



BROADWAY VOLVO PLANNED AREA DEVELOPMENT (PAD) ZONE PROPOSED REVISIONS

PAD Planning Considerations; PAD Goals; Uses **DRAFT**

Part 3. PLANNED AREA DEVELOPMENT ZONE

A. Planning Considerations

The Broadway Volvo Planned Area Development (PAD) Zone proposes a mixed-use infill site based on the OCR-1 zone to allow for uses, buildings, development features, and open space to create a transit-oriented and pedestrian-oriented development (see [Exhibit 14. Conceptual PAD Zone Plan, Table 2. Permitted Uses, and Table 3. Prohibited Uses](#)), and [Exhibit 15](#)). This development can act as a gateway land use for the community as they enter the city's Downtown Area to the west, the Sunshine Mile and Broadway Corridor going east, the Lost Barrio Tucson Warehouse Shopping District to the south, and the University of Arizona to the north. This location has high potential for a place-making site along the Broadway Corridor.

B. PAD Zone Goals

The following goals shall guide development in this PAD Zone and development packages and uses shall demonstrate compliance with them.

1. Development and Placemaking Goals and Strategies

The September 2014 Visioning Workshop focused on gathering input about the potential reuse of the Broadway Volvo site. The Workshop brought together local and community stakeholders that made suggestions to ensure that future development of the rezoning site through a PAD serves as a gateway, advances the opportunity of integrating nearby vacant lands to inspire a larger well-designed infill site, honors existing development, and creates the opportunity of an interesting destination attracting the community to enjoy (see [Appendix C](#)).

The Visioning Workshop imagined:

- a bicycle and pedestrian friendly area with potential improvements to local interior streets,
- multi-story buildings in the range of five to seven stories with adjustments along Park Avenue and 12th Street, with
- high density residential, hotels, artist studios, local groceries and similar infill type commercial uses.
- No uses, such as big box development, gas stations, and auto-oriented uses that include auto repair, services, and sales are supported.



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In 2018, five Broadway Volvo Planned Area Development (PAD) Zone stakeholder meetings were held. Comments were collected and considered for their inclusion in the PAD Zone. A total of comments were collected, and percent were incorporated (see full table in Appendix).

Goals established for development in this PAD Zone require that it:

1. Is an exciting and innovative approach to transit oriented or mixed-use development that successfully achieves a multi-modal sense of place at this unique gateway location on Broadway.
2. Develops a high quality design that is aesthetically compatible and in scale with the surrounding development. The form and design should create appropriate transitions to buildings adjacent to the site and should be sustainable in nature.
3. Creates street-level amenities and encourage pedestrian activity by developing active and transparent ground floors. And,
4. Develops alternate parking strategies based on an understanding of supply and demand. Encourages shared parking in existing and new parking lots or structures at or near the site.

Based on the Project for Public Spaces (PPS) *Placemaking Vision Plan for the Broadway Corridor* (2018), the overarching Placemaking Goals along the corridor, including the Broadway Volvo PAD Zone, require that development and uses:

5. Strengthen Broadway as a retail, service, and civic destination both regionally and locally
6. Encourage an appropriate mix of uses to support the district's needs
7. Activate existing and new open spaces and create destinations
8. Preserve and enhance the unique historic character of the boulevard and complement the character of the adjacent residential neighborhoods
9. Enhance comfort and safety of users day and night through appropriate amenities, lighting, and security
10. Make places that encourage diverse populations to shop, eat, work, and play together.

The following eight strategies and objectives shall apply throughout the Sunshine Mile corridor, including development and uses in the Broadway Volvo PAD Zone:

11. Offer a variety of attractions and destinations.
 - a. Offer a choice of things to do every day.
 - b. Power of 10+ - The corridor should have 10+ destinations , with each destination having 10+ places to go that each has 10+ things to do.



