadmoor Historic District  
City or Vicinity: Tucson  
County: Pima  
State: AZ  
Photographer: Chris Evans  
Date Photographed: 2017-2019

#### Photo 1

View of Manchester Street from the intersection with Eastbourne Ave., looking southwest. 2019

#### Photo 2

View of Eastbourne Ave. from the intersection with Arroyo Chico, looking north. 2019

#### Photo 3

View of Malvern Street, looking southeast. 2017

#### Photo 4

View of Exeter Street, looking east. 2019

#### Photo 5

View of Croyden Street, looking west. 2019

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Photo 6

View of oleanders along Arroyo Chico drainageway from the intersection of Stratford Ave., looking north. 2019

Photo 7

View of the northern side of Arroyo Chico, looking southwest. Drainageway is screened from view by oleanders on the right. 2017

Photo 8

View of landscaping along the east end of Arroyo Chico drainageway, looking northeast from the intersection with Eastbourne Ave. 2019

Photo 9

View of Croyden Street, looking west-southwest. 2019

Photo 10

View of Devon Street houses, looking southwest. 2019

Photo 11

View of Stratford Ave. houses, looking southwest. 2019

Photo 12

View of houses along Stratford Ave., looking northeast. 2019

Photo 13

View of houses along Devon Street, looking northeast. 2019

Photo 14

View of houses along Devon Street, looking southwest. 2019

Photo 15

Ranch style house located at 2801 E. Croyden Street. 2018

Photo 16

Ranch style house at 2809 E. Manchester Street. 2018

Photo 17

Ranch house located at 2702 E. Exeter Street. 2018

Photo 18

Ranch house located at 410 S. Stratford Ave. 2019

Photo 19

Ranch house located at 355 S. Eastbourne Ave. 2018

Photo 20

Ranch house located at 2809 E. Malvern Street. 2018

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Photo 21  
Spanish Colonial Ranch house located at 2615 E. Devon Street. 2019

Photo 22  
Modern Ranch house located at 2842 E. Exeter Street. 2018

Photo 23  
Pueblo Revival house located at 2710 E. Exeter Street. 2018

Photo 24  
Example of a non-contributor at 2801 E. Manchester Street. The windows have been replaced, carport converted to interior space, and a patio wall has been added. 2018

Photo 25  
Example of a non-contributor at 442 S. Stratford Ave. The windows have been replaced and roofing materials modified. 2018

