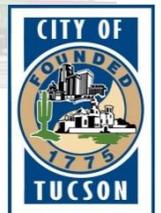




Grant Road Community Character & Vitality Corridor Vision: *Oracle Road to Swan Road*



August 2015
FOR PUBLIC REVIEW



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FOR PUBLIC REVIEW

ACKNOWLEDGMENTS

Mayor & Council

[Names to be inserted]

The Project Team

[Names to be inserted]

Grant Road Citizen Task Force

[Names to be inserted]

Community Members

Community members gave many hours to participating in the Community Character & Vitality Workshops, Open Houses, and other public activities. The input and feedback provided by participants through these forums was instrumental in shaping the vision for the Grant Road Corridor.

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I. EXECUTIVE SUMMARY

I. EXECUTIVE SUMMARY

THE VISION



Over several years a City Project Team, a Citizen Task Force, and neighbors, businesses, institutions, and others who live, work, shop, or travel along Grant Road by car, bus, bicycle, or foot, worked together to develop a vision of how they would like to see the Grant Road Corridor evolve with the completion of the Grant Road roadway widening project and the implementation of land use planning.

The vision that came out of this intensive effort reflects a continually heard refrain that the corridor should have an overarching identity that recognizes and builds upon the corridor’s character. Creating the vision began with developing a Vision Statement and Guiding Principles, followed by a set of Key Objectives for the future of the corridor. Together these components became the foundation for a concept of Centers and Segments with the goal of providing a vibrant, multi-modal urban corridor that reflects the scale, character, and diversity of the area neighborhoods and businesses.

The Grant Road Corridor Vision is intended to serve as policy-level guidance in the ongoing exploration and development of appropriate land use planning tools taking into account the roadway widening phases and the need to work further with adjacent neighborhoods to determine whether and how Area and Neighborhood Plans may need to be amended.

The Centers & Segments

Exhibit 1.1 presents the Centers & Segment Concept in the context of the Grant Road Corridor between Oracle Road and Swan Road, while *Exhibit 1.2* provides similar information in the form of a table. Both the map and the table include a brief character descriptor of each Center and Segment. The following two sections describe the Center and Segment character types.

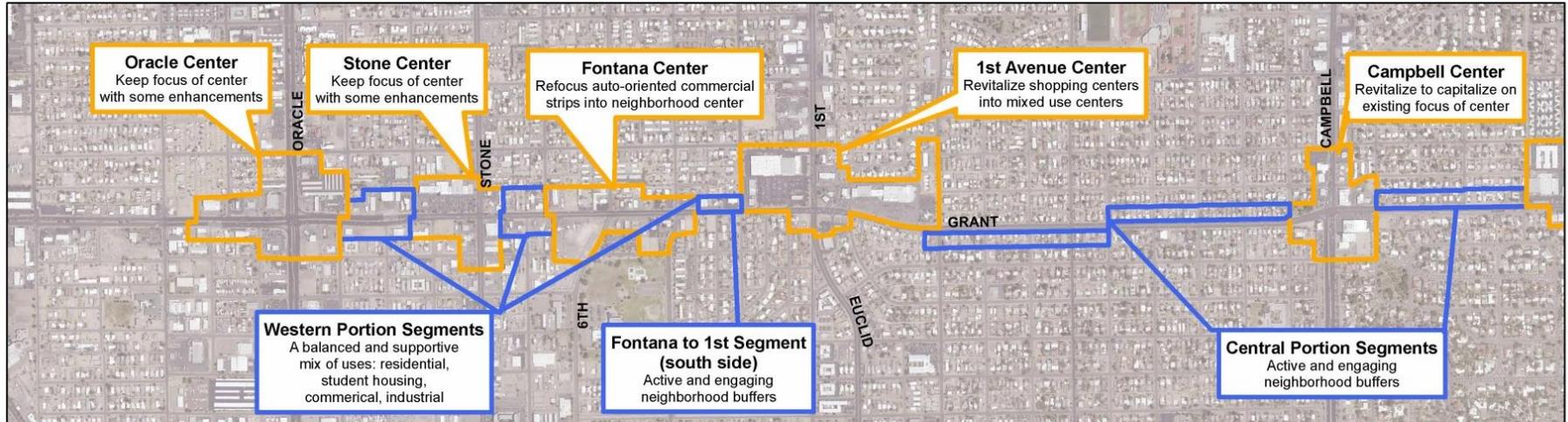
Together the Centers and Segments offer a variety of uses and building types, complemented by unifying elements, such as landscaping and pedestrian facilities. The character focus for each of the Centers and Segments is based on a combination of existing conditions, market feasibility, and the desires and needs of the property owners, residents, and businesses as identified through the interactive public process. This concept should be a key reference for land use planning in the corridor, with the understanding that elements such as the boundaries, uses, and urban form, may be adjusted and refined.

The Centers

In the Centers and Segments Concept, the Centers are areas where concentrations of activities occur around the intersection of Grant Road with other major roads, such as Oracle Road, Tucson Boulevard, and Alvernon Way. Centers are destinations with a mix of uses that vary in size, scale, and diversity of uses. Centers may provide services to the region, and may also be designed to be compatible with the residential neighborhoods around them.



EXHIBIT 1.1: THE CENTERS & SEGMENTS CONCEPT FOR THE GRANT ROAD STUDY AREA: ORACLE ROAD TO SWAN ROAD



Following are types of Centers envisioned:

- **Neighborhood Centers created by refocusing auto-oriented commercial strips**
- **Mixed-Use Centers created through the revitalization of older shopping centers** whose larger size and relatively low intensity of development contribute to the potential for intensification and reuse. In cases where there is existing active retail use serving community needs, more incremental improvements to such elements as the pedestrian environment could contribute to achieving a more neighborhood friendly character.
- **Revitalized Centers that have specific focuses that already define the centers and that are generally supported by market economics and the public**
- **Enhanced Centers:** Many centers have uses that are unlikely to change soon, but could be enhanced with a better pedestrian environment, open space and landscape improvements, and in some cases by new development in limited locations.

EXHIBIT I.2: The Envisioned Grant Road Centers and Segments

CENTER OR SEGMENT	CHARACTER
ORACLE CENTER	<i>Keep focus of center with some enhancements</i>
STONE CENTER	<i>Keep focus of center with some enhancements</i>
WESTERN PORTION SEGMENT: Oracle Rd. to Stone Ave., Stone Ave. to Fontana Ave., & Fontana Ave. to 1st Ave. (north side) Fontana Ave. to 1st Ave. (south side)	<i>A balanced and supportive mix of uses: residential, student housing, commercial, industrial Active and engaging neighborhood buffers</i>
FONTANA CENTER	<i>Refocus auto-oriented commercial strips into neighborhood center</i>
1ST AVENUE CENTER	<i>Revitalize shopping centers into mixed-use centers</i>
CENTRAL PORTION SEGMENTS: 1st Ave. to Campbell Ave. & Campbell Ave. to Tucson Blvd.	<i>Active and engaging neighborhood buffers</i>
CAMPBELL CENTER	<i>Revitalize to capitalize on existing focus of center</i>
TUCSON CENTER	<i>Keep focus of center with some enhancements</i>
EASTERN PORTION SEGMENTS: Tucson Blvd. to Country Club Rd., Country Club Rd. to Alvernon Way, Alvernon Way to Columbus Blvd., & Columbus Rd. to Swan Ave.	<i>Support retail viability and enhance community character</i>
COUNTRY CLUB CENTER	<i>Revitalize to capitalize on existing focus</i>
ALVERNON CENTER	<i>Revitalize to capitalize on existing focus</i>
COLUMBUS CENTER	<i>Refocus auto-oriented commercial strips into neighborhood center</i>
SWAN CENTER	<i>Keep focus of center with some enhancements</i>

The Segments

In the Centers and Segments Concept, the Segments are the more linear areas that line Grant Road between the Centers and provide support uses. Segments have a certain character and set of uses that typically include a smaller scale and different building orientation. While some segments contain auto-serving uses, they also should support pedestrian and bicycle movement along Grant Road.



Following are types of Segments envisioned:

- **Segments serving as active and engaging neighborhood buffers:** A major concern for segments in the Central Portion of the corridor is ensuring that additional noise and other effects of the Grant Road improvements do not burden adjacent neighborhoods. However, buffering of neighborhoods needs to be balanced with the creation of an active street frontage along Grant Road for vitality and safety.
- **Segments providing balanced and supportive mix of uses,** including residential, student housing, commercial, and industrial. The segments in the Western portion of the corridor currently include several types of uses, including residential, commercial and industrial, many of them side-by-side.
- **Segments supporting retail viability and community character enhancement:** In the primarily commercial segments of the Eastern Portion of the corridor, the public has expressed support both for the viability of independent businesses on Grant Road, as well as improved identity and character of these segments. The handling of critical issues such as parking, building design and orientation, and future land use will need to support both of these goals.

CREATING THE VISION

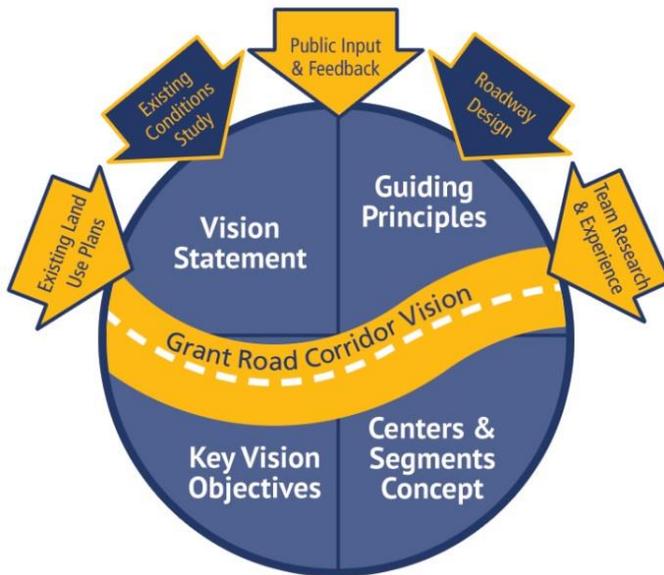


Exhibit I.1: Visioning Process & Products

The current focus on the Grant Road Corridor began with voters’ approval of the Regional Transportation Authority projects in May 2006, which included improvements to Grant Road between Oracle Road and Swan Road. An approach called “Context Sensitive Solutions” was used to initiate the planning phase of the roadway design. This approach looked beyond the curbs to consider the context in which the roadway was located.

The CSS approach included the preparation of a Vision Statement and Guiding Principles in 2008. The Statement and Guiding Principles became the foundation for creating a set of Key Vision Objectives for the establishment of the community character and vitality sought for the Grant Road Corridor. These objectives were then used in the development of a physical concept of Centers and Segments. Exhibit I.1 shows the components of the Grant Road Corridor Vision and the factors that informed their preparation.

Vision Statement & Guiding Principles

Vision Statement

The improvements resulting from the Grant Road Improvement Plan will enhance safety and balance mobility and accessibility for all users including motorists, pedestrians, bicyclists, transit riders, and those with disabilities. The plan will direct the widening of Grant Road to six lanes, also improving its function as an urban arterial street within Tucson’s network of streets. The plan will balance the needs of those traveling through the area on Grant Road with those who live, work, and shop along Grant Road.*

The community values the scale, character, and diversity of the neighborhoods and businesses along Grant Road and the plan will reflect these values. The plan will recognize the diversity of residents and independent businesses along Grant Road, and will help them to revitalize the places in which they live and work.

The plan will strive to improve the visual character and quality of Grant Road and the land uses along it, and it will define Grant Road as a unique and vital place that ultimately enhances the community and region as a whole.

The Grant Road planning process and its implementation will balance a long-range vision with the definition of improvements and programs that fit within the financial resources identified for this project. It will be forward-thinking in its design, consider likely future trends and work to effect positive change to the environment and public health. It will set high standards for community involvement while providing an inspirational model for future Tucson roadway enhancements.

- *“Grant Road Improvement Plan” is a reference to the overall project, including both the roadway widening and land use planning.*

Guiding Principles

The Guiding Principles, which are organized into four topic areas, are highlighted below.

1. Mobility & Access

- Balance the transportation needs of those traveling locally with those passing through Grant Road
- Improve mobility and safety for all those traveling along and across Grant Road
- Balance mobility along and across Grant Road with access to businesses, residences, and other destinations
- Ensure that roadway improvements support and enhance the community’s values
- Provide the potential for future transit options

2. Character & Vitality

- For residential neighborhoods, provide appropriate transitions and buffering from Grant Road and the uses fronting onto it to the neighborhoods behind.
- Support opportunities for a range of options for housing tenancy and housing types
- Support the viability of small, local, and independent businesses
- Preserve and enhance opportunities for a range of employment
- Create a cohesive public realm

- Build on the attraction and strengths of community and social service organizations
- Develop segments with multiple uses and shared parking
- Recognize the differences in demographics, environment, scale, neighborhoods, business types, and other aspects of character
- Work to create safer environments that discourage crime
- Support and build upon ethnic diversity

3. Aesthetics & Environment

- Create an aesthetically pleasing, comfortable, and inviting environment
- Enhance the identifies of Grant Road’s community character portions of the Grant Road Corridor
- Capitalize on Grant Road’s natural environment and regional scenery
- Capitalize on Tucson’s culture
- Mitigate utility issues
- Mitigate watershed issues
- Mitigate noise impacts

4. Vision & Implementation

- Define a long-range vision as well as priorities
- Define cost-efficient and effective phases
- Protect the viability of businesses during construction
- Provide information and technical assistance to residential and business property owners
- Define the improvements so that the vision can be achieved incrementally
- Rely on policies and programs in addition to physical improvements in achieving the vision
- Coordinate new development and revitalization

Key Vision Objectives

Building on the Vision Statement and Guiding Principles, the Project Team worked with the Citizen Task Force and the public through a series of workshops to create a set of Key Vision Objectives that were then used in the development of the Centers and Segments Concept. These objectives, for which useful illustrative drawings and descriptive text are presented in Section III of this document, include:

- Objective A:** Encourage viable and compatible uses
- Objective B:** Create context-appropriate building heights and massing
- Objective C:** Contribute to street activity and safety
- Objective D:** Protect and enhance neighborhoods
- Objective E:** Support small & independent businesses
- Objective F:** Provide, improve, and connect public spaces
- Objective G:** Balance needs of regional- and local-serving businesses
- Objective H:** Strengthen community identity
- Objective I:** Provide adequate and well-designed parking

- Objective J:** Complement the Tucson environment
- Objective K:** Make Tucson history and culture more evident
- Objective L:** Integrate watershed management in site design
- Objective M:** Respect important view
- Objective N:** Increase Multi-Modal Access to Places along Grant Road

PURSUING THE VISION

The Corridor Vision will serve as the guiding document for the ongoing land use planning that will take place in coordination with the phasing of the roadway widening project. This planning will focus on identifying the appropriate tools to implement the vision, ranging from regulatory changes, to overlays, to economic incentives, and remnant re-use strategies. As in the development of the Grant Road Improvement Plan for the roadway design and this Community Character & Vitality Corridor Vision, the land use planning will include active engagement with the Grant Road Citizen Task Force, public, adjacent neighborhoods, and potentially affected property owners and tenants.

II. PURPOSE & PROJECT

- A. Purpose**
- B. Grant Road Improvement Project Overview**
- C. Document Contents**
- D. Study Area**

II. PURPOSE & PROJECT

II.A. PURPOSE

The Grant Road Community Character & Vitality Corridor Vision is the framework to guide land use planning for the area of the corridor between Oracle Road and Swan Road that is undergoing roadway improvements. Key to the Corridor Vision is recognition and enhancement of the corridor’s character to achieve a vibrant, multi-modal urban corridor that reflects community values, including the scale, character, and diversity of the neighborhoods and businesses in the area.

Implementation of this policy-level Corridor Vision is a longer term, incremental effort that will require:

- Development of appropriate land use tools that are phased with the roadway improvement design to provide more information on potential effects to specific parcels
- Further work with neighborhoods to determine whether and how Area and Neighborhood Plans may need to be amended

II.B. GRANT ROAD IMPROVEMENT PROJECT OVERVIEW



In May 2006, Pima County voters passed a Regional Transportation Plan that allowed the Regional Transportation Authority (RTA) to collect a half-cent sales tax for 20 years. Ballot language named the widening and re-design of Grant Road as one of the projects to be undertaken with the sales tax. The language stated that Grant Road between Oracle Road and Swan Road would be widened and

reconstructed to six lanes including streetscape, bike lanes, and sidewalk improvements. RTA project listings include Grant Road as Project 18 with \$166,850,000 in RTA and committed non-RTA funds for planning, design, right-of-way acquisition, and construction. Grant Road is designated for reconstruction over three implementation periods of the RTA Plan, which spans 15 years.

With this mandate, the City of Tucson Department of Transportation began to undertake the Grant Road Improvement Plan, with the goal of creating a state-of-the-art multi-modal transportation corridor that integrates “best practices” for multi-modal access and design sensitivity within the unique context of Tucson’s Sonoran Desert region. In addition, it is the goal of the City to clearly demonstrate environmental and economic sustainability and integrate these features into the planning, design, and construction of the project.

To this end, the City of Tucson required that the project be planned and designed using a Context Sensitive Solutions (CSS) approach. The City of Tucson selected the Institute of Transportation Engineers’ proposed recommended practice, *Context Sensitive Solutions in Designing Major Urban Thoroughfares for Walkable Communities*, for planning and preliminary design of the roadway improvements. The CSS approach seeks to combine the art and science of developing places (including streets) in harmony with surrounding areas, balancing safety, mobility, community, and environmental goals in planning and designing a transportation

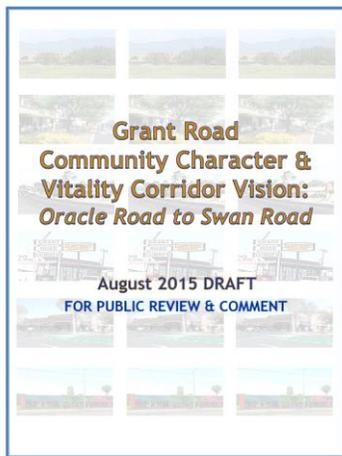
project. The process involves the early and continuous interaction with community stakeholders, uses an interdisciplinary team tailored to project needs, and addresses multiple modes of travel. CSS applies flexibility inherent in design standards and incorporates aesthetics as an integral part of planning and design.

Following the CSS approach, the ultimate design of the roadway should provide convenient access for pedestrians, bicyclists, transit users, and vehicles, and integrate pedestrian-oriented urban design opportunities with the roadway design. The roadway should be comfortable to cross by foot and bike, and better serve to unify the neighborhoods on both sides of the road. Development of the roadway design should be complemented by land use planning.

A 19-member Citizen Task Force was formed and approved by Mayor and Council to develop, evaluate, and select alternative alignment concepts and to develop stakeholder-supported project recommendations for consideration by Mayor and Council. Task Force members were also charged with facilitating effective communication between represented stakeholder groups, including neighborhood associations, businesses, the Citizen Transportation Advisory Committee, the City Manager’s Office, the disabled community, alternate transportation mode communities, regional travelers, and the City of Tucson Planning Commission.

The City Project Team (hereafter “Project Team” or “Team”) worked with the Citizen Task Force and the public to develop a new Grant Road alignment. That alignment was approved by the City of Tucson Mayor and Council in January 2009. The Team then developed construction drawings to 30 percent and issued an accompanying Design Concept Report. For more information on the roadway design, see “Roadway Improvements Design” in the Appendix.

II.C. CONTENTS



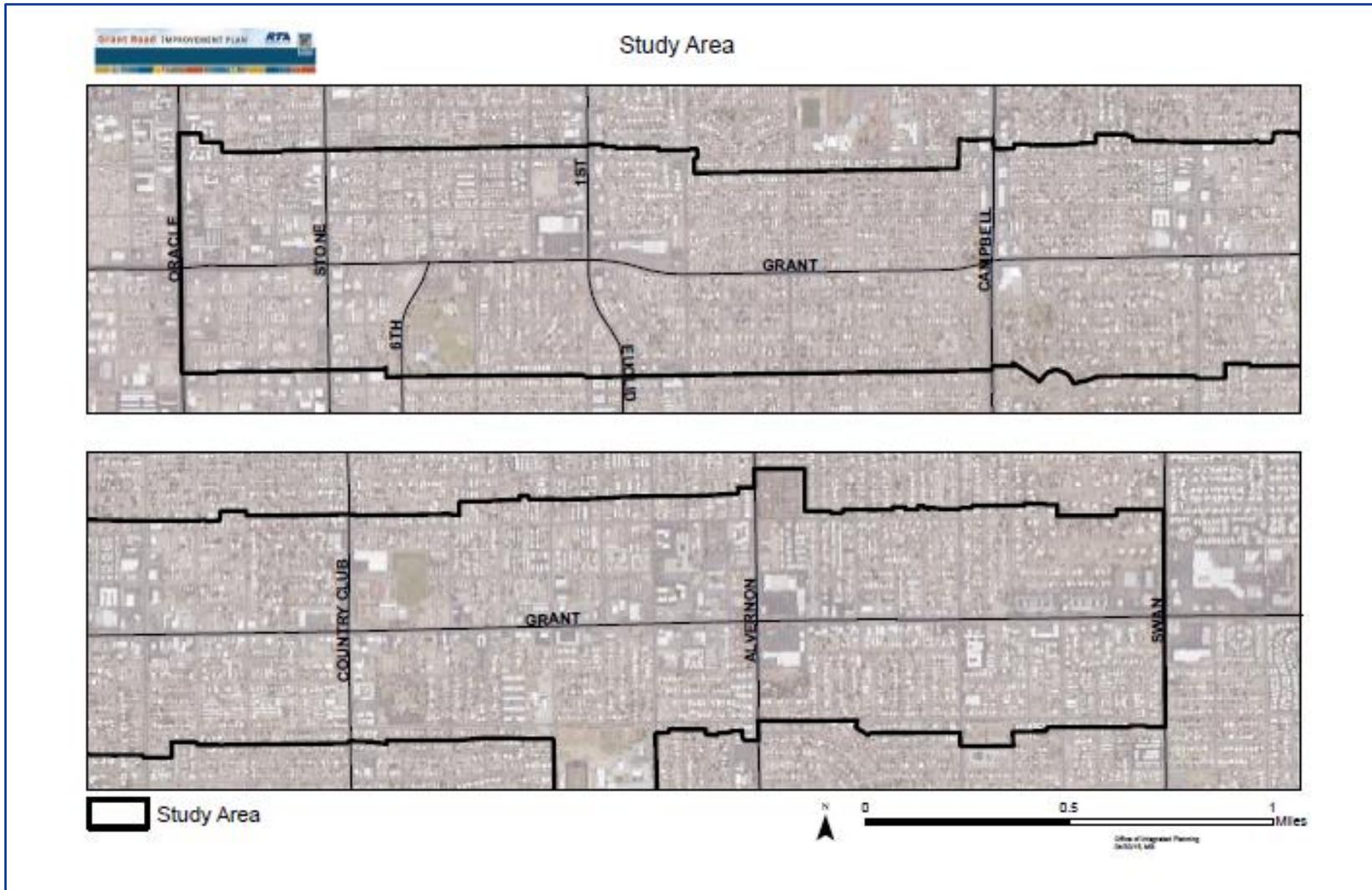
This document is organized into four sections, with the first being the Executive Summary. The second is this section that introduces the vision purpose and the roadway improvement project that was the impetus for creating a vision for the area’s future. The third section presents the components of the vision, which evolved over several years. These components include a Vision Statement and Guiding Principles, which were created early in the project and led to the development of a set of Key Vision Objectives to foster the corridor’s character and vitality. In turn, the objectives became the basis for development of a physical concept of Centers and Segments that together would provide an overarching identity for the Grant Road Corridor between Oracle Road and Swan Road. The document’s final section is an Appendix that describes key factors taken into account in the development of the Community Character & Vitality Corridor Vision, including applicable land

use plans, the corridor’s existing conditions, the roadway improvements design, and input from the community through an extensive public outreach program.

II.D. STUDY AREA

The study area used in developing the Corridor Vision encompasses a ¼ mile north and south of Grant Road and a ¼ mile west of the Grant Road/Oracle Road intersection and a ¼ mile east of the Grant Road/Swan Road intersection. See *Exhibit II.1*.

Exhibit II.1: Grant Road Corridor Study Area



III. CORRIDOR VISION COMPONENTS

- A. Vision Statement & Guiding Principles**
- B. Key Vision Objectives**
- C. Corridor Centers & Segments Concept**

III. COMMUNITY CHARACTER & VITALITY

CORRIDOR VISION

The overall Corridor Vision consists of four major components, including the Vision Statement, Guiding Principles, Key Vision Objectives, and Center and Segments Concept as shown in *Exhibit III.1* and described below. These components were developed through an extensive, multi-year process, and endorsed by the Grant Road Citizen Task Force.

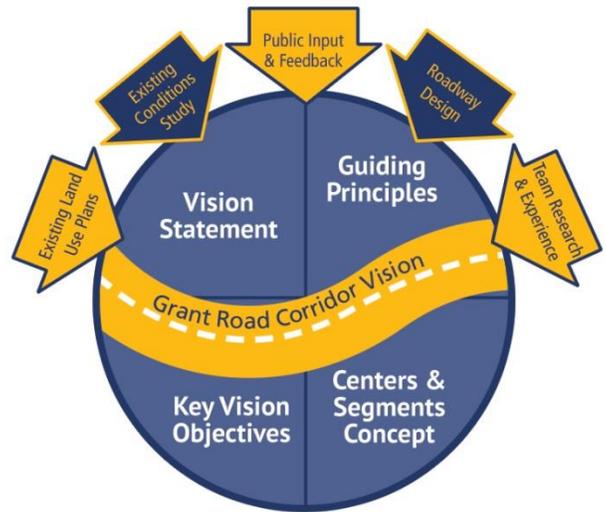


Exhibit III.1: Visioning Process & Products

III. A. VISION STATEMENT & GUIDING PRINCIPLES

The Vision Statement and Guiding Principles were drafted by the Project Team working closely with the Grant Road Citizen Task Force and taking into account public input and technical data, including review of the existing land use plans. The Statement and Principles, which were endorsed by the Citizen Task Force at its February 19, 2008, meeting, reflect the Context Sensitive Solution (CSS) approach the City of Tucson used for the Grant Road Improvement Project.

