8. STATEMENT OF SIGNIFICANCE

APPLICABLE NATIONAL REGISTER CRITERIA

_x_ 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.
_x_ 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 VALUE, 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:	N/A
AREAS OF SIGNIFICANCE:	ARCHITECTURE, COMMUNITY PLANNING AND DEVELOPMENT, HEALTH/MEDICINE
PERIOD OF SIGNIFICANCE:	(Amended:) 1901-1960
SIGNIFICANT DATES:	(Amended:) 1901 (first subdivision plat), 1941 (first Ranch house), 1960 (practical buildout of the neighborhood)
SIGNIFICANT PERSON:	N/A
CULTURAL AFFILIATION:	N/A
ARCHITECT/BUILDER:	Josias Thomas Joesler (1895–1956) (1933 St. Luke's Chapel)
NARRATIVE STATEMENT OF SIGNIFICANCE	(see continuation sheets 8/48 through 8/61)

9. MAJOR BIBLIOGRAPHIC REFERENCES

BIBLIOGRAPHY (see continuation sheets 9/62 through 9/67)
PREVIOUS DOCUMENTATION ON FILE (NPS): N/A

_ preliminary determination of individual listing (36 CFR 67) has been requested.
x previously listed in the National Register: "Speedway-Drachman Historic District," 1989
_ previously determined eligible by the National Register
_ designated a National Historic Landmark
_ recorded by Historic American Buildings Survey #
_ recorded by Historic American Engineering Record #

PRIMARY LOCATION OF ADDITIONAL DATA:

x State Historic Preservation Office
x Other state agency: Arizona Historical Society
_ Federal agency
x Local government: Tucson-Pima County Library; City of Tucson
x University: University of Arizona
_ Other -- Specify Repository:

Section 8: Statement of Significance

SUMMARY

Note: *This narrative of the Registration Form is intended to complement the corresponding narrative from the Speedway-Drachman Historic District (NRHP 1989). Section subtitles are repeated here or slightly modified, but generally only new information is included, intended as a continuation of the earlier text.*
See survey forms for photographs of all properties mentioned as examples in the text.

The nomination of Feldman's Historic District is an amendment to the existing Speedway-Drachman Historic District (NRHP 1989) to 1) facilitate the name change, 2) extend the period of significance from 1901 to 1960, 3) change the 1989 boundary, and 4) re-evaluate all properties with standardized Contributing/Noncontributing methodology. The Feldman's neighborhood—as it is commonly known by its residents' association, city preservation office (a Certified Local Government), and signature street signs throughout the district—is an early- through mid-20th century residential area of approximately 42 blocks covering six historic subdivision plats. Feldman's Addition of 1901 is the largest subdivision represented by the existing historic district and boundary increase amendment. Speedway Avenue (originally named Feldman Street in 1901) and Drachman Street are two east-west thoroughfares through the neighborhood, which the city apparently designated in the 1960s as a planning area named Speedway-Drachman, thus the contemporary selection in 1989 of this non-historic name (Fey 2004).

Extension of the period of significance back to 1901 (from the 1989 nomination's 1902), acknowledges the initial filing of the Feldman's Addition subdivision plat. Further, Feldman's post-1939 next-fashion Ranch Style houses can now be understood as: a logical continuation of historic trends in the same neighborhood; a significant representation of post-Depression and post-World War II housing development in Tucson; the final popular stylistic selection for the "buildout" of most remaining open lots in the subdivisions by 1960; and unquestionably popular for today's residents of the historic district.

The boundary increase on the original district's northeast, north and west edges is associated primarily with extension of the period of significance through 1960. This approach acknowledges that the neighborhood continued to grow after 1939 through the infill of long-platted lots—primarily with Ranch Style houses—until practical "buildout" of the area north to (and actually beyond) Lee Street by 1960. Lee Street was chosen as the north boundary in 2005 by the city and the neighborhood association as the practical limit of recognizing and managing historic resources within the six original subdivisions. The boundary decrease on the neighborhood's south side responds to the loss since 1989 of several formerly Contributing properties along Speedway Boulevard, caused by widening of the boulevard and by expansion into the neighborhood of commercial and institutional complexes along Speedway Boulevard.

The re-evaluation of properties in the existing district, along with evaluation of properties within the recommended boundary increase, follows *The Arizona State Historic Preservation Office Policy Statement for Recommendations of Eligibility to the Arizona Register of Historic Places* (Garrison 1992). See Section 7 for explanation of the evaluation methodology developed for the Feldman's Historic District amendments through this SHPO guidance.

The altered tuberculosis institution mentioned above, St. Luke's in the Desert Sanitarium begun in 1918, along with the former Tucson-Arizona Sanitarium at 721 E. Adams Street (Sanborn 1919:70), possessed sufficient integrity and significance in 1989 to add the area of Health/Medicine, thoroughly treated in the Speedway-Drachman Historic District nomination. Unfortunately, extensive alterations of circa 2000 to St. Luke's main building adversely affected its integrity of design, materials, workmanship, feeling and association; its NRHP listing status is now Noncontributing. However, because of the strong legacy of three sanitariums in the present neighborhood and the survival of St. Luke's freestanding 1933 Chapel and adjacent staff housing (605 and 639 E. Adams Street), the area of Health/Medicine remains in this amended nomination.

