

SOUTH 12TH AVENUE CULTURAL & CULINARY CORRIDOR

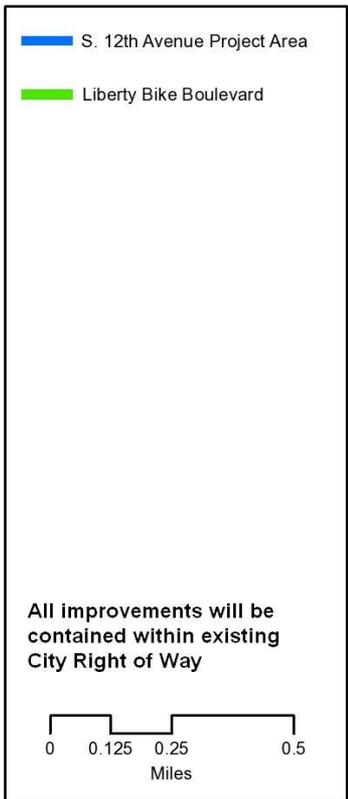


WHERE IN THE WORLD IS SOUTH 12TH AVENUE?



S. 12TH AVENUE

Pedestrian Safety and Beautification



All improvements will be contained within existing City Right of Way



- **Vibrant commercial corridor stretching 2.4 miles**

- **44th street to the north - Drexel to the south.**

- **Tucson 40% Hispanic**

- **12th Avenue 90% Hispanic**

- **26% of residents live in poverty**

- **SEVERE lack of pedestrian infrastructure**

12TH AVENUE – A BREAKDOWN

427 businesses registered on S. 12th Avenue

- Retail – 181
 - Jewelry, grocery, general merchandise, party supply
- Service – 59
 - Beauty salon, auto service, banking, tailoring
- Restaurants – 31
- Rental, Real Property – 85
- Regulated Peddlers – 37

\$2 Million in Sales Tax Revenue for the last 5 years

WHY IS 12TH AVENUE A PRIORITY?

- **Cultural Relevance**
 - 90% Latino - Culinary and Cultural significance of authentic local stores and restaurants
- **Economic Development**
 - Opportunity for self-determined area identification that will attract visitors drawn to unique cultural space and the BEST Mexican food.
- **Lack of past investment**
 - Unfriendly to pedestrians – lack of defined walking spaces from schools, bus stops, & businesses
- **Safety concerns**
 - High accident rates among pedestrians and cyclists
- **Heavy transit usage**
 - 2nd most heavily utilized transit route in the city, averaging 150,000 users per month

WHAT MAKES 12TH AVENUE SPECIAL?

Arizona Daily Star™
SN www.azstarnet.com

90°
Few Clouds
Weekly Forecast

News Sports Opinion Entertainment Life Obituaries Get It! Classifieds

Apps Android • iPhone • iPad • Kindle Fire • E-edition/iPad • Scan In Dine Out/iPhone • Scan In Dine Out/Android

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South 12th Avenue has potential to be cultural hub in Tucson area

OUR VIEW: WITH SOME TLC, ITS EATERIES AND SHOPS COULD BE AN AREAWIDE DESTINATION

BEAUTIFYING A HISPANIC BUSINESS SECTOR

Tucson's 12th Avenue, mecca of ethnic stores, due face-lift

Recommend 183 Tweet 0 +1 1 Share 9 Print Email



Recommend 47 Tweet 0 +1 0 Print 0

Tour part of effort to beautify South 12th Avenue corridor

Posted: Jun 26, 2013 6:41 PM MST
Updated: Jun 27, 2013 6:52 PM MST
By Barbara Grijalva - bio | email

TUCSON, AZ (Tucson News Now) - It's an attempt to beautify the south side--or at least part of South 12th Avenue.



