



Historic Landmark Nomination Proposal General Information

OVERVIEW:

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

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

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

WHERE TO APPLY:

City of Tucson Historic Preservation Office:

Jonathan Mabry, PhD | Historic Preservation Officer
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Jennifer Levstik, M.A. | Preservation Lead Planner
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310 N. Commerce Park Loop, Santa Rita Bldg • PO Box 27210 • Tucson, AZ 85726-7210

SUBMITTAL REQUIREMENTS:

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

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

Historic Landmark:

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

Historic Landmark

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

Historic Site or Historic Structure

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

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

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

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



Historic Landmark Nomination Proposal Application

Date Submitted: January 20, 2017

PROPERTY LOCATION INFORMATION

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

APPLICANT INFORMATION

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

SIGNATURE OF OWNER _____ Date _____

SIGNATURE OF APPLICANT (if not owner) _____ Date _____

AREA TO BE REZONED

ACRES: .10

Existing Zoning: C-1

Proposed Zoning: HLC-1

CHECKLIST FOR HISTORIC LANDMARK NOMINATION PROPOSAL

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

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

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

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

WRITTEN REPORT

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

Property Description:

Setting

Hirsh's Shoes is located in central Tucson at 2934 East Broadway Boulevard.

This section of Tucson's Broadway Boulevard, known as the Sunshine Mile, was born modern. The corridor was developed during the post-war era, expressing a new American optimism and economic boom that was changing the nation and the Southwest. Like many cities, Tucson during this era was growing rapidly. In 1940, the population was 35,000 - by 1960, it had soared to 212,000. Broadway became an important suburban commercial corridor, transforming from early 20th century bungalow and revival architecture to modernist buildings and mid-century storefronts built to support new neighborhoods with curved streets and rambling ranch houses.

Broadway was a reflection of the American Dream. Broadway was a high-end shopping district, meeting the new demand, with stores offering furniture, lighting, photographic equipment, shoes, clothes and cars. The Sunshine Mile is an unique collection and concentration of mid-century commercial buildings. Glass storefronts, geometric designs, new materials and evocative signage combined to create a vision of Tucson as a modern city. The extraordinary mid-century modern buildings were designed by Tucson's most influential architects of the era, shaping this modernist boulevard. Bernard Friedman, Fred Jobusch, Sylvia and William Wilde, Anne Rysdale, Nicholas Sakellar, Charles Cox, Cain, Nelson and Wares, Howard Peck and others, including Ralph Haver from Phoenix and Ronald Bergquist from California, contributed unique and progressive designs along this commercial shopping district.

North Elevation (Storefront)

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

South Elevation

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

Interior Features

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

Statement of Significance and Integrity

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

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

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

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

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

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

David and Rose Hirsh

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

Bernard Friedman, Architect

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Integrity

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

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

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

2. Design. Mrs. David Hirsh commissioned local modernist master architect Bernard Friedman to design this building as a free standing shop that would set the tone for future adjacent buildings. As an ideal example of an open front facade, the interior and exterior zones are integrated. Angled walls create a dynamic entrance with a sloping exposed frame canopy anchored on either side by cantilevered display cases and a planter. Large neon letterforms are mounted on top of the canopy. In the 1960s an addition was added to the rear of the building. The addition is delineated by a transition in the concrete floor. was The canopy was rebuilt c.1970 and the original green *Sequentia* corrugated fiberglass / polycarbonate panels replaced

with skylights. The original rail systems frameless double glass door system were replaced with aluminum frame doors in 2012.

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

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

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

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

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

The building retains sufficient integrity to convey its significance.

Contemporary Context

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

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

Bibliography

Auer, Michael J. 1991 Preservation Brief: 25, *The Preservation of Historic Signs*, National Park Service U.S. Department of the Interior.

“Broadway Born Modern”, Tucson Historic Preservation Foundation, Map, 2012.

Evans, Chris and Jeffery, R. Brooks, *Architecture of the Modern Movement in Tucson, Arizona 1945-1975*, Modern Architecture Preservation Project – Tucson. Unpublished Context Study.

Hardwick, M. Jeffrey. *Mall Maker: Victor Gruen, Architect of an American Dream*. University of Pennsylvania Press, Philadelphia. 2004.

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Hirsh, Sid, Interview with Demion Clinco and Andie Zelnio, September 2016.

Treu, Martin. *Signs, Streets, and Storefronts a History of Architecture and Graphics Along America’s Commercial Corridors*. The John Hopkins University Press. 2012.