With the above amendments, the Feldman's Historic District, as an extension of the Speedway-Drachman Historic District in both time and space, is eligible for listing in the National Register of Historic Places at the local level of significance under Criterion A in the area of Community Planning and Development (in 1989 construed as "other: suburbanization") and Health/Medicine (see paragraph above) for its well-preserved continuum of suburban development through a rectilinear street grid from 1901 through 1960. Further, the steady post-World War II infill of the Feldman's neighborhood represents a little-studied but significant precursor to large-scale entrepreneur-developer subdivisions that later became the hallmark of 1950s Arizona suburban housing and Ranch Style examples by the tens of thousands. The district is also eligible for listing under Criterion C in the area of Architecture (in 1989 discussed in Section 8 as "Architectural Context") for its well-preserved and dense collection of housing styles ranging from popular-vernacular configurations, bungalows and Spanish Colonial Revival, to Ranch Style homes for individual owners and Ranch Style compounds for apartment renters. Further, the postwar significance of architecture in Feldman's Historic District is enhanced by two 1950s neighborhood religious buildings in variations on modern styles, and a compact 1948-1960 commercial strip on N. 1st Ave. in mid-20th century modern styling.

REVIEW OF THE 1989 NATIONAL REGISTER NOMINATION'S SECTION 8

The Speedway-Drachman neighborhood's 1989 historic-properties survey and subsequent National Register listing identified in this city planning area a seamless combination of parts of six subdivisions that grew historically around three tuberculosis sanitariums north of downtown Tucson and northwest of the University of Arizona campus. The subdivisions in order of plat approval are Feldman's Addition (1901-1906/1924-1925), University Home Addition (1902/1903), Tucson Heights (1904-1905), Schumacher Addition (1908), Highland Park Addition (1921/1922), and Bronx Park Addition (1923). Most residential examples within the

original historic district, described as "a notable collection in Tucson of early 20th century buildings," exhibit modest working- and middle-class responses to the California Bungalow and its evolution into Mission/Spanish Colonial Revival interpretations. The latter Arizona-desert/Mediterranean exterior configurations, while not changing the bungalow's open floor plan appreciably, expressed an increasing Southwestern identity coinciding with the 1930s Great Depression. Characteristics of the original historic district also contributed to areas of significance associated with the "suburbanization of Tucson in the 1920s" (Husband 1989).

The 1989 evaluation employed a period of significance from 1902 through 1939 (the latter year exactly 50 years prior to the nomination date) and thus omitted the neighborhood's subsequent, swift and persistent shift to modest Ranch Style houses upon a large number of remaining lots in its old subdivisions. Extension in this amendment of the period of significance to one year earlier, 1901, acknowledges the initial filing of the Feldman's Addition subdivision plat. Amending the latter date to 1960 acknowledges Feldman's post-1939 houses, most in the popular Ranch Style, and identifies the "buildout" of the neighborhood by that date.

Notably, as an investigation of the historic district's significance for "surburbanization" (correctly: Community Planning and Development), the 1989 nomination did *not* consider in depth:

- Building contractors and their characteristics as unique or typical through house building in the Feldman's neighborhood.
- Buyers and occupants of homes, and shopkeepers of the handful of small businesses, in the neighborhood, who appear from City Directory listings in the 1950s to be working- and middle-class, mostly homeowners but many renters, often associated with the University of Arizona, and highly transient as revealed by frequent changes in address occupancy within one decade, 1950-1960.
- Incremental expansion of city and public-service utilities—water (provided by the 1938-1983 water tower on the nearby block bounded by Lee, 3rd, 4th and Elm; Ebert 2004), sewer, wastewater, electricity, natural gas, street paving/curbing/guttering, and storm drainage—and city annexation into the neighborhood, which probably predicted which streets developed and when their lots sold.
- Public transportation patterns and systems, including: the role of 1906–1925 Tucson Rapid Transit (TRT) Company's streetcar line from downtown to N. 3rd Street to the University of Arizona campus, three blocks south of Speedway on N. Park Avenue; and TRT's subsequent bus lines after 1925 that ran through the Feldman's neighborhood along N. 1st Avenue and N. Park Avenue; U.S. Highway 80 (Stone Avenue), etc. (Haney and Scavone 1971; Scavone and Haney 1975)
- Presence of three additional subdivisions in the Speedway-Drachman Historic District boundaries, Schumacher Addition (1908), Highland Park Addition (1921/1922), and Bronx Park Addition (1923).
- Subdivision founders, beginning with A.M. Feldman, a significant Tucson entrepreneur who combined photography and land development before his death in a streetcar accident ("Feldman" Vertical File).
- Origin of street names including: Samuel H. *Drachman*, member of an early Arizona Jewish family with subsequent generations successful in real estate and housing enterprises ("Drachman" Vertical File); *Mabel* Enidspooner, daughter of Sam Hughes ("Streets-Names" Vertical File); *Helen* Feldman, daughter

of A.M. Feldman ("Streets-Names" Vertical File); etc.
These important contextual aspects of the historic district should be further explored at earliest opportunities through neighborhood collection of resident information, development of a city Historic Context explaining the details of Tucson's suburban evolution, and scholarly research assisted by University of Arizona programs.