The Vision Statement and Guiding Principles, which follow, were developed to guide both the roadway design and a cohesive concept for the area adjacent to the roadway.

III.A.1. Vision Statement

The improvements resulting from the Grant Road Improvement Plan will enhance safety and balance mobility and accessibility for all users including motorists, pedestrians, bicyclists, transit riders, and those with disabilities. The plan will direct the widening of Grant Road to six lanes, also improving its function as an urban arterial street within Tucson’s network of streets. The plan will balance the needs of those traveling through the area on Grant Road with those who live, work, and shop along Grant Road.*

The community values the scale, character, and diversity of the neighborhoods and businesses along Grant Road and the plan will reflect these values. The plan will recognize the diversity of residents and independent businesses along Grant Road, and will help them to revitalize the places in which they live and work.

The plan will strive to improve the visual character and quality of Grant Road and the land uses along it, and it will define Grant Road as a unique and vital place that ultimately enhances the community and region as a whole.

The Grant Road planning process and its implementation will balance a long-range vision with the definition of improvements and programs that fit within the financial resources identified for this project. It will be forward-thinking in its design, consider likely future trends and work to effect positive change to the environment and public health. It will set high standards for community involvement while providing an inspirational model for future Tucson roadway enhancements.

* “Grant Road Improvement Plan” is a reference to the overall project, including both the roadway widening and land use planning.

III.A.2. Guiding Principles

The guiding principles address four major topics as follow:

1. **Mobility & Access**

“Mobility and Access” means moving along and connecting with uses on Grant Road — both for people living and working nearby and those passing through; both freeing up motion (mobility) and getting to specific destinations (access). Through mobility and access, the Corridor Vision promotes sustainable transportation both for the local community and the Tucson region by doing the following:

1.1 **Balance the transportation needs of those traveling locally with those passing through Grant Road by:**

- improving Grant Road’s role in Tucson’s street network and its role for neighbors
- recognizing all populations using Grant Road
- increasing the efficiency of traffic flow along Grant Road while designing Grant Road and the context along it to encourage drivers to travel at safe speeds.

1.2 **Improve mobility and safety for all those traveling along and across Grant Road, including pedestrians, bicyclists, transit riders, and those with disabilities, by:**

- recognizing that Grant Road is not the exclusive domain of cars
- improving access for all modes of travel to neighborhoods, commercial districts, schools (including the University and community colleges), and other destinations
- improving the physical conditions of the roadway and of the pedestrian and bicycle environments along and across Grant Road and on connecting streets
- improving transit stops and access to them, as well as considering the land uses around them
- considering land use and other needs of transit, bicycle, and walking dependent populations

1.3 **Balance mobility along and across Grant Road with access to businesses, residences, and other destinations along and nearby Grant Road by:**

- providing safe vehicular access to properties on Grant Road
- facilitating regional access to businesses (including deliveries) that avoids cut-through traffic impacts to adjacent neighborhoods
- improving neighborhood access to businesses and other destinations by providing quality connections for all users

1.4 **Ensure that roadway improvements support and enhance the community’s values regarding the character, vitality, aesthetics, and environment of Grant Road by:**

- recognizing that different sections of Grant Road may require a different balance of mobility and access

1.5 **Provide the potential for future transit options, such as bus rapid transit, modern streetcar, light rail, or other high-capacity transit, in the design of Grant Road improvements with the goal of minimizing future costs for construction and right-of-way acquisition.**

2. Character & Vitality

“Character and Vitality” means the health of the places surrounding Grant Road — neighborhoods and businesses, public space and activity, and private investment. Character and vitality define the overarching goals for aspects of the study area such as housing, neighborhoods, employment, and public space. Through character and vitality, the Corridor Vision seeks to enhance, in a fair manner, the economic and social environment of neighborhoods and districts by doing the following:

- 2.1 For residential neighborhoods**, provide appropriate transitions and buffering from Grant Road and the uses fronting onto it to the neighborhoods behind.
- 2.2 Support opportunities for a range of options for housing tenancy and housing type** that serve and expand upon the diversity of residents who live in the Grant Road Corridor.
- 2.3 Support the viability of small, local, and independent businesses.**
- 2.4 Preserve and enhance opportunities for a range of employment** along Grant Road, including restaurants, retail, manufacturing, construction, repair, service, professional office and medical jobs.
- 2.5 Create a cohesive public realm** that adds new public spaces to existing parks, plazas, schools, and other community gathering places, forming an accessible network that supports and is supported by the design and function of Grant Road and the neighborhoods and businesses along it.
- 2.6 Build on the attraction and strengths of community and social service organizations** to revitalize districts and enhance the public realm with activity along Grant Road.
- 2.7 Develop districts with multiple uses and shared parking** that will be destinations for neighborhood residents, as well as people from the region at large.
- 2.8 Recognize the differences in demographics, environment, scale, neighborhoods, business types, and other aspects of character**, and use them to reinforce the identities of Grant Road’s Community Character Portions of the Corridor (i.e., Western, Central, and Eastern).
- 2.9 Work to create safer environments that discourage crime** and increase personal safety.
- 2.10 Support and build upon ethnic diversity** in relation to the social and economic vitality in the Grant Road Study Area.
- 2.11 Encourage private investment** that revitalizes opportunity sites along Grant Road.

3. Aesthetics & Environment

“Aesthetics & Environment” builds upon the “Character & Vitality” principles above by focusing on the details of key issues such as climate, utilities, views, and the watershed. Through aesthetics and environment, the Corridor Vision acknowledges human and ecological sustainability of Grant Road and the neighborhoods and districts along it to the benefit of those in the study area and the greater Tucson region by doing the following:

- 3.1 **Create an aesthetically pleasing, comfortable, inviting environment**, both in the street right-way and in adjacent public spaces, that is framed by the buildings and landscapes that front Grant Road.
- 3.2 **Enhance the identities** of the community character portions of the Grant Road Corridor through the creation of business clusters, streetscape design, and other elements.
- 3.3 **Capitalize on Grant Road’s natural environment and regional scenery** through climate adaptation, utilization of desert plants (especially those native to the Tucson Basin), topography, key views, and the integration of aesthetic and environmental design.
- 3.4 **Capitalize on Tucson’s culture**, through urban form, architectural styles, public art, and other elements.
- 3.5 **Mitigate utility issues**, including overhead wires, to the extent financially feasible.
- 3.6 **Mitigate watershed issues**, such as flooding, storm water runoff, ecological health and water harvesting in a holistic manner.
- 3.7 **Mitigate noise impacts** of traffic on Grant Road utilizing a range of techniques that are appropriate to the surrounding context.

4. Vision & Implementation

“Vision & implementation” means making the vision for Grant Road’s future a reality. The Corridor Vision assumes incremental implementation, in a fair manner, with the goal of long-term sustainability in transportation, economy, livability, and ecology by doing the following:

- 4.1 **Define a long-range vision as well as priorities** that can be achieved within the budget and timing of the Grant Road Improvement Plan.
- 4.2 **Define cost-efficient and effective phases** for successful implementation.
- 4.3 **Protect the viability of businesses during construction** by maintaining their visibility, their parking, and access to them.
- 4.4 **Provide information and technical assistance to residential and business property owners** directly impacted by the Grant Road Improvement Plan.
- 4.5 **Define the improvements so that the vision can be achieved incrementally** with both the RTA funding base and additional public and private funding to enhance the improvements.
 - Identify and give priority to the implementation of those improvements that provide the most benefit and that address those issues that are priorities for the public.
 - Identify and pursue additional sources of funding early in the process to ensure that the desired improvements can be implemented.
- 4.6 **Rely on policies and programs** in addition to physical improvements in achieving the vision.
- 4.7 **Coordinate new development and revitalization** with new and existing amenities and multimodal infrastructure.

III.B. KEY VISION OBJECTIVES

Complementing the Vision Statement and Guiding Principles is a set of Key Vision Objectives developed by the Project Team in consultation with the Citizen Task Force and with input from the public. These objectives informed the development of the Centers and Segments Concept that is presented in Section III.C, and will provide direction as planning proceeds to develop land use tools to implement the Corridor Vision. The fourteen key objectives (A – N) are presented below.

Objective A: Encourage Viable & Compatible Land Uses

The land use planning effort will guide development toward land uses that are economically viable and compatible with the vision for the future of the centers and segments along Grant Road and in mainly single family neighborhoods that surround Grant Road. Current policy allows a wide range of land uses in most parts of the Grant Road project area, but lacks sufficient direction on how best to relate these different land uses to one another and to create the types of places desired by the public. The land use planning will guide how clustering complementary land uses and buffering between dissimilar land uses can help to create better places along Grant Road and support the neighborhoods’ goals for their residential quality of life. Community input into the Grant Road planning effort has stressed community land uses such as health centers and open space and gathering places such as shops and restaurants. At the same time, economic analysis has shown that Grant Road has too much commercial space for the market and would benefit from some reduction in space and clustering of complementary retail and services.

Guiding Principles: 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.11, 3.2, 3.7

Objective B: Create Context-Appropriate Building Heights and Massing

Building heights and massing in Grant Road’s Centers and Segments must balance respecting the largely low-rise Tucson build landscape with selectively allowing higher building that can accommodate the intensity needed to support vibrant street activity along Grant Road and the desired retail and commercial uses. Public input from the Grant Road workshops has expressed both concern about the impacts of taller building heights and the acknowledgement of the benefits of taller buildings along major streets such as Grant Road. Well-designed building massing is essential to make taller buildings work in the context of Grant Road, where mountain views are valued by the community and historic architectural styles are predominantly one story.



Related Guiding Principles: 2.1, 2.7, 2.8, 2.11, 3.1, 3.2, 3.4, 3.7

Objective C: Contribute to Street Activity & Safety

The use of the Context Sensitive Solution approach in developing the roadway and streetscape design for Grant Road will result in a future road that creates a more pedestrian and transit supportive environment. The land use planning will set guidelines and policies to create the pedestrian supportive context that will take best advantage



of Grant Road’s redesign. Design concepts for consideration include: (a) providing “eyes on the street” by orienting buildings so that their entries and windows are in proximity to Grant Road; (b) allowing for and encouraging outdoor seating for restaurants and cafes and outdoor display for retail and service establishments in support of pedestrian activity; (c) providing on-site public gathering places with shade and shelter from the weather and high-quality lighting at night; (d) providing shaded and well-lit pedestrian circulation from the public sidewalk to adjacent buildings; and (e) when parking must front onto Grant Road, providing a buffer between the parking and the sidewalk.

Related Guiding Principles: 2.2, 2.3, 2.5, 2.6, 2.7, 2.9, 2.11, 3.1, 3.3, 3.4

Objective D: Protect & Enhance Neighborhoods

The existing mismatch between the auto-oriented nature of Grant Road, both in terms of traffic and land use patterns, and the quieter residential character of most adjacent neighborhoods has led to much discussion of the need to protect neighborhoods from the negative aspects of Grant Road; many policies of the Area and Neighborhood Plans address this issue. Land use planning will define guidelines for the transition of building massing to the smaller scale of neighborhoods; buffering with landscape, setbacks, and transitions to similar uses; and other site design approaches.



Related Guiding Principles: 2.1, 2.2, 2.3, 2.5, 2.9, 2.11, 3.7

Objective E: Support Small & Independent Businesses

Much of Grant Road’s current character is defined by the small, independent businesses that front onto it. The public has indicated that it values many of these businesses, which include restaurants, building materials stores, and antiques shops, among others. Many say Grant Road’s small, independent businesses are their favorite part of the street. However, the widening of Grant Road and future revitalization along the street pose challenges to the small businesses, many of which rely on visible parking and inexpensive rents in older buildings. The widening will take away much of this front parking, and the land use planning will include developing strategies to replace parking while also supporting a walkable street environment along Grant Road that can help businesses in the long term. Also to be developed are implementation strategies to help business owners stay in their buildings or be able to afford space in new development, as well as Center-or Segment-wide strategies to create complementary clusters of businesses to more effectively draw from neighborhood and region-wide customer bases.



Related Guiding Principles: 2.2, 2.3, 2.4, 2.7, 2.8, 2.9, 2.10, 2.11, 3.1, 3.2, 4.3, 4.4

Objective F: Provide, Improve, & Connect Public Spaces

Grant Road and many of the neighborhoods surrounding it, lack public spaces such as parks and plazas. These public spaces can become the community hubs that help generate the vibrancy of a street or neighborhood, and can be a key component of that area’s identity. The few public spaces along and near Grant Road, such as the “Triangle” park near



Campbell Avenue and Mansfield Park, lack sufficient connections to both Grant Road and the surrounding areas, and, therefore, are not the community assets that they should be. Community input during the Grant Road workshops expressed the desire for augmentation of these existing public spaces, as well as new public spaces, especially parks. The Grant Road improvements will create a more walkable environment that will enhance and connect the existing open spaces and, along with the land use planning effort, provide the opportunity for more public spaces. It is critical that all of these existing and new public spaces be integrated into the surrounding environment and the public realm of the Grant Road streetscape improvements.

Related Guiding Principles: 2.1, 2.5, 2.6, 2.7, 2.8, 2.9, 2.11, 3.1, 3.2, 3.3, 3.4, 3.6

Objective G: Balance Needs of Regional- & Local-Serving Businesses

The revitalization of Grant Road will rely on investment from the private sector. Land use planning will catalyze the flow of capital into economic activity along Grant Road in a way that balances the needs of the greater Tucson region and surrounding neighborhoods. Many of the conflicting desires for the future environment along Grant Road reflect the differing needs of these neighborhood and region-wide users. The design for Grant Road’s improvements has addressed these types of conflicts in the roadway, but they are also present within the properties that front Grant Road, such as in the mix of businesses that cater to different customer bases and how people use different transportation modes to access those businesses. The land use planning will encourage the organization of land uses to minimize conflicts between regional- and local-serving businesses and create patterns of development where these uses can be mutually supportive.



Related Guiding Principles: 1.1, 2.1, 2.3, 2.4, 2.7, 2.8, 2.11

Objective H: Strengthen Community Identity

Participants in the Grant Road public workshops emphasized the desire to use Grant Road to communicate who they are as communities. Grant Road currently poses challenges to this goal, but each of the communities along Grant Road contains unique history and demographics that can be brought to Grant Road and contribute to its revitalization. This objective also means preserving and enhancing particularly valued businesses and institutions. Community members have expressed interest in drawing from various local traditions. The Public Art Master Plan provides ideas on how to incorporate history, ecology, and other local aspects into both the street improvements and the built environment along Grant Road.



Related Guiding Principles: 2.1, 2.3, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 3.1, 3.2, 3.3, 3.4

Objective I: Provide Adequate & Well-Designed Parking

Parking is important for businesses along Grant Road, but the location of most parking spaces between the street and the buildings is an important factor that prevents Grant Road from being a walkable street. The improvements to Grant Road will impact the parking supply of many businesses that have spaces in front of their buildings, and the land use planning effort will develop strategies to replace this parking through techniques such as sharing with adjacent businesses, site reconfiguration, and district parking. The planning effort will also explore making changes to City requirements for parking. For reconfigured sites and new development, parking can take forms that help support Grant Road objectives for walkability, vitality, and sustainability.



Related Guiding Principles: 2.1, 2.2, 2.3, 2.5, 2.7, 2.9, 2.11, 3.1, 3.4, 3.6

Objective J: Complement the Tucson Environment

A successful and sustainable Grant Road will integrate with the natural Sonoran Desert environment and climate of the Tucson Basin. The development along Grant Road today has paved over many of the washes and natural features that define this environment, but new development along Grant Road can incorporate aspects of the natural environment such as native plants and fauna such as birds, mountain views, and the watershed, as well as of the climate with ample sunlight, solar heat, and wind. New development can also use resource-efficient techniques to mitigate the summer heat, such as shading and buildings with courtyards, and the design of major rainwater harvesting features, such as shaded and useable “oases” along Grant Road.



Related Guiding Principles: 2.5, 2.8, 3.1, 3.3, 3.4, 3.6

Objective K: Make Tucson History & Culture More Evident

Tucson’s history and culture are imprinted throughout the Grant Road Corridor, whether in the motel architecture of the Oracle area, the carts serving Sonoran street food, the city’s specialty home furnishings businesses, or the eclectic front yards of properties along Grant Road. The corridor can extract more from the area’s rich history and culture at a variety of scales. Tucson architectural elements such as motor courts, courtyards, and walls can provide the deeper time-tested patterns that can be expressed through a variety of modern styles and uses, while materials such as rusted sheet metal lend a local texture to places.

Related Guiding Principles: 2.1, 2.3, 2.8, 2.10, 3.2, 3.3, 3.4

Objective L: Integrate Watershed Management in Site Design

Rainwater creates both an environmental benefit and a liability in the Grant Road Corridor. Rainwater “runoff” that is often conveyed into storm drains is largely the result of the impervious surfaces created by buildings, roads, and parking lots. This water is exposed to the introduction of pollutants and can create flooding. At the same time, rainwater presents opportunities for irrigation. In recent years, the City of Tucson has developed policies that encourage and mandate water harvesting, or onsite infiltration, retention, or storage of rainwater, on private property. The new Grant Road likewise

incorporates water harvesting into its design. The land use planning can also support water quality and reuse of rainwater in the Grant Road Corridor in a number of ways, including guidelines for permeability of parking areas, well-designed onsite infiltration and retention, incorporation of water harvesting into open space areas, and education about the watershed into public art.

Related Guiding Principles: 2.5, 2.8, 2.11, 3.1, 3.3, 3.4, 3.6

Objective M: Respect Important Views

During Grant Road workshops, members of the public consistently stated that views of the Catalina Mountains are a scenic resource that should be preserved and enhanced. The Catalina Mountains provide a backdrop to the north side of Grant Road along the length of the corridor, though substantial views of the mountains occur only occasionally down cross streets and between buildings. Although much of the existing development on Grant Road consists of low-rise one- and two-story buildings, it effectively blocks views of the mountains. Almost none of the development on Grant Road frames or otherwise enhances these views. The land use planning can guide massing and setback of buildings and placement of unbuilt space to maximize and frame quality views of the Catalina Mountains.



Related Guiding Principles: 2.1, 2.5, 2.8, 2.11, 3.1, 3.2, 3.3, 3.4

Objective N: Increase Multi-Modal Access to Places along Grant Road

The Grant Road street improvements provide solutions for many of the access issues that have challenged motorists, bicyclists, pedestrians, and transit riders along Grant Road. However, many of the properties fronting Grant Road also pose challenges to multi-modal access, in particular larger parcels that typically contain shopping centers. The land use planning effort will provide policies and guidelines to improve pedestrian circulation within these larger properties, particularly helping pedestrians navigate through their large surface parking areas and making pedestrians feel more comfortable. The planning effort can also provide measures for connection of the surrounding street network to Grant Road while also reducing the impacts of through traffic in adjacent neighborhoods. As larger sites are revitalized with new development, they can be places to accomplish these street network improvements.



Related Guiding Principles: 1.2, 2.1, 2.5, 2.7, 2.11

III.C. CENTERS & SEGMENTS CONCEPT

The Project Team, working with the Citizen Task Force, created a concept of Centers and Segments that is intended to strengthen the corridor's sense of place. This concept, for which the Vision Statement and Guiding Principles and the Key Vision Objectives were foundational, is described in more detail below and illustrated in *Exhibit III.C.2*. The detailed development of the concept was informed by a variety of factors, including current City land use plans, existing conditions of the corridor, the design of the Grant Road improvements, and the extensive public input and feedback (see Appendix). As the concept evolved, the Project Team conducted initial policy, market, and urban design evaluations of the Centers and Segments. The final Centers and Segments Concept celebrates the character of different portions of the corridor, while recognizing the desire that Grant Road have a distinctive, overarching identity. This concept should be a key reference for land use planning in the corridor, with the understanding that elements such as the boundaries, uses, and urban form, may be adjusted and refined.

The Centers & Segments

The Centers and Segments concept responds to the desire for an overarching identity for the Grant Road Corridor.

The Centers are areas in which concentrations of activities occur around the intersection of Grant Road with other major roads, such as Oracle Road, Tucson Boulevard, and Alvernon Way. Centers are destinations with a mix of uses that vary in size, scale, and diversity. Centers may provide regional services while being designed to be compatible with adjacent residential neighborhoods

The Segments are the more linear areas that line Grant Road between the Centers and provide support uses. Segments have a certain character and set of uses that typically includes a smaller scale and different building orientation. While some segments contain auto-serving uses, they also should support pedestrian and bicycle movement along Grant Road.

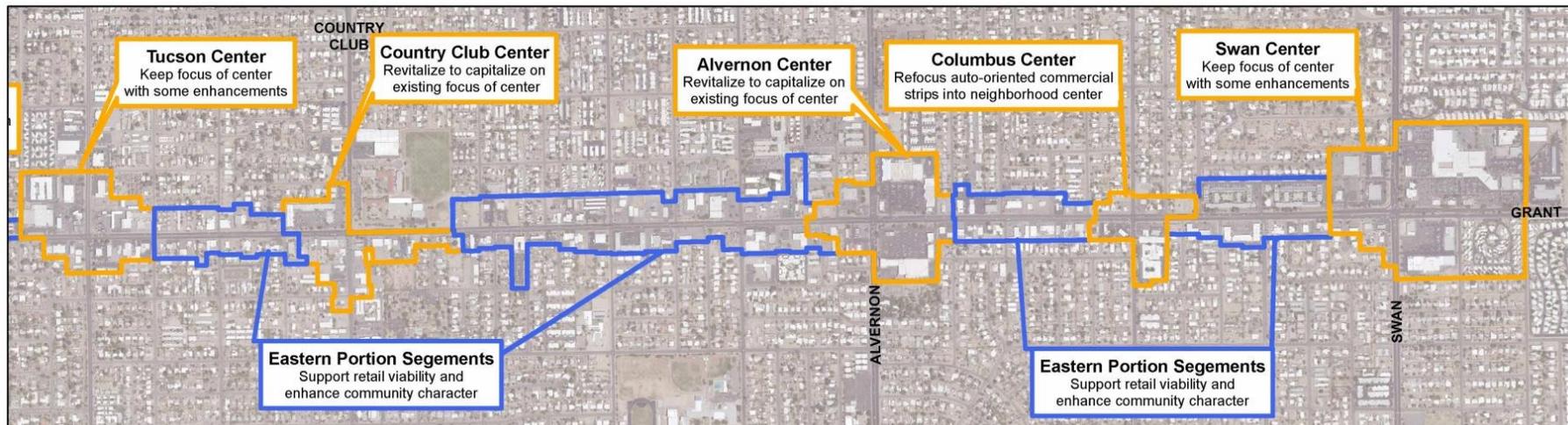
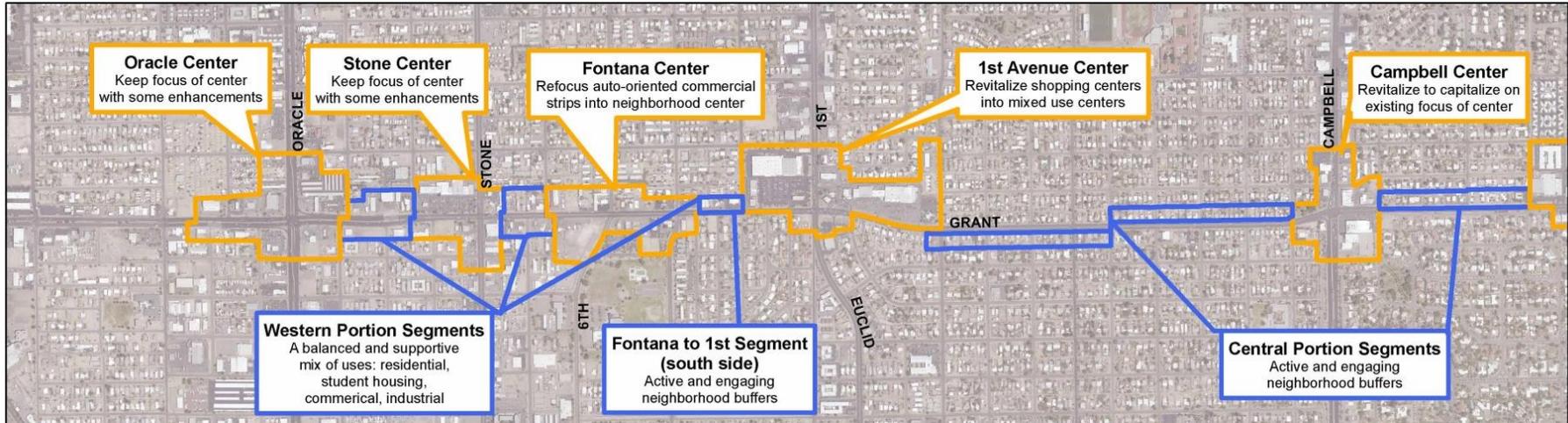
Key Actions

To develop the appropriate land use planning tools to implement the Centers and Segment Concept, it is important to understand what needs to be done to enhance the character of each center and segment, including what may need to be changed. Underneath the name of each Center and Segment shown in *Exhibit III.2* is a callout bubble with a key action to be considered in future land use planning. The following subsections expand on the action statements.

Center Actions

- **Refocus auto-oriented commercial strips as neighborhood centers:** In some of the locations indicated for this type of action, there is evidence of market-driven potential for neighborhood-serving uses, in others there are nearby amenities, and for many there was public comment that supported more neighborhood businesses.
- **Revitalize shopping centers into mixed use centers:** Existing older shopping centers within the study area have potential for reuse and more intensity. At the same time, some of these centers have active retail uses that are serving community needs, and some in the community would be happy with improvement to the pedestrian environment with minimal change in use. An issue for further exploration is the potential for incremental improvement of community character and pedestrian environment if the existing retail centers remain in use.

EXHIBIT III.2: THE CENTERS & SEGMENTS CONCEPT FOR THE GRANT ROAD STUDY AREA: ORACLE ROAD TO SWAN ROAD



- **Revitalize to capitalize on existing focus of centers:** Some existing centers have a special uses that defines them and are generally supported by market economics. These focused uses can become the foundation for revitalization.
- **Retain focus of centers with some enhancements:** Many centers have uses that are unlikely to change soon, but could be enhanced with a better pedestrian environment, open space and landscape improvements, and in some cases by new development.

