



PLANNING COMMISSION

Planning and Development Services Department • P.O. Box 27210 • Tucson, AZ 85726-7210

DATE: May 5, 2010

TO: Planning Commission

FROM: Ernie Duarte, Executive Secretary

SUBJECT: *West University Neighborhood Plan* Amendment, PA-10-01
Euclid/4th St., Memorial Complex – Increased Height and Density
Study Session (Ward 6)

Issue: This is a request by Michael Golec of MGDWELLINGSINC, on behalf of Michael Noonan, Bob Cox, and Michael Golec, to amend the *West University Neighborhood Plan (WUNP)* to allow a private student housing complex west of the University of Arizona (UA). The 0.64-acre site is at the northeast corner of Euclid Avenue and Fourth Street, one-half block south of University Boulevard. The applicants are seeking an increased building height, from 40 to 140 feet, and an increased residential density, from 40 to 185 units per acre, to allow housing for about 300 students.

This amendment would allow a rezoning to proceed, from HOCR-2 and HR-3 to PAD (high-rise office/commercial/residential zone and high-density residential zone, respectively, to the Planned Area Development zone). The “H” refers to a historic district overlay zone. The PAD zoning classification provides for the establishment of zoning districts with distinct regulations that typically differ from those in the *Land Use Code*.

Location maps are provided as Attachments A-1, A-2 and A-3. A zoning map is provided as Attachment B. A land use map is provided as Attachment C. A copy of the plan amendment application is provided as Attachment D. A map showing the historic district boundary is provided as Attachment E.

Recommendation: Staff recommends the Planning Commission set this item for public hearing at its next regularly scheduled meeting in June.

Applicant’s Proposal: The specific request is to 1) amend *WUNP* Neighborhood Conservation Policy 1.B.10 to allow the building height to be increased from 40 to 140 feet, on the amendment site; and 2) amend the *WUNP* Development Concept Map to allow the residential density to be increased from 40 to 185 units per acre, on the amendment site. The proposed Memorial Complex student housing project will be a tiered, eleven- or twelve-story building. Building heights will step up from the Euclid Avenue frontage towards the eastern portions of the site. Onsite parking will be provided at the ground level. Additional ground level uses may include minor commercial/office/community uses. Landscaping and recreational facilities are planned.

Transition Area: The project site is located at the western edge of the “transition area”, which is the two-block area west of the UA, extending from Park Avenue on the east to Euclid Avenue on the west, and from Speedway Boulevard on the north to E. 6th Street on the south (see Attachment F). *WUNP* policy recognizes the unique character of this area, and anticipates a trend toward greater land use intensity, indicating that, “*Because of the importance of maintaining a transition area between the University campus east of Park Avenue and the primarily low density residential portion of the neighborhood west of Euclid Avenue, the impacts of proposed land uses in this area that are do not conform with the Plan’s Future Development Concept Map must be identified in the plan amendment process, evaluated in terms of plan goals and policies and fully mitigated prior to the granting of a plan amendment.*” (Neighborhood Conservation Policy 1.B.9.)

Existing land uses, new construction, and recent plan amendments in the transition area bear out this trend toward increasing land use intensity. Tall buildings in the transition area include several dormitory complexes in the southern end, ranging in height to almost 90 feet, and a new one under construction (five to six stories); UA and related buildings, parking garages, and a hotel in the Main Gate area along University Boulevard, ranging in height between approximately 45 and 85 feet; and two recent *WUNP* amendments that allow a) high-intensity residential uses (up to 100 units/acre) at the southwest corner of Park Avenue and First Street (1/12/04, Resolution No. 19760); and b) up to a 140-foot high (commercial) building at the southeast corner of Tyndall Avenue and Second Street, east of the existing Marriott Hotel (12/7/09, Resolution No. 21449).

Site and Surroundings: **Site.** The site, which comprises five parcels, is located in the southern half of the transition area, at the eastern edge of the West University Historic District (see Attachment E). Three of the parcels are zoned HOCR-2, and two along Euclid are zoned HR-3 (see Attachment B). Onsite development consists of three, older, occupied, two-story apartment buildings on the north side of, and which front on 4th Street. An unpaved parcel north of the apartments provides parking. The northern-most parcel consists of a vacant, boarded-up two-story commercial building that fronts on Euclid, with a small parking area to the east (see Attachment A-3). All of the buildings are designated as contributing historic structures.

Surroundings. The proposal is located in the following surroundings (see Attachment A-2):

North

North of the site, across an alley, are one- and two-story commercial buildings that front on University Boulevard. About half are owned by the Marshall Foundation, with the remainder privately-owned. The zoning is HC-1 and C-1. Further north, across University Boulevard, is a mix of commercial and educational uses. Several of these buildings, including the UA’s Main Gate parking garage, the University Services Building, and the Marriott Hotel, are multi-story. The zoning is HC-3 and C-3. Much of the area is owned by the Arizona Board of Regents (ABOR) or an entity associated with the Marshall Foundation.

East and South

The area east of the site to Park, and south of the site to 6th Street, is within the UA's campus planning boundaries. ABOR owns most of the property in this area, which is designated as a student housing node (UA Comprehensive Campus Plan, 2003, updated 2009). East of and abutting the site is the UA's 4-story Tyndall parking garage. South of the site, across 4th Street, is La Aldea, a 3-4 story graduate student housing complex. Several multi-story student housing complexes are to the southeast, and a new one is under construction at the northeast corner of Euclid and E. 6th. All are owned and operated by the UA (see Attachment A-2).

West

West of the site, stretching from Euclid to Stone, is the historic West University residential neighborhood. This area, which is predominantly zoned HR-2 and HR-3, consists mostly of single-story, single-family residential development, with scattered multi-family and multi-story development. Limited commercial and office uses, generally in older buildings, are located along the major streets. The Fourth Avenue shopping district is about 1/3 mile to the west. Downtown is south/southwest of the Fourth Avenue shopping district.

Housing for UA Students: As the UA's enrollment grows, there's an increasing need for student housing on and near the campus. The UA is building new student housing facilities, however, the demand is expected to outstrip the supply into the future. The private sector is helping to bridge this gap. Large complexes, generally within a couple of miles of the UA, are geared towards UA students; some include shuttle or CatTran services to/from campus. Smaller apartment complexes within a few miles of campus also focus on UA students. Close to the UA, single-family homes are often rented out to students, and new residential units are being constructed specifically for student housing. Many believe that providing large-scale, controlled student housing in appropriate locations near the UA would help alleviate the student housing pressure on the surrounding neighborhoods.

Policy Direction: Policy direction is provided by the *West University Neighborhood Plan (1988)*, the *University Area Plan (1989)*, and the City's *General Plan (2001)*. Key policies are summarized below; a complete policy listing is provided as Attachment G.

West University Neighborhood Plan (1988) – The stated goal of the plan is to “preserve and enhance the residential character of the West University Neighborhood.” However, plan policies recognize that University-related uses are appropriate east of Euclid. The land use map (aka the Future Development Concept Map) supports new, mixed-use development on the site, at residential densities of up to 15-40 units per acre. Policies limit building height to 40 feet between Park and Euclid. The map and the height policy need to be amended to enable this rezoning to proceed.

Plan policies encourage compatible residential infill development, subject to the provision of adequate off-street parking. New development in the transition area that fronts on Euclid should be sensitive to the low-intensity residential character of the neighborhood west of

Euclid, and compatible with the historic character of the area. Impacts of proposed land uses in the transition area that do not conform to the land use map are to be identified and evaluated, and steps taken to mitigate those impacts, during the plan amendment process. Landscaping is promoted along Euclid. Policies promote improving the streetscape elements and major pedestrian corridors that link surrounding uses to the UA.

University Area Plan (1989) – Plan goals recognize the nature and potential of the UA and its immediate surroundings as a relatively compact, pedestrian-oriented regional activity center, and promote strengthening the identity and quality of the UA area consistent with City-wide and neighborhood goals. The Main Gate area, including the amendment site, is within an identified pedestrian commercial district. Within these districts, policies support the consolidation of adjacent development parcels, to provide integrated circulation and access. Other policies encourage activities that support the continued vitality of the district.

The residential land use policies promote residential infill if it is compatible with the neighborhood scale, density and character. Policies support high-density residential development (15 or more units per acre) if 1) the site is surrounded by predominantly medium/high-density residential or non-residential development; 2) vehicular access is provided to a major street; and 3) the design includes a well-defined pedestrian system that links to the public sidewalk system.

Policies specify that the design, location, orientation, landscaping, screening and transportation planning of new development must demonstrate sensitivity to the surrounding uses. A neighborhood conservation policy recommends against granting parking variances if it may adversely impact residential areas. General land use policies encourage retaining contributing historic buildings and viable residential structures by including them as integral components of new development.

General Plan (2001) – The *General Plan*, which designates the UA as a major educational activity center, has the strongest policy language promoting the integration of residential and non-residential uses in and near regional activity centers. Policies promote residential development at densities that complement the size and intensity of the activity center, while providing transitions to lower-density residential development. Urban-character housing (15 or more residences per acre) is supported ... adjacent to major activity centers to provide market support for the activity center, promote the use of alternative modes of transportation, and encourage the infilling of vacant or underutilized parcels. Other policies promote land use, transportation, and urban design improvements that would link downtown with Fourth Avenue, the Warehouse District, and the UA.

Community character and design policies require that all new development incorporate quality in design. Features that enhance the overall function and visual quality of the street, adjacent properties, and the community are encouraged.

Public Contact: At this time, staff has received no input from the public about this amendment proposal. The applicant held a neighborhood meeting on February 22, 2010. Eight neighbors attended. According to the information submitted with the application, some neighbors supported, and others were opposed to the proposal.

