



# PLANNING COMMISSION

Planning & Development Services Department • 201 N. Stone Ave. • Tucson, AZ 85701

**DATE:** September 17, 2014

**TO:** Planning Commission

**FROM:** Ernie Duarte  
Executive Secretary

**SUBJECT:** *Broadmoor-Broadway Village Neighborhood Plan Amendment PA-13-02, 151 South Eastbourne Avenue – Parking Use Study Session (Ward 6)*

**Issue** – This is a request by the Planning Center on behalf of Americana Lodgings, LLC (See Attachment C: Amendment Application) to amend the *Arroyo Chico Area Plan (ACAP)* and the *Broadmoor-Broadway Village Neighborhood Plan (BBVNP)* to allow a parking use designation for a 21,780 square foot parcel (129-02-0930) at the southeast corner of the Eastbourne Avenue and Manchester Street intersection. The *ACAP* Residential Subarea 2, Plumer-Country Club Neighborhood Map identifies the amendment site for existing and proposed low and medium density residential use. The *BBVNP* Recommended Land Use Map identifies the amendment site for medium to high density residential use; and *BBVNP* Nonresidential Policy I.C. limits the expansion of commercial uses by prohibiting rezoning of abutting residential use to parking areas.

The plan amendment site abuts the parking area for the Broadway Village Shopping Center and is developed with the Americana Apartments complex. The Broadway Village Shopping Center developer proposes to remove the existing apartment buildings and redevelop the site as a parking lot with 61 spaces to provide a location for the Center's employee parking, provide for overflow parking from the Center, reduce traffic circulation impacts on the neighborhood to the south, and upgrade the residential edge of the neighborhood through increased screening and landscaping. The proposed amendment would allow parking use at this 21,780 square foot parcel.

If their amendment is successful, the applicant will be seeking a rezoning for this parcel from Office (O-3) to Parking (P).

**Recommendation:** Staff recommends that the Planning Commission set this item for public hearing at the regularly scheduled meeting on November 5, 2014.

**Applicant's Proposal:** The applicant's proposed amendment would allow a site currently developed with the Americana Apartments complex at 151 South Eastbourne Avenue to be rezoned to the Parking (P) zone to allow demolition of the existing apartments and redevelopment of the site into a lot with 61 additional parking spaces for the Broadway Village Shopping Center (See Attachment C: Amendment Application). Access to the proposed lot would be from the existing Broadway Village Shopping Center parking lot

abutting the amendment site to the east. The purpose of this additional parking is to continue to preserve and revitalize the Broadway Village Shopping Center by the following:

1. Provide a specific location for the Center's employee parking;
2. Provide for overflow parking from the Center;
3. Reduce traffic circulation impacts on the Broadmoor neighborhood to the south; and
4. Provide a more significant buffer to the residential edge of the Broadway Village Shopping Center neighborhood through increased screening and landscaping.

**Existing Zoning and Land Uses:** The .5 acre amendment site is zoned O-3 Office (See Attachment B: Zoning Map).

To the north and east is the Broadway Village Planned Area Development (PAD 19) developed with the Broadway Village Shopping Center. Abutting the amendment site to the east is a parking lot for the Broadway Village Shopping Center (PAD 19) and single family homes zoned R-1 (Broadmoor Subdivision).

To the south is R-1 zoning developed with single-family residences (Broadmoor Subdivision).

To the west is O-3 Office zoning developed with an apartment complex and R-1 zoning developed with the single-family residences (Broadmoor Subdivision).

**Land Use Policy Direction:** Policy direction is provided by the City's *Plan Tucson* (2013), *Arroyo Chico Area Plan (ACAP)* (1986), and the *Broadmoor-Broadway Village Neighborhood Plan (BBVNP)* (1988). Key policies are summarized below; a complete policy listing is provided as Attachment E.

**Plan Tucson:** *Plan Tucson* identifies Broadway Boulevard as a mixed use corridor which supports redevelopment and revitalization of existing commercial land use that will stabilize and enhance the transition edge when adjacent to existing residential uses.

**Arroyo Chico Area Plan (ACAP):** *ACAP* identifies Broadway Boulevard as a major street corridor where commercial developments should be consolidated at major street intersections and integrated with adjacent commercial development (including joint access and shared parking) when designed to be compatible with adjacent residential uses. Broadway Boulevard and Country Club Road are designated arterial streets on the *Major Streets and Routes Plan*.

**Broadmoor-Broadway Village Neighborhood Plan (BBVNP):** *BBVNP* recognizes Broadway Boulevard as the appropriate location for commercial development with the focus on compatibility of nonresidential development with adjacent single-family residential uses. *BBVNP* also supports buffering between higher density land uses and less intense development.

**Public Contact:** Within the past year, the applicant has held several meetings with the surrounding neighborhoods presenting plans to redevelop the subject property as a parking project. The first two meetings were held on: January 21, 2013, and February 27, 2014. On June 25, 2014, the applicant held their required neighborhood meeting with 22 people in attendance.

Issues discussed during the meetings included the need for additional parking, the design of the parking area, landscaping and buffering of existing residential uses, reconfiguration of the local alley system, and, pedestrian and traffic circulation and safety on Eastbourne Avenue and Manchester Street.

**Conclusion:** The proposed amendment would allow for the redevelopment of the amendment site into a parking area at the southeast corner of the intersection of Eastbourne Avenue and Manchester Street.

The proposed development is consistent with the goals and policies of *Plan Tucson* and the general direction of the *Arroyo Chico Area Plan* and the *Broadmoor-Broadway Village Neighborhood Plan*. The parking zone can act as a buffer and transition zone between residential and commercial uses, and supports the intent of the *Broadmoor-Broadway Village Plan* to preserve the single-family residential character while supporting the neighborhood's commercial district along Broadway. The Broadway Village shopping center is a valued architectural landmark and meeting place in the community. Additional parking will enable the shopping center to continue to thrive in a way that preserves its current character and historical significance. Redevelopment of the amendment site into a parking use provides an opportunity to create a space for employee parking for the shopping center, which will allow customers to park closer to businesses. It also provides an opportunity to create a stand-alone parking lot that could be used by other businesses along Broadway. A parking use would not diminish the single-family residential character of the neighborhood. Rather, this character would be preserved, as the configuration of the site allows access to the parking area through the existing Broadway Village parking lot, which promotes safety and would reduce traffic and congestion on Eastbourne and Manchester. Furthermore, the lot discourages on-street parking in the residential subdivision by offering a designated space for overflow parking. The proposed plan amendment requires the following changes:

1. A map change to the *Arroyo Chico Area Plan* Residential Subarea 2 Plumer-Country Club Neighborhood Map changing the amendment site from Low and Medium Density Residential to Parking;
2. A map change to the *Broadmoor-Broadway Village Neighborhood Plan* Recommended Land Use Map changing the amendment site from Medium to High Density Residential to Parking; and
3. A text change to *Broadmoor-Broadway Village Neighborhood Plan* Nonresidential Policy I.C. excepting Parcel 129-02-0930 (the amendment site) from the prohibition of the rezoning of abutting residential uses to parking areas for the expansion of commercial uses.

Staff recommends the Planning Commission set this item for public hearing in November 2014. Staff will continue to review this proposal relative to existing and planned land uses, as well as other relevant information.