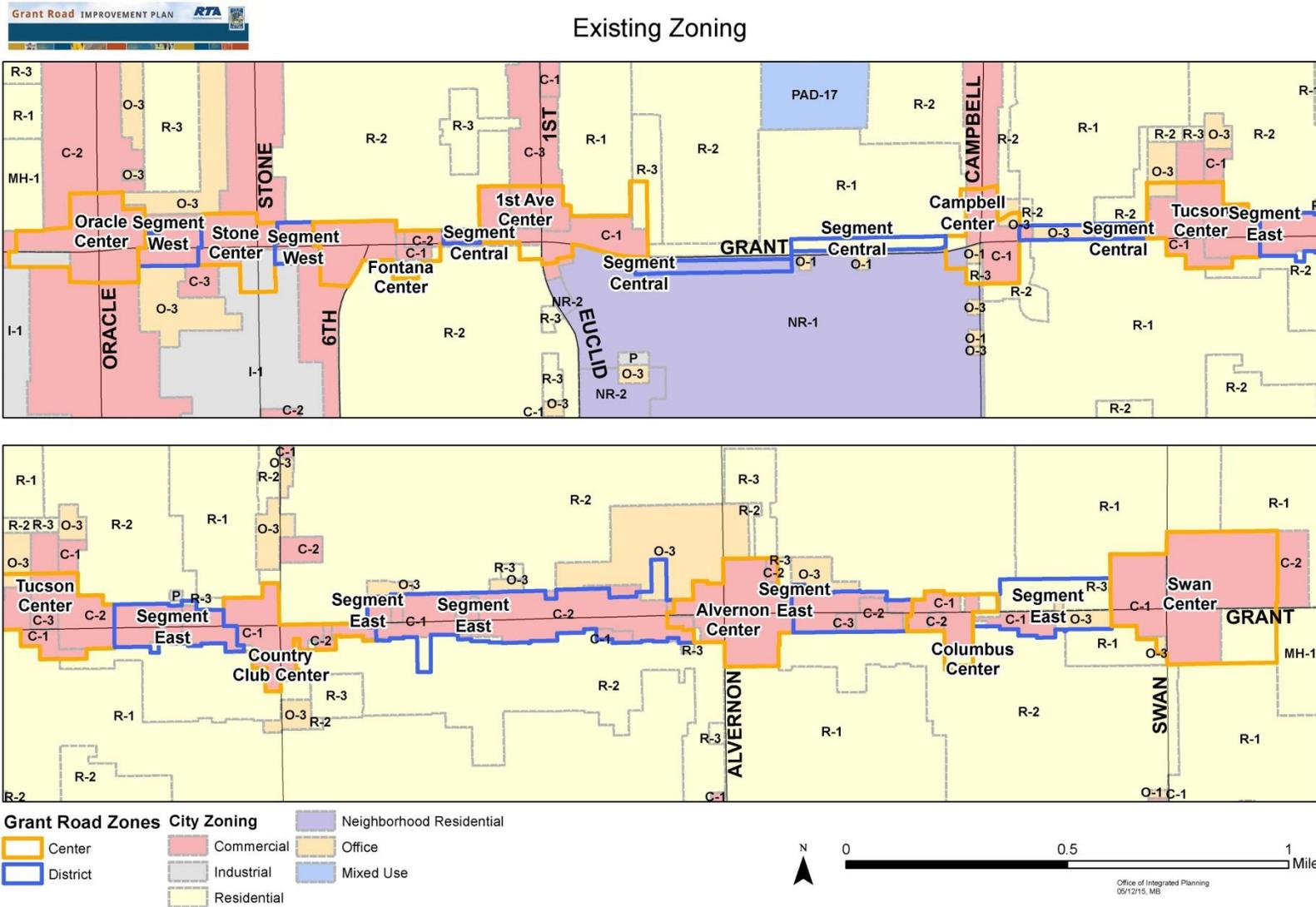
Segment Actions

- **Active and engaging neighborhood buffers:** A major concern in the segments in the Central Portion of Grant Road is ensuring that additional noise and other effects of the Grant Road improvements do not burden adjacent neighborhoods. But buffering of neighborhoods should be balanced with the creation of an active street frontage along Grant Road for vitality and safety.
- **A balanced and supportive mix of uses, including residential, student housing, commercial, and industrial:** The segments in the Western Portion of the corridor currently offer several types of uses, including residential, commercial, and industrial, with many of these uses located side-by-side. The public has expressed support for all these uses, but has also emphasized that the uses could be better buffered from one another, and could benefit from strengthening the relationship between complementary uses.
- **Support retail viability and enhance community character:** In the primarily commercial segments of the Eastern Portion of the corridor, the public has expressed support both for the viability of independent businesses on Grant Road and for the improved identity and character of these segments. The handling of critical issues such as parking, building design and orientation, and future land use will need to support both of these goals.

Envisioned Characteristics & Existing Land Use Plans & Zoning for Each Center & Segment

The remainder of this section examines each of the individual Centers and Segments included in the Centers and Segments Concept. For each Center and Segment, there is description of the concept envisioned, followed by a summary of existing land use plans and zoning that cover all or any portion of the Center or Segment, and that will need to be considered as land use planning proceeds. A map showing the zoning for the entire Grant Road Corridor Study area is provided as *Exhibit III.3*.

Exhibit III.3: Existing Zoning within Grant Road Corridor Study Area

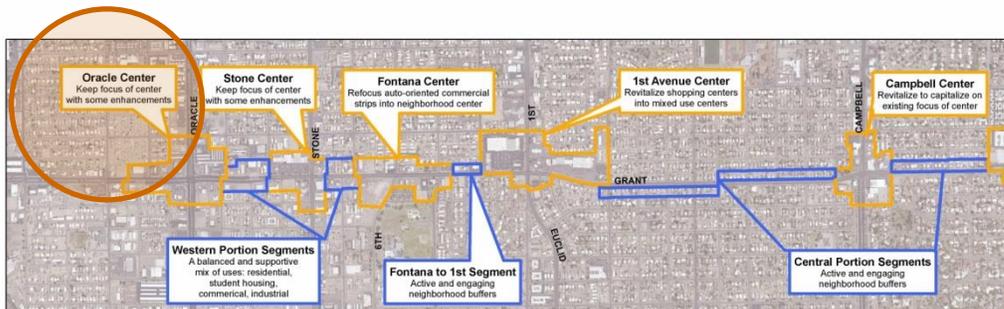


ORACLE CENTER

Keep focus of center with some enhancements

The Oracle Center will:

- maintain a focus on regional automobile sales and service
- evolve into a more diverse, walkable business district with the addition of neighborhood-serving businesses and residences
- balance the regional access and visibility of auto businesses with a walkable environment along Grant Road and alongside streets
- focus intensity at the intersection of Grant Road and Oracle Road, with taller buildings carefully placed and designed to frame views of the Catalina Mountains
- surround this intensity with less intensive development that incorporates the mixed-use commercial/industrial/residential character of the area into well-designed development sites
- incorporate the interpretations of historic roadside motor court motel building form, architectural style, and signage of the Oracle Road Corridor
- provide a gateway to the new Grant Road Corridor with a public art piece at the intersection with Oracle Road to enhance the sense of the gateway



Oracle Center (cont'd.)

EXISTING ZONING:

Commercial Zone C-2

Allowed uses: This zone provides for general commercial uses that serve the community and region. Residential and other related uses are also permitted. Examples of allowed land uses are: retail, office, wholesale, automotive, entertainment, light industrial, residential.

Residential density: 44 dwelling units per acre

Height limit: 40 feet

Light Industrial I-1

Allowed uses: This zone provides for industrial uses that do not have offensive characteristics in addition to land uses permitted in more restrictive residential zones. Examples of allowed uses are: light industrial, commercial, office, retail.

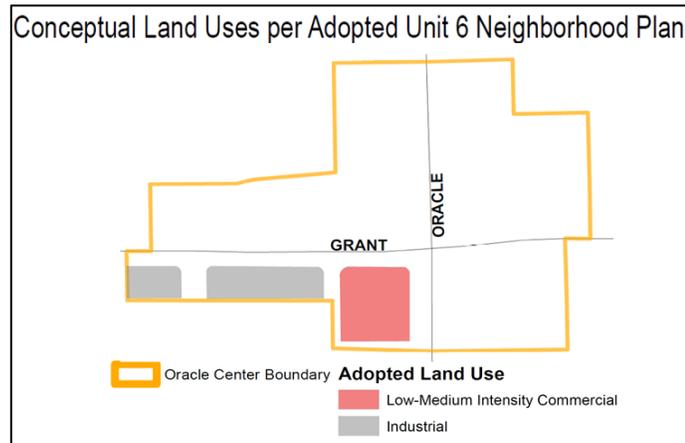
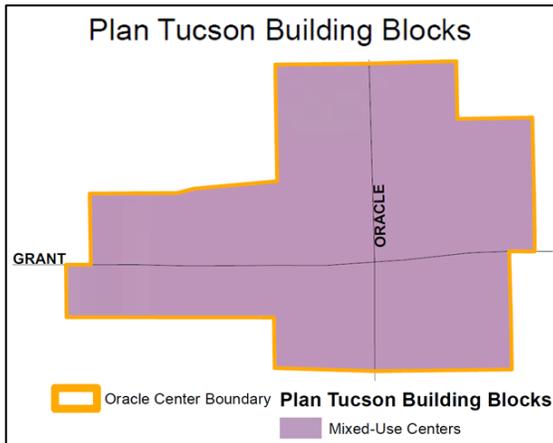
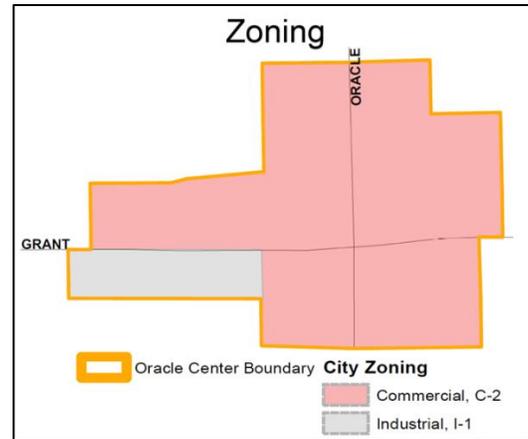
Residential density: None allowed

Height limit: 75 feet

ADOPTED LAND USE POLICY:

In *Plan Tucson*, the area identified here as the Oracle Center is part of the “Mixed-Use Centers” Future Growth Scenario Building Block. (See Appendix, “Existing Land Use Plan & Policies,” for more information on Plan Tucson and the Building Blocks.)

There is one Neighborhood Plan relevant to the Oracle Center: the *Unit 6 Neighborhood Plan*. This plan, which covers the southwest corner of the Oracle Center, designates parcels as “Industrial” and “Low Medium Intensity Commercial.” The *Unit 6 Neighborhood Plan* does not provide definitions of land use designations, but they could be interpreted as C-1 or C-2.

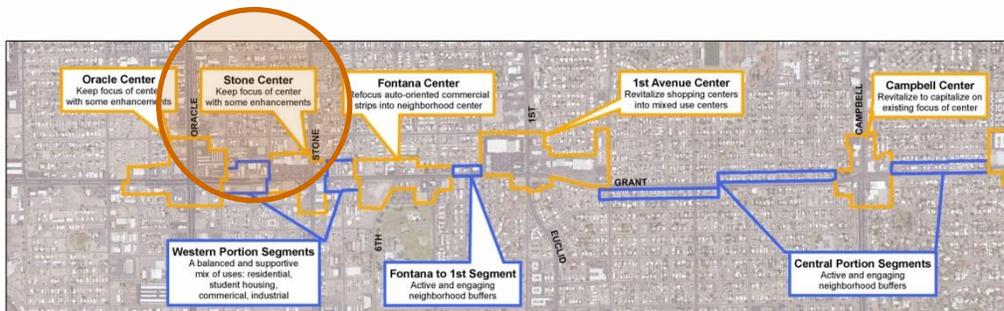


STONE CENTER

Keep focus of center with some enhancements

The Stone Center will:

- continue to contain a mix of businesses, including retail, restaurants, and motor vehicle services
- develop a stronger identity and a more walkable environment
- recognize that the Grant-Stone Shopping Center property is a key site that, in the short term, will incorporate a more walkable environment into its redesigned parking lot, and in the long term could be the site of more intensive development that could be mixed use, adding office and entertainment uses, and possibly residences
- focus intensity at the intersection of Grant Road and Stone Avenue, with taller buildings carefully placed and designed to frame views of the Catalina Mountains
- incorporate the interpretations of historic motor court building forms that can accommodate retail, office, light industrial, and residential land uses
- serve as a gateway along Stone Avenue as one travels south toward downtown



Stone Center (cont'd.)

EXISTING ZONING:

Commercial Zone C-2

Allowed uses: This zone provides for general commercial uses that serve the community and region. Residential and other related uses are also permitted. Examples of allowed land uses are: retail, office, wholesale, automotive, entertainment, light industrial, residential.

Residential density: 44 dwelling units per acre

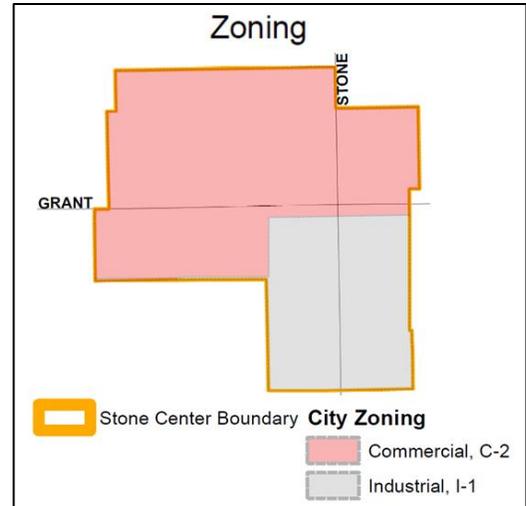
Height limit: 40 feet

Light Industrial I-1

Allowed uses: This zone provides for industrial uses that do not have offensive characteristics in addition to land uses permitted in more restrictive residential zones. Examples of allowed uses are: light industrial, commercial, office, retail.

Residential density: None allowed

Height limit: 75 feet



ADOPTED LAND USE POLICY:

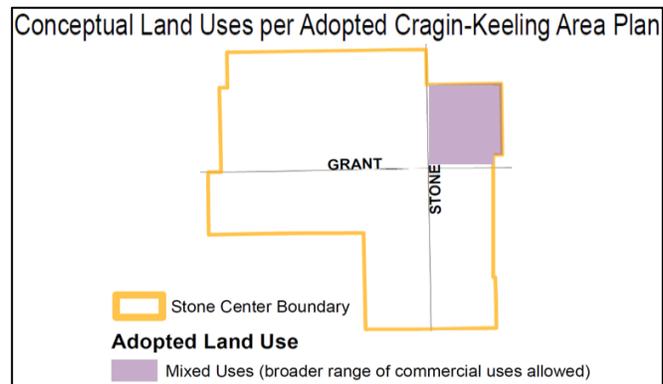
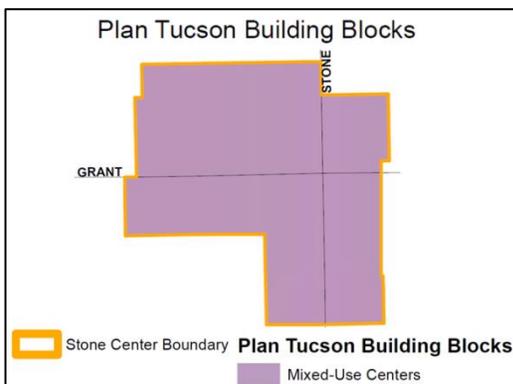
In *Plan Tucson*, the area identified here as the Stone Center is shown as part of the “Mixed-Use Centers” Future Growth Scenario Building Block. (See Section III.B for more information on Plan Tucson.)

There are two adopted Area Plans covering the southeast and northeast corners of the Grant Road and Stone Avenue intersection: *the University Area Plan* and *the Cragin-Keeling Area Plan*.

The *University Area Plan* does not provide explicit land use designations, but supports:

- “carefully designed and located mixed use development as a viable means to integrate housing, employment, shopping, and related activities in a relatively compact pedestrian-oriented area, consistent with regional activity center policy”
- “the careful integration of residential and nonresidential development in areas which are predominantly high density residential or nonresidential,” where “vehicular access is provided to an arterial or collector street, and vehicular traffic is directed away from the interior of residential areas; commercial activity is located at the street level, and is connected to the public sidewalk system; tenant mix offers goods and services oriented to local residents and compatible with the neighborhood; and “development includes a well-defined pedestrian system linked to the public sidewalk system, convenient access to transit facilities, and secure bicycle parking areas”

The *Cragin-Keeling Area Plan* designates the northeast corner of Grant Road and Stone Avenue as “Mixed Uses (broader range of commercial uses allowed).”



WESTERN PORTION SEGMENTS: Oracle Road to Stone Avenue, Stone Avenue to Fontana Avenue, & Fontana Avenue to 1st Avenue (north side)

A balanced and supportive mix of uses: residential, student housing, commercial, industrial

Fontana Avenue to 1st Avenue (south side)

Active and engaging neighborhood buffers



The Oracle to Stone Segment will:

- continue to contain a mix of commercial businesses
- become a walkable transition between the more regional-serving Oracle and Stone Centers
- support the Grant Road sidewalk environment with improvements such as buffers from parking lots and loading areas

The Stone to Fontana Segment will:

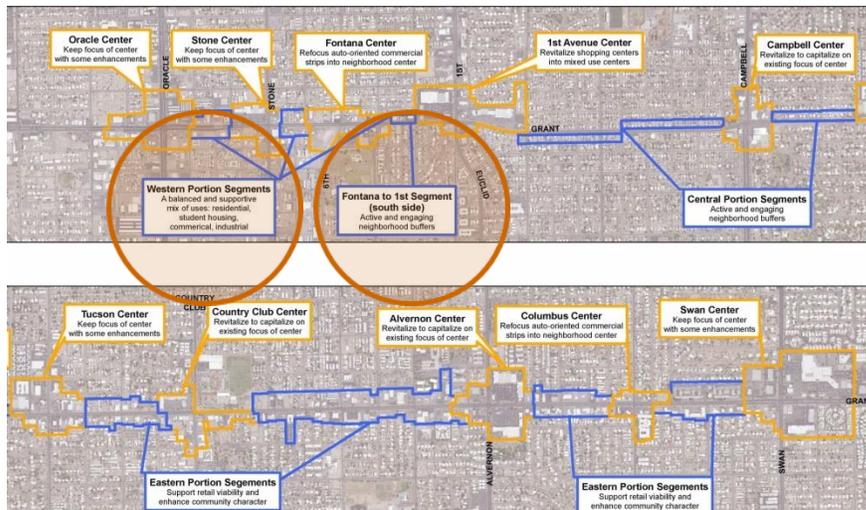
- continue to contain a mix of commercial and industrial businesses
- become a walkable transition between the more regional-serving Stone and Oracle Centers and the more neighborhood-serving Fontana Center
- support the Grant Road sidewalk environment with improvements such as buffering to parking lots and loading areas, as well as use of alleys on the south side to shift auto access to properties away from their Grant Road frontage
- incorporate the eclectic character and the employment and economic activity of the mixed commercial/industrial area to the south

The Fontana to 1st Segment (north side) will:

- continue to contain a mix of commercial and auto businesses
- provide a transition between the more regional-serving 1st Avenue Center and the more neighborhood-serving Fontana Center
- Support the Grant Road sidewalk environment with improvements such as buffers from parking lots

The Fontana to 1st Segment (south side) will:

- continue to be defined largely by single family houses siding onto Grant Road, which newly exposed to Grant Road could be buffered by sound walls and landscaping between Grant Road and the side yards of the homes



Western Portion Segments: Oracle to Stone, Stone to Fontana, & Fontana to 1st (cont'd.)

EXISTING ZONING:

Commercial Zone C-1

Allowed uses: This zone provides for low-intensity, commercial and other uses that are compatible with adjacent residential uses. Residential and other related uses are also permitted. Examples of allowed land uses are: retail/service with no outdoor display, storage, office, residential.

Residential density: 36 dwelling units per acre
Height limit: 25 feet (residential) and 30 feet (commercial)

Commercial Zone C-2

Allowed uses: This zone provides for general commercial uses that serve the community and region. Residential and other related uses are also permitted. Examples of allowed land uses are: retail, office, wholesale, automotive, entertainment, light industrial, residential.

Residential density: 44 dwelling units per acre
Height limit: 40 feet

Light Industrial I-1

Allowed uses: This zone provides for industrial uses that do not have offensive characteristics in addition to land uses permitted in more restrictive residential zones. Examples of allowed uses are: Light industrial, commercial, office, retail.

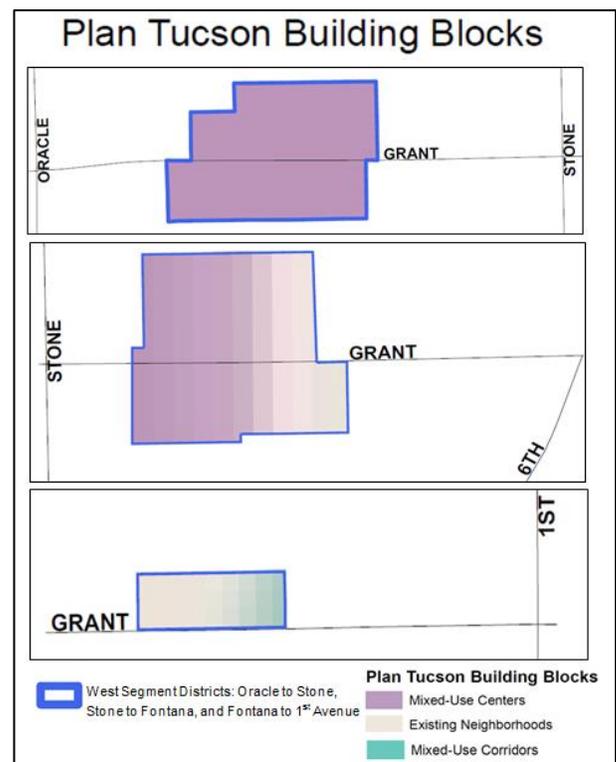
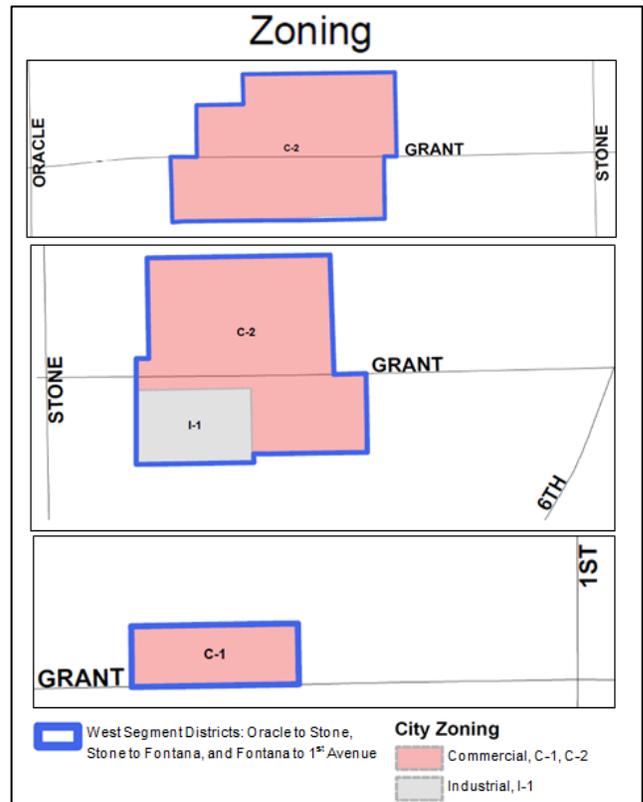
Residential density: None allowed
Height limit: 75 feet

ADOPTED LAND USE POLICY:

In *Plan Tucson*, the area identified here as the Stone to Fontana Segment is part of the “Mixed-Use Centers,” “Existing Neighborhoods,” and “Mixed-Use Corridors” Future Growth Scenario Building Blocks. (See Appendix for more information on *Plan Tucson*.)

There are two adopted Area Plans covering the district: *the University Area Plan* and *the Cragin-Keeling Area Plan*.

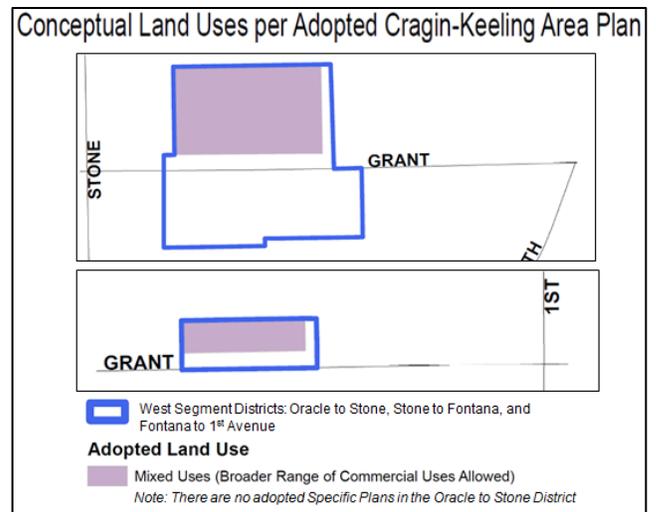
The University Area Plan does not provide explicit land use designations, but supports:



Western Portion Segments: Oracle to Stone, Stone to Fontana, & Fontana to 1st (cont'd.)

- “carefully designed and located mixed use development as a viable means to integrate housing, employment, shopping, and related activities in a relatively compact pedestrian-oriented area, consistent with regional activity center policy”
- “the careful integration of residential and nonresidential development in areas which are predominantly high density residential or nonresidential,” where “vehicular access is provided to an arterial or collector street, and vehicular traffic is directed away from the interior of residential areas; commercial activity is located at the street level, and is connected to the public sidewalk system; tenant mix offers goods and services oriented to local residents and compatible with the neighborhood; and “development includes a well-defined pedestrian system linked to the public sidewalk system, convenient access to transit facilities, and secure bicycle parking areas.”

The *Cragin-Keeling Area Plan* designates the northern portion of the district as “Mixed Uses (broader range of commercial uses allowed.)” as “Mixed Uses (broader range of commercial uses allowed).”