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

Ernie Duarte:JM:JSH

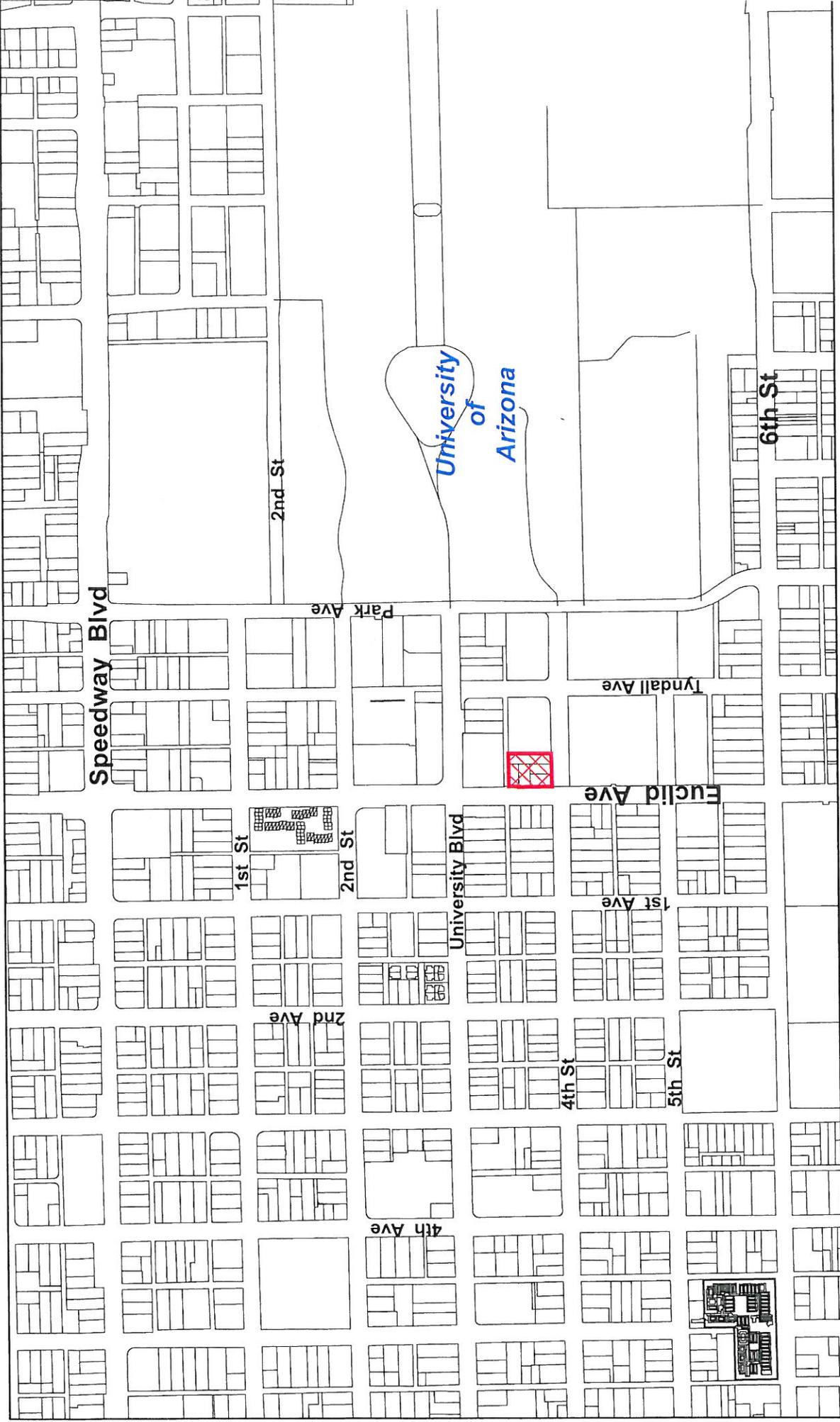
Attachments: A-1, A-2 and A-3 – Location Maps
B – Zoning Map
C – Land Use Map**
D – Amendment Application
E – Historic Districts
F – Transition Area
G – Land Use Plan Policies

** may not be included in original packet

F:\Shardir\UPDfiles\PIAmndts\WestU\Euc_4th\PCStudy\SSComm.doc



April 2010



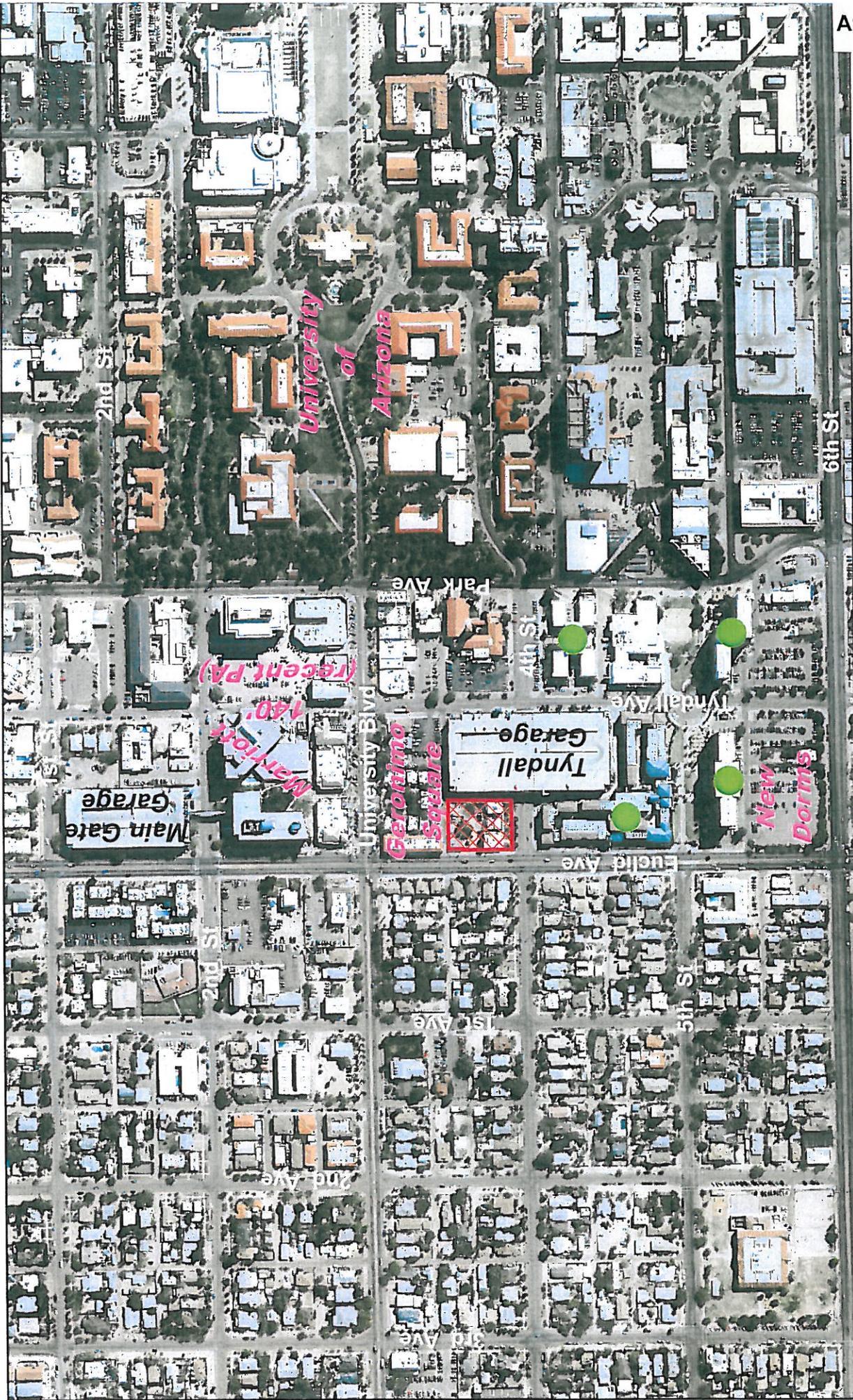
West University Neighborhood Plan Amendment

Euclid / 4th Street

Location Map A-1

Legend

 Plan Amendment Site



West University Neighborhood Plan Amendment

Euclid / 4th Street

Location Map A-2

0 200 400 Feet
1 inch = 400 feet

April 2010

Legend

 Plan Amendment Site

 Existing Dorms



April 2010

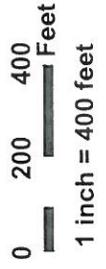
West University Neighborhood Plan Amendment

Euclid / 4th Street

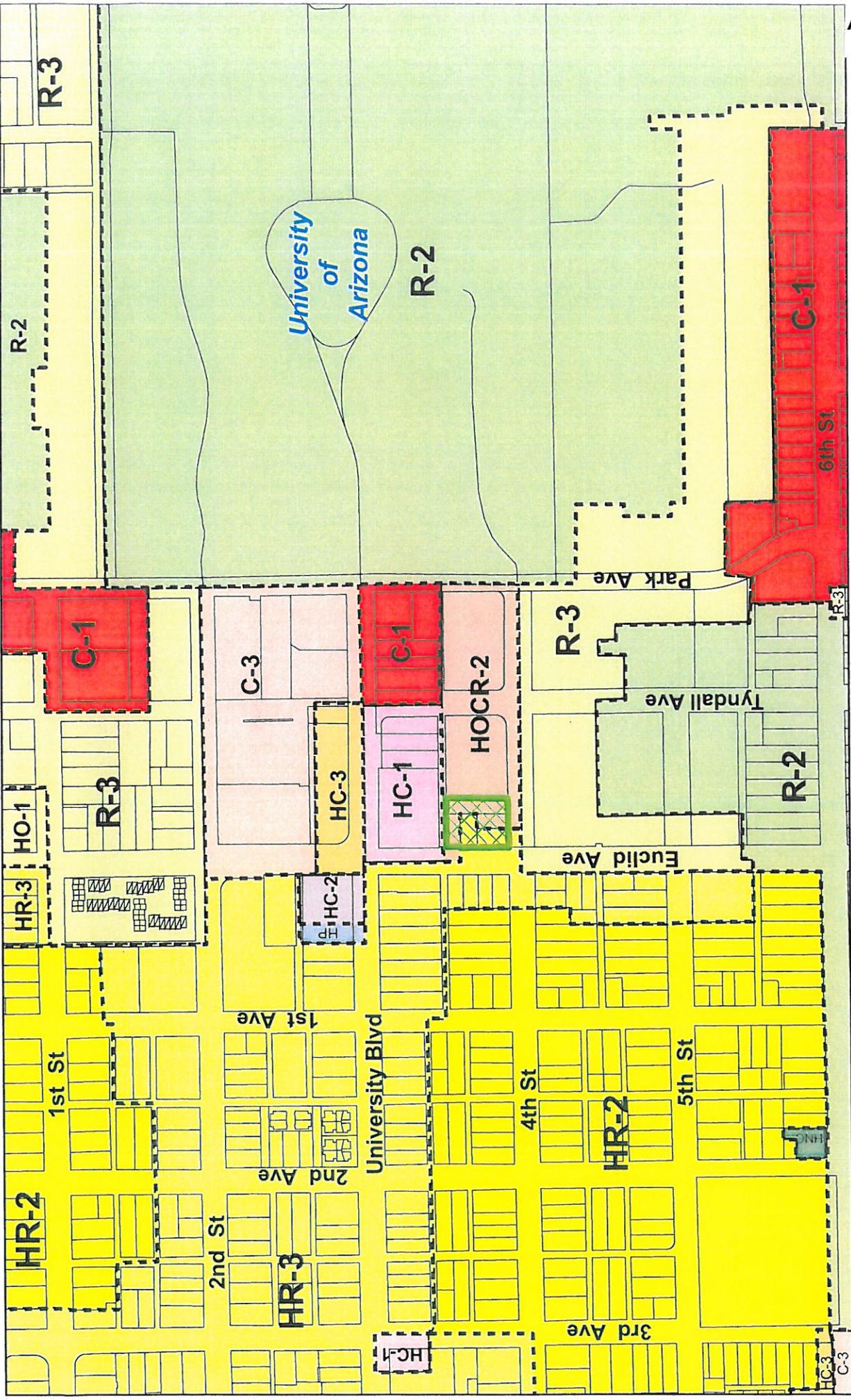
Location Map A-3

Legend

 Plan Amendment Site



April 2010



West University Neighborhood Plan Amendment

Euclid / 4th Street

Zoning Map

Legend

Plan Amendment Site



Department of Planning and
URBAN PLANNING
 & DESIGN Development Svcs.

Application for Plan Amendment

April 2006 Form

SECTION 1 - Case Filing Information

This section to be filled out by staff

Date Filed: 4/8/10 Received by: JHArea/Neighborhood Plan to Be Amended: West University Neighborhood PlanDate Plan Was Adopted by Mayor and Council: August 1, 1988 (update)Plan Amendment Name: Euclid/4th St., Memorial Complex - Incr. Height and DensityPlan Amendment Number: PA-10-01 Processing Fee: \$9988.00

SECTION 2 - Site Identification

Street Address: 708/714/718 Euclid Avenue; 801-803/805-811/813-819 4th StreetTownship/Range/Section: 14/14E/7 Tax Code No: 124-05-0430/0440/0450/0460/0470Nearest Major Cross Street: University Boulevard & Euclid AvenueAmendment Site Size: 27,750sqft (0.64ac)

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

SECTION 3 - Applicant Information

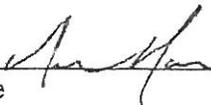
If the applicant is not the property owner, please provide the property owner(s) name(s), address(es), and telephone and fax number(s), and the property owner's dated signature. A letter from the owner authorizing the applicant to represent the owner in the processing of this plan amendment must be attached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

SECTION 3 - Applicant Information Cont'd.