Attachments:

A: Context Map

B: Zoning Map

C: Copy of the Plan Amendment Application

D: *Arroyo Chico Area Plan* Conceptual Land Use Map,

E: *Broadmoor-Broadway Village Neighborhood Plan* Conceptual Land Use Map and Non-Residential Policy 1.C

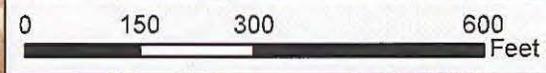
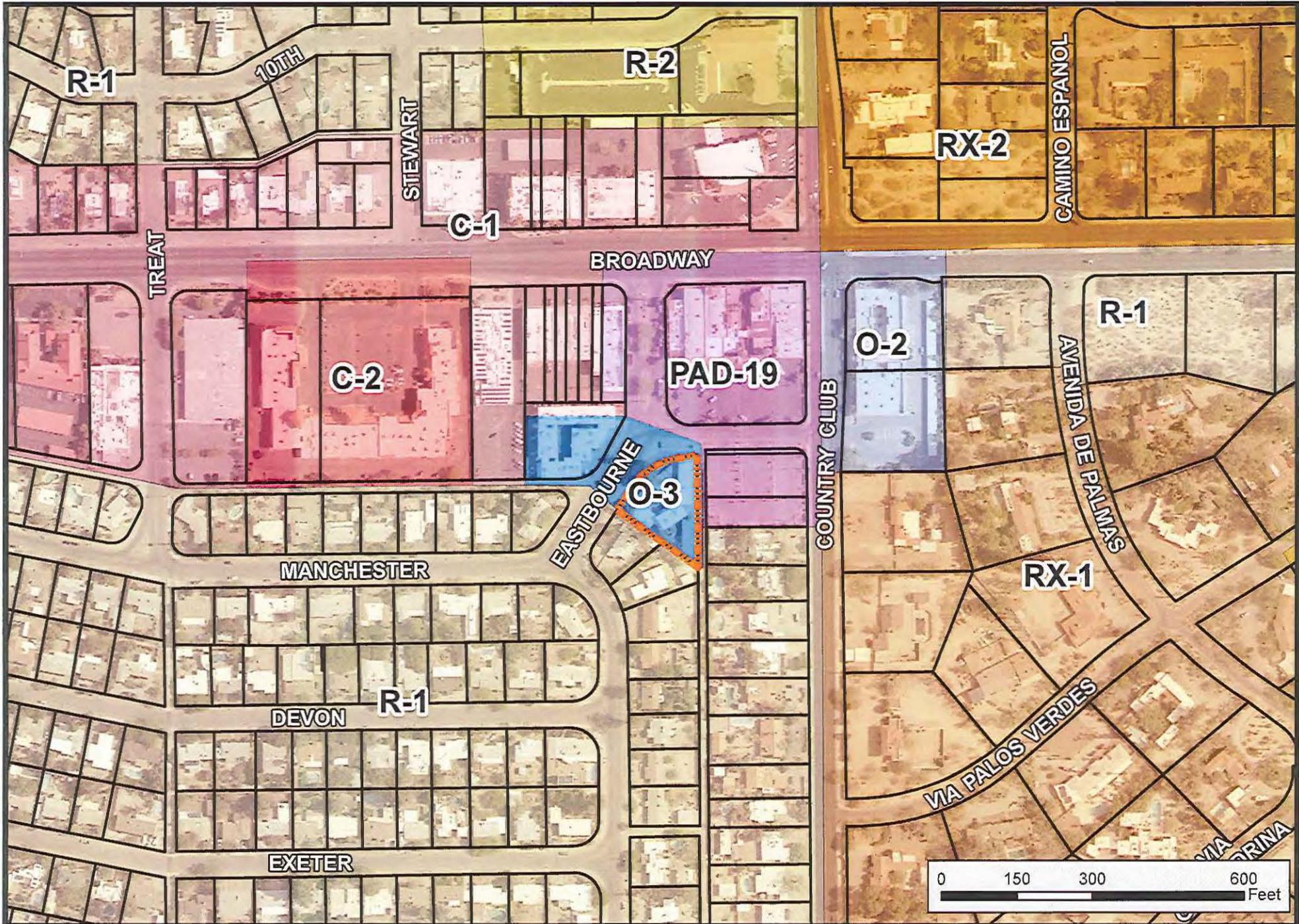
F: Land Use Plan Policies



### Broadmoor-Broadway Village Neighborhood Plan Amendment: Context Map



Amendment Area



### Broadmoor-Broadway Village Neighborhood Plan Amendment: Zoning Map





PLANNING &  
DEVELOPMENT  
SERVICES DEPARTMENT

# Application for Plan Amendment

February 2010 Form

## SECTION 1 - Case Filing Information

To be filled out by Staff

Date Filed: 7-18-14 Received by: JL Beall

Area/Neighborhood Plan to Be Amended:

Broadmoor- Broadway Village Neighborhood Plan & Arroyo Chico Area Plan

Date Plan Was Adopted by Mayor and Council: 03/28/1988, 03/24/1986

Plan Amendment Name: 151 South Eastbourne Avenue

Plan Amendment Number: PA-13-02 Processing Fee: \$2052.00

## SECTION 2 - Site Identification

Street Address: 151 South Eastbourne Avenue

Township/Range/Section: 14S/14E/17 Tax Code No: 129-02-0930

Nearest Major Cross Street: Broadway Boulevard & Country Club Road

Amendment Site Size: 0.5 ACRES

Attach Assessor's map and current color aerial photograph of site and surrounding properties to application.

## SECTION 3 - Applicant Information

If the applicant is not the property owner, please provide the property owner(s) name(s), address(es), and telephone and fax number(s), and the property owner's dated signature. A letter from the owner authorizing the applicant to represent the owner in the processing of this plan amendment must be attached to the application.

**SECTION 3 - Applicant Information Cont'd.**

Applicant or Agent's Name: Kelly Lee

Firm's Name: The Planning Center Phone No: (520) 623-6146

Address: 110 South Church, Suite 6320, Tucson, Az 85701 Fax No: (520) 622-1950

Kelly Lee July 3, 2014  
Signature Date

**SECTION 4 - Site and Surrounding Conditions**

**SITE**

Existing Site Zoning: O-3 Office Zone Current Use of Site: Apartment Complex

Current Site Conditions (undeveloped or developed; and, if developed, list significant improvements on the site - buildings, pavement, walls/fences, etc.):

The site is developed with a 10-unit apartment complex, referred to as the Americana apartments. It is comprised of 3 structures, (2) 1-story structures and (1) 2-story structure. A 20-foot wide public alley is located along the east boundary leading to 8 covered parking spaces. A 5-foot tall wooden privacy fence screens the property from Manchester Street to the north and Eastbourne Avenue to the west. A 5-foot masonry wall screens the property to the south. There are no landscape borders along the perimeter of the property.

**SURROUNDING AREAS**

Existing Zoning: North PAD-19 South R-1 East PAD-19, R-1 West R-1, O-3

Describe Land Uses and Development on Surrounding Properties:

North is the Broadway Village shopping center (PAD-19), which includes restaurant space, personal services and specialty retail stores for clothing, home accessories and miscellaneous merchandise. The existing building square footage is 37,459 and the proposed is an additional 10,000 square feet. To the south and west are single family and multi-family residences within the Broadway Village and Broadmoor Subdivisions. East of the site is Broadway Village Shopping Center parking and single family residences.

**Neighborhood Context:** The Broadmoor-Broadway Village Neighborhood Plan (BBVNA) represents a mixed use neighborhood within the City of Tucson. Single family residential is the dominant land use, multi-family residential exists to the west of the site and the Broadway Village shopping center directly supports the neighborhood through providing commercial support services and economic development for the area. The shopping center serves to provide the neighborhood with a unique sense of place. Located on 2 major points of access, Broadway Boulevard, an gateway arterial roadway and Country Club Road, a arterial roadway.

**Proposed Site Development**

**Proposed Use:** Parking Lot

**Proposed Zoning:** TBD

The project proposal is for a parking lot to serve the customers of Broadway Village Shopping Center, employees of the Broadway Village Shopping Center and the general public.

**Proposed Site Improvements (buildings, parking areas, etc.):**

See attached description #1.

**Identify the parts of the Plan that need to be amended, and why. List any policies and identify any maps that are proposed to be changed.**

Two map revisions and one exception to policy I.C are proposed. See attached description #2.

**Provide proposed new goal and policy language, and proposed new maps that incorporate the change.**

Same #2 attached description.

**Explain how the proposed changes are consistent with and supported by the overall goals, and any applicable policies, of the Area or Neighborhood Plan:**

See attached description #3.

**SECTION 5 - Plan Amendment Information Cont'd.**

Explain how the proposed changes are consistent with and supported by the goals and policies of Plan Tucson.

See attached description #4

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Provide additional supporting information that demonstrates why this amendment should be approved.

