

NATIONAL REGISTER NOMINATION SUMMARY SHEET

Property: Julian-Drew Building/Lewis Hotel

Location: 182 East Broadway  
Tucson

PIMA COUNTY

Ownership: Private - Business Development Finance Corp.  
Tucson

Nomination prepared by: A. Kimmelman, S. Schuman  
CDG Architects, Ltd., Tucson  
345 E. Toole Ave. #202  
Tucson, Az 85701 (629-9752)

Description: A 1917 Commercial Style two-story brick building with neoclassical detailing, located in downtown Tucson. Apparently, the first floor was planned for automobile sales and service and W. A. Julian's plumbing business and the second floor as a residential hotel. After 1940, a variety of business activities were in the building.

**Suggested level of significance:** Nominated at **local** level of significance

**Criterion/Criteria:** **Criterion A** for its association with commercial development in downtown Tucson from post WWI to post WWII; and under **Criterion C** for its distinctive architectural features.

Message for Reba Wells Grandrud

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**From:** Edson Beall  
**Date:** Wed, Apr 3, 1996 9:20 AM  
**Subject:** National Register List 04/05/96  
**To:** #SHPO/NR Contacts; Jim.Draeger@Mail.admin.Wisc.edu;  
ElGilbertson@gate.dca.state.vt.us; rgrandrud@pr.state.az.us;  
bmattick@mail.dos.state.fl.us; oahp@wln.com; josborne@email.state.ut.us;  
Elisabeth.B.Potter@state.or.us; Power@history.scdah.sc.edu;  
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UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE 2280  
P.O. BOX 37127  
WASHINGTON DC 20013-7127

The Director of the National Park Service is pleased to announce actions on the following properties for the National Register of Historic Places. For further information contact Edson Beall via voice (202) 343-1572, fax (202) 343-1836 or E-mail: edson\_beall@nps.gov

Visit our web site at <http://www.cr.nps.gov/nr/nrhome.html>

WEEKLY LIST OF ACTIONS TAKEN ON PROPERTIES: 3/25/96 THROUGH 3/29/96

KEY: State, County, Property Name, Address/Boundary, City, Vicinity, Reference Number, NHL, Action, Date, Multiple Name

ARIZONA, MARICOPA COUNTY,  
Tovrea Castle,  
5041 E. Van Buren,  
Phoenix, 96000309,  
LISTED, 3/28/96

ARIZONA, PIMA COUNTY,  
Julian--Drew Building,  
182 E. Broadway,  
Tucson, 96000306,  
LISTED, 3/29/96

ARIZONA, PINAL COUNTY,  
Kannally Ranch,  
Mt. Lemmon Hwy, E of Oracle,  
Oracle vicinity, 96000307,  
LISTED, 3/28/96

ARKANSAS, ASHLEY COUNTY,  
Hawkins, Dr. M. C., House,  
4684 AR 8,

United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section number \_\_\_\_\_ Page \_\_\_\_\_

### SUPPLEMENTARY LISTING RECORD

NRIS Reference Number: 96000306

Date Listed: 3/29/96

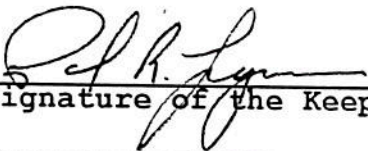
Julian--Drew Building  
Property Name

Pima  
County

AZ  
State

N/A  
Multiple Name

-----  
This property is listed in the National Register of Historic Places in accordance with the attached nomination documentation subject to the following exceptions, exclusions, or amendments, notwithstanding the National Park Service certification included in the nomination documentation.

  
\* Signature of the Keeper

3/29/96  
Date of Action

Amended Items in Nomination:

**Certification:**

The property was evaluated at the local level of significance and was submitted as a nomination that meets the National Register criteria and the procedural and professional requirements set forth in 36 CFR Part 60. [The State Certification Box was not fully completed, but the SHPO's cover letter verifies this information.]

**Significance:**

The appropriate areas of significance include Architecture, Community Development and Planning, and Commerce.

This information was confirmed with Reba Grandrud of the AZ SHPO.

**DISTRIBUTION:**

National Register property file  
Nominating Authority (without nomination attachment)



United States Department of the Interior  
National Park Service

# National Register Of Historic Places Registration Form

FINAL COPY

This form is for use in nominating or requesting determinations for individual properties or districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries.

## 1. Name of Property

historic name Julian-Drew Building

other names/site number Lewis Hotel

## 2. Location

street & number 182 East Broadway

city, town Tucson

state AZ

code AZ

county Pima

code 019

not for publication

vicinity

zip code 85701

## 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  nationally  statewide  locally. ( See continuation sheet for additional comments.)

Signature of certifying official/Title

Date

State or Federal agency and bureau

In my opinion, the property  meets  does not meet the National Register criteria. ( See continuation sheet for additional comments.)

Signature of certifying official/Title

Date

State or Federal agency and bureau

## 4. National Park Service Certification

I, hereby, certify that this property is:

entered in the National Register.

See continuation sheet.

determined eligible for the National Register.

See continuation sheet.

determined not eligible for the National Register.

removed from the National Register.

other, (explain:)

Signature of the Keeper

Date of Action

Julian-Drew Building  
Name of Property

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### 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	
<u>1</u>	<u>0</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>0</u>	<u>0</u>	structures
<u>0</u>	<u>0</u>	objects
<u>1</u>	<u>0</u>	Total

**Name of related multiple property listing:**  
(Enter "N/A" if property is not part of a multiple property listing.)

N/A

**Number of contributing resources previously listed  
in the National Register**

0

### 6. Function or Use

**Historic Functions**  
(Enter categories from instructions)

Commerce/Trade  
-auto showroom, general store  
Domestic/Hotel

**Current Functions**  
(Enter categories from instructions)

-Commercial/Trade  
-Recreation and Culture  
-Domestic/apartments  
-Health Care

### 7. Description

**Architectural Classification**  
(Enter categories from instructions)

Early 20th Century Commercial with Neo-Classical details.

**Materials**  
(Enter categories from instructions)

foundation Concrete  
walls North & East: Smooth pressed brick with thin mortar joints  
South & West: Soft Red Brick  
roof Flat built-up roof  
other 2 Skylights

### Narrative Description

(Describe historic and current condition of the property on one or more continuation sheets.)



## 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.)

Property is:

- 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 of age or achieved significance within the past 50 years.

### Areas of Significance

(Enter categories from instructions)

Social History/Architecture

Community Development

Distinctive Characteristics

### Period of Significance

1918-1940

### Significant Dates

circa 1937 - Remodel

### Significant Person

### Cultural Affiliation

N/A

### Architect/Builder

A.C. Rosewell

### Narrative Statement of Significance

(Explain the significance of property on one or continuation sheets.)

