

South 12th Avenue Cultural and Culinary Corridor

12-4-13 – Ward 1 and South Side Business Coalition Presentation to City of Tucson Bond Project Advisory Committee

Regional economic benefits:

- Thriving Latino Cultural Business District– like Olvera Street in LA and Mission District in San Francisco (40 percent Latino population in Pima County – 90 percent Latino on S. 12th)
- National and International Tourism destination and transit HUB: Visit Tucson’s Best 23 miles of Mexican Food (marketed nationally), Gray Line “Best of the Barrio” (Popular with locals and visitors), two International bus lines (Tufesa and TAP Royal)
- Business Incubator – expansion to other parts of City – El Guero Canelo, La Estrella Bakery, BK’s Carne Asada and Hot Dogs are success stories despite lack of investment in area

Pima County funding request:

- Project area is a two mile corridor on South 12th Avenue, from 44th Street in the north to Drexel in the south – Phase I funding of \$3.1 million requested to fund Irvington to Drexel
- Pedestrian safety features – refuge islands (\$100k for 5), Sidewalks (\$400k/mile)
- Right of way improvements –landscaping, bus shelters, pedestrian nodes for shade, art and signage (total approx. \$250k/mile which may include land acquisition for ROW)

Planning but no funding:

- 2013 existing conditions planning study by Drachman Institute (high stress, high poverty, 427 businesses)
- 12th Avenue Area Plan (Pima County, 1999)
- Plan Tucson – approved by voters in 2013 – Southside commercial district public process next year
- Sunnyside Neighborhood Plan (1998)
- Valencia Road Area Plan, Major Streets and Routes (City of Tucson)

Leveraging existing public investments:

- Landscaped, improved roadways to the north and south of the project area (south of Drexel and north of 44th)...(Multiple revenue sources: City of Tucson, Public Improvement District & Pima County)
- Liberty Bike Boulevard (1/2 mile to the east and parallel to S. 12th Avenue) – in progress, wayfinding needed
- Northern access to Pima County “Urban Loop” bicycle path at Julian Wash Archeological Park

Support:

- Arizona Daily Star Editorial Opinion
- Pima Association of Governments – Main Street
- Pima County Supervisor Richard Elias – District 5
- South Side Business Coalition and 60+ letters from southside businesses
- Senator Olivia Cajero Bedford and Rep. Macario Saldate – Legislative District 3
- Tucson City Councilor Regina Romero – Ward 1

Pursuing other public and private partnerships:

- Community Development Block Grant funding –3 bus shelters (complete)
- Clean City Task Force Gateway Project (planned for TEP property at S. 12th and Drexel)
- Pima County Flood Control – Airport Wash Basin Management Study (to be completed in 2014)
- Pursuing City of Tucson development incentives modeled after Downtown incentive package (2014)
- Pursuing federal commerce and transit grants – two existing Int’l bus services (Tufesa and TAP Royal) to connect with Greyhound and Downtown transit (wheeled historic Trolley for 23 miles of Mexican food?)
- Pursuing historic sign funding (available in 2015 – three signs in corridor that meet qualifications)
- Pursuing Tohono O’odham 12% Gaming Funds
- Pursuing Transportation Alternative Program (TAP) Funding in 2015
- Pursuing tree planting on private and public property (Trees for Tucson and Mayor’s 10,000 Trees)
- WIFA / Watershed Management Group – Recipients of a \$35,000 green infrastructure grant for area (2014)