

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, How to Complete the National Register of Historic Places Registration Form. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

1. Name of Property

Historic name: **Wilshire Heights**

Other names/site number:

Name of related multiple property listing: **N/A**

(Enter "N/A" if property is not part of a multiple property listing)

2. Location

Street & number: **East of Craycroft Road between Broadway Boulevard and 22nd Street**

City or town: **Tucson**

State: **Arizona**

County: **Pima**

Not For Publication:

Vicinity:

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination ___ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property ___ meets ___ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

___ national ___ statewide x local

Applicable National Register Criteria:

X A ___ B x C ___ D

Signature of certifying official/Title:	Date
<hr/>	
State or Federal agency/bureau or Tribal Government	

In my opinion, the property meets does not meet the National Register criteria.	
<hr/>	
Signature of commenting official:	Date
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Title :	State or Federal agency/bureau or Tribal Government

4. National Park Service Certification

Wilshire Heights

Name of Property

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I hereby certify that this property is:

- entered in the National Register
- determined eligible for the National Register
- determined not eligible for the National Register
- removed from the National Register
- other (explain:) _____

Signature of the Keeper

Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

- Private:
- Public – Local
- Public – State
- Public – Federal

Category of Property

(Check only one box.)

- Building(s)
- District
- Site
- Structure
- Object

Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
116	22	buildings
1		sites
		structures
		objects
117	22	Total

Number of contributing resources previously listed in the National Register 0

6. Function or Use

Historic Functions: DOMESTIC/multiple dwelling

Current Functions: DOMESTIC/multiple dwelling

7. Description

Architectural Classification: MODERN MOVEMENT.

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Materials: Principal exterior materials of the property: painted concrete block, cast concrete; walls: concrete block and cast concrete, glass; roof: concrete and synthetics.

Narrative Description (Describe the historic and current physical appearance and condition of the property. Describe contributing and non-contributing resources if applicable. Begin with a summary paragraph that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

Wilshire Heights, a district of 138 residences and 1 site, located in east-central Tucson, east of South Craycroft Road between Broadway Boulevard and 22nd Street. Subdivided in 1947, Wilshire Heights is a significant middle-class neighborhood that demonstrates 1948 through 1972 community growth patterns and architectural styles from the peak of Tucson's post-WWII residential subdivision development era that is expressed in the physical layout and design of the neighborhood. The district is defined by broad, curving roadways that flow and meander through the flat desert geography. The streets are flanked by ranch houses and yards with mature desert and imported vegetation. During the period of significance 1947 – 1972, there was limited mass transit serving the suburban outskirts of the city, as a result, ownership of an automobile was essential for living in Wilshire Heights and the neighborhood design catered to automotive culture which is reflected in the prevalence of wide streets, carports and garages. The district includes a park on the northern edge that was developed in conjunction with the residential properties.. The district is eligible under NRHP Criterion A Property is associated with events that have made a significant contribution to the broad patterns of our history: Community Development and Planning and Criterion 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: Architecture.

Of the 138 residences and 1 site, 116 residences and 1 park site are considered to be contributing properties; 22 residences are considered to be noncontributors because of alterations to facades, walls, and age.

Narrative Description

Location

Wilshire Heights

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Wilshire Heights is located 65 miles north of the Mexican border, in the broad Santa Cruz River Valley of Southern Arizona sited on the east-central portion of the Tucson basin, south of the Santa Catalina Mountains in the Sonoran desert upland. The district is located in Section 13 Township 14S and Range 14E of Gila and Salt River Meridian and Base Line, within the city limits of Tucson, south of Broadway Boulevard, north of 22nd Street, east of Craycroft Road, and west of Wilmot Road. The site was located on what was the southern edge of the Fort Lowell Military Reservation, created by executive order on 26 October 1875; and located approximately six miles east of the original Tucson townsite, and two miles north of the Davis–Monthan Air Force Base established in 1927. In the pre-war period, surrounding what would become the subdivision, was large estates, dude ranches, and luxury subdivisions (See figure 1). Today this area is considered east-central Tucson.

Boundaries

Wilshire Heights boundaries are defined by the original subdivision configuration. The subdivision is a rectilinear stepped shape that fronts South Craycroft Road on the western edge halfway between Broadway Boulevard and 22nd Street. The subdivision is surrounded by the James Louis Vease house and property (c. 1935) to the northeast, St. Joseph Parish and St. Joseph School designed by Terry Atkinson in 1954 to the southwest (along Craycroft Road) and a series of subsequent subdivisions located within the section including Wilshire Terrace which was subdivided in 1960 by Tucson Land and Development Corporation.

Neighborhood Layout

Wilshire Heights, like other post-WWII significant residential Tucson developments including the National Register of Historic Places listed Winterhaven, Indian Ridge, San Rafael, and Broadmoor districts, was laid out with limited access points and residential front façades facing away from major arterials. With the exception of lots facing Craycroft Road, which has been widened over time, the subdivision is contained with the layout facing inward. The two primary entrances directly from Craycroft Road onto North and South Wilshire Drive are marked by modest signage. One secondary entrance into the subdivision from East 14th Street, which runs along the subdivision’s northern edge onto Essex Lane, serves as a vehicular link to the subdivisions to the north. A park was included on the northern edge of the original subdivision which is the shape of an obtuse triangle.

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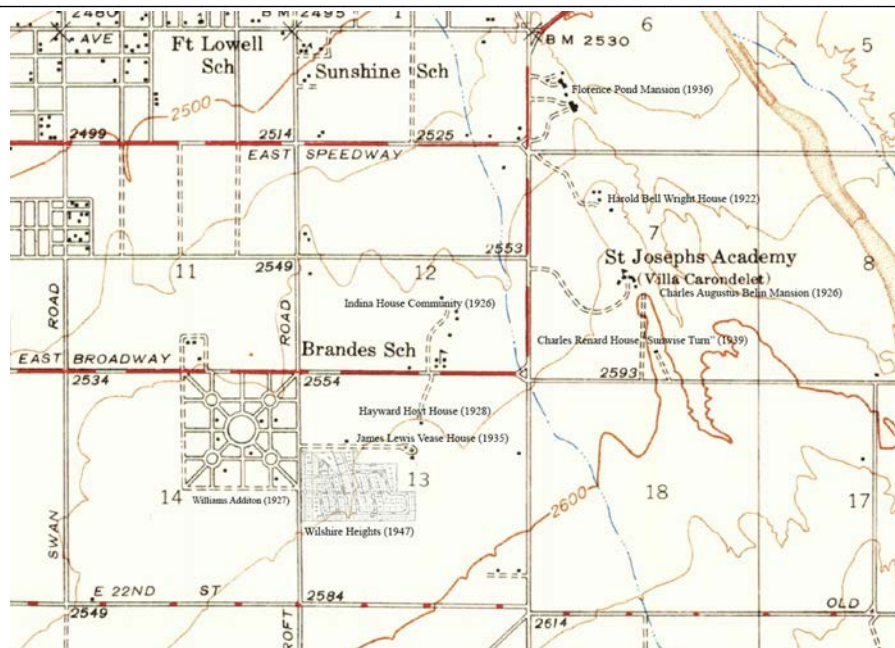


Fig. 1. 1941 USGA Map of East Tucson with known properties and the Wilshire Heights Subdivision overlay.

The layout is defined by two broad sweeping east-west roads; and five north-south roads that terminate at T intersections forming a neighborhood network of rounded junctions and circuitous routes. As in other postwar subdivisions, there are almost no four-way intersections; instead, traffic calming engineering that limits entrances and exits points. To evoke a rural sensibility, the lack of sidewalks emphasized natural desert and desert ornamental landscaping. A drainageway running along the southwestern edge of the park cuts south through the center of the subdivision. This arroyo was integrated in the overall design which serves to enhance the natural desert quality of the neighborhood. (See Figure 2 and 3)

The district is unified primarily by an eclectic but consistent post WWII architectural style. Individual houses were irregularly sited to maximize views and take advantage of the existing terrain. Varying lot sizes and configurations result in some façades closer to the street, others are set back all centered in their lots. Some are parallel with the street, others are angled. This quality, along with the irregularity of the street layout, combined to generate a feeling of individuality and strong sense of place.

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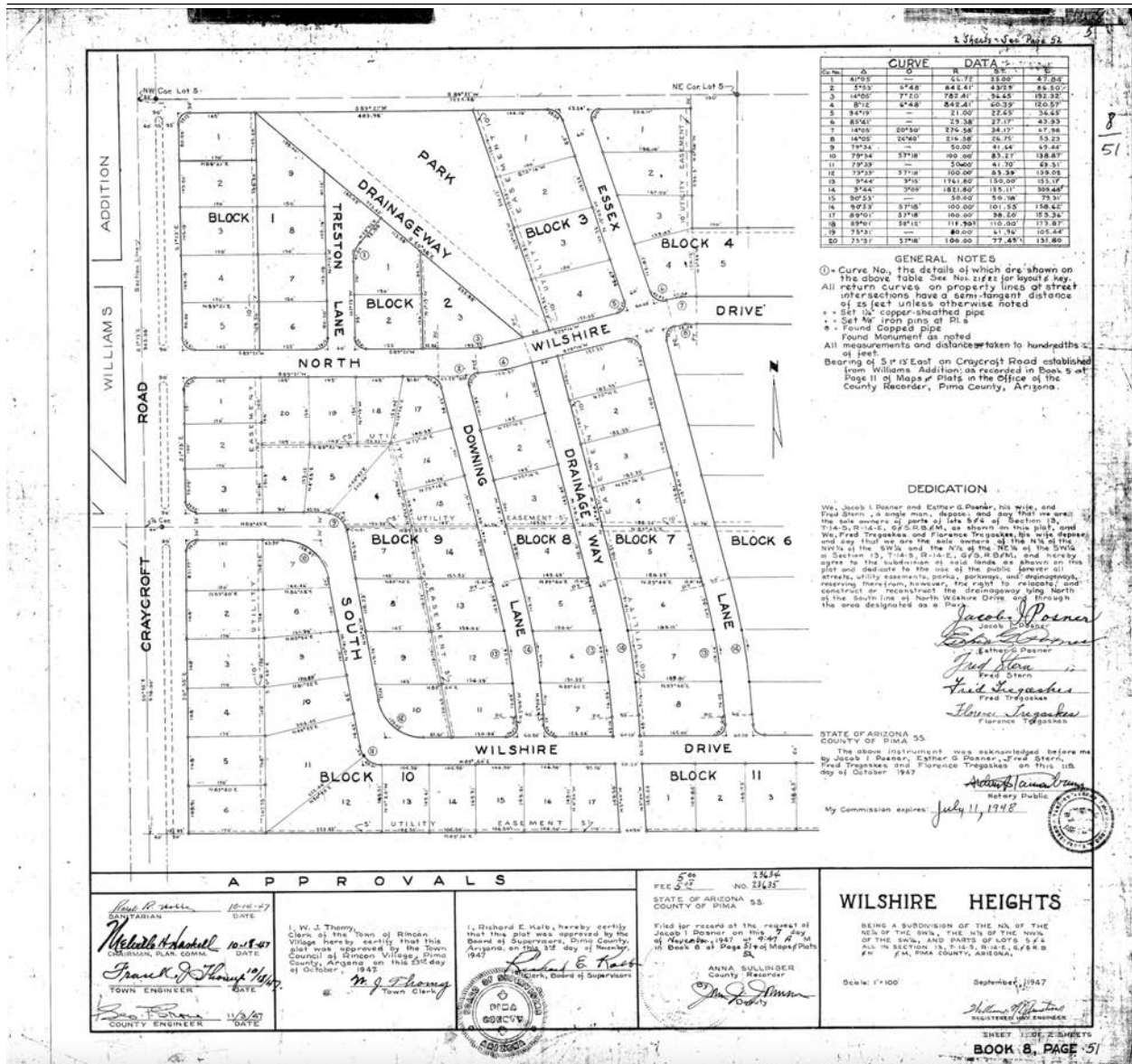


Fig. 2. Wilshire Heights, Subdivision Plat Map, Book 8, Page 51, September 1947

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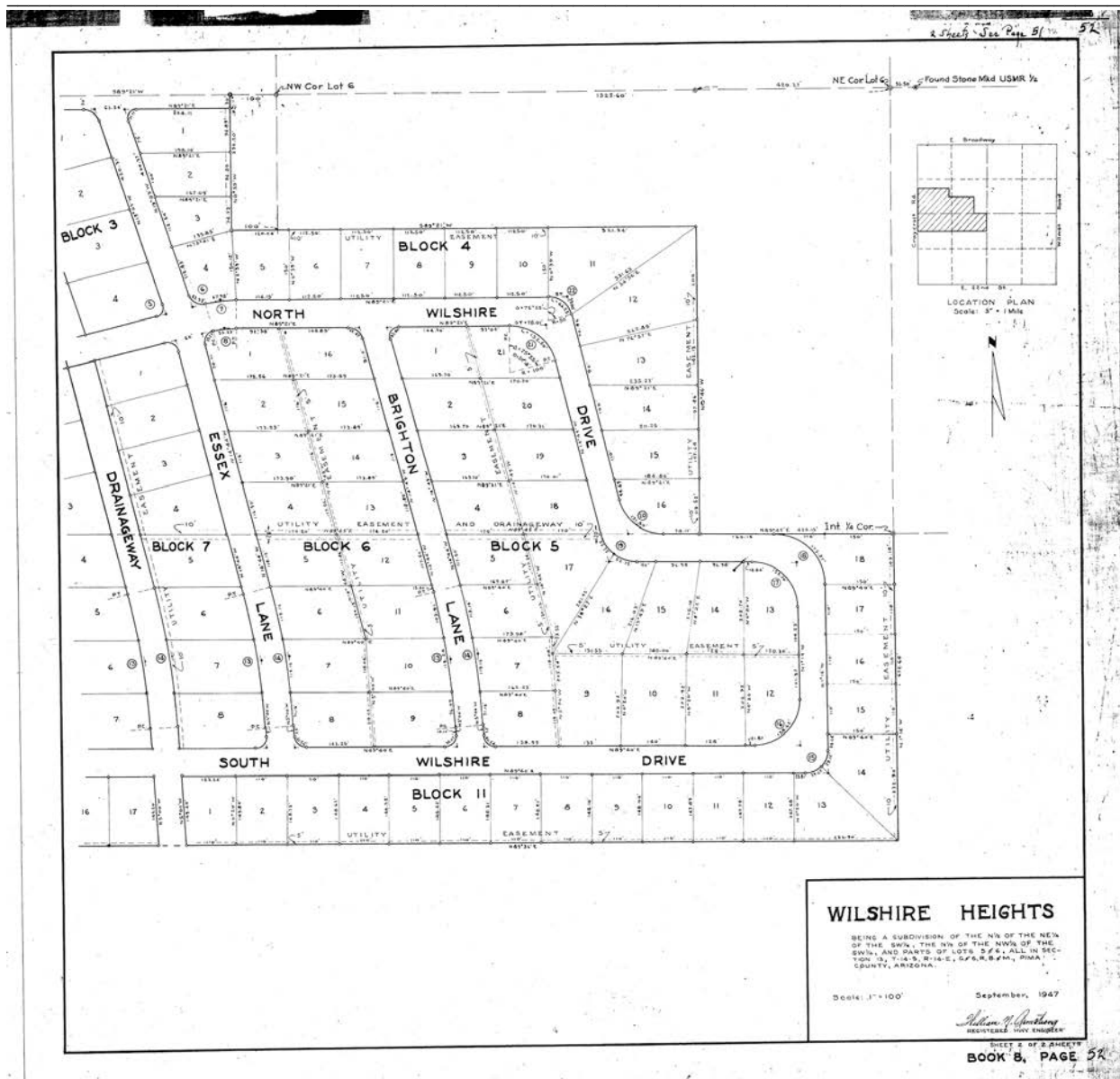


Fig. 3 Wilshire Heights, Subdivision Plat Map, Book 8, Page 52, September 1947

Streetscape

Wilshire Heights is characterized by wide streets lined with desert foliage and imported flora, including saguaro cacti, Joshua trees, pine trees, palm trees, and eucalyptus trees. Irregular setbacks, lack of fencing to delineate property lines, and consistent use of adobe brick and red brick, the inclusion of carports, and the lack of grass enhance the desert ambiance – and all reinforce the uniformity and strong sense of identity of the neighborhood.

Land Use

Wilshire Heights is composed of large single-family residences on irregularly shaped lots sized generally .3 to .5 acres. Some are rectangular, others trapezoidal, and a few are triangular. The homes are centered on their lots with front yards landscaped in natural desert, enhanced desert, ornamental desert, Mediterranean exotic, and pastoral; only two homes within the district have

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grass. Large backyard private outdoor spaces are usually included. Almost all homes have driveways, and formal entryways either on the front elevations or through the carport.

Residential Architecture

Wilshire Heights has an eclectic collection of architectural post-WWII ranch house styles including Tucson Ranch, Modern/Contemporary Ranch, Territorial Ranch, and Thematic Variation Ranch. A number of significant Tucson architectural designers and architects produced homes within the district including: Bernard Freidman, Arthur T. Bown, William Wilde, Earl Kai Chann, and Tom Gist. These architect desinged properties are primary Modern/Contemporary Ranches that present expressive designs. These houses serve to punctuate the street scapes and give the district a dusting of custom design.

The bulk of houses are desinged with east-west building orientation and deep eaves that minimizes sun exposure on primary windows. This early, conscious environmental response to the warm Tucson climate created a passive level of energy efficiency and often resulted in the broadside, low-slung facades facing the steet which give the district a distinct character.

TABLE OF PROPERTIES

Site No	No	Address St	Historic Name	Date	Architect/Des	Status	Reason	Style
WH 001	355	S Craycroft Road	Cantrell House, Fred and Laura	1959		C		Tucson Ranch
WH 002	367	S Craycroft Road	Borseth House, Melvin and Clara	1960		NC	Front wall	Tucson Ranch
WH 003	379	S Craycroft Road	Jacobs House, Arthur and Rosa (spec House)	1961		C		Tucson Ranch
WH 004	391	S Craycroft Road	Berger House, Samuel and Gertrude	c. 1955		C		Tucson Ranch
WH 005	5509	E North Wilshire Drive	Chapman House, Howard and Fannie	1959		C		Tucson Ranch
WH 006	380	S Treston Lane	Wilkinson House, Herbert and Dolores	1960		C		Tucson Ranch
WH 007	370	S Treston Lane	Rocheford House, Paul and Nene	1962	Nene Rocheford	NC	Alt to facade,	Modern Ranch
WH 008	360	S Treston Lane	Thielen House, Fred (Spec House)	1957		C		Modern Ranch
WH 009	350	S Treston Lane	Peterson House, Dean and Vivian	1969		C		Territorial Ranch
WH 010	375	S Treston Lane	Martin House, Mavis	1956	R.S. Person	C		Tucson Ranch
WH 011	5531	E North Wilshire Drive	Martinez House, Manuel and Mary	1954		C		Modern Ranch
WH 012	5545	E North Wilshire Drive	Tenen House, Julius and Ruth	1956	Rudolph A. Matern	C		Tucson Ranch
WH 013	350	S Essex Lane	Downey House, John L.	1962		NC	Alt to facade	Tucson Ranch
WH 014	5606	E 14th Street		2007		NC	Age	Pueblo Revival
WH 015	360	S Essex Lane	Geare House, Edwin and Martha	1957		C		Territorial Ranch
WH 016	370	S Essex Lane	Russo House, Russell and Lorraine	1958		C		Tucson Ranch
WH 017	380	S Essex Lane	Herbert House, Ida and Marian	1957		C		Modern Ranch
WH 018	351	S Essex Lane	Chesin Construction Co. House	1963		C		Tucson Ranch
WH 019	361	S Essex Lane	Cairns House, Kenneth and Ann	1955		C		Tucson Ranch
WH 020	371	S Essex Lane	Latham House, Tilden and Avis	1955		C		Tucson Ranch
WH 021	381	S Essex Lane	Barrasso House, Hugh and Ages	1957		NC	Alt to facade	Tucson Ranch
WH 022	5711	E North Wilshire Drive	Schoen House, Edward	1952		NC	Alt to facade	Tucson Ranch modified
WH 023	5721	E North Wilshire Drive	Rogel House, Frank and Kathryn	1954		C		Tucson Ranch
WH 024	5731	E North Wilshire Drive	Rosenbaum House, Florence	1948		C		Tucson Ranch
WH 025	5741	E North Wilshire Drive	Brav and Foreman Construction Co. Inc.	1974		C		Territorial Ranch
WH 026	5751	E North Wilshire Drive	Swiontek House, Edward and Martha	1955		C		Tucson Ranch
WH 027	5761	E North Wilshire Drive	Rerkins House, Gladyn	1954	Tom Gist	NC	Front wall & alt	Tucson Ranch
WH 028	5771	E North Wilshire Drive	Chesin House, Edward and Ruth	1959	William Wilde	C		Modern Ranch