## 9. Major Bibliographical References

### Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

#### 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 # 171
- 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:

Julian-Drew Building  
Name of Property

Pima AZ  
County and State

### 10. Geographical Data

Acreage of property Less than one acre

#### UTM References

(Place additional UTM references on a continuation sheet.)

1 

1	2
Zone	

5	0	3	2	2	0
Easting					

3	5	6	4	7	4	0
Northing						

3 

ZoneB	

EastingB									

NorthingB									

4 

ZoneB	

EastingB									

NorthingB									

See continuation sheet

#### Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

#### Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

### 11. Form Prepared By

name/title Alex Kimmelman, Nastaran T. Ghomi, Stan Schuman  
organization CDG Architects, Ltd. date August 23, 1995  
street & number 345 E. Toole Avenue, #202 telephone 520-629-9752  
city or town Tucson state AZ zip code 85701

### Additional Documentation

Submit the following items with the completed form:

#### Continuation Sheets

#### 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.

#### Photographs

Representative black and white photographs of the property.

#### Additional items

(Check with the SHPO or FPO for any additional items)

### Property Owner

(Complete this item at the request of SHPO or FPO.)

name Business Development Finance Corporation  
street & number 345 E. Toole Ave., Suite 300 telephone (520) 623-3317  
city or town Tucson state AZ zip Code 85701

**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. 470 et seq.).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instruction, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.



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name of property

Pima County, AZ

county and state

The Julian-Drew Building/Lewis Hotel is a 1917 commercial style building with Neoclassical Revival detailing. This building was one of the first of its kind of automobile dealerships in providing an indoor display showroom. Its lower floor offered large picture windows for the display of the most recent automobile models available to the citizens of Tucson. Its location at the southwest corner of Fifth Avenue and Broadway Boulevard, and only three blocks from the City Center, provided prominent visibility to downtown travelers. Today, Broadway Boulevard continues to be one of the main circulation corridors to the downtown area. The building occupies nearly 90% of the lot on which it is located, a common situation of the commercial developments in the downtown business district. It presents a strong face along Broadway with only a 10'-0" sidewalk between it and the street curbing. The building is two-story, with a double wythe exterior brick wall and interior post and beam construction. It is distinguished by a flat roof and surrounding parapet. It uses a pressed red clay brick along the east and north elevations incorporating horizontal corbeling and decoration of the flat arch with the introduction of precast concrete keystones and voussoirs. The south and west elevations provides a more economical display of brick construction, with less detail, and the use of a less expensive low-fired red clay brick. The lower (main) floor east and north elevations present large glassed openings for the display of the automobiles, while all the other elevations maintain a more residential scale with the use of the double hung wood windows. The building is in excellent condition and maintains much of its original character.

The Julian-Drew Building has a modified rectangular floor plan (see enclosed floor plans). The exterior exposed brick walls are bearing and are composed of two different types of brick. The main (north and east) facades are built of a smooth, medium-fired, reddish-brown pressed brick with a butter joint. The brick coursing at these two elevations was laid in a standard stretcher bond, with corbeled expressions at the top of the individual columns, the floor plane of the second floor and the ceiling plane of the second floor. The secondary facades (south and west) are built of a softer, low-fired red brick, typical of many buildings in the Tucson area, and are laid in a standard flush struck mortar joint. The coursing at these elevations was laid in an American, or Common, Bond. The foundation of this structure is poured-in-place concrete that is stuccoed where exposed. There are two partial basements, both located at the south side of the structure and in the two west bays.

The Julian-Drew Building is located in the City of Tucson Subdivision of the original townsite. The structure itself occupies nearly 90% of the site (lot size 110' x 98'), with the north, east and west walls resting directly on the property lines. There is a small concrete-paved courtyard at the southeast corner of the property that remains the only unbuilt portion of the site. The building's main facade and entry fronts one of Tucson's busiest commercial streets, Broadway Boulevard, and is located only three blocks from the intersection of Stone Avenue and Broadway, the heart of downtown Tucson. The building is considered to be in the downtown commercial/retail district. The building itself is in excellent condition and has had only minor modifications to its original exterior design features.

The original plan of the main floor consisted of a large open space for the display of automobiles. Office areas for the auto showroom were located at the far west bay. The far west bay is the only portion of the building that has a raised wood framed floor with maple flooring. The remaining floors at this level are concrete slabs on grade. The lower floor consists of a steel post and beam construction. The exact location of all the columns and bay spacing could not be determined without the removal of some finished wall material. Since this was not allowed the actual column count and location was not verified. There is a definite visual expression of the structural columns on the first floor exterior wall (north elevation). These column locations divide this elevation into 11 distinct bays. Six of the columns are exposed brick, the remaining six are framed in wood and painted. There are eight engaged brick columns expressed on the second floor, four of which align with the four of the exposed brick columns on the first floor (the two end wall columns and the two center columns, see photograph). Interestingly the eight second floor



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engaged columns and the nine windows are symmetrical about the center axis of the second floor. On the contrary, the original, and present day first floor structural bay system, the windows and doors are asymmetrical about its center axis.

The two main elevations (north and east) express a strong horizontal element in its brickwork. There is an exposed brick corbel string course at the second floor level. There is also an enlarged corbel, stuccoed string course at the roof framing level. Both of these string courses are expressed only on the north and east elevations. The second floor string course is terminated with a wood framed, sheet metal-covered drip stone profile. This profile extends out from the building face approximately ten inches. Finally, the parapet on these two elevations are capped with two rows of brick in a corbeled profile. There are no horizontally expressed lines on the south and west elevations.

There is evidence that the original entrance to the auto sales floor was at the present entrances to 178 and 180 E. Broadway. This evidence is expressed in the concrete floor. There are two angled construction joints at the recessed entry, and a change in texture and color on either side of the construction joint. It appears that the smoother finished concrete was at one time an interior floor. Since there was no indication that this change was made in the 1985 modifications, and since there is no knowledge of any other work on this building, the entry change would appear to have been made in the circa 1937 remodeling.

All the original wood frame storefront windows on the first floor, north and east elevations, were removed and replaced in 1985 with a dark bronze, narrow stile, anodized aluminum window frame. The transom prismatic 6"x6" leaded glass was also removed and replaced with aluminum frames and plate glass. The large glass panels were then covered with 6"x6" surface-applied aluminum grid to represent the original leaded glass pattern. The remaining windows on the first floor, east elevation, are double hung 1-over-1 wood windows. All the original wood double-hung windows, on both floors, are set flush with the interior wall and remain in place. There are four sizes of the double hung wood windows and three types of arrangements: 1) single window, 2) two windows side by side, and 3) three windows side by side. The window detail and cross section, however, remain the same in all cases. There are 3 wood framed fixed windows on the west elevation. There is also a round fixed wood frame window on the west elevation at the southwest corner of the building, that was added during the 1985 renovation.