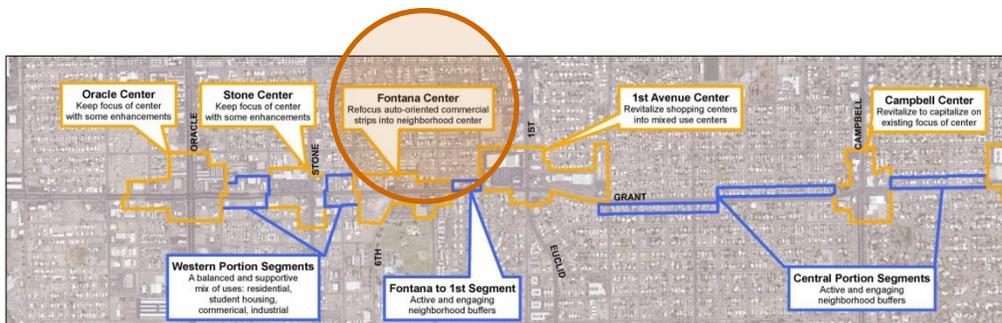
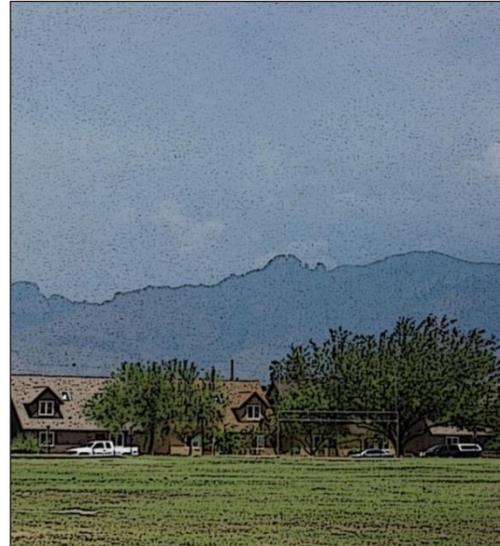


FONTANA CENTER

Refocus auto-oriented commercial strips into neighborhood center

The Fontana Center will:

- transform into a safe neighborhood center that provides services to the surrounding areas, including the day-to-day goods and services residents need such as convenience groceries, restaurants, and laundry, as well as community amenities and gathering places such as a community center, public plaza, or market
- provide community space for neighborhood youths such as recreational, educational, or health-related uses that can take advantage of the adjacency to Mansfield Park
- contain new multi-family homes and townhomes whose residents will help to activate the center
- focus on the block between Grant Road and Mansfield Park, which will contain a medium-intensity mix of uses with buildings fronting onto Grant Road and Sahuaro Avenue, shared parking in the middle of the block, and primarily low building heights to preserve mountain views and to blend into the surrounding neighborhoods
- provide comfortable and safe pedestrian access between Grant Road and Mansfield Park, including a route through the block
- revitalize the large lot at the southwest corner of Grant Road and 6th Avenue which, if surrounded by commercial and industrial uses, could accommodate carefully designed taller, mixed-use buildings to build the intensity that would help support a neighborhood center



Fontana Center (cont'd.)

EXISTING ZONING:

Commercial Zone C-1

Allowed uses: This zone provides for low-intensity, commercial and other uses that are compatible with adjacent residential uses. Residential and other related uses are also permitted. Examples of allowed land uses are: retail/service with no outdoor display, storage, office, residential.

Residential density: 36 dwelling units per acre

Height limit: 25 feet (residential) and 30 feet (commercial)

Commercial Zone C-2

Allowed uses: This zone provides for general commercial uses that serve the community and region. Residential and other related uses are also permitted. Examples of allowed land uses are: retail, office, wholesale, automotive, entertainment, light industrial, residential.

Residential density: 44 dwelling units per acre

Height limit: 40 feet

Light Industrial I-1

Allowed uses: This zone provides for industrial uses that do not have offensive characteristics in addition to land uses permitted in more restrictive residential zones. Examples of allowed uses are: light industrial, commercial, office, retail.

Residential density: None allowed

Height limit: 75 feet

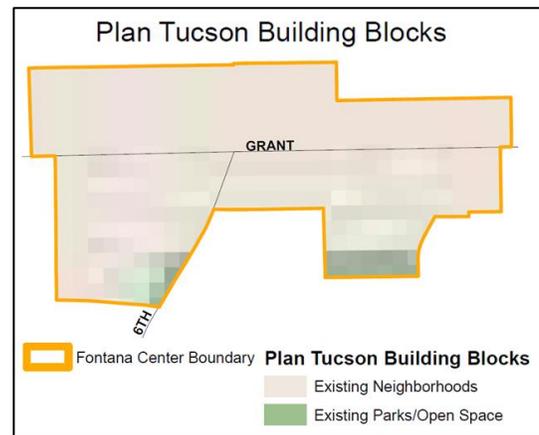
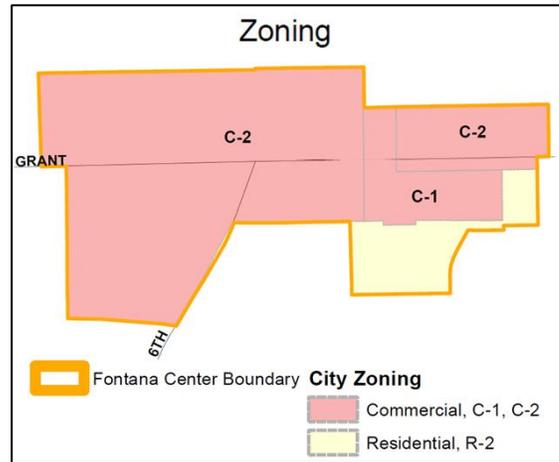
ADOPTED LAND USE POLICY:

In *Plan Tucson*, the area identified here as the Fontana Center is part of the “Existing Neighborhoods” Future Growth Scenario Building Block. (See Appendix for more information on Plan Tucson.)

There are two adopted Area Plans covering the southeast and northeast corners of the Grant Road and Stove Avenue intersection: *the University Area Plan* and *the Cragin-Keeling Area Plan*.

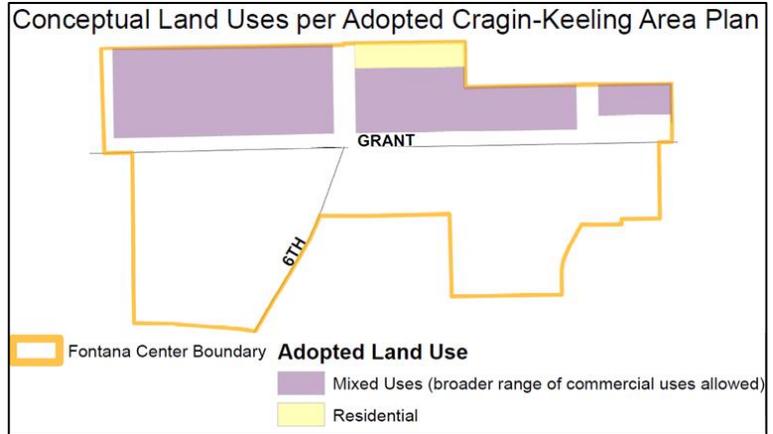
The *University Area Plan* does not provide explicit land use designations, but supports:

- “carefully designed and located mixed use development as a viable means to integrate housing, employment, shopping, and related activities in a relatively compact pedestrian-oriented area, consistent with regional activity center policy”
- “the careful integration of residential and nonresidential development in areas which are predominantly high density residential or nonresidential,” where “vehicular access is provided to an arterial or collector street, and vehicular traffic is directed away from the interior of residential areas; commercial activity is located at the street level, and is connected to the public sidewalk system; tenant mix offers goods and services oriented to local residents and compatible with the neighborhood; and “development includes a well-defined pedestrian system linked to the public sidewalk system, convenient access to transit facilities, and secure bicycle parking areas.”



Fontana Center (cont'd.)

The *Cragin-Keeling Area Plan* designates the northeast corner of Grant Road and Stone Avenue as “Mixed Uses (broader range of commercial uses allowed).”

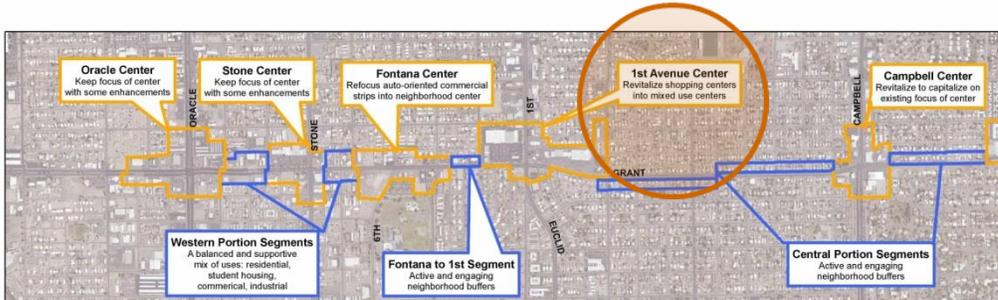


1ST AVENUE CENTER

Revitalize shopping centers into mixed use centers

The 1st Avenue Center will:

- evolve into a place that serves neighbors, students, and others from around Tucson with a mix of large anchor stores and smaller businesses, with the potential to integrate professional offices, residences and open spaces
- in the short term, improve pedestrian circulation in and access to the two major shopping centers on the northwest and northeast corners
- in the long term, revitalize these shopping centers to incorporate a broader mix of uses, including professional office and residences in buildings fronting Grant Road, and improved circulation with new “shared” streets within these large sites
- accommodate on the northwest and northeast corners well-designed, taller buildings that can avoid significantly blocking northerly views toward the Catalina Mountains, by stepping back building massing from the street where necessary



1st Avenue Center (cont'd.)

EXISTING ZONING:

Commercial Zone C-1

Allowed uses: This zone provides for low-intensity, commercial and other uses that are compatible with adjacent residential uses. Residential and other related uses are also permitted. Examples of allowed land uses are: retail/service with no outdoor display, storage, office, residential.

Residential density: 36 dwelling units per acre

Height limit: 25 feet (residential) and 30 feet (commercial)

Commercial Zone C-3

Allowed uses: This zone provides for mid-rise development of general commercial uses that serve the community and the region, located downtown or in other major activity areas. Residential and other related uses are also permitted. Examples of allowed land uses are: retail, office, wholesale, automotive, light industrial, residential.

Residential density: 36 dwelling units per acre

Height limit: 40 feet (residential) and 50-75 feet (non-residential)

Residential Zone R-2

Allowed uses: This zone provides for medium density, single-family and multifamily, residential development, together with schools, parks, and other public services necessary for an urban residential environment. Examples of allowed land uses are: single-family residential, multi-family residential, office.

Residential density: 15 dwelling units per acre

Height limit: 25 feet

Residential Zone R-3

Allowed uses: This zone provides for high density residential development and compatible uses. Examples of allowed land uses are: multi-family residential, office.

Residential density: 36 dwelling units per acre

Height limit: 40 feet

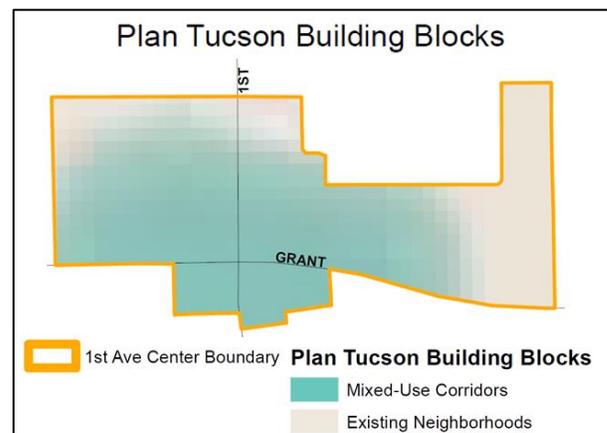
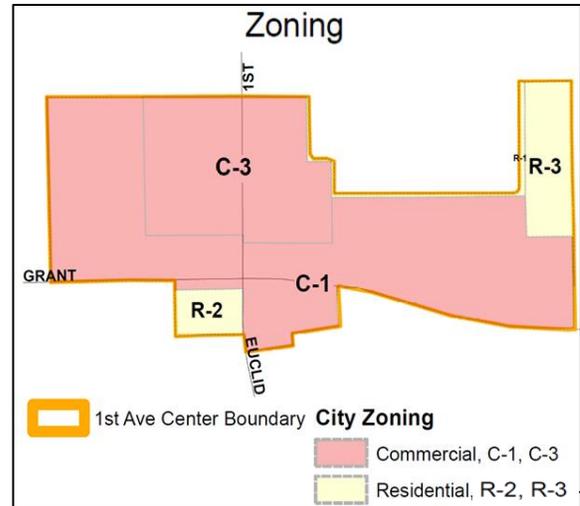
ADOPTED LAND USE POLICY:

In *Plan Tucson*, the area identified here as the 1st Avenue Center is part of the “Mixed-Use Corridors” and the “Existing Neighborhoods” Future Growth Scenario Building Blocks. (See Section III.B for more information on *Plan Tucson*.)

There are three adopted Area Plans covering the center: the *University Area Plan*, the *Cragin-Keeling Area Plan*, and the *Jefferson Park Neighborhood Plan*.

The *University Area Plan* does not provide explicit land use designations, but supports:

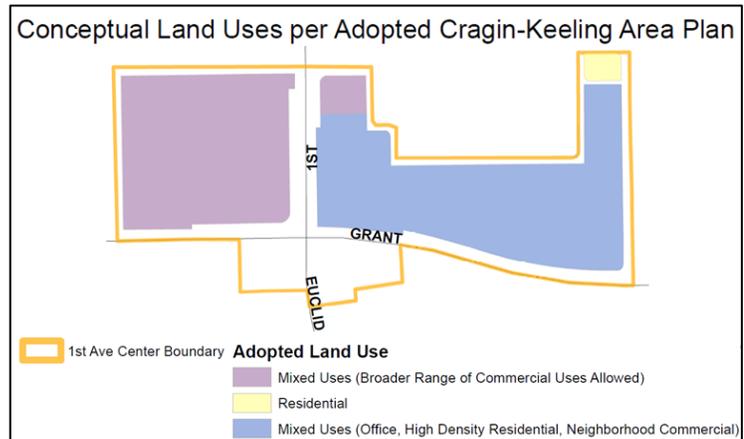
- “carefully designed and located mixed use development as a viable means to integrate housing, employment, shopping, and related activities in a relatively compact pedestrian-oriented area, consistent with regional activity center policy”



1st Avenue Center (cont'd.)

- “the careful integration of residential and nonresidential development in areas which are predominantly high density residential or nonresidential,” where “vehicular access is provided to an arterial or collector street, and vehicular traffic is directed away from the interior of residential areas; commercial activity is located at the street level, and is connected to the public sidewalk system; tenant mix offers goods and services oriented to local residents and compatible with the neighborhood; and “development includes a well-defined pedestrian system linked to the public sidewalk system, convenient access to transit facilities, and secure bicycle parking areas.”

The *Cragin-Keeling Area Plan* designates the northwest corner of Grant Road and 1st Avenue as “Mixed Uses (broader range of commercial uses allowed).” The northeast corner of the intersection is designated mostly for “Mixed Uses (office, high density residential, neighborhood commercial),” with smaller portions designated as “Residential” and “Mixed Uses (broader range of commercial uses allowed)”.



The *Jefferson Park Neighborhood Plan*, which covers the southeast corner of Grant Road and Euclid Avenue, does not provide explicit land use designations, but does recommend against:

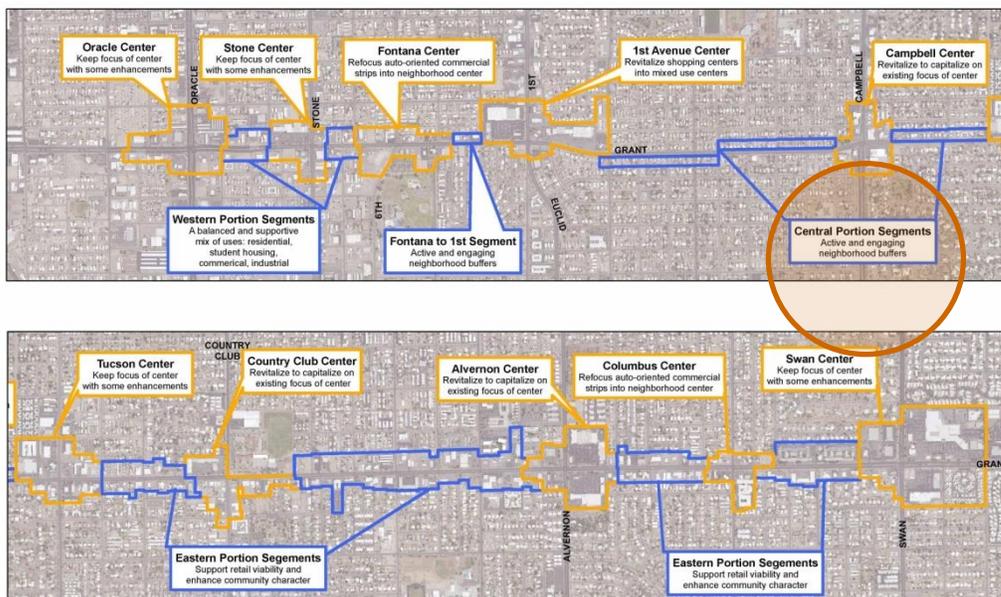
- the conversion of residential uses to commercial uses (O uses or C uses) along the three adjacent arterial streets (Grant, Campbell and Euclid)
- the conversion of low-density residential uses (R-1) to medium density residential uses (R-2) in any part of the neighborhood
- the conversion of any remaining low density residential uses (R-1) to medium density residential uses (R-2) or commercial uses (O uses or C uses) along the east side of Euclid Avenue

CENTRAL PORTION SEGMENTS: 1ST AVENUE TO CAMPBELL AVENUE & CAMPBELL AVENUE TO TUCSON BOULEVARD

Active and engaging neighborhood buffers

The segments in the Central Portion on either side of the Campbell Center will:

- support the historic single family residential character of the surrounding neighborhoods of Jefferson Park, Samos, Catalina Vista, Campbell-Grant, and Blenman Elm
- provide an interesting, engaging frontage along Grant Road that encourages activity, safety, and walking
- buffer the remaining single family homes facing Grant Road on the side that is not impacted by the widening with a local access lane and side median, as well as the potential for courtyard walls, fences, or hedgerows on the front property lines through private improvements
- revitalize the remnant parcels that remain following the widening of Grant Road with new development, which could include combinations of buildings, landscaped areas, architectural elements, buffer walls, and walking paths. This new development should be compatible with and enhance surrounding properties, and be designed to ensure there are appropriate buffers between Grant Road and the existing residences and provide comfortable environments for living and working.
- integrate open spaces into new development, either as individual pocket parks or as one or more linear parks that may connect to the existing “Triangle” park near Campbell Avenue. These parks will be primarily fronted by development so occupants can take “ownership” of the parks and help fund their construction and maintenance.



Central Portion Segments: 1st to Campbell & Campbell to Tucson (cont'd.)

EXISTING ZONING:

Commercial Zone C-1

Allowed uses: This zone provides for low-intensity, commercial and other uses that are compatible with adjacent residential uses. Residential and other related uses are also permitted. Examples of allowed land uses are: retail/service with no outdoor display, storage, office, residential.

Residential density: 36 dwelling units per acre
Height limit: 25 feet (residential) and 30 feet (commercial)

Office Zone O-3

Allowed uses: This zone provides for mid-rise, office, medical, civic, and other development uses that provide reasonable compatibility with adjoining residential uses. Examples of allowed uses are office, research and development, residential.

Residential density: 22 dwelling units per acre
Height limit: 25 feet (residential) and 40 feet (non-residential)

Residential Zone R-1

Allowed uses: This zone provides for urban, low-density, single-family, residential development, together with schools, parks, and other public services necessary for urban residential environment. Examples of allowed land uses are: single-family residential, elementary school, church, day care, and park.

Minimum lot size: 7,000 sq. ft. (1 unit) and 10,000 sq. ft. (2 units)
Height limit: 25 feet

Residential Zone R-2

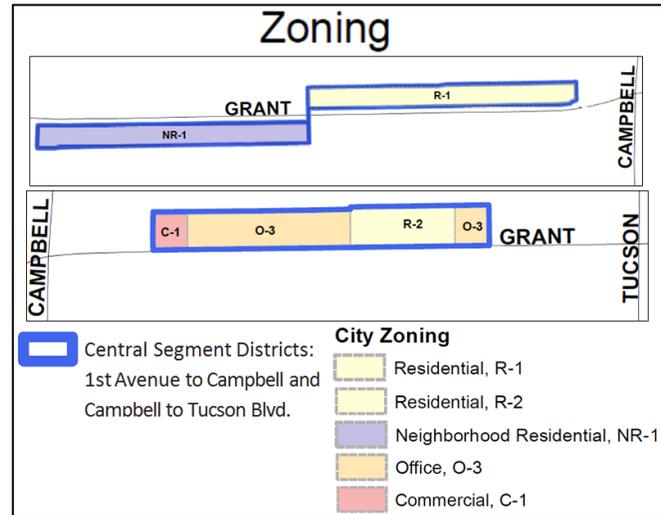
Allowed uses: This zone provides for medium density, single-family and multifamily, residential development, together with schools, parks, and other public services necessary for an urban residential environment. Examples of allowed land uses are: single-family residential, multi-family residential, office.

Residential density: 15 dwelling units per acre
Height limit: 25 feet

Neighborhood Preservation Zone/Residential Zone NR-1

Allowed uses: This zone provides for the preservation, protection and enhancement of the unique character and historical resources of established city neighborhoods with low-density, single-family, residential development. Examples of allowed land uses are: single-family residential, elementary school, church, day care, and park.

Minimum lot size: 7,000 sq. ft. (1 unit) and 10,000 sq. ft. (2 units)
Height limit: 25 feet

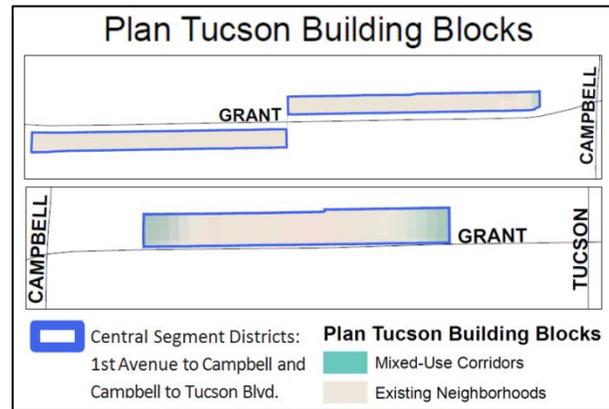


Central Portion Segments: 1st to Campbell and Campbell to Tucson (cont'd.)

ADOPTED LAND USE POLICY

In *Plan Tucson*, the area identified here as the Central Portion Segments is part of the “Mixed-Use Corridors” and “Existing Neighborhoods” Future Growth Scenario Building Blocks. (See Appendix for more information on *Plan Tucson*.)

There are three adopted specific plans covering the segments: the *University Area Plan*, the *Cragin-Keeling Area Plan*, and the *Jefferson Park Neighborhood Plan*.



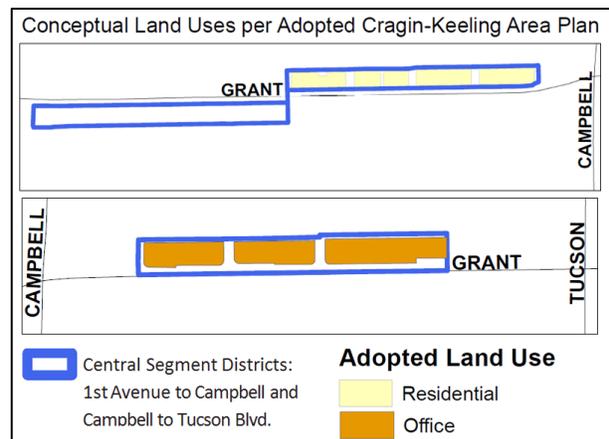
The *University Area Plan* does not provide explicit land use designations, but supports:

- “carefully designed and located mixed use development as a viable means to integrate housing, employment, shopping, and related activities in a relatively compact pedestrian-oriented area, consistent with regional activity center policy”
- “the careful integration of residential and nonresidential development in areas which are predominantly high density residential or nonresidential,” where “vehicular access is provided to an arterial or collector street, and vehicular traffic is directed away from the interior of residential areas; commercial activity is located at the street level, and is connected to the public sidewalk system; tenant mix offers goods and services oriented to local residents and compatible with the neighborhood; and “development includes a well-defined pedestrian system linked to the public sidewalk system, convenient access to transit facilities, and secure bicycle parking areas.”

The *Cragin-Keeling Area Plan* designates the northern portions of the segments as “Residential” and “Office.”

The *Jefferson Park Neighborhood Plan* does not provide explicit land use designations, but does recommend against:

- the conversion of residential uses to commercial uses (O uses or C uses) along the three adjacent arterial streets (Grant, Campbell and Euclid)
- the conversion of low-density residential uses (R-1) to medium density residential uses (R-2) in any part of the neighborhood
- the conversion of any remaining low density residential uses (R-1) to medium density residential uses (R-2) or commercial uses (O uses or C uses) along the east side of Euclid Avenue



CAMPBELL CENTER

Revitalize to capitalize on existing focus of center

The Campbell Center will:

- continue to develop into a vibrant gathering, shopping, and dining destination for residents of surrounding neighborhoods, those affiliated with the University, and people from throughout the city
- maintain and enhance land uses that are valued by the community, such as public spaces and unique retail, coffee, and dining businesses
- incorporate residences as well as an educational and civic/entertainment facility that could serve residents and the University’s faculty, staff and students while adding vitality to the center
- improve and expand the center’s existing public spaces such as the northwest corner “Triangle” park and the linear plaza along the west side of Campbell Avenue to the south of Grant Road, each leveraging the Grant Road streetscape improvements to tie the open spaces to surrounding uses
- recognize the block at the center’s southeast corner as an important opportunity site that offers a chance to a larger mixed-use project that could include residences, retail, an educational and civic/entertainment facility, as well as structured parking in buildings as feasible
- blend new development at the southeast corner into the scale and character of the neighborhood by stepping building heights down to two stories along Edison Street and Norris Avenue and limiting land uses along these frontages to residences or an enhancement of the landscape buffer to the existing parking garage, should it remain
- revitalize and intensify the blocks on the northeast corner
- benefit from a district-wide shared-parking approach, with opportunities that could include reusing the existing parking structure on the southeast corner, constructing a new parking structure, and providing surface lots on the property located on the southeast side of Grant Road and Norris Avenue



Campbell Center (cont'd.)