Tucson Daily Citizen. “Contest – Sunshine Mile.” December 16, 1953.

Tucson Daily Citizen. “Sunshine Mile’ Wins.” December 16, 1953.

Tucson Daily Citizen. “Just for the Kids - Latest in Planning, April 7, 1954.

Tucson Daily Citizen. “Windy’s Column - Hirsh’s Shoes, April 12, 1954.

Photographs

Historic Photographs

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

Contemporary Photographs

- 001 View of north elevation (photo by Jude Ignacio and Gerardine Varga, 2014)
- 002 View of north elevation (photo by Demion Clinco, 2017)
- 003 Detail of neon sign (photo by Demion Clinco, 2017)
- 004 Detail of east display window box (photo by Demion Clinco, 2017)
- 005 Detail of west display window box (photo by Demion Clinco, 2017)
- 006 Detail of open air lobby (photo by Demion Clinco, 2017)
- 007 View of south elevation and west wall (photo by Demion Clinco, 2017)
- 008 View of South elevation (photo by Demion Clinco, 2017)



Historic Photo 001

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Historic Photo 002

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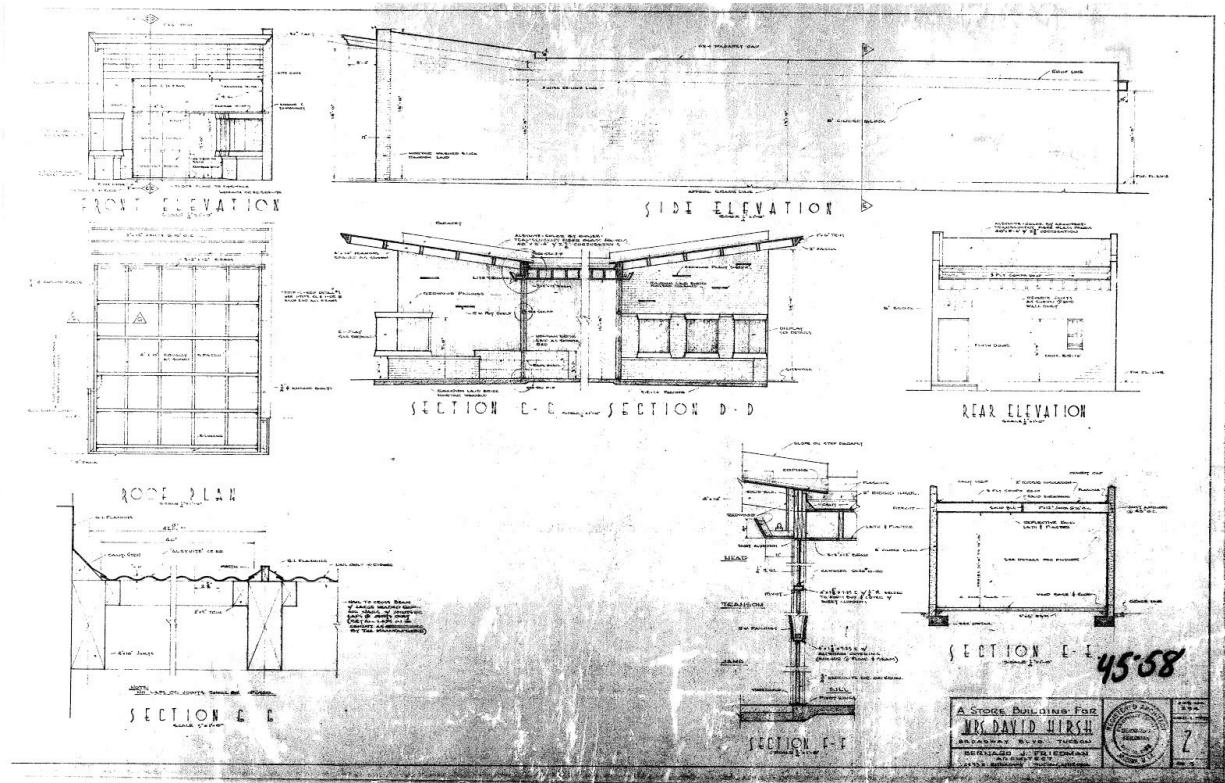


Historic Photo 003



Historic Photo 004

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Historic Photo 005



Photo 001

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Photo 002

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Photo 003



Photo 004

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Photo 005

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Photo 006

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Photo 007

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Photo 008

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