Applicant or Agent's Name: Michael Noonan

Firm's Name: _____ Phone No: 480.213.1838

Address: 3740 W. Morgan, Tucson, AZ 85745 Fax No: 480.993.3837

Signature  _____ Date 4-7-10

SECTION 4 - Site and Surrounding Conditions

SITE

Existing Site Zoning: HOCR-2 & HR-3 Current Use of Site: Apartments, Parking Lot, Vacant Commercial

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

Reference Attachments

SURROUNDING AREAS

Existing Zoning: North HC-1 South R-3 East HOCR-2 West HR-3

Describe Land Uses and Development on Surrounding Properties:

Reference Attachments

Neighborhood Context: Reference Attachments

SECTION 5 - Plan Amendment Information

Attach Additional Sheets as Necessary

Proposed Site Development

Proposed Use: Student Housing Proposed Zoning: PAD

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

Reference Attachments

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.

Reference Attachments

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

Reference Attachments

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

Reference Attachments

SECTION 5 - Plan Amendment Information Cont'd.

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

Reference Attachments

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

Reference Attachments

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

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

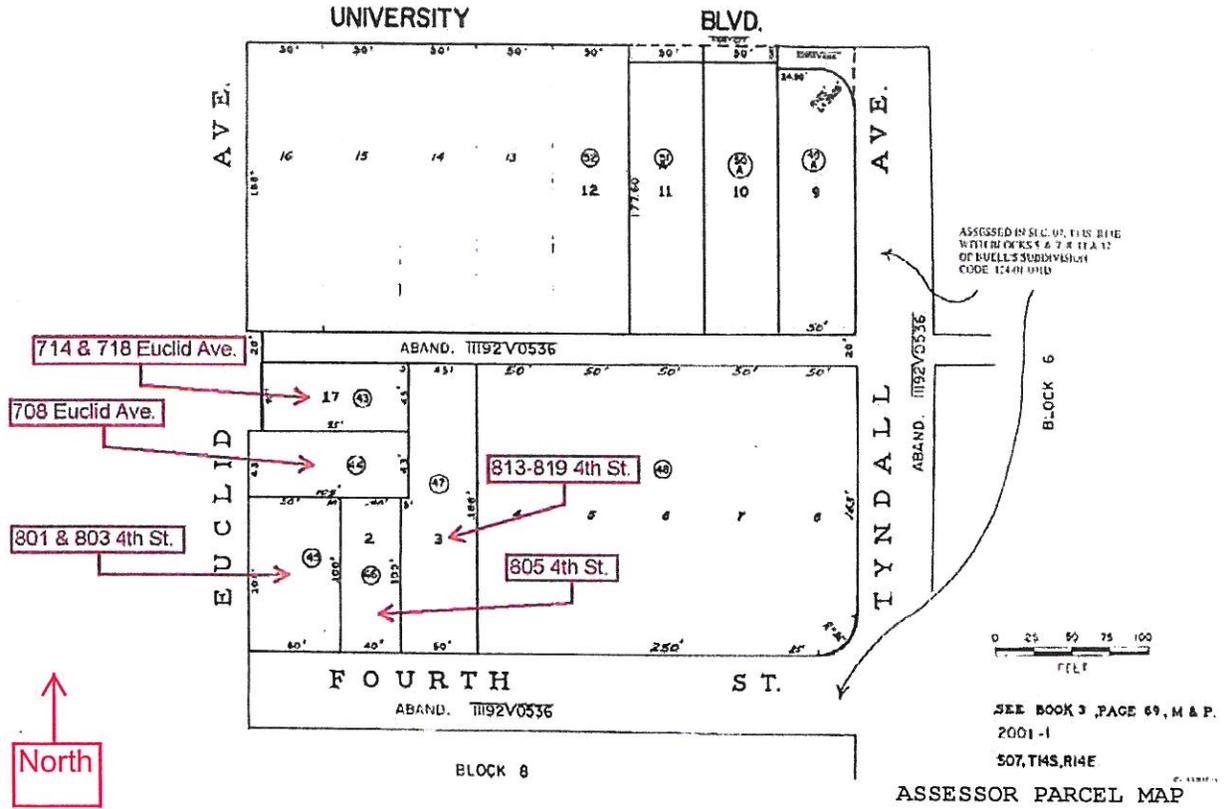
SECTION 6 - Pre-Submittal Meeting Information

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

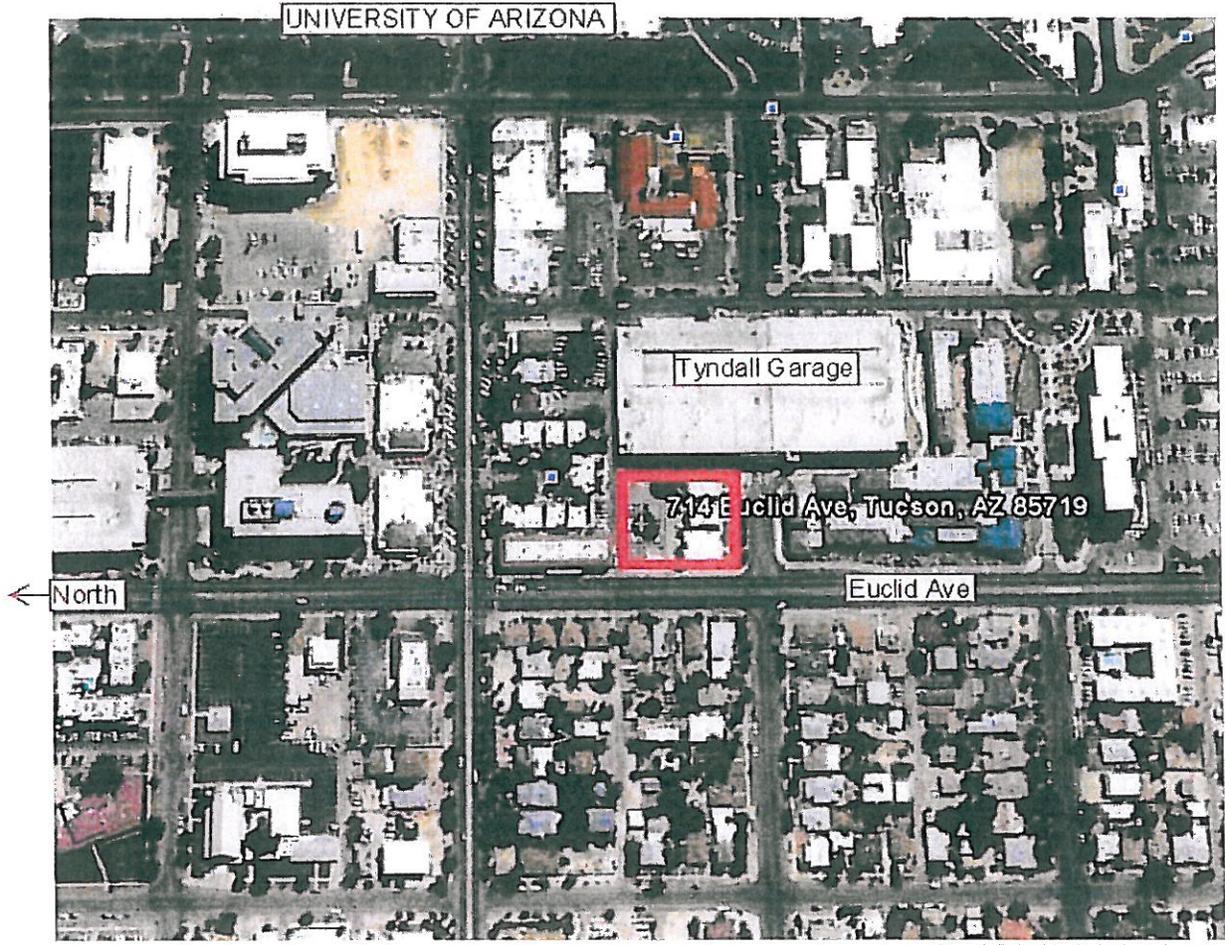
- Copy of the meeting notice that was mailed
- Copy of the mailing list used
- Certification of mailing
- Copy of the sign-up sheet showing who attended the meeting
- Meeting summary
- Copy of any maps, drawings, or written information provided at the neighborhood meeting
- Any changes in the plan amendment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

SECTION 2 - Site Identification

- (1) Assessor Map
- (2) Parcel Aerial Photograph
- (3) Aerial Photograph



PARCEL AERIAL PHOTOGRAPH



AERIAL PHOTOGRAPH

SECTION 3: Applicant Information

(1) 714/718 Euclid Avenue

OWNER OF PROPERTY

Name: Marshall Foundation
Address: 814 E University Blvd
Tucson, AZ 85719-5047
Contact: Jane McCollum
Phone: (520) 622-8613
E-Mail: jane@marshallfoundation.com

(2) 801-803/805/813-819 4th Street

OWNER OF PROPERTY

Name: Russell Moore
Address: 2568 E. Water
Tucson, AZ 85718-2432
Phone: (520) 349-8442
E-Mail: russmoore3@cox.net

and 700 N. Euclid

(3) OWNER AGENT for Both (1) and (2)

Name: Michael Noonan PC
Address: 3740 West Morgan
Tucson, AZ 85745
Phone: (480) 213-1838
E-Mail: miknoon@aol.com

City of Tucson
Department Planning & Development Services
201 N. Stone Avenue
Tucson, AZ 85726

DATE: February 2010
RE: *Memorial Complex*
Section 3 – Applicant Information
Supplemental Attachment

APN: 24-05-0430
OWNER: Marshall Foundation

AUTHORIZATION LETTER

To the City of Tucson,

I, Jane McCollum General Manager representing the Marshall Foundation owner of 714/718 Euclid Avenue, Tucson, Arizona, hereby grant Michael Noonan and/or his associate(s) authorization to represent the owner as the applicant in processing this Plan Amendment, Plan Area Development and/or Rezoning application(s).

Respectfully submitted,



2/26/2010

Jane McCollum
General Manager
Marshall Foundation
814 E University Blvd
Tucson, AZ 85719-5047
(520) 622-8613

Dated:

** INBOUND NOTIFICATION : FAX RECEIVED SUCCESSFULLY **

TIME RECEIVED	REMOTE CSID	DURATION	PAGES	STATUS
Thu, 18 Mar 2010 10:38:11 -0700	520 881 3717	48	1	Received
Mar 18 10 11:31a Russell Moore		520-881-3717		p.1

City of Tucson
Department Planning & Development Services
201 N. Stone Avenue
Tucson, AZ 85726

DATE: February 2010
RE: *Memorial Complex*
Section 3 – Applicant Information
Supplemental Attachment

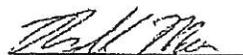
APN: 24-05-0440/0450/0460/0470
OWNER: Russell Moore

AUTHORIZATION LETTER

To the City of Tucson,

I, Russell Moore owner of 801-803/805-811/813-819 4th Street, Tucson, Arizona, hereby grant Michael Noonan and/or his associate(s) authorization to represent the owner as the applicant in processing this Plan Amendment, Plan Area Development, and/or Rezoning application(s). I have reviewed the submittal documents and am in favor of the proposed development plan and plan amendment.