EXISTING ZONING:

Commercial Zone C-1

Allowed uses: This zone provides for low-intensity, commercial and other uses that are compatible with adjacent residential uses. Residential and other related uses are also permitted. Examples of allowed land uses are: retail/service with no outdoor display, storage, office, residential.

Residential density: 36 dwelling units per acre

Height limit: 25 feet (residential) and 30 feet (commercial)

Office Zone O-1

Allowed uses: This zone provides for administrative, medical outpatient and professional office uses that will complement a residential environment. Development within this zone typically consists of office conversions from existing residential uses fronting on major streets and new construction on small-scale office projects. Consolidation of lots is encouraged in order to reduce curb cuts on arterial streets and to assure compliance with the design and development standards of this zone. Examples of allowed uses are office, residential.

Residential density: 22 dwelling units per acre

Height limit: 25 feet (residential) and 16 feet (non-residential)

Office Zone O-3

Allowed uses: This zone provides for mid-rise, office, medical, civic, and other development uses that provide reasonable compatibility with adjoining residential uses. Examples of allowed uses are office, research and development, residential.

Residential density: 22 dwelling units per acre

Height limit: 25 feet (residential) and 40 feet (non-residential)

Residential Zone R-1

Allowed uses: This zone provides for urban, low-density, single-family, residential development, together with schools, parks, and other public services necessary for urban residential environment. Examples of allowed land uses are: single-family residential, elementary school, church, day care, and park.

Minimum lot size: 7,000 sq. ft. (1 unit) and 10,000 sq. ft. (2 units)

Height limit: 25 feet

Residential Zone R-3

Allowed uses: This zone provides for high density residential development and compatible uses. Examples of allowed land uses are: multi-family residential, office.

Residential density: 36 dwelling units per acre

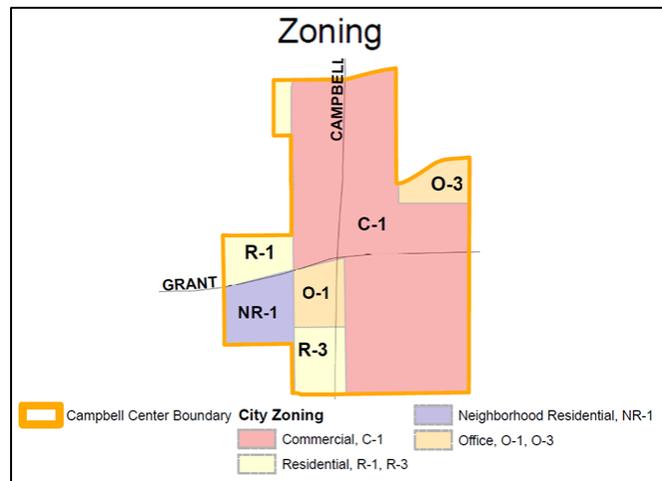
Height limit: 40 feet

Neighborhood Preservation Zone/Residential Zone NR-1

Allowed uses: This zone provides for the preservation, protection and enhancement of the unique character and historical resources of established city neighborhoods with low-density, single-family, residential development. Examples of allowed land uses are: single-family residential, elementary school, church, day care, and park.

Minimum lot size: 7,000 sq. ft. (1 unit) and 10,000 sq. ft. (2 units)

Height limit: 25 feet



Campbell Center (cont'd.)

ADOPTED LAND USE POLICY:

In *Plan Tucson*, the area identified here as the Campbell Center is part of the “Mixed-Use Corridors” and “Existing Neighborhoods” Future Growth Scenario Building Blocks. (See Appendix for more information on Plan Tucson.)

There are four adopted Area Plans covering the center: the *University Area Plan*, the *Cragin-Keeling Area Plan*, the *Jefferson Park Neighborhood Plan*, and the *Blenman Vista Neighborhood Plan*.

The southern part of the Campbell Center lies within the *University Area Plan*, which does not provide explicit land use designations, but supports:

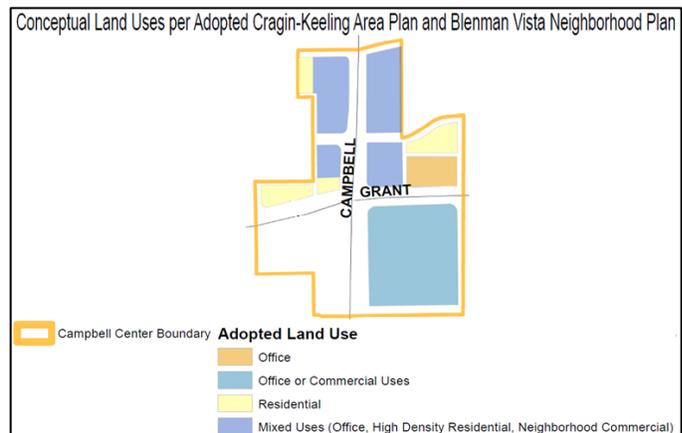
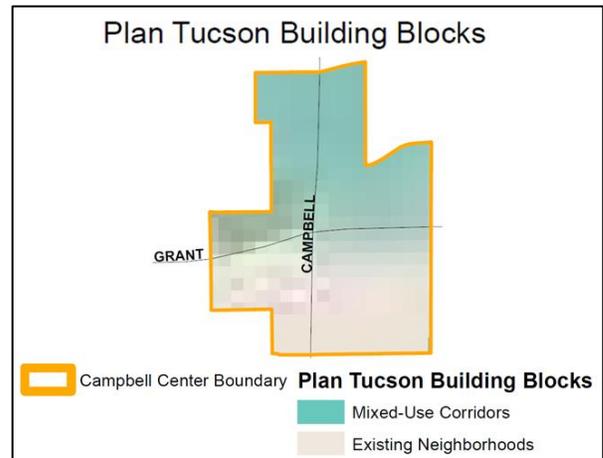
- “carefully designed and located mixed use development as a viable means to integrate housing, employment, shopping, and related activities in a relatively compact pedestrian-oriented area, consistent with regional activity center policy”
- “the careful integration of residential and nonresidential development in areas which are predominantly high density residential or nonresidential,” where “vehicular access is provided to an arterial or collector street, and vehicular traffic is directed away from the interior of residential areas; commercial activity is located at the street level, and is connected to the public sidewalk system; tenant mix offers goods and services oriented to local residents and compatible with the neighborhood; and “development includes a well-defined pedestrian system linked to the public sidewalk system, convenient access to transit facilities, and secure bicycle parking areas.”

The *Cragin-Keeling Area Plan* designates the northern portion of the Campbell Center as “Mixed Uses (office, high density residential, neighborhood commercial),” “Residential” and “Office.”

The *Jefferson Park Neighborhood Plan*, which covers the southwest corner of Grant Road and Campbell Avenue, does not provide explicit land use designations, but does recommend against:

- the conversion of residential uses to commercial uses (O uses or C uses) along the three adjacent arterial streets (Grant Road, Campbell Avenue and Euclid Avenue)
- the conversion of low-density residential uses (R-1) to medium density residential uses (R-2) in any part of the neighborhood
- the conversion of any remaining low density residential uses (R-1) to medium density residential uses (R-2) or commercial uses (O uses or C uses) along the east side of Euclid Avenue.

The *Blenman Vista Neighborhood Plan* covers the southeast corner of Grant Road and Campbell Avenue, designating parcels for “Office or Commercial Uses.” The plan limits high-density residential uses to those locations along arterial streets that are identified for commercial or office uses on its Office/Commercial Concept Map.



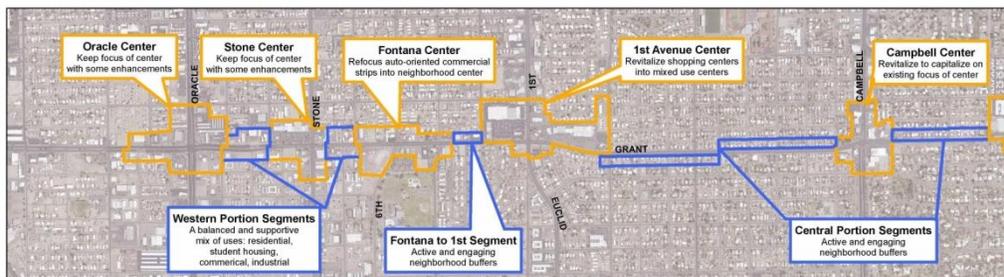
EASTERN PORTION SEGMENTS: Tucson Boulevard to Country Club Road, Country Club Road to Alvernon Way, Alvernon Way to Columbus Boulevard, & Columbus Road to Swan Avenue

Support retail viability and enhance community character



The Eastern Portion segments will:

- continue to benefit from valued independent businesses
- support these businesses through the mitigation of impacts to parking from the Grant Road widening, as well as through the strengthening of business segment identities and industry clusters such as medical office and services, antiques, restaurants, and building supplies
- provide segment parking lots, which can be shared by customers of various businesses, can provide signage and education about businesses, and can create public space for events such as markets and festivals through periodic use of parking lots
- diversify land uses to decrease the over-supply of retail and service space along this stretch of Grant Road with the addition of offices and residences, which can make the segments more viable and active
- leverage the new Grant Road design to create a better pedestrian environment, which will take advantage of the direct frontage onto the sidewalk where continuous parking lots are no longer possible, and the redevelopment of space unusable for parking into attractive landscaping, dining, and display areas
- incorporate new infill development that will increase vitality in the Eastern Portion Segments and will maintain the 2 to 3 story building heights that are similar to what is allowed with today's zoning while creating a more continuous and active building frontage along the sidewalk and stepping down to and buffering adjacent residential neighborhoods.



Eastern Portion Segments: Tucson to Country Club, Country Club to Alvernon, Alvernon to Columbus, & Columbus to Swan (cont'd.)

EXISTING ZONING:

Commercial Zone C-1

Allowed uses: This zone provides for low-intensity, commercial and other uses that are compatible with adjacent residential uses. Residential and other related uses are also permitted. Examples of allowed land uses are: retail/service with no outdoor display, storage, office, residential.

Residential density: 36 dwelling units per acre
Height limit: 25 feet (residential) and 30 feet (commercial)

Commercial Zone C-2

Allowed uses: This zone provides for general commercial uses that serve the community and region. Residential and other related uses are also permitted. Examples of allowed land uses are: retail, office, wholesale, automotive, entertainment, light industrial, residential.

Residential density: 44 dwelling units per acre
Height limit: 40 feet

Commercial Zone C-3

Allowed uses: This zone provides for mid-rise development of general commercial uses that serve the community and the region, located downtown or in other major activity areas. Residential and other related uses are also permitted. Examples of allowed land uses are: retail, office, wholesale, automotive, light industrial, residential.

Residential density: 36 dwelling units per acre
Height limit: 40 feet (residential) and 50-75 feet (non-residential)

Office Zone O-3

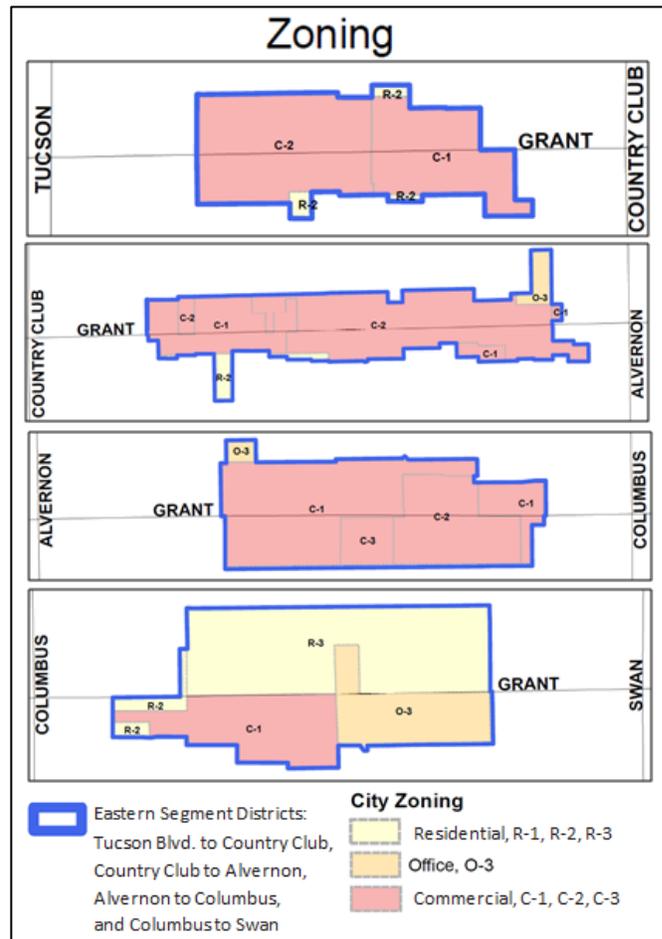
Allowed uses: This zone provides for mid-rise, office, medical, civic, and other development uses that provide reasonable compatibility with adjoining residential uses. Examples of allowed uses are office, research and development, residential.

Residential density: 22 dwelling units per acre
Height limit: 25 feet (residential) and 40 feet (non-residential)

Residential Zone R-1

Allowed uses: This zone provides for urban, low-density, single-family, residential development, together with schools, parks, and other public services necessary for urban residential environment. Examples of allowed land uses are: single-family residential, elementary school, church, day care, and park.

Minimum lot size: 7,000 sq. ft. (1 unit) and 10,000 sq. ft. (2 units)
Height limit: 25 feet



Eastern Portion Segments: Tucson to Country Club, Country Club to Alvernon, Alvernon to Columbus, & Columbus to Swan (cont'd.)

Residential Zone R-2

Allowed uses: This zone provides for medium density, single-family and multifamily, residential development, together with schools, parks, and other public services necessary for an urban residential environment. Examples of allowed land uses are: single-family residential, multi-family residential, office.

Residential density: 15 dwelling units per acre

Height limit: 25 feet

Residential Zone R-3

Allowed uses: This zone provides for high density residential development and compatible uses. Examples of allowed land uses are: multi-family residential, office.

Residential density: 36 dwelling units per acre

Height limit: 40 feet

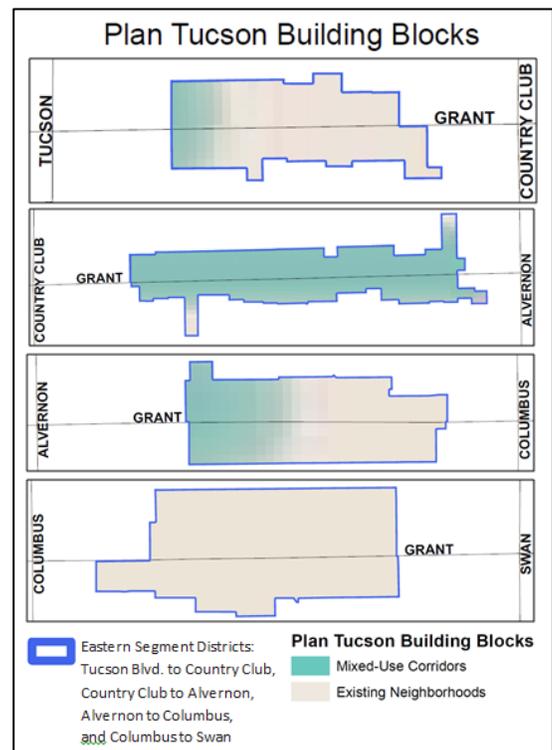
ADOPTED LAND USE POLICY:

In *Plan Tucson*, the area identified here as the Eastern Portion Segments is part of “Mixed-Use Corridors” and “Existing Neighborhoods” Future Growth Scenario Building Blocks. (See Appendix for more information on Plan Tucson.)

There are five adopted specific plans covering the center: the *University Area Plan*, the *Cragin-Keeling Area Plan*, the *Grant Alvernon Area Plan*, the *Arcadia-Alamo Area Plan*, and the *Blenman-Vista Neighborhood Plan*.

The *University Area Plan* does not provide explicit land use designations, but supports:

- “carefully designed and located mixed use development as a viable means to integrate housing, employment, shopping, and related activities in a relatively compact pedestrian-oriented area, consistent with regional activity center policy”
- “the careful integration of residential and nonresidential development in areas which are predominantly high density residential or nonresidential,” where “vehicular access is provided to an arterial or collector street, and vehicular traffic is directed away from the interior of residential areas; commercial activity is located at the street level, and is connected to the public sidewalk system; tenant mix offers goods and services oriented to local residents and compatible with the neighborhood; and “development includes a well-defined pedestrian system linked to the public sidewalk system, convenient access to transit facilities, and secure bicycle parking areas.”



Eastern Portion Segments: Tucson to Country Club, Country Club to Alvernon, Alvernon to Columbus, and Columbus to Swan (cont'd.)

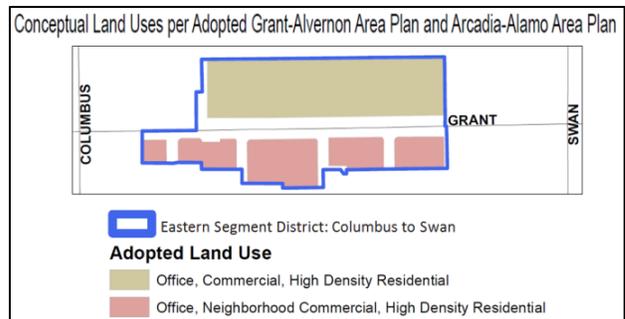
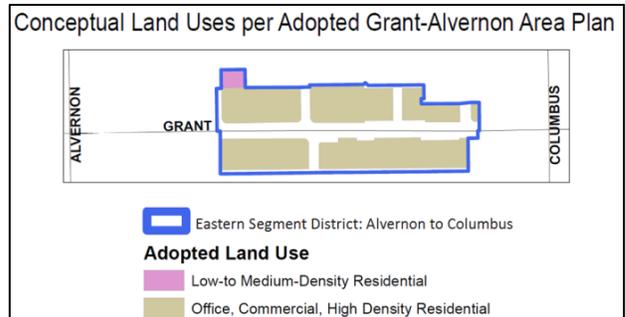
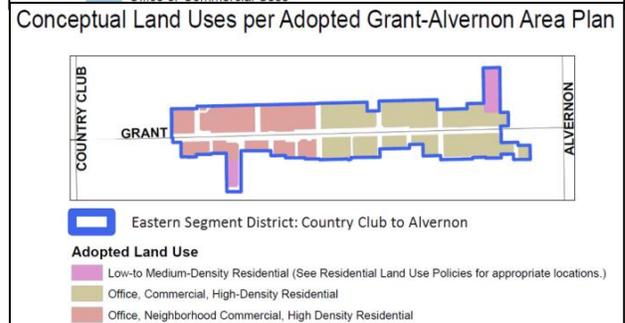
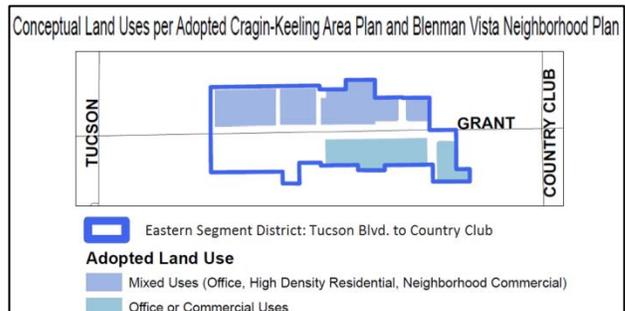
The *Jefferson Park Neighborhood Plan* does not provide explicit land use designations, but does recommend against:

- the conversion of residential uses to commercial uses (O uses or C uses) along the three adjacent arterial streets (Grant Road, Campbell Avenue, and Euclid Avenue);
- the conversion of low-density residential uses (R-1) to medium density residential uses (R-2) in any part of the neighborhood;
- the conversion of any remaining low density residential uses (R-1) to medium density residential uses (R-2) or commercial uses (O uses or C uses) along the east side of Euclid Avenue.

The Tucson Boulevard to Country Club Road segment is designated by the *Cragin-Keeling Area Plan* as “Mixed Uses (office, high density residential, neighborhood commercial,” and “Office or Commercial” by the *Blenman Vista Neighborhood Plan*.

The *Grant Alvernon Area Plan* designates the Country Club Road to Alvernon Way segment and the Alvernon Way to Columbus Boulevard segment with “Low-to-Medium Density Residential”, “Office, Commercial, High-Density Residential” and “Office, Neighborhood Commercial, High-Density Residential” land uses.

The Columbus Boulevard to Swan Road segment is designated for “Office, Commercial, High-Density Residential” and “Office, Neighborhood Commercial, High-Density Residential” by the *Grant-Alvernon Area Plan* and the *Arcadia-Alamo Area Plan*.

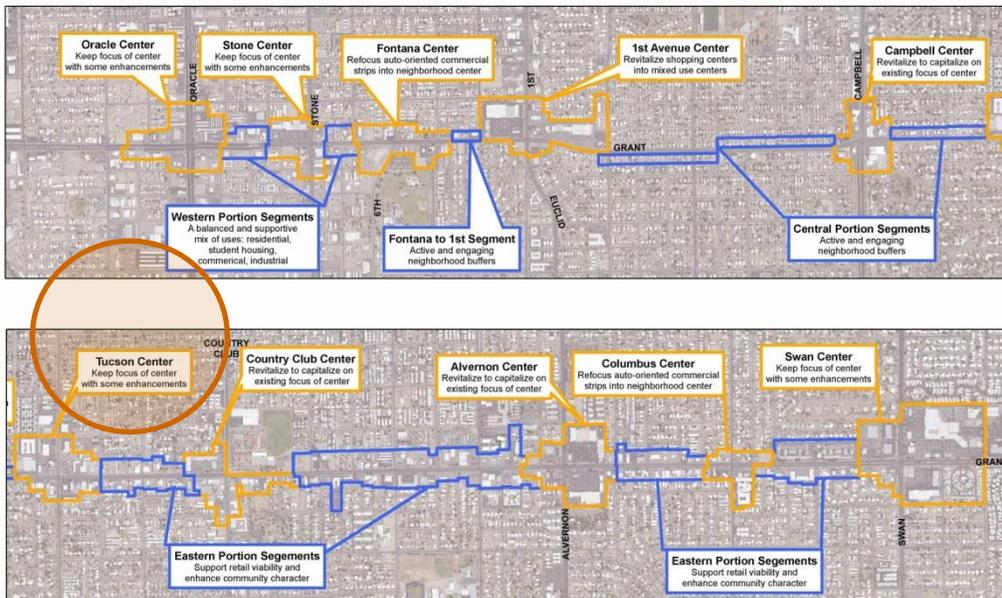


TUCSON CENTER

Keep focus of center with some enhancements

The Tucson Center will:

- continue to support a mix of building supply stores, restaurants, and other retail and service uses
- focus intensity at the corner properties at the intersection of Tucson Boulevard and Grant Road with well-designed taller buildings, which will incorporate residences, retail, offices, or a mix of these uses to create a better pedestrian environment at the intersection
- balance the need for auto access to businesses with a better pedestrian environment that benefits from areas in front of businesses that are no longer available for parking taking on more engaging uses such as seating, display, and landscaping
- benefit from new segment parking lots that will provide more flexibility for the development of individual parcels by reducing the need for on-site parking



Tucson Center (cont'd.)

EXISTING ZONING:

Commercial Zone C-1

Allowed uses: This zone provides for low-intensity, commercial and other uses that are compatible with adjacent residential uses. Residential and other related uses are also permitted. Examples of allowed land uses are: retail/service with no outdoor display, storage, office, residential.

Residential density: 36 dwelling units per acre

Height limit: 25 feet (residential) and 30 feet (commercial)

Commercial Zone C-2

Allowed uses: This zone provides for general commercial uses that serve the community and region. Residential and other related uses are also permitted. Examples of allowed land uses are: retail, office, wholesale, automotive, entertainment, light industrial, residential.

Residential density: 44 dwelling units per acre

Height limit: 40 feet

Commercial Zone C-3

Allowed uses: This zone provides for mid-rise development of general commercial uses that serve the community and the region, located downtown or in other major activity areas. Residential and other related uses are also permitted. Examples of allowed land uses are: retail, office, wholesale, automotive, light industrial, residential.

Residential density: 36 dwelling units per acre

Height limit: 40 feet (residential) and 50-75 feet (non-residential)

Office Zone O-3

Allowed uses: This zone provides for mid-rise, office, medical, civic, and other development uses that provide reasonable compatibility with adjoining residential uses. Examples of allowed uses are office, research and development, residential.

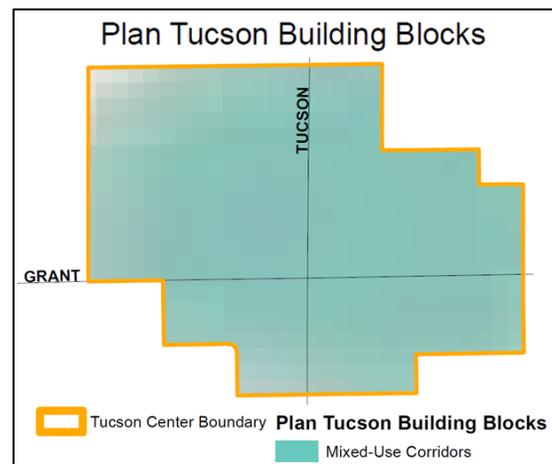
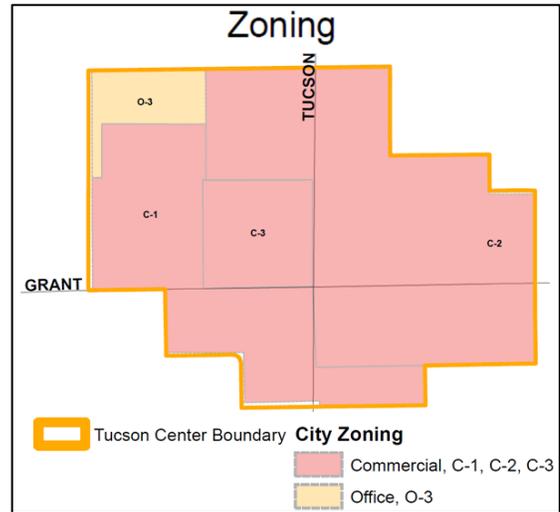
Residential density: 22 dwelling units per acre

Height limit: 25 feet (residential) and 40 feet (non-residential)

ADOPTED LAND USE POLICY:

In *Plan Tucson*, the area identified here as the Tucson Center is part of the “Mixed-Use Corridors” Future Growth Scenario Building Blocks. (See Appendix for more information on Plan Tucson.)