Tucson: Best Mexican food in the US? CLICK HERE TO ENTER



NBC LATINO

PEOPLE | PARENTING & FAMILY | FOOD | EDUCATION | POLITICS | NEWS | VIDEO | CELE

Enjoy **BIG savings** for your little bundle! Shop now

NEWS Like 3 Tweet 0 +1 0 Pin It Email Print

TOPICS: Arizona, bakery, food, Hispanic, Latina, Los Angeles, mexican, Mexican food, Mexican-American, Tex-Mex, tourism, travel



Tucson turns to Mexican food to boost local tourism

SONORAN HOTDOGS



RODRIGUEZ SEAFOOD COMPANY





TRANSPORTATION HUB

- International Bus Terminals
 - Tufesa, TAP
 - Heavy transit usage
- 2nd most heavily utilized transit routes in the city
 - 150,000 users per month



ECONOMIC DEVELOPMENT

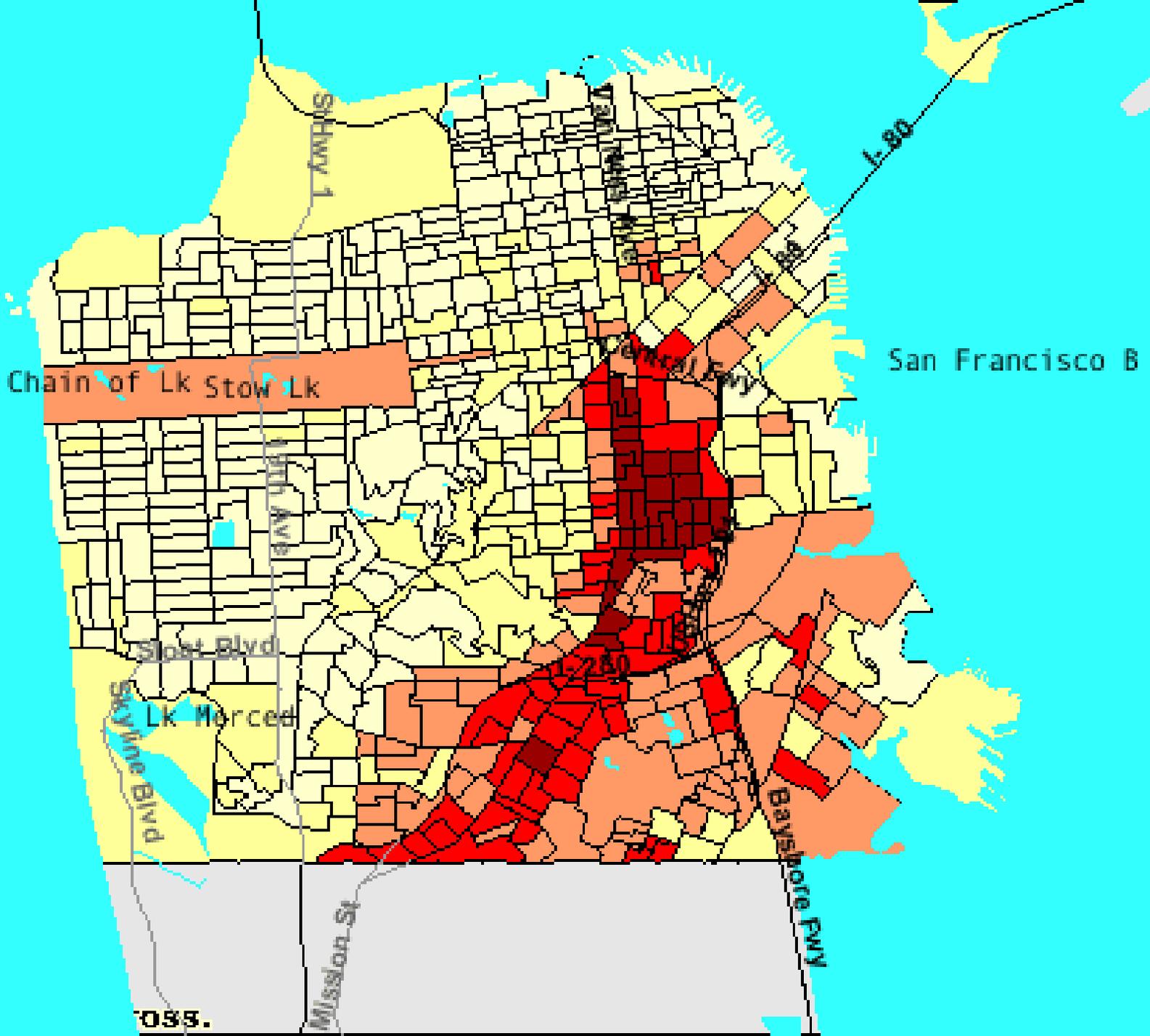
- **Cultural & Culinary Destination**
 - Corridor Branding
- **Small business incubator space**
 - BK's, Guero Canelo, La Estrella Bakery
- **Food Tourism**
 - Unique Sonoran style Mexican Food
 - Food Wars
 - Best of the Barrio Food Tours
 - Best 23 Miles of Mexican Food