There was originally one large opening (12'-0" x 12'-0") on the east elevation (see photographs of large bricked-in opening with the flat arch and three precast concrete key stones). Although there was no evidence to indicate otherwise, this large opening was most likely the doorway for bringing the automobiles into the show room (there was also no evidence of other larger openings elsewhere on the building to indicate automobile entry). This entrance was enclosed prior to the 1985 modifications, and the actual date of work could not be verified. The four doors at the south elevation are 5-panel wood doors and are believed to be the original doors. There are two doors that were added to the west elevation during the 1985 modifications. The only exterior doors on the second floor are located at the south elevations off the balconets. These doors are paired French 5-light doors. They were replaced with new 5-light French doors in the 1995 remodeling of the second floor hotel. The opening details at the windows on the north and east elevations are the most expressive and reflective of Neoclassical detailing. All the window openings on these two elevations have a smooth precast concrete window lug sill and a flat arch with brick voussoirs and slightly protruding smooth precast concrete keystones. Enlarged precast concrete voussoirs were used at both ends of the flat arch on the double, triple and largest single double hung windows of these elevations.



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name of property

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The end precast concrete keystone and voussoirs were also used in the flat arch above the original large (automobile) opening at the east elevation. The more elaborate detailing was expressed to the street (primary) facades, while a less expensive construction technique was used at the rear or side facades (secondary) to save money. Such is the case on the south and west elevations in which a more common, less expensive segmental brick arch was used above all openings. Economy played its part on the window sills as well: The precast concrete lug sills were replaced with the low-fired red clay bricks and the bricks were sloped for drainage.

There are several attic vents located on the east, south and west sides of the buildings. In keeping with the detailing expression, the east side vents are more expressive of the Neoclassical Revival style. The vents are small, rectangular in shape and have a star pattern for the vent louvers. The vents are carefully located in the stuccoed string course and centered up the windows in four locations. The vents on the south and west sides, as the windows, express a more economic/functional detail. The vents are larger rectangular wood frame with the standard, tilted horizontal wood members.

There is a black ceramic tile (4"x4") wainscot extending from the finish grade to the bottom of the sill of the storefront windows on the north and east elevations. As an early newspaper report describes<sup>1</sup> a "desert granite" was used at the base of the large plate glass window. This would indicate that the black tile wainscot was not the original material usage. The tile was certainly not added during the 1995 modifications and there is no indication that it was added during the 1985 modifications. Without credible evidence it can only be assumed that the tile was most likely placed over the granite in the circa 1937 modifications. The black tile remains in relatively good condition.

The original building signage at the north elevations still remains and can be seen in the enclosed photographs. The sign "1917 Julian-Drew 1917" indicates the date of construction and the names of the owners. There is also a painted sign still visible on the west wall at the northwest corner of the building indicating advertisement for the "Lewis Hotel" (see enclosed photograph).

Although not independently verified, one source indicates 'extensive store front remodeling in 1937'.<sup>13</sup> It is believed that when the four new entries were added, the interior partitioning was also completed, dividing the large auto display space into four individual tenant spaces. Of the four spaces, three are presently occupied by commercial/retail ventures. The interior finishes in all four spaces are similar, with the exception of the wood floor in the far west space. All exterior and demising walls have a medium sand-finished plaster. The ceilings also have a sand-finished plastered surface. Although the new entries were added to the main facade, the integrity of the large display windows has been maintained. The new entries have not destroyed the basic character of this elevation. The same is true with the interior partitioning of the large first floor display area. The walls are framed and could be removed to once again create the large open expression.

The 1995 modifications to the second floor apartments maintained the integrity of the original floor plan. The original plan is a double-loaded corridor flanked by individual hotel rooms. The 1995 modifications kept the double-loaded corridor concept, but combined some of the individual rooms into two-room apartments. There were no modifications made to the corridors and stairway lobby areas. Original features such as the large skylights, 1" x 3" tongue and groove Douglas Fir wood flooring, 8" wood base, picture molding, door and window trim, door and window hardware and plaster walls and ceiling were maintained. An original metal radiator and electrical fuse panel (although not functional) were retained and displayed, in their original locations, near the head of the main stairway as a reminder of original conditions. The 1995 modifications were basically done to bring the existing hotel up to code and function



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as a low income apartment complex. The other modifications made at this time were upgrades on the mechanical, electrical, plumbing and fire safety issues. A fire sprinkler system was added on both floors. None of these modifications have affected the original design integrity.

The alterations to this building and related dates have been mentioned in several locations throughout this text and do not need to be further explained. A floor plan of the original hotel plan has been included for the records. Past records were not clear on any other changes to the building other than those mentioned above. At this time, the first floor remains a commercial venture, while the second floor maintains its residential character.

The building is presently in good structural condition and appears to be properly maintained. There were no problems or deterioration issues discovered during this investigation. The only items that will need some attention in the near future are the wood windows. They were found to be in fair condition only. The exterior trim and stiles are showing signs of deterioration. This is a critical item and would have a major impact on the integrity of the structure, should they be removed, not restored, and replaced with another type of window. Therefore, care must be taken with the remaining double hung windows and a long term solution for their maintenance must be considered.

