



HISTORIC LANDMARK SIGN (HLS) TREATMENT PLAN

OFFICE USE ONLY

T _____ **Name:** _____ Administrative Legislative

PART 1 SIGN INFORMATION

Type of Application:
 HLS Designation *HLS type:* Classic HLS Transitional HLS Replica HLS

 Revision to a previously approved Treatment Plan

Address: 2934 East Broadway Boulevard | 85716 GPS Lat: 32°22'12.58"N Long: 110°92'8.070"W

Current Zoning: None Sign Code District: None Parcel ID#: 126-02-0500

Date of construction: 1954 Date of installation: 1954

Original business/copy: HIRSH'S SHOES
(attach additional sheet if necessary)

Original address and Parcel ID # (if sign has been relocated): none

Sign Height: _____ with pole _____ Sign Area: 20 Sq. Ft.

Area of minimum bounding rectangle (X * Y): ' "Z" Dimension: .'

- | | | |
|---|---|--|
| Is adaptive reuse (change of copy) proposed? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| Is relocation proposed? (Not allowed for initial designations of Replica HLS) | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| Are there non-commercial uses within 300 feet of the proposed HLS? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| <i>SUMMARY CHECKLIST: Designation Guidelines/Criteria</i> | | |
| Are moving parts or intermittent lighting features proposed? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| Is the proposed HLS a detached, projecting or roof sign? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| Does the proposed HLS include exposed integrated incandescent or neon lighting? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| Did the proposed HLS originally include exposed integrated incandescent or neon lighting? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| Does the proposed HLS use materials and technology representative of its period of construction? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| Is the proposed HLS non-rectangular or non-planar? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| Is the proposed HLS structurally safe? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| Can the proposed HLS be made safe without substantially altering its historic appearance? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <i>Check 'Yes' if narrative in the sign's Treatment Plan describes compliance with the following required criteria:</i> | | |
| The sign exemplifies the cultural, economic, and historic heritage of Tucson. | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| The sign exhibits extraordinary aesthetic quality, creativity, and innovation. | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| The sign is unique; or, originally associated with a local or regional chain; or, scholarly documentation exists supporting its preservation; or, a rare surviving example of a once common type. | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| Has the sign been altered, removed and reinstalled, or replaced pursuant to Sec. 3-96.C.1? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| The sign retains and/or restores the majority of its character-defining features. | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |

PART 2 PRE-SUBMITTAL INFORMATION

Have you attended a HLS pre-submittal conference with City staff? Yes No

Please indicate meeting date. _____

Have you had any contact with the registered neighborhood association in which the proposed sign would be located (if any), adjacent property owners, or the Scenic Arizona Coalition, regarding the proposed HLS? Yes No

Have you offered to meet and discuss the proposed HLS on a specified date and time with the registered neighborhood association in which the proposed sign would be located (if any), adjacent property owners, or the Scenic Arizona Coalition? Yes No

Did you conduct a neighborhood meeting? If yes, attach neighborhood meeting documentation (copy of the meeting invitation, mailing list, date of mailing, sign-in sheet, and summary notes from the meeting). Please indicate meeting date _____ Yes No

PART 3 OWNER/APPLICANT INFORMATION

Owner: Tucson Historic Preservation Foundation

Company Name: Tucson Historic Preservation Foundation

Address: P.O. Box 40008

City: Tucson State: Arizona Zip: 85717

Phone: 520 247 8969 Cell: Email: info@preservetucson.org

Applicant or Agent: Demion Clinco, Executive Director

Company Name: Tucson Historic Preservation Foundation

Address: P.O. Box 40008

City: Tucson State: Arizona Zip: 85717

Phone: 520 247 8969 Cell: Email: info@preservetucson.org

Architect/Engineer _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Cell _____ Email _____

PART 4 TREATMENT PLAN REQUIREMENTS

For more information and examples of items listed below, please reference the *Application and Review Guidelines for Historic Landmark Signs* manual available through the Tucson Historic Preservation Office, or online at:

13 sets of the following Treatment Plan materials must be submitted, folded to 8½” x 11”:

Description of Existing Sign Condition

- A. Existing color elevation, or color photo showing elevation of HLS
- B. Description of the age of construction materials and type of illumination
- C. Site plan
- D. Photographs of existing site conditions

Compliance with HLS Designation Guidelines

- E. Narrative describing compliance with each of the technical and cultural/historical/design guidelines
- F. List of character defining features
- G. Documentation of the sign’s historic authenticity (i.e. proof of age, materials, and location via permits, dated photographs, site plans, elevation drawings, etc.)