Respectfully submitted,



Russell Moore
2568 E. Water
Tucson, AZ 85718-2432
(520) 349-8442

3/18/10
Dated:

SECTION 4: Site and Surrounding Conditions

CURRENT SITE CONDITIONS

Currently there are five contiguous parcels; two on Euclid Avenue and three off 4th Street. The existing conditions of each parcel are further described below and the attached As-Built Site Plan and 300ft Survey:

- (1) Parcel 124-050-430: (built 1925) with known addresses 714 & 718 N. Euclid Avenue, is currently a vacated commercial building with three parking spaces in the rear accessed from a private alley and is zoned HOCR-2. This single-story twin storefront facing west towards Euclid Avenue has Vernacular Commercial architecture style with Spanish Colonial Revival influences, as seen in the stucco finish on brick walls and stepped parapet with a projecting molding. The essential form of the front of the building and the character defining elements mentioned here survive largely intact, although the windows and doors are deteriorated beyond repair and must be replaced. The storefronts have been recommended for preservation while the rear portions and roof structure have been recommended for demolition. These areas "have severely deteriorated physically and lost all historic integrity" per local architecture historian Bob Vint.



Picture A - 714 & 718 Euclid Avenue

- (2) Parcel 124-050-440: with known address 708 N. Euclid Avenue zoned HR-3, is an unimproved dirt surface parking lot exclusively for the apartments on 4th Street. The only ingress and egress access is direct from Euclid Avenue between the commercial building and the apartment buildings. There is an unscreened trash dumpster and a few non native trees. This unimproved lot is wholly underutilized.
- (3) Parcel 124-050-450: (built 1936)with known addresses 801 (A,B,C,D,E) & 803 (A,B,C,D,E) E. 4th Street, is currently a 10 unit, two-story apartment building zoned HR-3. The Prairie Style architecture of Italianate influence has a deep horizontal eave projecting from the wall at roof level that runs around the entire building and brick walls covered by stucco. The original wood windows are grouped in pairs and triples with wide wooden trim. The existing colors significantly stray from the original scheme. The perimeter site wall was recently added and should be removed to restore the original site intention. This corner building has a public presence and the most architectural interest of the three residential buildings on 4th Street. In consideration, this building has been recommended for preservation and renovation as dwelling units or adaptive re-use by local architecture historian Bob Vint.



Picture B - 801 & 803 4th Street

- (4) Parcel 124-050-460: (built 1933) with known addresses 805 (A,B,C,D) E. 4th Street is currently a 4 unit, two-story apartment building zoned HOCR-2. Classified as Modern with Spanish Colonial or California Mission Revival architectural style, this building has been heavily modified without regard

for historic preservation: the front porch was enclosed, aluminum sliding windows were substituted for original wood double hung, generic window trim was added, the interior unit layout was substantially altered, and incompatible additions were made to the rear using cheap plywood siding. According to Bob Vint, "It is questionable whether this structure was historically eligible at the time it was first surveyed with its typical cheap builder-constructed alterations causing a significant departure from the original building and period design." This building is recommended for removal and replacement with new infill development.



Picture C - 805 4th Street

- (5) Parcel 124-050-470: (built 1933) with known addresses 813, 815, 817, 819 E. 4th Street is currently a 4 unit, two-story apartment building zoned HOCR-2 and very similar style to its counterpart (805) to the west. Like its counterpart, experts agree this structure has significantly lost its historical integrity. Neither property retains sufficient character-defining elements to convey their significance as 1930's Great Depression-era student apartments making them a prime candidate for replacement with new development. After a complete investigation in accordance to the U.S. Secretary of the Interior's Standards for the Treatment of Historic Properties, both these structures have demonstrated that their historical significance has been compromised. Per the National Register Criteria for Evaluation, *integrity* is the ability of a physical structure to convey its significance. If the original character defining elements of a building have been greatly altered or removed, it is possible for a property to lose its significance. Per Bob Vint, such is true for these two structures.



Picture D - 813-819 4th Street

Vint and Associates Architects prepared an extensive historic investigation for each of the structures following the guidelines set forth by the United States Secretary of the Interiors' Standards for the Treatment of Historic Properties. Their report concludes the recommendation that the historic structures located at 714-718 Euclid Avenue and 801-803 4th Street be rehabilitated as part of the Seven14 complex, in keeping with the Secretary's Standards for Rehabilitation. Whereas, the two severely deteriorated structures located at 805-819 4th Street have lost both physical and historic integrity, and are proposed they be de-listed as contributing structures to the West University Historic District. Furthermore, their demolition should be approved to allow for construction of the Seven14 student housing complex. Bob Vint concludes "that the long-term interests of historic preservation and the West University Neighborhood are best served by this course of action."

LAND USES AND DEVELOPMENT OF SURROUNDING PROPERTY

The subject properties are located at the northeast corner of N. Euclid Avenue and E. 4th Street in Tucson, AZ, one city block west of Park Avenue and the historic Main Gate of the University of Arizona. These properties fall within the east boundary of the West University Historic District alongside the University of Arizona (UA) and are subject to the City of Tucson General Plan (2001), West University Neighborhood Plan (1988), University of Arizona Comprehensive Campus Plan (2009), University Area Plan (1989), and Major Streets and Routes Plan (1992 as amended). The urban infill site naturally offers several alternative modes of transportation in a designated pedestrian enriched environment. Reference the attached Preliminary Transportation Plan for a detailed summary.



PROPOSED BUILDING - Conceptual Context Illustration

This portion of Euclid Avenue is considered to be an Arterial Street subject to the Major Streets and Routes Plan (MS&R). The scale and mass of surrounding development on the east side of Euclid reflects the University setting and has undergone significant redevelopment in the past ten years. Directly east and adjacent to these properties is a 5-story pre-cast concrete parking structure that is anticipated to increase in height by approximately 35ft totaling 90ft employing photoelectric solar panels. This large contemporary building is part of the Main Gate project crossing the historic district boundary and covers 2 full city blocks. Further east are other large structures, including an historic church with a prominent 85ft tall bell tower and many mid-rise University buildings. Directly to the south is a large 5-story UA graduate student housing complex (La Aldea) followed by the 10-story Coronado Hall student housing building. Directly to the north is the historic Geronimo Hotel, now adaptive re-used for restaurant/commercial fitting in with the land use of the other new and old University Boulevard buildings. Beyond is the 9-story Marriott and 6-story University building. The WUN Plan allows for building heights up to 40ft; however, recent location specific plan amendment has approved a maximum building height up to 140ft in this "transition area" east of Euclid Avenue and west of Park Avenue. Reference the Appendix for Conceptual Development Plan Options illustrating the scale and texture of the surrounding area.

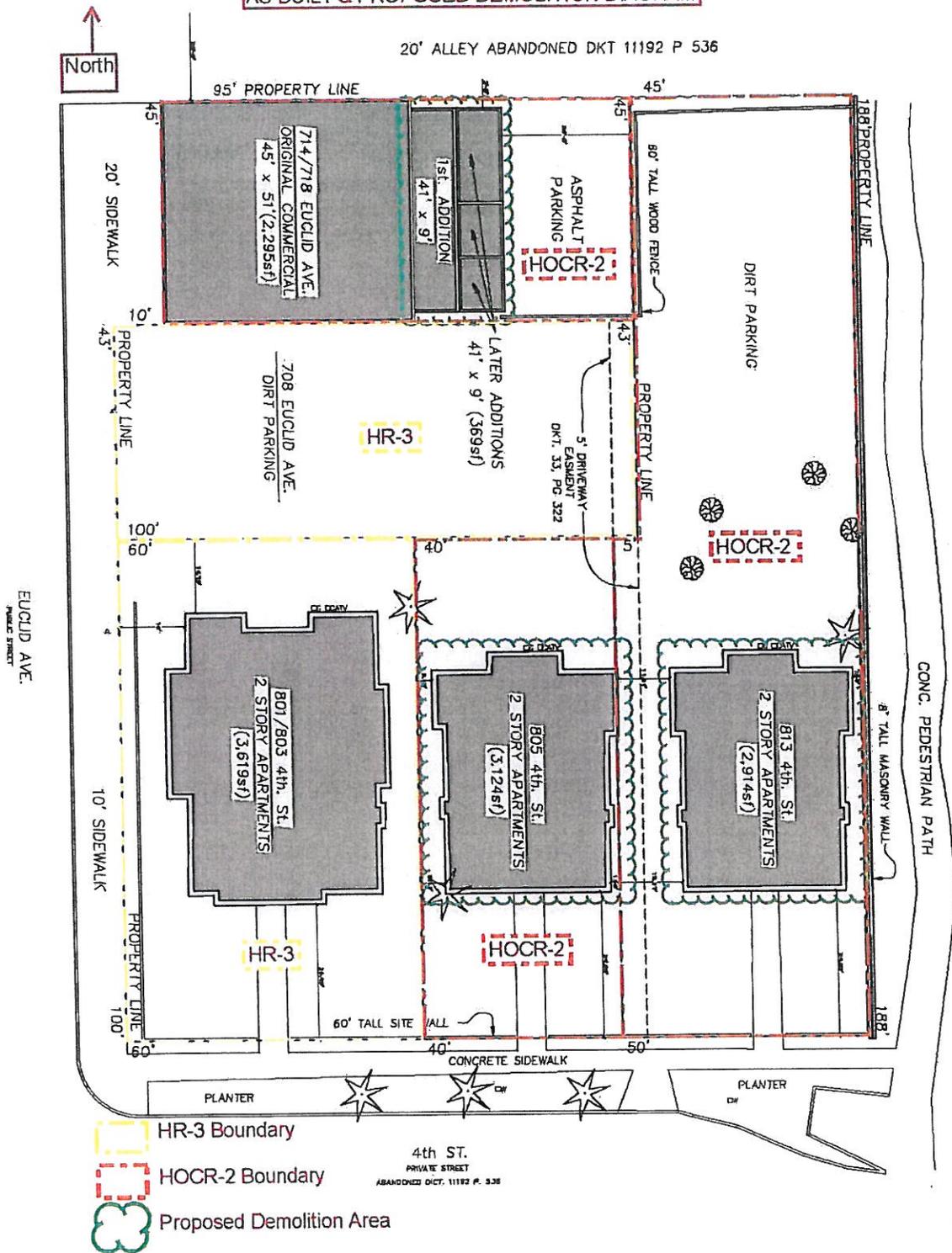
NEIGHBORHOOD CONTEXT

Located on the east side of Euclid Avenue towards the University; the site is separated from the predominately one and two story residential buildings of the historic neighborhood by a busy four lane road with center turn lane. Euclid Avenue has a distinguishable disconnection from the east side of the street as from the west side of the street. The west side has a more pedestrian scale with a neighborhood feel. The east side of the street has a vertical commercial scale with an urban feel. The east side is closer linked to public transit and more dense than the west side. The west side of the street has a more Anglo-American approach to site design with larger setbacks and plentiful landscaping; whereas, the east side of the street has very minimal setbacks if at all and limited landscaping. Several adjacent structures on the east side of Euclid have previously been demolished and rebuilt. This practice is not as common on the west side of Euclid. The West University Neighborhood has 745 structures of which 676 are currently classified as Contributing Historical. The area as a whole promotes an active pedestrian and bicycle rich environment. Within walking distance are several restaurants, bars, coffee shops, retail stores, office commercial, hotel, churches, the UA campus, sport facilities, entertainment, and more planned for the near future.