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A concept plan is not required. However, staff encourages the applicant to submit one.

Is a concept map being submitted with this application? Yes X No \_\_\_\_\_

**SECTION 6 - Pre-Submittal Meeting Information**

The following must be attached to the plan amendment application (see Part 4 of the handout titled "Plan Amendments - Information for Applicants"):

- Copy of the meeting notice that was mailed
- Copy of the mailing list used
- Certification of mailing
- Copy of the sign-up sheet showing who attended the meeting
- Meeting summary
- Copy of any maps, drawings, or written information provided at the neighborhood meeting
- Any changes in the plan amendment proposal based on comments received at the neighborhood meeting
- Copy of notes from rezoning pre-submittal meeting

**1. PROPOSED SITE IMPROVEMENTS (refer to page 3 of 4 Application for Plan Amendment)**

- **Demolition of existing apartments** – the existing Americana Apartments and covered parking area are proposed to be removed to construct a new parking lot. The proposed parking lot will consist of approximately 60 parking spaces.
- **Alley Realignment & Vacation**- The proposal is to realign from the east boundary to southern boundary of the subject property, moving the alley access from Manchester Avenue west to Eastbourne Avenue. The applicant is currently working with Jim Rossi of the City of Tucson Real Estate to provide the most efficient and safe parking alignment while prohibiting direct access to the residential areas and local streets.
- **Shared Access**- The alley realignment will combine the two parking areas through the use of a cross-access agreement, create a common parking area and shared on-site circulation. This will eliminate any vehicular or pedestrian safety concerns with access points within proximity to the Manchester/Eastbourne Intersection.
- **Proposed Screening Techniques**- The parking lot will be screened with a 30-inch-high vegetative screen from Manchester Avenue and Eastbourne Avenue. A 5-foot-high vegetative screen will be planted along the south adjacent to the realigned public alley. A 5-foot-high wrought iron security fence will be installed along the Eastbourne, Manchester and alley boundaries.
- **New Healthy Vegetation & Landscape Borders** - Landscape borders will be planted with canopy trees every 33 feet and fifty percent or more of the area of the street landscape border must be covered with shrubs or vegetative ground cover.
- **Parking Lot Landscaping**- One canopy tree per every four parking spaces.
- **Security**- An electronic security monitoring system will be incorporated on the site.
- **Employees**- The new parking will be used primarily for employees, overflow customer parking and overflow parking for adjacent local businesses. Management will be directed to encourage employee parking in this new lot to help reduce the amount of trips into the new parking area as the employees would remain parked during their shifts. It will also encourage customers to park closer to the existing businesses.
- **Rainwater harvesting** – Rainwater harvesting will be employed to the extent feasible.
- **Lighting**- Pedestrian-height parking lot lighting will be installed in accordance with the City of Tucson Dark Sky Ordinance.
- **Pedestrian circulation**- A sidewalk proposed along Eastbourne Avenue, and crosswalks across Manchester and Eastbourne to the existing Shopping Center
- **Vehicular circulation**- Additional signage will be incorporated at the Eastbourne & Manchester Intersection and along Eastbourne to improve safety.

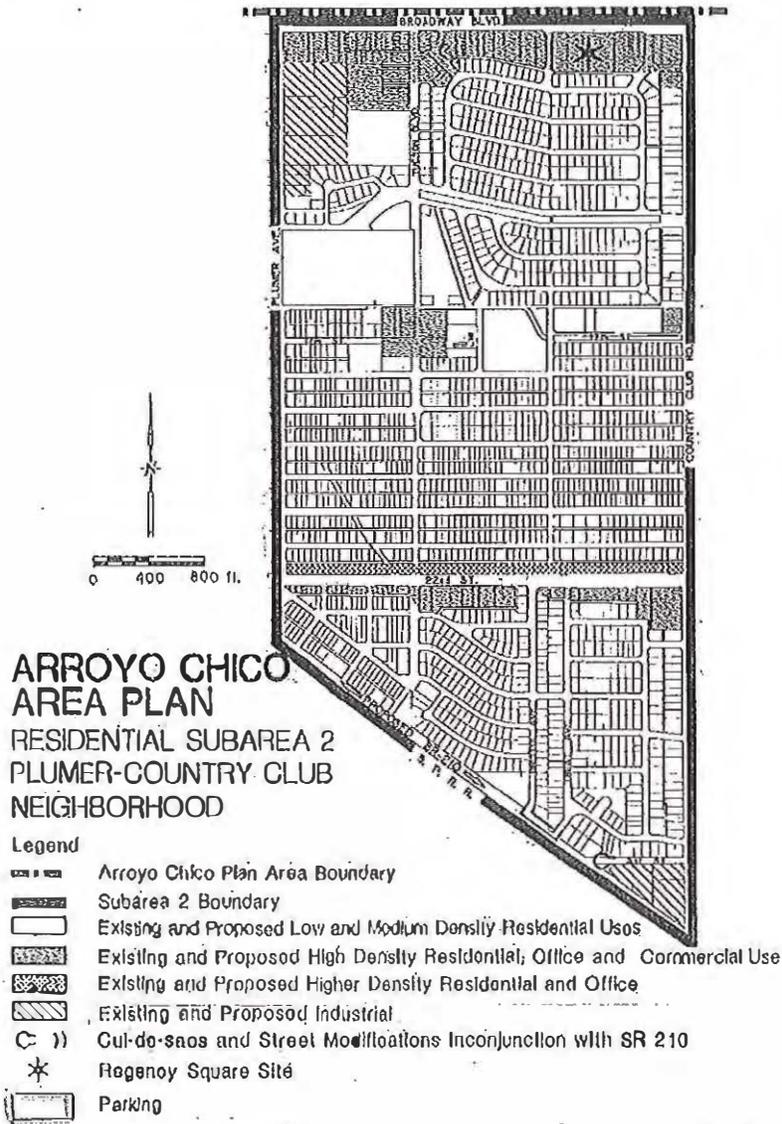
**2. Identify the parts of the Plan that need to be amended, and why. List any policies and identify any maps that are proposed to be changed (refer to page 3 of 4 Application for Plan Amendment)**

- **The Arroyo Chico Area Plan:**
  - **Residential Subarea 2 Plumer-Country Club Neighborhood Map** is proposed from Existing and Proposed Low and Medium Density Residential to Parking. (See Exhibit A: Arroyo Chico Map).

- The Broadmoor-Broadway Village Neighborhood Plan:
  - Recommended Land Use Map is proposed to be changed from Medium to High Densely Residential to Parking for only this site. (See Exhibit B: BBVNP Map).
  
- The Broadmoor- Broadway Village, Policy I.C on page XX. Request to add the following language to Policy I.C: Limit the expansion of commercial uses by prohibiting rezoning of abutting residential use to parking areas **(except for Parcel 129-02-0930, as identified on Exhibit B).**