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- c. Ensure that there are diverse activities for people of all ages and incomes.
 - d. There should be a “continuous variety” of commercial or cultural uses.
12. Develop a unique identity and image
- a. Showcase local assets.
 - b. Emphasize historic character.
 - c. Use lighting, landscaping, and architecture to express a unique identity.
13. Use events to create energy
- a. Streets, like parks and plazas, should be programmed with seasonal activities and cultural celebrations.
 - b. Streets can be closed on a regular basis for festivals, markets, cultural and promotional events.
 - c. Sidewalks can also be the setting for a variety of events without street closures and parking lots.
14. Create a consistent relationship of buildings to street
- a. A more consistent, shallow setback, where possible, will help to energize the street front and knit the corridor together.
 - b. A sense of enclosure will encourage pedestrian activity and evoke the historic character of the road.
 - c. On blocks with multi-use buildings or retail stores, facades should be close to the sidewalk, with minimal setback, and parking should be behind the buildings or enclosed in parking structures.
15. Activate the edges
- a. Encourage active and transparent ground floors.
 - b. Bring the inside out.
 - c. Energize blank walls.
16. Entice people to linger with comfortable and fun amenities
- a. Moveable seating is both comfortable and gives people a sense of control.
 - b. Shade and weather protection encourage people to stay longer.
 - c. Create a memorable experience that draws people every day, such as swings, water elements, and fun seating.

Bus waiting areas, pocket parks, sidewalks, and retail areas on Broadway can all offer shady areas to linger, moveable seating, and unusual amenities.



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17. Create a safe comfortable walking environment
 - a. Improve crossings for pedestrians.
 - b. Reduce the speed of vehicles.
 - c. Provide planted buffers between the sidewalks and the moving cars.
 - d. Reduce the number of curb cuts to improve safety for pedestrians.
 - e. Provide street trees for visual interest and shade.
18. Develop alternative parking strategies
 - a. Reduce the number of vehicle access points into parking lots on Broadway
 - b. Place parking behind buildings wherever possible.
 - c. Encourage shared parking in existing and new parking lots or structures.



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Table 1. Permitted Uses^{1, 2}

Land Use Types per the Unified Development Code (UDC)	
Civic Land Use Group	Civic Assembly Cultural Use Education Use: Instructional School Postsecondary Institution Religious Use
Commercial Services Group	Administrative and Professional Office Alcoholic Beverage Service, Excluding Large Bar Entertainment, Excluding Large Dance Hall Food Service, Excluding Soup Kitchens Personal Services Traveler's Accommodation, Lodging
Industrial Land Use Group	Craftwork
Residential Land Use Group	Single-Family Dwelling; Attached Multifamily Development; Residential Care Services, Adult Care or Physical and Behavioral Health Services: Unlimited # of Residents
Retail Trade Land Use Group	Food and Beverage Sales, excluding Large Retail Establishment General Merchandise Sales, excluding Large Retail Establishment

Table 2. Prohibited Uses^{1, 4}

Land Use Types per the Unified Development Code (UDC)		
		Prohibited
Commercial Services Land Use Group	Billboard	✓
Residential Land Use Group	Group Dwellings per Sec. 5.12.6.K (UDC)	✓
Retail Trade Land Use Group^{3,4}	Convenience Store with Gasoline Sales	✓
	Food and Beverage Sales, Large Retail Establishment	✓
	General Merchandise Sales, Large Retail Establishment	✓

NOTES:

- 1 Land use types are from the OCR-1 zone uses and are consistent with PAD goals.
- 2 Permitted Uses should be Transit Oriented. Uses that are potentially transit oriented include, and are not limited to: townhouses, apartments, child care facilities, hotels, medical clinics, restaurants, affordable housing, recreational and cultural facilities, fitness clubs, movie theaters, call centers, offices, high schools, postsecondary institutions, retail shops, personal services, retail shops, restaurants, grocery stores, coffee shops, local pubs, outdoor cafes,

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- entertainment facilities, neighborhood-oriented businesses, financial institutions, dry cleaners.
- 3 Uses that are inherently auto-oriented are not permitted. These include parking lots, warehouses, automotive services and repair, car washes, warehouse distribution, storage facilities, low-density housing, low-intensity industrial uses, gas stations, strip malls, drive-in/drive-through services.
 - 4 An accessory use that is consistent with transit oriented infill development and approved by the PDS Director may be allowed.