HISTORIC CONTEXTS, and HISTORICAL BACKGROUND (forward from 1940)

The predecessor 1989 Speedway-Drachman Historic District nomination named four Historic Contexts—with capital letters to signify a formal basis of evaluation—that applied to the history and built environment of Tucson as a whole. "1. Historical Development of Tucson, 1900-1930s," "2. The Progressive Era (1893-1915 [sic]) and the Idea of the Healthy West: Tucson as a Health-Seekers' Destination to 1927," "3. The Consumer Era and the Glamorous West: Tourism and Automobile Ownership in Tucson 1928-1939," and "4. Demand for Mass-Producing Housing in Tucson and the Nation 1919-1930" probed Tucson's general history and treated the Feldman's neighborhood as a part of that whole. An additional "context" evaluation in Section 8, "Tucson Residential Architecture, 1900-1939," rather than offer yet another formal Historic Context for Tucson, appeared more accurately to explain the NRHP *area of significance* of Architecture. This latter device created a basis of evaluating the Feldman neighborhood's historic housing stock, using the arbitrary 50-year-old cutoff of 1939 without that year being a significant date in the continuum of Feldman's development. (Husband 1989a)

More recent studies for other, somewhat similar neighborhoods in Tucson's phenomenon of mid-20th century home building and community development identified a number of highly localized historic contexts to evaluate the significance of specific historic districts. Ryden and Associates in their 2003 NRHP nomination of Blenman-Elm Historic District—which they dub "Tucson's vanguard of the Ranch Style"—evaluated this 1903-platted neighborhood through the identified Historic Contexts of "Residential Subdivision Development in Tucson, 1903-1960," "Blenman-Elm Establishment and Growth, 1903-1960," "Outstanding Residents of Blenman-Elm, 1903-1960," and "The Evolution of Architectural Styles in Tucson, 1900-1960" (Ryden, et al 2003a). In their 2003 NRHP nomination of Catalina Vista Historic District, Ryden et al examined this 1940 subdivision through "Tucson Subdivisions in Transition, 1940-1962," "Outstanding Residents of Catalina Vista, 1940-1962," and "The Evolution of Architectural Styles in Tucson, 1940-1962" (Ryden, et al 2003b). Morgan Rieder in his 2000 amendment to the 1994 Sam Hughes Neighborhood Historic District nomination did not utilize a Historic Context framework for evaluation, but associated the neighborhood's significance with the NRHP areas of Architecture, Community Planning and Development, and Social History (Rieder 2000).

Such a cornucopia of identified Historic Contexts in Tucson indeed offers evaluation criteria per National Park Service preservation-planning standards, but in practice only for individual, locally significant resources nominated to the National Register. Since the City of Tucson has not established (by the time of this 2005 Feldman's Historic District nomination) community-consistent Historic Contexts—with the components of

theme/place/time that apply to Tucson history rather than its arbitrary subdivisions—it is difficult to evaluate yet another historic neighborhood's expanded period of significance without adding more Historic Context titles to the mix. Therefore, to amend the 1989 Speedway-Drachman nomination and with precedent from its community-based context titles, the following Historic Contexts (following 1. – 4. previously named) are framed as a formal and further basis of evaluation through extension of the original period of significance:

5. Post-Depression and Wartime Prosperity in Tucson, 1939–1945

By the late 1930s some economic recovery could be seen in the Tucson area, based on the nation's paradoxical benefits from the war that began in Europe in 1939, agricultural markets, and associated services including transcontinental business for the city's biggest employer, the Southern Pacific Railroad (Bufkin 1981:75). Signaling a change in cultural mood in the city's Blenman-Elm neighborhood, wrote Don Ryden, the modern post-depression family house first found "local popularization.... [I]t was here in the late 1930s that the earliest concentration of Ranch Style homes were built in Tucson signaling a departure from the generally popular Spanish Eclectic period revival styles of the 1920s" (Ryden 2003b). Tucson recorded a population in 1940 of 36,818, still a relatively small business, education, and agricultural center when the U.S. entered World War II in the winter of 1941. Nationally, rationing of gasoline and tires, disruption of the peacetime lifeways for millions of Americans, and "wartime shortages of building materials," wrote James Massey and Shirley Maxwell in *Old House Journal*, "wiped out a[n American] housing boomlet that began around 1940" (Massey and Maxwell 2004:89).

University of Arizona enrollment held relatively steady at 2,789 in 1941-42, but dropped to 1,860 in the 1943-44 academic year (University of Arizona 2004). U.S. military bases at Tucson (Davis-Monthan Army Air Field) and nearby (Marana and Avra Valley) brought much wartime activity to Tucson and its position on a major rail route and transcontinental highway, U.S. 80. Manufacture of military aircraft at the Consolidated-Vultee Aircraft plant boosted local employment tremendously. Additionally the region enthusiastically produced agricultural commodities necessary to fighting a war and feeding the immediate population. (Bufkin 1981, Collins, et al 1993).

Significantly, in 1943 the City of Tucson and Pima County "established a joint City-County Planning Department," according to geographer Don Bufkin's examination of Tucson in the 20th century. The jointly staffed department focused on regional planning already under way since the mid 1930s but greatly needed because of the area's frenzy of wartime commotion centered on Davis-Monthan Field and the adjacent Consolidated-Vultee aircraft plant (Bufkin 1981).

The tenuously good economy for Tucson during the war contrasted dramatically with worldwide relocation of the community's younger generation to war zones and the plunge in University of Arizona enrollment during the

conflict. Arizona's junior U.S. Senator Ernest William McFarland applied his own experience as a returning serviceman during the First World War, amounting to a difficult struggle for readjustment following his wartime experience. As early as 1943 McFarland crafted education, housing and employment laws designed to aid American soldiers (nicknamed G.I.s for their standardized "government-issue" clothing, barracks, weapons, vehicles, etc., provided by the armed services) and their integration into society as better educated, trained and adjusted citizens.