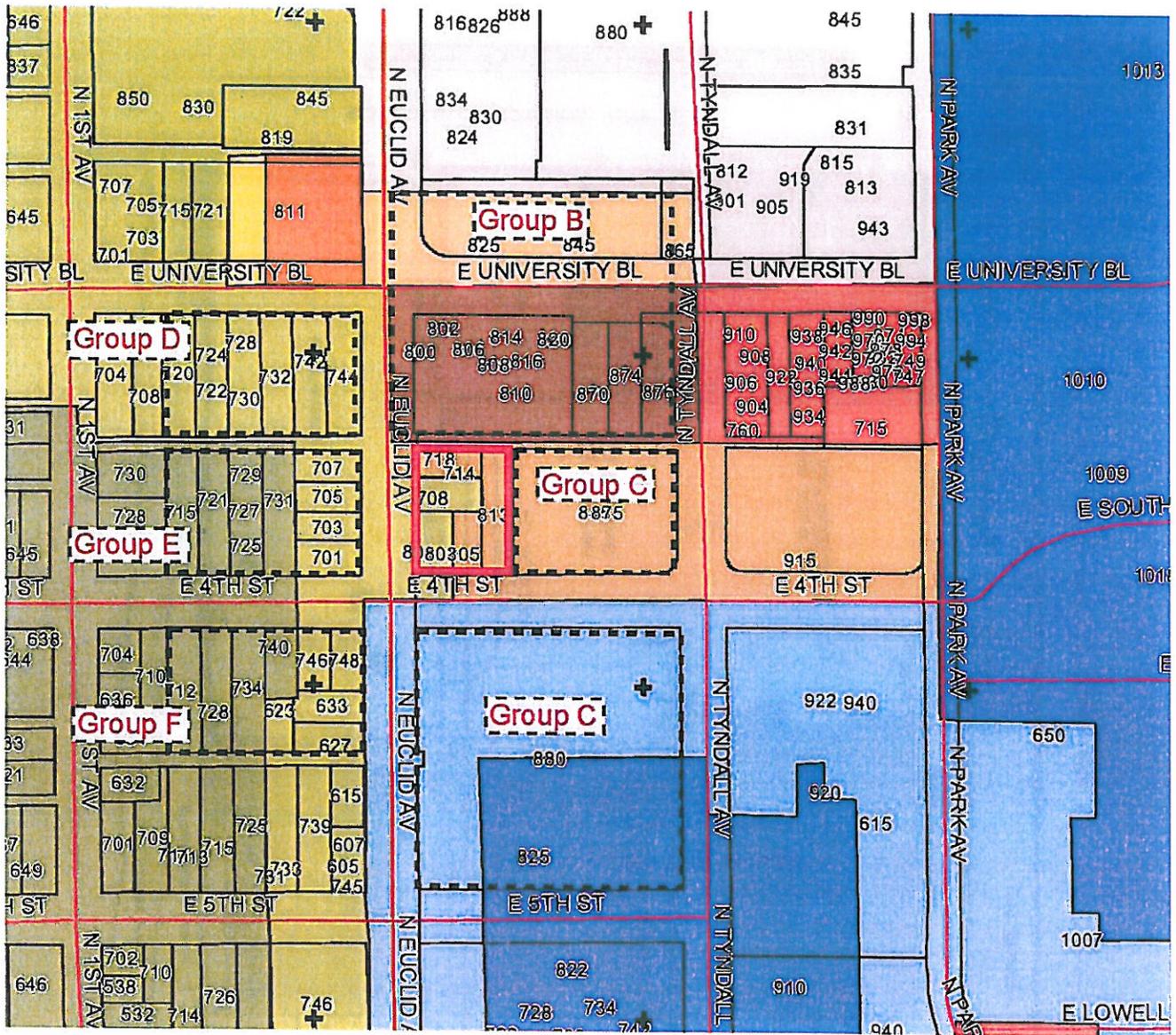
It is common to find a variety of architectural styles within this zone. Most commercial buildings within this development zone favor the Spanish/Mission style of architecture dating from the late 1800's to the early 1900's with the arrival of the early Spanish settlers and the Southern Pacific Railroad in 1880. These architectural features included: thickened walls, simple forms, brick walls later covered with white or earth toned plaster, simple roofs either flat or red toned mission tile roofs, colorful large windows with muntins, parapet motifs, arches, wood trim, corbels and rafter tails. Most single-family dwellings favor an imported mid 1900's Bungalow/ Craftsman style of architecture or could also be considered Anglo-American Victorian. These homes have expansive front porches, tapered columns, arches, use of basalt rock for site walls and pillars, elevated planter boxes, complex pitched roofs, brick construction covered with various colored plaster walls, classic wood detailing, colorful accents, wood trim, corbels and rafter tails. The houses appear to have more ornamentation than the commercial buildings within this zone.

In review, local historical architect Bob Vint concludes, "The context within which the proposed development exists belongs to the scale of University of Arizona, rather than to West University Neighborhood. It makes sense in the growth and development of the city that higher densities and larger scale projects should be east of Euclid, towards the University and away from the historic neighborhood." The redevelopment plan includes a streetscape intended to emulate the neighborhood across the street where the eastern portion of the site will take on the characteristics of the University setting to respect the transition at Euclid Avenue.

AS-BUILT & PROPOSED DEMOLITION DIAGRAM



As Built & Proposed Demolition Plan



300ft Survey

300ft Property Contextual Data

Group A: Subject Parcels

Address	APN	Yr. Built	Zoning	Owner	Description
714/718 N. Euclid Ave	124-050-430	1945	HOCR-2	Marshall Foundation	Vacant Commercial
708 N. Euclid Ave	124-050-440	NA	HR-3	Russell Moore	Vacant Land
801/803 E. 4th Street	124-050-450	1935	HR-3	Russell Moore	Apartments
805 E. 4th Street	124-050-460	1932	HOCR-2	Russell Moore	Apartments
813 E. 4th Street	124-050-470	1932	HOCR-2	Russell Moore	Apartments

Group B: Due North (North of Alley East of Euclid)

Address	APN	Yr. Built	Zoning	Owner	Description
Alley				Arizona Board of Regents	
800/802 E. University Blvd.	124-050-520	1948	HC-1	Marshall Foundation	Old Geronimo Hotel; Auld Dubliner/ Joint/ Offices above
806 E. University Blvd.	124-050-520	1948	HC-1	Marshall Foundation	Starbucks
808 E. University Blvd.	124-050-520	1948	HC-1	Marshall Foundation	Offices
810 E. University Blvd.	124-050-520	1948	HC-1	Marshall Foundation	Offices
814 E. University Blvd.	124-050-520	1948	HC-1	Marshall Foundation	Marshall Foundation
816 E. University Blvd.	124-050-520	1948	HC-1	Marshall Foundation	Offices
820 E. University Blvd.	124-050-520	1948	HC-1	Marshall Foundation	Offices
870 E. University Blvd.	1234-050-51A	1914	HC-1		No Anchovies
874 E. University Blvd.	124-050-50A	1912	HC-1		Frog & Furkin
876 E. University Blvd.	124-050-49A	1910	HC-1		Sinbad's Restaurant
(North of University)					
825 E. University Blvd.	124-050-07B	1997	HC-3	West Main Gate Center, LLC	Johnny Rockets/ Pengolds/ La Salsa
845 E. University Blvd.	124-050-07B	1997	HC-3	West Main Gate Center, LLC	Pei Wei Asian Diner / Nails
865 E. University Blvd.	115-046-02D	1997	HC-3	West Main Gate Center, LLC	Gentle Ben's Brewing
824/830/1 N. Euclid Ave.	115-046-00B	1995	HO-1	Arizona Board of Regents	University Services
880 N. Tyndall Ave.	115-046-02G	1996	HO-1	Marshall Foundation	Marriott Hotel

Group C: Due East of Property

Address	APN	Yr. Built	Zoning	Owner	Description
845 E. 4th Street	124-050-480	2002	HOCR-2	Arizona Board of Regents	Parking Garage original structure demolished
875 E. 4th Street	124-050-480	2002	HOCR-2	Arizona Board of Regents	Parking Garage original structure demolished

300ft Survey

Group C: Due South of Property (South of 4th Street East of Euclid)

Address	APN	Yr. Built	Zoning	Owner	Description
E. 4th Street				Arizona Board of Regents	
880 E. 4th Street	124-050-65A	2001	R-2	Arizona Board of Regents	Student Housing original structure demolished
825 E. 5th Street	124-050-65A	2001	R-3	Arizona Board of Regents	Student Housing original structure demolished

Group D: West of Euclid North of Alley

Address	APN	Yr. Built	Zoning	Owner	Description
744 University Blvd.	124-050-350	1932	HR-3		Single Family Dwelling
742 University Blvd.	124-050-360	1932	HR-3		Single Family Dwelling
732 University Blvd.	124-050-370	1932	HR-3		Single Family Dwelling
728/730 University Blvd.	124-050-380	1923/63	HR-3		Single Family Dwelling
722/724 University Blvd.	124-050-390	1925/86	HR-3		Single Family Dwelling
720 University Blvd.	124-050-400	1913	HR-3		Single Family Dwelling

Group E: Due East of Property (West of Euclid Ave)

Address	APN	Yr. Built	Zoning	Owner	Description
707 N. Euclid Ave	124-050-340	1913	HR-3		Single Family Dwelling
705 N. Euclid Ave	124-050-330	1914	HR-3		Single Family Dwelling
703 N. Euclid Ave	124-050-320	1913	HR-3		Single Family Dwelling
701 N. Euclid Ave	124-050-310	1929	HR-3		Single Family Dwelling
731 E. 4th Street	124-050-300	1916	HR-2		Single Family Dwelling
725-729 E. 4th Street	124-050-290	1914/75	HR-2		S. F. D. & Duplex
721 E. 4th Street	124-050-280	1930	HR-2		Single Family Dwelling
715 E. 4th Street	124-050-270	1922	HR-2		Single Family Dwelling

Group F: West of Euclid South of 4th Street

Address	APN	Yr. Built	Zoning	Owner	Description
748 E. 4th Street	124-050-960	1924	HR-3		Single Family Dwelling
746 E. 4th Street	124-050-970	1932	HR-3		Single Family Dwelling
633 N. Euclid Ave	124-050-95A	1916	HR-3		Single Family Dwelling
627 N. Euclid Ave	124-050-94A	1915/27	HR-3		S. F. D. & Duplex
623 N. Euclid Ave	124-050-98A	1993	HR-3		Single Family Dwelling
740 E. 4th Street	124-050-990	1918	HR-2		Single Family Dwelling
734 E. 4th Street	124-051-000	1947	HR-2		Single Family Dwelling
728 E. 4th Street	124-051-010	1918	HR-2		Single Family Dwelling
712 E. 4th Street	124-051-020	1928	HR-2		Single Family Dwelling

300ft Survey

SECTION 5 - Plan Amendment Information

PROPOSED SITE IMPROVEMENTS

The Seven14 redevelopment plan proposes a Class A infill student housing complex that may have limited commercial restaurant, office or retail likely at the street level. On-site parking will be at street level with access only from 4th Street; whereas, loading service access will likely occur from the north alley. The complex will have secured pedestrian and vehicular ingress/egress points strategically placed to maximize safety and natural circulation routes with the surrounding context (reference Appendix). The Parking Reduction Plan (reference Appendix) details the parking (vehicle & bicycle) and circulation (vehicular & non-motorized) strategies; as well as, the multitude of available sustainable transportation choices. The complex features semi-private multiple tiered terraces and open spaces landscaped consistent with the West University Neighborhood context. The complex has an advanced security system to respect the safety of the residents and surrounding neighbors. The perimeter landscape buffer aligned on Euclid Avenue and 4th Street is consistent with the neighborhood landscape material using drought tolerant plants irrigated by storm water collected on-site. The public landscape space features benches and local art displays encouraging pedestrian gathering (reference Appendix). The development leaves the site with a dramatically increased amount of foliage than the current conditions offer, reducing urban heat island effects amongst many other positive environmental benefits.