Exhibit A: Arroyo Chico Map

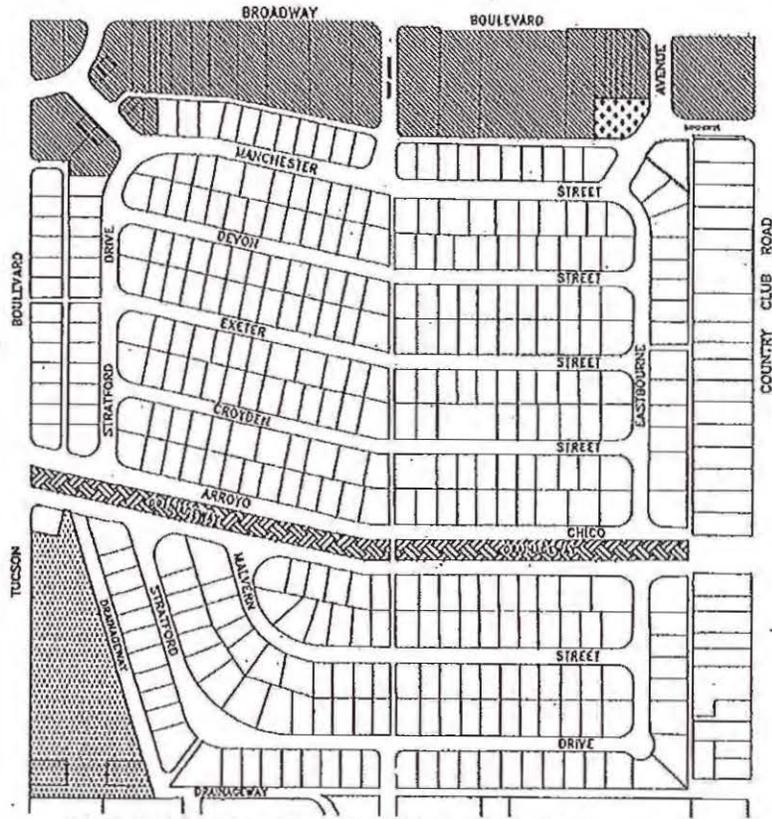
Arroyo Chico Area Plan



7-00

Exhibit B: BBVNP Map

Broadmoor-Broadway Village Neighborhood Plan



**BROADMOOR-BROADWAY VILLAGE  
NEIGHBORHOOD PLAN**

RECOMMENDED LAND USE MAP

Legend	
	Low Density Residential
	Medium to High Density Residential
	High Density Residential / Office / Commercial
	Institutional
	Drainage / Open Space
	Parking

3. Explain how the proposed changes are consistent with and supported by the overall goals, and any applicable policies, of the Area or Neighborhood Plan (refer to page 3 of 4 Application for Plan Amendment)

**Arroyo Chico Area Plan**

The Intent of the ACAP is to guide future development while protecting and enhancing existing neighborhoods. The goals include encouraging a compatible mix of residential, industrial and business uses in the plan area, while protecting the integrity of existing neighborhoods. Policies that apply to the project proposal include:

- AACP- Commercial Policy IA: Require appropriate design elements (screening, landscaping, setbacks, height restrictions, screened or covered storage, shielded or directed lighting, etc) during the rezoning and development review process when locating commercial uses in proximity to established neighborhoods.
- AACP-Commercial Policy 2A: Ensure future commercial developments be:
  - Limited to a minimum number of access points
  - Integrated with adjacent commercial development (including joint access, shared parking, etc); and
  - Designed to be compatible with adjacent residential uses (including existing screening, landscaping, setbacks, and height restrictions).
- AACP- Commercial Policy 2D: Encourage parking areas to be located to the side or rear of commercial structures.

**Broadmoor- Broadway Village Neighborhood Plan**

The Intent of the BBVNP is to maintain a safe and enjoyable living environment that enhances the residential, historical and architectural elements of the Broadmoor neighborhood. The Broadway Village shopping center is considered one of the most important features to the neighborhood. Begun in 1939, the shopping center is a masterpiece designed by prominent Swiss architect, Josiah Joseler and built by John and Helen Murphy. It provides a commercial anchor to the Broadmoor & Arroyo Chico residential neighborhoods and architecturally blends with the residential area. Residents are very proud of this cultural facility which has been a meeting place and has given the neighborhood a source of identity. The vast majority of residents are dedicated to safeguarding all these features. Other policies that apply to the project proposal:

- BBVNA-Policy I.A: Design new non-residential uses to be sensitive to existing adjacent residential areas.
- BBVNA- Policy I.C: Encourage the use of drought tolerant landscaping, including trees and understory vegetation.
- BBVNA-Policy II.A, II.B, II.C: Encourage the integration of new office/commercial development compatible with adjacent existing or proposed office/commercial uses through the use of shared access, common parking and maneuvering areas, and shared on-site circulation.
- BBVNA Neighborhood Landscape Design Guide- Policy I: Maintain existing mature vegetation and replace lost mature vegetation, especially large trees.
- BBVNA-Policy I.L: Encourage consultation with immediate neighbors for the siting of buildings and additions to provide privacy, noise attenuation, and protection of view corridor for adjacent uses.

Plan Conformance

The goal of the redevelopment proposal is to help to preserve and revitalize the Broadway Village Shopping Center. As stated in the BBVNP, Broadway Village Shopping Center is considered one of the most important features to the neighborhood. The addition of new parking will aid the vitality of the shopping center and serve the parking needs for employees, overflow customer parking and overflow parking for adjacent local businesses. Management will encourage employees to park in this area, which will reduce the amount of trips into the new parking area as the employees would remain parked during their shifts and allow customers to park closer to existing businesses. It will also reduce the potential overflow parking on neighborhood streets, help prevent traffic congestion into the adjacent neighborhood, and provide a better transition use. The parking zone limits the site to parking only. Buildings, loading zones, dumpsters and multi-story parking structures (added per neighborhood input) will be prohibited.

The applicant is currently working with Jim Rossi of the City of Tucson Real Estate on an alley realignment to provide a common parking area with shared on-site circulation. This will result in the most efficient and safe parking alignment while prohibiting direct access to the residential areas and local streets. A sidewalk will be added along Eastbourne Avenue, and crosswalks across Manchester and Eastbourne to the existing Shopping Center. Additional safety improvements include installation of stop signs at the Manchester and Eastbourne intersection, the realignment of existing parking spaces along the northern frontage of the parcel near the Manchester/Eastbourne intersection and the realignment of the Manchester roadway pavement marking to allow for a wider turn onto Manchester Avenue from Country Club Road.

The proposed parking lot is designed to be sensitive to the adjacent neighborhood. Enhanced screening with drought tolerant vegetation will be provided on all sides adjacent to public right-of-way and the public alley realignment with new healthy vegetation. Proposed screening includes vegetative screens and landscape borders to prevent vehicle headlights shining onto adjacent properties. For security, Tucson Police Department has been contacted regarding the screening and masonry screen walls are not recommended due to the history of car thefts in the area. Tucson Police Department has recommended we install a 5-foot-high wrought iron security fence and the applicant is also installing new security cameras.

The neighbors immediately adjacent to the site and the applicant have signed agreements allowing the applicant to improve the visual and sound attenuation of the existing adjacent screening walls by extending and enhancing them. In addition, the property owner, as a member of the Broadmoor Broadway Village Neighborhood, values the existing mature vegetation surrounding Broadway Village and is in the process of evaluating a mature tree located on the subject property.

In summary, the applicant and owners of Broadway Village are dedicated to maintaining the historic nature of Broadway Village and safeguarding these features. With the addition of 60 parking spaces to the center, the existing and future businesses will continue to thrive and maintain this cultural facility which has historically been a meeting place for the residents of Broadmoor and Arroyo Chico neighborhoods.

**4. Explain how the proposed changes are consistent with and supported by the goals and policies of *Plan Tucson* (refer to page 4 of 4 Application for Plan Amendment)**

Plan Tucson 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. According to the Plan Tucson Future Growth Scenario Maps, this area is identified as a mixed use corridor. A mixed use corridor includes a higher-intensity mix of jobs, services, and housing along major streets. The following Land Use, Transportation and Urban guidelines apply to the subject property:

- o LT26.1.7- Preserve and strengthen the distinctive physical character and identity of individual neighborhoods and commercial districts in the community.
- o LT26.1.9- Support strategically located mixed-use activity centers and activity nodes in order to increase transit use, reduce air pollution, improve delivery of public and private services, and create inviting places to live, work, and play.
- o LT26.1.14- Support the continuation of original use or adaptive reuse of historic landmarks.
- o LT26.6.4- Support neighborhood commercial uses located at the intersections of arterial streets, arterial and collector streets, or collector street intersections.
- o LT28.6.6- Support the redevelopment and/or expansion of existing strip commercial development that will improve traffic flow, pedestrian mobility and safety, and streetscape quality when:
  - a. The project stabilizes and enhances the transition edge when adjacent to existing and future residential uses;
  - b. Primary access can be generally provided from a major street;
  - c. Required parking, loading, and maneuvering can be accommodated on site;
  - d. Screening and buffering of adjacent residential properties can be provided on site;
  - e. Adjacent uses can consolidate design elements, where feasible, such as access points, parking, landscaping, and screening;
  - f. Current or future cross access between parcels and uses can be feasibly accommodated; and,
  - g. Buildings and their associated activities, such as, but not limited to, loading zones and dumpsters, can be oriented away from adjacent residential uses, toward the interior of the site or toward boundaries adjacent to similar uses.