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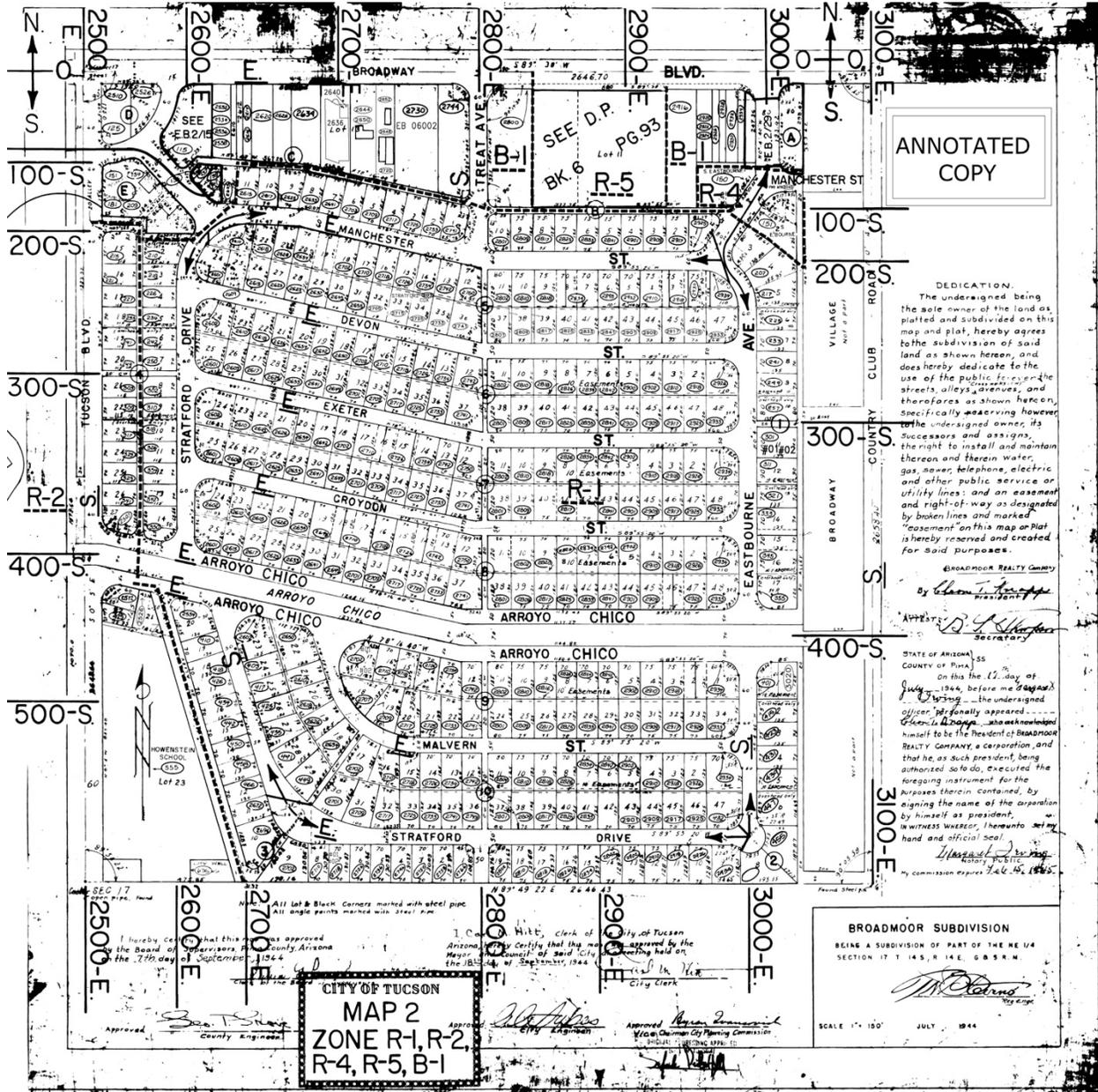
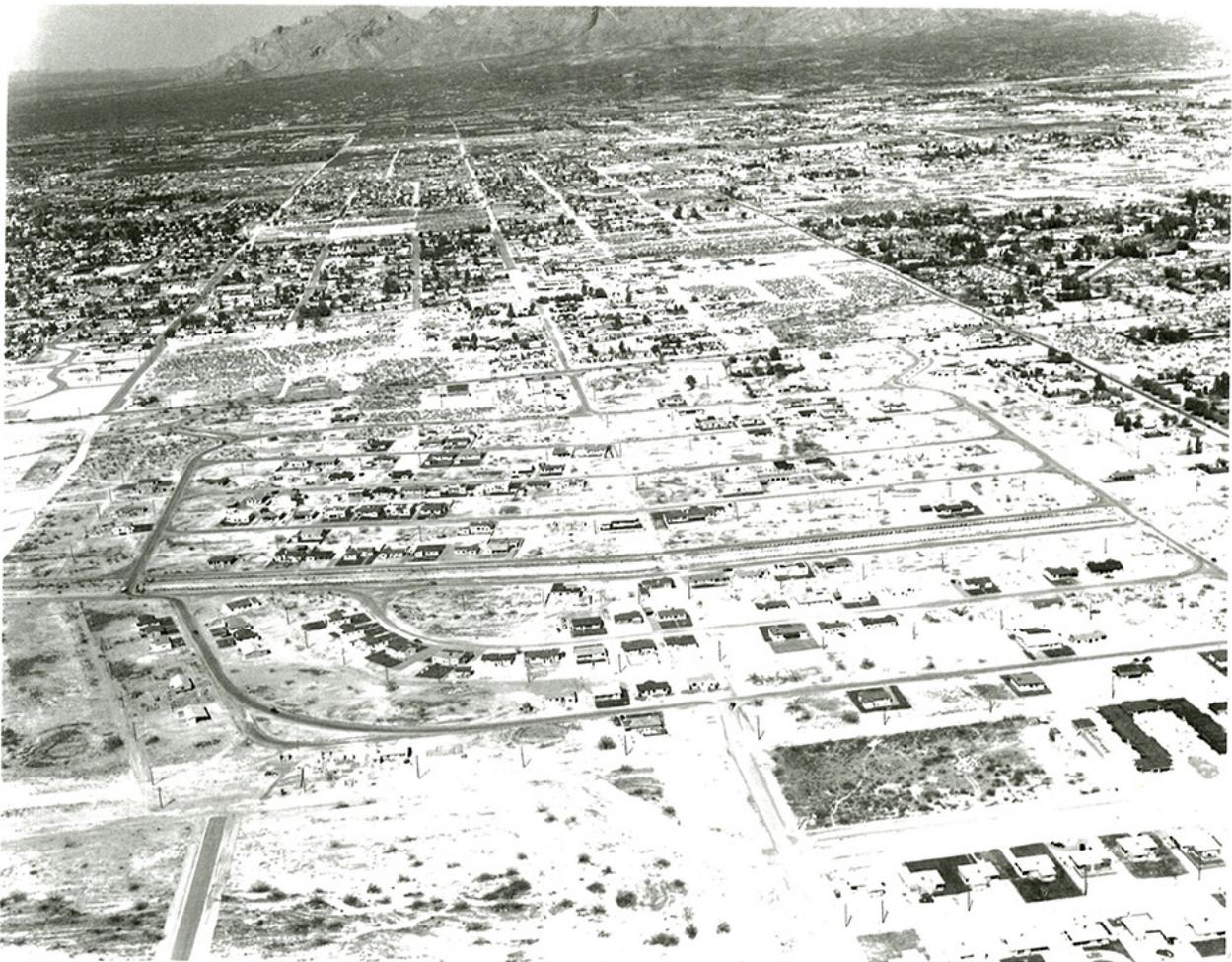