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WH 029	5801	E	North Wilshire Drive	Spielberger House, I W and Selma	1956		C		Tucson Ranch
WH 030	5803	E	North Wilshire Drive	Gumbin House, Jack and Louise	1957	Tom Gist	C		Tucson Ranch
WH 031	5805	E	North Wilshire Drive	Weinshenker House, Grant and Midge	1954		C		Modern Ranch
WH 032	5823	E	North Wilshire Drive	Walker House, Harry and Darlyne	1958	Paul Buehrer	C		Modern Ranch
WH 033	5843	E	North Wilshire Drive	Sabalos House, Dionisios and Bessie	1956		C		Tucson Ranch
WH 034	401	S	Brighton Lane	Smith House, Harry	1954		C		Modern Ranch
WH 035	411	S	Brighton Lane	Friedman House, David and Betty	1954	Paul Buehrer	C		Modern Ranch
WH 036	421	S	Brighton Lane	Valeska House, Joseph and Dorothy	1955		C		Tucson Ranch
WH 037	431	S	Brighton Lane	Zinder House, Reuben and Ethel	1957		C		Tucson Ranch
WH 038	525	S	Brighton Lane	Ramella House, George and Elizabeth	1964		C		Tucson Ranch
WH 039	541	S	Brighton Lane	Nassi House, Samuel and Ann	1958		C		Tucson Ranch
WH 040	551	S	Brighton Lane	Berg House, Ann	1958		C		Tucson Ranch
WH 041	5801	E	South Wilshire	Seeley House, Mildred and Millard	1956		C		Tucson Ranch
WH 042	5817	E	South Wilshire	Fierstein House, William	1956		C		Tucson Ranch
WH 043	5833	E	South Wilshire	Kemberling House, Sidney and Marian	1958		C		Modern Ranch
WH 044	5847	E	South Wilshire	Petersen House, Mary Ann	1952		C		Tucson Ranch
WH 045	5857	E	South Wilshire	Perfetto House, Gino	1959		C		Tucson Ranch
WH 046	5880	E	North Wilshire Drive	Twinam House, Joseph and Frances	1961		C		Tucson Ranch
WH 047	5874	E	North Wilshire Drive	White House, Mandell and Roberta	1961		C		Tucson Ranch
WH 048	5864	E	North Wilshire Drive	Alexander House, Clifton and Edith	1964		C		Modern Ranch
WH 049	5854	E	North Wilshire Drive	Meyer House, Kenneth and June	1961		C		Tucson Ranch
WH 050	5844	E	North Wilshire Drive	Ambers House, Samuel	1959		NC	Alt to facade	Tucson Ranch
WH 051	5834	E	North Wilshire Drive	Rosenstock House, Alex and Lucille	1963		C		Modern Ranch
WH 052	5824	E	North Wilshire Drive	Venable House, Boyd and Roberta	1959		C		Modern Ranch
WH 053	5810	E	North Wilshire Drive	Aries House, Frank and Marcia	1956		C		Tucson Ranch
WH 054	5800	E	North Wilshire Drive	Bayly House, Kenneth and Patricia	1949		C		Tucson Ranch
WH 055	5702	E	North Wilshire Drive	Parker House, Beverly	1957		NC	Alt to facade	Tucson Ranch
WH 056	411	S	Essex Lane	Posner House, Jacob and Esther	1966		C		Territorial Ranch
WH 057	421	S	Essex Lane	Rumburg House, Alfred and Thomasia	1960	Paul Buehrer	C		Modern Ranch
WH 058	431	S	Essex Lane	St. John House, Robert and Helen	1961		NC	Alt to facade,	Tucson Ranch
WH 059	501	S	Essex Lane	Chann House, Earl Kai and Shirley	1962	Earl Kai Chann	C		Modern Ranch
WH 060	511	S	Essex Lane	Danielson House, Paul and Ruth	1959		C		Tucson Ranch
WH 061	521	S	Essex Lane	Bradel House, Thomas and Janice	1959		C		Tucson Ranch
WH 062	5701	E	South Wilshire Drive	Yontef House, Samuel and Ada	1959		C		Tucson Ranch
WH 063	5757	E	South Wilshire Drive	Needel House, Herbert and Elaine	1958	Tom Gist	C		Tucson Ranch
WH 064	548	S	Brighton Lane	Tompkins House, John and Nana	1958		C		Tucson Ranch
WH 065	538	S	Brighton Lane	Stegel House, Joseph and Ruth	1959		C		Tucson Ranch
WH 066	528	S	Brighton Lane	Allen House, Andrew and Francine	1961		C		Tucson Ranch
WH 067	430	S	Brighton Lane	Martin House, Thomas Jr. and Helene	1960		C		Tucson Ranch
WH 068	420	S	Brighton Lane	Whitehill House, Charles and Lorraine	1959		C		Tucson Ranch
WH 069	410	S	Brighton Lane	Reilly House, Eugene and Helen	1957		NC	Alt to facade	Tucson Ranch
WH 070	5720	E	North Wilshire Drive	Elgart House, Louis and Carolyn	1952		C		Tucson Ranch
WH 071	5622	E	North Wilshire Drive	Pearl House, Verna	1957		C		Modern Ranch
WH 072	410	S	Essex Lane	Grossman House, Sidney and Sarah	1959		C		Tucson Ranch
WH 073	420	S	Essex Lane	Tierney House, William and Carol	1960		C		Tucson Ranch
WH 074	430	S	Essex Lane	Tanner House, Arthut and Joey	1960		C		Modern Ranch
WH 075	502	S	Essex Lane	Browning House, William and Courtenay	1961		C		Tucson Ranch
WH 076	510	S	Essex Lane	Turkin House, Ira and Sara	1960		C		Thematic Ranch
WH 077	520	S	Essex Lane	Watkins House, Frank and Millie	1959		C		Tucson Ranch
WH 078	5635	E	South Wilshire Drive	Hirsch House, Victor	1950	Arthur T. Brown	C		Modern Ranch
WH 079	5602	E	North Wilshire Drive	Friedman House, Bernard	1956	Bernard Friedman	C		Modern Ranch

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WH 080	411	S	Downing Lane	Wraith House, James and Winifred	1954	Bernard Friedman	C		Modern Ranch
WH 081	421	S	Downing Lane	Livingston House, Richard and Kathleen	1964	Bernard Friedman(C		Modern Ranch
WH 082	501	S	Downing Lane	Poynter House, Richard and Virginia	1956		C		Tucson Ranch
WH 083	511	S	Downing Lane	Ewald House, Charles and Bessie	1950		C		Tucson Ranch
WH 084	529	S	Downing Lane	Moore House, Mary	1950		C		Tucson Ranch
WH 085	539	S	Downing Lane	Gaber House, Esther	1961		C		Tucson Ranch
WH 086	445	S	Craycroft Road	Marine House, Frederick	1964		C		Tucson Ranch
WH 087	455	S	Craycroft Road	Marine House, Frederick	1964		NC	Alt to facade	Tucson Ranch
WH 088	465	S	Craycroft Road	Marine House, Frederick	1961		C		Tucson Ranch
WH 089	5505	E	South Wilshire Drive	Schmidt House, Fred and Bonnie	1952		C		Tucson Ranch
WH 090	5507	E	South Wilshire Drive	Ross House, Eugene and Mary	1959		C		Tucson Ranch
WH 091	5509	E	South Wilshire Drive	Damon House, Paul and Mary	1955		NC	Alt to facade	Tucson Ranch
WH 092	5511	E	South Wilshire Drive	Powers House, LC and Zola	1964		C		Tucson Ranch
WH 093	5515	E	South Wilshire Drive	Harris House, Frank	1955 c		C		Tucson Ranch
WH 094	5517	E	South Wilshire Drive	Solomon House, Simon and Charlotte	1951		C		Tucson Ranch
WH 095	5521	E	South Wilshire Drive	Matz House, Edward and Betty	1961		C		Tucson Ranch
WH 096	5555	E	South Wilshire Drive	Komadina House, George and Esther	1959		C		Tucson Ranch
WH 097	522	S	Downing Lane	Polston House, Walter and Ann	1955		C		Tucson Ranch
WH 098	516	S	Downing Lane	Dick House, Reay and Iolanda	1957		C		Tucson Ranch
WH 099	504	S	Downing Lane	Lamantia House, Vincent and Lois	1959		NC	Alt to facade	Tucson Ranch
WH 100	422	S	Downing Lane	Rofsky House, Harry and Rose	1952		C		Tucson Ranch
WH 101	412	S	Downing Lane	Simrin House, Henry and Viola	1957		C		Tucson Ranch
WH 102	402	S	Downing Lane	Mahnken House, William and Ruth	1953		NC	Alt to facade	Tucson Ranch
WH 103	5518	E	North Wilshire Drive	Morris House, Roger	1950		C		Tucson Ranch
WH 104	5508	E	North Wilshire Drive	Ollason House, Marcha	1953		C		Tucson Ranch
WH 105	5502	E	South Wilshire Drive	Egan House, Joseph and Wirginia	1979		NC	Age and Alt	Pueblo Revival
WH 106	511	S	Craycroft Road	Heidel House, John and Sandra	1976		NC	Age	Tucson Ranch
WH 107	521	S	Craycroft Road	Weintraub House, Joseph and Gloria	1972		C		Territorial Ranch
WH 108	531	S	Craycroft Road	Goldman House, Andre and Helen	1971		C		Territorial Ranch
WH 109	601	S	Craycroft Road	Ilardo House, Michael and Lois	1971		C		Tucson Ranch
WH 110	621	S	Craycroft Road	Wilson House, Michael and Gail	1977		NC	Age	Tucson Ranch
WH 111	5512	E	South Wilshire Drive	Sandusky House, Michael	1952		C		Tucson Ranch
WH 112	5514	E	South Wilshire Drive	Jay House, Dr. Richard	1957		C		Modern Ranch
WH 113	5516	E	South Wilshire Drive	Dick House, Sharon	1955		C		Tucson Ranch
WH 114	5518	E	South Wilshire Drive	Jay House, Victor and Janet	1962	Tom Gist	C		Modern Ranch
WH 115	5520	E	South Wilshire Drive	Posner House, Jack	1950	Bernard Friedman	C		Modern Ranch
WH 116	5524	E	South Wilshire Drive	House	1961		C		Tucson Ranch
WH 117	5526	E	South Wilshire Drive	Kesicki House, James and Wanda	1956		C		Tucson Ranch
WH 118	5528	E	South Wilshire Drive	Peyton House, William	1954		C		Tucson Ranch
WH 119	5602	E	South Wilshire Drive	Brown House, Richard	1964		NC	Alt to facade	Territorial Ranch
WH 120	5620	E	South Wilshire Drive	Mullon House, David and Frances	1961	Paul Buehrer	C		Tucson Ranch
WH 121	5634	E	South Wilshire Drive	Warfield House, Totten and Leila	1959	Paul Buehrer	C		Modern Ranch
WH 122	5640	E	South Wilshire Drive	Hill House, Edith	1959		NC	Alt to facade	Tucson Ranch
WH 123	5702	E	South Wilshire Drive	Kussman House, Delwin and Ida	1952		NC	Alt to facade	Tucson Ranch
WH 124	5714	E	South Wilshire Drive	Christensen House, Harvey and Dolores	1961		C		Tucson Ranch
WH 125	5730	E	South Wilshire Drive	Deitel House, Saul and Rose	1960		C		Tucson Ranch
WH 126	5760	E	South Wilshire Drive	Posner House, Jacob and Esther	1963		C		Modern Ranch
WH 127	5802	E	South Wilshire Drive	Koch House, Franklin and Mildred	1957		NC	Alt to facade	Tucson Ranch
WH 128	5821	E	South Wilshire Drive	Chesin House, Ben and Reva	1960		C		Tucson Ranch
WH 129	5822	E	South Wilshire Drive	Schoeffler House, Fred and Yola	1956		C		Tucson Ranch
WH 130	5832	E	South Wilshire Drive	Reynolds House, Harry and Doris	1957		C		Tucson Ranch

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WH 131	5846	E	South Wilshire Drive	Wren House, Silvester and Ruby	1959		C		Tucson Ranch
WH 132	5856	E	South Wilshire Drive	Kelly House, Thomas Jr. and Ursula	1959		C		Tucson Ranch
WH 133	5866	E	South Wilshire Drive	Rubis House, David and Aubrey	1965		C		Tucson Ranch
WH 134	5876	E	South Wilshire Drive	Wolfe House, Charles and Ann	1959		C		Tucson Ranch
WH 135	5888	E	South Wilshire Drive	Weinstein House, Stanley and Arlene	1959	Paul Buehrer	C		Modern Ranch
WH 136	5898	E	N/S Wilshire Drive	Pucher House, Leo and Loretta	1959	Paul Buehrer	C		Modern Ranch
WH 137	5863	E	North Wilshire Drive	Wilson House, Jack and Natalie	1960		C		Tucson Ranch
WH 138	5853	E	North Wilshire Drive	Anderson House, Ernest and Marie	1961		C		Tucson Ranch
WH 139	5550	E	14th Street	Wilshire Heights Park	1947		C		Park

Wilshire Heights Historic District Integrity

Of the 138 residential buildings in Wilshire Heights Historic District, 117 qualify as contributing properties based on the designated period of significance and each building’s sufficient integrity to convey the district’s defined themes of significance. 21 residences are considered to be noncontributors because of alterations to facades, walls and age. One site, the Wilshire Heights Park is considered a contributor to the district and retains sufficient integrity to convey significance.

Association/Age

The Wilshire Heights Historic District contributing properties are associated with Community Development and Planning in Tucson, and the development of a Modern Residential Architecture in Tucson. The period of significance for this nomination (1948 – 1972) is determined by the extent of historic development (buildout) of the neighborhood, consistent with the identified themes of significance.

Location

The Wilshire Heights original layout of curving, hilly streets and single-family homes remains intact.

Setting

Although Wilshire Heights has been enveloped by metropolitan growth, its internal setting has remained unchanged except for the maturity of landscaping. The neighborhood’s inward focus has allowed it to remain unaffected by the busy arterial commercial and commuter corridors of Broadway Boulevard, 22nd Street, Craycroft Road and Wilmot Road. Wilshire Heights has remained distinct from the surrounding neighborhoods with the consistency of its ranch architecture and desert and ornamental landscaping.

Feeling

Wilshire Heights maintains a unique sense of place. The desert and ornamental landscaping and residential architecture blend to create a distinctively 1950s Tucson ambience. Landscaped from the outset, the original plantings have all matured, in some cases affecting the mountain views. The originally intended feeling of the neighborhood persists.

Design

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Because of the brief buildout 24 year period 1948 – 1972, the neighborhood's electric post WWII style is consistent. The contributing buildings retain sufficient design integrity to convey their significance.

Materials

The architectural individuality of homes in Wilshire Heights, generally constructed from the same basic post WWII material palette results in a continuity. Wilshire Heights' dominant building material is brick in various varieties including burnt adobe, wire brick, and smooth brick. The application of stucco has compromised several individual residences but has not compromised the district's overall cohesive character.

Definition of Contributing and Noncontributing Structures

Of the 138 residential buildings in Wilshire Heights Historic District, 117 qualify as contributing properties based on the designated period of significance and each building's sufficient integrity to convey the district's defined themes of significance. 21 residences are considered to be noncontributors because of alterations to facades, walls and age. 1 site, the Wilshire Heights Park is considered a contributor to the district retaining its original boundaries and landscape features including mature trees, field, and the arroyo-drageway on its west. The park retains sufficient integrity to convey significance.

21 residences are considered to be noncontributors. Of these, 4 are noncontributors for age, built outside of the period of significance; 15 are noncontributors for loss of integrity including alterations to the facade and incompatible changes to carports; 2 are noncontributors because of front walls that obscure the front facade and make an assessment impossible.

1. Age: Within Wilshire Heights there are 4 homes constructed after the period of significance (1948 – 1972). These properties detract from the overall cohesiveness of the district and should be considered intrusions. They depart from the form, material and rhythm of the period of significance.

2. Lack of integrity due to alteration to street façade: 15 homes in Wilshire Heights have had extensive alterations to their street façade. As a result, they have lost their character-defining features. Common alterations include additions and/or extensive modifications that obscure the original design intent. Prevalent alterations and changes within Wilshire Heights are modifications to rooflines, application of stucco to the original exterior, lack of integrity due to carport modifications that obliterate the form and the addition of walls obscuring front façades. These changes obviate the primary architectural objective and negatively impact the cohesiveness of the neighborhood.

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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

Areas of Significance

(Enter categories from instructions.)

ARCHITECTURE

COMMUNITY PLANNING AND DEVELOPMENT

Period of Significance

1947 - 1972

Significant Dates

1947 Wilshire Heights subdivided

1948 Lots sold and construction begins.

1954 100 undeveloped lots sold to Tucson Land and Development Corp. and Chesin Constitution

1960 Wilshire Terrace subdivided by Tucson Land and Development Corp.

1972 Wilshire Heights build out complete.

Significant Person

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(Complete only if Criterion B is marked above.)

Cultural Affiliation

Architect/Builder: Bernard Friedman, FAIA
Earl Kai Chan, FAIA
William Wilde, FAIA
Art Brown, FAIA
Paul Buehrer, Home Builder
Tom Gist, Home Builder
Edward Chesin, Builder
Marvin Volk, Developer

Period of Significance (justification)

1947 – 1972

The Post-WWII era Wilshire Heights was subdivided in 1947 with the construction of the first house beginning in 1948 and continuing until to the near complete buildout in 1972. A few houses were constructed in the late 1970s but the style, materials and character were inconsistent with the previous housing stock.

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.)

Wilshire Heights Historic District is eligible for listing in the National Register at the local level under **Criterion A: Community Planning and Development** and **Criterion C: Architecture**.

Under Criterion A, The Wilshire Heights Historic District is eligible as a mid-twentieth century, post-World War II planned residential neighborhood located in east central suburban Tucson. The district was developed, beginning in 1947 with the approved subdivision, as part of the fast-paced, ongoing eastward expansion of the city and a response to the car-centric post WWII culture. The neighborhood included a park on the northern edge of the subdivision and the first house was built in 1948. The subdivision developed in two phases and is one of Tucson’s best examples from this period of a planned neighborhood with pre-constructed and installed utilities and roads but tightly controlled with deed restrictions mandating square foot minimums, setbacks, and landscape requirements. In the first phase individual lots were sold to affluent buyers and speculative home builders who created high-end custom projects for the upper-end market. Many of the custom homes from this phase are architect or builder-designed on large lots with desert and ornamental landscaping that created an eclectic mid-twentieth century neighborhood. In 1954 a partnership between the Tucson Land and Development Corporation and Chesin Construction purchased the remaining 100 undeveloped lots in the subdivision. This second phase was managed and developed by this partnership which continued the construction of high-end custom homes but in a more consistent material palette and style. Wilshire Heights is a significant example of post-WWII neighborhood planning and a physical expression of the community's growth in the late 1940s, 1950 and 1960s. Additionally, the subdivision was identified as a “First Tier” neighborhood for “highest priority” City of Tucson preservation efforts as part of the *Post-World War II Residential Subdivision Development in Tucson 1945-1975, National Register of Historic Places Eligibility Assessment* completed in 2016.

Under Criterion C, The district is significant as representative of architect and builder designed high-end-market custom homes produced in various iterations of the Ranch House style. Wilshire Heights has

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outstanding examples of the Tucson Ranch, Modern Ranch, Territorial Ranch and Thematic Variation Ranch. Houses in the district are a blend of architect designed and designer built. The homes reflect the popularity of this mid-twentieth century style while utilizing regionally available building materials dominant in Tucson after 1945 and sited in the subdivision to respond to the desert climate. This eclectic collection of homes demonstrates a snapshot of Tucson architectural trends from this period.

The District's period of significance stretches from 1948, from the start of construction to the near complete buildout of the Wilshire Heights in 1972.

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

Criterion A: Community Development and Planning in Tucson 1948 – 1972

To fully examine the evolution of east Tucson's transformation from a rural to suburban and understand the environment that would lead to the subdivision and construction of Wilshire Heights an extended context has been developed that explores the development and evolution of East Tucson.

Development of East Tucson (1870 - 1947)

Prior to 1870 the primarily uninhabited valley east of Tucson was rural undisturbed desert with remote ranching and farming clustered along the Rillito River, Tanque Verde Creek and other reliable sources of surface water. Development east of Tucson was shaped first by the establishment of Fort Lowell in 1873 and bolstered by an increase of groundwater pumping that supported development and future growth.