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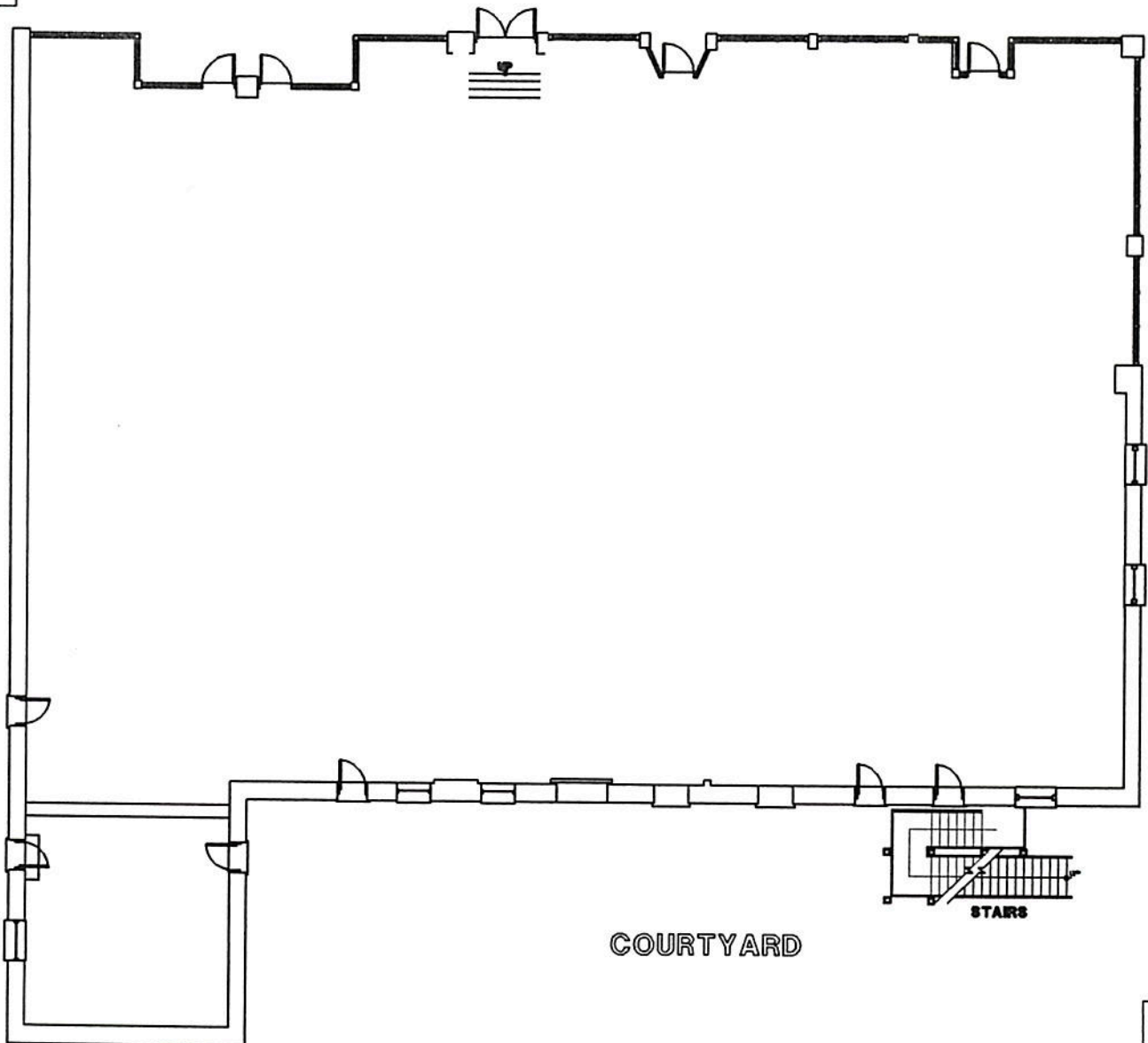
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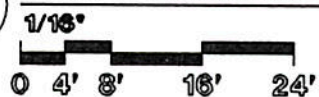
Photo locations



**LEWIS HOTEL  
FIFTH AVENUE & BROADWAY  
TUCSON ARIZONA**



**PHOTO LOCATIONS**





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National Park Service

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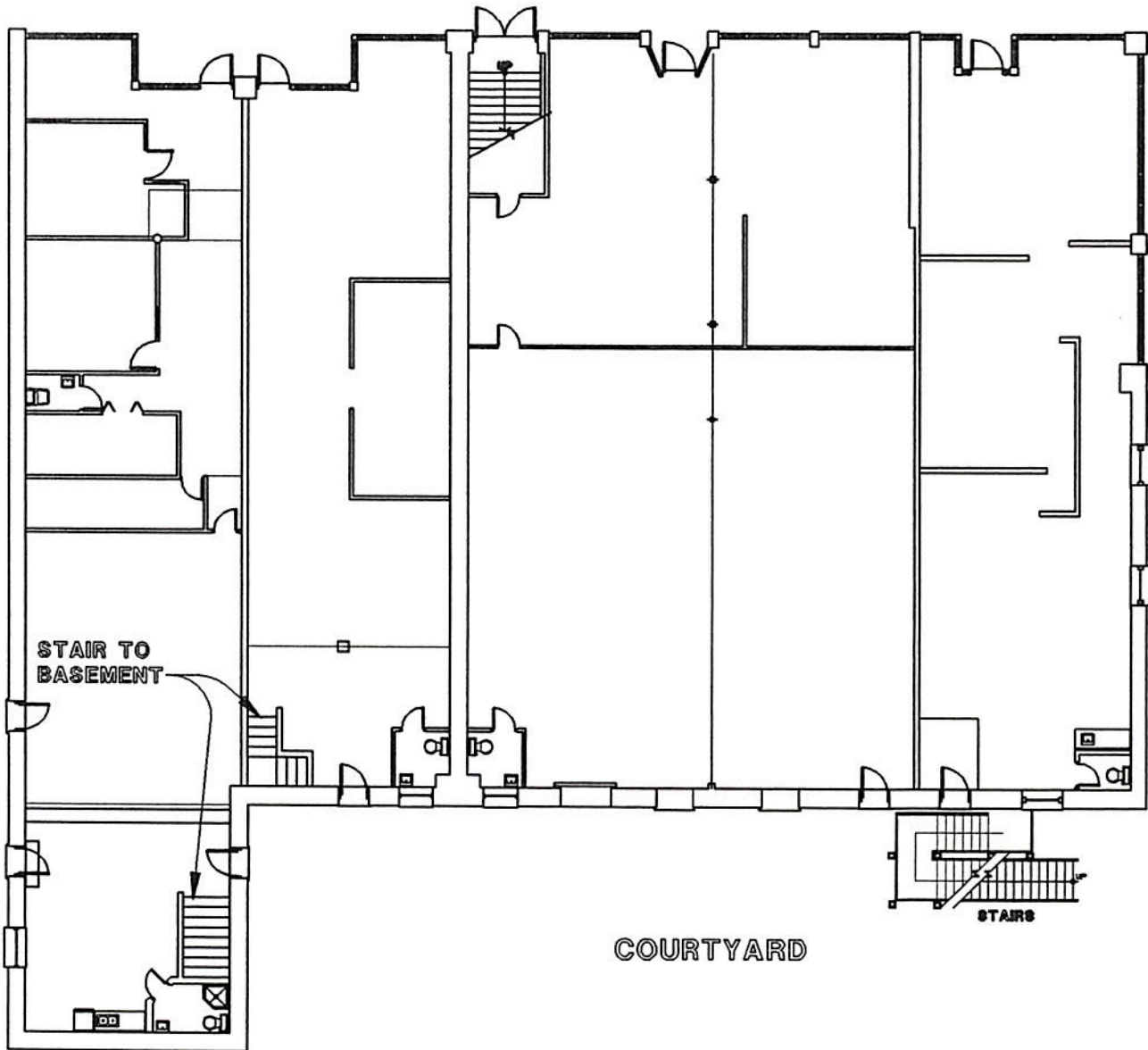
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Julian-Drew Building  
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Main Floor Plan