> "Speaking before the American Legion [meeting in Yuma] in 1943, McFarland presented his plan to reintegrate veterans into society at the conclusion of World War II. The original proposal had three components: bonuses for each returning GI based on the number of days spent in domestic and overseas service, monthly assistance for GIs to attend high school, college, and vocational schools, and funds for down payments on homes, farms, or businesses. McFarland introduced the...Serviceman's Readjustment Act of 1944. By unanimous votes, the Senate and the House approved the legislation in March and May, respectively and, on June 22, 1944, President Franklin Roosevelt signed the GI Bill into law" (Senate 2004).

McFarland's memoirs focused on support of veterans' groups and the national need for a "G.I. Bill," but unfortunately did not reveal statistics probably gathered by his Arizona constituencies—including higher education—on the value of such a program to his state. Nevertheless, combined with the Federal Housing Administration assistance available to home buyers after the war, the G.I. Bill had, in the words of a fellow senator aware of U.S. Western history, "more impact on the American way of life than any other law since the Homestead Act." Ultimately, 7.8 million World War II veterans used the G.I. Bill, ensuring the rebirth of the University of Arizona and adjacent Feldman's neighborhood, and stimulating postwar housing booms across the country. (Marshall & Co. 1993)

6. Post-War Tucson Housing Demand, and Growth of the University of Arizona Campus, 1945-1960

Massey and Maxwell (2004:89) in an *Old House Journal* article on postwar housing noted, "at war's end in 1945, there were 3,600,000 American families needing homes." FHA and GI Bill mortgages offered the start-up financing never before available, to a market never before witnessed. The G.I. Bill allowed veterans to apply their postwar benefits to the remaining 10 percent down-payment of FHA and other mortgage loans, thus waiving the need for cash entry into home ownership. By 1948 FHA guaranteed mortgage loans for up to 90 per cent of a home's value and extended repayment to 30 years (Ames and McClelland 2002:31). "So, what kind of houses did that easy mortgage money build?" Massey and Maxwell asked. "Mostly small ones. Peacetime salaries were high, but so was inflation, nearly doubling the prewar cost of building a home. Consequently most postwar houses had less room than those of 1940." This juxtaposition of circumstances made the idle and scattered—and small—lots of Feldman's and adjacent old additions attractive both to home lenders and new homebuyers returning to Tucson after the war.

"The subdivisions prematurely platted in the 1920s," observed Don Bufkin of Tucson, "north and east of the urban core were consumed by suddenly expanding growth quite unforeseen by local officials and the first city planners" (Bufkin 1981:84). This growth concentrated on middle-class subdivisions encircling the University of Arizona, most platted after the First World War but some, like Feldman's and its neighbors, platted just after the turn of the century and still offering substantial numbers of lots for development. Incremental extension of utility services into these subdivisions, perhaps street by street as the city could afford, probably explains why older blocks did not host new houses sooner or more consistently before the war. As late as 1948 the city limits boundary dipped into the current Feldman's neighborhood, leaving about six blocks of the current neighborhood between N. 1st Avenue and N. Park Avenue, north of E. Drachman Street—including the old Tucson-Arizona Sanitarium—in Pima County jurisdiction (Sanborn 1948).

"Arizona's population growth began in earnest following World War II," Doti and Schweikart described in their journal article on postwar financing in housing booms in Arizona and California, "picking up momentum in the 1950s with the widespread use of air conditioners. Virtually all of the [state's] population and business growth from 1946 to 1960 occurred in Phoenix and Tucson"

> After the war the only restriction on Arizona's growth was cool air and ready cash. Air conditioners solved the first problem, but Arizona's depression-toughened banks could not supply enough credit to turn the tremendous potential...into a marketable community. It was the federal government that provided the resources to generate this credit (Doti and Schweikart 1989:176-177)

FHA standards for house design included a number of characteristics present in the Feldman's neighborhood: exterior variations in groups of otherwise similar houses yet "attractively designed without excessive ornamentation"; accommodation for modern appliances (i.e., interior spaces and adequate electrical and natural gas service); seemingly mutually exclusive "principles of expandability, standardization, and variability"; other factors "such as orientation to sunlight, prevailing winds, and view"; and "efficient layout of interior space." The "FHA minimum house" of 534 square feet might have influenced the typical Feldman's house of about 1,000 square feet, to exceed the FHA minimum and make the neighborhood attractive to slightly larger and multi-generation families. (Ames and McClelland 2002:62)

By 1950 Tucson's population passed 45,000, fewer than 10,000 more than in 1940. During this modest growh between 1940 and 1950, Tucson annexed 1.6 square miles to total about 9.6 square miles within the city limits. Meanwhile Pima County's population doubled in the same decade to 141,216, indicating a huge urbanized area around Tucson—in some old but mostly new subdivisions—not yet annexed. University of Arizona enrollment climbed steadily by about 500 students per year after recovering from the war and hosting G.I. Bill-funded veterans; enrollment reached 6,502 in the 1949-50 school year. By 1960, the year that the Feldman's neighborhood finally reached its housing capacity designed in the century's first two decades, Tucson had

annexed a whopping 60 more square miles for a total of 70.9 square miles, supporting a burgeoning population of 212,892. The University of Arizona enrollment reached 11,772 in 1959-60, with a faculty of 867. (Bufkin 1981:90; University 2004)

University student and faculty population figures doubled in the next decade, placing agonizing pressure on the Feldman's neighborhood and its then-majority of single-family, owner-occupant housing. This traditional neighborhood lay in the path of university campus growth and its constituents' undeniable need for nearby apartment units and space for an ever-increasing number of automobiles (see **SUMMARY** below).

