

Oracle Area Revitalization Project (OARP)

City of Tucson Resolution #21798, September 13, 2011

A. Historic Preservation

Goal A1 - Respect and preserve the special character of the Oracle Road/Miracle Mile Corridor

- ✓ **A1a – Pursue nomination of non-residential historic district on the National Register of Historic Places.**

A1b –Work with Barrio Blue Moon, San Ignacio Yaqui, Adelanto, and Miracle Manor to consider the benefits of pursuing nomination of eligible portions of their neighborhoods to the National Register of Historic Places.

- ✓ **A1c - Explore possible historic roadway designation for Oracle Road and Miracle Mile. Such designation, at the local, state, and federal level, can raise awareness, secure protection, and help generate funds.**

A1d- Install honorary banners to acknowledge historic Miracle Mile.

A1e - Consider developing signage to interpret the history and historic resources in the project area at scales that work for both pedestrians and vehicular traffic.

- ✓ **A1f - Pursue development of an ordinance that would allow the preservation and use of neon signs.**

A1g - Preserve or adapt existing historic buildings for reuse. For adaptive reuse of motor courts, put emphasis on creative tourist-oriented uses.

Goal A2 – Encourage infill development that is compatible with historic buildings.

A2a - Develop design guidelines that accommodate new development while preserving the intrinsic qualities of the corridor’s unique twentieth-century vernacular.

B. Economic Development

Goal B1 – Pursue a balanced mix of uses throughout the project area and on individual sites.

- ✓ **B1a - Explore undertaking a demonstration mixed use project – Monterrey Court.**

Goal B2 – Create job opportunities for people who live in the area.

B2a - Work with **Pima Community College**, Tucson Regional Economic Opportunities Inc. (nka: Sun Corridor), area social services agencies, high schools and others to identify job training opportunities and to promote these opportunities first to residents of the project area and then to the community at large.

Goal B3 – Encourage increased densities along major corridors to enhance financial feasibility of new development.

B3a – Continue to reach out to developers and investors to introduce the OARP goals and recommendations and review City initiatives, such as the **Infill Incentive District (IID)** and modifications of development regulation (MDR). Knowledge of such incentives may foster increased interest in developing the project area.

Goal B4 – Provide public investments, development incentives, and funding mechanisms to encourage desired development.

B4a – Prepare an information packet and complementary presentation on recent and planned public and private investment in the project area and on development incentives, such as **the IID**, MDR and Empowerment Zone.

B4b – Recognize that an area’s functionality and physical appearance are important to potential investors and developers. Prepare a streetscape and pedestrian master plan building on ideas provided in Exhibit V-D-1 of the OARP Report. (*Enhance circulation and access within the project area.*)

B4c – Consider some of the same funding mechanisms called out in the “Stone Avenue: Measures for a Livable Corridor”, approved by Mayor and Council in 2000. Some of the mechanisms include: Revolving Loan Funds, Business Development Finance Corporation, **Community Development Block Grants**, and Joint Public/Private Cooperatives.

Goal B5 – Develop with an emphasis of economic stability over time.

B5a – Recognize the relationship between the revitalization efforts of the project area and the development efforts of other areas, institutions and organizations in proximity to the project area, such as Pima Community College, **Tucson’s Downtown**, the University of Arizona, Interstate 10, **Grant Road** and the Gem Show.

C. Housing

Goal C1 – Make housing the initial focus of the revitalization effort.

C1a - Preserve and upgrade existing affordable housing. Working through the City of Tucson Housing and Community Development Department develop a housing strategy for the project area that addresses existing housing options and conditions and proposes ways to enhance the affordable housing in the area.

C1b - Develop more middle income housing. Promote the benefits of the central location of the project area while being sensitive to issues of gentrification.

C1c - Recognize the demand for student housing and consider promoting the *advantages* of the project area’s adjacency to Pima Community College Downtown Campus, as well as its proximity to the University of Arizona. Develop a student housing concept that identifies the project area arterials as appropriate locations for such housing with sensitivity to neighborhood adjacency.

Goal C2 – Encourage Homeownership.

C2a - Make sure residents in the area have knowledge of and access to programs that provide education on and assistance with purchasing a home.