Fort Lowell, the successor to Camp Lowell, was established at the confluence of the Rillito and Pantano Rivers, near present-day Craycroft Road and Fort Lowell Road, three miles north of what would become the Wilshire Heights subdivision. Four companies covered the 49,920 acres, 80 square mile Fort Lowell Military Reservation. The Fort remained an essential defensive stronghold to protect Tucson and the country south of the Gila River against Apache insurgents. It was occupied by two companies of the 21stst Infantry and 6th Cavalry. For 16 years, the Fort participated through engagements with the Apaches. After Geronimo surrendered to General Miles in 1886, Fort Lowell was shuttered. On 5 February 1891, on the recommendation of General Grierson and Commanding General McCook, Secretary of War Redfield Proctor sent a telegram ordering the abandonment of Fort Lowell. On 7 March 1891, The President directed the transfer of the military reservation to the Interior Department for disposition. Everything movable was sold at auction by the government in 1901, some land was sold to private individuals, and other land leased.

The property that would become Wilshire Heights lies on what was the southern boundary of the Fort Lowell Military Reservation. The military reservation land was sold and numerous farms established for crops including alfalfa, strawberries, sweet potatoes, green chili, tomatoes, onions and tobacco. These farmers included Anglo, Chinese and Mexican families. By the late 1910s, the walls of Old Fort Lowell were crumbling into the desert. The romantic picturesque sun-drenched adobes were a symbol of the fading "Old West."

The abandoned fort with its lush trees and decaying buildings quickly became an excursion spot for the citizens of Tucson. By spring 1894, "Old Fort Lowell", as it was called in the local papers, was considered a favorite resort for picnic parties, and by the turn of the century, was a historic attraction. In 1901, The Arizona Republic reported that "Old Fort Lowell and its vicinity is inhabited by several Mexican families and three or

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four Americans.” The small village was called El Fuerte and the abandoned fort became a destination for college students on hay rides. The agricultural land surrounding the old fort was considered “the most valuable agricultural section tributary to Tucson is the Rillito Valley, especially that lying contiguous to the old Fort Lowell. This is on account of the purity of the water, the soil, the entire absence of alkali, and the remarkable productive powers of the rich alluvial soil. For all kinds of vegetables, small fruits and garden truck [sic] generally, that section of the valley is without rival, where water can be had in abundance, some of the gardening portion gives a profit of over five hundred dollars per acre.”

The transformation of Tucson from a small, territorial pueblo to a modern city was initiated by the arrival of the Southern Pacific Railroad in 1880. Connection to the rest of the country provided by the railroad ushered in a period of unprecedented growth and change. Pre-railroad Tucson had been a relatively sleepy, isolated Territorial outpost. By 1920, the city had transformed into a regional hub. As a result, entrepreneurs, developers, and land speculators began to subdivide and develop around the established downtown.¹ With the influx of Anglo Americans, architectural preferences in terms of both style and material shifted to an eastern American sensibility. The availability of new affordable building materials such as dimensioned lumber, realized via the railroad, opened up a new American architectural vocabulary. Eastern American architecture featured homes situated at the center of the property, pitched gable and hipped roofs, and embellishments such as turned wooden posts, shutters, and porches, reflecting the popular Victorian aesthetic.² This period saw significant changes in terms of preferred urban typology, architecture, and development patterns. Broadway Boulevard, east of downtown, remained a dusty, unpaved road that connected the rural east valley to the urban core.

As Tucson moved into the American Territorial period, it rapidly morphed from a small, agrarian settlement along the Santa Cruz River to a bustling trading center. This period of growth coincided with the emergence of the building industry, spurred on by increased specialization in craftsmanship and the inclination to experiment with new American architectural expressions.³ Despite all of the growth and development, it was not until the turn of the century that professional architects began to find a place in Tucson. Recognizable by their unique and often highly embellished revival styles, architects like Henry Trost and Henry Jastad designed a number of residential and public buildings in the lead-up to WWI.

Arizona officially gained statehood in 1912, and the automobile, which was introduced in Arizona in 1899, had already begun to play a role in shaping residential expansion to the north, west and eastward into the undeveloped valley of the growing city. At the same time, Tucson was developing a reputation as an acclaimed health destination; its warm, dry climate was ideal for those suffering from respiratory illness. Through the Territorial period, Tucson was the largest and most important settlement in Arizona, but by 1920, Phoenix had surpassed it as the state’s largest city.⁴ Recognizing the need to attract tourists in order to stay competitive, influential members of the community formed a local booster group in 1922, designating themselves the “Tucson Sunshine Climate Club.” Composed mainly of local business owners and professionals, the club members clearly had a personal interest in Tucson’s growth and economic success.

¹ Harte, John B., Tucson : Portrait of a Desert Pueblo, Windsor Publications, 1980

² Nequette, Anne and Jeffery, R. Brooks, A Guide to Tucson Architecture, University of Arizona Press, 2002.

³ Ibid.

⁴ Ibid.

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The board included: local realtors, mining and banking executives, physicians, construction company owners, construction materials sales agents, and managers and owners of department and drug stores.⁵

Between the two World Wars, Tucson began a deliberate, conscientious effort to brand itself as a vacation destination, with architectural styles, industry, and promotional materials all working together to craft a “Southwestern” sensibility. Health seekers, “Dudes,” and those inclined toward a more independent style of life came to Tucson for the climate, freedom, and a sense of western adventure. The development of amenities and lodging for these new guests were often built east of the city. During the Roaring Twenties, optimism and resources abounded.

As a way of distinguishing affluent neighborhoods from those of the middle class, alterations to the gridiron subdivision layout were introduced by California developers and architects. In 1928 three innovative subdivisions were planned, and these began to attract the affluent to Tucson: El Encanto Estates, Colonia Solana and the Catalina Foothills Estates. Each of these subdivisions was designed to provide a unique environment, and they became models for subsequent subdivision development.⁶

The booster club’s mission was to market Tucson as a tourist destination, focusing on attracting more winter tourists, new residents, and businesses, diversifying the city’s appeal. Recognizing the importance of a first-class resort to attract the type of tourists they were interested in, the group paired up with the Tucson Chamber of Commerce to search for investors to purchase a large swath of desert just east of Country Club Road and north of Broadway, to locate a new luxury resort. At the time this was the eastern suburban edge of the city. The hotel property was located across Broadway on a 480 parcel that the City of Tucson had purchased in 1925 for a park and golf course (Arizona Daily Star, City Purchases 480 Acre Park and Golf Links, September 13, 1925). The boosters were successful in their mission, and in 1928, the sprawling, Spanish Revival-style El Conquistador Hotel opened (see figure 4). The hotel was designed by Tucson’s first registered female architect, Annie Graham Rockfellow, who fully embraced the romanticized revival styles popular at the time by blending Spanish Colonial and Mission Revival styles, incorporating them into the rambling design. The resort stood at the outskirts of town, and served as an anchor at the eastern end of the city would quickly attract more high-end development.

The El Conquistador Hotel anchored the east side of Tucson, and with steady population growth and increased accessibility due to the rising ubiquity of the automobile. Nearby developers trying to attract more affluent buyers turned to a different type of plan inspired by California architects: innovative estates that incorporated the natural desert landscape, irregular lot sizes, curvilinear streets, and luxurious homes. Now that subdivisions were easily accessible by car, the idea of ample space, a rural feel, and exclusivity became desirable as a way for residents to escape the bustle of the city⁷. New high-end subdivisions clustered around the El Conquistador Hotel developed. The subdivisions were heavily marketed. Ads touted luxurious amenities plus the rural Southwestern setting, offering exclusive estates that were still within easy proximity to downtown.

⁵ Otero, Lydia R., *La Calle: Spatial Conflicts and Urban Renewal in a Southwest City*, University of Arizona Press, 2010.

⁶ Nequette and Jeffery, *A Guide to Tucson Architecture*, University of Arizona Press, 2002.

⁷ *Ibid.*

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Fig.4. El Conquistador Hotel, (1928) Arizona Historical Society Archives

Zoning regulations and deed restrictions were also selling points, promising the retention of property values over time and built-in “protection” of the homeowner’s investment. Largely racially discriminatory, the majority of these deed restrictions ensured that subdivision communities were open only to Anglo buyers, restricting the purchase of lots or homes by people of certain religious and ethnic backgrounds.⁸ Supervising architects oversaw subdivision development, and regulated standards, including home size, construction cost, choice of building materials, and complementary architectural styles.⁹ The subdivisions that clustered about the hotel included El Encanto Estates, Colonia Solana and San Clemente. These subdivisions would establish a tone for the upper middle class neighborhoods constructed along Broadway after WWII.

⁸ Otero, Lydia R., *La Calle: Spatial Conflicts and Urban Renewal in a Southwest City*, University of Arizona Press, 2010.

⁹ Nequette, Anne and Jeffery, R. Brooks, *A Guide to Tucson Architecture*, University of Arizona Press, 2002.

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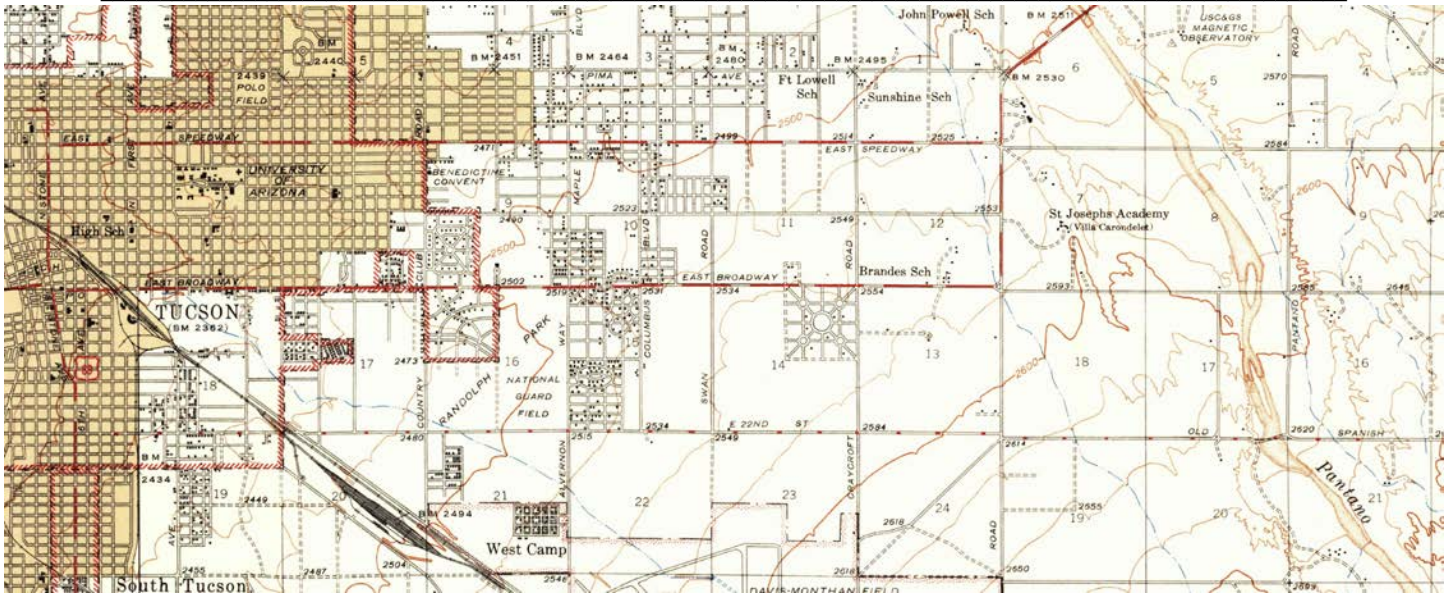


Fig. 5. USGS Tucson, AZ Historical Map 15X15 Grid 62500-Scale 1948

Prior to the development of Wilshire Heights, limited construction occurred in Section 13. Beyond the emerging suburbs further to the east developed large desert estates. During the 1920s the undeveloped area east of Alvernon was considered the country and private luxury residences were constructed accessible only by automobile (see figure 5). The table below provides significant properties that were built in Tucson's rural east side before WWII. These properties established an economic and social benchmark that supported a climate for the development of Wilshire Heights as a new upper middle class housing product further from the urban center.

Date	Property	Architect	Location
1922	Harold Bell Wright House		SE Speedway and Wilmot
1926	Desert Sanatorium	Jaastad, Rockfellow, Place	NW Grant and Craycroft
1926	Charles Augustus Belin Mansion	Merritt Starkweather	NW Speedway and Wilmot
1926	Indian House Community, Nan Wood House	William Penhallow Henderson	SW 5th Street and Wilmot
1927	Williams Addition, Subdivision	T.N. Stevens, Engineer	SW Broadway and Craycroft
1928	Hayward Hoyt House	Annie Graham Rockfellow	SE Broadway and Craycroft
1929	Gilbert Duncan House	William Brooks Winchester	SW Grant and Swan
1929	Tidmarsh House		NW 22nd and Wilmot
1929	H. Clark Souers House (Williams Addition)	H. Clark Souers	SW Broadway and Craycroft
1931	George Westinghouse III House	Roy Place	SE Speedway and Pantano
1931	Hall's Service Station		NW Speedway and Wilmot
1932	Deep Well Ranch	Annie Graham Rockfellow	NE Redington and Wentworth
1933	Nido del Aguila	D. Burr DuBois	NE Redington and Wentworth

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1934	Las Saetas	Charles Bolsius	NW Fort Lowell and Craycroft
1935	James Lewis Vease House "El Rancho Casa Blanca"		SW Broadway and Craycroft
1936	Florence Pond Mansion "Stone Ashley"	Grosvenor Atterbury	NE Speedway and Wilmot
1936	Monk's Guest Ranch		NE Speedway and Craycroft
1936	University Indian Ruins	Charles B. Maguire	NW Tanque Verde and Sabino Canyon
1936	Wagon Wheel Guest Ranch and Airport		NE Broadway and Craycroft
1937	Sunshine School		NE Speedway and Craycroft
1937	Rosetta Cecil LeMesurier House, "Leeward"		NW Broadway and Craycroft
1939	Charles Renard House, "Sunwise Turn"	Richard Morris	NE Broadway and Wilmot
1939	Brandes School		NE Broadway and Craycroft

The three major east-west corridors that developed in the twentieth connecting the eastern suburbs to the city center included Speedway Boulevard, Broadway Boulevard, and Twenty-Second Street. At the beginning of the twentieth century, these three roads were virtually nonexistent. As the automobile proliferated in popularity by the end of World War II, roads sprawled eastward creating the infrastructure to support new development spreading beyond Tucson's city limits.

The intersection of Broadway Boulevard and Craycroft Road and the surrounding environs from the 1920s to the 1940s was exurban. As noted above the area saw the development of sprawling desert estates and gentleman ranches on large acreage. To the west of the area that would become Wilshire Heights, a radially-designed luxury subdivision called the Williams Addition was approved in 1927. Similar to the layout of the El Encanto, Williams Addition was originally conceived when entrepreneur Timothy S. Williams bought the land and envisioned a high end real estate development.¹⁰ The smallest plots of land were 2.45 acres and the largest were 7.93 acres; homes to be built were at a minimum of \$10,000. Additionally, "thousands of dollars" of beautification efforts were put into the streetscapes including "winding boulevards and foot paths, a park and fountain, regularly spaced trees on the boulevards, and carefully chosen native plants...for what will constitute the basic foundation for what will be a residential park".¹¹ Wilshire Heights proximity to this luxury development was without a doubt a selling feature, buyers could purchase a more affordable home in what was considered an exclusive area of the city. In 1981, Williams Addition was bulldozed and redesigned as part of a business complex.

The 1929 stock market crash and the subsequent Great Depression brought development across the county to a near standstill. The exceptions were wealthy individuals who continued to build large desert estate homes. In 1929, Annie Rockfellow designed a "Hopi House " for Hayward Hoyt (demolished) off Broadway, northeast of the future Wilshire Heights where Park Place Mall is located. Directly adjacent to the north-east of the subdivision was a large mud-adobe 1930s Pueblo Revival ranch house built by James Lewis Vease called El Rancho Casa Blanca. To the north of Broadway was the Brandes School, founded in 1939 by Raphael and

¹⁰ Arizona Daily Star, New Addition to Open Today Williams Property has Only 24 Home Sites in 160 Acres, April 20 1930, 9.

¹¹ Ibid.

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Elsie Brandes, the institution was nationally known as a school for asthmatic children who were referred by their physicians.

After World War II did the pace of construction throughout the country rapidly accelerated. The Wilshire Heights subdivision was one of the first post WWII subdivisions in this area of East Tucson and marked a transformation in the emerging housing market. By 1947, the three major east-west roads, Speedway, Broadway, and 22nd Street extended beyond the Wilshire Heights area. Broadway Boulevard was the most populated with residences and institutions sprinkled along its edge.

This section of East Tucson was part of the 25 square miles proposal to be incorporated as Rincon Village. In 1947, the Mayor and Council of Tucson approved the existence of the village as an experiment in zoning for building "the modern and perfect municipality".¹² The undertaking, which included a large expanse of undeveloped land, was rather ambitious and required infrastructural investment including good roads, sanitation, fire and police protection.

Legal status of the newly incorporated village was challenged by its failure to pass as incorporated in the Arizona state senate. In a November 1947 court case, Dr. Donald Hill, a supporting leader of Rincon Village, testified that Rincon Village was formed through the merger of several small communities in the area such as Fort Lowell and the east Broadway area. These small communities were said to have had their own separate and distinct character-defining traits and were not extensions of the city's architectural and natural character.

During the court case, Rincon Village was said to have four gasoline stations, seven restaurants, a country club, a practice golf range, an aviation training school, two art schools, a hospital, several water companies, a welding shop, and public and private schools.¹³ Additionally, 455 buildings were identified as part of Rincon Village's boundaries.

Rincon Village's existence as an incorporated place ended in February of 1948 when Judge Henry C. Kelly declared the incorporated status was void. This conclusion was justified by Rincon Village not being a town at the time of incorporation.¹⁴ In April, an appeal was filed by the attorneys representing Rincon Village to overturn the verdict; however, this appeal was later rejected.¹⁵

Wilshire Heights (1947 - 1972)

The end of the war in 1945 and the subsequent post-war boom ushered in Tucson's largest period of growth transformation. Roads like Broadway Boulevard became major commercial corridors that created an arterial to the east side opening it for new development. The population of Tucson exploded in the late 1940s; Arizona's immigration rate was one of the highest in the country and the state was one of the fastest growing, second only to California. A number of veterans who had passed through or been stationed in Tucson during the war returned to the city to buy homes and settle down with their families. The expansion of Davis Monthan Air Force base sparked growth of Defense and aviation-related industries in Tucson. Hundreds of defense-related

¹² Tucson Daily Citizen, The Village of Rincon, May 12, 1947, 10.

¹³ Arizona Daily Star, Rincon Village Has Day in Court Fighting for Career, November 27, 1947, 2.

¹⁴ Tucson Daily Citizen, Ruling Is Received on Rincon Village, February 4, 1948, 2.

¹⁵ Arizona Daily Star, Rincon Village Again Fights for Existence; Appeals to High Court, April 2, 1948, 3.

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jobs helped broaden Tucson's economic base and brought an influx of new residents.¹⁶ Hughes Aircraft Company also came to Tucson in 1951, employing more than 5,000 workers annually throughout the 1950s. The city's population more than quadrupled, growing from 36,818 in 1940 to 45,454 in 1950 and then to 212,892 by 1960. The rapid growth created a housing shortage; new subdivisions were being thrown up as fast as developers could divide and sell the land. Suburban growth extended farther and farther out from the city's center, well beyond city limits with Wilshire Heights exemplifying this trend. Shopping centers sprang up, lining major corridors to serve residents, eliminating the need to commute downtown for errands and shopping.

Postwar expansion in Tucson was described in the historic context prepared for the City of Tucson by Akros, Inc. in 2007: "Tucson Post World War II Residential Subdivision Development 1945 – 1973."

In the 1940s Arizona was the country's second fastest growing state, surpassed only by California. At the beginning of World War II, Tucson was home to 40,000 people located within approximately 20 square miles. Attracted by jobs, affordable homes and mild climate, the population grew by 365%, a 57% higher rate than the growth of Phoenix during the same period. By 1950 the metropolitan area has 122,764 residents. However, two thirds of this population did not actually live within Tucson but settled instead in subdivisions which sprang up around its corporate limits. This pattern changed during the 1950s as the City began an aggressive campaign of annexation and the city boundaries were extended to include over 70 square miles by 1960. Most of the annexed areas were single family subdivisions developed in the county with limited or no zoning or building requirements.