Maintenance Program

- H. Narrative describing plans for maintenance of the sign for future years
- I. Estimate of total lumens

Performance Requirements/Proposed Treatments

- J. Color elevation, or color photo-simulation, of proposed treatment
- K. Narrative description of compliance with performance requirements, specifically any proposed repair, restoration, adaptive reuse (change of copy), relocation, or replication (may include a combination of treatments).
- L. GPS coordinates of the final location (if different from current location)
- M. List of new parts/list of parts and materials to be replaced
- N. Mitigation measures to reduce impact on non-commercial uses within 300 feet, if applicable

Additional materials

- O. One (1) copy of the Pima County Assessor’s map of the subject parcel(s)
- P. Completed 207 Waiver
- Q. Consent to access prior to demolition
- R. Appropriate fees payable to the City of Tucson
- T. Pre-submittal Conference Verification Sheet (optional)
- U. Documentation of neighborhood meeting (optional)

PART 5 SIGNATURES

I (We), the undersigned, request designation of the subject sign as a Historic Landmark Sign (HLS). I (We) represent that the information in this application and the supporting materials are true and accurate to the best of my (our) knowledge.

Owner’s signature	date
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Applicant/Agent signature (requires letter of authorization from owner)	date
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Architect/Engineer signature (requires letter of authorization from owner)	date
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A. Existing color elevation, or color photo showing elevation of HLS



Hirsh's Shoes building and roof mounted neon sign. 2012

B. Description of the age of construction materials and type of illumination

Designed and fabricated by Hearn Sign Co in 1954, the Hirsh's Shoes eligible Historic Landmark Sign is a roof mounted letter form sign located at 2934 East Broadway Boulevard. The individual letters spelling HIRSH'S are faced with double neon letter forms and SHOES faced with a single neon letter form.

Hearn Sign Company was established by J. Lester Hearn in the early 1950s operating as "Hearn Neon Signs" as a division of Hearn Plumbing and Heating, Inc. By 1954 the company had changed its name to Hearn Sign Co.

Documentation in the Tucson Daily Citizen credit Hearn Sign's with the 1954 logo design for the local chapter of the American Cancer Society - a variation of their design was adopted as the national logo; Hearn was responsible for numerous iconic neon signs in the Tucson skyline including: the 1959 Skyroom atop the Arizona Land Title Building on the northwest corner of Alameda and Stone Ave. (see picture below) and the Bank of Tucson sign located at (143 North Stone Avenue). Hearn was one of the eight local sign companies that joined together to form the Associated Neon and Sign Advertisers of Tucson in November of 1950. (TDC 11/29/1950). Hearn served as the secretary-treasurer of the organization. The Hearn sign company was active in Tucson between 1950 and 1972.

The simple Hirsh's Shoes design embodies classic 1950s industrial motif and contains flat double and single-tube block letter script. The cabinet construction of the word HIRSH'S with a folded edge is typical of the classic HLS sign era.

The sign was restored by Cook and Co. Signs in 2012



Hearn Signs Co., Skyroom Sign, Tucson, photo 1965

C. Site Plan

Hirsh's Shoes
Site Plan and Neon Sign Location



D. Photographs of existing site conditions



Hirsh's Shoes Neon Sign, pre-restoration, 2012



Hirsh's Shoes Neon Sign, pre-restoration, 2016

E. Narrative describing compliance with each of the technical and cultural/historical/design guidelines

The Hirsh's Shoes sign qualifies as a Classic Historic Landmark Sign, meeting all five technical guidelines:

- (a) the Sign includes exposed neon lighting;
- (b) the sign uses materials representative of this period of construction: steel and neon;
- (c) the sign is non-rectangular;
- (d) the sign was a "roof mounted sign;"
- (e) the sign is structurally safe.

The sign also meets all four of Cultural Historical design guidelines

- (a) the sign exemplifies roadside business signage along Tucson's commercial corridors in the mid-twentieth century;
- (b) the sign exhibits extraordinary aesthetic qualities that represent the creative and innovative signage built along Tucson's roadways;
- (c) the sign is unique;
- (d) the colors, text and neon faded over the life of the sign but has been restored based on physical and documentary evidence, the sign once again retains all of its character defining features.