The proposed redevelopment project will help to preserve and revitalize the Broadway Village Shopping Center. As Arizona's first shopping center and considered an important architectural landmark of Tucson, it will allow Broadway Village to attract thriving businesses and continue to provide a sufficient amount of parking areas for the retail spaces, employees, and adjacent local businesses.

The new parking area will reduce the potential overflow parking on neighborhood streets and help prevent traffic congestion into the adjacent neighborhood. The proposed alley realignment will provide for better on-site circulation by combining the two parking areas through the use of a cross-access agreement, create a common parking area and shared on-site circulation. This will eliminate any vehicular or pedestrian safety concerns with access points within proximity to the Manchester/Eastbourne Intersection.

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Americana Apartments Plan Amendment Application Addendum

The addition of sidewalks and crosswalks and directional signage will increase pedestrian and vehicular safety within this urbanized area. Adequate landscape borders and screening around the periphery will be implemented to mitigate the impact of noise and vehicular headlights.

June 27, 2014

City of Tucson  
Attn: John Beall  
Principal Planner  
Planning and Development Services  
201 North Stone, 2<sup>nd</sup> Floor  
Tucson, AZ 85701

Subject: Americana Apartments Plan Amendment, T13PRE0058  
Tax Parcel 129-02-0930  
TPC Project No. ALL-01

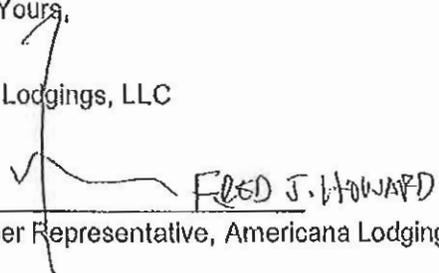
Dear John:

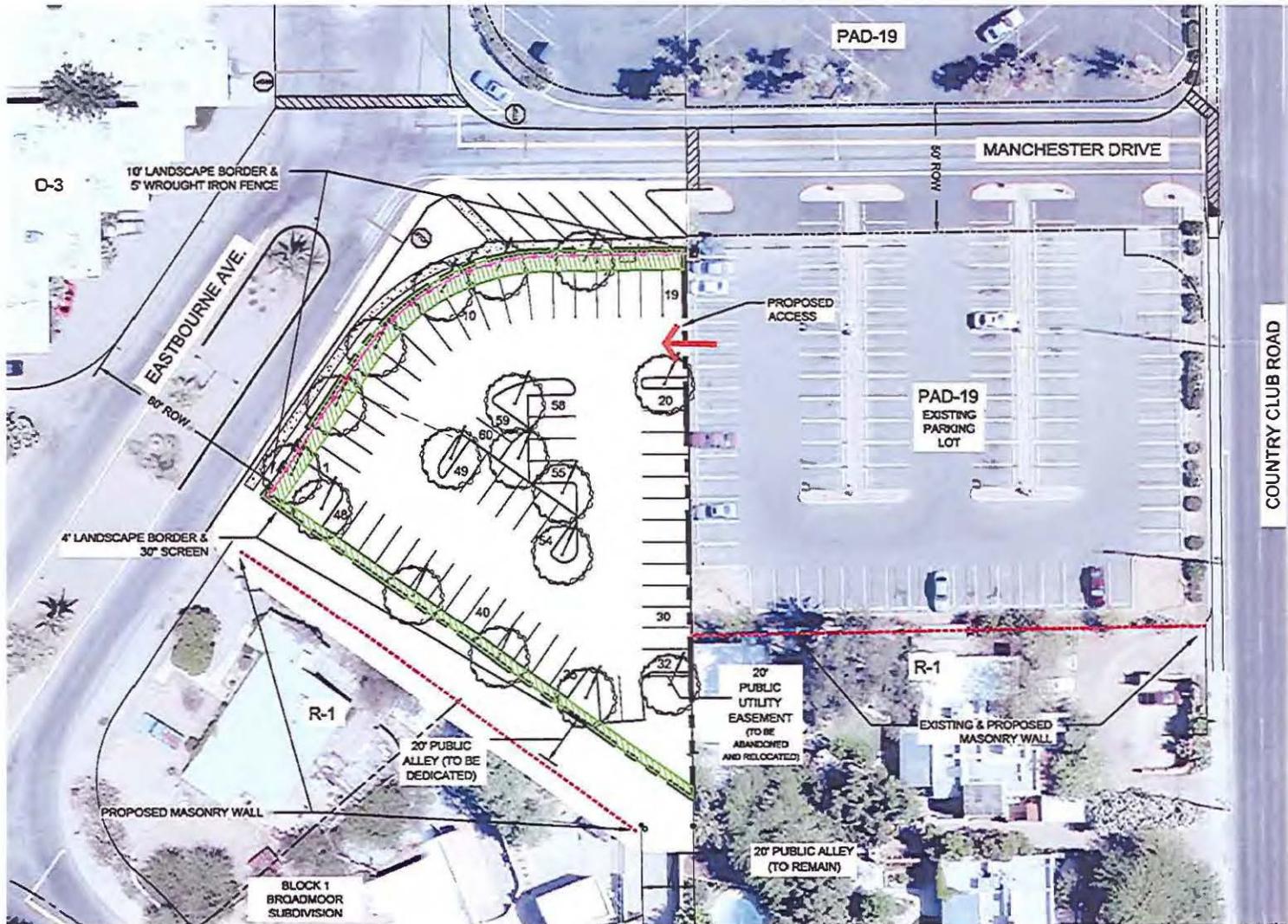
As owners of the above referenced tax parcel, I hereby authorize The Planning Center to act as our agents throughout the plan amendment and rezoning process.

Very Truly Yours,

Americana Lodgings, LLC

By: \_\_\_\_\_

 FRED J. HOWARD  
Member Representative, Americana Lodgings, LLC



**LEGEND**

-  PROPERTY BOUNDARY
-  LANDSCAPE BORDER
-  MASONRY WALL
-  5' WROUGHT IRON FENCE

**NOTES**

- SITE ACREAGE: 0.49 AC
- EXISTING ZONING: O-3 (OFFICE)
- PROPOSED ZONING: P (PARKING ZONE)
- NEW PARKING STALLS IN PROJECT BOUNDARY: 60

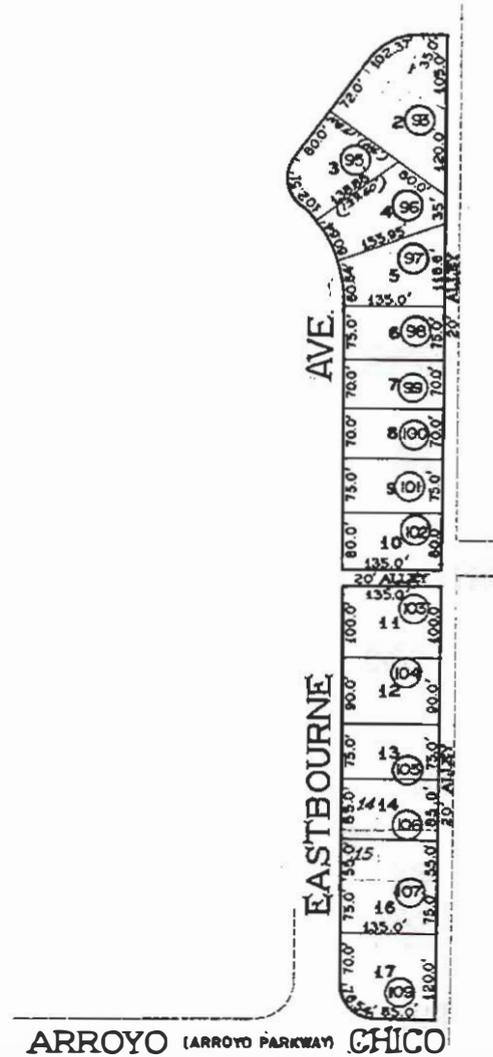
SCALE: 1" = 40'  
 PROJECT: AL-01 DATE: 08/28/18  
 FILE NAME: AL-01-SITE 081714C REV.040



# ASSESSOR'S RECORD MAP

129-02  
9/18

## BLOCK 1 BROADMOOR



SCALE - 1" = 150'

SEE BOOK 7, PAGE 46 M & P.