Although Tucson continued to incrementally grow throughout the postwar period, it did not so uniformly. The up and down trends were driven by the major employers in the area. The Defense industry came to Arizona because of its favorable climate, expansive open space and federal dispersion policies. The conversion of DavisMonthan Field from a municipal airport to an air force training operation at the outset of World War II expanded the economic base of the community.

Real estate development also helped sustain the growth. The interest of California investors in the "cheap" land in Tucson and the advent of planned retirement communities helped sustain this component of Tucson's economy. The growth of the University of Arizona's enrollment to 13,058 students by 1960 also brought employment and new residents. The mining industry remained strong throughout the postwar era.

Tucson's postwar growth took place in the county rather than in the city. This building practice developed in response to the passage of state statute which required that plans for subdivisions platted within three mile of a city's corporate limit must be submitted to that city for their review. By developing subdivisions beyond three miles of Tucson's municipal boundaries, subdivisions could be laid out and houses constructed for the burgeoning population without any regulatory oversight.

Following the State's authorization of the County Planning and Zoning Act in 1949, Pima County was the first country to pursue the enactment of a countywide zoning ordinance. Opposition sprang up immediately. Many developers did not want the expanded bureaucracy and any additional regulation.

¹⁶ Akros, Inc., Wilson Preservation, Coffman Studios, LLC, and HDR, *Tucson Post World War II Residential Subdivision Development 1945 – 1973*, prepared for the City of Tucson, 2007.

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[...] The County Zoning Plan was approved by the Board of Supervisors in 1952. However, with only limited resources, actual planning for land in the county was done on a section by section basis without thought as to how the areas would relate. Consequently it continued the pattern of stand alone development that had been built before the ordinance went into effect. Further, stretched with minimal staff support, coupled with high volume of development to review and approve, it was difficult for the County to ensure compliance with the ordinance.¹⁷

The new planned subdivisions were a departure from the typical grid-iron and City Beautiful Movement Beaux Arts formal street patterns that defined pre-WWII Tucson. The new model shifted towards national trends in civil engineering aimed at slowing traffic and creating quiet family-friendly streets by eliminating cut-through with dendritic or tree-like road networks, curvilinear roads and cul-de-sacs. Two major development prototypes emerged. The first, a planned neighborhood with utilities and roads but tightly controlled with deed restrictions mandating square foot minimums, ownership, and landscape requirements; this requirement economically limited who could buy. Individual lots were sold to affluent buyers of speculative home builders who created high-end custom projects for the upper-end market. The second, a fully planned and company built community with distinct and managed architectural styles and developer infused assets like parks and neighborhood pools. The G.I. Bill and new federal financing policies designed to support and promote home ownership helped fuel the market and made home ownership accessible to millions of Americans. Wilshire Heights was developed following the first prototype.

Wilshire Heights is located within Section 13, Township 14S, and Range 14E. The area is bounded by major streets Broadway Boulevard on the north, 22nd Street on the south, Craycroft Road on the west and Wilmot Road on the East. The original federally owned land section was split between 1914 and 1931 deeded to 4 owners through 5 patents. The land was transferred from the Federal Bureau of Land Management to the State of Arizona through a Serial Patent on November 17, 1914 that included four parcels described at Lot/Trct 5, 6, 7, 8 (Bureau of Land Management):

Name	Date	Accession Number
State of Arizona	11/17/1914	AZPHX 0022527
Evert L Alexander	10/30/1916	552396
Wade M. Edmunds	7/9/1924	941252
Evert L Alexander	8/20/1926	984000
Heirs of William B. Sparkman	6/11/1931	1047023

The neighborhood was conceived as an upper middle-class enclave of custom individually architect or builder designed homes. The 80-acre neighborhood was divided into a park and 139 home sites of 18,000 sq ft. / approximately half-acre plots drawn by Hllliam Gemstrong, engineer and land surveyor. Deed restrictions mandated a minimum 1,300 square ft house at a minimum cost of \$14,000 with three bedrooms and two baths.

¹⁷ Ibid.

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Fig. 6 Arizona Daily Star, Wilshire Heights announcement, October 9, 1948

The Wilshire Heights subdivision was proposed in 1947 by Fred Stern with Jack Posner and Fred Tregaskes.¹⁸ The residents of Williams Addition to the west protested the development. The newspapers reported that the “residents felt it was close enough to endanger their property value.” Stern responded to the council that “he didn’t feel he should create acre or larger buffer lots for the benefit of Williams residents.” as noted in the Arizona Daily Star, “One man in the back of the room agreed, “If the Williams Addition wants protection, why didn’t they buy the whole damn town?”¹⁹ At the conclusion of the October 24th meeting, after debate and discussion by the town council of Rincon Village the subdivision was approved with amendments to the restriction. “The main amendment provided a time period of three years before a provision for changing the restrictions can be made. [...] A second important amendment before the subdivision was approved provides that buildings in the subdivision be limited to 25 feet in height.”²⁰ On November 3, 1947. The Pima County Board of Supervisors approved the subdivision.

By June 1948, the water lines were installed, streets paved and landscape underway. It was noted in the local paper that, “The tract to be developed into homesites comprises 80 acres. Each home still have grounds covering an average of 18,000 square feet, and is expected to provide sites for some 140 residences. The subdivision will be restricted. Each home must have a minimum of 1,300 square feet. The subdivision is expected to make possible an estimated two million dollars worth of new residence construction.”²¹

¹⁸ Tucson Daily Citizen, Restrictions Okayed on Wilshire Heights, October 25, 1947, 2.

¹⁹ Arizona Daily Star, Rinconites O.K. 2 Subdivisions, October 24, 1947, 2.

²⁰ Tucson Daily Citizen, Restriction Okayed on Wilshire Heights, October 25, 1947, 2.

²¹ Arizona Daily Star, Landscaping Started in Wilshire Heights, June 13, 1948, 16.

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That same month, Valley Realty presented a preview of the new subdivision. The notice published in the *Arizona Daily Star* on June 10, 1948 stated, "Drive out and see for yourself what leading authorities designate Wilshire Heights as a meritorious achievement in community planning. Wilshire Heights offers suburban seclusion, quiet and privacy with easy accessibility to the city. Property values are safeguarded by adequate restorations and the high character of the surrounding area. Reservation for the purchase of lots will be accepted subject to the official opening of the sales campaign."²²



Fig. 7. Arizona Daily Star,, Wilshire Heights Advertisement, September 30, 1948

On the northern edge of the subdivision a five acres triangular parcel was set aside for Wilshire Heights Park, open space, playgrounds and recreational uses. The western edge of the park was delineated by the neighborhood arroyo drange-way. The park's unusual shape and inconvenient location on the northern edge of the subdivision away from the development suggests it was an afterthought and a solution for the irregular property size and a use for the substandard parcel. There are limited records that detail the park's development and if Pima County managed the park after construction. In 1956 after city annexation the park was managed by the City of Tucson.

The entire frontage of the development was landscaped with a vegetated parkway and the subdivision planning included curved streets with limited entrances eliminating any through traffic creating a quiet family friendly and desirable east side location.

The grand opening was advertised in a full page of the *Tucson Citizen* on October 9, 1948. Lots were available "for as little as \$1250 and were advertised available for "Low down payment of \$312.50"

²² Arizona Daily Star, Classifieds Lots For Sale, Preview Wilshire Heights, June 10, 1948.

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Advertisements for the Wilshire Heights exaggerated that that subdivision had 150 home sites. Homes were marketed as being “of the more expensive type,” with a minimum cost of \$14,000 for dwellings with three bedrooms and two bathrooms. Each homesite was designed to be on ½ acre lots providing “privacy and ample space for all family activities”²³

GRAND OPENING
ON CRAYCROFT ROAD JUST SOUTH OF BROADWAY

Wilshire Heights

A DEVELOPMENT OF FINE HOMESITES IN AN AREA OF FINE HOMES

THE SITE is the most important consideration when building your home. The present and future choice residential area of Tucson is acknowledged to be "OUT BROADWAY"

SO DRIVE OUT TO WILSHIRE HEIGHTS . . . now
—and select the site for the home you have always dreamed of.

WHY CONFINE YOURSELF TO A SMALL LOT WHEN YOU CAN HAVE SO MUCH MORE . . . FOR SO LITTLE MORE

PLANNED
for maximum enjoyment of Southwestern living . . . average lot size ½-acre . . . a five-acre tract set aside for a future playground and recreational area

PROTECTED
by the choice, highly desirable subdivisions surrounding the area.
Entire frontage landscaped.

DOUBLY PROTECTED
by the far-sighted planning which provides pleasant, easy access to each homesite, yet eliminates all through-traffic.

TRIPLY PROTECTED
by sensible building restrictions to safeguard the security of your investment.

MINIMUM FRONTAGE . . . 100 FT. ON PAVED STREET
MINIMUM DEPTH . . . 150 FT.
For As Little As \$1250

Low down payment of \$312.50
Convenient monthly payments

Come out at your convenience — Representative on property from 9:00 A. M. to 6:00 P. M.

EXCLUSIVE AGENTS
VALLEY REALTY CO.
133 NORTH STONE AVE. PHONE 7710
If you prefer . . . ask your bank officer

Drive out East Broadway to Craycroft Road . . . turn south to Wilshire Heights

Fig. 8. Tucson Citizen, Full page Wilshire Heights advertisement, October 9, 1948.

The 1948 advertising brochure created by the Cabat-Gill advertising agency promoted Wilshire Heights with eight major features which would “make a good home site” they were:

- 1. Side of Lot, “Wilshire Heights lots, one-half acre minimum, provide room for relaxation and privacy for all.”
- 2. Distance from Town, “ Wilshire Heights lines only a few minutes’ drive out Broadway, Tucson’s major east-west artery; yet retains the calm, quiet beauty of the countryside.
- 3. “Wilshire Heights is located in the center of a group of fine highly restricted subdivisions [...]
- 4. Nature of the Land, “Wilshire Heights is situated on fertile, gently rising ground which not only assures proper drainage and water run-off, but also enhances the view of the surrounding Santa Catalina, Rincon and Santa Rita Mountain ranges.”

²³ Arizona Daily Star, New 150-Home Subdivision Opening Here, October 9, 1948,

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- 5. Community Necessities, "Wilshire Heights offers easy access to the varied stores along Broadway, a few minutes away; and a new shopping center will soon be erected nearby. Besides the nearby Sr. Joseph's Academy and Brandes School, new public schools are also projected for the area. Churches of all denominations are near at hand."
- 6. Conveniences of Modern Living, "Wilshire Heights has a complete water system; utilities are available; petitions have already been started to extend the Broadway bus line; meanwhile, first class paved roads directly into the heart of town provide easy travel by car; and paved streets throughout the development assure freedom from dust annoyances."
- 7. Protective Restrictions, "Wilshire Heights will protect homeowners by adding building restrictions planned to guarantee the security of each home investment."
- 8. Recreational Areas, "Wilshire Heights features a beautifully wooded tract of five acres which has been designated as a permanent park for the leisure-time enjoyment of residents - grown up and children alike." The advertising campaign won a top prize in the Advertising Association Of the West for the Wilshire Heights advertisement.²⁴



Fig. 9. Arizona Daily Star, Wilshire Heights Advertisement, with first house, January 29, 1950.

By January 1948 the first home was completed and by 1950 a "Solar Home" designed by architect Arthur T. Brown was under construction. By June four homes were under construction and another six in pre-development.²⁵

In October 1951, developers D.A. Williams and Paul Cook, principles of Frontier Construction, announced that they would ramp up construction within Wilshire Heights with three bedroom, two bathroom houses priced from \$16,000 - \$22,000. The ambitious plan envisioned the development of 30 homesites with sales managed by Dorsey C. Wright. The company created, "several plans from which the prospective owners may choose [...]"

²⁴ Arizona Daily Star, Three Tucson Ads Win Top Prizes in Contest, August 3, 1949, 6.

²⁵ Arizona Daily Star, Wilshire Heights Advertisement, June 18, 1950, 10.

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Floor space will range from 1,400 square feet up.²⁶ The ambitious plan fell short and the first speculative home was built at 522 S. Downing Lane sat on the market and was reduced in price before being purchased.

By 1952, fifteen homes had been constructed in Wilshire Heights, with sales being handled by Solot Realtors.²⁷ Rather than have a home building company model, Solot continued the sale of land, in which purchasers would choose a custom building company to design their home. This individuality in architecture creates a unique sense of suburbanism within the subdivision. In early 1953, Allen D. Shadron, Inc. took over home sales in Wilshire Heights.²⁸ By January 1954 thirtynine lots had been purchased; the remainder were sold to Tucson Land and Development Corporation which marked the second phase of Wilshire Heights Development.

The Tucson Land and Development Corporation was established in 1950 and created a strategic partnership with Chesin Construction Company. Tucson Land and Development managed the real estate and Chesin the construction. Together the partnership developed three subdivisions and specialized in individual custom home construction. Together they “built and sold “some 75 homes in Grant Road Park, another 100 homes and a shopping center of 18 stores in Pinecrest, and about 20 homes in the Franklin addition.”²⁹ Members of the Tucson Land and Development Corporation board including Marvin Volk who served as the company president. William Lang, vice-president and Edward Chesin, secretary and his father, Ben Chesin treasurer. Edward served as president of Chesin construction, Volk as vice-president and Lang as secretary and Ben Chesin as treasurer.

In 1953 the Tucson Land and Development Corporation purchased the remaining 100 undeveloped lots within the Wilshire Heights Subdivision. The *Arizona Daily Star* reported, “Its 80 acres lie on high ground and sprawl eastward from Craycroft road about a quarter of a mile south of Broadway just across from exclusive Williams Addition and in the midst of several highly restricted areas.”³⁰ Chesin Construction set to work building the two Wilshire Heights “Model Homes” to showcase their housing product at 5509 South Wilshire Drive and 5531 North Wilshire Drive. The home at 5531 was 3,000 sq ft. under roof of which 2,000 sq ft. of living area and priced at \$35,000³¹ The house was built of “sienna-pink mortar-washed brick” and air conditioned with a Clark and Company three-ton Carrier. The home at 5509 was built of burnt adobe with aluminum insulation in what articles called at the time a, “contemporary design” the paper noted, “It has 2,094 sq ft under roof of which 1,500 square feet is in the living area. A fireplace and TV-bookshelf are built as a unit into a living room wall. A double carport includes a large rectangular storage room and workshop.” The coverage reported that, “Similar finished features are used in both homes including sunken gardens in flagstone planters, jalousie doors, exhaust fans in bathrooms, glass-enclosed showers, fluorescent and other modern lighting fixtures , family-sized closets, and TV and telephone plugs.” The houses were furnished by Barrows Furniture Company.³²

²⁶ Arizona Daily Star, Wilshire Heights Development Planned, October 18, 1951, 6.

²⁷ Arizona Daily Star, Solot Realty Handling Wilshire Heights Lots, October 4, 1952, 7.

²⁸ Arizona Daily Star, Allan D. Shadron, Inc Wilshire Heights Advertisement, March 22, 1953

²⁹ Arizona Daily Star, Firm Developed 3 Subdivisions, January 17, 1954, 34.

³⁰ Arizona Daily Star, New Owners Maintain High Wilshire Heights Restrictions, January 17, 1954, 34.

³¹ Arizona Daily Star, Chesin-Built Models Display Contemporary, Design, Planning for Year Around Living, June 19, 1955, 16.

³² Arizona Daily Star, Chesin-Built Models Display Contemporary, Design, Planning for Year Around Living, June 19, 1955, 16.

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With over 52 percent of the land area in the subdivision, the new development partnership had control of the restrictions. The firm strategically decided to maintain the existing regulatory framework of house size and landscape restrictions.³³

The development partnership began a new promotional campaign. The *Arizona Daily Star* reported, "Nature's desert growth has been preserved including a parkway parallel to Craycroft road protecting the subdivision streets from through traffic. All streets are paved and traffic is at a minimum. Although the air base is about two miles south, the subdivision is not in the base traffic pattern and overhead plane noises are seldom heard. 'We bought this subdivision for two reasons,' Marvin H. Volk, president of the Tucson Land and Development Corporation said yesterday. 'It is one of Tucson's finest subdivisions with great development potential. And the Chesin Construction company that is associated with our firm is eager to enter the higher quality home building field on a broad basis.' [...] 'So far, there is no home in the subdivision valued at less than \$18,000. We expect to continue to build homes in the price range and higher in Wilshire Heights.' he added."³⁴ "Chesin moved into 5531 as his own home. "Chesin designed the house on a modular basis for economy. He planned the air conditioning system as he designed the house - it was not an afterthought. In contemporary styling, the red brick home has more than 2,000 square feet of living area in the kitchen, dining living room and three bedrooms with individual baths. To assure low-cost summer cooling, he used no exposed windows on the south or west. A window wall on the east is shaded by an 18-foot overhang plus an additional 20 feet of egg-creting."³⁵

By January 1954, in addition to the continued sale of lots, the partnership presented two new models, 402 Downing Lane and 5508 N. Wilshire Drive.³⁶ The house at 402 was featured on the cover of the *Arizona Daily Star*, Homes and Building section on January 17, 1954. As the paper noted: "the new house in Wilshire Heights has two important major virtues - it has sound construction and it's roomy. And it's airconditioned too."³⁷

Following the success of Wilshire Heights, the surrounding undeveloped desert between Broadway Boulevard, Craycroft Road, Wilmot Road, and 22nd Street continued to be subdivided. Between the establishment of Wilshire Heights and 1960, eleven subdivisions were planted within the section which changes the character of the area to fully suburban.

Section Subdivisions	Date	Developer
Wilshire Heights	1947	Posner, Stern and Tregases
Colonia Del Valle	1948	Fred and Gladys Roberts
Mesa Village Addition	1952	Alvernon Addition Inc.
Hervey Addition	1952	Builders Investment Corporation

³³ Ibid.

³⁴ *Arizona Daily Star*, New Owners Maintain High Wilshire Heights Restrictions, January 17, 1954, 34.

³⁵ *Arizona Daily Star*, Designed for Comfort, *Arizona Daily Star*, January 17, 1956, 35.

³⁶ *Tucson Daily Citizen*, Wilshire Heights TL&DC and Chesin Advertisement, January 16, 1954.

³⁷ *Arizona Daily Star*, Chesin Opens Spacious House in Wilshire Heights, January 17, 1954, 33.

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San Fernando Village	1953	Roberts Development Co. Inc
Loma Verde Addition	1954	Rice, Davidon Rosenbaum Straus and Witt.
Douglas Terrace	1954	Mandelbaum Enterprise, Inc.
Wilshire Park	1955	Marvin Volk, Celia Volk, William Luety, Alletta Luety
Sharon Addition	1955	Epstein and Feuerstein
Osborne Acres	1956	Francis and Lillian Osborne
Sharon No. 2	1957	Epstein and Feuerstein
Wilshire Terrace	1960	Tucson Land and Development Corp.

Within Wilshire Heights, the development team pushed the use of air conditioning as a key amenity in all of their homes in Wilshire Heights. As noted in the *Arizona Daily Star*, "Their reasoning was that air conditioners are becoming more important for comfortable modern living and allow for homeowners to be more satisfied with their home choice."³⁸

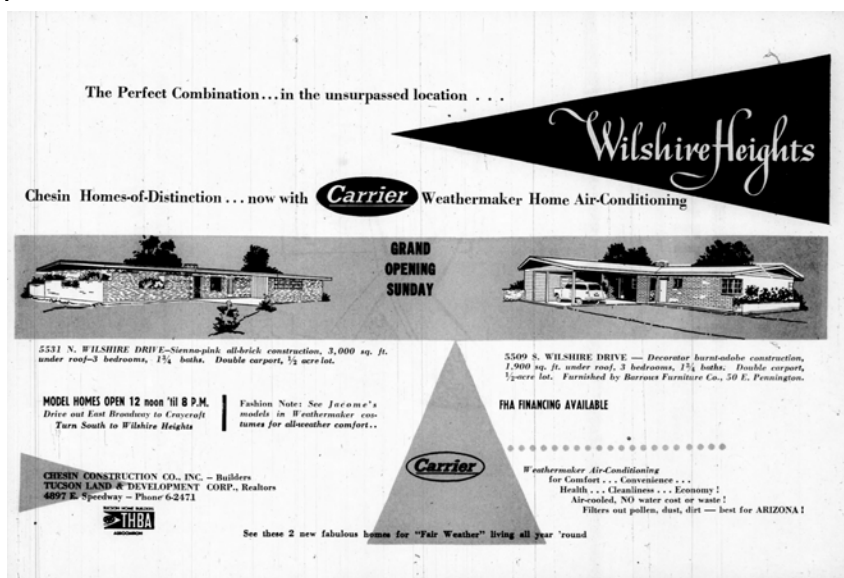


Fig. 10. Tucson Daily Citizen, Wilshire Heights - Chesin Construction Advertisement, June 18, 1955

The *Tucson Citizen* article from September 18, 1954, discussed the growth of Chesin and Wilshire Heights. "The Chesin Construction company is a post-World War II company [...] Since its establishment it has become one of the city's largest home building firms. Right now it is building more than 100 homes in its Manana Vista subdivision east of Wilmot road and south of Broadway. The development company [Tucson Land and Development] handled real estate subdividing and homes sales operations. The Chesin firm does the scheduled construction work."³⁹

³⁸ Arizona Daily Star, Chesin Opens Spacious House in Wilshire Heights, January 17, 1954, 33.