The sign is not an off-site sign as defined in the Sign Code and the sign has not been previously altered, removed and reinstalled or replaced pursuant to Sec. 3-96.C.1.

F. List of character defining features

All aspects and qualities of the sign are character defining features. The sign was tied to the historic Hirsh's Shoes 1954 until it closed in 2016. All elements of the sign including: letterform, color scheme, white-colored neon, text and fonts are character defining.

The sign is tied to the Hirsh's Shoe building, the Hirsh's Shoe logo, and the development of Broadway Boulevard in the mid-century modern era.

G. Documentation of the sign's historic authenticity (i.e. proof of age, materials, and location via permits, dated photographs, site plans, elevation drawings, etc.)

Photograph shows the original color scheme, height and placement of the sign. Additionally there are surviving permit records that details the original installation of the sign

The sign was fabricated and installed in 1954.

The single-sided sign was rooftop mounted on the Hirsh's Shoes building along Broadway Boulevard attracting drivers heading east and west.

The sign retained physical evidence of it's original colors neon glass that allowed for the restoration of the original design intent in 2012. The technique of the Hirsh's Shoes sign construction – sheet metal cabinet and neon mounted to a roof edge is representative of the Classic Landmark Sign era.



Hirsh's Shoes Building and Neon Sign | 1954. Photo by Sid Hirsh.



Hirsh's Shoes Building and Sign | Photo by Ray Manley | 1956

BUILDING PERMIT MAR 12 1954 19714 \$ 002.50 Eq 0
City of Tucson

Permit No. **B 8375**
Lot No. _____ Block No. _____ Zone **B-1**
Addition _____
Street & No. **2934 E. Broadway**
Owner **Hirsh's Shoes**
Archit. _____ Bldg. **Hearn Sign**
Occupancy **Bus.**
General Description of Work **20 sq. ft. cut out letter**
All area of signs must not exceed 20 sq. ft.

Remarks **Ok By JON no plans**

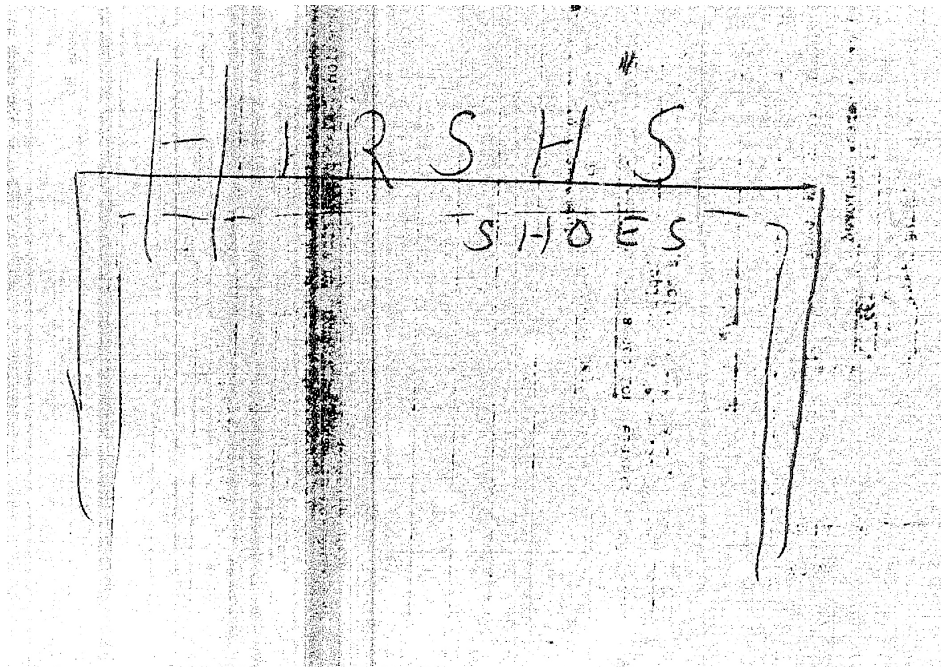
Application Fee \$ **.50**
Group **F2S** Type **IV** Fire Zone **3**
Valuation **1,00.00** Total Fee **2.50**
Permission is hereby granted above named person or persons
to do above mentioned work at location herein described.