Additional resources to the 2014 Visioning Workshop were referenced in developing this PAD guidance, listed in [Table 4. Reference Documents Used in Preparation of PAD Zone Plan.](#)

Table 3. Reference Documents Used in Preparation of PAD Zone Plan

Document	Comment
Plan Tucson: The City of Tucson's General and Sustainability Plan (2013)	City-wide
Major Streets & Routes Plan (1982)	City-wide
Frequent Transit Network (ongoing)	City-wide
High Capacity Transit Implementation Plan (2018)	Region-wide
High Capacity Transit Plan (2009)	Region-wide
Pedestrian Plan (2014)	Region-wide
City of Tucson Americans with Disabilities Act (ADA) Transition Plan (2018)	City-wide
City of Tucson Bicycle Boulevard Master Plan (2014)	City-wide
Arroyo Chico Area Plan (1979)	Area-specific
Project for Public Spaces' Placemaking Vision Plan for the Broadway Corridor (2018)	Corridor-specific to Broadway/Sunshine Mile
Broadway Volvo	
Broadway Volvo Redevelopment – Review of Area and Neighborhood Plans	Site-specific
September 18, 2014 Broadway Volvo Visioning Workshop	Site-specific
Broadway: Euclid to Country Club Improvement Project Documents	
Phase 1 Draft Historic Buildings Inventory Report (2012)	Project area-specific
Phase 2 Final Historic Buildings Inventory Report (2017)	Project area-specific
Existing Conditions Report: Land Use, Urban Form, and Significant Structures (2012)	Project area-specific
Citizens Task Force Mission, Vision, and Goals (2012-2016)	Project area-specific
Broadway Boulevard Corridor Revitalization White Paper (2014)	Corridor-specific to Broadway/Sunshine Mile

BROADWAY VOLVO PLANNED AREA DEVELOPMENT ZONE - COMMENTS RECEIVED DRAFT

Key Issue 1

Key Word	Existing Section Location in Original PAD	Comment Received
Goals	Part 1. Section B Part 3. Section A	3. The goals set forth for the PAD appear positive, though not very inspiring. Here is a chance to tie this into Imagine Greater Tucson’s Looking Forward; A Vision for Greater Tucson Region completed in 2012. More of the language from Tucson’s General Plan could be added here. Let’s talk about neighborhood walkability, biking taking the bus to downtown and all the entertainment opportunities, not to mention jobs. Come on. Let’s get excited! There are even opportunities to tie into our historic neighborhoods like Rincon Heights, Pie Allen, Iron Horse, Barrio San Antonio, and Miles.
Goals	Part 1. Section B Part 3. Section A	I'm sure my fellow community members and our neighborhood association have already given you all similar input, so I'll be brief. But, in short, I hope the design is both environmentally sustainable, aesthetically in line with lost barrio / barrio san antonio, and supportive of local businesses that draw in economy both within the development and down the lost barrio corridor. This would involve a proper setback from Broadway and Park, shade structure designs (incorporating solar panels, etc), bike parking, public transit connection, and aesthetically pleasing shared outdoor / plaza space for patrons of the businesses in the development.
Goals	Part 1. Section B Part 3. Section A	I propose that one of the goals be that this site will become a flagship development spotlighting sustainability, and that the monument do something with sustainability. - Solar - Water catchment - Open spaces - Green roof - Rainwater harvesting
Goals	Part 1. Section B Part 3. Section A	Can a goal be to slow down this process, even just another 2-3 months?
Goals	Part 1. Section B Part 3. Section A	I suggest including a goal from the report, number 5 on page 20, “Activate the Edges”. Include all of it.
Desired / Undesired Uses	Part 3. Section A	Revisions to the Permitted and Prohibited Uses tables
Desired / Undesired Uses	Part 3. Section A	Do not want hotels to be permitted.
Desired / Undesired Uses	Part 3. Section A	Want a grocery store and or café.
Desired / Undesired Uses	Part 3. Section A	Want housing.
Desired / Undesired Uses	Part 3. Section A	Don’t want “tourists” infiltrating the neighborhood.
Desired / Undesired Uses	Part 3. Section A	And then the types of companies or stores that occupy the parcels ... i'm all for mixed use, but would rather not another corporate box store. Keeping it local business focused would be nice. And establishments that will draw people into the neighborhood that would be intrigued by the lost barrio, bumble down there, and support our arts community.