³⁹ Tucson Citizen. Chesin Firm has Plenty Work Ahead, September 18, 1954, 33.

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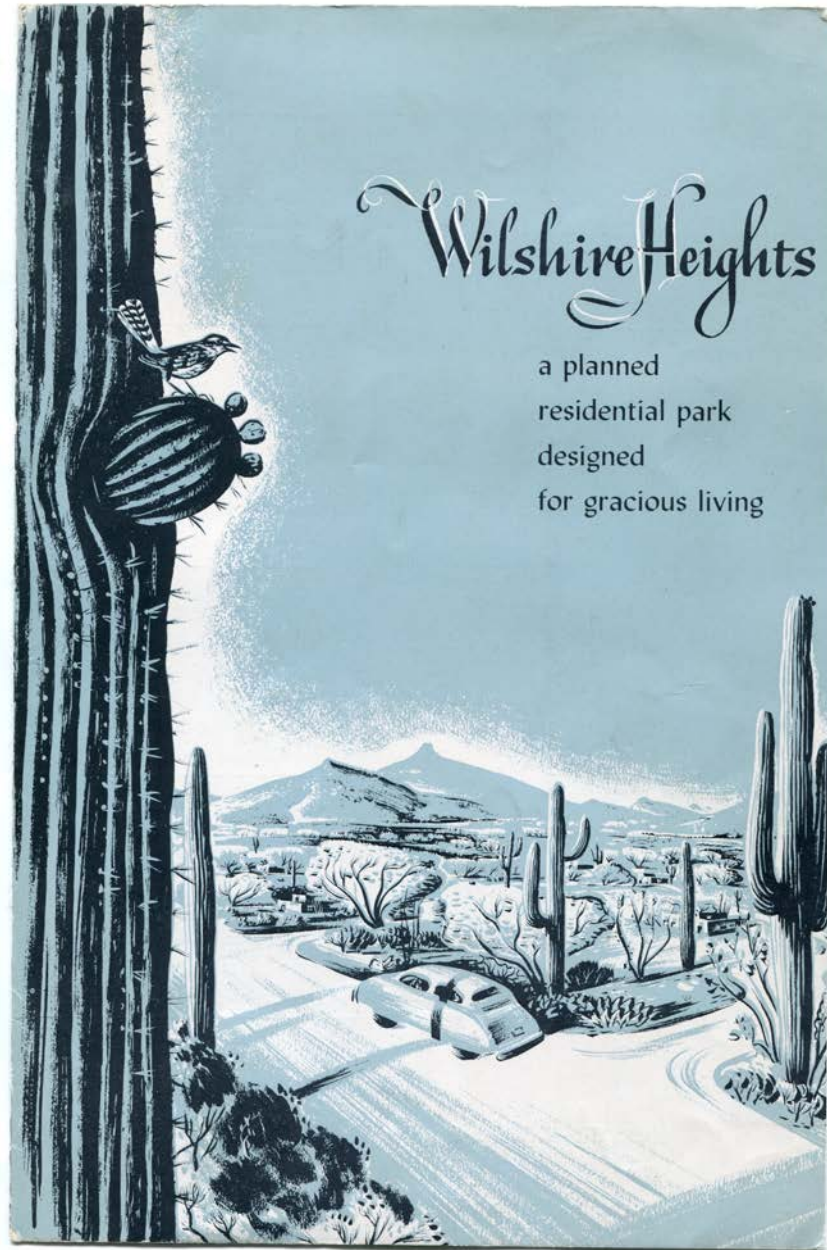


Fig 11. Wilshire Heights promotional brochure, 1948,
Cabat-Gill Advertising Collection, Tucson Historic Preservation Foundation

In April 1955 Chesin announced all the custom built homes in the Wilshire Heights would include Carrier air-conditioning.⁴⁰ The 1955 model homes opened in June at 5531 and 5509 Wilshire Drive.⁴¹ The projects used engineering by Clark and Company which promised “low-cost year-around temperature control.” To achieve their goal the designers used new aluminum foil insulation in the ceilings of both homes. The houses were oriented east-west to reduce direct sunlight on windows. Where this could not be achieved with orientation,

⁴⁰ Arizona Daily Star, Carrier Air-Conditioning to be Chesin Home Feature, April 24, 1955, 13.

⁴¹ Arizona Daily Star, Chesin-Built Models Display Contemporary, Design, Planning for Year Around Living, June 19, 1955, 16.

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they used extended overhangs, unusual window treatments and latticed and extended carports where they would shade windows."⁴²

The development team continued to sell lots and build houses. Wilshire Heights was annexed into the city of Tucson by ordinance 1668, Effective date July 2, 1956.

As Wilshire Heights continued to develop, so did new commercial retail projects to serve the new residents. The most significant within the area was the Sears Store at Park Place just northeast of the district. The 1965 store marked a major investment into the area with plans for a complete mall development in the work as early as 1959. The creation of this shopping center was spurred by developers Joseph and Simon Kivel who were responsible for the creation of El Con Mall a few miles to the west.⁴³ While the approval for development of El Con Mall was rather smooth, the creation of a shopping center near Broadway and Wilmot proved complicated. County officials had given the go ahead for rezoning from residential to business zoning; however, this area was annexed into city limits and required additional consent from property owners and surrounding businesses.⁴⁴

After petitions were submitted, a deal was struck requiring an agreement to include a library building adjacent to the site for students at the Tuller School and nearby Rogers Elementary School. Additionally, a one-hundred-foot wide park was proposed to be situated on the southern section of the new development to act as a buffer from noise for the neighborhood. The narrow park took up space from part of 14th Street that rerouted traffic and kept traffic out of the neighborhood.⁴⁵

Groundbreaking for the new store took place in July of 1964. It was announced to the public that the shopping center would consist of a much larger Sears store than the one in downtown Tucson. The Kivel development site consisted of sixty acres with the Sears project occupying around twenty. The one-story structure was proposed to be no more than 250,000 square feet, and was expected to be three times larger than the space downtown. In addition to the main department store, a 25,000 square foot automotive center was also included in the plan. This automotive center was meant to accommodate twenty-four cars simultaneously being serviced by mechanics. A parking lot with a capacity for 1,650 cars at the Sears store and 4,000 total for the whole shopping center was also announced.⁴⁶

The Sears store officially opened on September 1, 1965. Touted as a typical Sears with many innovations, the site included a coffee house, an Allstate insurance office, a Karnival Korner, and a special customer package pickup center. Plans for a tobacco shop, a Hawaiian patio furniture store as well as college mens' clothing store were proposed and expected at the time of opening. The store's architecture, designed in the modern style, was noted as being constructed with reinforced concrete. The designers for the Sears were the Los Angeles-based architecture firm Stiles and Robert Clements, partnering with local architecture firm Friedman and Jobusch who designed the complex. Engineers for the new shopping center were Blanton and Cole, and the general contractor for the Sears store was Murray J. Shiff.⁴⁷

⁴² Arizona Daily Star, Chesin, Clark Engineers Joined to Plan Homes, June 19, 1955, 17.

⁴³ Arizona Daily Star, Two Malls Part of Kivel's Legacy, May 27, 1995, 17.

⁴⁴ Tucson Daily Citizen, After 4 Years, Kivels Win Shopping Center Zone, April 24, 1962, 7.

⁴⁵ Tucson Daily Citizen, Regional Library Expected to Be Put at Sears Center, July 12, 1963, 2.

⁴⁶ Arizona Daily Star, Sears to Break Ground, July 7, 1964, 15.

⁴⁷ Arizona Daily Star, Beauty, Convenience Abound In Concrete, Steel Structure, September 1, 1965, 25. 1 Sep 1965)

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The site remained solely as a Sears for years until 1975 when more stores were opened adjacent to Sears. Joseph Kivel, supposedly stubborn and difficult to work with, waited until speculators purchased the land at the price he originally offered. Other stores built as part of the mall included Broadway Southwest and Diamonds during the 1970s.⁴⁸

Throughout the 1960s, the constitution continued within the subdivision. By 1972, Wilshire Heights was almost fully developed. Only a handful of lots were developed later and were stylistically and materially a departure from the houses constructed during the period of significance. The result was a neighborhood with a strong sense of place that exemplified post WWII subdivision development in Tucson.

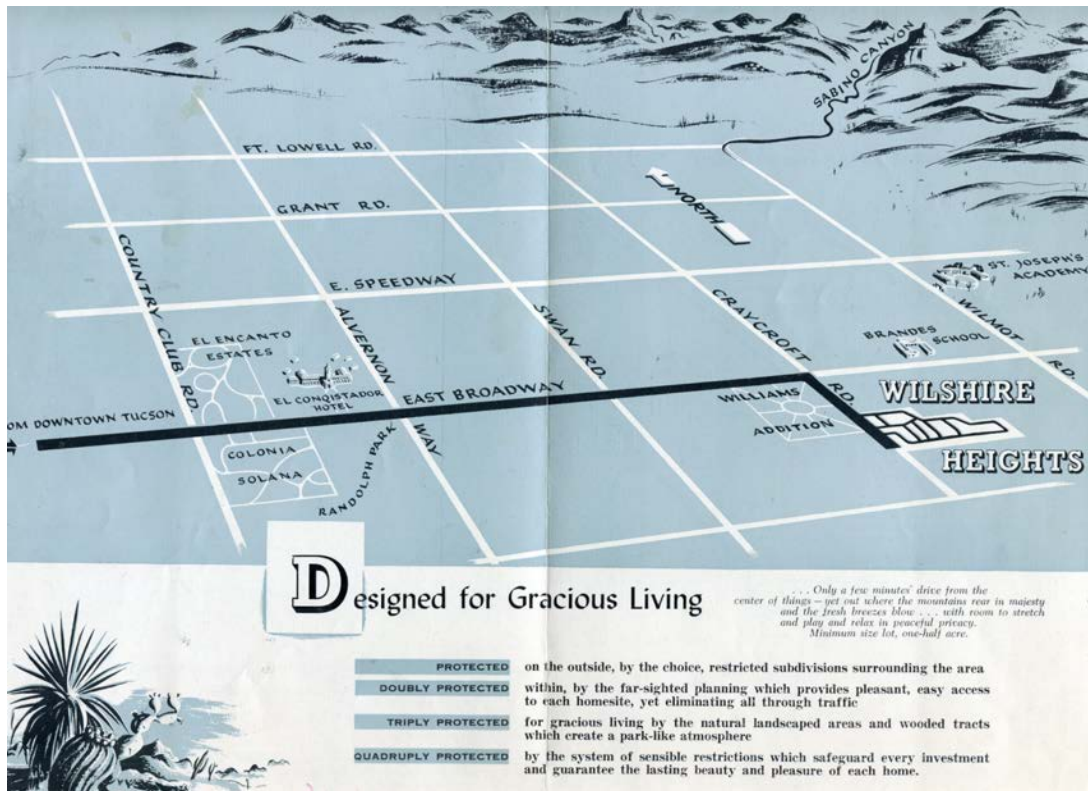


Fig. 12. Wilshire Heights promotional brochure, 1948, Cabat-Gill Advertising Collection, Tucson Historic Preservation Foundation

⁴⁸ Fulton, Roger C. Jr. Arizona Daily Star, Kivel Gave Ground to Open Park Mall, February 9, 1983, 53.

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Material Suppliers and Subcontractors Participating in WILSHIRE HEIGHTS

Plumbing and Fixtures by
Samuel Adams
 2717 E. EASTLAND
 PHONE 6-5996

Landscaping by
Adams Tree Service
 2020 E. PRINCE ROAD
 PHONE 5-4391

Closing by
American Paint & Glass Co.
 2424 N. FIRST
 PHONE 3-1062

Cabinet Work by
Arizona Sash, Door & Glass Co.
 657 W. ST. MARY'S ROAD
 PHONE 2-7483

Cement Work by
Clopton Construction Co.
 3018 E. SENECA
 PHONE 5-2501

Red Brick from
Grabe Brick Co.
 202 N. LINDA
 PHONE 2-5741

Painting by
Greer Painting Co.
 1331 N. SWAN
 PHONE 6-6113

Heating and Refrigeration by
Krueger Air Conditioning Co.
 19 E. RILLITO
 PHONE 2-2805

Lumber and Hardware from
Lumber Distributors Inc.
 970 S. CHERRY
 PHONE 4-4451

Floor Tile from
Modern Floor Covering Co.
 1119 S. SIXTH
 PHONE 3-3931

Electrical Wiring by
Bill Rappaport, Electrical Contracting
 2953 E. 17TH
 PHONE 6-7785

Roofing Material from
Rigg Roofing & Supply Co.
 966 S. CHERRY
 PHONE 3-8922

Cement Block from
San Xavier Materials, Inc.
 601 W. 22ND
 PHONE 4-1761

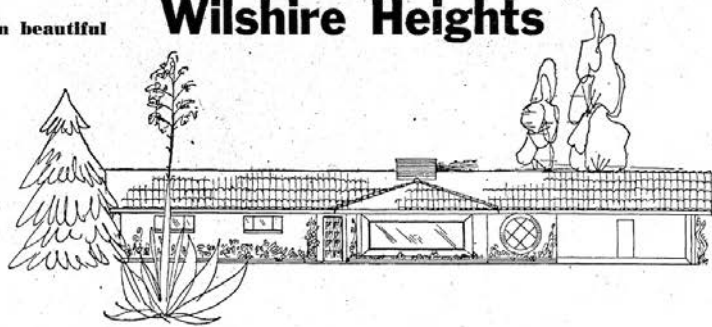
Plastering by
Charles Shapiro
 1200 E. HAMPTON
 PHONE 4-1930

Steel Sash and Doors from
Southwestern Sash & Door Co.
 210 STEVENS AVE.
 PHONE 4-0468

Ceramic Tile from
Tanner Tile Co.
 2833 N. COUNTRY CLUB
 PHONE 6-5122

Lathing from
A. F. (Gus) Witzberger
 2026 N. ARCADIA
 PHONE 5-0953

home is where the heart is . . .
and you will lose your heart to this lovely Chesin Home of distinction
in beautiful Wilshire Heights

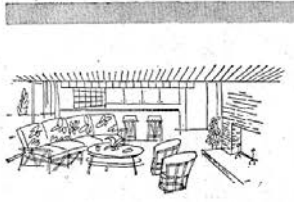
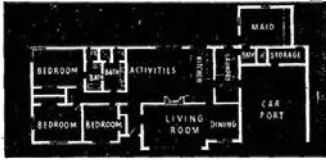


- FEATURING**
- Double Red Brick Walls
 - Lot Size Approximately 150' x 200'
 - 120,000 BTU GE Furnace
 - 5-Ton GE Refrigerated Cooling
 - Fireplace and Bar-B-Q
 - Sliding Glass Doors Leading Outside to Terrace
 - Breakfast Bar with Farmica Top
 - Dishwasher
 - Patio Wall Rear of Property
 - Circular Hard Surface Drive in Front
 - Sprinkler System
 - Extensive Landscaping
 - Carpeting — Bedrooms, Hall, Living Room and Dining Room
 - 2-Car Carport
 - 2 1/2 Baths
 - Mission Tile Roof

In every sense—here is a home designed for family living.

And the perfect setting for your home is **WILSHIRE HEIGHTS.**

A way of life where peaceful relaxation and attractive surroundings are the keynote.



There are two CHESIN homes now on display for your approval:
402 DOWNING LANE and 5508 N. WILSHIRE DR.
 OPEN 10 til 6 on SUNDAY; daily 1 til 5:30

TUCSON LAND AND DEVELOPMENT CORP.
 4897 E. SPEEDWAY PHONE 6-2471

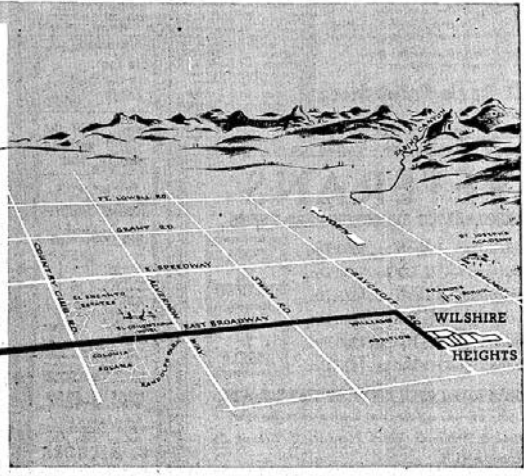


Fig. 13. Tucson Daily Citizen, Wilshire Heights TL&DC and Chesin Advertisement, January 16, 1954

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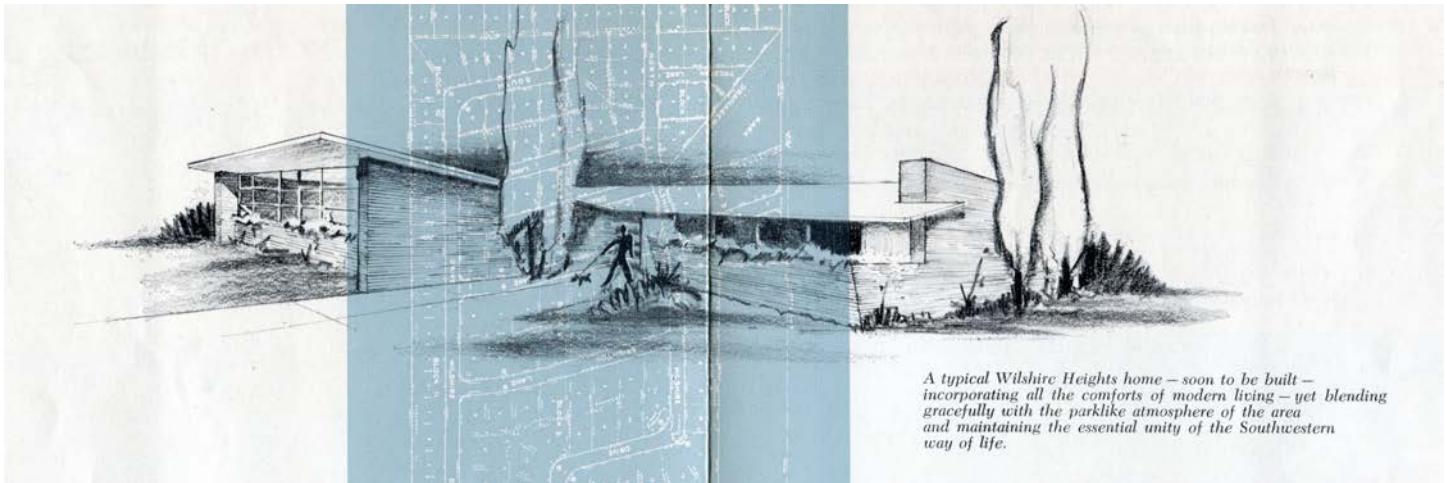


Fig. 14. Wilshire Heights promotional brochure, 1948, Cabat-Gill Advertising Collection, Tucson Historic Preservation Foundation

Wilshire Heights is also eligible under Criterion C as representative of architect and builder designed high-end-market custom homes produced in various iterations of the Modern Movement, specifically ranch house styles. Wilshire Heights has outstanding examples of the Ranch House sub-types including: Tucson Ranch, Modern/Contemporary Ranch, Territorial Ranch and Thematic Variation Ranch built during the period of significance. A number of houses are documented examples of the work of important local architects, architectural designers and home builders.

The architectural investment within Wilshire Heights was a progressive and contemporary style that was often featured in the Home and Garden sections of the Tucson Daily Citizen and *Arizona Daily Star*. Significant architects and designers from the era designed projects within subdivisions including Arthur T. Brown, Tom Gist, Edward Chesin and others who designed homes for themselves and families including Bernard Friedman, William Wilde and Earl Kai Chann.

The homes of Wilshire Heights reflect the popularity of this mid-twentieth century Ranch House style while utilizing regionally available building materials dominant in Tucson after 1945 and sited in the subdivision to respond to the desert climate. This eclectic collection of homes demonstrates a snapshot of Tucson architectural trends from this period.