ECONOMIC DEVELOPMENT OPPORTUNITIES

- **Potential site for Culturally relevant events**
 - Example: Tamale Festival, Mariachi Festival
- **Voter-Approved Plan Tucson**
 - Planning Service Areas
 - South side commercial district
 - 12th Avenue, 6th Avenue, Ajo, Irvington
 - Incentives
 - Impact fee adjustments
 - Vacant lot incentives

MISSION DISTRICT - SAN FRANCISCO





VALMAR MARKET
VALENCIA ST
DAYS A WEEK
TO 12AM
LIQUOR

VALMAR SUPERMARKET
16 VALENCIA ST
LIQUOR • BEER • WINE
OPEN 7 DAYS A WEEK 8AM TO 12AM
GROCERY
LIQUOR
BEER
WINE
ATM

ketama
14 VALENCIA ST



PACIFIC COAST
Corona
Light
ATM
BEER

Budweiser
16 VALENCIA ST
Corona
VALMAR LIQUOR

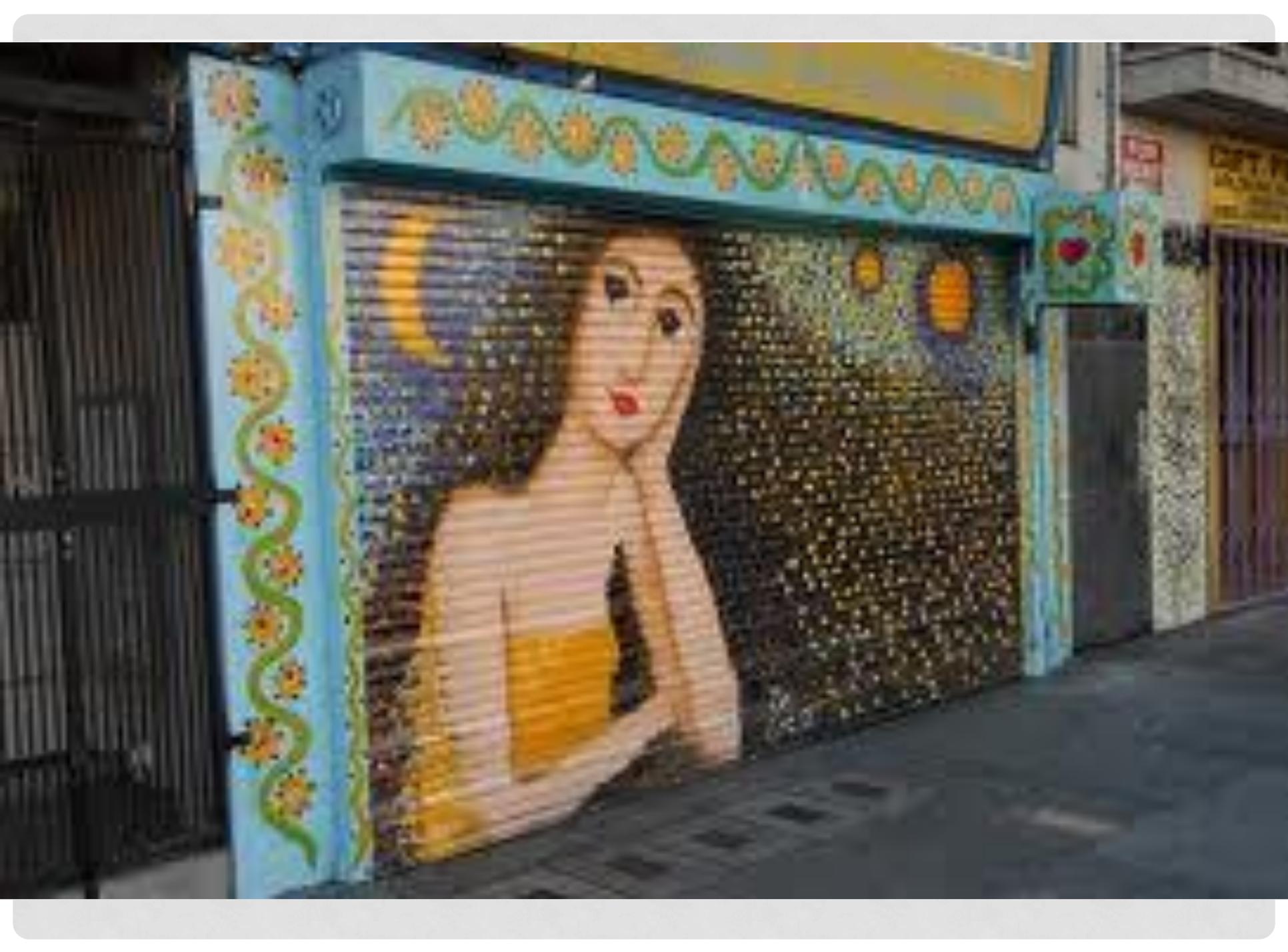
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NO YAVIES, RANDOLPH...
©2008