**LEWIS HOTEL  
FIFTH AVENUE & BROADWAY  
TUCSON ARIZONA**

**NORTH** **MAIN FLOOR PLAN - AS FOUND**  
**1/16"**  
0 4' 8' 16' 24'

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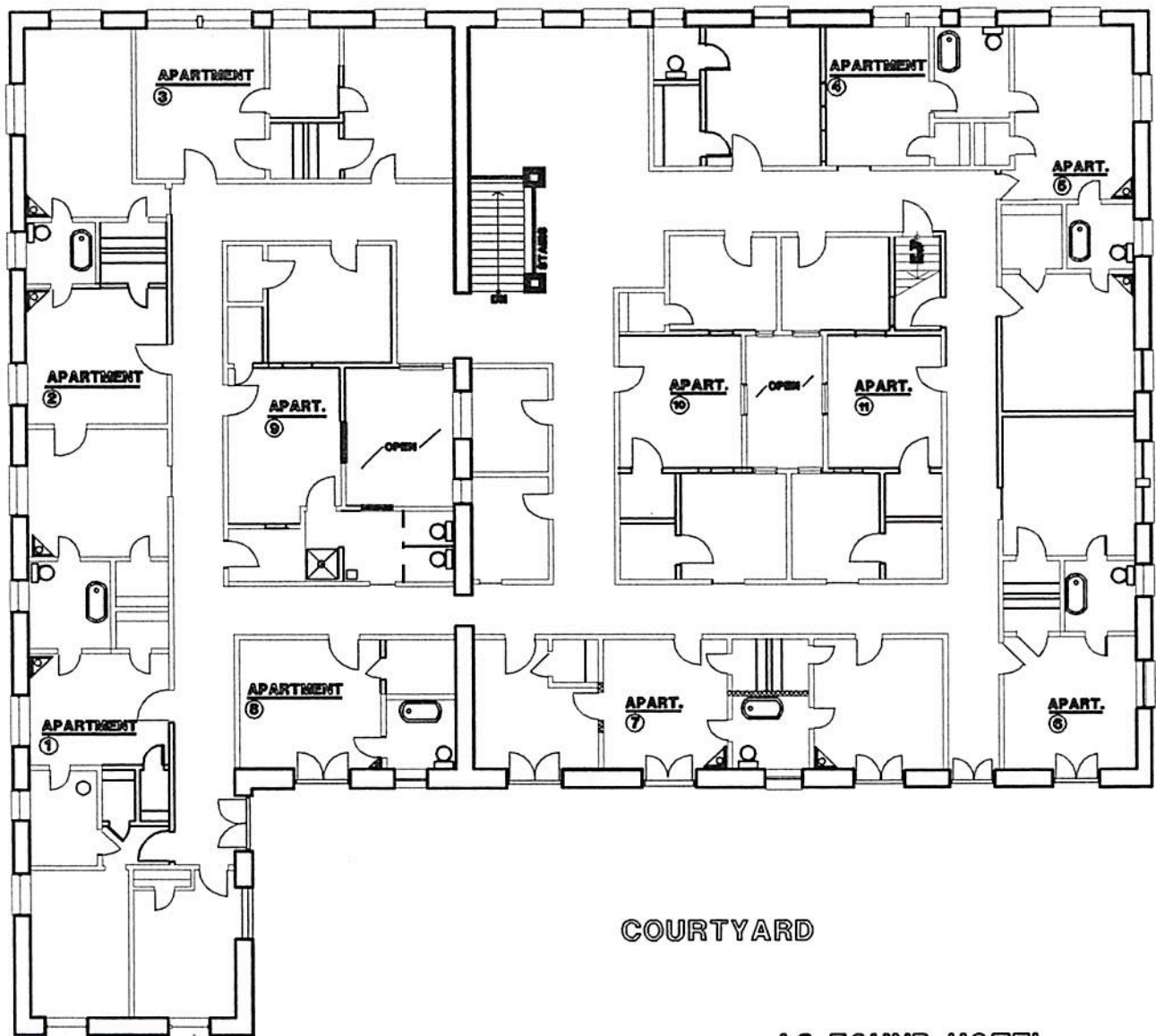
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As-Found Hotel  
Second Floor Plan



LEWIS HOTEL  
FIFTH AVENUE & BROADWAY  
TUCSON ARIZONA

COURTYARD

NORTH

AS-FOUND HOTEL  
SECOND FLOOR PLAN

1/16"

0 4' 8' 16' 24'



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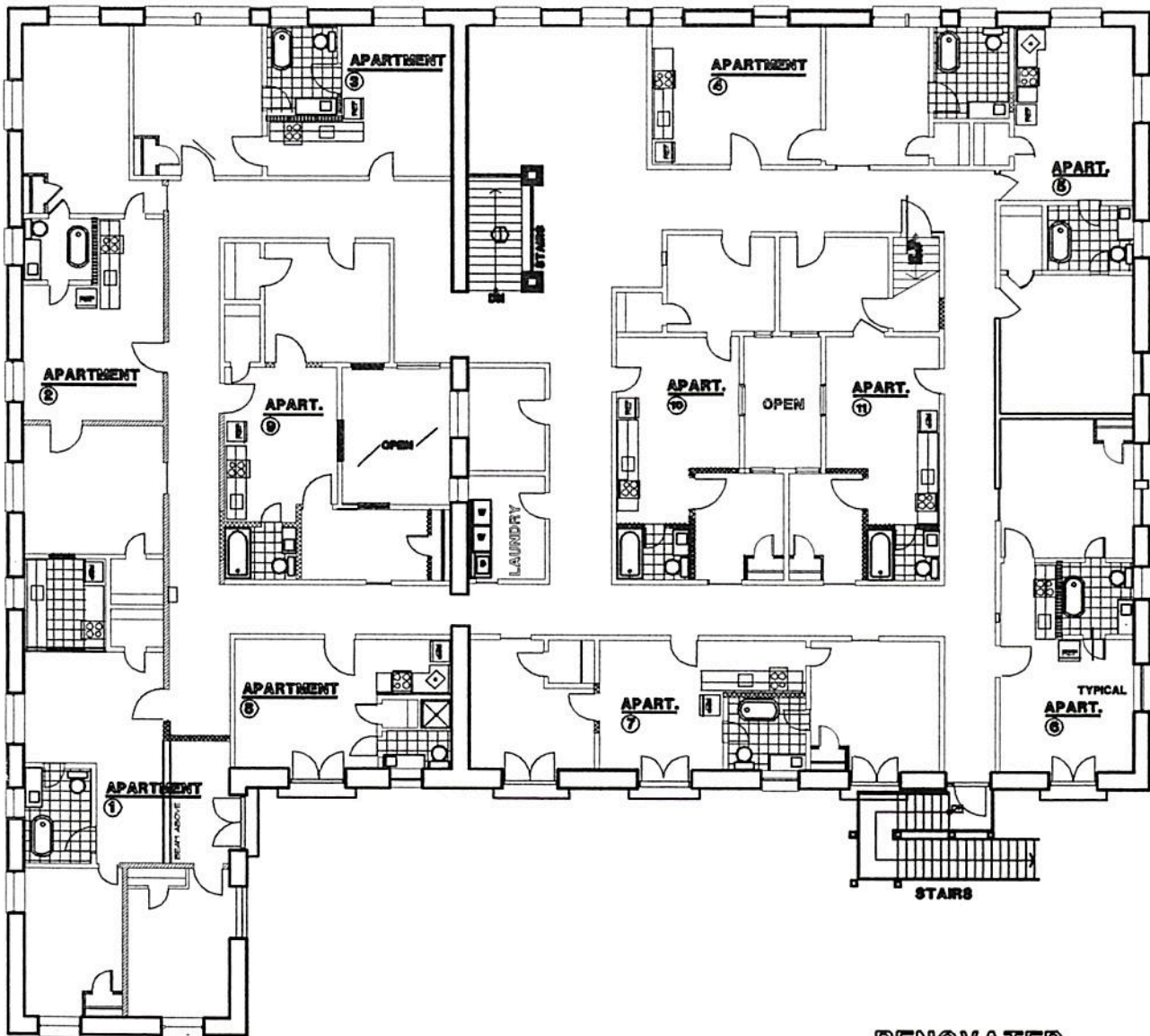
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Renovated Apartment  
Second Floor Plan