In Wilshire Heights, like other post WWII subdivisions in Tucson, new technologies and innovative construction techniques combined with an optimistic spirit to create fresh modern home designs. The revivalist era of Spanish and Pueblo inspired homes was shrugged off, supplanted by open floor plans, glass windows walls, and indoor-outdoor living.

The City of Tucson 2016, National Register of Historic Places Eligibility Assessment *Post-World War II Residential Subdivision Development in Tucson, Arizona 1945-1975* by J. Chris Evans, Jennifer M. Levstik and R. Brooks Jeffery included a context titled: “*The Evolution of the post-world war II Residential Subdivision Design and Development in Tucson, Arizona 1945-1975.*” This context explores the “Building Forms and Materials” is excerpted below and provides a clear overview of the development of the ranch house in Tucson:

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Overview

In the years immediately following World War II there was an incredible demand for housing in Tucson, as in the rest of the United States. There had been very 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. In addition to the pent up demand, Tucson also saw incredible population growth in the post-war years. 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. Like many cities in the southwest, the Tucson region grew dramatically after World War II from a population of less than 70,000 in 1940 to more than 250,000 in 1960.

To meet the demand, government housing programs and new financing options were introduced to make home ownership more accessible. Traditionally, financing for home ownership had followed a tight mortgage policy, with sizable down payments and short repayment periods, but the Federal Housing Administration (FHA) began insuring loans with more favorable terms and promoting single-family home construction, which pushed development into suburban areas.

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. FHA

financing and high demand incentivized standardized design and mass production. The need for fast-paced production models and the escalation of the commercial housing sector resulted in suburban development patterns with a limited range of expression; the economy of scale informed design. The rise in automobile ownership helped to accommodate and foster these sprawling developments as housing moved further from downtown.

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. Subdivisions built as part of the city's southward expansion were generally more affordable than those that were built as part of the eastward expansion, and were often targeted to employees of the military and aerospace industrial facilities adjacent to the airport south of town.

[...]

Building Forms and Materials

Residential design in the immediate post-war period reflected the influence of the Ranch style and Modernism; in the 1940s this resulted in 3 primary building forms: Ranch, Transitional Ranch, and Modern Ranch.

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 popularity of the Ranch can also be traced to its lower construction costs, reduced

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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 (requiring skilled craftsmen) of period revival and craftsman styles. This made Ranch houses an affordable choice for an expanding middle class. The rise in automobile ownership resulted in attached and integrated carports in most developments.

The Transitional Ranch evolved as aspects of the Ranch style were interpreted in the context of more traditional residential forms in Tucson, such as the bungalow, and a focus on cost-effective housing in the wake of the Great Depression. In some respects, the houses were a hybridization and simplification of forms, and were typically stripped of unnecessary adornment. The houses were small and typically had a simple square or slightly rectangular plan. The masonry houses were covered by medium-pitched gable or hip roofs with minimal or no overhanging eaves. Wood siding was often used as a secondary material on gable ends. The houses had detached garages or carports, or no car storage at all.

A small percentage of post war housing was shaped by the concepts of the Modern Movement in architecture. The Modern Movement evolved independently from the Ranch style, and had emerged in the first half of the 20th century out of the work of Frank Lloyd Wright and several European architects. It was “an artistic and architectural movement that embodied the unique early 20th century notion that artistic works must look forward to the future without overt references to historical precedents. Modern design emphasized expression of functional, technical or spatial properties rather than reliance on decoration.” (docomomo-us.org)

Although Modern architecture and the Ranch house had evolved and developed independently, they shared fundamental values about living in the 20th century: the houses were functional and eschewed pretense, emphasized access to daylight and ventilation, and embraced outdoor living in the mild southwestern climate. As a result, there was a great deal of cross-fertilization between the two movements. By the late 1940s designers had created a hybrid of the two, and the Modern Ranch was born. Modern residential architecture had limited appeal in its purest forms but was more widely accepted when Modern concepts were integrated with more traditional Ranch forms and materials.

Tucson’s Modern Ranch houses were characterized by asymmetrical forms, dynamic spaces, functional planning, innovative materials and technologies, flat, shed or low-slope gable roofs, large window walls that often reinforced indoor-outdoor living, and an absence of ornamentation.

The primary wall construction materials in the 1940s included painted concrete masonry, brick, and to a lesser extent wood frame and sheathing. Roof forms included flat, shed, gable and hip roofs. Roof materials for gable and hip roofs were typically asphalt shingles, while built-up roofing was used for flat or low-slope roofs. Most built-up roofs had a decorative gravel top layer embedded into the asphalt that reduced UV exposure and, in the case of white marble, reflected sunlight and reduced heat gain. Tile roofs, though uncommon, were also used.

Most operable windows in the 1940s and early 1950s were steel casement type windows with divided lights. These were often integrated with steel frames for fixed window panels. In houses reflecting a

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Modern influence and in some Ranch houses, large fixed windows were often custom fabricated in wood.

[...]

By the early 1950s, the Ranch was the dominant style in single-family housing. The Ranch form typically became more horizontal in character and the elongated form created the impression that the house was larger than it actually was. The Modern Ranch was also used, but was far less common. The Transitional Ranch disappeared after the early 1950s.

A variation on the Ranch and Modern Ranch forms implemented a transverse building orientation, where the long axis of the house and the ridge line of the roof were set perpendicular to the street. These houses were typically covered by a low-profile gable roof. The transverse orientation combined with a low roof slope (1:12 to 2:12) limited the visibility of the roof surface from the street.

In general, houses grew larger during the 1950s. Attached carports were standard, but varied between one or two parking spaces. By the end of the decade, most mid-priced houses had spaces for two cars as homebuyers transitioned into two car families.

Wall construction materials that were common during the 1950s included painted concrete masonry, brick and burnt adobe. A few builders used decorative concrete masonry. In some cases, mortar-wash was applied to brick and burnt adobe to create a more rustic, aged patina to these materials. Painted concrete masonry was primarily associated with lower priced housing.

Starting in the early 1950s, burnt adobe became the predominant wall construction material for mid-priced tract housing and custom homes in Tucson. In contrast to traditional sun-dried adobe, burnt adobe acquires additional material properties as a result of the application of firing, including reduced moisture infiltration, greater cohesive stability and ease of handling. The appearance is similar in size and shape to traditional adobe, but the color is usually distinct; most of the burnt adobe used in Tucson was brick red or rust orange. The color similarity to brick provided homebuyers a material that was familiar but also had a distinctive southwestern character. Exposed burnt adobe was rarely used in the United States outside of southern Arizona, likely because the primary production centers were located in northern Mexico and transportation costs limited the material's economic viability beyond a certain range.

Around 1953, the Tucson Home Builders Association came to an agreement that members would only use masonry for wall construction. This was based on a belief that masonry would provide a minimum standard of quality. This agreement may have also been in response to issues at Pueblo Gardens, where there had been concerns about the appropriateness of the thermal envelope provided by wood frame construction. It may have also been motivated by concerns that large out-of-town construction companies would enter the local housing market offering a lower-priced product by featuring wood frame construction, as Del Webb did at Pueblo Gardens.

Gable roofs were the dominant roof form, but hip roofs were also common. The most common roofing materials were asphalt shingles and built-up roofs. Many built-up roofs included decorative gravel.

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Production builders began to transition to low profile gable roofs in the early 1950s. The gable roof was common for the ranch house across the country, but the low-slope gable was most appropriate in locations like Tucson with limited precipitation and no possibility of snow accumulation. The low-slope of the gable roof (1:12 to 2:12) reduced the visibility of the roof surface and minimized its impact on the appearance of the house. The limited visibility of the roof allowed builders to install a built-up roof that was generally less expensive than other roofing materials. The lower slope also reduced the height of the roof, which helped to limit the impact the roof had on mountain views for neighboring properties, which were an important selling point. The low profile and the expressed roofline also helped to emphasize the horizontal character of the house.

In the 1950s, steel fixed and casement windows were still the most common window types, but builders transitioned to using steel frames without divided lights. Builders also continued to use custom wood fixed windows for large windows and window walls. In the mid-1950s, aluminum horizontal sliding windows were introduced as a lower-cost alternative to steel.

[...]

The economic pressure also shaped the character of the houses in the 1960s. Many builders began using in-house draftsmen in lieu of architects to reduce costs; as a result, design quality was significantly diminished.

Long-standing questions about construction quality in the county, which had no building code or enforcement, also created conflict between the architecture profession and the homebuilding industry. Anecdotal evidence suggests that a push for the adoption of a building code in Pima County, where most new construction was taking place, antagonized members of the Tucson Home Builders Association and resulted in some architects, including Robert Ambrose, being blackballed by the industry. The need for a county building code had long been a question in the community, but became a much more prominent issue when the roof of the El Tanque Bowling Lanes collapsed in 1962. By the end of the decade, architects were rarely involved in production housing.

In a search for lower costs, builders made major concessions toward construction efficiencies. For example, in some subdivisions, masonry wall heights were reduced and limited to the height a mason could reach from a scaffolding board placed on 16" high concrete masonry blocks. This resulted in lower building heights, but also lower ceilings. Construction materials were reduced, details were simplified and drywall was used to cover nearly all interior surfaces. Large windows and exposed wood ceilings became less common.

The Ranch continued to be the primary building form in the 1960s. Thematic variations on the Ranch had been limited in the 1940s and most of the 1950s, and consisted primarily of Spanish Colonial influences. In an effort to attract homebuyers, greater exploration of thematic variations on the Ranch started in the late 1950s and early 1960s, and included Storybook, Colonial Revival, Spanish Colonial, Territorial and even Hawaiian. Thematic Ranch houses usually included the surface application of thematic motifs to the conventional Ranch form. A number of builders offered houses with a storybook character, which included scalloped fascias and asymmetrical cross-gable roofs inspired by fairy tales.

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The Territorial Ranch, a hybrid of Ranch style planning and parapeted wall forms from Arizona's past (including Territorial, Sonoran, and Spanish Colonial forms), emerged in subdivisions such as Desert Palms Park. There were also a few subdivisions that had split level Ranch houses.

Variations on the Modern Ranch continued as a small percentage of total production in subdivisions such as Windsor Park, but the form nearly disappeared after the mid- to late-1960s.

A few builders in the early 1960s did seek homebuyers through distinctive architecture. At Windsor Park, developer Herbert Oxman hired architects Ambrose, Swanson and Associates to design distinctive Modern Ranch houses that were characterized by expansive window walls, flat or transverse roofs, burnt adobe and systematic construction. Some Ranch models at Centennial Park were built in yellow brick (which was uncommon in Tucson) and had a transverse orientation with entry porches characterized by a pattern of tightly spaced post-and- beam structures.

Burnt adobe and slump block were the most common wall construction materials in the 1960s, although brick was also used in the first years of the decade. Tucson's concrete masonry industry introduced slump block masonry in the late 1950s to compete with burnt adobe. The material is referred to as a "slump" block because, like adobe, the forms are removed before the concrete has fully set, and the block is allowed to slump to a shape with slightly convex faces. The material was nearly identical to burnt adobe in size, shape and texture, but it had several inherent technical advantages: concrete was a more stable material and had better moisture resistance, openings cast into the center of the blocks could accommodate steel reinforcing, manufacturers were able to provide better quality control, there was a range of colors available, and it was produced locally. But the material lacked the depth and richness of color and the association with brick construction.

[...]

Built-up roofing continued to be the primary roofing material for most houses, but other materials were used for some thematic Ranch designs, including asphalt shingles and tile.

By the early 1960s, virtually all builders were using aluminum windows and sliding glass doors. Custom wood windows became far less common as the Modern Ranch form lost favor and as homebuilders tried to reduce costs.

[...]

Although the conventional Ranch house was still a primary building form in Tucson in the late 1960s, Spanish Colonial and Territorial variations on the Ranch became more common. By the 1970s, the Territorial Ranch became the primary building form for production housing.

Much of the housing in the 1970s had no clear stylistic character; designs were often incoherent and emphasized square footage rather than space or form. Professionally trained designers were only rarely involved in production housing; exceptions included Tanque Verde Terrace, designed by architect Earl Kai Chann, and Berkshire Terrace, designed by Robert Swaim.

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The shift toward slump block and away from burnt adobe in the late 1960s and 1970s coincided with and accommodated the shift toward parapeted wall construction and Territorial style houses. Although burnt adobe had better moisture resistance than standard mud adobe, it was still susceptible to moisture infiltration; so most construction relied on projecting roof eaves to protect the burnt adobe from extensive exposure to precipitation. Parapeted walls of burnt adobe were rare among production builders, and as the trend toward parapet wall construction continued into the 1970s, slump block dominated the production housing market.

To reduce costs, a few builders began using a slump block-wood frame hybrid construction. These builders used masonry along the front facade (thereby maintaining a masonry

appearance from the street, and perhaps as a gesture to the 1950s THBA agreement regarding masonry construction), but used wood frame and sheathing on all other sides of the house, which reduced costs.

Most roofs were hidden behind parapets, so built-up roofing materials were no longer relevant to the appearance or architectural character of production houses. A few subdivisions used asphalt shingles.

Although carports were still very common, garages gained popularity during this period. Most houses typically included space for two cars, though some lower priced houses provided a carport for just a single car.

[...]

End of the Era

The post-war development period ended in the late 1970s. Many builders began to transition to wood frame construction, with building forms and materials reflective of trends in southern California. These houses were typically box-like forms characterized by stucco, simplified Spanish colonial motifs, and terra cotta tile on hip or gable roofs. Developers also transitioned to lots with narrower street frontage. In addition, the eastward expansion waned as the land available for high density suburban development became more limited by zoning and geography. As a result, developers began to build in the far northwest and southwest areas of the city.

The stylistic categorization used for this nomination was developed for the context study: *Tucson Post World War II Residential Subdivision Development 1945 – 1973*, authored by Akros, Inc. Wilson Preservation Coffman Studios, LLC HDR in October 2007 prepared for the City of Tucson. Each property in the "Table of Properties" includes known architects, designers and a stylistic attribution. For simplification of this nomination and because of similarities Modern Ranch and Contemporary Ranch are combined into a single sub-category.

Ranch Type	Number of Houses
Tucson Ranch	97 (15 non contributors because of alterations to facade or wall)
Modern Ranch/Contemporary Ranch	28
Territorial Ranch	7 (1 non contributor because of alterations to facade)

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Thematic Variation Ranch	1
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Tucson Ranch

The predominant architectural style within Wilshire Heights is the Tucson Ranch. Within the district are 97 examples of the style. The predominance of the Tucson Ranch gives the district a cohesive architectural identity. The Akros, context study defines the Tucson Ranch as:

A particular combination of features on a Ranch house became so popular that it was built throughout city in a wide array of developments. The distinctive feature of the Tucson Ranch is its extremely low, almost flat, broadside gable roof. This low profile provided unobstructed views of the surrounding mountain vistas which became a key selling point for many of the new developments. The roof was sheathed with built-up roofing which was both economical and practical as it reflected heat. Its bright white smooth surface and contrasting rustic masonry construction created a design aesthetic that appealed to many.

Primary characteristics include: One story, simple rectilinear floor plan, one exterior wall material, usually burnt adobe, low-pitched broadside gabled roof with smooth white built-up sheathing, broad roof overhang across front façade sometimes trimmed with a simple fascia board, one and two car carports and picture windows on front façade

Modern/Contemporary Ranch

The second most common architectural style within Wilshire Heights is the Modern/Contemporary Ranch. There are 28 Modern/Contemporary Ranch houses in the district. As noted above, because of similarities of style within the district, the two subcategories have been combined for this nomination.

The Modern/Contemporary Ranch style combines features from both the International and Contemporary styles. It features a rectilinear one-story floor plan with flat or low-pitched gabled roofs, built using impermeable materials such as brick or block exterior walls. The front-facing gabled roofs often have wide fascia boards and broad overhangs, and may be either flat or low-pitched. There are no defined porches, but sometimes entry courtyards. The Modern/Contemporary Ranch style also features prominent windows on the front façade, and may have one and two-car carports or garages.

In terms of style, the Modern/Contemporary Ranch borrows from the International style with its spare building traditions, low geometric massing, and lack of ornamentation. However, it eschews the stark white smooth walls that are typical of high-style International dwellings. Additionally, the Modern/Contemporary Ranch style incorporates elements of the Contemporary style, including broad low-pitched front-facing gabled roofs with overhanging eaves and wide fascia boards.

In terms of architectural detailing, the Modern/Contemporary Ranch style features a combination and stylized treatment of wall materials, including wing walls and low yard walls, and one-of-a-kind architectural features. The floor plans can be both rectilinear and irregular, with horizontal emphasis created by the employment of wing walls and planters. The style may feature both punctuated openings for windows and doors and expanses of glass interspersed with solid walls, as well as a wider range of roof forms and pitches than the Ranch style.

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Territorial Ranch

Within Wilshire Heights there are 7 examples of Territorial Ranch

The Territorial Ranch emerged during the late nineteenth century in Arizona and New Mexico as settlers combined Spanish-influenced building practices with details from their own communities. This historic style is characterized by roof detailing along the building's flat roof, often featuring brick coping.

After WWII, the construction of Postwar Territorial homes continued this stylistic tradition. The Territorial model was often advertised in upscale subdivisions as a desirable option for those seeking a southwestern look for their home.

The Territorial style Ranch House typically features a one-story, rectilinear floor plan with the front facade articulated by projecting and recessed wall planes. The flat roof is typically complemented by varied parapets and roof levels. The exterior walls are made of brick or slump block, and the style often includes flat or shed entry overhangs, often tiled. Rectilinear or arched window openings are common, as are attached carports and garages. Overall, the Territorial style Ranch House is a distinctive architectural style that blends Spanish-influenced building practices with local details to create a unique and timeless aesthetic.

Thematic Variation Ranch

The 1 Thematic Variation Ranch in Wilshire Heights is built in a pan pacific asian style with Japanese characteristics that evoke the American Shibui movement. The distinct architectural style popular after WWII combines elements from both Japanese and American design traditions. Influenced by the Shibui movement, this style emphasizes simplicity, natural materials, and an overall sense of harmony and balance. The exterior of the house typically features a low-pitched roof with broad eaves, evocative of traditional Japanese architecture. The use of wood, stone, and other natural materials is common, adding to the overall sense of simplicity and elegance. Inside, the house features an open floor plan, with sliding doors or screens that can be used to partition rooms as needed. The design is centered around the concept of flow and movement, with an emphasis on creating a sense of harmony between the inside and outside of the home.

Architects and Designers

The arch of development and design within the Wilshire Heights District is reflective of this context. The custom and speculative homes showcase the middle and upper-middle class evolution of ranch house development in Tucson. A number of influential architects, architectural designers, developers and builders, contributed to the distinct character and architectural design of Wilshire Heights. They are listed below and each include a biographical sketch.

Bernard J. Friedman, AIA (1916 - 2012)

Within the Wilshire Heights, there are three documented and one attributed houses designed by architect Bernard J. Friedman. He designed the Jack Posner House in 1950 and purchased three contiguous lots on the southeast corner of North Wilshire Drive and Downing Lane. On these properties he built two houses for his family and a third house on the southernmost lot was built in 1964 which is attributed to Friedman. Both

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Friedman homes were published nationally and in the local Tucson papers. All four of the designs are Modern/Contemporary Ranch.

Architect/Designer	Building	Year	Address
Bernard J. Friedman	Posner House I, Jack	1950	5520 E South Wilshire Drive
Bernard J. Friedman	Friedman House I, Bernard J.	1954	411 S Downing Lane
Bernard J. Friedman	Friedman House II, Bernard J.	1956	5602 E North Wilshire Drive
Bernard J. Friedman a.	Livingston House, Richard	1964	421 S Downing Lane

Bernard J. Friedman’s architectural work contributed to Tucson’s Mid Century Modern commercial design idiom. Between 1940 and the 1970s, his small and large-scale expressive projects distinguished downtown Tucson and the emerging suburbs with a progressive architectural identity. Through structural exuberance, smart proportions, and chic design, his commercial, educational, and religious buildings clearly express national and international trends, consciously adapted to the desert climate. His bold architectural statements varied between the excitement and elegant expressions of Modernism, and the weight and monumentality of civic design.

Friedman was born to immigrant parents, and raised in Chicago. Graduating with a Bachelor of Science degree in Architecture from the University of Illinois in 1938, he moved to Tucson in 1940. During World War II, he served as a Construction Officer with the U.S. Navy Civil Engineer Corps in the European Theatre between 1942 and 1946. Friedman was discharged in 1946, and returned to Tucson where he married Irma. By 1948, he had partnered with architect William Green. Together, Green and Friedman designed a number of residential and commercial projects, including Los Patio at 3318 – 40 East 1st Street, the El Presidio Hotel at Broadway, and 4th Avenue projects, including the new Temple Emanu-el auditorium at 225 North Country Club Road in the Sunshine Mile. The auditorium accommodated 650 and was designed to be eclipsed by and integrated into the future sanctuary.