APPLICATION FOR OCCUPANCY PERMIT
Application is hereby made for a Temporary Certificate of
Occupancy and compliance in conformity with Sec. 15 of Zon-
ing Ord. 1168, adopted Sept. 20, 1948. Occupancy Fee \$ **1.00**

The above proposed use and occupancy complies with all City
Ordinances, rules and regulations, and a Temporary Certificate
of occupancy and compliance is hereby granted.

Inspector *J. C. Williams*
Applicant *Hearn Sign Co*
Address _____
By *J.P. Lee*
COUNTERSIGNED *L. Miller*

Hirsh's Shoes Neon Sign Permit | City of Tucson Development Service Records | 1954



Hirsh's Shoes Neon Sign Permit Drawing | City of Tucson Development Service Records | 1954

HIRSH'S
CHILDREN'S SHOES
2934 E. Broadway
Near Broadway Village

OPENING TODAY

A new and completely modern children's shoe store that will feature the newest footwear fashions for children . . . fitted by trained, courteous salespeople who will take time to fit your children correctly.

Nationally Famous Brands
In Complete Size Ranges

KALI-STEN-IKS
MODERN AGE
GERBERICH PAYNE
"Gee Pees"
PRIMA COVER GIRL
SELF STARTERS
BUNTEES for Infants
MAIN-STREETERS
for the Junior Miss

Keds & Kedettes
Complete Style Selection

We will feature a COMPLETE LINE of CORRECTIVE SHOES with long leather counters, broad steel shank and anatomic heels . . . CAREFULLY FITTED ON DOCTORS' PRESCRIPTIONS.

HIRSH'S
CHILDREN'S SHOES
2934 E. BROADWAY · NEAR BROADWAY VILLAGE
Conveniently Located Where Parking Is No Problem—On Sunshine Mile

Hirsh's Shoes Open Day Advertisement, 1954, showing Hirsh's Logo.

H. Narrative describing plans for maintenance of the sign for future years

The sign has been continually maintained and will continue to be serviced to insure functional operation. Cook and Co. Signs manage and replace equipment, electrodes, neon, paint as needed. Regularly the sign undergoes a maintenance check and this will continue.

I. Estimate of total lumens

Unknown

J. Color elevation, or color photo-simulation, of proposed treatment

No treatment proposed at this time.

K. Narrative description with performance requirements, specifically any proposed repair, restoration, adaptive reuse (change of copy), relocation or replication (may include a combination of treatments)

No performance requirements proposed at this time.

L. GPS coordinated of the final location (if different from current location)

GPS coordinates of original and final location: Lat: 32°22'12.64"N Long: 110°92'80.95"W

L. List of new parts/list of parts and materials to be replaced

Restoration was completed in 2016, the Tucson Historic Preservation Foundation will work to insure that the sign remains on display in the Tucson community. The restoration and regular maintenance includes:

1. Paint
2. Replacement of deteriorated metal
3. Transformers
4. Electrical wiring
5. Neon tubes

O. One (1) copy of the Pima County Assessor's map of the subject parcel(s)

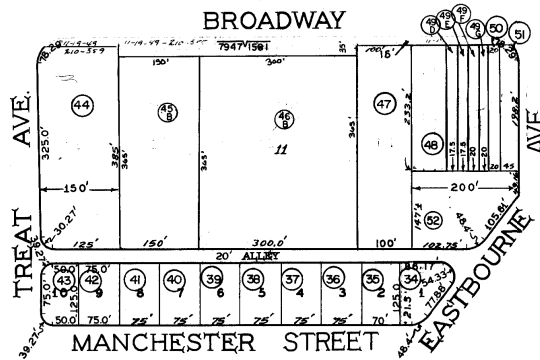
ASSESSOR'S RECORD MAP

12

129-02

BLOCK B BROADMOOR

5/18



SCALE-1"=150'

SEE BOOK 7, PAGE 46 M & P.

1987-2

1155 (1)

"IMPERIAL" - K. & E. CO., N.Y.
REG. U.S. PAT. OFF.

P. Completed 207 Waiver

See attached.

Q. Consent to access prior to demolition

See attached.

X. As-Built Sign Condition Assessment

The eligible historic landmark sign was fully restored in the 2012 to a fully operational base line. It is currently installed and operable. The sign was inspected in fall 2016. The sign shows no signs of weakness or rust. The angle iron is joined together by welded joints all of which are intact and show no sign of weakness, loss or substantial rust. All weld-points are solid and intact.