**LEWIS HOTEL  
FIFTH AVENUE & BROADWAY  
TUCSON ARIZONA**



**RENOVATED  
APARTMENT  
SECOND FLOOR PLAN**



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### SUMMARY

The Julian-Drew Building has been a consistent landmark at the southwest corner of Broadway and Fifth Avenue in Downtown Tucson, Arizona for nearly eight decades. The original development of this modest two-story building represented an attempt by the developer to match an historic use (the Lewis Hotel) with a retail sales operation based on the future potential of a relatively new technology (the automobile). Unfortunately, neither business was fated for success. The building remained, but tenants changed on a regular basis (except for the Lewis Hotel). The soft business potential of the site no doubt contributed to the preservation of the building in that no later developer saw the property as having greater potential than what currently existed.

Today the building remains, with good historic integrity and alterations which are reversible. The Lewis Hotel's use has been entirely restored to provide residential units and artist studio space. Retail businesses have not returned to the first floor showroom, but the space is occupied by professional offices.

Designation of this property represents the establishment of a hard edge to the related historic residential district to the south, and even affords some protection for the undesignated properties which lie in between by confirming the historic nature of the area if not the individual buildings.

Based on these considerations, the Julian-Drew Building is nominated to the National Register of Historic Places under the provisions of Criterion A (association with events) and Criterion C (distinctive architectural characteristics).

### INTRODUCTION

In 1917, Tucson businessmen William Armine Julian and W. E. Drew developed a building at 181 East Broadway. Julian had spent perhaps two years in assembling the parcels needed for construction. A residential building which sat on the western parcel needed to be demolished. In style, form and mass, the Julian-Drew Building was very much in keeping with other commercial development along the south side of Broadway. Those four blocks of Broadway (from Stone Avenue east to Fourth Avenue) underwent a transformation from residential to commercial during the first two decades of this century. And while the block facing Broadway became commercial, those to the west and east filled in with transitional uses -- a hotel, boarding house, and office building. Two homes sit on the south facing parcels (one is an historic contributor while the other is one of the few newer buildings and is out of character).

Three businesses were slated to occupy space in the new building. Julian planned to run his own plumbing business with offices and a storage yard on-site. Tucson Overland Company, an automobile dealership, and the principal tenant, was to occupy the majority of the first floor. The large picture windows in front were designed to maximize exposure of the new models on display to potential customers. On the second floor, Arthur Lewis planned to run the Lewis Hotel.<sup>1</sup>

Development of the Lewis Hotel was deeply tied to Tucson's history. Few structures developed after 1860, be they predominantly residential or commercial, did not set aside rooms to accommodate travelers. Providing services to travelers and visitors was literally Tucson's first industry and remains a major economic component to this date. Hotels dominated the Broadway frontage by the mid 1920s with the Westerner, Santa Rita, El Presidio, Roskruge,



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Dunway, Apache and Catalina, joining the Lewis. At the Julian-Drew, the hotel use continued long after the auto sales discontinued, but never developed much of a reputation based on services or clientele.

The auto sales venture was actually second generation in Tucson. By 1917, automobiles were fairly common in Tucson, though the industry was still in its infancy and the number of vehicles few. The first automobiles to reach Tucson had arrived just after the turn of the century; delivered in packing crates by the railroad. It took a brave auto traveler to test their metal on Arizona's roads in 1917. However, the Federal Government began a program that year to assist states in highway construction, and Tucson benefited substantially in 1921 with the designation of U.S. Highways 80, 84, and 89.<sup>2</sup>

A review of the 1917 City Directory indicates fifteen auto dealerships operating in Tucson (three dealers actually operated out of a single location and one dealt in Vim Delivery Trucks). The locations of those dealerships were all in the downtown area; Pennington and Toole Avenues marking the northern and eastern extension, no dealerships appear west of Church. Most businesses were grouped near the intersection of Sixth Avenue and Broadway.<sup>3</sup> The Julian-Drew enterprise was innovative in designing a building with the auto sales use in mind. The plan dictated the structure; the developers' resources dictated the ornamentation and style. The large open bay display "An Attractive Front in Julian New Building" and area, open to view by pedestrians, was the innovative factor for Tucson. The architectural style was conservative and consistent with the times. The building was constructed of nearly all Tucson manufactured, or processed building materials, but used neither adobe or volcanic lava rock.<sup>4</sup>

The Julian-Drew Building is the earliest designed auto dealership to remain standing in Tucson. In the next generation of sales and service locations, automotive sales first moved east on Ninth Street, then north along Sixth Avenue. Many of those buildings are currently listed in the Ironhorse Historic District or will be included in the Tucson Warehouse Historic District.<sup>5</sup>

### HISTORY OF BLOCK 256

The land on which the Julian-Drew Building sits is near the western edge of a broad plain stretching east and south from the earliest village of Tucson. The Spanish Presidio was constructed at that edge of that plain, where the land drops down into the historic flood plain of the Santa Cruz River. The distance between the Julian-Drew Building and the Presidio (parts of which actually remained in 1917) was approximately one quarter-mile, but there is no record that development in either the Spanish or Mexican periods extended that far to the southeast.