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Key Word	Existing Section Location in Original PAD	Comment Received
Desired / Undesired Uses	Part 3. Section A	A local grocery store is mentioned. How would this be different from a convenience store that requires a special exception from the PDS director? Is
Desired / Undesired Uses	Part 3. Section A	The businesses could include local retailers, natural grocers, small galleries,
Desired / Undesired Uses	Part 3. Section A	Incorporating space for an off-street farmer / artisan market would also be appropriate and a great idea, in tandem with such markets continuing down Park into the lost barrio.
Desired / Undesired Uses	Part 3. Section A	These are just a few thoughts and ideas. This space could be a great addition to the neighborhood and boost to local businesses. But if large box stores, gas stations, etc are allowed to build in the development it could hurt local businesses immensely, not to mention cause uproar in the community.
Desired / Undesired Uses	Part 3. Section A	<p>Page 34: Permitted Land Uses:</p> <p>a) If the goal is to develop a mixed-use project, then this section needs to provide more guidance as to what is desired.</p> <p>B) In addition, footnote 2 states that any mixed-use project (which implies that a project is not required to provide mixed-use) must contain residential development; how much residential development needs to be defined.</p> <p>c) Footnote 4 states that any accessory use “consistent with infill development and approved by the PDS Director may be approved;” this also needs more definition and guidelines. The Director should not [have] too much latitude.</p> <p>d) the list of permitted uses includes “entertainment;” this also needs more definition and also raises the question of how much, if any, should be allowed;</p> <p>e) In general, this section is understandable only by planners; there needs to be additional language, in lay terms, that explains the type of uses to be allowed.</p>
Desired / Undesired Uses	Part 3. Section A	I may have missed it, but I do not see meaningful land use guidelines. Show how the project will be compatible with the surrounding land and historical character.
Desired / Undesired Uses	Part 3. Section A	Ideally those businesses should be locally owned and run, fueling downtown Tucson's local economy, and in line with the sort of businesses that would attract and draw business to also patronize the lost barrio galleries and shops. Connecting the Volvo site development with the Aviation bike way through the Lost Barrio (I.E. an expanded bike lane down Park as well as a connection to the Arroyo Chico Bike Path) would help encourage this.

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Key Word	Existing Section Location in Original PAD	Comment Received
Desired / Undesired Uses	Part 3. Section A	They have as an exclusion of use “large dance hall food service” and “ large bar entertainment” - - what is the definition of large? Would we be able to do a live music option?
Desired / Undesired Uses	Part 3. Section A	Require retail and commercial to activate the development
Desired / Undesired Uses	Part 3. Section A	Financing realities need to be considered for developments and businesses. Commercial is considered an amenity to a primary use when lenders are considering financing projects. Requiring retail and commercial may not be the appropriate response because it could set the site up to fail by not getting developed, or set businesses up to fail because the uses are not really supported.
Desired / Undesired Uses	Part 3. Section A	Why is Group Dwelling included as special exception? That won't preclude student housing.
Desired / Undesired Uses	Part 3. Section A	Group Dwellings allow senior housing.
Desired / Undesired Uses	Part 3. Section A	If enough support for prohibiting this use exists within the neighborhoods, this category can be prohibited.
Desired / Undesired Uses	Part 3. Section A	This site isn't close to transit, so it wouldn't qualify for the Federal incentives that would support student housing.
Desired / Undesired Uses	Part 3. Section A	This site is on one of the highest ridership routes. It is on transit.
Desired / Undesired Uses	Part 3. Section A	Incentivize TREs along Park Avenue to activate the street edge
Group Dwelling	Part 3. Section A	What is precluded from Group Dwelling? What is allowed?