

## Application of Criteria for Pima County Bond Project Proposals

**Directions:** *The Pima County Bond Advisory Committee adopted criteria for project inclusion. For each resubmitted and new bond project proposal, please answer how the project meets the criteria below. If certain criteria do not apply to the project, please answer not applicable. The total response for each project should be no longer than two pages in Arial size 11 font. Please do not submit exhibits or attachments. The completed form should be e-mailed to [Deseret.Romero@pima.gov](mailto:Deseret.Romero@pima.gov) on or before July 15, 2013.*

---

**Project Name:** Historic Miracle Mile/Oracle Revitalization Corridor

**Location:** The proposed project is located along the historic Miracle Mile within an area of the Oracle Road Corridor designated for revitalization. The area, which is bounded by Miracle Mile to the north, Speedway Blvd. to the south, Stone Avenue to the east, and Fairview Ave. to the west, is located within Pima County (Districts 3 and 5) and within the City of Tucson (Ward 3).

**Scope:** This is an historic preservation project that would provide façade and historic resource rehabilitation matching funds to help restore distinctive mid-twentieth century buildings that line the historic Miracle Mile and provide a distinct sense of place upon which to build the area's future. This project would help to realize goals and recommendations identified in the Oracle Area Revitalization Area Project (OARP) report endorsed by Tucson's Mayor and Council on September 13, 2011 (Resolution #21798). The bonds would be used for public/private partnerships to rehabilitate historic buildings and neon signs with a focus on cultivating heritage tourism and economic reinvestment in an area that has been in decline since construction of Interstate 10.

Within the last five years, several public/private restoration projects have been undertaken that demonstrate the contribution that historic preservation can make. Among these are the historic preservation/development of the *Old Pascua Museum and Yaqui Culture Center*; renovation and installation of *six neon signs*; adaptive reuse of several historic motor courts, including the *Monterey Courts*, a venue for performers and artists; the *Wayward Winds*, temporary housing for women and children; and the *Ghost Ranch Lodge*, housing for low-income seniors. This is a beginning, but the window of opportunity to reap the benefits of the area's historic resources in achieving a revitalized corridor is limited and funding to help continue this effort is critical.

**Broad Demonstrated Support by Public:** Once the active northern entrance to Tucson, historic Miracle Mile faced significant economic disinvestment by the 1970s and has been an ongoing concern of residents, property owners, businesses, institutions, and others. Initially citizen efforts took the form of a partnership of area stakeholders seeking to combat crime and urban decay and to create a better quality of life; this effort was known as The Oracle Project (TOP). The Oracle Area Revitalization Project (OARP) grew out of the TOP as stakeholders recognized the need for a separate effort to establish a longer term vision for the area's revitalization.

The OARP was initiated in late 2007 by the City of Tucson to explore what might be done to help encourage the development of employment opportunities, services to meet surrounding needs, social and recreational opportunities, a variety of housing options, sensitivity to the area's historic character, and overall improvement of the built environment. The City team worked with neighborhoods, businesses, institutions, historic preservationists, and others to develop the revitalization concept documented in the OARP report. A Citizens Steering Committee (CSC) was established and held 21 meetings to discuss and share ideas regarding the future of the area and to assist in the development of principles, goals, and recommendations. A variety of public outreach activities complemented the CSC meetings, including nine workshops -- one with each of the area neighborhoods, one with businesses, and one with social service agencies and institutions.

The area's rich history and historic resources resonated with diverse stakeholders. That theme identified as "Americana" in the OARP report celebrates America's fascination with the automobile as symbolized by the neon signs, the motor courts, and the divided roadway, dubbed "Miracle Mile" in honor of the cutting

edge engineering that divided the highway to reduce accidents. The interest in the area's history as a foundation on which to build was further emphasized when the CSC initiated the annual Historic Miracle Mile Open House and Tour to showcase and educate people about the corridor's rich history. This annual event has been held for the past five years and drawn people from all over Tucson and beyond.

**Has Regional Public Benefit:** The Miracle Mile Corridor is a historic asset that has major cultural and economic value to the region. Funding to restore facades and historic resources would go far in building a county and city heritage brand and destination, cultivating small businesses, improving alternative lodging and entertainment venues, creating economic stimulus, and promoting adaptive reuse of historic buildings. Such improvements would further address the immediate issues of crime and deterioration that originally catalyzed stakeholders to rally for action. The high visibility of this northern gateway, located adjacent to an interstate highway and bisected by arterials carrying commuters, tourists, and prospective university and community college students has the potential to reaffirm the region's past, present, and future.

**Partnerships:** The TOP and OARP efforts have already forged significant and sustained public/ private partnerships with such entities as City Transportation and Housing and Community Development; County Cultural Resources; Pima Community College; Tucson Historic Preservation Foundation; Pascua Yaqui Tribe, Gospel Rescue Mission, La Paloma Family Services, Arizona Humanities Council; and Atlantic Development and Investments, Inc. This proposed bond project will cultivate new partners and engage broader community investment.

**Other Funding Sources or Matches:** The historic façade funding is conceived as 2 to 1 (public-private) matching grants for businesses and property owners along the historic Miracle Mile. A similar approach for historic façade rehabilitation has been used successfully in downtown Tucson. The 2M bond dollars would leverage an additional 1M. Collectively the 3M would leverage 20% federal historic tax credits for rehabilitation and state tax credits. This would increase the overall investment to a total of 3.6M. To insure the longevity of public funding value in historic resources, façade easements and local historic designation would be conveyed in exchange for the matching grants. Additionally, the City has committed \$150,000 of Community Development Block Grant (CDBG) funds for historic signage renovation in FY 2014.

**Education & Workforce Training:** This project is based on heritage and cultural education and tourism. Similar to Route 66, this historic Miracle Mile is poised to become a regional destination for visitors and the community. Project partners have explored the possibility of working with Pima Community College (PCC) students in real life education and training through a project to adaptively reuse an historic motor lodge. Students in programs such as Hospitality Management and/or Culinary Arts would be good candidates for a focused training program. The PCC Downtown Campus has already demonstrated its commitment to area revitalization by placing and powering four restored neon signs along its northern boundary.

**Advances Board Adopted Principles of Sustainability and Conservation:** Reinvesting in historic buildings is a fundamentally green and sustainable initiative that will work to reduce demolitions and construction waste. The adaptive reuse of historic buildings (including reusing and recycling existing building materials) also contributes to an enhanced pedestrian environment, which is particularly important in this area, which has low automobile ownership.

**Previously Authorized Large-Scale Bond Projects / Programs Now Short of Funding:** Not applicable.

**Phasing of Large Projects:** This is a single phase project.

**Impact on Operating & Maintenance Costs for Governments & Commitment to Fund These Ongoing Costs:** No operating or maintenance cost increases are anticipated. The development of private sector partners and economic development investments will increase tax revenue and enhance the corridor.

**Project or Program Is a Capital Improvement, Not a Repair or Maintenance Project:** The proposed project is designed to make investments to resources along historic Miracle Mile and spur economic development with strategic capital improvements throughout the area.