In 1863, the Union Army arrived back in Tucson after a three year withdrawal necessitated by the Civil War. The army established their first camp on low land to the southwest of where the Calle Real intersected with the Calle de la India Alegre (today near the south intersection of West Congress and South Granada Avenue). After a few months at that site, a new location was established on higher ground less than half-a-mile to the east. The road to Camp Lowell extended three blocks east from the long established Plaza de la Mesilla and was known as Camp Street (later to be renamed Broadway). Camp Lowell, which largely served as a supply depot, remained on this site until 1871, when the Army relocated to Fort Lowell, seven and a half miles to the northeast and straddling the Rillito River.<sup>6</sup>

During the 1870s, the city leaders engaged in the process of obtaining a townsite patent for the community. Under the Federal Townsite Act, a village could make application and receive two square miles of land on which to



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establish a town. The purpose of the program was to promote urban development by making land available for sale. The former military camp was not included in the initial survey and application which was beset with numerous problems. In the amended claim, old Camp Lowell was included in the City of Tucson. The military property was subdivided and platted as Blocks 256, 257, 258, 259, 260 and 261. The Julian-Drew Building was built at the northeast corner of Block 256.<sup>7</sup>

The history of Tucson's American territorial era business district begins in the long established areas of the Spanish and Mexican periods. The business district was located near the vicinity of Alameda Street and Main Avenue, the historic main entry point to the Presidio from the Calle Real. Spanish and Mexican Tucson was accommodated within an area of approximately 90 acres. Anglo expansion beyond that acreage, particularly to the east, did not occur until the 1860s. Even then, most development remained west of Stone Avenue until after 1880 and arrival of the Southern Pacific Railroad. Then, with the vast expansion in business opportunities provided by the railroad, Tucson's "eastern" business district began to emerge. The "east vs. west" mentality of downtown development continued to exist well into the twentieth century.

By the turn of the century, private residences still dominated the southern blocks of Broadway east of Stone Avenue. After 1900, the transition from residential to commercial accelerated due to an expanding population which needed goods and services, the development of municipal infrastructure to support public accessibility, and the availability of land for residential development opening up to the north and east of downtown. But the intensity of business activity lessened immediately south of the Broadway frontage.

### DEVELOPMENT OF THE JULIAN-DREW BUILDING

The parcels which were to be developed as the Julian-Drew Building in 1917, were originally purchased by George K. Smith (parcels 1) on December 22, 1900, Jennie G. Hauke (parcel 2) on January 4, 1901, and John Zellweger (parcel 9) on December 28, 1900. Assemblage of the parcels for the new development was completed in 1915. To make way for the new building, an earlier adobe/brick residence on parcel number two was demolished.<sup>8</sup>

Construction of the Julian-Drew Building began in the Spring of 1917. A March 30, 1917 article in the Arizona Daily Star indicated that Julian-Drew Building was under construction at the southwest corner of Broadway and Fifth Avenue and that the proposed usage was for automobile sales and the plumbing establishment of W. A. Julian.<sup>9</sup>

Local newspaper accounts indicated that A. C. Rosewell had been selected as the contractor to build a structure with full basement and two stories. The report concluded that "at the time . . . the purchase price was considered the record breaking one for business property." The owners reportedly paid \$16,000 for the lot, and constructed a building valued at \$16,000.<sup>10</sup> The newspapers also reported that materials produced or processed locally were prominent elements in the construction plan. Desert granite provided the base beneath the large plate glass show windows. The "Old Gold" pressed brick was manufactured by the Tucson Pressed Brick Co.<sup>11</sup> The black tile which currently exists on the building was used to cover the foundation rock and was added during a later renovation.

In 1918, the first year of listing in a Tucson City Directory, Tucson Overland Company was the main tenant. Between 1922 and 1924, Studebaker Motor Car Company was listed as the main tenant. The main showroom was apparently split up by 1940 and the record shows a variety of business activities at four addresses during the decade of the 40's.



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Beginning in 1919, the Lewis Hotel is first listed as a commercial enterprise in the City Directory, then continually through 1952. The 1918 Directory identifies Arthur Lewis as proprietor of the Lewis Hotel.

Arthur Lewis had moved to Tucson from San Diego where he operated the King George Hotel. After arriving in Tucson, he operated the Apache and Lewis Hotels. Both William Julian and Lewis had ties to San Diego and likely had engaged in earlier business relations, however, nothing in the record establishes a personal connection between the two. Little evidence exists to suggest what type of clientele the hotel may have attracted, however, the City Directory entries may point to long-term residence by Southern Pacific employees. The 1984 Historical Survey of Downtown indicates that the Lewis Hotel was built in response to Tucson's growth as a health resort. In actuality, the hotel was utilized far more by railroad personnel and their families. A few healthseekers may have found their way to the Lewis, but there are no indications that the hotel provided any of the services which healthseekers might have sought.

### DEVELOPERS

While two businessmen by the names of Julian and Drew built the building, their association with the development was short-lived. Little record has been found on W. E. Drew, except that the 1917 City Director listed him as engaged in the insurance business and residing at 191 S. Stone Avenue. It was unclear as to whether Mr. Drew was a principal in the property or just a lessee.

There is far more information available on William Armine Julian. Julian arrived in the Old Pueblo in 1899. He and his brother, George, became involved in the plumbing, heating, and roofing business when they invested in the L.G. Radulovitch Company. Within a year they bought out the firm and incorporated under their own name. The building planned for the southwest corner of Fifth Avenue and Broadway would house among others, the Julian Brothers Company. In 1919, William Julian sold his interests to J. Knox Corbett and went into seclusion for health reasons. He returned briefly for his stint in politics when he served as a one-term Republican Mayor of Tucson in 1928-29.<sup>12</sup>

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### ENDNOTES

- 1 Information on the initial business ventures slated for the Julian-Drew Building was obtained through newspaper research and in the clippings files of the Arizona Historical Society. The Arizona Daily Star ran a series of articles late in March and throughout April of 1917 on the completion of the building and its first tenants.
- 2 The first Federal Aid Act of 1917 provided funds only for new construction, much of which went to construction of a bridge over the Gila River. Real Federal involvement and benefits began in 1921. It was in this year that the 7% System, or Federal Highway System, was born, and also, the first gasoline tax was levied. The 7% System required the State to designate 7% of its existing roads to the Federal system. Arizona's roads (all types) calculated at 21,400 miles which entitled the state to 1,500 miles within the Federal system. It was under this program that U.S. 80, 84 and 89 became federal highways. T. S. O'Connell, "Highways in Review," Arizona Highways (January 1937), 3 5.
- 3 From the existing record, it is difficult to know entirely the full nature of early auto dealerships. Information on business issues such as storage and security are very limited. It is deduced, based on analysis of Sanborn maps and other available documentation, that most sales offices had little or no available stock on hand for immediate delivery. The Julian-Drew development appears to be a change both for the stock stored on site, and for the improved marketing approach.
- 4 Undated newspaper clippings, "An Attractive Front in Julian New Building" and "Julian Co. Will Occupy Handsome Structure" in "Julian, W.A.," Biographical Clippings File, Arizona Historical Society, Tucson, Arizona.
- 5 The Ironhorse District, a mixed residential/commercial district representing one of Tucson's earliest expansions to the east of the railroad tracks, was listed on the National Register c. 1987. Completion of the National Register nomination for the Tucson Historic Warehouse District is expected during the winter of 1995-96.
- 6 Altshuler, Constance Wynn, "Fort Yuma and Camp Lowell: Early Views," Journal of Arizona History 26 1 (Spring, 1985) 5-6. The City of Tucson subdivided the former camp property and offered it for sale beginning in 1889. One block was retained in public ownership on which the Armory was built and a well planted park established. On the block to the west the land was made available for development of the Carnegie Library.
- 7 Pederson, Gilbert J., "'The Townsite is Now Secure': Tucson Incorporates, 1871," Journal of Arizona History 11 3 (Autumn 1970) 151 74.
- 8 Information on the history of development of Block 256 is based on a directory of initial property sales of land located within the original township. The originals are located at the University of Arizona, Special Collections. The author is in possession of a photocopy. Additionally, a review of Sanborn Maps (1883, 1901 and 1909) was performed to track development prior to construction of the Julian-Drew Building.
- 9 Arizona Daily Star, March 30, 1917.