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Fig. 15. Architect Bernard Friedman House, Wilshire Heights, Published Family Circle magazine July 1956.

In February 1948, Friedman announced the establishment of an independent architecture and allied design practice, relocating his office to 210 North Church Street. Friedman's commercial architecture of this period embraced the Modernist Movement with an emphasis on glass, materials, structural systems, and expressive forms. During 1949, Friedman designed the Given Brothers Shoes Co. building at 57 E. Pennington, and the Recreational and Social Center for the Jewish Community Center on Tucson Boulevard at 134 South Tucson Boulevard in the Sunshine Mile District. By 1950, he designed his own Architectural Office at 2233 East Broadway Boulevard, in the heart of the Sunshine Mile. In early 1951, Friedman designed the new school building for Congregation Anshei Israel.

During the 1951 to 1953 Korean conflict, Lieutenant Commander Friedman was called back to Washington, D.C. to serve as Coordinator for the Engineering & Technical Services Division, Bureau of Yards and Docks. He returned from active duty in August 1953, and announced the reopening of his architectural practice at the 2233 East Broadway office. By September, he had been commissioned to design the new Jewish Community Center at 102 South Plumer Avenue, north of Broadway within the Sunshine Mile, replacing the earlier center on Tucson Boulevard. The same year, he designed the Rillito Park steel and concrete grandstand, and the subdivision model house: The Arizona Contemporary built by J. R. Schibley at 7210 North Oracle Road.

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In 1954 Friedman designed two iconic Modernist store fronts that expressed the post-World War II era American commercial architectural identity: Daniel's Jewelers at 21 E. Congress, built by M. M. Sundt Construction, and Hirsh's Shoes at 2934 East Broadway Boulevard at the eastern end of the Sunshine Mile. In April 1955, he designed the storefront at 2901 Broadway for Mr. and Mrs. Max Saltzman. The expansive glass windows and long horizontal lines transformed storefront design, a clear departure from the narrow storefronts synonymous with dense commercial districts and development patterns from the pre-war era. The Saltzman building was designed with the automobile in mind; the glass window walls maximized the display of these products.

In October 1956, Friedman established a partnership with University classmate Fred H. Jobusch (1916 -1987), to form Friedman and Jobusch, Architects & Engineers. Jobusch had moved to Tucson in 1944. He served as a President of the Southern Arizona Chapter of the American Institute of Architects, Southern Arizona Chapter of the Arizona Society of Professional Engineers, and President of The Sertoma Club of Tucson. From 1953 through 1959, he served as a member of the State Board of Technical Registration for Architects and Engineers.

Between its establishment and the early 1960s, the firm designed Kal Rubin City, Amphi Plaza Shopping Center, Copa Bowl, additions to the Jewish Community Century, Nehring Insurance Agency Building, the Arnica Renst Building, and the Gordon's El Rancho store at 3396 East Speedway. In addition, the firm designed Cactus Bowl, the Zeta Beta Tau Fraternity House, the Alpha Epsilon Phi Sorority House, Campbell Plaza Shopping Center, the El Dorado Motel in Nogales, Tucson City Hall, and a shopping center in Key West Florida.

In 1959, Friedman served on the Planning and Zoning Committee of the American Institute of Architects. In 1960, Friedman and Jobusch designed the first Levy's at the new El Con Mall Complex half a mile east of the Sunshine Mile (fig 12). Levy's was a partnership of the Friedman and Jobusch firm with Albert C. Martin and Associates of Los Angeles. In addition to this large canon of commercial work, the firm developed a specialty in educational buildings, designing the University of Arizona College of Medicine, the Agricultural Sciences Building, the Physics-Math-Meteorology Building, the Pharmacy-Microbiology Building, and the Chemistry Building.

Other educational work included Pima College, Sahuaro High School, Canyon del Oro High School, Donaldson Elementary School, Katherine Van Buskirk Elementary School, and Clara Fish Roberts Elementary School. Friedman's projects covered a broad range of commercial, civic and municipal buildings including the Tucson Community Center; Tucson Music Hall; Astrophysics, Environmental, Electronic, Instrumentation, Computer and Optical Laboratory facilities for Kitt Peak National Observatory, the Chris-Town Mall in Phoenix, and the Plaza International Hotel and Aztec Inn.

He also designed other religious buildings, including Congregation Anshei Israel, St. Albans Episcopal Church, St. Mark's Methodist Church, and Streams in the Desert Lutheran Church. Friedman was interested in the role of landscape and included landscape design in his later projects. The sculptural Valley National Bank Branch on the northwest corner of Country Club Road and Broadway Boulevard is perhaps Friedman's most recognized and iconic building. Featured in Dwell Magazine and national TV's shows, the building is a regional landmark and a beloved example of Modern design. During his career, Friedman was the President of the Southern Arizona Chapter of the American Institute of Architects, served as a Member of the Architectural

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Advisory Committee of Pima County, Arizona, was the Architectural Advisor for the Tucson Jewish Community Center, was a member of the Board of Directors of the Tucson Botanical Society, the Tucson Chamber of Commerce, the Tucson Festival Society, and a Member of the City of Tucson Building Code Review Committee. Bernard J. Friedman died on June 21, 2012, at the age of 96.

William Wilde, AIA (1904 - 1984)

William Wilde was hired by Edward Chesin of Chesin Construction in 1959 to design his own home in Wilshire Heights at 5771 E North Wilshire Drive. Wilde also designed homes for the neighboring subdivision Wilshire Terrace (1960) developed by Tucson Land and Development Corporation and Chesin Construction. The example of William Wilde’s architecture is a Modern/Contemporary Ranch.

Architect/Designer	Building	Year	Address
William Wilde	Chesin House, Edward	1959	5771 E North Wilshire Drive

William Wilde (1904-1984) was born Wolff Goldstein in Moghilev, Russia (Ukraine) on January 1, 1904. He participated in the Bolshevik Revolution, fleeing the Czarist reign into western Europe. He studied architecture before immigrating to the United States on February 2, 1923. He settled in Providence, R.I., enrolling in the Rhode Island School of Design. In 1928 he changed his name to William Wilde.

Wildes’s wife Sylvia Wilde was born in 1907 in (Ukraine), Russia, and after the war, escaped with her family through Siberia, living in Mukden and then moving to Japan, where she developed a lifelong interest in design. She would recall later in an interview, “Those wonderful, airy buildings in Japan! Movable partitions, whole new conceptions of living space, clean sweeping lines. They opened up a whole new world to me.” She traveled throughout Asia, and immigrated to the United States through San Francisco. She moved to Providence, R.I and met William. They married in 1928, and by 1934, opened their first Architectural and Industrial design office in Westfield, New Jersey.

In a post-World War II interview, Sylvia reminisced, “When I came to this country, I had to learn a new language. I am still learning, for language has many nuances and fine shadings which give it meaning. The same is true of design. One has to constantly feel the appropriate, useful, beautiful, and weave them into a pattern for living. That is designing.”

In New Jersey, they blended the emerging avant-garde European International style with American tastes to create a portfolio of work which garnered regional and national attention. For Sylvia and William, the interior and landscaping were as important as the exterior of a building. They developed a vision of congruity and believed the design elements needed to flow from one into the other. In 1936-37, the couple collaborated on the Mary Ellis House at 1629 South County Trail in East Greenwich, Rhode Island. The house was immediately recognized as architecturally significant, and was published in the History of Rhode Island Architecture. The Ellis House is considered the best example of International Style houses built in Rhode Island, and was nominated to the National Register of Historic Places in 1981.

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Fig. 16. Edward Chesin House, 1959, Wilshire Heights, Architect William Wilde, Photo by Bill Sears, THPF Archive

The couple moved to Tucson in 1946. In southern Arizona they opened a new office and were hired in 1947 to design the El Siglo Apartment. The FHA-Insured project was led by Albert Oshrin of Oshrin Building and Development Company. The development was located east of Alvernon Way near Haynes Street behind what is today the Doubletree Hotel. The 20 acre project included freestanding rental homes with landscape by John Harlow. The first phase included 12 units which opened in 1948 which under federal housing administration regulations which give World War II vets priority. The houses ranged in size from 3 ½ to 5 ½ rooms – brick and glass construction with central heating, cooling. Each had a carport. Price was \$90 to \$130 a month. The project was financed through a \$534,750 FHA loan, the largest granted to any builder in the state of Arizona at the time it was made. In 1948, they oversaw the design of Freedom Village, a 160 acre, 450 home development, created by Freedom Homes, Inc. at Indian School (Ajo) and Valley Road.

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In 1951, the Wildes were commissioned to design the home of Harold Rappaport at 1501 East Spring Street. The expansive glass, movable walls, and rhythmic form of the house was an innovative design approach which received national and international attention. The home was featured in the July 1948 issue of Architectural Forum and the July issue of British published Ideal Home. Every element of the Rappaport house was designed by the Wildes including china and silver.

In an interview, they ruminated, "People call us modernists. If using modern materials and techniques and employing them to the best use we have constitutes modernism, then we are. After all, we live in a particular era, and we want to express it, the same as people of all ages have. There is so much new in our own period that just begs to be utilized in design."

The attention and critical acclaim helped grow their practice and attracted clients looking for innovative cutting edge modern design. Their office, which they called "H.R. 30," was located at 415 (413) East Fifth Street. During this period, Sylvia designed buildings, furniture and fabrics. Cele Peterson, fashion icon and client, described Sylvia in September 1952 as: The way Sylvia Wilde Accepts the new....it's tomorrow just talking to her! Her whole vision is marvelous, daring, foresighted!"

The Broadmoor Shopping Center (fig. 31), located at 181 South Tucson Boulevard in the Sunshine Mile Historic District, was conceived in 1953, its concepts commissioned by Dr. J. L. Whitehill and Dr. A. H. Neffson from architects Sylvia and William Wilde.

The building would not be fully designed until July 1956. The refined architectural concept used prefabricated concrete T beams to support the structure and allow for ample glass. Originally designed as a one-story building with a series of storefronts, the building used prefabricated concrete T beams and after being installed into place, a large fin was affixed to the front of the building.

Sylvia developed cancer and died in 1954 at the age of 47 in Chicago, while recovering from surgery. Wilde's designs from this period forward take on a more masculine and structural character. In 1958, Wilde developed a concept-project for the addition to Harlow's Nursery. The open air building was one of the first thin-shell concrete structures poured in Tucson. The design gave the building the appearance of floating. Wilde worked with Johannessen, Girand and Taylor, consulting engineers; construction on the project was completed by Jaco Construction Co.

In 1966, Wilde was selected to design the new NASA Planetary Science building on the University of Arizona campus. The design used six-ton precast concrete components that functioned as a column, a window and a spandrel beam. The four-story building was financed by the National Aeronautics and Space Administration Building at a cost \$1.2M, and at the time was considered a pioneering structure for US colleges.

In 1970 Wilde said, "the time of great people doing things by themselves is gone. Everyone today must be a part of the community, part of a team and this holds with architects. Architects can't practice today without going beyond what a city looks like. They must understand its problems. They must understand behaviorism. Architects today must concentrate on the real needs of the public – the needs that people do not themselves realize they need."

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In May of 1978, Wilde announced his retirement from the firm of Wilde Anderson DeBartolo Pan Architecture Inc., and began the consulting firm William Wilde AIA, continuing to impact projects and design in Southern Arizona until his death in 1984.

Arthur T. Brown, AIA (1900 - 1993)

Brown designed the second house built in Wilshire Heights in 1950 that was noted as an early passive solar house designed for Victor Hirsch located at 5635 E. South Wilshire Drive. The house is a Modern/Contemporary Ranch and set the architectural tone for the neighborhood.

Architect/Designer	Building	Year	Address
Arthur T. Brown	Hirsch House, Victor	1950	5635 E South Wilshire Drive

The following biographical sketch is excerpted from an essay by Clare Robinson, Ph.D, written for the Tucson Historic Preservation Foundation:

When architect Arthur T Brown arrived in Tucson in 1936, he had nearly a decade of professional experience behind him. Tucson then was a small town in the Sonoran Desert but it held promise for the young Midwestern architect. Brown brought with him self-reliance, determination, and a propensity to invent solutions for modern architectural problems, from prefabricated housing and paraboloid roof structures to “solar walls,” that worked well in Tucson’s dry, sun-drenched climate.

Born and raised in Missouri, Brown first studied Chemistry at Tarkio College but then sought a degree in architecture at Ohio State University, graduating in 1927. Between 1927 and 1934, Brown worked as a draftsman for Chicago architects David Bjork, Vallance Brown, and finally David Adler before joining the Century of Progress Architectural Gadget Design Department for a year. It was these varied experiences, few opportunities in Chicago for professional advancement, and his willingness for adventure that led him to move his career and young family to the Southwest. Brown continued to work for and with others in Arizona, most notably Richard Morse of Tucson, but by 1942 he was on his own.

Housing was the bread and butter of his architectural practice. During and shortly after World War II, Brown tinkered with many ideas, including affordable housing. He developed the prefabricated modular “four-cylinder” houses (now demolished) that were celebrated in Architectural Forum in 1943 for their weight and ease of construction. He later designed veterans housing for the Sundt Construction Company, creating a postwar neighborhood whole cloth south of Reid Park on Country Club. Although he continued to stress the economy of his design work through the design and refinement of paraboloid roof structures (see for example his 1959 McInnes House), he is better known for his novel passive strategies to heat and cool desert homes. In the Ball-Paylor house of 1952 he created a revolving solar shade that the owners could glide across the radial patio on the south side of the house, giving Ball and Paylor control over light and heat. In his Jardella House of 1944, Brown noted how the exterior darkly painted southern wall absorbed the sun’s energy during the day and radiated tremendous heat at night. This and other earlier walls inspired the “solar walls” Brown created inside the 1946 Rosenberg and 1949 Hirsch Houses. In these homes, one of his massive solar walls was placed several feet inside but near enough to a south-facing exterior wall of windows. On a winter’s day, the solar energy from the

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sun entered the house through the glass and was soon stored in the interior wall. Brown's decision to move the solar wall inside allowed him to control the amount of sun that hit the wall with roof overhangs, and to maximize the use of heat gained during the day on the inside of the house at night.

Brown transferred his solar prowess to institutional projects, such as the 1948 Rose Elementary School, where passive heating and cooling were important attributes of the architectural design, but he is most celebrated for his iconic commercial work that mirrored the culture of Tucson at mid-century. The 1946 Red and Blue Drive-In at Fourth Avenue and University (demolished) and the 1948 Biltmore Motel on the Miracle Mile (demolished) are two noteworthy examples. The Drive-In used glass windows to reveal food preparation and other interior activities and steel shade canopies above the diners in automobiles. The Biltmore had a more complex program but it similarly celebrated the modern auto age. Brown clad much of the main circular two story motel building in glass to showcase the modern lobby and upstairs restaurant. The guest rooms also had modern architectural materials but were designed to provide both shade and privacy and did so by grouping four rooms around a shared mechanical core.

Art Brown continued his architectural practice through the 1960s, picking up private and commercial clients, as well as institutional work for the University of Arizona, and in 1970 teamed up with his son architect Gordon Brown. His prolific career is evidence that Brown designed not for style, but for meaningful solutions to architectural problems. His architectural legacy will be remembered for its pioneering approach to passive solar heating and cooling, and its commitment to modern architecture and modernism.

Earl Kai Chann, AIA (1933 - 1991)

Chinese American architect Earl Kai Chann designed his own home in Wilshire Heights in 1962. He purchased the land and built the house at 501 S Essex Lane. The house was extensively published in local papers and regional magazines built in a Modern/Contemporary Ranch style.

Architect/Designer	Building	Year	Address
Earl Kai Chann	Chann House, Earl Kai and Sherily	1962	501 S Essex Lane

The following biographical sketch is excerpted from an essay by Gregory McNamee, written for the Tucson Historic Preservation Foundation:

Enchanted by the work of abstract artists such as Paul Klee and Pablo Picasso, Earl Kai Chann wanted to be a painter as a teenager, living the free life of an artist. His mother wanted him to be a dentist. Neither got their wish. Instead, for a couple of years, the army got him. He was assigned to a graphic arts unit at Fort Monroe, Virginia, where he found himself with time on his hands to paint, certainly, but also to continue his studies of art and architecture. His interest in design and building was a practical extension of his passion for art, and as a college student in his native New York City, he found work with the firm of Emery Roth & Sons, making drawings for the monumental structures that would become the Pan Am Building and the World Trade Center.

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Fig. 17. Earl Kia Chann House, 1962, Wilshire Heights, WH 059 Photo by GMVargas for THPF, 2019

In 1961, after earning a degree in architecture from North Carolina State University, Earl married Shirley Chann, who had come to New York from her native Shanghai, China, at the time of the revolution there. “When he graduated,” says Shirley, “he and a friend were looking for work. From his research Earl concluded that the Southwest was growing so fast that architects were going to be in demand. He didn’t have a job, but he moved around to look—first to Santa Fe, then Albuquerque, El Paso, and Phoenix.” It took some searching, but finally, Earl landed a job at the architectural firm of Friedman and Jobusch in Tucson, eventually working as the partnership’s chief designer on some of the noteworthy modernist buildings for which Bernie Friedman would become locally famous.

In 1965, Earl began to freelance projects of his own, building himself a home in what was then the unpopulated east side, now a midtown neighborhood near the Park Place shopping center. The 1,800-foot adobe house, which won the Mount Olympus International Design Competition for design, had an unusual feature: a sunken living room, with a conversation pit placed near an open fireplace. An additional attraction was a foyer that split the home into halves, with a sculpture garden at its entrance. The Chann home, which was featured in *Better Home and Gardens* and numerous local publications, was Earl’s headquarters for the next few years, until he built his family another home with more land and space on the northeast side of town. Recalls Shirley, “When we decided to move, we sold it to an IBM executive who told us that she was a klutz and was afraid that she’d fall right into it. Earl filled the

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pit in, leveled the floor, and raised the fireplace—and the place never felt the same to me.” Even so, she confesses, she drives by the home from time to time, remembering their life there.

Earl went on to build several homes in the Catalina foothills, including a sprawling modernist home for the heirs of the Florsheim shoe fortune and another for Shaw Livermore, an important figure in the industrial refitting of the United States for war production in the 1940s who worked as an executive for Dun & Bradstreet and firms owned by the Rockefellers in New York before coming to Tucson as a dean at the University of Arizona. Another northeast home built for Paul W. Cella, a business executive who headed the Development Authority for Tucson’s Economy, was featured in numerous newspapers and magazines for its use of native materials—and, half a century after its completion, the Cella family still owns it.

During this productive time, Earl founded his own firm, Earl Kai Chann and Associates. Local architect Steven Herzog went to work for him while still a student, and he recalls that Earl “was fun to work with—he could be critical, but he also gave us a lot of leeway to put our own stamp on things.” Herzog would work with Earl for the next decade and eventually became the firm’s lead architect, retaining its founder’s name to the present.

The new firm secured plenty of work, especially of an institutional nature. Earl won city contracts for open-ended projects on an as-needed basis, building such things as an extension to the Columbus Branch Library at 22nd Street and Columbus Avenue and schools. He built and renovated numerous schools. Somehow he also became a specialist in churches, building, for example, the Mount Olive Lutheran Church on then-remote Houghton Road and many other churches in Tucson and Sierra Vista. Over the years, he built large structures such as the Midtown Professional Plaza, the Walt C. Rogers Health Center, the Holmes Tuttle auto dealership on Broadway and Euclid near downtown, the noncommissioned officers’ club at Davis-Monthan Air Force Base, and various apartment and condominium complexes, including Tanque Verde Terrace, which was singled out by the authors of a report for the National Register of Historic Places for defying a trend of the time: “Much of the housing in the 1970s had no clear stylistic character; designs were often incoherent and emphasized square footage rather than space or form,” they noted, adding, “professionally trained designers were only rarely involved in production housing.” The report named Earl and another Tucson architect, Bob Swaim, as two exceptions.