Tucson and Pima County responded as did most American urban areas to their unprecedented overall growth by developing suburban management plans that siphoned attention and resources from the historic inner city. The city council adopted a general land-use plan for Tucson in late 1959, and Pima County officials ratified their joint participation in 1960 (Bufkin 1981:88). This inadvertent move of the city away from its older neighborhoods, the virtual "buildout" of the greater Feldman's neighborhood, and the emergence of the university community as competitors for limited contiguous land, caused dramatic visual and social changes to the historic residential area west of Park Avenue and north of Speedway Boulevard. After 1960, the Feldman's neighborhood struggled through almost four decades of incursion and decline. Fortunately, a new generation of residents in the 1990s rediscovered its neighborhood qualities that developed from 1901 through 1960.

ARCHITECTURE

Ranch Style

The 1989 evaluation employed a period of significance from 1902 through 1939 (50 years prior to the nomination date) and thus omitted the greater neighborhood's subsequent, swift and persistent shift to modest Ranch Style houses upon a large number of remaining lots in the old subdivisions. Since 1989 much scholarship has evaluated the Ranch-Style phenomenon and post-World War II cultural resource trends in the United States. Feldman's post-1939 next-fashion houses can now be understood as:

1) a logical continuation of historic trends in the same neighborhood,
2) a significant representation of post-Depression and post-World War II housing development in Tucson,
3) the most popular stylistic selection for the "buildout" of most remaining open lots in the subdivisions by 1960, and
4) unquestionably popular for today's residents of the historic district. Homeowners are attracted by factors that transcend the styles of houses previously recognized for their pre-World War II charm. Popular qualities of Ranch houses are partly explained by similar attributes to adjacent older housing: proximity to city centers and services, consistent setbacks, mature vegetation, quality building materials, and passive "energy efficiency" common to American houses before widespread application of modern mechanical air conditioning systems.

Elsewhere in Arizona and the U.S., developers now labeled "community builders," "operative builders" and

"merchant builders" perfected the techniques of mass suburban construction along national postwar housing models. Nevertheless, the postwar practical buildout of Feldman's through 1960 followed prewar practices of individual lot sales with (probably) a variety of contractors producing popular configurations that appealed to typical buyers (along with their mortgage bankers and loan agents).

In the Feldman's neighborhood, an evident pattern of clustering two or three houses of similar age on proximal lots implies that "home builders"—small-scale contractors who had no relation to the original "subdividers"—constructed these residences with one small crew working efficiently through closely linked stages on a few houses at once. From the 1920s: 203, 207 and 215 E. Adams Street, from the 1930s: 213 and 225 E. Drachman Street, from the 1940s: 402, 412 and 428 E. Adams, and from the 1950s: 228 and 231 E. Lee Street plus adjacent 223 E. Adams Street, provide examples of this persistent trend.

The "reverse assembly line…in which the workers, and not the product, moved from place to place," wrote Erika Finbraaten in her Arizona State University thesis *Post World II Homebuilding: An Industrial Revolution* (2003:iii), proved a profound key to the postwar "merchant builder" housing boom elsewhere in Tucson and the West. That pattern on a very small scale in Feldman's also suggests that most of the neighborhood's new Ranch Style homes from 1940 through 1960 were erected by the "home builders" as speculative projects—rather than as individual or custom orders—for sale after their start of construction.

A similar interesting pattern produced intimate clusters of small Ranch Style examples rented in the 1950s through the present as apartments. Harry and Rose Altman built the five-building Altman Apartments at 409-415 E. Drachman Street one by one from 1944 through 1955 in a very informal arrangement. A more geometric-thinking landlord built the six flat-roofed Ranch apartments at 1325-1333 N. 2nd Avenue and 534 E. Drachman Street one by one between 1949 and 1953, in a neat three-by-three pattern with consistent spaces and a central garage shelter between individual units.

The Ranch Style, viewed in its origin by builders and owners as both modern in its simplicity and romantic in its perceived outgrowth from Western ranches, can now be analyzed in the context of exceeding the half-century mark in age. Fortunately a number of national scholars and regional historians have studied the Ranch house phenomenon for many years, and provide a basis of evaluating the significance of Feldman's neighborhood examples in the area of architecture. Clifford Edward Clark in his *The American Family Home 1800-1960* (1986) notes in his chapter "Ranch House Modern" that the house style represented nothing less than a lifestyle: full of light, inviting to the outdoors (through the rear patio), and informal in plan. "Convenience rather than style, comfort rather than some formal notion of beauty," Clark summarizes, "became the hallmarks of the new [Ranch] designs" (Clark 1986:211, 216). Arizona historian Doug Kupel and architect Don Ryden have classified the Ranch phenomenon into a number of sub-categories. Feldman's 1940-1960 housing is dominated by many very small examples of what they call "Classic Ranch Style," with concrete slab foundations, small "porches" at entries, exterior wall surfaces of brick, stucco or concrete masonry units, and

other specific details common to the configuration throughout Arizona's urban areas (Ryden, Parmiter and Kupel 2003a:8/95). Arizona historical planner Debbie Abele observes that "the mass-market Ranch often had a simple, rectangular form but upscale builder ranches and custom-designs were typically characterized by projecting wings or a more rambling footprint as well as more exterior façade detailing" (Abele 2003:23).