The existing Euclid Avenue street front buildings (714/718 Euclid & 801 4th) will be considered for rehabilitation to preserve the historical element of the neighborhood. Although current zoning allows a zero lot line on 4th Street, the redevelopment plan supports an increased 10ft minimum setback on 4th Street to allow for a contextual perimeter landscape buffer to favor the scale of the neighboring community. The redevelopment plan currently has a setback at the north alley as well. The complex includes on-site activity areas located furthest from Euclid Avenue to screen from the neighboring residential community to the west. Architectural design elements are compatible and carefully consider the historic character of the Neighborhood to the west of Euclid Avenue and the University context to the east. The proposed overall project density is a maximum of 195units/acre. The proposed complex will reach up to 12 levels with a stepping Euclid Avenue façade, starting at a 3 or 4 story building height at Euclid Avenue before ever reaching the proposed 140ft maximum height limit. The tallest portion of the project is proposed at the northeast corner bordering the alley and parking garage furthest away the most visible elements at the Euclid Avenue and 4th Street intersection. Increased height and density are the only two plan amendment changes requested in this application. No other plan amendment items will be required to the proposed redevelopment plan.

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.

- (1) Change the Neighborhood Conservation Policy 1.B.10: change the maximum building height from 40ft to a stepped building starting at 3 or 4 stories stepping to 7 or 8 stories and up to 12 stories with a maximum height limit of 140feet. OCR-2 zoning allows up to a 300ft tall building, but this Policy greatly restricts the urban infill project potential. The

- proposed goal is to reach less than half of the OCR-2 zoning height allowance.
- (2) Change the New Residential Development Policy 2.A.2 to allow for density up to 195/units per acre.
 - (3) Change the Proposed Generalized Future Development Concept Map: "New Development - Mixed Use Commercial/Residential" change 15-40 units per acre to allow for up to 195 units per acre.
 - (4) Change the Land Use Map to identify the amended site.

PROVIDE PROPOSED NEW GOAL AND POLICY LANGUAGE, AND PROPOSED NEW MAPS THAT INCORPORATE THE CHANGE.

Policy 1.B.10: Limit building heights west of Euclid Avenue to that allowed by zoning on August 1, 1988. Allow maximum building height of 40 feet in the transition area between Park and Euclid Avenues, except as follows:

- a) This policy already allows for 140ft high buildings for the Marshall Foundation
- b) "Allow a tiered building starting at 3 or 4 stories stepping to 7 or 8 stories and up to 12 stories with a maximum height of 140feet to be constructed on the block bounded by the private alley to the north, 4th Street to the south, Euclid Avenue to the east, and the UA Parking garage to the west."

Policy 2.A.2 add d. "Allow for density up to 195 units/acre on the block bounded by the private alley to the north, 4th Street to the south, Euclid Avenue to the east, and the UA Parking garage to the west."

EXPLAIN HOW THE PROPOSED CHANGES ARE CONSISTENT WITH AND SUPPORTED BY THE OVERALL GOALS, AND ANY APPLICABLE POLICIES, OF THE WEST UNIVERSITY NEIGHBORHOOD PLAN (WUNP)

Purpose: The goal of the plan is to: Preserve and enhance the residential character of the West University Neighborhood (WUN).

The proposed student housing infill project supports historic preservation of the WUN. Per Bob Vint, "A strong case can be made for the importance of providing of adequate housing for the student body of the University. There are 39,000 students, and on-campus housing for about 1/10 that number. Great pressure is placed upon the surrounding historic neighborhoods and historic housing stock by student rentals. As is well established, renters do not take as good care of a property as do homeowners. Students in particular can be hard on rented houses. For the long-term stability of historic neighborhoods, owner-occupancy should be encouraged, and student rentals discouraged. Building new student housing that is safe, attractive and clean will give students another option, and thus reduce the pressure on historic neighborhoods... I believe that the long-term interests of historic preservation and the West University Neighborhood are served by this course of action."

POLICY 1 - NEIGHBORHOOD CONSERVATION: The residential character of the established neighborhoods needs to be protected.

A. Utilize Tucson's Historic District Ordinance to protect the historic character of the West University Neighborhood (WUN).

Response: The development plan maintains consistent with Bob Vint's recommendation "that the historic structures located at 714-718 N. Euclid and 801-803 E. 4th St. be rehabilitated as part of Seven14's project, in keeping with the Secretary's Standards for Rehabilitation." This projects supports infill density for neighborhood preservation.

B. *Preserve sound housing throughout the WUN while implementing programs to improve deteriorated housing.*

Response: Seven14 has pioneered a new neighborhood program to provide annual funds to support the rehabilitation of the WUN. The concept of the program is that a historic surcharge will be assessed with the signing of every new lease. These fees will be transferred to an account administered by an appointed subcommittee to the WUNA or WUHZAB and distributed at their discretion. Seven14 will only donate to the general fund with no further involvement.

- (7) Response: Seven14 follows suit with "Strongly encourage all new development with frontage on Euclid Avenue to provide design... elements to be consider include earth berming, landscaping, building setback and stepback and the location of parking, entry points, and activity areas away from existing residential development along and to the west of Euclid. Design elements should be compatible with the historic character of the Neighborhood."
- (8) Response: Seven14 provides a minimum 10' public landscape buffer in addition to the 10' public sidewalk. The development seeks to work in full cooperation with the City of Tucson Transportation Department.
- (9) Response: The project is consistent with the Plan's Future Development Concept Map in that it identifies the northeast corner of Euclid Avenue and 4th Street as a site for "New Development-Mixed-Use Commercial Residential", the exact block proposed for Seven14. The redevelopment proposal is consistent with the long-range vision of the West University Neighborhood Plan, albeit at a greater density.
- (10) Response: Per Bob Vint, "Tall buildings need not be anathema to an historic neighborhood: in downtown Tucson there are some well-known and well-liked examples, such as the Consolidated/Valley Bank Building [now Chase Bank] which achieves a humane scale by the details of the first two stories [that relate to the human being at the level where one experiences the building] and then by the diminution of the apparent height through the treatment of the upper two stories with a lighter material". Seven14 will employ similar scale strategies to that of the Chase building to mitigate the height appearance.

D. *Maintain the economic & ethnic diversity historically present in the WUN.*

Response: The proposed redevelopment plan presents significant local economic benefits instead of subsidized government housing funded by the taxpayer contributing to the problem. The proposed project alone is estimated to privately contribute up to \$250,000 for Tucson Roads, \$125,000 for Tucson Parks, \$135,000 for Tucson Fire, Police and Public Facilities and annual tax revenue of \$250,000. Furthermore, this project will stimulate the local economy naturally by providing jobs and material procurement during in a period of depressed economy.

E. *Improve the appearance and quality of the landscape within the WUN consistent with the area's historic character.*

Response: The development plan supports all 3 policy sub items by both improving and increasing the landscape along Euclid Avenue and 4th Street

with plant materials historically characteristic of the neighborhood supplemented with drought tolerant native desert species. Located within the project are multi-tiered gardens, exponentially expanding the current inventory of plant materials which has multiple positive environmental side effects in an urban desert environment.

POLICY 2: NEW RESIDENTIAL DEVELOPMENT:

A. Encourage the construction of new compatible residential development within the WUN.

(1) Encourage the development of sensitively designed housing units on scattered lots (infill construction) throughout the WUN.

Response: Consistent with both Policies 1 & 2: the proposed development plan efficiently maximizes the land use of an underused infill site considering its context is walking distance to the UA and an immense supply of amenities.

B. Ensure that new residential developments of significant size incorporate general recreational amenities and landscape areas as part of their overall development programs.

Response: The proposed mid-size development includes an indoor fitness/recreational center, social lounge, outdoor pool & spa, outdoor sport court or other similar recreational activity space, tiered gardens, internal semi-private courtyards, and landscape areas.

C. Ensure that new residential development provide adequate off-street parking. This is especially important in areas of the neighborhood where existing houses do not have off-street parking.

Response: The Parking Reduction Plan ensures that the complex will not generate any additional on-street parking. The underlying goal of the Parking Reduction Plan is to promote the weakening of one's reliance on vehicle usage altogether. Promoting a non-motorized environment benefits local business (commercial foot traffic), a reduction in area traffic congestion, reduces urban pollution, and stimulates a healthy local environment. Reference the Appendix for the detailed plan.

POLICY 3: COMMERCIAL AND OFFICE DEVELOPMENT

Response: Any commercial or office activities will be prioritized to the benefit of the neighborhood and featured at the Euclid Avenue street level.

POLICY 4: PUBLIC IMPROVEMENTS

Develop and maintain a streetscape that supports the WUN's residential and historic character.

Response: Consistent to this policy's sub items: The development plan openly supports this policy as previously stated by preserving the historic façade of Euclid Avenue, expanding building setbacks to allow for consistent streetscape landscaping, and the use of historic and native desert landscape materials buffering from the arterial street. The development plan includes any/all repairs or upgrades to the existing public sidewalk including ADA compliance and items of general public safety. The plan calls for an expansive amount of on-site bicycle parking and naturally links to the neighborhood pedestrian corridors. Private housing options are limited near the University; some students travel nearly 20 miles (one way) to attend classes because no alternative housing options are available. This redevelopment project is a longer term destination site actually reducing the daily influx of commuter traffic to the UA area.

proposed historic surcharge program on every lease at Seven14 will provide well needed funds to restore and preserve the character of the WUN. Seven14 aims to improve urban air quality and reduce urban heat island effects. The overall redevelopment concept is foreseen to actually reduce congestion in the nearby neighborhoods and locates this type of housing where it belongs, in a denser monitored location instead of spread out through the neighborhoods.

SECTION 3: LAND USE AND DEVELOPMENT

Goal: Support new development which serves to enhance the character and quality of University Neighborhoods.

SECTION 3.A: GENERAL POLICIES

- (1) Strongly encourage the development of vacant property throughout the University Area to complement the existing scale, character, and identity of the surrounding neighborhood.

Response: Seven14 incorporates a vacant infill lot as well as the majority vacant area of a second underutilized property. The design concept bridges the pedestrian streetscape scale at Euclid Avenue then transitions eastward with the characteristics and scale found in the University setting.

- (2) Encourage the retention of contributing historic buildings and viable residential structures by including them as integral components of new development.

Response: All structures on Euclid Avenue will be retained as an integral component to the overall complex and historically rehabilitated for adaptive reuse. The design concept seamlessly blends the past with the present.

- (3) Support new development on the perimeter of residential areas which serves to protect and enhance the quality of life for neighborhood residents.

Response: Seven14 lies in a transition zone defining the outside edge of WUN's perimeter, as well as, the UA Campus Area and seeks a balance to enhance the quality of both areas and the region as a whole.

- (4) Demonstrate sensitivity to surrounding uses in the design, location, orientation, landscaping, screening, and transportation planning of new development.

Response: The redevelopment plan has given considerable respect to this policy. Detailed responses have been outlined throughout this document.

- (5) Utilize Defensible Space Guidelines (Section 9) in the design of new development.

Response: The redevelopment plan employs many of these guidelines. For specific details reference Section 9 responses.

