BROADWAY

Campbell and Country Club. The winning entry was The Sunshine Mile. The contest was sponsored by the East Broadway Merchants to name the strip between

This guide offers a small glimpse into the rich architectural history of Broadway Boulevard and is dedicated to the individuals, who with this legacy, shaped the story of Tucson.

BROADWAY

An extraordinary collection of Mid-Century Modern buildings designed by Ralph Haver and Ronald Bergquist all contributed to the unique character of Tucson's most influential architects shaped this modernist boulevard. Bernard Friedman, Fred Jobusch, William Wilde, Anne Rysdale, Nicholas Sakellar,

A reflection of the American Dream. As a result, new subdivisions and neighborhoods were developed to support new neighborhoods with their own streets and retail services. The population grew rapidly. In 1940, the population was 35,000 - by 1960, it had soared to 212,000. Optimism and post-war economic boom. Like many cities, Tucson was growing.

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 held to name the strip between Broadway and Euclid.

BROADWAY

The Sunshine Mile.

Houses. This became the important suburban corridor, modern structures were built along its edge.

Tucson's story and the American Experience.

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