In sum, the Ranch Style in Arizona was a refined product of the 1930s Great Depression, followed by wartime austerity; the rising expense of quality building materials, a concurrent decline in detailed craftsmanship, and a struggle to mitigate the hot climate with a comfortable interior. While the world changed dramatically with World War II, these particular factors applied to the postwar order with greater rationale than before. Socially, the undeniable simplicity of the style betrayed a growing American interest in modernism, especially a version promoted by popular magazines, newspapers, architectural journals, and widely read books such as *Western Ranch Houses* by California architect Cliff May (May 1946). Periodicals, novels and movies of the 1930s through 1950s also played a role in stimulating the romantic element of the Ranch Style, from its very name to its frequent details of low-pitched roofs, rough-wood porch posts, and rustic little metal porch lanterns near the front door. "Especially in the postwar period," added Massey and Maxwell (2004:90), "the basic ranch house was a small, unelaborated rectangle with a flat or low-sloped roof (okay, a box), just big enough for a living-dining room combination...a small but open kitchen; one bath; and two or three bedrooms."

On their interiors, Ranch houses in the Feldman's neighborhood were strongly influenced by a growing list of affordable household appliances for at-home conveniences, and by extension the availability of affordable electricity and natural gas. Appliances ranged from modern refrigerators and ranges—for which homeowners also competed over limited quantities just after the war—to vastly improved radios and telephones. The communication devices alone brought families inside in the evenings, off the once-popular socializer, the front porch. The functional front porch in turn declined in favor of the back yard and patio, where outdoor grills, lawn furniture and promising shade trees drew owner attention and unwanted building expenses away from the façades of Ranch houses and their contemporaries.

Interior appliances also included evaporative cooling—the familiar "swamp cooler" air conditioning technology—that emerged before the war then thrived in Arizona's postwar suburban areas, supplied in large part by the inventive Goettl Brothers factory in Phoenix (Collins 2005). The resulting evaporative cooler units still "decorate" many rooftops and side elevations throughout the Feldman's neighborhood. Other passive climate-comfort responses in postwar building design in the Feldman's neighborhood ranged from solid masonry walls to concrete slab floors, cardinal orientation and shading devices of extended eaves and aluminum window awnings, and numerous operable windows for circulation. Popular steel-casement window sets were perhaps seen as more efficient and convenient than wood double-sash units. Unfortunately, ubiquitous low roofs on Ranch houses and their contemporaries can now be seen as astounding inefficiencies, where austerity in labor and materials—absent air-trapping insulation in walls and ceilings—came with the price of very high interior heat gain in harsh Santa Cruz Valley summers. The occasional "Arizona room," a screened porch acting as a

summer bedroom, offered some relief from this oppression.

All these factors, emerging in popularity and application during the 1920s and 1930s, paralleled widespread improvements in public works infrastructure of tap water and wastewater, electricity and gas, curbs and sidewalks and gutters, and paved streets connected to paved highways. Thus neighborhoods such as Feldman's were strongly influenced by the automobile, which guaranteed individual mobility, hastened to-shop/to-work/to-class/to-worship time durations, and eventually invited the family car from a separate garage to an attached carport or garage, to the front driveway, or just curbside, ready to roll.

Ranch Style Variations

Despite many declarations that the Spanish Colonial Revival style variations fell to late 1930s embrace of the Ranch Style, in Tucson the earlier revival style adapted naturally the oncoming Ranch Style attributes. From the 1930s through the 1960s and beyond, "Spanish Eclectic" features—plain stuccoed walls, parapet-lined flat roofs or barrel-tile sloped roofs, and simple awning stoops or porches—also clothed the modern features of the Ranch house. Good examples are at 421 E. Mabel Street and the apartments ensemble at 1325-1333 N. 2nd Avenue.

The "Contemporary Style House," as labeled in Ames and McClelland (2002)—also related to the International Style by McAlester and McAlester (1990) and in NPS *Bulletin 16* (McClelland 1997:26)—in Feldman's (1334 N. Fifth Ave. and 204 E. Helen St.) offered one of the few alternatives to exterior presentation selected by lot buyers between 1945 and 1960. "Architects and others promoted the development of small houses," describe Ames and McClelland (2002:67)," reflecting modernistic design principles to meet the postwar housing shortage." The seemingly straightforward use of "cantilevered forms," as flat roofs extended dramatically as deep-shading eaves, "glass curtain walls" or picture windows, and elevations of "post-and-beam construction" often displaying the bare simplicity of vertical and horizontal structure, established the Contemporary Style as a visual category beyond the Ranch Style, such as 333 E. Drachman Street.

Later apartment groups also reflected this contemporary interpretation, including the 1959 concrete-block (CMU) fourplex at 1330 N. Second Ave. with geometric patterns of projecting CMUs, and its matching addition at 610 E. Drachman St. (Contributing for its continuity of the older design). "Landscaping and integration into the landscape" included in c. 1960s houses and these apartments, add McAlester and McAlester (1990:482) are typical of the Contemporary Style approach, a perfect fit into the Feldman's neighborhood that appeared to embrace the desert garden from at least the postwar period forward.