129-02

155(5)

Book-Map-Parcel: 129-02-0930	<a href="#">Oblique Image</a>	Tax Year:	Tax Area: 0150					
<b>Property Address:</b>								
Street No	Street Direction	Street Name	Location					
151	S	EASTBOURNE AV	Tucson					
<b>Taxpayer Information:</b>		<b>Property Description:</b>						
AMERICANA LODGINGS LLC 4728 E BROADWAY BLVD TUCSON AZ  85711-3608		BROADMOOR LOTS 1 & 2 BLK 1						
<b>Valuation Data:</b>								
	2014				2015			
	LEGAL CLASS	VALUE	ASMT RATIO	ASSESSED VALUE	LEGAL CLASS	VALUE	ASMT RATIO	ASSESSED VALUE
LAND FCV	Res Other (4)	\$76,608	10.0	\$7,661	Res Other (4)	\$502	10.0	\$50
IMPR FCV	Res Other (4)	\$231,392	10.0	\$23,139	Res Other (4)	\$319,847	10.0	\$31,985
TOTAL FCV	Res Other (4)	\$308,000	10.0	\$30,800	Res Other (4)	\$320,349	10.0	\$32,035
LIMITED VALUE	Res Other (4)	\$287,351	10.0	\$28,735	Res Other (4)	\$301,719	10.0	\$30,172
<b>Property Information:</b>								
Section:	17							
Town:	14.0							
Range:	14.0E							
Map & Plat:	7/48							
Block:	002							
Tract:								
Rule B District:	11							
Land Measure:	21888.00F							
Group Code:								
Census Tract:	700							
Use Code:	0350 (APARTMENTS 5 TO 24 UNITS)							
File Id:	1							
Date of Last Change:	12/31/2012							
<b>Commercial Characteristics:</b>								
SEQ-SECT	Contract Year	Model	IPR	Sqft.	RCN	RCNLD	Model Description	
001-001	1947	0353	0000000	6220	\$585,380	\$220,103		
<b>Valuation Area:</b>								
Condo Market:	60							
DOR Market:	10							
MFR Neighborhood:	SC_ARROYO_CHICO							
SFR Neighborhood:	05006701							
SFR District:	14							
<b>Recording Information:</b>								
Sequence No.	Docket	Page	Date Recorded	Type				
20123490978	0	0	2012-12-14	WARRANTY DEED				
20092370027	13702	128	2009-12-10	AFFIDAVIT SUCCESSOR TRUSTEE				
20092370028	13702	132	2009-12-10	WARRANTY DEED				
97083505	10555	3498	1997-05-29					
0	2254	440	1753-01-01					
<b>Owner's Estimate:</b>								
Tax Year	Estimate							
2006	\$170,000.00							
2004	\$170,000.00							
2003	\$150,000.00							
2002	\$150,000.00							



June 11, 2014

Dear Neighbor:

You are invited to attend a **follow-up** neighborhood meeting regarding a plan amendment request for the Americana Apartments property. Americana Apartments is located on a ½-acre property located south and west of the Broadway Village Shopping Center. The meeting will be held on **Wednesday, June 25 at 6 pm at the Ward 6 Council Office at 3202 East 1st Street, Tucson, Arizona 85716**. At this meeting, we will provide an update on the project.

The project proposal includes the demolition of the existing Americana Apartment complex to construct additional parking needed for the Broadway Village Shopping Center. This request is to change the existing residential land use designation as identified by both the Broadmoor Broadway Village Neighborhood Plan (BBVNP) and the Arroyo Chico Area Plan (ACAP) to parking only land use. The map revisions includes:

- ACAP map is proposed to be changed from "Existing and Proposed Low and Medium Density Residential" to "P (Parking)".
- BBVNP map is proposed to be changed from "Medium to High Density Residential" to "P (Parking)".

Upon approval, a rezoning request from 0-3 (Office) to P (Parking) would be submitted. Comments on the proposed plan amendment may also be submitted to the City of Tucson Planning and Development Services at P.O. Box 27210 Tucson, AZ 85726, contact phone number is 791-5550. Additionally, comments may be made verbally and/or in writing at the Planning and Zoning Commission public hearing.

If there are specific areas of concern you would like to discuss, please contact Kelly Lee at The Planning Center at (520) 623-6146 or [klee@azplanningcenter.com](mailto:klee@azplanningcenter.com)



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Tucson AZ 85701

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**Americana Apartments Plan Amendment  
Broadmoor BV Board Meeting**  
6:00 pm, Wednesday, June 25, 2014  
Location: Ward 6 Council Office

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**In attendance:**

Fred Howard- Owner  
Randy Finrock- Owner  
Mike Grassinger- The Planning Center  
Jack Neubeck- The Planning Center  
Kelly Lee – The Planning Center  
Steve Kozachik – Ward 6 Council Member  
Diana Amado – Ward 6 Aide  
Jen Levstik, Preservation Lead Planner, City of Tucson Office of Integrated Planning

**Meeting Notes:**

This meeting was a requirement of the plan amendment process for the City of Tucson. All neighbors within 300 feet and all neighborhood associations within one-mile were invited to this meeting. Steve Kozachik and Diana Amado from Ward 6 were in attendance. Jen Levstik from the City of Tucson Historic Preservation Office of Integrated Planning was also in attendance. Meeting Fact Sheets (enclosed) were handed out and a PowerPoint presentation was shown. The PowerPoint slides included:

- An aerial display showing the site and surrounding property
- An existing zoning display showing the existing property zoning and surrounding zoning
- Broadmoor BV Neighborhood Plan Map
- Arroyo Chico Area Plan Map
- Project Information Slide
- Conceptual Site Plan
- Key Points
- Plan Amendment Process Slide

*The following is a list of questions from the neighbors in attendance and responses.*

Neighbor question: The Broadway Village (BV) PAD allows for two new buildings on the south parking area. Is this new parking for those additional buildings?

- Response: No, the proposed parking area is for the existing BV Shopping Center existing and future tenants.

Neighbor question: We are concerned about adding more structures. We do not want to increase the demand for parking more than it already is.

- Response: We do not intend to build any new buildings on the BV property.

Neighbor question: Are you in compliance with the PAD parking requirements today?

- Response: Yes. The parking problem is not a code issue; it is due to the success of the existing businesses within BV. Seventeen percent of the Shopping Center is not occupied. BV owner's intent is to create a specialty market, possibly a new grocer, which would also trigger the need for this parking. Our main goal is to prevent parking overflow into the neighborhood.

Owner comment (Randy): A parking analysis is currently underway. We will share that information with the neighborhood once it is complete.

Neighbor question: Why are you doing a parking analysis now? Why wasn't it completed prior to this meeting?

Response: At the city preapplication meeting, staff did not indicate it would be required at this stage but we decided to go ahead and get one done anyway.

Neighbor question: It looks like the access to the new parking area may be a bottleneck area.

- Response: There are three entrances into existing BV south parking area. The intent of the new parking area is to encourage employee parking in this lot. This will help with the amount of trips into the new parking area as the employees would remain parked during their shifts. .

Neighbor question: What is the cost of demolition? What are the costs to construct the parking lot? Why not save money, renovate the Americana Apartments and purchase or rent the parking area across Country Club for \$1500/month.

- Response: There is currently a negative cash flow in regards to the Americana Apartments. They are beyond repair and it is no longer an economically viable asset. There is a theory of greater good. We believe that by allowing for additional parking, it will allow the BV Shopping Center to continue thriving. Without the parking, the parking will overflow onto neighborhood streets.

Neighbor comment: Why don't you spend the money on a legal binding document to prohibit the future buildings in the BV south parking lot?