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- 10 Undated newspaper clipping, "An Attractive Front in Julian New Building" in "Julian, W.A," Biographical Clippings File, Arizona Historical Society, Tucson, Arizona.
  - 11 Undated newspaper clipping, "Julian Co. Will Occupy Handsome Structure" in "Julian, W.A," Biographical Clippings File, Arizona Historical Society, Tucson, Arizona.
  - 12 Biographical information on W. A. Julian was obtained from undated newspaper clippings in "Julian, W. A.," Biographical Clippings File, Arizona Historical Society, Tucson, Arizona.
  - 13 The 1983 Arizona State Historic Property Inventory Form indicates "extensive store front remodeling circa 1937". Neither the source for this information or independent verification could be made. The form was prepared by Property Development Resources which is no longer in business. There were also no records available at the City of Tucson, Maps & Records to verify the 1937 modifications.

NOTE: The author of Section 8 wishes to acknowledge research assistance from Ken Scoville and Edward Tamasi, history students, Pima Community College, Downtown Campus, Tucson, Arizona.

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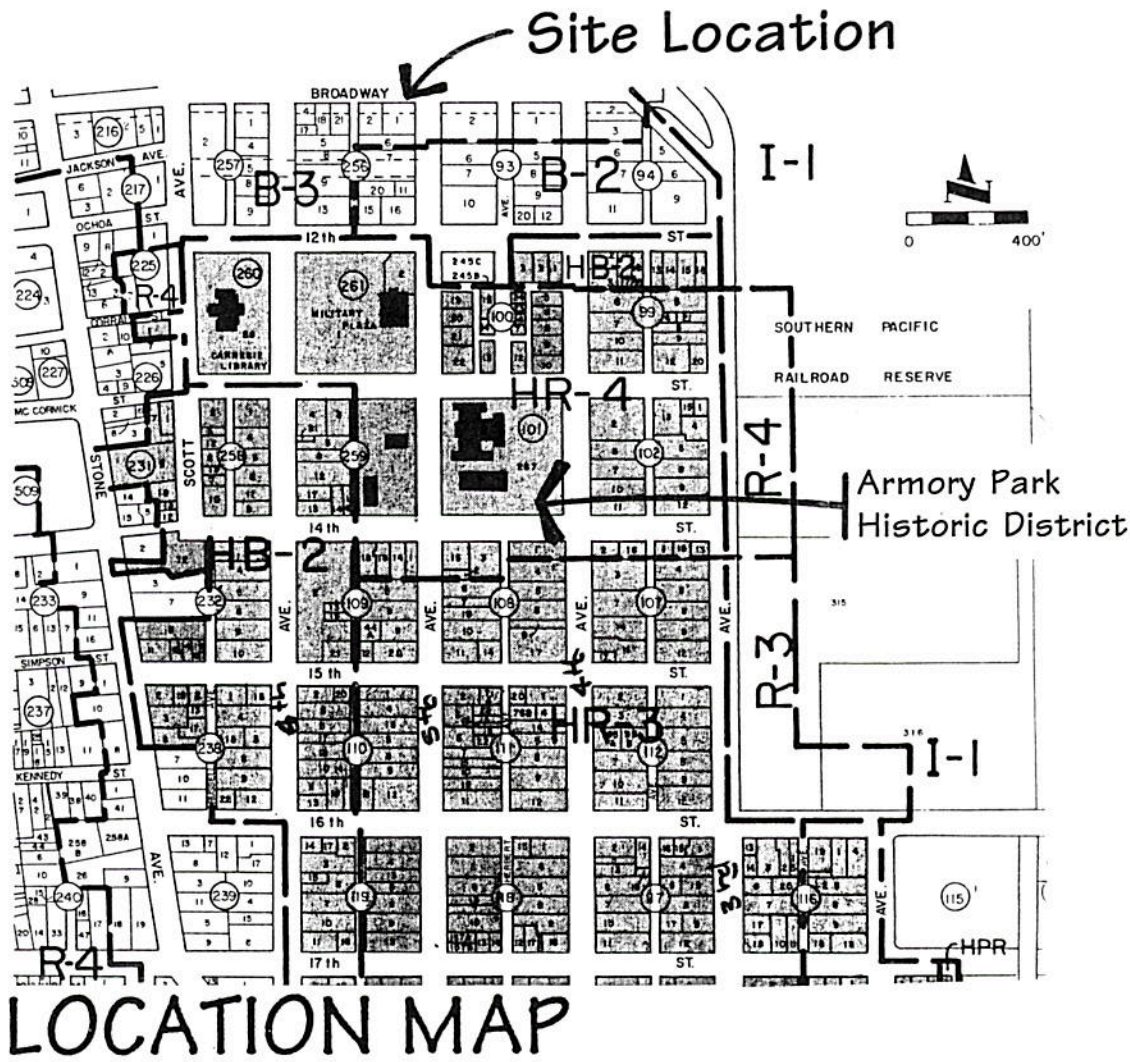
**Verbal Boundary Description:**

Lot 1 in Block 256 of the City of Tucson, Pima County, Arizona, according to the map or plat of record in the Pima County Recorders Office in Book 3 of maps and plats at page 10.

QUAD/COUNTY MAP: Tucson Quadrangle, Arizona-Pima Co., Section 13, Township 14 South, Range 13

**Boundary Justification:**

The boundary includes only the area occupied by the existing two story building described in this text and a small exterior yard at the southeast corner of the building and as described as Lot 1, Block 256 City of Tucson. The lot dimensions are 96'-0" (north/south) x 110'-0" (east/west).



N.T.S.