Earl Kai Chann died in 1991 after suffering a massive heart attack on Maui, where he was working on a building complex for the US Forest Service. He had been packing a lot of work into a crowded schedule before traveling to Hawaii. He had been named a fellow of the American Institute of Architects, and he served as president of its state branch. He was also the first non-African American president of the National Organization of Minority Architects, for which he created a nationwide mentoring program for students. He lectured in design at the College of Architecture at the University of Arizona, and he founded an innovative nonprofit organization called the Architectural Laboratory. He chaired the Arts District Urban Design Committee and headed the Tucson Commission of the Arts and Culture. After resuming his pastime as a painter, he served as president of the Tucson Museum of Art. A devotee of classical music, he was also president of the Tucson Symphony Society and proved a skilled fundraiser for it and other arts organizations in the city, work that Shirley Chann continues today. A year after his death, the symphony devoted a concert in his memory, one that, local writer James Reel reported, was

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“its most stunning concert in many a season, thanks to a guest pianist of special insight and a guest conductor of warmth and panache.”

Steve Herzog is semi-retired now, but for the nearly three decades since Earl died, he has kept the firm of Earl Kai Chann and Associates alive under that name, continuing Earl’s legacy of building schools, churches, offices, and other mostly nonresidential structures. “I feel bad,” he says, “that Earl didn’t live to see the firm through its transitions and to see the projects we worked on.”

Tucsonans pass by buildings designed by Chann every day—a bank building near Campbell and Fort Lowell, the Congregation Anshei Israel synagogue on Craycroft and Fifth, the firehouses at Tucson International Airport, the Royal Buick dealership on Speedway and Columbus. Yet few know that those are, in fact, Chann buildings. Part of the problem is that very institutional nature that characterizes so many of Earl’s projects. “It’s hard to build a legacy based on things like schools and office buildings,” Steve Herzog says. “These are utilitarian structures that usually don’t call attention to themselves, built on tight budgets without much room for invention.” If one looks at buildings like the visitors’ center at Picacho Peak State Park and the State Compensation Fund District Office, the point is well taken. And sometimes Earl’s clients insisted on anonymity, not wanting magazine and newspaper writers to come knocking at their door and revealing the location of their homes. Recalls Shirley, “Earl once built a beautiful home up in Skyline Country Club. It was on a huge lot atop a hill, and they gave Earl free rein to do what he wanted. Earl loved it. He was so proud of it—but the owners made him sign an anonymity agreement, since they didn’t want anyone but their neighbors to know about the place.”

Another problem is that many of the buildings Earl designed no longer exist. One on which he managed to put a personal stamp, despite its by-template design, was the local branch of the Hobo Joe’s restaurant chain, built in 1972. One longtime Tucsonan remembers it “as a fun place,” adding, “of course, the food was not even a notch above Denny’s.” The building, on Wilmot and Speedway, recently fell to the wrecking ball. Other Chann creations have met the same fate, scraped off to clear land and convert schoolyards into apartment complexes in a time of fiscal austerity.

Earl Kai Chann did not have much of a self-promoting impulse, which helps build renown if not reputation in any field. Some of his most important and innovative work remains behind closed gates, such as the “earth integrated” housing project at the US Marine aviation base at Yuma, Arizona. But what remains of Earl Kai Chann’s work constitutes an important legacy, one that students of modernist architecture and local history rightly hold in great esteem.

Tom Gist (1917 - 2000)

Noted post-WWII custom home builder and architectural designer Tom Gist contributed four properties to the Wilshire Heights District. One was designed and built in a Modern/Contemporary Ranch style, three Tucson Ranches.

Architect/Designer	Building	Year	Address
Tom Gist	Goldberg House, Herbert	1950	5761 E North Wilshire Drive
Tom Gist	Gumbin House, Jack and Louise	1957	5803 E North Wilshire Drive

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Tom Gist	Needel House, Herbert and Elaine	1958	5757 E South Wilshire Drive
Tom Gist	Jay House, Victor and Janet	1962	5518 E South Wilshire Drive

Thomas B. Gist was born and raised in Chicago. His father was a custom homebuilder, and worked for a concrete manufacturer. Gist was educated in military schools, and subsequently graduated from Dartmouth in 1939 with a degree in Mining Engineering. He worked with his father for a few years building homes, and then enlisted in the Army Air Corps during World War II. During his time in the Army Air Corps, Gist was stationed throughout the Southwest. As a bombing instructor, he developed a bombing navigational tool that increased the accuracy of bombing; for this work he was awarded the Legion of Merit award.

After the war, Gist relocated to Tucson. It is said that before leaving Chicago, Gist met with Ludwig Mies van der Rohe who advised him not to pursue formal architectural training after seeing Gist’s drawings. After arriving in Tucson he began working for a local homebuilder, but soon left to start his own construction business. His first homes were conventional suburban ranch-style brick homes in the Broadmoor neighborhood of Tucson. As a builder, he also built homes designed by other architects: Josias Joesler (Tucson), Arthur Brown (Tucson), William Kaeser (Wisconsin), and Ralph Reisinger (Tucson). Features of these homes (burnt adobe construction, elongated floor plans, adobe detailing) were likely incorporated by Gist as he developed his own unique design and building style.

In addition to the suburban ranch homes, Gist built several Spanish Colonial Ranch style homes in the Foothills and East Tucson. These burnt adobe homes had clay tile roofs, large chimneys, and decorative adobe and wood detailing.

By the mid-1950s, Gist had developed his own unique design aesthetic which, coupled with his skill as a builder, would continue to distinguish his work in Tucson for the next 25 years. Gist homes featured elongated floor plans, large view-oriented window walls, ribbon street-facing windows, burnt adobe construction, and sumptuous mahogany interior woodwork. Though Gist had developed a method, the Custom-Flex, for developing a cost-conscious custom home, most homes that he built were custom-built for clients. Homes were designed after extensive discussion with clients to meet their specific needs. He was one of the main developers of and builders in the Leonora Annex subdivision near Broadway and Craycroft, where many of his distinctive homes remain today. He also built many custom homes near the Tucson Mountains, throughout the Catalina foothills, in Tucson Country Club Estates, and Tucson’s far east side as well as two homes near Sonoita. His homes were regularly featured in the *Tucson Citizen*, *Better Homes and Gardens*, and *Sunset Magazine*. Tom Gist designed and built over 170 homes during the course of his career.

One of the most stunning examples of his work was the home that he built in 1958 for himself and his wife Tish. Referred to as “Shangri-La”, the home features burnt adobe atop massive sloping stem walls of exposed aggregate. An integrated screened patio houses a swimming pool and curvilinear koi pond which continues under a large window wall to the interior living space. Gist described the Shangri-La concept as “gracious natural living at its best”.

After retiring from building in 1978, Gist and his wife Tish mapped the hiking trails of the Rincon District of Saguaro National Monument. Tom Gist died in 2000.

Paul Robert Buehrer (1923 -)

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Paul Robert Buehrer was a post-WWII custom home builder and architectural designer. Although not prolific, his projects embraced expressive modern tenets and drew inspiration from Frank Lloyd Wright's Usonian Houses. His work is primarily based in Las Cruces, New Mexico, Tucson, and the Pacific Northwest and within Tucson he utilized burnt adobe. He contributed eight known properties to the Wilshire Heights District. Six of the houses are Modern/Contemporary Ranch style, two are Tucson Ranches.

Architect/Designer	Building	Year	Address
Paul Buehrer	Bloch House, Richard L.	1954	411 S Brighton Lane
Paul Buehrer	Walker House, Harry and Darlyne	1958	5823 E North Wilshire Drive (attributed by MAPP 50)
Paul Buehrer	Warfield House, Totten and Leila	1959	5634 E South Wilshire Drive
Paul Buehrer	Weinstein House, Stanley & Arlene	1959	5888 E South Wilshire Drive
Paul Buehrer	Rumburg House, Alfred & Thomasia	1960	421 S Essex Lane
Paul Buehrer	Tierney House, William and Carol	1960	420 S Essex Lane (attributed)
Paul Buehrer	Mullon House, David and Frances	1961	5620 E South Wilshire Drive
Paul Buehrer	Pucher House, Leo and Loretta	1961	5898 E North / South Wilshire Drive

Buehrer was born in Milwaukee, Wisconsin the oldest of five siblings. His parents, Robert Adam Buehrer (b.1892) and Elizabeth Wolf, were immigrants from Schaffhausen Switzerland, north of Zurich near the Swiss-German border. His father had graduated in architecture and engineering before immigrating to the US in 1920. The Buehrer family home was located in the Bluemound Heights neighborhood a block west of the large Calvary Cemetery. Paul attended the University of Wisconsin and left home in 1943 to join the US military as part of the Air Corp and became a fighter pilot.

After WWII he used his pilot training and took up crop dusting in the south. His parents had moved to Tucson in 1944 for his father's health but he died before the end of the war. He headed to Tucson and then to Las Cruces, New Mexico to continue crop dusting in the Rio Grande Valley. In Tucson he met his wife-to-be Marilyn, they married in 1949 and moved to Las Cruces.

In 1949 he established Paul R. Buehrer Design & Construction and began building houses in the Las Cruces market. He continued to work in Southern New Mexico through 1952 when he moved the construction enterprise to Tucson to continue home building.

In August of 1952 Buehrer purchased Lot 6 Block 4 Loma Linda Estates 632 South Magnolia Ave
 In October 1952 he sold Lot 1 Block 4 Loma Linda Estates 502 South Magnolia Ave

In Tucson, Buehrer began to create architecturally progressive homes that were highly expressive, filled with geometry and window walls. In Wilshire Heights he created a number of custom homes that grew his reputation as a specialty house builder.

In September 1954, he built and opened a "Trend House," located at 5853 East 18th Street priced at \$11,200. The showcase home was a three bedroom with cross ventilation and sited to protect the house from the

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summer sun. The home was featured in a local paper and in the article Buehrer noted, "Modern design is nothing but common sense applied to the materials at hand."

In the *Arizona Daily Star* on September 26, 1954, Buehrer reflecting on his design philosophy said, "We are using the same type of thinking Frank Lloyd Wright has used for thirty years. But instead of restricting these ideas to the luxury class home, we're adapting them for homes in the popular price range."

In Wilshire Heights, his project 441 S. Brighton Lane was built in 1956 and featured in *Tucson Citizen*. "The House included the 38-foot living room window area on the patio side that extends into the room as indirect lighting through and into the patio as shade for the windows."

Buehrer left Tucson in 1965 moved his family to Kearny, Arizona and began development in the new town. By the late 1960s they moved to the Seattle, Washington area and he continued to design and develop about four houses a year. Between 1965 - 1966.

Marvin H. Volk (1904 - 1986)

Volk was the principal of Tucson Land and Development Corporation who purchased the 100 undeveloped Wilshire Heights lots in 1954. He, with Edward Chesin, had perhaps the most significant impact on the district housing design.

Volk was born to Jewish parents in Poland in 1904 and immigrated to the United States in 1928. In Chicago, he was hired by the Metropolitan Life Insurance Company and led the district in gross sales. He married and in 1932 moved to Louisville, Kentucky where he lived until his arthritis forced him to move to Arizona.

The *Arizona Daily Star* noted in the announcement of his death, "According to a press release written in 1958, the Volks arrived in Tucson [in 1940] 'in an ancient Pontiac that barely coughed its way into town, loaded down with everything they owned.'"⁴⁹ He was attracted to the community by the climate because of arthritis. He first worked as a gasoline station operator and then from 1944 to 1947 operated his own Checker Shoe Store. Then he worked for three years as a salesman for Voight Realty Co.⁵⁰ He entered real estate and building as a sales agent obtaining a Realtor's broker license in 1949.⁵¹ In 1950 he formed the Tucson land and Development Corporation with William Land, Robert t Robert Poston and Delbert Moran. In 1951 he joined with Edward and Ben Chesin to form Chesin Construction Co. The first project was Grant Road Park. and Development in La Madera, Pinecrest, Manana Vista and Terra del Sol. In 1950 he was quoted as saying "Nothing is going to stop the continued rapid growth of this desert community - nothing short of major catastrophe."

He was a charter member and the second president of the [Tucson] Southern Arizona Home Builders Association and a board member of the National Home Builders Association. The *Arizona Daily Star* reported that "Volk was among a group of Tucson home builders who in the 1950s passed what Volk said was the first resolution in the national barring discrimination in the sale of homes."

⁴⁹ Arizona Daily Star, Crash Victim was M.H. Volk , long active in Jewish affairs, April 24, 1986, 3.

⁵⁰ Tucson Citizen, Polish-Born Volk Stakes Future on His Adopted City, April 10, 1958, 21.

⁵¹ Tucson Citizen, Home Builder fatally hurt in collision, April 23, 1986, 21.

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By 1956 the enterprise had built around 1000 homes in the Tucson market. Including the Manana Vista, La Madera, Grant Road Park, Pine Crest and Wilshire Heights subdivisions. Volk was a catalyst in the Tucson Home Builders Association serving as the presentation and national director in 1956, and the regional Vice president for Arizona and New Mexico National Association of Home Builders. He served as the general chairman of the THBA's 1956 Parade of Homes and on the association's board of Directors. By 1956 He was president of Terra del Sol Development Corporation.⁵²

In 1958 he was named the Jewish Community Council Man of the Year. In the late 1950s he oversaw the development of Terra del Sol, a square mile, 1,100 home development. In 1971 he merged his company with the US. Home Corporation and managed the new company called Marved Construction Company until 1975.

In 1976 he was given an award from Israel; the Prime Minister's Silver Medallion. Volk had served as a member of Tucson Community Council, University of Arizona Foundation, on the lay Board of St. Joseph's Hospital and a charter member of Bank of Tucson.⁵³ The Volks donated 2M to the construction of the Jewish Community center built at East River Road. At age 81 on April 23, 1986 Volk died Tucson.

Edward Chesin (1920 - 1995)

Edward Chesin was born in Philadelphia and moved with his family to Detroit and then Chicago. He attended Tilden Tech High School and then Chicago Tech College graduated with a degree in electrical engineering in 1939 and joined the American Volunteer Group, the Flying Tigers. Working as mechanic and pilot he flew over 289 missions of cargo planes field with troops and equipment to support the Chinese and served a Flying Cross, Oak Leaf Cluster and Air Medal with three Oak Leafs. During this period his plane was shot down in the BAY of Bengal. He joined the US armed forces and served with the 1st Cargo Group until discharge in 1946. Chesin had done training at Davis-Monthan Air Force Base in Tucson in 1941 and returned to the desert with his wife Ruth after the war and was discharged in February 1945. In Tucson he invested in Glover Cleaners, but sold it a year later and went into full time construction as a builder and began his career as builder and developer.

Chesin built his first house in the La Madera Addition and within a year had built 25 projects in the subdivision. Over the course of his career through his firms Marved Construction and Chesin Connection he built over 5,000 homes as well as apartment and commercial buildings in Tucson. Major projects included the Capri Plaza. In 1964 he was elected to serve as the president of the Tucson Home Builders Association for 1965 on the board of the YMCA Triangle Y camp, Tucson Boys Club and Tucson Jewish Community Center.⁵⁴

Tucson Land and Development Corporation & Chesin Construction Projects included: Manana Vista La Madera, Grant Road Park, Pine Crest, Wilshire Heights, Terra del Sol, Casas Adobes (640 acres), (1958) Palm Ridge Terrace Apartments (1963), Valley View East (1967), Los Arcos Apartments, (1971).

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- 1947 The Village of Rincon, May 12.
- 1947 Restrictions Okayed on Wilshire Heights, October 25.
- 1948 Ruling Is Received on Rincon Village, February 4.
- 1954 Wilshire Heights TL&DC and Chesin Advertisement, January 16.
- 1954 Chesin Firm has Plenty Work Ahead, September 18.
- 1963 Regional Library Expected to Be Put at Sears Center, July 12.
- 1964 After 4 Years, Kivels Win Shopping Center Zone, April 24.

Tucson Historic Preservation Foundation

- 2021 Website Biographical Sketches
- Bernard J. Friedman, AIA (1916 - 2012)
- William Wilde, AIA (1904 - 1984)
- Tom Gist (1917 - 2000)

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 # _____
- recorded by Historic American Engineering Record # _____

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other
- Name of repository: _____

Historic Resources Survey Number (if assigned): _____

10. Geographical Data

Wilshire Heights

Name of Property

Pima, Arizona

County and State

Acreage of Property _____

(Do not include previously listed resource acreage)

UTM References

(Place additional UTM references on a continuation sheet)

1	<u>12</u>	<u>511777</u>	<u>3564487</u>	2	<u>12</u>	<u>512140</u>	<u>3564482</u>
	Zone	Easting	Northing		Zone	Easting	Northing
3	<u>12</u>	<u>512136</u>	<u>3564402</u>	4	<u>12</u>	<u>512449</u>	<u>3564407</u>
	Zone	Easting	Northing		Zone	Easting	Northing
5	<u>12</u>	<u>512446</u>	<u>3564197</u>	6	<u>12</u>	<u>512574</u>	<u>3564196</u>
	Zone	Easting	Northing		Zone	Easting	Northing
7	<u>12</u>	<u>512575</u>	<u>3563991</u>	8	<u>12</u>	<u>511793</u>	<u>3563994</u>
	Zone	Easting	Northing		Zone	Easting	Northing

Verbal Boundary Description (describe the boundaries of the property)

See attached boundary map.

Boundary Justification (explain why the boundaries were selected)

The Wilshire Heights Historic District nomination boundary corresponds to the original boundaries of the Wilshire Heights subdivision. The District includes both contributing and non contributing buildings and structures.

11. Form Prepared By

name/title	Demion Clinco		
organization	Tucson Historic Preservation Foundation	date	April 2021
street & number	PO Box 40008, Tucson, Arizona 85717	telephone	
city or town	Tucson	state	AZ zip code 85717
e-mail	info@preservetucson.org		

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** (7.5 or 15 minute series) indicating the property's location.

A **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.

- **Continuation Sheets**
- **Additional items:** (Check with the SHPO or FPO for any additional items)

Wilshire Heights

Name of Property

Pima, Arizona

County and State

Photographs:

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

Photo Log

Name of Property: Wilshire Heights Historic District
City or Vicinity: Tucson
County: Pima County State: Arizona
Photographer: Demion Clinco
Date Photographed: April 2021

Description of Photograph(s) and number, include description of view indicating direction of camera:

- 1 of 10. Street View, WH 034, Frank Wolf House, 401 South Brighton Lane, 1954, looking east.
- 2 of 10. Street View, WH 042, Fierstein House, 5817 E South Wilshire, 1956, looking northeast.
- 3 of 10. Street View, WH 043, Kemberling House, 5833 E South Wilshire 1958, looking north east.
- 4 of 10. Street View, WH 032, Walker House, 5823 E North Wilshire Drive, 1958, looking southeast.
- 5 of 10. Street View, WH 057, Rumburg House, 421 S Essex Lane, 1960, looking east.
- 6 of 10. Street View, WH 060, Danielson House, 511 S Essex Ln, 1959, photo looks southeast.
- 7 of 10. Street View, WH 079, Bernard Friedman House II, 5602 E North Wilshire Drive, 1956, looking south.
- 8 of 10. Street View, WH 081, Livingston House, 421 S Downing Lane, 1964, looking northeast.
- 9 of 10. Street View, WH 121, Warfield House, 5634 E South Wilshire Drive, 1959, looking south.
- 10 of 10. Wilshire Heights Park, 1947, looking southeast.

Wilshire Heights
Name of Property

Pima, Arizona
County and State



Photo 1: WH 034, Frank Wolf House, 401 South Brighton Lane, 1954, looking east.

Wilshire Heights
Name of Property

Pima, Arizona
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Photo 2, WH 042, William Fierstein House, 5817 East South Wilshire, 1956, looking northeast.

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Name of Property

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Photo 3, WH 043, Kemberling House, Sidney and Marian 5833 East South Wilshire 1958, looking north east.

Wilshire Heights
Name of Property

Pima, Arizona
County and State



Photo 4, WH 032, Harry and Darlyne Walker House, 5823 East North Wilshire Drive, 1958, looking southeast.

Wilshire Heights
Name of Property

Pima, Arizona
County and State



Photo 5, WH 057, Alfred and Thomasia Rumburg House, 421 S Essex Lane, 1960, looking east.

Wilshire Heights
Name of Property

Pima, Arizona
County and State



Photo 6, WH 060, Paul and Ruth Danielson House, 511 S Essex Ln, 1959, photo looks southeast.

Wilshire Heights
Name of Property

Pima, Arizona
County and State



Photo 7, WH 079, Bernard Friedman House II, 5602 E North Wilshire Drive, 1956, looking south.

Wilshire Heights
Name of Property

Pima, Arizona
County and State



Photo 8, WH 081, Richard and Kathleen Livingston House, 421 S Downing Lane, 1964

Wilshire Heights

Name of Property

Pima, Arizona

County and State



Photo 9, WH 121, Totten and Leila Warfield House, 5634 E South Wilshire Drive, 1959, looking south.

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Photo 10, Wilshire Heights Park, 1947, looking southeast.

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

Wilshire Heights

Name of Property

Pima, Arizona

County and State