Figure 1: Broadmoor plat map.

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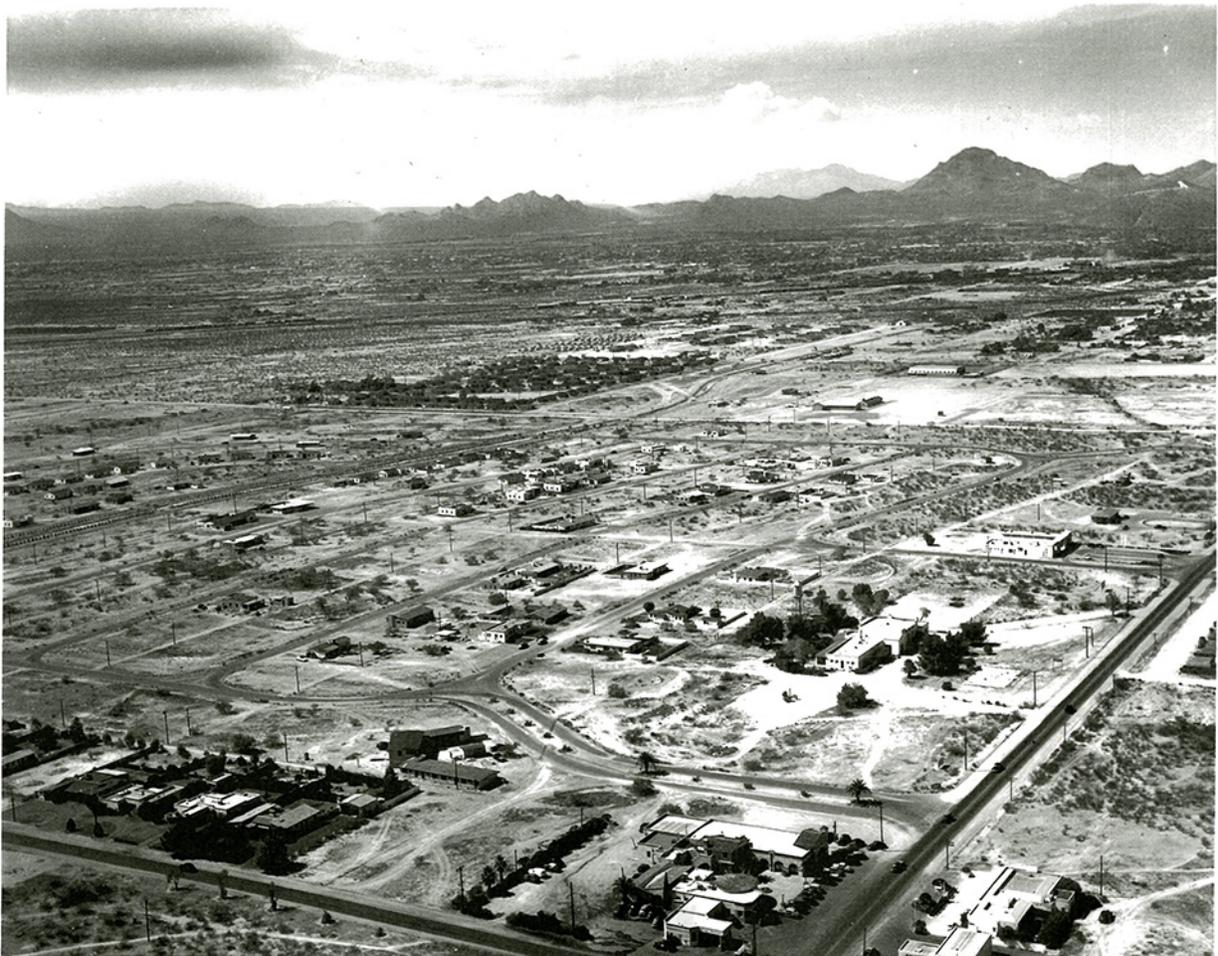
Pima, AZ  
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*Figure 2: Aerial photograph from the south showing Broadmoor subdivision during construction. Photograph dates from the late 1940s. Courtesy Broadmoor-Broadway Village Neighborhood Association.*

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*Figure 3: Aerial photograph of Broadmoor from the northeast, late 1940s. The intersection of Broadway Blvd. and Country Club Rd. and the Broadway Village Shopping Center are in the foreground. Courtesy Broadmoor-Broadway Village Neighborhood Association.*

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Saturday, October 6, 1945 TUCSON DAILY CITIZEN Page 3

## DRIVE OUT SUNDAY

Learn the Possibilities and Advantages of Buying Your Lot Now. A Large Staff of Men Will Be at the Tract All Day to Explain How...