Commercial Modernism

The commercial strip along N. 1st Avenue just north of E. Drachman Street dramatically updated the relationship of the handful of small shops previously represented in the Feldman's neighborhood. The corner grocery of 1925 at 803 E. Helen Street (now converted to a residence) and the Woodwind Music Shop installed perhaps

before World War II in the small 1907 house at 1436 N. 1st Avenue (once again a residence) represented an era when retail outlets faced few regulations and benefited from very low overhead costs. The arrival of Nu-Way Market and Petty's Drug Store in 1948 on undeveloped lots at 1st and Drachman (curiously, along with the Woodwind Shop in a small area of the neighborhood excluded from the Tucson city limits until 1948) confirmed that the automobile defined the postwar shopping experience. In Longstreth's evaluation for *The Buildings of Main Street* (2000:126), this one-story linear series of shops with angle parking at the frontage sidewalk "entailed new concepts of form and space, with space, or volume, as the primary consideration."

> Architecture [of the postwar era] thus was no longer conceived so much as masses or blocks enclosing space as it was abstract planes defining space. The idea of a façade was considered antiquated; buildings were to be three-dimensional objects differentiating indoor and outdoor space while permitting a sense of continuity or "spatial flow" between the two. Composition was to be developed not in two-dimensional terms—in plan and elevation (including the façade)—but in three dimensions, balancing horizontal and vertical planes (the floors, roof and walls).

Completion of the small strip center in 1960 with Pioneer Laundry & Dry Cleaners and adjacent "20¢ Coin Laundry" further accommodated the automobile. The dry cleaners' drive-through drop-off driveway and awning on the corner, and an apparent increase in neighborhood renters who utilized the self-service laundry next door, forecast changes soon to come in the neighborhood, Tucson, and the nation.

Another interesting Commercial Modern business completed in 1960, 219 E. Mabel St. (originally A&A Ambulance, now Falcon Pools), imposed a compact concrete-block 2-story building onto one original-plat lot on the edge of the neighborhood near N. 6th Avenue. The public presentation juxtaposes large blocks for an entry pavilion, a cantilevered balcony above, and walls with decorative-pattern wood trim.

COMMUNITY PLANNING AND DEVELOPMENT

The Feldman's neighborhood is an American suburb representing the transition from "second stage" through "third stage" and "fourth stage" transportation-related development of residential subdivisions, according to categories in the National Park Service (NPS) bulletin *Historic Residential Suburbs* (Ames and McClelland 2002:16). After the earliest "first stage" of Railroad and Horsecar Suburbs (1830-1890), suburban planners in the U.S. responded to consumer embrace of fixed-rail electric-powered vehicles in Streetcar Suburbs (1888-1928) as the second phase subdivision type that reached Tucson in 1906 with electrification and expansion of the Tucson Rapid Transit Company (Caywood and Glaab 1998). Affordable family cars and the rise of the middle class soon inspired the third major stage of Early Automobile Suburbs (1908-1945), well suited to Tucson and the Feldman's Addition because of proximity to downtown, the University of Arizona, and Stone Avenue as U.S. Highway 80, as well as the gridiron street system and ease of national-railroad-system access for automobile-related products. "The rapid adoption of the mass-produced automobile by Americans," the NPS

bulletin explains, "led to the creation of the automobile-oriented suburb of single-family houses on [relatively] spacious lots that has become the quintessential American landscape of the twentieth century" (Ames and McClelland 2002:21).

The fourth-stage American housing trend emerged as Post-World War II and Early Freeway Suburbs (1945-1960), easily joined by Feldman's because of its multitude of available lots never sold before the war. Feldman's and its adjacent subdivisions, based on a gridiron street system typical both of Western surveying practices and early automobile suburbs, easily accommodated this stage during the postwar housing boom. This same era brought interconnecting advancements in highway planning, funding, and construction. Development of Speedway, Stone (also serving U.S. 80), Grant and other arterials created thoroughfares for automobile-related growth. For the Feldman's neighborhood, the NPS bulletin mirrors, "the postwar housing boom was fueled by increased automobile ownership, advances in building technology, and the Baby Boom. A critical shortage of housing and the availability of low-cost, long-term mortgages, especially favorable to veterans, greatly spurred the increase in home ownership" (Ames and McClelland 2002:24).

Within a typical gridiron of streets, most suburban developers of the late 19th and early 20th centuries easily subdivided their land into uniform residential lots. The American world of suburb building branched about 1900 into several groups that dominated practices through World War II. These developers included "subdividers"—such as Tucson's A.M. Feldman and Samuel and Mose Drachman—who filed the plat maps, improved undeveloped land through streets and water systems, then sold the lots to individuals or to builders of small groups of houses. "Home builders" extended their land-improvements into construction of their development's first homes in order to stimulate sales and separate themselves from questionable land schemes risky to the individual lot buyer (Ames and McClelland 2002:26).

By the1930s, probably through a consistent city program of annexation plus water, sewer, and street improvements, Feldman's Addition (1901-1906/1924-1925) and five of its adjacent plats—University Home Addition (1902/1903), Tucson Heights (1904-1905), Schumacher Addition (1908), Highland Park Addition (1921/1922), and Bronx Park Addition (1923)—revealed few if any boundaries between them. With Feldman's and these associated subdivisions after World War II, the risk of lot sales for the developers and buyers alike evaporated with the postwar housing shortage caused by general prosperity breaking free from wartime rationing and economic diversion. While other developer types at the same time came to dominate much larger tracts in the Tucson area—the famous postwar "community builders," "operative builders" and "merchant builders" (Ames and McClelland 2002:26-29)—in 1945 modest contractors gravitated to this older neighborhood near the university, where quickly built houses would turn a quick profit for themselves, and attract large numbers of serious home owners rapidly to Tucson's expanding center. And while a hallmark of newly platted post-war suburbs emerged elsewhere with curved streets and large but oddly shaped lots, the Feldman's neighborhood offered the no-nonsense classic gridiron street relationship.