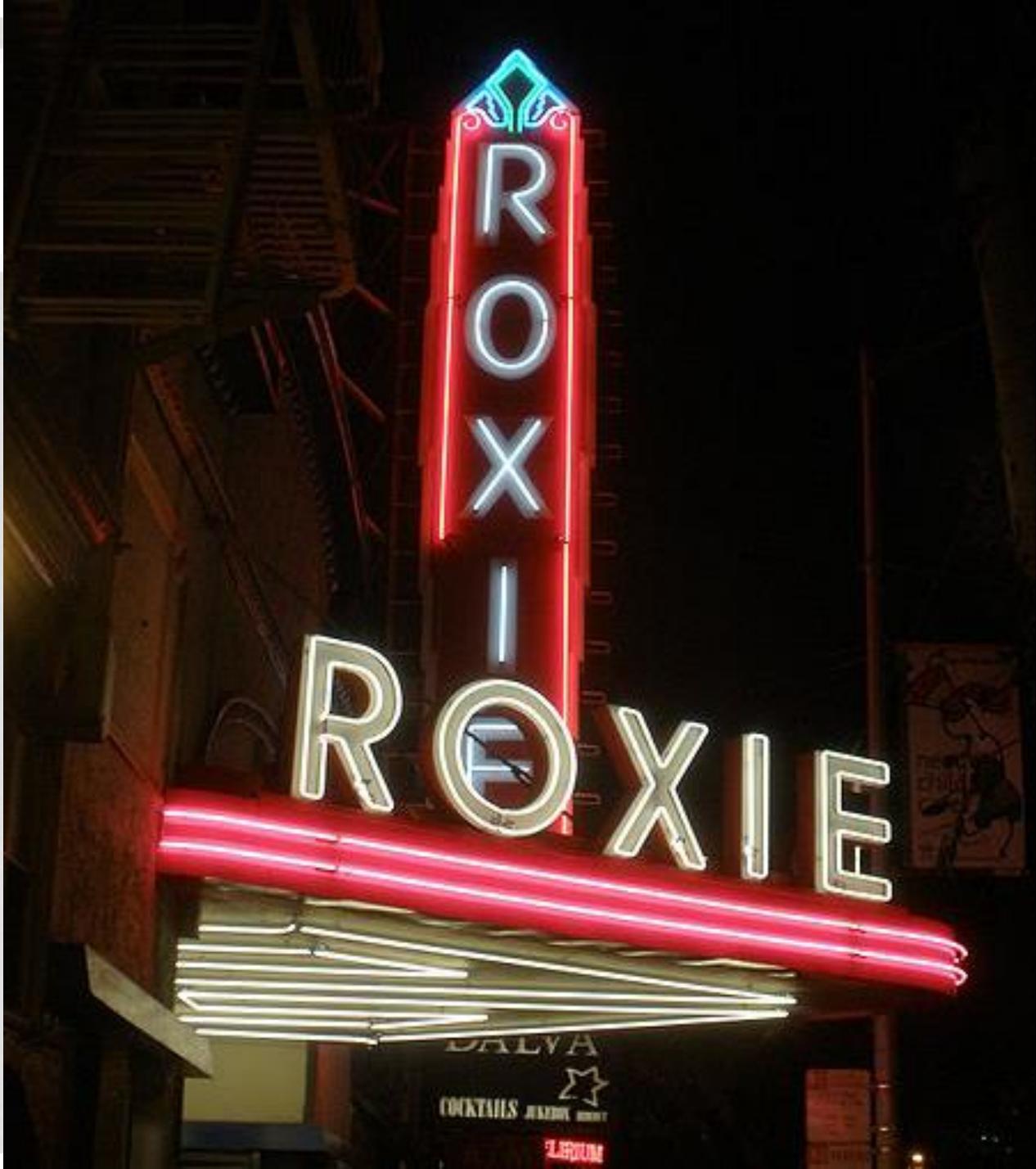






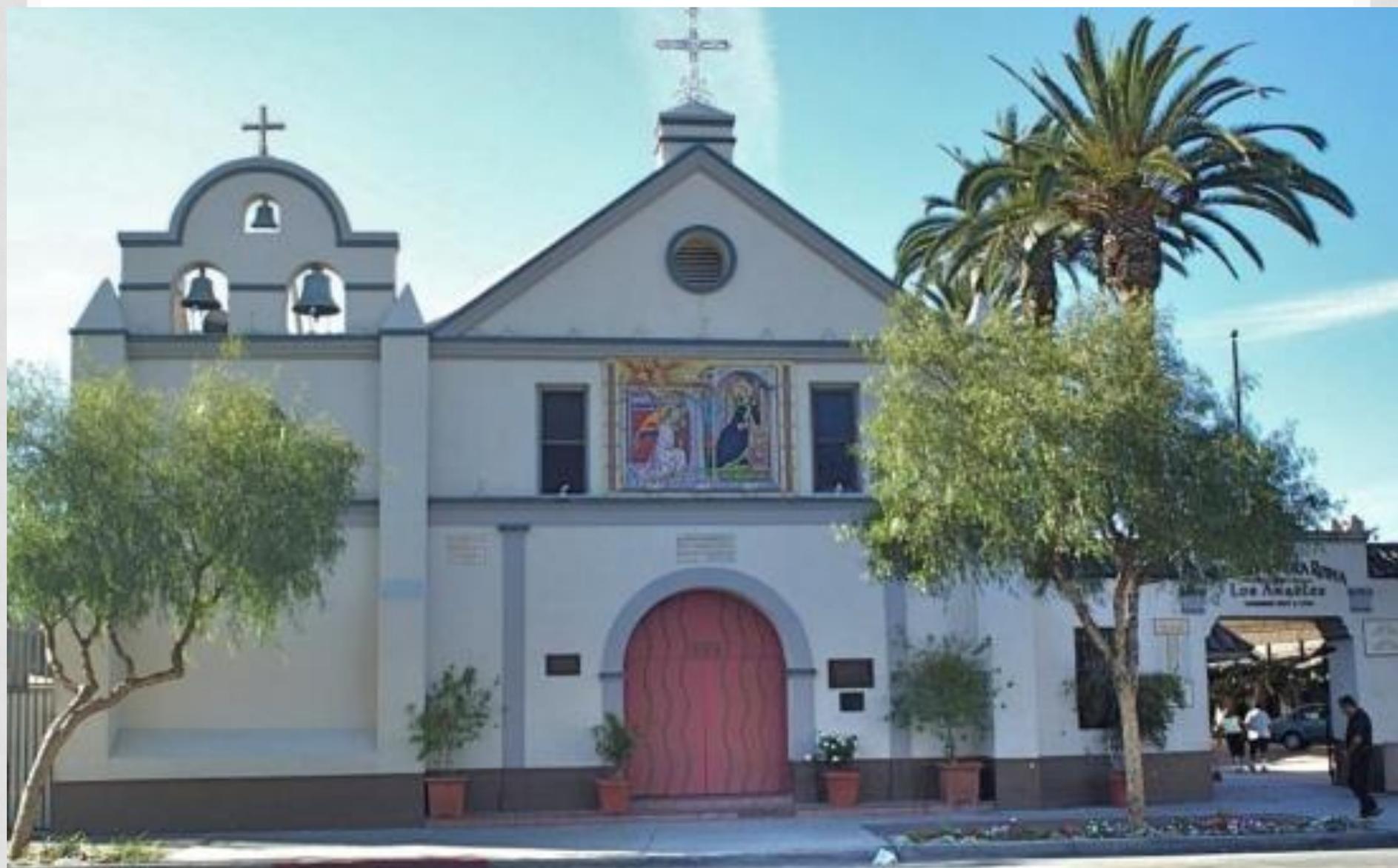


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OLVERA STREET - LOS ANGELES













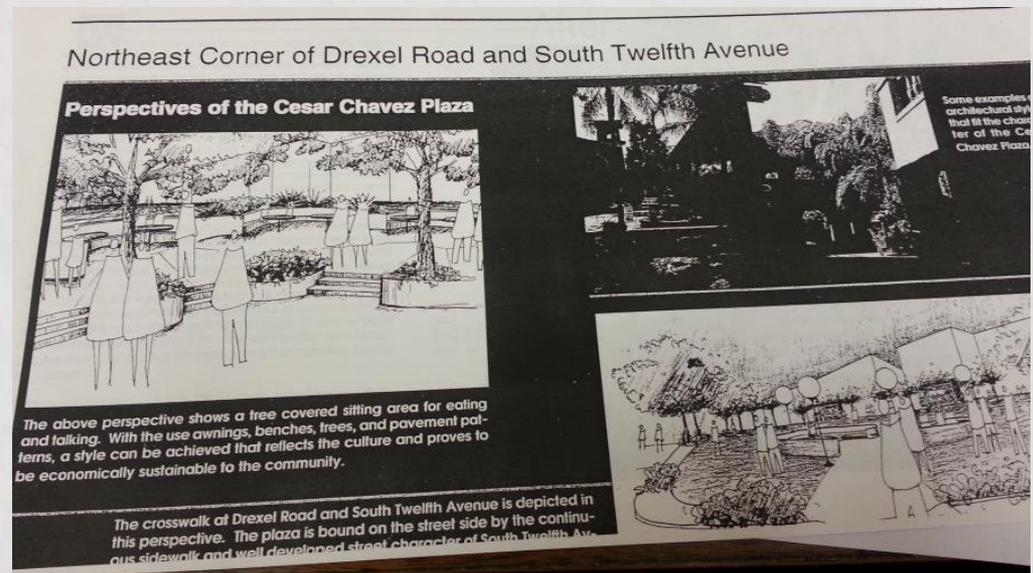
REGIONAL BENEFIT

- Thriving Latino Cultural Business District
- Small Minority Business Incubator
- Tourism Destination
 - Visit Tucson's Best 23 Miles of Mexican Food
 - Best of the Barrio Food Tour



PLANNING, BUT NO FUNDING

- 2013 Drachman Institute Study: Commercial Corridors & existing conditions
- Pima County 12th Avenue Revitalization & Infill Plan
- Pima County South 12th Avenue Plan
- City of Tucson Valencia Area Road Plan
- Sunnyside Neighborhood Plan



REGIONAL INVESTMENTS

- Liberty Bike Boulevard
- Julian Wash improvements
 - Link to the Urban Loop
 - Nexus of Tucson & South Tucson
- Landscape has been improved on roadways south of Drexel and north of 44th street



HEALTH AND SAFETY

TPD reports 2009 - 2013

- 3 pedestrian fatalities
- 8 hit and run accidents with bikes and pedestrians
- 16 injury accidents with pedestrians and cyclists





Much of the public right-of-way along 12th Ave. has been paved.