There are three adopted specific plans covering the center: the *University Area Plan*, the *Cragin-Keeling Area Plan*, and the *Blenman-Vista Neighborhood Plan*.



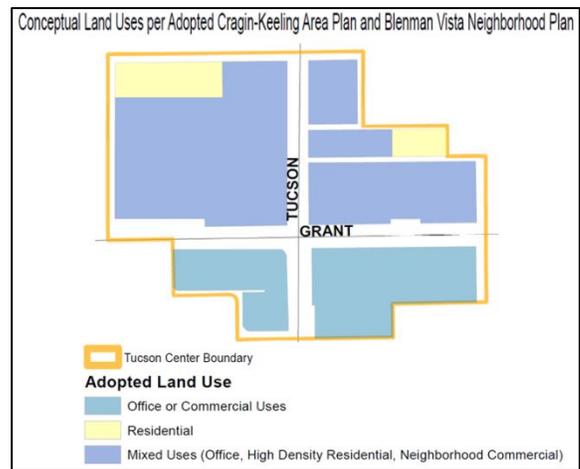
Tucson Center (cont'd.)

The *University Area Plan* does not provide explicit land use designations, but supports:

- “carefully designed and located mixed use development as a viable means to integrate housing, employment, shopping, and related activities in a relatively compact pedestrian-oriented area, consistent with regional activity center policy”
- “the careful integration of residential and nonresidential development in areas which are predominantly high density residential or nonresidential,” where “vehicular access is provided to an arterial or collector street, and vehicular traffic is directed away from the interior of residential areas; commercial activity is located at the street level, and is connected to the public sidewalk system; tenant mix offers goods and services oriented to local residents and compatible with the neighborhood; and “development includes a well-defined pedestrian system linked to the public sidewalk system, convenient access to transit facilities, and secure bicycle parking areas.”

The *Cragin-Keeling Area Plan* designates the northern portion of the Tucson Center as “Mixed Uses (office, high density residential, neighborhood commercial),” “Residential,” and “Office.”

The *Blenman Vista Neighborhood Plan* covers the southern portion of the Tucson Center, designating parcels for “Office or Commercial Uses” and “Residential.” The plan limits high-density residential uses to those locations along arterial streets that are identified for commercial or office uses on its Office/Commercial Concept Map.

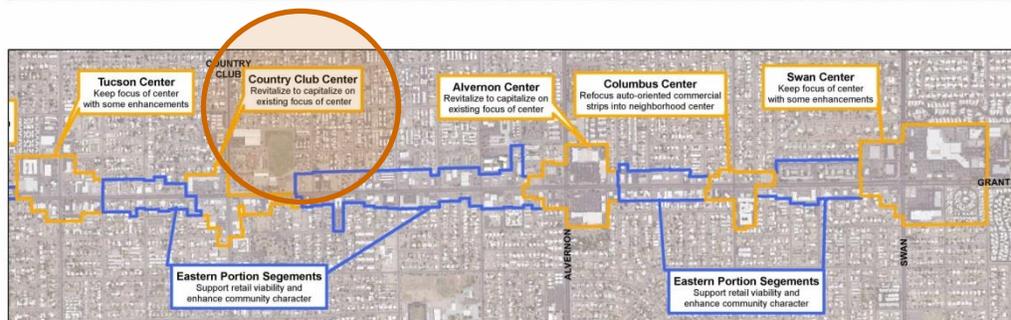


COUNTRY CLUB CENTER

Revitalize to capitalize on existing focus of center

The Country Club Center will:

- grow around two different but compatible clusters of activity: (1) Doolen School, and the recreational and institutional uses that are adjacent to it, and (2) the antiques district around the intersection of Grant and Country Club roads
- emphasize a walkable environment for both students and shoppers
- include complementary land uses such as food services and public space
- incorporate residences that will increase vitality and safety in the area, and, possibly, live-work units could support the expansion of the antiques cluster with complementary arts and crafts businesses
- accommodate more intensity in the form of well-designed buildings of up to 4 stories at Grant and Country Club roads, with heights stepping down to the surrounding neighborhoods



Country Club Center (cont'd.)

EXISTING ZONING:

Commercial Zone C-1

Allowed uses: This zone provides for low-intensity, commercial and other uses that are compatible with adjacent residential uses. Residential and other related uses are also permitted. Examples of allowed land uses are: retail/service with no outdoor display, storage, office, residential.

Residential density: 36 dwelling units per acre

Height limit: 25 feet (residential) and 30 feet (commercial)

Commercial Zone C-2

Allowed uses: This zone provides for general commercial uses that serve the community and region. Residential and other related uses are also permitted. Examples of allowed land uses are: retail, office, wholesale, automotive, entertainment, light industrial, residential.

Residential density: 44 dwelling units per acre

Height limit: 40 feet

Residential Zone R-2

Allowed uses: This zone provides for medium density, single-family and multifamily, residential development, together with schools, parks, and other public services necessary for an urban residential environment. Examples of allowed land uses are: single-family residential, multi-family residential, office.

Residential density: 15 dwelling units per acre

Height limit: 25 feet

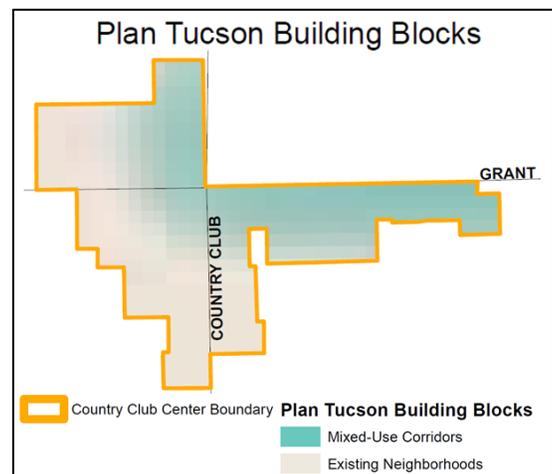
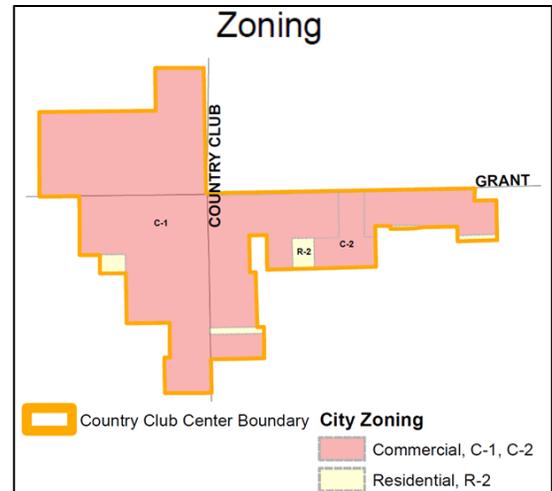
ADOPTED LAND USE POLICY:

In Plan Tucson, the area identified here as the Country Club Center is part of a “Mixed-Use Corridors” and an “Existing Neighborhoods” Future Growth Scenario Building Block. (See Appendix for more information on Plan Tucson.)

There are four adopted specific plans covering the center: the *University Area Plan*, the *Cragin-Keeling Area Plan*, the *Grant-Alvernon Area Plan*, and the *Blenman-Vista Neighborhood Plan*.

The *University Area Plan* does not provide explicit land use designations, but supports:

- “carefully designed and located mixed use development as a viable means to integrate housing, employment, shopping, and related activities in a relatively compact pedestrian-oriented area, consistent with regional activity center policy”
- “the careful integration of residential and nonresidential development in areas which are predominantly high density residential or nonresidential,” where “vehicular access is provided to an arterial or collector street, and vehicular traffic is directed away from the interior of residential areas; commercial activity is located at the street level, and is connected to the public sidewalk system; tenant mix offers goods and services oriented to local residents and compatible with the neighborhood; and “development includes a well-defined pedestrian system linked to the public sidewalk system, convenient access to transit facilities, and secure bicycle parking areas.”

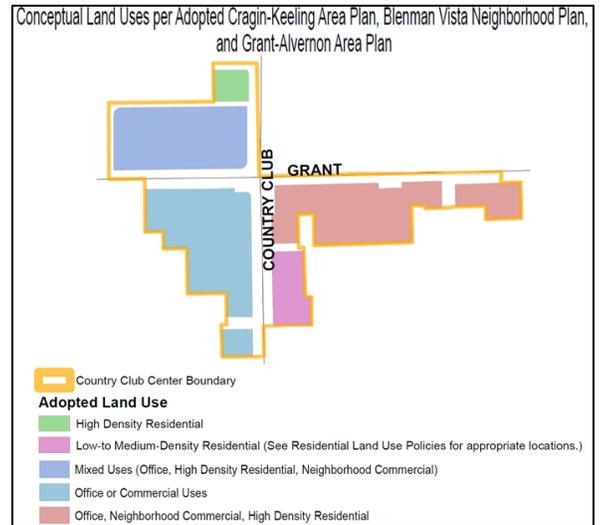


Country Club Center (cont'd.)

The *Cragin-Keeling Area Plan* designates the northwest portion of the Country Club Center as “Mixed Uses (office, high density residential, and neighborhood commercial),” as well as “High Density Residential.”

The *Grant Alvernon Area Plan* designates the southeast portion of the center with “Low-to-Medium Density Residential,” and “Office, Neighborhood Commercial, High-Density Residential” land uses.

The *Blenman Vista Neighborhood Plan* covers the southwest portion of the Country Club Center, designating parcels for “Office or Commercial Uses.” The plan limits high-density residential uses to those locations along arterial streets that are identified for commercial or office uses on its Office/Commercial Concept Map.

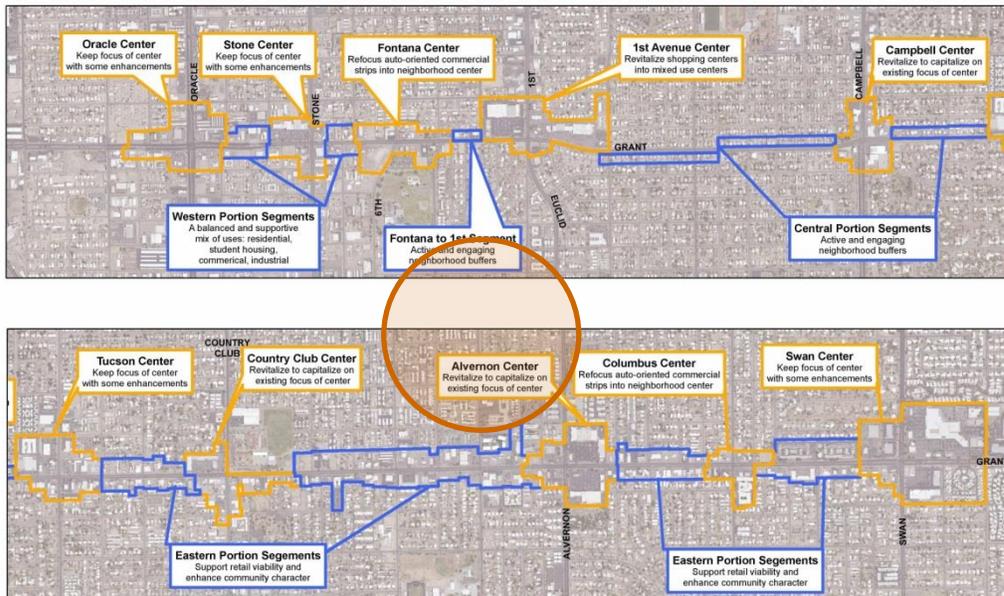


ALVERNON CENTER

Revitalize shopping centers into mixed-use centers

The Alvernon Center will:

- build on its current role as a community shopping and transit hub
- support the high number of pedestrians that currently walk along and across Grant Road to access the high-levels of transit service, and destinations in and beyond this center
- improve existing development, especially to the larger shopping centers, such as landscape buffers, landscaped and shaded pedestrian walkways, and infill buildings
- provide a longer-term vision for the larger shopping center sites so that if reuse occurs, the anchor retail stores that serve a wide segment of the community could remain, but the character of the sites will transform into a more intensive and diverse mix of uses such as retail, offices, and residences accommodated in buildings that are accessed by a finer network of streets; and recognize that the Tucson Botanical Gardens is an asset to the area and should be showcased on Grant Road, whether through an expansion to front directly onto Grant Road, an access way on Grant Road, the addition of complementary businesses serving visitors, or an enhancement of Grant Road landscaping that could be maintained by the Gardens through an agreement.



Alvernon Center (cont'd.)

EXISTING ZONING:

Commercial Zone C-1

Allowed uses: This zone provides for low-intensity, commercial and other uses that are compatible with adjacent residential uses. Residential and other related uses are also permitted. Examples of allowed land uses are: retail/service with no outdoor display, storage, office, residential.

Residential density: 36 dwelling units per acre

Height limit: 25 feet (residential) and 30 feet (commercial)

Commercial Zone C-2

Allowed uses: This zone provides for general commercial uses that serve the community and region. Residential and other related uses are also permitted. Examples of allowed land uses are: retail, office, wholesale, automotive, entertainment, light industrial, residential.

Residential density: 44 dwelling units per acre

Height limit: 40 feet

Residential Zone R-2

Allowed uses: This zone provides for medium density, single-family and multifamily, residential development, together with schools, parks, and other public services necessary for an urban residential environment. Examples of allowed land uses are: single-family residential, multi-family residential, office.

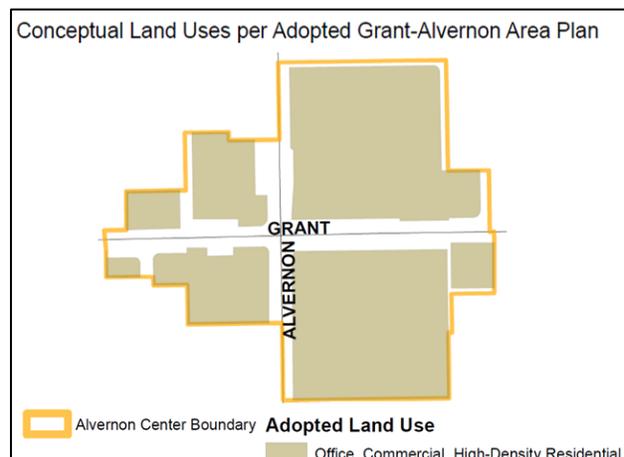
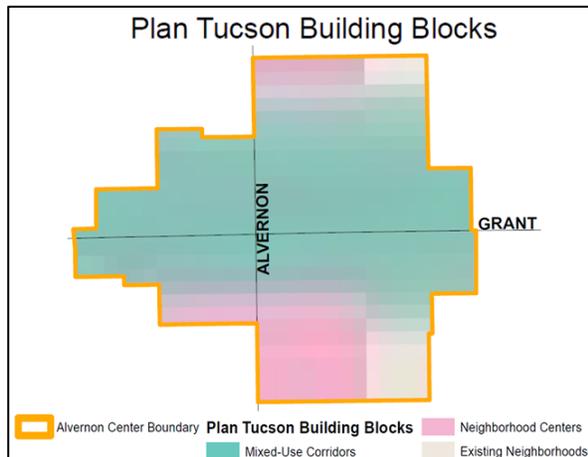
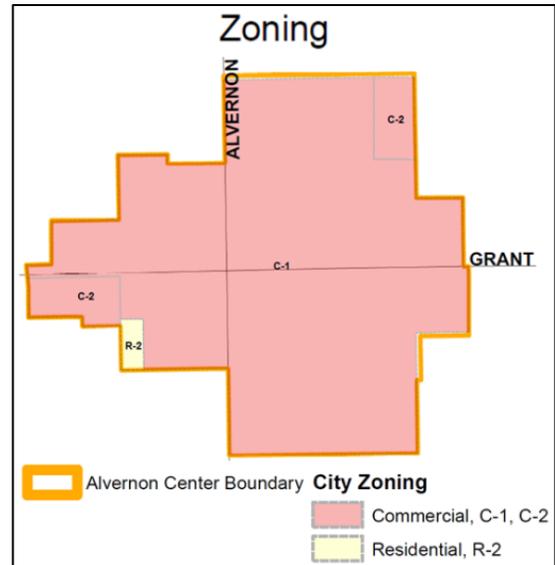
Residential density: 15 dwelling units per acre

Height limit: 25 feet

ADOPTED LAND USE POLICY:

In *Plan Tucson*, the area identified here as the Alvernon Center is part of a “Mixed-Use Corridors,” a “Neighborhood Centers,” and an “Existing Neighborhoods” Future Growth Scenario Building Block. (See Appendix for more information on Plan Tucson.)

There is one adopted specific plan covering the center: the *Grant-Alvernon Area Plan*, which designates the Alvernon Center for “Office, Commercial, High-Density Residential” land uses.

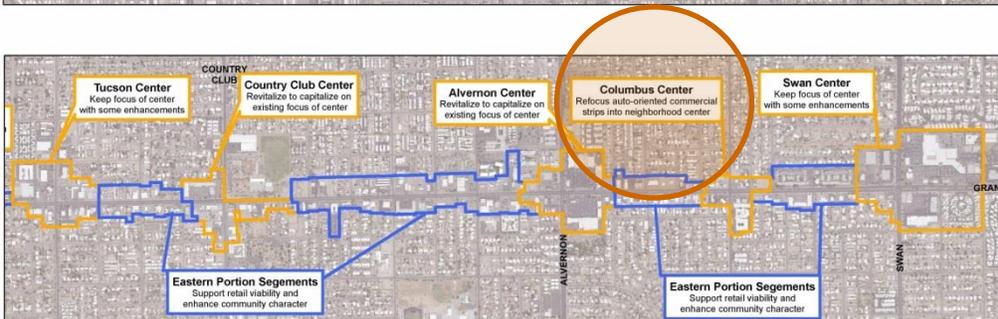


COLUMBUS CENTER

Refocus auto-oriented commercial strips into neighborhood center

The Columbus Center will:

- coalesce into a walkable neighborhood center that provides a shopping and gathering destination that is more convenient and neighborhood-focused than stores in the larger, more regional-serving or specialty shopping centers at Alvernon and Country Club Centers
- capitalize on many varied small opportunities for transformation, such as underutilized parcels fronting the walkable environment created by the local access lane west of Columbus Boulevard on the north side of Grant Road, a rear alley to access new retail, office, residential or live-work development on remnant pieces of acquired parcels on the south side of Grant Road, and vacant parcels northeast of the intersection of Columbus Boulevard and Grant Road
- transition the current auto-oriented land uses around this intersection to more intensive, pedestrian-supportive, mixed-use development
- incorporate mixed-use development with retail space for independent stores with medical offices or residences above
- focus neighborhood-supporting uses with the development of a small public open space that would bring positive activity to support a safer environment in this center



Columbus Center (cont'd.)

EXISTING ZONING:

Commercial Zone C-1

Allowed uses: This zone provides for low-intensity, commercial and other uses that are compatible with adjacent residential uses. Residential and other related uses are also permitted. Examples of allowed land uses are: retail/service with no outdoor display, storage, office, residential.

Residential density: 36 dwelling units per acre

Height limit: 25 feet (residential) and 30 feet (commercial)

Commercial Zone C-2

Allowed uses: This zone provides for general commercial uses that serve the community and region. Residential and other related uses are also permitted. Examples of allowed land uses are: retail, office, wholesale, automotive, entertainment, light industrial, residential.

Residential density: 44 dwelling units per acre

Height limit: 40 feet

Residential Zone R-1

Allowed uses: This zone provides for urban, low-density, single-family, residential development, together with schools, parks, and other public services necessary for urban residential environment. Examples of allowed land uses are: single-family residential, elementary school, church, day care, and park.

Minimum lot size: 7,000 sq. ft. (1 unit) and 10,000 sq. ft. (2 units)

Height limit: 25 feet

Residential Zone R-2

Allowed uses: This zone provides for medium density, single-family and multifamily, residential development, together with schools, parks, and other public services necessary for an urban residential environment. Examples of allowed land uses are: single-family residential, multi-family residential, office.

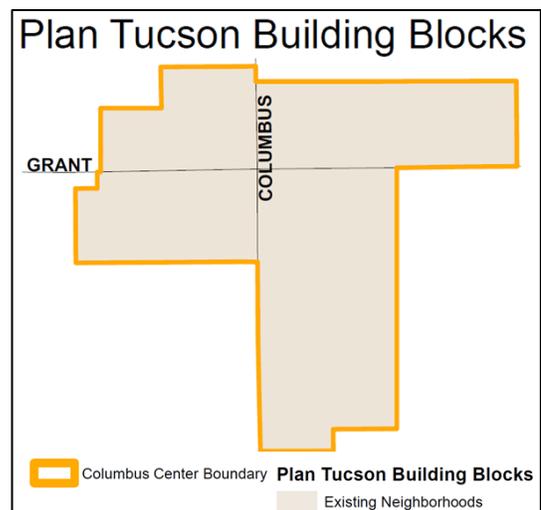
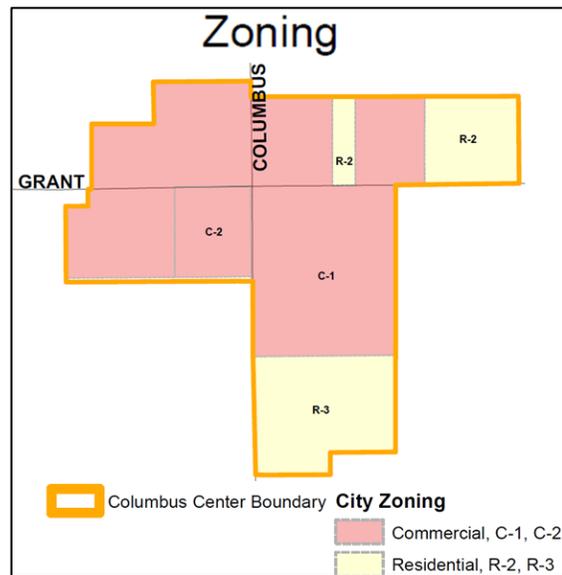
Residential density: 15 dwelling units per acre

Height limit: 25 feet

ADOPTED LAND USE POLICY:

In Plan Tucson, the area identified here as the Columbus Center is part of an "Existing Neighborhoods" Future Growth Scenario Building Block. (See Appendix for more information on Plan Tucson.)

There are two adopted specific plans covering the center: the *Grant-Alvernon Area Plan* and the *Arcadia Alamo Area Plan*.

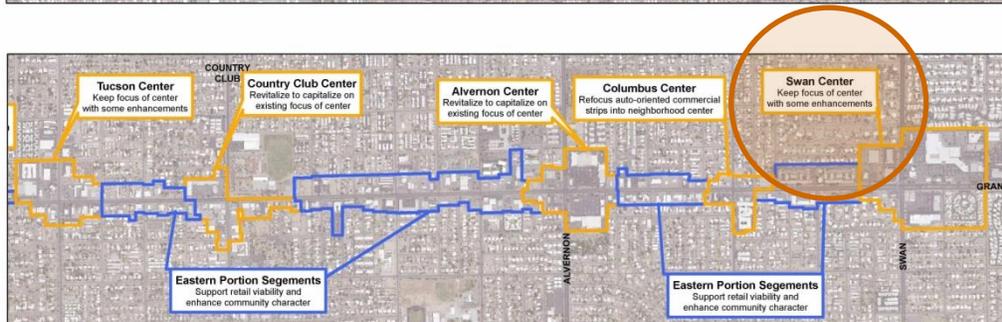


SWAN CENTER

Keep focus of center with some enhancements

The Swan Center will:

- continue to be focused around the shopping centers and major commercial land uses that, along with the Crossroads Festival Shopping Center, comprise a major retail and restaurant cluster in Midtown Tucson
- improve the walking environment at the edges of these shopping centers and partial or complete redevelopment of the northwest or southeast corners of the Grant Road and Swan Road intersection could further improve walking with the addition of buildings fronting the roads
- incorporate a broader mix of uses, including professional or medical offices, and restaurants to further enliven the center.



Swan Center (cont'd.)

EXISTING ZONING:

Commercial Zone C-1

Allowed uses: This zone provides for low-intensity, commercial and other uses that are compatible with adjacent residential uses. Residential and other related uses are also permitted. Examples of allowed land uses are: retail/service with no outdoor display, storage, office, residential.

Residential density: 36 dwelling units per acre

Height limit: 25 feet (residential) and 30 feet (commercial)

Commercial Zone C-2

Allowed uses: This zone provides for general commercial uses that serve the community and region. Residential and other related uses are also permitted. Examples of allowed land uses are: retail, office, wholesale, automotive, entertainment, light industrial, residential.

Residential density: 44 dwelling units per acre

Height limit: 40 feet

Office Zone O-3

Allowed uses: This zone provides for mid-rise, office, medical, civic, and other development uses that provide reasonable compatibility with adjoining residential uses. Examples of allowed uses are office, research and development, residential.

Residential density: 22 dwelling units per acre

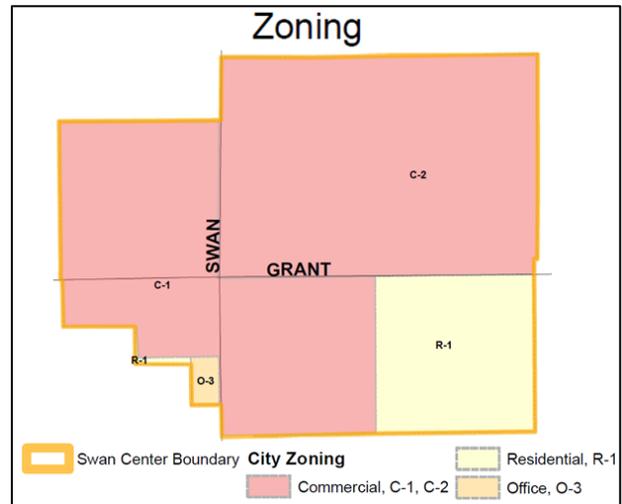
Height limit: 25 feet (residential) and 40 feet (non-residential)

Residential Zone R-1

Allowed uses: This zone provides for urban, low-density, single-family, residential development, together with schools, parks, and other public services necessary for urban residential environment. Examples of allowed land uses are: single-family residential, elementary school, church, day care, and park.