- (6) Builders and developers of proposed projects which require City of Tucson rezoning approval are encouraged to consult in the early stages of project planning with representatives of neighborhood associations registered with the City of Tucson Citizen Participation Office:

Response: The development team has had on-going collaborative meetings with WUNA, WUZHAB, Tucson-Pima County Historical Commission, State Historical Preservation Office, the Marshall Foundation, UA Campus Planning, UA Parking & Transportation, UA Development Life, City of Tucson Planning and Development Services, Midtown Ward 6, the Mayor's

POLICY 5: UNIVERSITY OF ARIZONA

Response: On-going collaboration with the UA's Parking and Transportation Department, Campus Planning Department, and Development Life Department extends past the last twelve-months of preplanning; the cooperative strategies are implemented in the conceptual site development plan. A continually growing UA student body places an increasingly higher and higher demand on the already existing housing shortage. Fall 2009 enrollment at UA was at an all-time high with the largest freshman class ever (roughly 7,000) and a total enrollment of approximately 38,800. This number does not include faculty or support staff to run the University but they too share in the housing dilemma. Publicly funded University housing currently can support no more than 6,000 (15%) of the student body, not including faculty and staff. This leaves roughly 32,000 (85%) students' housing unaccounted for. The redevelopment plan aids in offsetting the housing shortage with a quality noncompeting option. Discussions with UA Campus Planning have included marketing Seven14 as a UA housing option to both new and continuing students. These discussions also included adding the UA Logo to the building and mutual marketing campaigns. The UA Campus Planning department has identified the Seven14 site the closest relevant expansion location to Campus. UA has reported an additional 1,100 beds in construction and is actively searching for an immediate additional 1,500 to 2,500 beds with 5,000 desired over the next five years. Seven14 is not only physically closer to Campus than any other potential site; the project is also closer to achieving full entitlement than any other potential site to assist in the housing shortfall today, not in the distant future. Additionally collaboration with the UA is found in the Preliminary Transportation Plan which capitalizes the existing alternative modes of transportation infrastructure already placed by the UA, consistent with Seven14's sustainable vision.

EXPLAIN HOW THE PROPOSED CHANGES ARE CONSISTENT WITH AND SUPPORTED BY THE GOALS AND POLICES OF THE UNIVERSITY AREA PLAN (UAP).

SECTION 1: OVERALL GOALS OF THE UAP

Response: The redevelopment plan cooperates with goals one and two and agrees with goal three: *Recognize the nature and potential of the University and its immediate surroundings as a relatively compact, pedestrian-oriented regional activity center, and work to strengthen the identity and quality of this area consistent with city-wide and neighborhood goals (City of Tucson General Plan, CP Section 2, Policy 5).* The redevelopment plan works to reduce the pressure from other adjacent neighborhoods that have supplemented the housing shortage with 'mini-dorms' in an effort to keep home owners occupants of their neighborhood.

SECTION 2: NEIGHBORHOOD CONSERVATION/HISTORICAL PRESERVATION

Goal: *Preserve and enhance the historic character and residential quality of life in University Area neighborhoods.*

Response: Working closely with WUNA, WUHZAB, the Tucson-Pima County Historical Commission, the State Historical Preservation Office, the City of Tucson Development and Planning Services Department, Midtown Ward VI, the Marshall Foundation, local historical architect Bob Vint, and various UA departments, this project aims to preserve the historic integrity of the WUN with special detail given to the Euclid Avenue elevation and streetscape while supporting the pedestrian commercial district socially, financially, and environmentally. The Parking Reduction Plan addresses mitigating parking, noise, and traffic through neighborhoods. Additionally, the

office, various City of Tucson Departments, civil & structural engineers, general contractors, local residents and business owners, local consultants, and local historians for more than 12 months prior to engaging in any required meetings or notices displaying cooperative project spirit. The Seven14 conceptual development plan is a collection of these interactions.

SECTION 3.B: NEW RESIDENTIAL DEVELOPMENT

Subgoal: Support new residential development which provides a wide range of housing types to meet the diverse needs of University Area residents while serving to enhance the stability of neighborhoods and schools.

Policies:

(1) Encourage residential infill.

Response: Seven14 is a responsible infill project that maximizes the land use of an underutilized site.

(2) Under the guidance of the General Design Guidelines, provide for residential development in appropriate locations:

2.3 - High density residential development is appropriate in conformance with the RCP provision of the Zoning Code, or in conformance with the following criteria:

2.3.1 - The site is surrounded by predominantly medium/high density residential or nonresidential development;

Response: The site meets these criteria, reference Section 4 of this Plan Amendment for more detail.

2.3.2 - Vehicular access is provided to an arterial or collector street, and vehicular traffic is directed away from the interior of low density residential areas;

Response: This policy is consistent with the Seven14 site strategy. Euclid Avenue is an arterial street and the redevelopment concept plan supports directing all traffic types away from the residential areas towards the University.

2.3.3 - Development includes a well-defined pedestrian system linked to the public sidewalk system, convenient access to transit facilities, and secure bicycle parking areas;

Response: This policy is consistent with the Seven14 site strategy. The site selection for the Seven14 project naturally provides for this policy and is a cornerstone to the redevelopment concept. Seven14's success is directly correlated to its location.

2.3.4 - Where appropriate, development includes integrated neighborhood commercial services (e.g., grocery market, cafe, florist) oriented to a local pedestrian clientele.

Response: Space has been reserved for potential neighborhood commercial in the restored 714 structure. Any retail or other use would be site specific filling the gap for neighborhood amenities.

SECTION 3.C: OFFICE/COMMERCIAL DEVELOPMENT

Subgoal: Support the development of new commercial and office activities which complement the scale and character of neighborhoods and commercial districts in the University Area.

Response: Space has been reserved for potential neighborhood commercial in the restored 714 structure.

SECTION 3.D: MIXED USE DEVELOPMENT

Subgoal: Support 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 (CP Section 11, Policy 5).

Response: Seven14 provides one crucial component to a larger contextual mixed use area, 'integrated housing', supporting the success of its compact pedestrian-oriented area.

Policy:

Support the careful integration of residential and nonresidential development in areas which are predominantly high density residential or nonresidential, under the guidance of the General Design Guidelines (Section 8) and in conformance with the following criteria:

- (1) Vehicular access is provided to an arterial or collector street, and vehicular traffic is directed away from the interior of residential areas;
- (2) Commercial activity is located at the street level, and is connected to the public sidewalk system;
- (3) Tenant mix offers goods and services oriented to local residents and compatible with the neighborhood; and
- (4) Development includes a well-defined pedestrian system linked to the public sidewalk system, convenient access to transit facilities, and secure bicycle parking areas.

Response: These policies and responses are very similar to Section 3B. Seven14 favorably responds to each policy.

SECTION 3.F: PUBLIC/SEMI-PUBLIC DEVELOPMENT

Subgoal: Recognize the important role of public and semi-public uses, and encourage the development of these uses in a manner which is compatible with the character and quality of University Area neighborhoods. Support the development of new public and semi-public uses which are compatible with the physical environment and social needs of the University Area neighborhoods.

Response: The redevelopment site plan allows for public art display at the corner of Euclid Avenue and 4th Street in effort to memorialize part of Tucson's rich cultural history in a public forum. Seven14 will contribute the space; whereas, the artist and composition selection and administration is encouraged by the WUNA or WUHZAB.

SECTION 4: TRANSPORTATION

Policies:

The redevelopment plan makes efforts to implement multi-modal streetscape designs and neighborhood buffer treatments on Euclid Avenue and 4th Street. The Parking Reduction Plan considers the impacts of proposed roadway development on historic resources, neighborhood landmarks, pedestrian circulation, safety, noise levels, air quality, and other elements which determine residential quality of life. The redevelopment plan mitigates the impact of proposed roadway development on neighborhoods through the preservation of historic structures, landscaped buffers, and variations in streetscape design as appropriate to enhance the quality and character of each neighborhood. To date the project has maintained communication among City officials, neighborhood organizations, property owners, and residents. The project proposes on-site water retention to mitigate any existing or potential drainage problems. The redevelopment plan mitigates the impact of non-resident parking demand in neighborhoods while locating its parking facility so as to mitigate traffic and visual impacts on surrounding

residential areas. The parking plan strongly supports the continued development of alternate modes transportation in an effort to champion a more sustainable Tucson. Reference the Parking Reduction Plan in the Appendix for a comprehensive summary.

SECTION 5: ENVIRONMENT

Goal: Maintain and enhance the environmental quality of the University Area, in support of city-wide and regional efforts.

Policies:

- (1) *Support measures throughout the University Area designed to:*
- 1.1 - *Improve air quality in the community by encouraging the development of alternate modes of transportation and pedestrian-oriented regional activity centers (CP Section 2, Policy 5).*
Response: Seven14's transportation strategy relies on the utilization of alternative modes of transportation. Additionally, the project includes many sustainable features as part of the design methods including a dramatically increase amount of foliage.

 - 1.2 - *Regulate and control airborne dust and pollen.*
Response: Employ a dust plan during construction and a well planned permanent landscape strategy.

 - 1.3 - *Maintain high standards of water quality through the continued identification, monitoring, and control of potential sources of surface and groundwater pollution.*
Response: The project intends to have on-site water purification system, low flow plumbing devices, and on-site below ground water retention/rain harvesting system to recycle for landscape irrigation.

 - 1.4 - *Regulate and control noise and light pollution.*
Response: No balconies face the neighborhood to the west to reduce noise and specify downward shielded exterior low voltage energy efficient lights. The pool amenity deck is set back from the west edge to reduce noise from this common space.

 - 1.5 - *Monitor and control the transportation, storage, and disposal of toxic waste.*
Response: No toxic waste is anticipated as a byproduct of this project. The on-site commercial trash compactor will condense the amount of exported waste reducing truck cycles and material at offsite landfills.
- (3) *Encourage the use of drought-tolerant and low pollen-producing plants in the landscaping of new development. Landscaping should be compatible in scale, character, and use pattern with established neighborhood landscape/streetscape themes.*
Response: Seven14 will incorporate the City of Tucson Development Standards, Section 9-06.0 drought-tolerant landscaping plants as well as those historically found in the WUN. The rooftop green spaces produce many benefits in an urban environment: reduction of city heat island effect, rainwater harvesting/ on-site water retention, insulates the building reducing heating and cooling costs, offsets the effect of global warming converting carbon dioxide to oxygen, improves neighborhood air quality, creates an opportunity for natural habitat

within the city, and provides an attractive appearance within the urban context.

- (4) *Encourage the use of energy and water saving devices and the demonstration of energy-efficient technology in new development.*
Response: Consistent with the top rated LEED certifiable projects, building on infill lots, especially those previously developed, exudes the most efficient use of land utilizing existing infrastructure and a wider and more sustainable range of transportation options (walking/ biking/ access to direct transit). This poses the most energy efficient development model available. The redevelopment site is located within a ¼ mile of an array of community resources: transit corridor, pharmacy, place of worship, school, restaurant, retail, office/employment centers, library, bank, laundry/dry cleaner, convenience store, community center, entertainment center, fitness center, coffee shop, etc. The project incorporates energy star appliances, low flow plumbing fixtures, efficient water heaters and mechanical systems. The interior spaces have no additional decorative materials than those that are needed. The materials selected on both the interior and exterior will have long durability to dramatically minimize maintenance and replacement, both energy saving techniques. Seven14 may also employ photovoltaic energy at a screened rooftop location. Seven14 will have a Recycling and Sustainability Program dedicated to preserving the environment. We provide education on recycling as well as environmental, social, and economic preservation. We enable students to become not only ecologically responsible, but also more socially responsible individuals through the use of programming and practices.

SECTION 6: PUBLIC SERVICES

Goal: Ensure an adequate supply of high quality public services to meet the current and projected needs of University Area residents and businesses.

Response: The redevelopment plan supports local crime prevention efforts through the implementation of Defensible Space Guidelines per Section 9 of the WUNP. Furthermore the plan includes collaboration with the City of Tucson Police, Fire and Environmental Services Departments and other government agencies and utility providers to maximize safety and efficiency.