Goal C3 – Encourage more property upkeep and investment.

C3a - Enhance code enforcement by educating residents and businesses about how code violations that affect health, safety, and welfare are identified and the steps taken to rectify such situations. Coordinate with the Code Enforcement Division of the City Housing and Community Development Department to provide this education. Use neighborhood associations and other appropriate organizations, such as the Gateway Business Alliance, as forums for this education.

C3b - Create a network of landlords and/or management companies that can share information on best practices and on issues of mutual concern. Include representatives of the Tucson Police Department and the City of Tucson Housing and Community Development Department in this networking effort as appropriate.

C3c - Promote regular neighborhood cleanups. Set up opportunities for the neighborhood associations across the City to share clean up strategies with the neighborhoods in the project area and to learn what tools and equipment are available through the City.

D. Transportation and Circulation

GOAL D1 - Enhance circulation and access points within the project area.

D1a - Develop an area streetscape plan that complements the historic character and features, while enhancing pedestrian amenities, including ADA facilities, transit facilities, shade, and lighting. See B4b above.

GOAL D2 - Enhance pedestrian linkages and facilities throughout the area.

D2a - Provide pedestrian linkages to key public places throughout the project area, including but not limited to bus stops, parks, and schools.

GOAL D3 - Enhance transit facilities and services to better serve riders and to contribute to the overall identity of the area.

D3a - Consider **customization of existing city bus shelters** to contribute to the area's overall identity, as well as providing more comfortable and functional bus stops.

D3b - Enhance all bus stops to include a minimum of shade and adequate seating and lighting.

GOAL D4 - Enhance bicycle routes and facilities throughout the area.

D4a - Expand bicycle route connections within the area and between the area and other locations, such as downtown and the University of Arizona.

D4b - Increase bicycle "parking" opportunities (e.g., bicycle racks) at public facilities in the project area, such as schools, parks, and the post office.

GOAL D5 - Extend Modern Streetcar

D5a - Explore the possibility of extending the City's new Modern Streetcar to serve the Oracle area.

GOAL D6 - Identify key neighborhood access points through gateway treatments and/or signage.

D6a - Work with neighborhoods within the project area to identify neighborhood **access points for gateway treatment**.

GOAL D7 - Coordinate the OARP and the **Grant Road Improvement Project to ensure complementary plans within the Oracle area.**

D7a - Work with the **Grant Road Improvement Project Team** to develop an ongoing process that acknowledges the goals of both efforts and seeks collaborative solutions to issues that arise.

E. Land Use and Urban Design

GOAL E1 - Preserve and strengthen existing neighborhoods

E1a - Strengthen distinction between existing neighborhood residential areas and higher intensity commercial and industrial areas through more highly visible buffers. Consider buffer ideas provided in the OARP Report; Chapter V, "Project Components": Section E, "Land Use and Urban Design."

GOAL E2 - Promote land uses that serve area residents, workers, and visitors.

E2a - Develop an overarching theme for the project area that builds on the past and suggests land uses consistent with the theme. For instance, such a theme could include museums and other activities that complement and celebrate the history associated with the project area and that provide destinations for tourists, jobs for residents, and additional demand for services wanted by area neighborhoods.

E2b - See Recommendation B1a, "Demonstration Project" above.

E2c - See Goal C1, "Make housing the initial focus of the revitalization effort," Recommendations C1a – C1c above.

GOAL E3 - Provide a greater mix of uses within the area.

E3a - **Promote city incentives** for mixed use development in the project area.

GOAL E4 - Protect prominent scenic views.

E4a - Undertake a view shed analysis to identify prominent views from the project area that should be preserved. One of Tucson's greatest assets is its natural setting of desert and mountains. The built environment should be designed to be sensitive to the natural environment, including preserving the visual connections that help create Tucson's sense of place.

GOAL E5 - Promote urban form that helps to preserve the special character and identity of the project area.

E5a - Explore use of form-based code to ensure that future investment results in a highly urban form that successfully integrates public and private areas to create a truly pedestrian friendly environment while being sensitive to the historic resources.

E5b - See Goal A2 and Recommendation A2a, " Design Guidelines," above.