For Tucson home buyers in the "boomlet" of 1940 and then the postwar housing boom after 1945, the Feldman's neighborhood also offered existing city services—thanks largely to recent WPA improvements—such as paved streets, curbs and gutters, plus underground water and sewer connections. Electric and natural gas service already laced the neighborhood, ready with excess capacity to power and fire light bulbs, appliances, and other modern post-depression conveniences. The gently rolling landscape of Helen, Mabel, Drachman and other neighborhood streets offered visual streetscape variety not common to most Arizona desert towns, and an apparent early tradition of desert-species yards—cacti, palo verde trees, palms—allowed a quickly "finished" look to anyone's lawn.

The success of infill construction in the Feldman's neighborhood revealed Tucson's response to the oft-cited national "housing shortage," based on "the lack of new housing, continued population growth, and six million returning veterans eager to start families" (Ames and McClelland 2002:65). As the war wound down, this demand meant that potential buyers were willing to meet the challenges of materials and bet their confidence and productivity on financial assistance. The first buyers of open Feldman's lots in 1945 faced a number of difficulties, including wartime restriction on building materials, and then a shortage of materials from suppliers once restrictions lifted that fall.

Financing for home construction presented another hurdle for most, as traditional Arizona banks did not offer mortgage loans. Federal Housing Administration (FHA) loans partly filled the need, and Veterans Administration (VA)—"G.I. Bill"—loans provided additional home financing for returning veterans (see **HISTORIC CONTEXTS** above). Arizona financial entrepreneurs leveraged East-coast insurance company funds to purchase an enormous sum in Tucson area VA/FHA mortgages, thus supplying the tremendous demand from loan applicants (Doti and Schweikart 1989:178-179).

Federal Housing Administration standards applied to both the neighborhood and the individual houses (see **ARCHITECTURAL CONTEXT** above). To receive approval for FHA-backed financing, an approved subdivision plat followed seven FHA standards including: suitable location for health and transportation systems, installation of utilities and street improvements, compliance with local regulations and "appropriate" deed restrictions, and financial stability including adequate taxing (Ames and McClelland 2002:48).

Postwar homeowners in Feldman's through 1960 represented the working and middle-class population of Tucson, and their need to be close to paved streets and a highway, shopping for staples, a city bus route, and places of employment including the University of Arizona and downtown. The commercial-strip shops at the northeast corner of E. Drachman Street and N. 1st Avenue, and the neighborhood churches nestled away from main arteries, all enhanced the living experience in this "third-stage" Early Automobile Suburb for Tucson.

Evaluation of Feldman's Historic District was difficult and unfortunately underdeveloped without reasonably accessible information on developers, builders, homeowners, and others who have shaped its history.

Examination of 1950-decade city directories (City Directories 1950, 1955, 1960) reveals that residential occupants of the Feldman's neighborhood represented working- and middle-class wage earners, their spouses and children: school teachers; firemen; railroad workers; salesmen. An area occupied by African American families, known as Sugar Hill (Beal 2005), just west of St. Luke's sanitarium deserves more study for an understanding of social trends and racially segregated housing in Tucson. Much research has recently emerged on the "merchant builders" of postwar Arizona, but little is known about the entrepreneur home builders or building-supply companies who worked in older neighborhoods on random lots in Tucson between 1945 and 1960, and even prior to 1942. Gathering this information for the greater Feldman's neighborhood in the near future into a neighborhood physical file or electronic database will greatly enhance homeowners' understanding and appreciation of their exceptional historic district.

CONCLUSIONS

As noted in **HISTORIC CONTEXTS** above, evaluation of this historic district was difficult without existing and consistent Tucson community-wide Historic Contexts, particularly addressing the city's role in World War II and pertinent aspects of its phenomenal postwar boom. Future updating of information on the Feldman's neighborhood and all other significant properties eligible for National Register listing in Tucson will be greatly assisted by eventual development of such Historic Context titles and documents (underway in 2006).

Otherwise, the Feldman's Historic District, as an extension of the Speedway-Drachman Historic District in both space and time, is unquestionably eligible for listing in the National Register of Historic Places at the local level of significance during the historic period 1901–1960. Its significance is evaluated under Criterion A in the areas of Health/Medicine as the host of two large tuberculosis sanitariums, and Community Planning and Development for its well-preserved continuum of suburban development through a rectilinear street grid, and transition through cultural and economic changes in the postwar years. The district is also evaluated in the extended period of significance under Criterion C in the area of Architecture for its small-scale eclectic housing of the early- to mid-20th century, and its well-preserved and dense collection of Ranch Style homes of individual owners and Ranch Style duplexes and compounds for apartment renters.

Section 9, Major Bibliographical References

Note: *This section of the Registration Form is intended to complement the corresponding Bibliography from the Speedway-Drachman Historic District. Generally new citations are presented, intended as a continuation of the earlier list of references, but earlier sources still pertinent to this amendment are repeated.*

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