Minimum lot size: 7,000 sq. ft. (1 unit) and 10,000 sq. ft. (2 units)

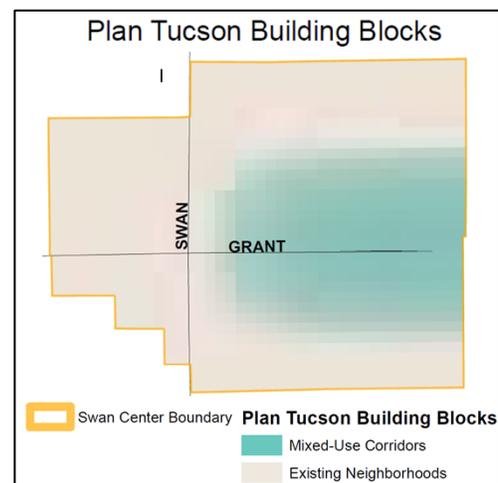
Height limit: 25 feet



ADOPTED LAND USE POLICY:

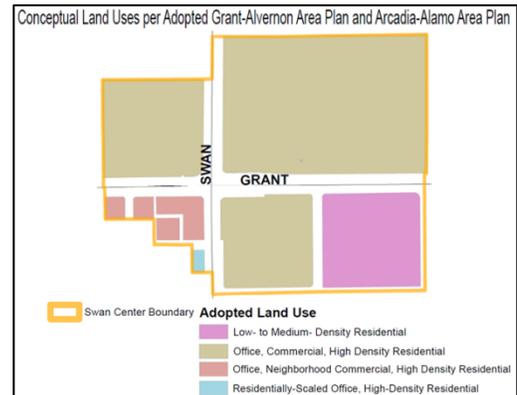
In *Plan Tucson*, the area identified here as the Swan Center is part of the "Mixed-Use Corridors" and "Existing Neighborhoods" Future Growth Scenario Building Blocks. (See Section III.B for more information on *Plan Tucson*.)

There are two adopted specific plans covering the center: the *Grant-Alvernon Area Plan* and the *Arcadia Alamo Area Plan*.



(cont'd.)

The *Grant-Alvernon Area Plan* designates the southwest portion of the center for “Office, Neighborhood Commercial, High Density Residential” and “Residentially-Scaled Office, High-Density Residential” land uses. The rest of the center is covered by the *Arcadia-Alamo Area Plan*, which designates parcels for “Office, Commercial, High Density Residential” and “Low-to-Medium Density Residential” land uses.



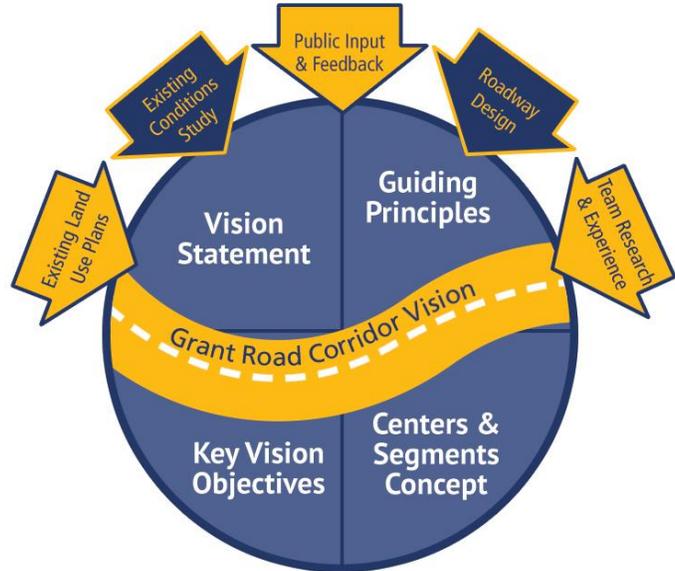
APPENDIX

Factors in Corridor Vision Development

**Existing Land Use Plans & Policies;
Existing Conditions Study; Roadway Improvements
Design; Public Input & Feedback**

APPENDIX: FACTORS IN THE CORRIDOR VISION DEVELOPMENT

The components of the Grant Road Corridor Vision were created over time taking into account a variety of factors as illustrated by the arrows in *Appendix Exhibit 1*. This Appendix presents information on four of those factors, including the Existing Land Use Plans and Policies, Existing Conditions Study, Roadway Improvements Design, and Public Input and Feedback.

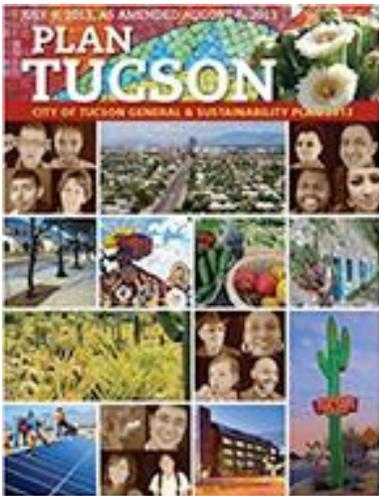


**Appendix Exhibit 1:
Visioning Process & Products**

EXISTING LAND USE PLANS & POLICIES

The Grant Road Corridor is currently regulated by several levels of City of Tucson land use policy. At the highest level, the General Plan provides broad goals and designations of different parts of the city; at the mid-level, Area and Neighborhood Plans provide more specific goals and policies for parts of the city up to a few square miles; and at the more detailed level, the land use code, development standards, and other documents that are referenced in the review of development applications.

City of Tucson General Plan



The City’s General Plan is a long-term policy document intended to guide decisions affecting elements that shape the city, such as housing, jobs, land use, transportation, water, and energy resources. Key to the General Plan are goals and policies that provide a framework to guide future actions. When the Grant Road Improvement Plan began in 2007, the General Plan looked to for guidance was the 2001 City of Tucson General Plan. In November 2013, Tucson voters ratified a new general plan – Plan Tucson, the City of Tucson’s General and Sustainability Plan (hereafter referred to as “Plan Tucson”). Upon Plan Tucson’s adoption, the Project Team reviewed the Plan’s goals and policies relevant to corridor development to make sure that there was general consistency with the Grant Road Corridor Vision.

In summary both the 2001 General Plan and Plan Tucson emphasized infill development. In particular, Plan Tucson includes a Future Growth Scenario Map that features a set of “building blocks.” These building blocks are areas that provide opportunities for enhanced development to move toward a more connected, integrated pattern of land use. Existing neighborhoods, which are considered stable, are included in the building blocks in recognition of the role of neighborhoods as the foundational unit of the city. The Plan Tucson Building Blocks that are applicable to

the Grant Road Improvement Study Area are shown in *Appendix Exhibit 2*, and the descriptions of each block are quoted below from Plan Tucson, pg. 3.145.

- **Mixed-Use Centers Building Block:** Mixed-use centers combine a variety of housing options, retail, services, office, and public gathering places, located close to each other, providing occupants of the center and the residents and workers in the surrounding neighborhoods with local access to goods and services. Public transit, bicycles, and walking will get priority in these areas although cars will still play an important role. Existing examples in Tucson include Williams Centre, Gateway Centre, and the Bridges.
- **Mixed-Use Corridor Building Block:** Mixed-use corridors provide a higher-intensity mix of jobs, services and housing along major streets. The businesses and residences within these corridors will be served by a mix of high-frequency transit options, as well as pedestrian and bicycle facilities.
- **Neighborhood Centers Building Block:** Neighborhood centers feature a mix of small businesses surrounded by housing and accessed internally and from nearby neighborhoods by pedestrian and bike friendly streets and by transit.
- **Existing Neighborhoods Building Block:** Existing neighborhoods are primarily developed and largely built-out residential neighborhoods and commercial districts in which minimal new development and redevelopment is expected in the next several decades. The goal is to maintain the character of these neighborhoods, while accommodating some new development and redevelopment and encouraging reinvestment and new services and amenities that contribute further to neighborhood stability.

Area & Neighborhood Plans

Area Plans set forth policies on future residential and commercial development, public open space and facilities, transportation, and drainage. Three Area Plans and three Neighborhood Plans cover the Grant Road Corridor Study Area as shown in *Appendix Exhibit 3*. Although the majority of the Area and Neighborhood Plans were prepared more than ten years ago, the broad goals expressed in the Grant Road Corridor Vision, such as improving mobility/accessibility, community character and vitality, and aesthetics, are common themes in these plans.

The Area and Neighborhood Plans were considered in the development of the Grant Road Corridor Vision components with the expectation that more detailed planning work would be undertaken with individual neighborhoods as each phase of the Grant Road widening advances.

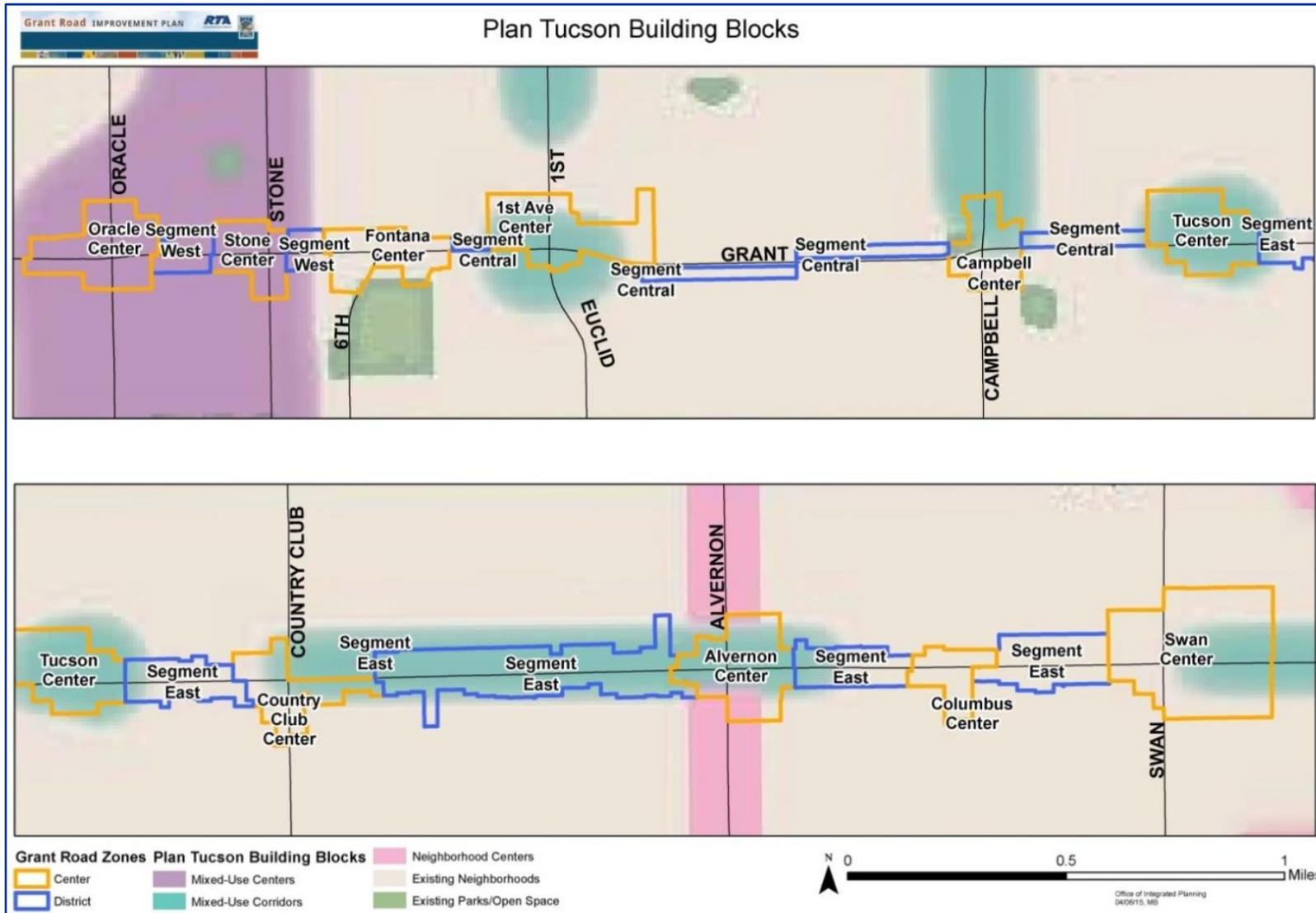
The following paragraphs provide highlights of the Area and Neighborhood Plans that lie fully or partially within the Grant Road Corridor Study Area. For a fuller understanding of the land use planning goals and objectives, the latest version of the actual Area or Neighborhood Plan should be consulted.

Unit 6 Neighborhood Plan *(adopted 1976, amended, 1977, 1982)*



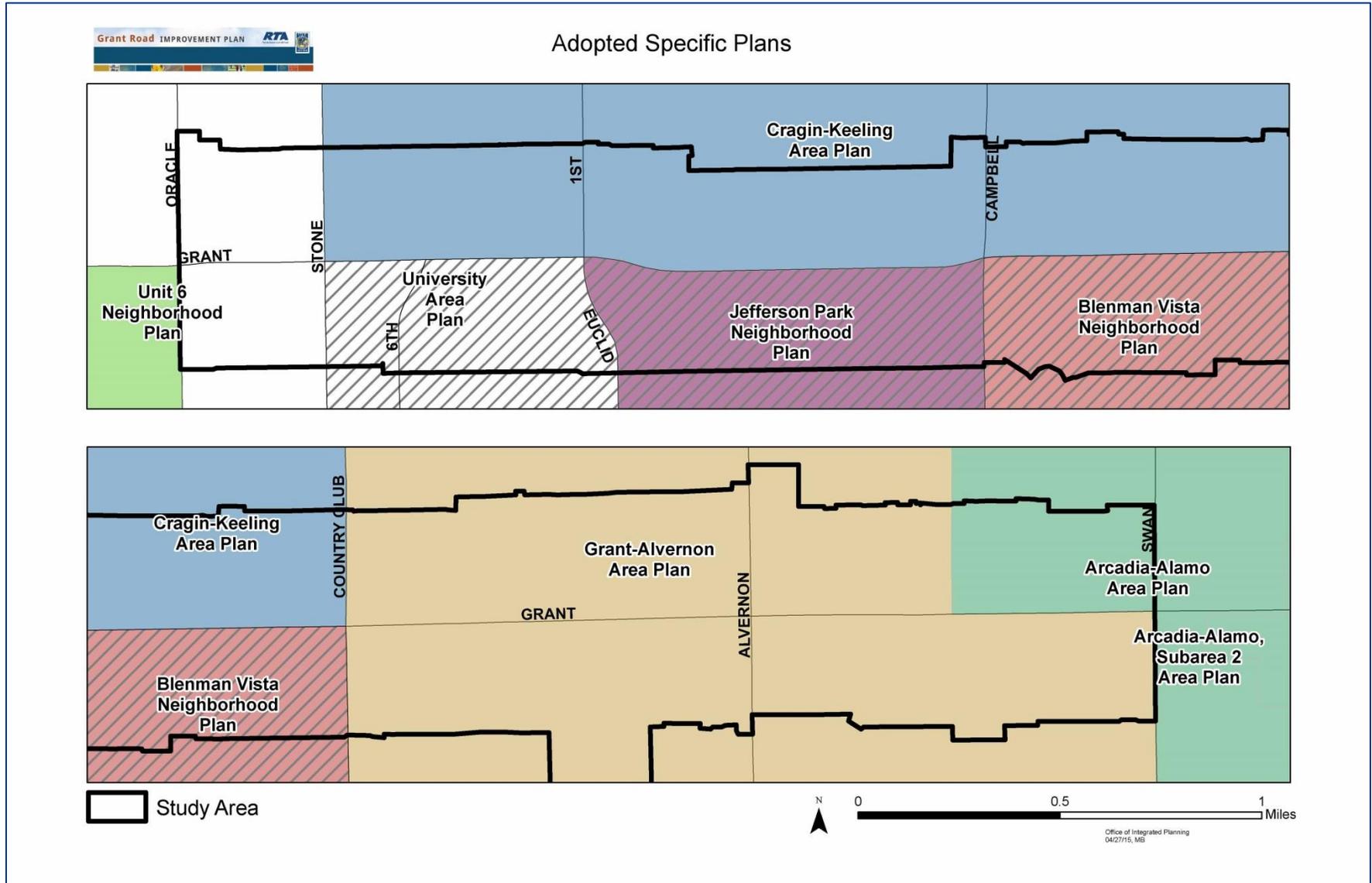
The Unit 6 Neighborhood Plan’s northeast corner touches the western edge of the Grant Road Corridor Study Area at Grant Road and Oracle Road. The plan includes land use and circulation components and emphasizes inner-city revitalization. The primary objective of the land use plan for the Unit 6 area is “to stabilize the balance of residential, commercial and industrial uses in the area.” The plan designates the parcels on the west side of Oracle Road between the southern boundary of the Grant Road Corridor Study Area and Grant Road itself as “Low Medium Intensity Commercial,” and the parcels on the south side of Grant Road further to the west as “Industrial.” The circulation plan mentions a truck route planned for 15th Avenue south of Grant Road.

Appendix Exhibit 2: Plan Tucson Building Blocks in Grant Road Corridor Study Area



Appendix Exhibit 3: Area & Neighborhood Plans in Grant Road Corridor Study Area

Note: Such plans are referred to as "Specific Plans" in the City of Tucson Unified Development Code



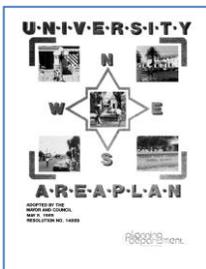
Cragin-Keeling Area Plan *(adopted 1990; amended 1994)*



The Cragin-Keeling Area Plan addresses the northern side of Grant Road from Stone Avenue to Country Club Road, thereby including parts of the Western, Central, and Eastern Portions of the Grant Road Corridor Study Area. The plan restricts high-density residential uses to locations along arterials with access requirements, and says that low-to-medium density residential uses should remain along Mountain Avenue and Glenn Street to support the bike corridors there. In regard to Grant Road, the plan supports a landscape buffer between Grant Road and neighborhoods between Park Avenue and Campbell Avenue to the north. Between Norris Avenue and Wilson Avenue, the plan supports a

landscape buffer and restrictions on conversions to non-residential uses along Grant Road. The Plan also includes provisions for closure of neighborhood street access to arterials that are widened.

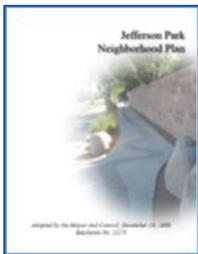
University Area Plan *(adopted 1989, amended 1991, 2003, 2011)*



The University Area Plan covers the south side of Grant Road from Stone Avenue to Country Club Road, covering a large part of the southwest portion of the Grant Road Corridor Study Area. The plan contains new residential land use policy similar to the Cragin-Keeling and Grant Alvernon Area Plans. Reference to non-commercial land use policy is in the context of converting residential to non-residential, which is generally allowed on arterial streets. The plan contains a mixed-use section supporting integration of residential and non-residential uses in specific areas, i.e., arterials designated for commercial office with access requirements. The plan also

recognizes the industrial district south of Grant Road in the Western Portion of the Grant Road Study Area, and includes provisions to deter expansion of the industrial district and to maintain commercial uses for buffering.

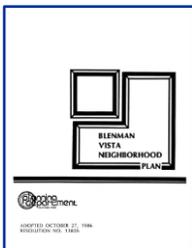
Jefferson Park Neighborhood Plan *(adopted 2008)*



The Jefferson Park Neighborhood Plan covers an area south of Grant Road from Euclid Avenue to Campbell Avenue -- an area also contained in the University Area Plan. The plan is largely aimed at preserving neighborhood character, including measures to prevent student-oriented multifamily housing. The plan provides specific tools to accomplish this, including the Residential Floor-Area Ratio (RFAR) for the R-1 zone, as well as measures for height and lot coverage. The plan overrides the University Area Plan with respect to conversion of residential to non-residential on arterial streets, and also recommends against conversion of R-1 to R-2. The plan includes a fairly

comprehensive section addressing Grant Road improvements, with provisions relating to neighborhood involvement, street closures, buffering, and other issues.

Blenman-Vista Neighborhood Plan *(prepared 1986; amended 1990, 1991, 1992, 1993)*



The Blenman-Vista Neighborhood Plan covers the area south of Grant Road from Campbell Avenue to Country Club Boulevard, with a large portion located with the Grant Road Corridor Study Area. The plan encourages residential uses on the edges of Blenman Elm/Catalina Vista. High density residential is allowed on arterials identified for commercial or office. New commercial/ office is allowed on arterials. For transportation improvements, landscaped buffers, berms, noise walls, and/or other means to improve the environment are encouraged.

Grant -Alvernon Area Plan (adopted 1999, amended 2000, 2004, 2007, 2009)

The Grant-Alvernon Area Plan is applicable to the eastern end of the Grant Road Corridor Study Area.



This plan specifies where high density residential and office/commercial would be allowed to be built, i.e., mainly on arterials. Land use issues related to the Tucson Botanical Gardens are called out. Similar to most of the plans referenced here, this plan includes design guidelines that are consistent with the Grant Road Corridor Vision Guiding Principles (see Community Character & Vitality Corridor Vision document, Section III.A.2). Also noted is the need for connections to the Rillito River. In regard to Grant Road improvements, the plan mentions the need for noise and traffic impact mitigation, elimination of nonconforming signs, and the possibility of

landscape buffers.

Arcadia-Alamo Area Plan (adopted 1992, amended 2006)



The Arcadia-Alamo Area Plan focuses generally on the medical campuses to the east of the Grant Road Corridor Study Area, with only a small portion overlapping with the study area. General policies regarding land use are similar to those of other Area Plans. Policy 6, however, specifically addresses the Grant Road improvement area, stating “Allow the frontage on the north side of Grant Road between Columbus Boulevard and Goyette Avenue to transition to neighborhood commercial/office uses when the criteria in Policy 2 are met, as shown on the Conceptual Land Use Map.” Policy 2 criteria include “a. Primary access can be provided from an arterial street or as

reflected in Policy 4; b. Parking and maneuvering requirements can be met on-site; c. Screening and buffering for adjacent residential uses can be provided on-site; and d. Design criteria in Policy 1 are employed. “ Additionally, Transportation Policy 3 encourages, “well-designed transportation improvements that enhance the visual environment of the plan area through the use of landscape buffers, berms, noise walls, and/or other means.” The General Design Guidelines included in the plan emphasize blending in with existing styles; planting drought tolerant, native or adaptive vegetation; and preserving views to the mountains.”

EXISTING CONDITIONS STUDY

During the first phase of the Grant Road project, the Project Team conducted a study of the corridor’s existing conditions and documented the findings in a series of technical assessments that addressed the area’s assets, needs, and opportunities. The Project Team conducted field visits- to observe the corridor’s urban form and character and validate land use and business data. The Team used Geographic Information Systems (GIS) to analyze data and create maps summarizing corridor themes.

As documented in the existing conditions assessments, the area offers great diversity in its population, land uses, housing units, businesses, and character between Oracle Road and Swan Road, as well as distinct places and opportunities for improvement of the multi-modal environment and further place-making. The analysis revealed three distinctive portions of the corridor, referred to in this document as the “Western Portion,” “Central Portion,” and “Eastern Portion.” The character, positive features, and shortcomings of each of these portions offered direction for the further development of places, improvements to the public realm, and community character within each portion. The Western, Central, and Eastern Portion designations served as the framework for the public Community Character & Vitality outreach events.

The general conclusion of the Existing Conditions Study was that the Grant Road Corridor has many assets, including independent businesses, ethnic diversity, a range of non-profit and community organizations, specialized retail and services, popular restaurants and bars, a unique diversity of housing, and pedestrians, bicyclists, and transit riders. The physical environment of the roadway and some of the uses along it, however, are impeding the ability of Grant Road to be a great street connecting vital urban places. Challenges include inconsistent pedestrian and cycling conditions, a lack of comfortable public spaces and amenities, a lack of community identity in much of the built environment, bad connectivity and challenging conditions for those driving along Grant Road, an often confusing or haphazard land use pattern, missed opportunities to capitalize on ecological processes, and inefficient parking management.

Following is a summary of the Grant Road Corridor Study Area assets, needs, and opportunities related in particular to land use and urban form.

Assets

- ***Independent businesses are prevalent on Grant Road***
 A vast majority of Grant Road’s retail sector businesses are small and independent. Many who participated in the public outreach activities noted this as an important feature of Grant Road.
- ***There is substantial ethnic diversity in Grant Road’s neighborhoods***
 While the study area does not have clear districts with ethnic identities, it has substantial diversity, especially in the Western Portion. Unlike other parts of Tucson, which contain a clear majority of White or Hispanic residents, the Western Portion of the study area is a mix of white, Hispanic, Black, Native American, and Asian residents. The eastern end of Grant Road, which centers on Alvernon Way, with its multifamily housing, social service organizations and bus connections, has emerged as a center of refugee settlement in Tucson.
- ***The study area has sections with high levels of walking, cycling, and transit use***
 The Grant Road Corridor Study Area has a number of sections with higher transit ridership than the city as a whole, as well as sections with high rates of bicycle commuting.
- ***Grant Road serves a range of housing needs***
 The Grant Road Corridor Study Area contains sections with more multifamily housing than typically found in Tucson. This multifamily housing serves a wider range of housing need than the single family

amount of multifamily housing also creates a relatively high population density that could support local businesses.

- ***The Grant Road Corridor Study Area contains numerous organizations and social services***
 The study area contains numerous amenities that serve the public, such as social service/non-profit organizations, schools, religious facilities, and shopping centers.
- ***The Western Portion of the Grant Road Corridor Study Area has a dynamic mixed-use character***
 The Western Portion offers a rare mix of uses, including manufacturing, warehousing, storage and construction contractors, residential areas, clusters of auto-oriented businesses, and some regional and local serving businesses, such as the Grant Stone Supermarket.
- ***Views to surrounding areas link Grant Road to the regional landscape and city***
 The study area features significant views to the mountains north of the city, as well as views to the mountains west of the city and in some places to downtown.
- ***Urban form typologies that exist today point to opportunities for tomorrow***
 Grant Road, as a product of Tucson, its culture and climate, has specific urban form typologies to build upon, including the courtyard, the side yard sanctuary, the wall, converted single family homes, one-story multifamily, shaded patios, murals, and classic signage.
- ***Positive urban design precedents have been built in the study area***
 The study area offers positive urban design precedents, including a bikeway, pedestrian-friendly parking lots, storm water management provisions, and frontage roads.