Right of way along this stretch of S. 12th is completely unpaved, making pedestrian and bicycle traffic dangerous

PARTNERSHIPS

- Visit Tucson – Best 23 Miles of Mexican Food
- South Side Business Coalition
 - Tucson Means Business Forums
 - Small Business Outreach
- Drachman Institute
- Pima County Supervisor Richard Elias - District 5
- PAG – Main Street

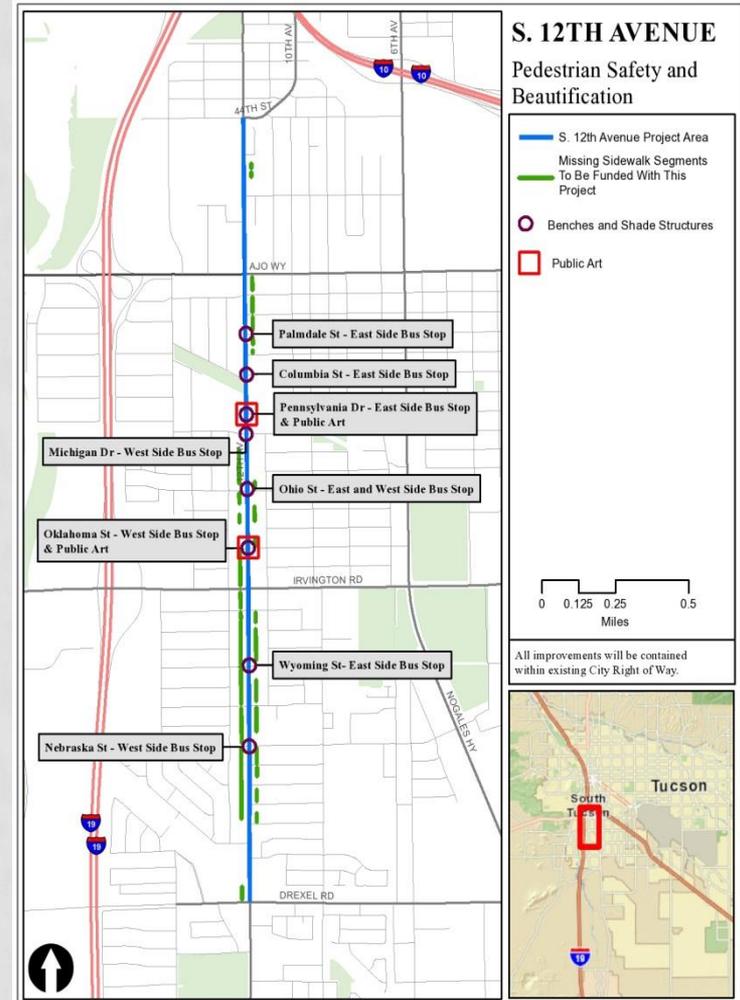


BOND PROJECT SCOPE ITEMS

Phase 1: Irvington to Drexel

\$3.1 Million Request

- Sidewalks
- Pedestrian safety features
- Underground utilities
- Right of way improvements
 - Landscaping
 - bus shelters
 - pedestrian nodes incorporating shade and art
- Potential artistic rehab of existing shelters
- Signage



REQUEST FOR PIMA COUNTY BOND FUNDS

- Southside Business Coalition presented to Bond Committee
- September 2013 Meeting – 60+ letters from business owners, community leaders, and residents supporting infrastructure improvements to 12th Avenue



BK'S STORY - BENJAMIN GALAZ



BK's Carne Asada & Hot Dogs

- 70 employees
- 2 existing locations
- 2 locations soon to open