### IMMEDIATE BUILDING STARTS OCTOBER 15th

### NO PRIORITIES REQUIRED!

--after that date--

# "BROADMOOR"

• Tract Office—East Broadway and Treat Ave. •

---

#### BEAUTIFUL "BROADMOOR" OFFERS THESE ADVANTAGES FOR YOUR HOME:

- WATER AVAILABLE NOW**  
 Water is available to all lots now. The smallest main is 4" and the larger mains are 8" in diameter. This insures excellent water pressure.
- GAS & POWER READY NOV. 1**  
 Tucson Gas, Electric Light and Power Company has guaranteed to have gas and electricity in Broadmoor by November 1. This is in plenty of time to accommodate building started on October 15th, when building controls are lifted.
- SENSIBLE RESTRICTIONS**  
 The building restrictions in Broadmoor are designed to be permissive, yet to afford you an opportunity to build a home of the style you like best.
- LOCATED ON BUS LINE**  
 Regularly scheduled buses travel Broadway, adjacent to the tract, but all lots are away from the bus and other through traffic.
- NEAR GOOD SCHOOLS**  
 Broadmoor is in the Miles School District. It is within easy distance of Tucson High School and University of Arizona.
- SHOPPING CENTER**  
 Broadway Village shopping center adjoins Broadmoor, and is available for practically all single needs.
- PERFECT DRAINAGE**  
 The entire drainage system has been scientifically designed to combine with a landscaped park drive-up that adds to the beauty of the tract.
- FINE GARDEN SOIL**  
 Fine soil covers all of Broadmoor, so you can garden to your heart's content. Lawns and flower beds do very well.

#### YOU'LL APPROVE THE SITE:

Broadmoor is the area surrounding the site of the old Tucson Country Club which was established in the days when Tucson was still the Old Pueblo, and the land to the East, North, West or South could be had for the asking. Broadmoor was the choice of those who wanted to live and enjoy the charm of the Southwest. Broadmoor has lost none of the enchantment of the older era, yet all the modern conveniences have been added. The citizens of tomorrow are fortunate to be able to enjoy life on the very ground chosen as most desirable of all the area by the leading citizens of yesterday.

#### YOU'LL LIKE THE PLANNING:

Broadmoor is an integral part of the broad planning of a community... not just a single subdivision. The Regional Plan, supported by the city and county planning commissions, have long had an eye on the development of Broadmoor, in order that it should conform to a park and drainage program that would tie in with the rest of the future development of Tucson. Broadmoor has had the full benefit of the engineering facilities of these offices, the plans have been submitted to them and approved. Lot structures were worked out to conform with adjoining programs. Broadmoor has maximum F. H. A. Approval. After more than a year of planning, Tucson has available in Broadmoor, a Family Subdivision that has left nothing to chance—it's the ideal site for your home.

#### For Your Convenience... A Map of "BROADMOOR"

## H. C. TOVREA CO.

Developers • Phone 330

### SAM ELROD, REALTOR'S REPRESENTATIVE

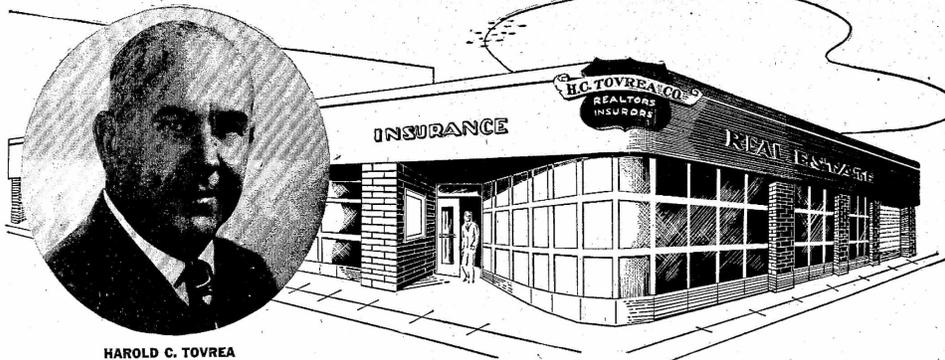
will be at Tract Office, Broadway at Treat,

• SUNDAYS 9 a.m. to 6 p.m. • WEEK DAYS 2 p.m. to 6 p.m.

Figure 4: Advertisement for the Broadmoor subdivision in the Tucson Citizen newspaper; 6 Oct. 1945.

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HAROLD C. TOVREA

## H. C. Tovrea Company Proudly Celebrate Their TWENTIETH ANNIVERSARY and Opening of Their New Offices at 62 S. Stone Ave.