Needs

- ***Few public spaces and amenities exist***
 The study area as a whole lacks traditional public amenities, such as parks and plazas, and community services, such as libraries and community recreational facilities, as well as connections to existing open spaces, such as the Rillito River.
- ***Many areas lack a community identity***
 Many stretches of Grant Road could be in need of an identity, especially in the face of newer retail centers at the city’s periphery.
- ***Low income areas needing social support require sensitivity***
 The Western Portion of the Grant Road Corridor Study Area is a part of a north-south swath through Tucson that has high levels of poverty, under education, and unemployment. It could demand a different approach than the rest of the study area.
- ***Some neighborhoods have poor connectivity within them and with Grant Road***
 While revitalization areas in the Western and Central Portions have good connectivity to surrounding street grids, areas in the Eastern Portion — and the strips along Grant Road between them — are largely cut off from access to the surrounding neighborhoods and need better connectivity.
- ***Much of Grant Road lacks a quality relationship between public realm and private building***
 The interface of public and private uses on much of Grant Road, with its large setbacks, landscaping, parking, goods display, curb cuts, quasi-public space, and storm water detention should be further evaluated for improvement.
- ***Smaller independent businesses may be particularly sensitive to the Grant Road widening***
 A majority of independent businesses lie on relatively shallow lots, making them more susceptible to road widening.

Opportunities

- ***Extent of vacant parcels that allows for significant transformation of some areas***
 Vacant parcels are numerous in the Western Portion of the study area, as well as at key nodes in the Eastern Portion of the study area. There are also a number of parcels that have land values that are higher than the value of the buildings on them, per County assessor’s data.
- ***Use of streetscape to give identity to entire road and subdistricts***
 The study area contains several “districts” that offer amenities, such as neighborhood and specialty retail, services, open spaces, and organizations. However, these amenities are often separated from one another. Streetscape elements such as street trees, lighting, sidewalks, and special paving can tie individual buildings and properties together to create and enhance districts and the entire length of Grant Road. Consideration should also be given to establishing neighborhood and subarea specific design guidelines.
- ***Creation or building upon public amenities***
 Public space and amenities are both a major need and opportunity for the study area. With little vacant or public land in the study area, consideration should be given to smaller-scale options that not only provide public space but also tie into the vitality of neighborhoods, businesses, organizations, and civic institutions. A diversity of public realm opportunities exists, including the construction of smaller public spaces on vacant or redeveloped land, utilization of public-owned property, potential streetscape connections, other connections to amenities outside the study area, and public or quasi-public amenities to tie together or build upon.
- ***Utilization of smaller cross-streets to create neighborhood linkages***
 Some of the most enticing opportunity areas are smaller cross streets within the larger mile-grid streets, such as Fontana Avenue, Tucson Boulevard, and Columbus Boulevard.
- ***Examination of parking as a district-scale issue***
 The road widening may stress the parking supply of some businesses. Parking shared between nearby businesses can provide benefits such as reducing the amount of total parking that is provided by meeting the needs of businesses whose peak traffic comes at different times of day creating a district identity, and promoting more pedestrian activity. Placing shared parking in the back or at the side of buildings can make the roadside environment more enticing for pedestrians.
- ***Capitalization on topography for views and to give character to districts along the road***
 In some cases, subtle topography could be an advantage for a district, for example, the bowl-like feeling of Tucson Boulevard or the hilltop sense of Fontana Avenue.
- ***Exploration of setback alternative uses that improve aesthetics and provide public space***
 Examples from the study area show that more opportunities exist to use Grant Road setbacks for uses other than parking, for example, for landscaping, dining, goods display, and storm water management.
- ***Consolidation of retail into identifiable clusters***
 There is the potential to consolidate retail uses in accessible districts, making room for public amenities, residential infill, and redevelopment.
- ***Leveraging of existing organizations and institutions***
 Opportunities exist to leverage the presence of organizations and educational institutions, such as the Tucson Symphony Orchestra, Doolen Middle School, and the refugee center, to enhance the public realm.

- **Encouragement of ethnic community development**
Providing economic development opportunities for diverse communities of immigrants and refugees could help in establishing the Grant Road Corridor identity.
- **Expanding of office uses to increase activity and support for businesses**
Offices offer a growing and economically viable sector for the study area that can support local business activity and possibly provide local employment opportunities.
- **Planning for long-term transformation of shopping centers**
Older shopping centers within the Grant Road Corridor may offer opportunities for redevelopment into higher density mixed-use development that would help strengthen the corridor for increased future transit.
- **Focusing on regional-serving industry clusters**
Regional-serving industry clusters have emerged for motor vehicles, home furnishings, and medical offices and offer opportunity for further focus.
- **Development of climate-sensitive design**
Some architectural and landscape design solutions that could be built on, including storm water management, have been developed in Tucson, including in the Grant Road Corridor Study Area.

ROADWAY IMPROVEMENTS DESIGN

The Grant Road Improvement Plan offers a rare chance to design transportation improvements in coordination with changes in land use policy. One of the primary goals of the project, as stated previously, is to improve conditions for non-auto modes in the Grant Road Corridor. The new design of Grant Road addresses this goal in a number of ways and provides a foundation for creating walkable, bikeable, transit-accessible places along Grant Road in the future. The Corridor Vision and subsequent land use planning can leverage these aspects of the street design to make multi-modal supportive development more effective. The following describes the highlights of the design. For more detail, see the Grant Road Improvement Plan Design Concept Report, October 2010.

Development of Roadway Alignment Concept



The initial roadway alignment concept was prepared using community input received in 2007 and 2008, and design criteria established cooperatively with City staff and the Grant Road Citizen Task Force. The initial roadway alignment was reviewed and refined by the Task Force in four meetings conducted in July-September 2008. The resulting roadway alignment, including the innovative design features, was presented to property owners and the general public in a series of three open houses in October 2008 after which the Task

Force reviewed public comments and refined the preliminary alignment to a recommended alignment. The recommended alignment was presented at an informational open house in January 2009, in advance of presentation to the Tucson Mayor and Council in January 2009.

Each of the design concepts evolved from public input received at community conversations and workshops conducted in 2007 and 2008. In 2007, community input resulted from over 40 community conversations with over 1,000 neighborhood, business, and special interest group representatives who provided over 5,000 written comments. In addition, over 1,200 responses resulted from website, telephone, and other survey instruments. In 2008, community input was received from over 500 community representatives who participated in six workshops covering design topics including roadway cross-sections, pedestrian and bicycle features, transit amenities, and intersection improvements.

Phase 2 preliminary roadway design consisted of preparing 15 percent and 30 percent construction plans and cost estimates. Fifteen percent construction plans were prepared in the summer and fall of 2009 and submitted to the City of Tucson for review in December 2009. A key input to the development of 30 percent construction plans was a series of neighborhood conversations conducted in early 2009 on mobility, access, and streetscape. In these neighborhood conversations, public comments received in 2008 on mobility and access were summarized and presented at neighborhood meetings to obtain clarification on public concerns on subjects such as neighborhood access to and from Grant Road and neighborhood traffic management issues. In 2010, the 30 percent construction plans and Design Concept Report were completed.

Typical Street Cross-Sections

Participants at public workshops expressed a desire for a street section that was wider than the City of Tucson standard section for six-lane urban arterials of 120 feet to allow more space for pedestrians, but

to also minimize the street width between the curbs to reduce vehicle speeds, minimize property impacts, and to preserve businesses. The Design Team and Task Force considered public input and perspectives, and developed two typical street sections for application to Grant Road.

The **137-foot street section** is applied to segments of Grant Road where access to land uses is not a major requirement or to segments where access control strategies can be applied to minimize the adverse impacts of access on Grant Road operations and safety. This section includes the following features:

- 17-foot median sized to support a rainwater harvesting system in combination with an enhanced storm drain system.
- 11-foot travel lanes to minimize the street section width without compromising safety and to be consistent with the “target speed” for Grant Road.
- A 6-foot bike lane with 1-foot buffer, which was developed in consultation with City and County staff and with a representative of the Tucson/Pima Bicycle Advisory Committee. The bike lane will be colored green in motor vehicle conflict areas.
- A 20-foot pedestrian realm, which includes a continuous 8-foot sidewalk and landscaped 12-foot buffer from Grant Road. The buffer is to be landscaped with native plants irrigated with harvested rainwater.

The **160-foot street section** is applied to segments of Grant Road where access to land uses is a major requirement and segments where access control strategies cannot be implemented to minimize the adverse impacts of direct access to Grant Road. This section’s primary application is for areas where residential uses front onto Grant Road both to provide access (curb cuts and on-street parking) and to provide additional separation and buffering from the through traffic lanes. It may also be used in locations where the nature of businesses that front onto Grant Road support a more active retail frontage that would be well-served by on-street parking and the buffering from Grant Road through traffic. The 160-foot section includes the following additional features:

- A 43-foot local access lane, side median, and pedestrian area that consists of a 10-foot side median, 10-foot one-way local access lane, 7-foot parallel parking lanes, and a 16-foot pedestrian area that includes a sidewalk and landscaped buffer. The side median and buffer is to be landscaped with native plants irrigated with harvested rainwater.

Major Intersection Design

At the request of the City and the Citizen Task Force, the Design Team conducted research and analysis of one non-traditional at-grade intersection concept, that is, the **indirect left-turn lane intersection** concept, as a possible way to increase intersection capacity, improve pedestrian travel efficiency and safety, and reduce the impacts to businesses and properties. A review of nation-wide practices related to indirect left-turn intersections identified that the intersection concept has been operational on wide-median urban arterials in Michigan for over 30 years and has been constructed on a limited basis in North Carolina and South Carolina among a few other states. The concept, however, had been limited to divided multi-lane arterials with wide medians of 60-foot or wider. Operational evaluations of Michigan indirect left-turn intersections through the years have indicated significant improvements in travel time, congestion, and safety over traditional intersection concepts.

Favorable traffic analyses of the indirect left-turn concept performed by the Design Team led the Team to recommend a combination of indirect left-turn intersections and traditional intersections on Grant Road. The Task Force endorsed the Design Team recommendation to construct enhanced traditional

intersections and indirect left-turn intersections. The indirect left-turn intersection is an intersection design that has the potential to increase vehicle capacity through the intersection, while achieving Grant Road Guiding Principles of improving the pedestrian environment and minimizing impacts to business and property. An indirect left-turn intersection employs a combination of a U-turn followed by a right turn to replace a prohibited left turn at the main intersection. The indirect left-turn intersection has several advantages compared to more traditional signalized intersection improvements including dual left-turn lanes and separate right- turn lanes. The primary advantage is that it reduces the number of signal phases required, significantly increasing traffic flow through the intersection. Removal of left-turning vehicles at the intersection eliminates the need for a separate left-turn phase. The simplified signal phasing (3 phases) will allow for increased green time to be allocated to through vehicles.

In addition to improving vehicular mobility, indirect left-turn intersections offer advantages to pedestrians over traditional intersections with the removal of the left-turn lane that results in a narrower (by approximately 20 feet) roadway that pedestrians are required to cross. A traditional intersection is approximately 130-feet wide, including turn lanes. In addition, the indirect left turn provides an opportunity to combine a Pelican pedestrian signal with each turn-around, providing additional pedestrian crossing opportunities approximately 600 to 700 feet from the main intersection. Finally, several studies have documented a reduction in left-turn crashes at indirect left-turn intersections.

In response to community input and perspectives, traditional intersection approaches on Grant Road, including **north-south street approaches** to the indirect left turn, where feasible, will be enhanced to include pedestrian refuge islands that separate the through movements from the left-turn lanes. The purpose of the pedestrian refuge islands is to increase the safety and comfort of pedestrians as they cross the intersection. Pedestrian refuge islands may be provided between the turn lanes and through lanes, as well as at the center median island.

Other Design Concept Features

The indirect left-turn intersection provides the opportunity to construct **Pelican pedestrian crossings** at each indirect left-turn turnaround. The PEdestrian Light Control Activation (PELICAN) provides a two-stage crossing for pedestrians. The crossing incorporates the median island refuge between the two stages. A pedestrian presses a button to activate the first signal. When the light turns red, a “WALK” signal prompts the pedestrian to proceed to the median. The pedestrian then walks a short distance along the median to activate the second signal. A second “WALK” indication appears when the traffic signal turns red. The PELICAN uses a standard Red-Yellow-Green signal for motorists and remains green unless activated by a pedestrian. The Grant Road preliminary design concept includes 20 Pelican pedestrian crossings, including 14 at **indirect left-turn intersections**.

The design concept also includes **Toucan bicycle signals**. Two GroUps CAN cross (TOUCAN) was designed to provide a safe crossing for two groups — pedestrians and bicyclists. The Toucan has been implemented at several locations within the City of Tucson at locations of heavy bicycle and pedestrian crossing activity and along roadways that are prioritized for non-motorized uses such as “Bike Boulevards.” An added benefit to the TOUCAN is that motorized traffic is not allowed to proceed through these signals, decreasing the number of cars on neighborhood streets. A TOUCAN can be activated only by bicyclists or by pedestrians. Both use a push button to activate the signal. Bicyclists respond to an innovative bicycle signal and use a special lane when crossing. The Grant Road Toucans are a modification of Toucans that have been constructed elsewhere in the City of Tucson in that the Grant Road Toucans will be the first with a divided median and a median refigure in the center of the intersection. The Grant Road preliminary design concept includes four Toucan bicycle signals.

The design concept includes an **enhanced 20-foot pedestrian realm**. The City of Tucson standard street sections generally include a 9-foot pedestrian/utility area. This will generally accommodate a 6-foot

sidewalk and 3-foot landscape area. The preliminary design concept for Grant Road enhances the pedestrian realm to 20 feet. This will accommodate an 8-foot sidewalk and a 12-foot landscape area that separates the sidewalk from the Grant Road curb. The 20-foot pedestrian realm will result in right-of-way acquisition requirements beyond what would be required with the City standard 9-foot pedestrian realm.

The concept maintains **flexibility for future transit improvements**. The standard street section that was endorsed by the Grant Road Task Force and approved by Mayor and Council provides design flexibility for future transit options such as bus rapid transit, modern street car, light rail, or other higher capacity transit technologies. The intent of the design flexibility is to minimize future costs for reconstruction and right of way should these technologies be implemented on Grant Road. The 137-foot right of way can be modified to accommodate future transit technologies by converting an outside travel lane or the center median to a transit lane.

Grant Road improvements will include **enhanced transit stops**. The enhanced transit stops will include shelters at every stop and amenities such as benches, bicycle parking, pedestrian level lighting, information kiosks, landscaping and shading, and connections to continuous sidewalks. Bus pullouts are provided at every transit stop. Transit stops are generally located at ¼ mile spacing. In addition, opportunities for construction of transit plazas have been identified in locations such as the Grant Road/Alvernon Way intersection.

The design concept will include an **enhanced bicycle lane** and **bicycle pavement markings**. The public expressed a desire to improve conditions for bicyclists on Grant Road. The Grant Road Design Team, in collaboration with the City of Tucson Bicycle and Pedestrian Coordinator and the Tucson-Pima County Bicycle Advisory Committee, recommend enhanced 6-foot Bicycle Lanes and 1-foot Buffer, Conflict Areas Pavement Markings, and a “Bike spot” at indirect left-turn intersections.

Additional features will include:

- Landscaping, Streetscape, and Public Art
- Noise Mitigation
- Water Harvesting
- Local Access Lanes
- Shared Access
- Cross Access
- Parking Strategies

This design concept and the features described above are critical to improving aspects of Grant Road’s Community Character & Vitality by offering choices for mobility and by creating more opportunities for great places along Grant Road.

PUBLIC INPUT & FEEDBACK



Public outreach has been central to the evolution of the Grant Road Improvement Plan. This outreach has included public workshops open houses, community conversations, and design focus groups. Particularly important to this process were the workshops. The Project Team held four sets of workshops over the course of approximately two years. The first two sets of workshops focused on determining an alignment and design for Grant Road as well as the community's vision for the places along the corridor. The last two sets of workshops, which followed determination of the alignment, focused on the Community

Character and Vitality aspects of the project. Following is a summary of comments received from these workshops, as well as from one open house.

January 2008 Workshop Set

This set was comprised of 3 workshops, one for each of the Character Portions of the corridor (i.e., the Western Portion, the Central Portion, and the Eastern Portion). Each workshop included two activities. For the first activity, participants were given a large map representing the portion of the corridor on which the workshop was focused and asked to assess needs and opportunities for the area as identified by the Project Team and then to indicate on the map their own desires for the area. The second activity allowed participants to construct their own cross section for Grant Road using "cards" representing different pieces of the cross section.

Much of the feedback was focused on the alignment and street design for Grant Road, but participants also offered many comments relevant to the community character and vitality of the corridor as highlighted below

Overall Themes

Buffering: Agreement that buffering of adjacent neighborhoods is important; methods of buffering should vary depending upon specific conditions and could include using buildings for buffering; sound walls where needed; varying landscape width; use of public art; and "Eyes on the street."

Development: Support for relocation of existing independent businesses. Alternatives include redevelopment & revitalization in Western Segment and at Grant Road and Alvernon Way; creating café frontage at Grant Road and Country Club Road. Storefronts should be close to the street & buildings can provide sound buffering.

Western Portion of Corridor:

- Pedestrian safety and improve sidewalks
- Improve bike access
- Beautification, specifically at Fry's at Grant Road and Stone Avenue
- Bus pullouts (only 2 out of 5 tables specifically mentioned this)
- More trees and water harvesting

- Cluster businesses, gathering places and community activities
- Improve lighting
- Enhance neighborhood integrity
- Improve drainage and flooding

Central Portion of Corridor:

- Accommodation/safety of pedestrians and bicyclists
- Need bus pullouts
- Landscaping and shade
- Flooding, drainage and water harvesting
- Need neighborhood traffic calming and minimize cut-through traffic in neighborhoods
- Improve access to businesses and neighborhoods
- Public gathering places
- Noise abatement
- Preserve and protect historic homes and businesses
- Develop mixed-use and urban villages
- Recognize equity and fairness issues
- Improve lighting to deter crime

Eastern Portion of Corridor:

- Improve pedestrian and bicycle environment & safety
- Add bus pullouts
- Preserve small, local businesses and cluster
- Plan more parks and green spaces
- Fix flooding at numerous locations
- Improve left turns onto, off of Grant Road
- Add shade, with structures and landscaping
- Better lighting
- Landscape with water harvesting

May 2008 Workshop Set

Similar to the first set of workshops, this set also included a workshop for each of the 3 portions of the corridor. For the activity, participants were asked to consider potential alignments and land use scenarios. 171 people attended these workshops.

Overall Themes

Buffering: One consistent area of comment was the use of buildings to provide a buffering effect for adjacent neighborhoods. There were no specific questions about the use of buildings as a buffer, but it was noted by several participants in the workshops for the Western and Central Portions of the corridor.

Excess Right-of-Way/Development: There was a broad range of feedback regarding the future use of excess right-of-way. It is interesting to note that there was quite a lot of interest in options for developing new or replacement uses on excess property. There were also those interested in open space -- parks, plazas, and landscaped buffers. Several tables and individuals expressed concerns about the maintenance and safety of new and existing open space along the road. Regarding new development, several people expressed concerns about the ability to achieve desired development within the economic constraints of the real estate market, and others were concerned about the ability of existing businesses to afford space in new buildings if they need to move from locations that are impacted by the improvements to Grant Road.

Parking: The concept of shared parking for the commercial and future mixed-use districts along Grant Road received a very high level of support. People saw the value in being more efficient in the use of parking, both to reduce the costs of replacing parking that is impacted by the Grant Road improvements and the environmental benefits of reducing impervious surface area, developing more compactly and efficiently, etc. There were concerns expressed about safety of shared parking lots and the convenience of centralized parking to all businesses (particularly those that sell bulkier goods).

Western Portion of Corridor

Buffering: A number of participants felt that buildings would provide a good buffer between Grant Road and adjacent neighborhoods, more than in the other two portions of the corridor. This likely reflects the higher interest in new development along Grant Road in the Western Portion.

Excess Right-of-Way/Development: *First Street Intersection:* There were concerns with building height within this area of Grant Road with a significant majority favoring 1 to 2 story buildings, although 3 to 4 story buildings were supported by nearly half of the participants.

Opinions regarding the types of uses were more diverse with just over half of participants preferring the mixed-use development concept to the north. A number of people expressed concern regarding the development feasibility of the land use concepts that were presented as well as expressing concerns about the cost of new development for existing businesses.

Fontana/Mansfield Park: Similar to the opinions expressed regarding the First Street area, a large majority supported 1- to 2-story buildings, while some supported 3- to 4-story buildings. A strong majority of participants felt that 2-story buildings are appropriate along Sahuaro Street. About one-quarter of participants supported the concepts for restaurant and storefront frontages onto Grant Road.

Parking: Nearly three-quarters of participants favored the concept of shared parking to increase the efficiency of district parking.

Safety: Over one-third of participants expressed concerns about the safety of parking garages. A number of participants felt that an increased police presence was desirable in this segment of the Grant Road Corridor Study Area. Several participants suggested that areas should be well lighted to increase security in the area.

Central Portion of Corridor

Buffering: A significant proportion, but not the majority, of workshop participants felt that buffering adjacent neighborhoods from Grant Road impacts was the most important issue for consideration in the Grant Road Improvement Plan. A number of participants felt that buildings could provide an effective buffer to Grant Road.

Excess Right-of-Way/Development: *Campbell Avenue Intersection:* Nearly two-thirds of workshop participants felt that 3 to 4 story buildings are appropriate for future development around the Campbell Avenue intersection. A small number, but still over half of the participants, were supportive of 1- to 2-story buildings.

Between Park Avenue and Campbell Avenue: Office mixed-use development was the most favored concept for reuse of excess right-of-way. The combination of residential development and open space was favored a bit more than open space; this is likely related to concerns about safety.

The residential courtyard alternative was also favored by a majority of the participants.

Open Space: A minority of workshop participants believe that open space is the most important issue to consider in preparing the Grant Road Improvement Plan. A number of participants highlighted the expansion of the park at the southwest corner of Grant Road and Campbell Avenue as a good design concept.

Eastern Portion of Study Area

Excess Right-of-Way/Development: A majority of the participants felt that both storefront and restaurant frontages would create good pedestrian environments along Grant Road.

Open Space: A relatively large proportion of participants raised concerns about the provision of plaza spaces near to bus stops. The concern appears to mainly center around issues of crime and other anti-social activities that could occur in these public spaces. Several participants mentioned the concept of providing open space between buildings rather than in front of businesses or residents as these spaces would be more sheltered from traffic noise and other impacts from Grant Road; Raging Sage was identified as an example of this approach.

Parking: Similar to the overall feedback from the combined workshops, a large proportion of workshop participants favored the concept of shared parking. The four parking replacement options each had support from a majority of the workshop participants, with most support voiced for street reorganization and providing support to businesses to reconfigure their parking lots and operations to achieve more effective parking.

June 2009 Workshop Set

This set also had 3 workshops, one for each portion of the corridor. Each workshop was comprised of two activities. For the first activity, participants were presented with a large map of the portion of the corridor on which the workshop was focused. The map included comments from the Open House held the previous January. Participants were asked to assess the comments taking into account the Corridor Vision Guiding Principles, endorsed by the Citizen Task Force in 2008. For the second activity, participants were provided with another map on which proposed boundaries for the Centers and Segments Concept were provided for review and comment.

There were over 800 individual comments made by the 22 small groups during the three workshops. Since the alignment had been determined, the comments were mostly focused on aspects of Grant Road Corridor's community character and vitality.

Overall Themes

Landscape, Streetscape, and Water Harvesting: There was broad support for the proposed improvements with concerns expressed about the long-term maintenance of improvements, and the need to design landscaping with safety in mind.

Safety: Concerns about making improvements for pedestrians who walk along and who cross Grant Road. There were also concerns about safety and crime expressed about certain locations along Grant Road.

Neighborhood Character: There was much input provided about the issues of benefiting and protecting existing neighborhoods. While the specific goals or emphasis changes from segment to segment and for some specific locations, the general themes were:

- Revitalize Grant Road and provide opportunities for services that better meet the needs of residents

- Provide a buffer (i.e., noise, light, visual, etc.) between Grant Road and adjacent neighborhoods; some comments focused on providing a noise wall, others on rubberized pavement, landscaping, and buildings as buffers
- Encourage homeownership
- Address cut-through traffic and provide speed control within neighborhoods

Intensity & Type of Development: A broad range of interests and concerns were raised regarding development along Grant Road. There is support by some for intensification and mixed use in particular locations. There were some specific locations where the scale of existing development was particularly valued and where there may be opportunities to shape development to complement historic patterns and character. There was also a range of interests and concerns about the potential for residential development along Grant Road. A related topic is the wide range of comments and ideas about the future use of property that may remain after acquisitions are made for Grant Road improvements.

Economic & Social Vitality: There was input and concern about supporting small and independent businesses in terms of affordability and type of commercial spaces that will be available along Grant Road in the future. There was also a desire for providing places (e.g., plazas, courtyards, small parks, etc.) for positive social gathering.

January 2010 Workshop Set



This set included 5 workshops, one for each of 5 small segments of the corridor. These workshops included two activities, each related to a specific location along the segment. Participants were provided large drawings of potential Grant Road Corridor Centers and Segments and given “chips” representing specific land uses and building types. Participants were asked to construct their preferred scenario at a center or segment. In another activity, participants were asked to review land use or development scenarios at specific centers and to indicate their preference or provide their feedback. Ninety-four (94)

participants attended, making up 12 small groups. Over 550 individual comments were received.

Overall Themes

- Support for mix of uses in most locations
- Height concerns, not always in line with existing zoning
- Residential
 - supported in many cases
 - student residences – some support & some concerns
 - some Area Plans don’t support specific locations
 - some zoning supports higher densities
- Transition uses & heights adjacent to neighborhoods
- Improve pedestrian access
 - from neighborhoods to Grant Road

- Open space and gathering places
 - how to make it safe?
 - how to maintain it?
- Neighborhood serving uses
 - retail, restaurants, & cafes
 - some interest in community gardens and mercados
- Shared parking
 - safety concerns
 - access to business concerns
 - getting the right amount
- Structured parking
 - some support, varies by center
 - safety concerns