- Response: We will prohibit any future parking structures to be located on the site; however, we cannot agree to limiting development within the BV PAD. This is a plan amendment request for the Americana Apartments site alone.

Neighbor question: Is it a given that the Americana Apartments will be demolished?

- Response: Yes, the apartments are no longer an economically viable asset.

Neighbor question: Landscape seems minimal for what you are proposing. Is there any way you can increase the landscape border?

- Response: Yes. We can look into adding more trees/shrubs into the landscape plan along the property boundaries.

Neighbor question: Will you consider selling Americana to Phil Lippmann? We really like the renovation he completed across the street.

- We have discussed this with Mr. Lippmann. He has issued a letter of support for our proposed demolition of the apartments.

Neighbor comment: Will you consider pursuing a historic designation on BV?

- Response: We have looked into gaining a historic designation on the BV property. The rules and regulations outweigh the benefits for the BV Shopping Center.
- City staff comment (Jen Levstik- City Historic Preservation Office): The city process for gaining a historic landmark designation has gotten easier. You are welcome to come to my office and learn more.
- Response: We will arrange a meeting to better understand and discuss the historic options.

Neighbor question: How does the southbound traffic access the realigned alleyway? What about garbage trucks?

- Response: Access southbound will enter from Eastbourne Avenue. Garbage will re-route to utilize the realigned alleyway. They may service the neighborhood first and enter the realigned alley from Eastbourne Avenue

Neighbor question: I fear that if this plan amendment is approved, it opens up the door for more intense use on the property. What was the zoning of the property when the area plan designated the site as medium to high density residential?

- Response: I don't know. We will do some research and get back to you.

Neighbor comment: We want to retain the historic nature of the Americana Apartments a vital entryway to Broadmoor BV Neighborhood. The Americana Apartments are the focal point. Also, I don't understand why you need more parking when there are more people biking and walking than driving? We don't want parking and we don't want to encourage people to drive.

- Response: We've added about 20 bicycle parking spaces to the BV Shopping Center. I've only seen 3 or 4 space used at a time.

Neighbor comment: We need to honor our elders toward the movement of green cities and promote biking and walking to the BV Shopping Center. We (neighbors from Broadmoor Broadway Village) are your customers and we walk or bike to the shopping center. I have an example of a local grocer that survived without parking. The Food Conspiracy located on 4<sup>th</sup>

Avenue tried to relocate years ago because of parking issues; however, they continued to remain on 4<sup>th</sup> Avenue and are a successful business without the parking.

- Response: the grocer will draw customers from a 1-, 2- and 3-mile range. It's hard to carry 2 or 3 sacks of groceries for three miles.

Neighbor question: We are your customers from the Broadmoor BV Neighborhood and we want representation on your board. We want to promote biking and walking. The neighborhood does not want you to demolish the apartments. They are a part of our neighborhood and will provide a natural buffer from the Sushi Garden and Sidecar customer noise and traffic. The headlights will be pointing into the neighborhood at all hours of the night. Why don't you provide incentives to the BV employees to walk, bike or bus?

- Response: Employee incentives are the responsibility of the individual tenants. We can encourage them to address this.

Neighbor comment (Richard Roati, Reading from written letter):

- We would like to restore the existing landscape, there are dead palm fronds in the Eastbourne median.
- Neighborhood is requesting historic designation, section 106 and that the Americana Apartments remain intact.
- Neighbors want the existing mature vegetation to remain
- Americana Apartments is integral to the neighborhood and is important to this neighborhood for the following reasons: the historic nature, windows, landscaping, fireplaces, and unique architecture.

Neighbor comment: You are asking us to trust you and that this proposal is in the best interest of the neighborhood; however, over the course of this presentation, you were told how easily the historic designation can be done and completely dismissed the neighbor request to make BV historic. You have shown that you will make minimal tweaks to the plan to get what you want. I would like for you to listen to the neighborhood. We want a historic designation for the main BV building to ensure its protection from demolition.

- Staff Response (Jen Letsvik): Just to be completely accurate, I need to convey that the city historic landmark designation does not guarantee the building won't be demolished. You would need a historic landmark designation to prevent demolition and that takes a minimum 1 year to complete.
- Response: We agreed earlier to meet with the city to more fully understand and explore the historic designation option. We fully intend to do this and report the results of that meeting.

Neighbor question: I think the neighborhood is concerned that this will turn into an El Con parking lot. We don't want to accommodate overflow of parking. The trend is turning away from



asphalt and toward biking or walking to commercial/retail facilities. Here are my thoughts/suggestions to improve the situation:

1. BV PAD- the entranceway is through the PAD District. I think you need to amend the PAD.
  - o Response: We will look into the type of zoning process during the rezoning stage of the project. Currently, we are working on a plan amendment.
2. Relocation costs- how much have you set aside for relocation costs?
  - o Response: Relocation costs have not been set aside in our budgets.
3. BBVNA- the neighborhood has voted 50:1 against the demolition of Americana Apartments
4. Existing BV tenants- Have you done a survey with the existing tenants? Do all of them need additional parking?
  - o Response: Yes, we have spoken to all tenants and the majority of tenant require additional parking.
5. Has there been any consideration of additional parking behind Yikes.
  - o Response: Yes. We do have a cross-access agreement to utilize this parking behind Yikes. There are 22 spaces available.
6. Have you spoken with the owners Red Cross Property? Can you park in their parking area?
  - o Response: We have spoken with the owners of the Red Cross Property. They are not willing to rent or sell any of their parking. We understand that Phil Lippmann has also tried to buy/rent this parking to no avail.

Neighbor comment: There is no signage indicating you can park behind Yikes. I live here and I've never seen this parking area full. Why have you not taken any consideration to looking elsewhere for parking areas?

Neighbor comment: There are 35 new restaurants downtown. No one thought downtown could be revitalized without parking but it has been done.

Neighbor comment: You are now asking for a second rezoning within proximity to my neighborhood. If you had approached us in the beginning during the PAD rezoning, we wouldn't have had any objections. What happens 10 years down the line and you want to increase parking or density within the PAD again? We consider this an integrity problem.

- Response: We are a *DE FACTO* homeowner of the Broadmoor BV Neighborhood as owners of BV. We want to protect and help the neighborhood. The fact is the Americana Apartments owner did not want to sell at the time of the PAD rezoning. More recently, the owner has agreed to sell and we want to head off any parking overflows into the neighborhood, especially considering we would like to add a grocer to the list of tenants. Sometimes you run into conflicts and need to think about which option is more practical and sensible for the neighborhood.

Neighbor comment: A good businessman would have checked all the options for parking from the beginning of the ownership. You must have anticipated growth and expansion. Why did you not think of parking?

- Response: We did not anticipate the number of customers that Sushi Garden would draw. We have checked all other options in the area and the demolition of Americana Apartments is our best opportunity to keep parking out of the neighborhood.

Neighbor comment: An amendment to the PAD would be a much greater act of good faith.

Neighbor question: How long do we have to move out of the Americana Apartments?