### REAL ESTATE DEPARTMENT



GAMBLE DICK, JR.  
Sales Manager

SAUL GREENMAN  
Sales

LEO KRUEGER  
Branch Sales



MASVYN KAVTLESS  
Sales

EDWARD LORBELLA  
Sales

JAMES MCCREAGH  
Sales



ARCHER HOWLAND  
Sales

ED WATZ  
Sales

ROSALIND NEWHALL  
Secretary

### PUEBLO GARDENS MANAGEMENT



THOMAS MARSHALL  
Project Manager

GRETA MARSHALL  
Clerk

MARtha ROBBINS  
Clerk

Meet the Tovrea Personnel Whose Talents Combine  
 To Offer You Tucson's Finest Real Estate, Insurance  
 And Mortgage Service...

Monday will mark the beginning of Tovrea's twenty-first year serving Tucson. Looking back over our first 20 years, we are proud of the part this company has played in the growth and development of a greater Tucson. This growth and development is ample reward for the confidence we placed in the city and its people in 1931. With the same degree of confidence the H. C. Tovrea Company looks to

the future and the continued growth and prosperity of Tucson. In your future business transactions include the services and experience of H. C. Tovrea Company. You are assured of prompt, efficient dealings with responsibility and integrity. We cordially invite you to visit our new offices soon.

**Complete Insurance Department** When you buy insurance from H. C. Tovrea Co.—your dependable insurance department store—you are buying from an agency that has represented leading old line stock insurance companies of America for nearly a quarter of a century of continuous service. We invite you to receive the benefits available thru the complete insurance service we offer. We write every known form of insurance except life including Fire and Extended Coverage, Automobile, Personal Property Floaters, Comprehensive Personal Liability, Bonds of all kinds, Burglary and Theft, Special Liability of all types, Farm and Ranch, Transportation, Rental Income and Business Interruption, Steam Boiler and Machinery Breakdown, Hail, Tornado and Windstorm, Accident and Health, Aviation and Livestock.

**Pueblo Gardens** We manage for the Federal Housing Administration the Pueblo Gardens Project. Some four hundred units are involved, rentals are available from \$57.50 per month and up, sales \$6040.00 and up.

**Real Estate Sales, Property Management and Rentals** As a member of the Real Estate Board of Tucson, H. C. Tovrea Company maintains a complete up-to-date listing of rental and sale property for residential and business use in Tucson. Whether you are renting, buying or selling, contact Tovrea for action. The sale of ranches is a specialty with our company.

### INSURANCE DEPARTMENT



RUTH SHERMAN  
Secretary & Office Mgr.

DONALD DEIFRICH  
Engineer & Engineer

EMMA GREEN  
Clerk

VENICE BAXNER  
Policy Writing



DANA HORDBERG  
Sales

MASVYN SVIDOPRAS  
Sales

MELVYN SQUIRE  
Accounting

HAROLD C. TOVREA, JR.  
Sales

# H. C. TOVREA COMPANY

52 South Stone Avenue

Realtors • Insurers

Phone 3-7525

Figure 5: Advertisement for the H. C. Tovrea Company in the Tucson Citizen newspaper; 1951.