- Response: At least one year

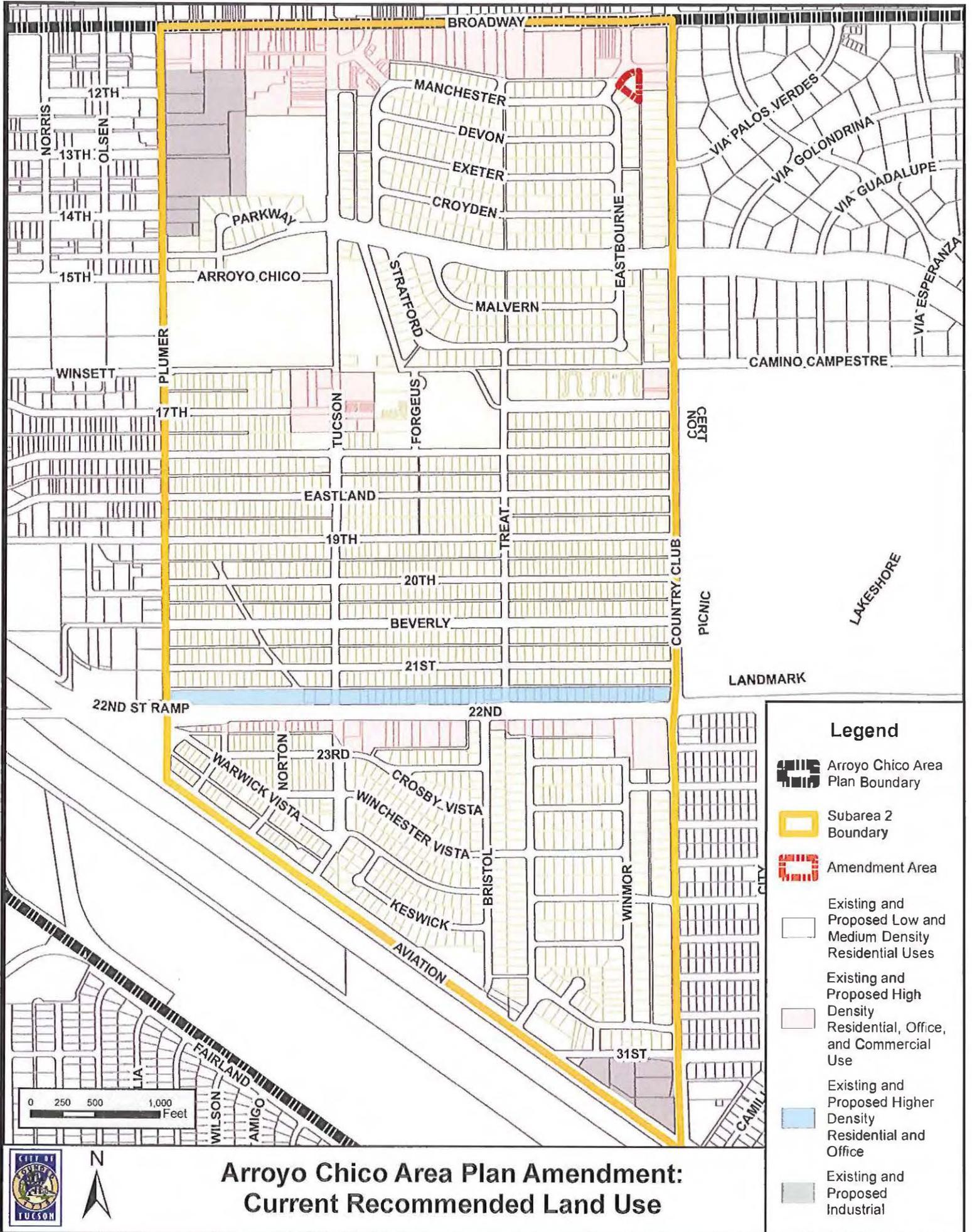
Neighbor comment: There are inconsistencies with the zoning and the area plan. You are stating that O-3 zoning allows buildings of 40 feet but the area plan restricts buildings to two story.

- Response: The existing zoning takes precedence over the area plan.

Meeting end time: 8:00 p.m.

Author: Kelly Lee, The Planning Center

# Attachment D



**Arroyo Chico Area Plan Amendment:  
Current Recommended Land Use**

# Attachment E



## Legend

-  Amendment Area
-  Drainage/Open Space
-  High Density Residential/Office/Commercial
-  Institutional
-  Low Density Residential
-  Medium to High Density Residential

## Broadmoor - Broadway Village Neighborhood Plan

### Recommended Land Use Map

**Nonresidential Policy I C:**  
**Limit the expansion of commercial uses by prohibiting rezoning of abutting residential use to parking areas.**

## **Attachment F: Land Use Plan Policies**

### **Plan Tucson:**

LT28.1.7 Preserve and strengthen the distinctive physical character and identity of individual neighborhoods and commercial districts in the community.

LT28.1.9 Support strategically located mixed-use activity centers and activity nodes in order to increase transit use, reduce air pollution, improve delivery of public and private services, and create inviting places to live, work, and play.

LT28.1.14 Support the continuation of original use or adaptive reuse of historic landmarks.

LT28.6.4 Support neighborhood commercial uses located at the intersections of arterial streets, arterial and collector streets, or collector street intersections.

LT28.6.6 Support the redevelopment and/or expansion of existing strip commercial development that will improve traffic flow, pedestrian mobility and safety, and streetscape quality when:

- a. The project stabilizes and enhances the transition edge when adjacent to existing and future residential uses;
- b. Primary access can be generally provided from a major street;
- c. Required parking, loading, and maneuvering can be accommodated on site;
- d. Screening and buffering of adjacent residential properties can be provided on site;
- e. Adjacent uses can consolidate design elements, where feasible, such as access points, parking, landscaping, and screening;
- f. Current or future cross access between parcels and uses can be feasibly accommodated; and
- g. Buildings and their associated activities, such as, but not limited to, loading zones and dumpsters, can be oriented away from adjacent residential uses, toward the interior of the site or toward boundaries adjacent to similar uses.

### **Arroyo Chico Area Plan (ACAP):**

Commercial Policy 2. Discourage the extension of strip commercial as a pattern of development. (See also “Development Along Major Streets.”)

- A. Ensure future commercial developments be:
  - i. limited to a minimum number of access points;
  - ii. integrated with adjacent commercial development (including joint access, shared parking, etc.); and,
  - iii. designed to be compatible with adjacent residential uses (including existing screening, landscaping, setbacks, and height restrictions).
- B. Consolidate commercial developments at major street intersections.

- C. Encourage office and high-density residential uses along arterial streets, between major intersections.
- D. Encourage parking areas to be located to the side or rear of commercial structures.

Development Along Major Streets Policy 1. Encourage new and redeveloped uses along major streets to:

- A. Mitigate the impacts of major streets on the proposed development through appropriate design elements, such as setbacks, berms, walls, and vegetation;
- B. Access major streets without creating unsafe traffic conditions; and
- C. Provide required parking and circulation on-site.

**Broadmoor-Broadway Village Neighborhood Plan (BBVNP):**

Nonresidential Policy I: Allow new commercial/office development to locate as shown on the Recommended Land Use Map.

- A. Design new non-residential uses to be sensitive to existing adjacent residential areas (see Compatible Design Section).
- B. Limit the building height for all commercial or office uses to a maximum of 30 feet from design grade, limited to two stories.
- C. Limit the expansion of commercial uses by prohibiting rezoning of abutting residential use to parking areas.

Nonresidential Policy II: Encourage the integration of new office/commercial development compatible with adjacent existing or proposed office/commercial uses through the use of the following design elements:

- A. Shared access.
- B. Common parking and maneuvering areas.
- C. Shared on-site circulation.
- D. Shared refuse collection areas.

Compatible Design Policy 1: Design new developments to be compatible with existing adjacent land uses.

- A. When development involves higher intensity land uses, encourage the consolidation of parcels with common property lines to allow for adequate buffering of adjacent, less intense development.
- C. Encourage the use of drought-tolerant landscaping, including trees and understory vegetation.
- D. Screen or enclose any outdoor storage areas or dumpsters from view of all streets and adjacent properties.
- E. Screen parking areas of more than four spaces from adjacent uses and from the street with either decorative walls, earth berms, a dense screen of shrubs and canopy trees, or a combination of these design elements.
- F. Provide pedestrian walkways and bicycle paths in new developments that are integrated with public pedestrian and bicycle facilities.

- G. Encourage the blending of new developments with the existing character of the neighborhood through the use of residentially scaled architectural details.
- I. Encourage the use of decorative wall design by utilizing design features such as:
  - 1. Decorative materials (tile, stone, brick, adobe, etc.) or textured covering materials (such as stucco or plaster);
  - 2. Variations in wall alignment, such as jogs, curves, or notches;
  - 3. Color treatment.
- P. Eliminate all vehicular alley access from commercial/office land uses to interior neighborhood areas and allow pedestrian access only at the pedestrian walk through at Treat and Manchester.
- R. Building and site lighting shall be located, designed, and oriented to prevent illumination or glare from extending to existing residential properties.