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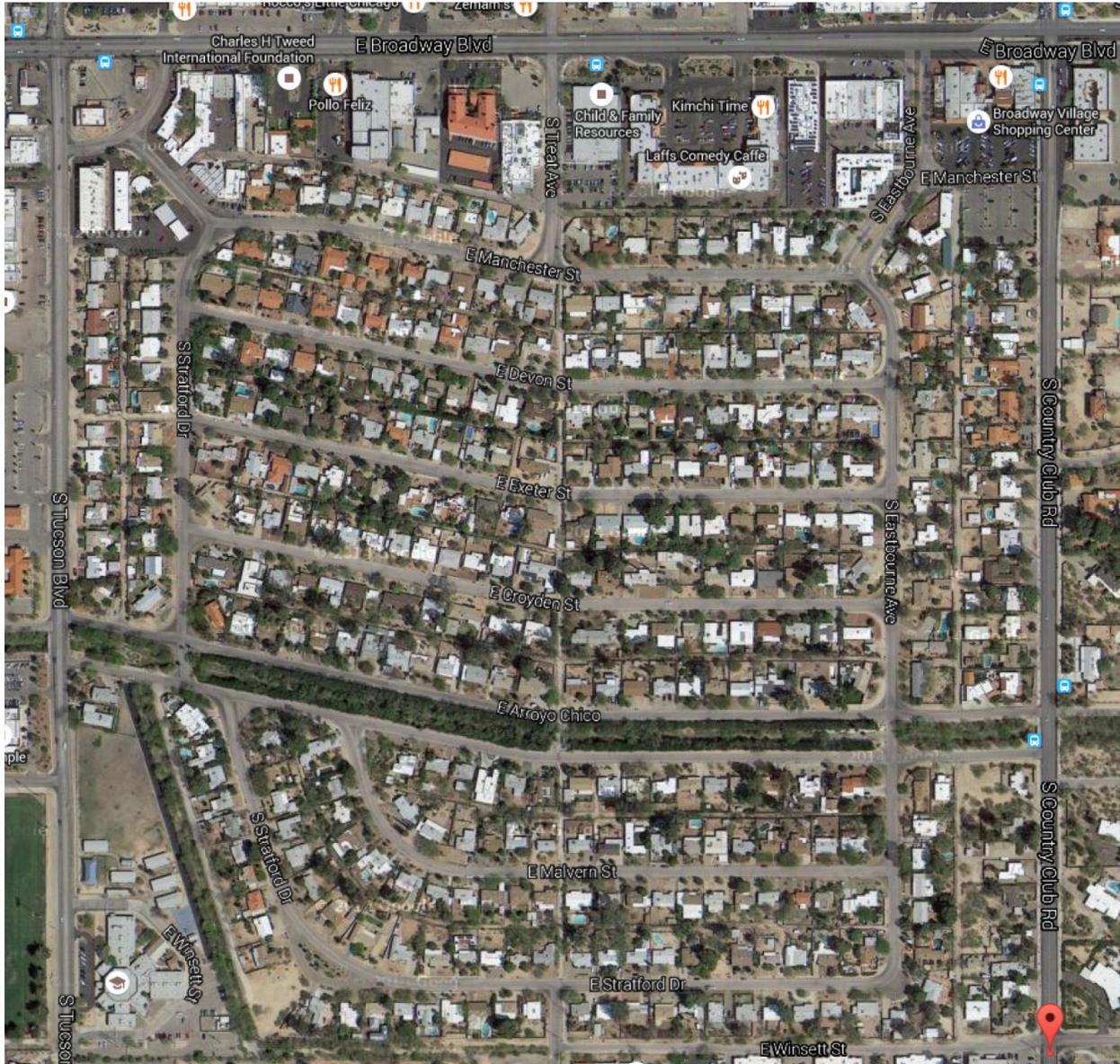


Figure 6: Google aerial photograph, 2015.

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**ranch** (tucson)

timeframe: 1940s - late 1960s  
plan: elongated rectangular floor plan most common; typically broad side parallel to street; transverse orientation less common  
roof: simple gable roof with low slope most common, hip roof less common; low or medium pitch; asphalt shingles most common for highly visible (steeper sloped) roofs; built-up roof typical for low-slope roofs  
exterior walls: brick, burnt adobe most common; painted block in late 1940s and early 1950s; slump block in 1960s  
windows: steel casement (1940s and early 1950s); aluminum horizontal sliding (mid-1950s onward); rectangular configuration  
carport: integrated, typical; 1 or 2 car; some garages in 1960s  
notes: houses generally have a horizontal character

example subdivisions: Colonia Alegre, Yale Estates, Terra Del Sol, Estes Park



Figure 7: Reference guide for identifying Ranch houses from Appendix of the 2016 National Register of Historic Places Eligibility Assessment Report “Post-World War II Residential Subdivision Development in Tucson, Arizona 1945-1975.”

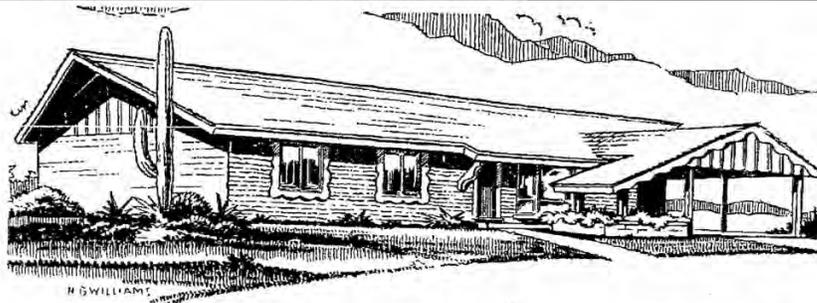
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**ranch, thematic variation** (spanish colonial, colonial revival, storybook, character)

timeframe: 1940s - early 1970s  
plan: rectangular floor plan; typically broad side parallel to street  
roof: gable or hip roof most common, but wide variation in roof forms; spanish colonial has tile roof; others have asphalt shingle or built-up roof  
exterior walls: brick, burnt adobe, stucco, wood siding  
windows: steel casement (1940s and early 1950s); aluminum horizontal sliding (mid-1950s onward); rectangular configuration  
carport: integrated, typical; 1 or 2 car  
notes: forms, decoration or details of theme usually applied to the surfaces of the ranch style, including roof materials, fascia and window trim

example subdivisions: Enchanted Hills, El Cortez Heights, Braewood Terrace



*Figure 8:* Reference guide for identifying Ranch houses from Appendix of the 2016 National Register of Historic Places Eligibility Assessment Report “Post-World War II Residential Subdivision Development in Tucson, Arizona 1945-1975.”

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**modern ranch**

timeframe: 1940s - early 1970s (uncommon after early 1960s)  
plan: elongated rectangular plan common, but wide variation; transverse orientation also common  
roof: flat, shed or gable roof, or in combination; typically low-slope (2:12 or less); built-up roofing  
exterior walls: brick, burnt adobe; painted block (1940s) and slump block (1960s and 1970s) less common; wood siding rarely used  
windows: steel fixed and casement (1940s and early 1950s); aluminum fixed and horizontal sliding (mid-1950s onward); wood-framed fixed in combination with aluminum; wide variation in configuration-- large windows, floor-to-ceiling window walls, ribbon windows, gable-end clerestory  
carport: integrated, typical; 1 or 2 car  
notes: wider variety of forms; transverse orientation more common than in other building types; construction often 'systematic'-- a composition of discreet elements; often identified as 'contemporary' in preservation contexts

example subdivisions: Country Club Manor (17th, 18th and Eastland Streets), Windsor Park



*Figure 9: Reference guide for identifying Ranch houses from Appendix of the 2016 National Register of Historic Places Eligibility Assessment Report "Post-World War II Residential Subdivision Development in Tucson, Arizona 1945-1975."*

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**mediterranean landscape**

timeframe: 1940s - 1960s  
character: moderately lush--decorative plantings; plants tend toward gray-green in color; moderately informal  
plantings: wide variety including broadleaf plants (citrus, privet, oleander, etc.), palm, aleppo pine, juniper, cyprus, olive  
ground cover: lawns (original), decorative gravel  
driveway: n/a  
notes: water intensive, originally reflected california landscapes; most lawns have been replaced; in some locations, native sonoran plants are also part of the plant palette; these landscapes have often evolved toward a mediterranean-sonoran hybrid  
example subdivisions: Poet's Corner, Kingston Knolls, Clara Vista



*Figure 10: Reference guide for identifying Mediterranean landscapes from Appendix of the 2016 National Register of Historic Places Eligibility Assessment Report “Post-World War II Residential Subdivision Development in Tucson, Arizona 1945-1975.”*