Public art display is welcomed at the most publicly visible site location at the corner of Euclid Avenue and 4th Street. The development team has been working with WUNA, WUHZAB and Dr. Mabry, Tucson Director of Historic Preservation, for the past year to ensure the project is designed to enhance the character and quality of the WUN. All service equipment and solid waste will be screened from public view in a fully enclosed room at street level accessed from the north alley. There will be an electrical room and another room with trash and recycle compactors.

SECTION 7: UNIVERSITY OF ARIZONA

Goal: Recognize the importance of the University of Arizona and its immediate environment as a regional activity center (CP Section 2, Policy 5), and support cooperative efforts in the development of this activity center in a manner which protects and enhances University Area neighborhoods.

Response: The redevelopment plan supports the UA Comprehensive Campus Plan. Located at the Campus perimeter provides a rare opportunity for private development to supplement the UA housing shortage mitigating impacts on

adjacent neighborhoods while recognizing the value and significance of historic structures through preservation. The development plan also provides a proactive example to encourage the utilization of alternate modes of transportation as outlined in the Parking Reduction Plan. For more information regarding Seven14's interface the UA reference response to the WUNP's Policy 5 on page 5 of this document.

SECTION 8: GENERAL DESIGN GUIDELINES

(1) Complement surrounding development - Utilize compatible building materials, architectural style and ornamentation, setbacks, stepbacks, and variations in building height or mass to complement the scale and character of surrounding development and reduce the appearance of excessive height and bulk.

Response: The overall design concepts incorporate sensitivity to reducing the buildings massing with stepbacks, variations in building heights and masses to make the transition from the street level to the scale of the University all while respecting compatible building materials and styles. The bulk of the mass is in the back corner of the project to reduce the appearance of the overall mass from the pedestrian viewpoint at street level. The rooftop gardens soften the hard lines of the building to ease the perceived mass. Exterior material changes contribute to mask the buildings height and density. The overall original desired density has been greatly reduced in consideration of the above design concepts.

(2) Reflect neighborhood character - New development should be carefully designed to reflect and enhance neighborhood identity, streetscape continuity, historic development patterns, neighborhood landmarks, predominant architectural and landscaping themes, and scenic or historic views.

Response: Seven14 aims to further establish the identity of the UA landscape while simultaneously responding to the Neighborhood by improving the streetscape continuity with consistent landscape themes. The redevelopment plan also makes considerable effort to rehabilitate all of the Euclid Avenue historic structures to substantially improve their presence at the street level. The project brings life back to an abandoned historic structure and saves another destined for termination, while juxtaposed to new responsible urban development.

(3) Buffer adjacent uses - Utilize appropriate screening techniques to mitigate the impacts of new development on adjacent uses. Design and orient drought-tolerant landscaping, masonry walls, earthen berms, outdoor lighting, trash storage areas and other elements to provide an attractive and effective barrier to undesirable access, noise, odor, or views.

Response: The landscape plan will include earthen berms, gabion basalt stone walls, drought-tolerant plant material, limited barrier walls, limited fencing/ screening, creative use of energy efficient outdoor lighting, and departmentalized trash and utility areas located discretely at the north alley to maximize the overall project aesthetics. In addition, the project will assist to screen the view of the parking garage and its future rooftop solar collectors providing a more attractive compatible substitution.

(4) Respect historic development - Ensure compatibility between the character and appearance of new development and that of adjacent historic properties. New development should also demonstrate sensitivity to the broader context of a surrounding historic district.

Response: The project mimics the color and styles of windows most consistently found in the nearby remaining historic structures to subtly tie these building together. The overall architectural style, color, and material choices resemble the broader context of the surrounding district. The Euclid Avenue façade will be restored to its historic representation per the U.S. Secretary of the Interior's Standards for the Treatment of Historic Properties.

(5) Use drought-tolerant landscaping - Encourage the use of drought-tolerant, and low pollen-producing plants in new landscaping projects. Landscaping should be compatible in scale, character, and use pattern with established neighborhood landscape/streetscape themes.

Response: Seven14 intends to use only landscaping material found on the City of Tucson Development Standards, Section 9-06.0 of drought-tolerant plants.

(6) Screen private service areas - Outdoor storage and trash collection areas should be screened from view of all adjacent streets and properties, and designed and located to minimize litter and odor. Trash dumpsters should be located within screened enclosures.

Response: At the ground level a private services room is reserved for trash collection, recycling, and compaction to ensure odor containment and prevent all visibility. Trash collection is contained on-site strategically placed behind the street building's mass to minimize visibility from Euclid Avenue during collection periods.

(7) Preserve residential privacy - Orient buildings, windows and balconies so as to protect the privacy of adjacent residents. Outdoor lighting should be directed away from adjacent residential uses to protect residential privacy, and shielded above the horizon to comply with regional light pollution guidelines.

Response: There are no west facing balconies and the west elevation windows have been minimized to respect the privacy of the adjacent WUN. The upper pool deck has been set back from the west leading edge to further ensure privacy from this common space amenity from the WUN. This edge will be replaced with landscaping to aesthetically screen the amenity deck while reducing noise. All exterior lighting will be carefully chosen and placed for maximum efficiency, community privacy, and within the City and Regional guidelines.

(8) Coordinate pathways and linkages - Coordinate private pedestrian walkways and bicycle paths with public pedestrian and bicycle facilities.

Response: The circulation paths link directly to the existing rear pedestrian corridor to the east as well as the sidewalks to the west on Euclid Avenue and to the south on 4th Street. The redevelopment plan has made provisions to improve and widen the existing sidewalks and circulation routes. Expansive bicycle parking has been reserved at the ground level mostly located adjacent the existing east pedestrian corridor for the most efficient circulation flow to reduce on-site and perimeter congestion patterns. Pedestrian lighting will be added to the north alley and the existing east corridor for additional nighttime safety. The formulation of a designated pedestrian path at the north alley is also being favorably considered.

(9) Employ defensible space concepts - *Employ defensible space concepts in the design of new development*

Response: Reference Defensible Space Guidelines in Section 9 for a thorough response.

(10) Encourage alternate modes of transportation - *Provide a well-defined pedestrian system linked to the public sidewalk system, convenient access to transit facilities, and secure bicycle parking areas. Where appropriate, integrate convenient, comfortable transit facilities into the design of new development.*

Response: Seven14 has made considerable effort to respond to this policy, reference the Appendix Parking Reduction Plan and Conceptual Site Plan for the details.

(11) Consolidate adjacent parcels - *Wherever possible, consolidate adjacent development parcels in order to provide integrated circulation and access, reduce the number of curb cuts along the street, and enhance screening and buffering between adjacent, noncompatible uses.*

Response: Seven14 will combine 5 parcels into 1 parcel to improve circulation and access and allow for a more uniform project. The curb cuts on Euclid Avenue will be removed to improve traffic flow and the project will screen the Tyndall Parking Garage (non-compatible use).

(12) Coordinate information with architecture - *Integrate signs and other information systems into the overall design of new development in an architecturally coordinated and sensitive manner. Building addresses should be clearly visible from the public right-of-way.*

Response: Seven14 will have a specialty signage consultant to ensure the proper coordination of information display sensitive to the neighborhood. The building address is synonymous with the project's name and will be tastefully displayed.

(13) Provide neighborhood amenities - *Wherever possible, incorporate neighborhood amenities such as open space, recreational facilities, and public art in new development and in the redevelopment of existing areas. Such amenities should be developed with input from local neighborhoods.*

Response: Seven14 offers an increased public landscape and hardscape space at the perimeter of the project. The redevelopment plan has reserved the corner of Euclid Avenue and 4th Street for a public art display. The preferred concept is a sculpture to memorialize the historically rich culture of Tucson. The artists and composition selection coordination will preferably be handled by WUNA or WUZHAB.

(14) Provide active and interesting development at the street level - *Provide "fine-grained" design elements and pedestrian-oriented amenities and services at the street level to enhance streetscape vitality and visual interest.*

Response: Seven14 will add life and character at the street level. Currently there is very little activity mostly in part that the commercial spaces are abandoned and the residential area is walled from the street. The redevelopment plan will remove these barriers to renew vitality to this desolate block.

SECTION 9: DEFENSIBLE SPACE GUIDELINES

(1) Create Territorial Spaces - Utilize design relationships and materials to establish the territorial limits of development. A combination of physical barriers (walls, fences, gates) and symbolic barriers (changes in surface grade or texture, landscaped areas, steps) can be used to define transition zones between public, semiprivate, and private spaces.

Response: The ground level has one strategically placed points of secured entry to define the transition between public and semiprivate spaces. Physical barriers include the perimeter landscape buffer, raised planters, defensive planting materials, limited site walls, building planes, parking garage vehicle gate, man doors and gates. Carefully placed sidewalks and landscaping define the points of resident entry from public circulation. Within the project semiprivate and private spaces are defined; whereas, the units are private and further broken into more private secured spaces and all other areas are public.

(2) Provide surveillance opportunities - Design and locate building units, paths, windows, stairwells, landscaping, doors, and elevators to facilitate the visual monitoring of non-private spaces within a development complex (examples: clustered building units, strategically located windows or wall openings, pervious fencing material). Design building corridors and openings to limit opportunities for human intrusion and concealment.

Response: The vertical circulation stairways are exposed to the exterior in plain sight of the general public and the horizontal corridors are mostly located adjacent the interior courtyard walls with ample view windows to maximize exposure. The multi-tiered project's rooftop terraces offer many vantage viewpoints. Additionally the operation plan includes a state of the art half million dollar surveillance system monitoring the circulation routes, terraces, and elevations 24/7. The access card swipe system monitors individual entry and exit patterns. There is only one building entry which passes the administration office for maximum staff exposure. The entry lobby hosts the mailboxes and main vertical circulation route, the elevators. The arrangement of space will reduce suspicious people entering and circulating through the project.

(3) Assign open spaces - Use territorial methods and design techniques to "assign" open space areas to a specific group of buildings or units so that strangers entering the space are easily identified and observed by building tenants and residents.

Response: The building street level setbacks and tiered elevations, perimeter landscape buffer, defined pedestrian circulation routes and control points of entry assist to achieve this guideline.

(4) Control access - Limit the number of public access points and views into semiprivate spaces, while designing entryways so as to permit the observation of people leaving and entering these "assigned" spaces.

Response: Pedestrian access is limited to one location with the main route directly leading to the vertical circulation and mailboxes passing by the management/staff office for maximum control. There is only one vehicle entry point and is located with great exposure off 4th Street. Access from public to semiprivate is by swipe card access only centrally logged into the security digital data base to account for all resident activity. Unit access is by key as are the individual bedrooms.

(5) Design landscaping for safety - Design and maintain landscaping to provide surveillance opportunities. Dense landscaping should not be located directly adjacent to pathways, windows, and doorways. In unassigned public spaces, landscaping should be trimmed to permit the surveillance of human activity in an area approximately 2-8 feet above surface grade.

Response: The Landscape Plan will employ these guidelines.

(6) Consider defensive landscaping - Consider the establishment of dense, thorny vegetation beneath windows and around fences to discourage intrusion.

Response: The Landscape Plan will employ these guidelines.

(7) Provide adequate lighting - Utilize shielded outdoor lighting to increase night time visibility around doorways, windows, pathways, and landscaped areas. Lighting should be shielded above the horizon to comply with regional light pollution guidelines.

Response: Exterior project lighting is a key design component for public and resident safety as well as overall aesthetics. Additional lighting will feature the north alley and east pedestrian corridor for added safety.

(8) Post address numbers - Building address numbers should be clearly visible from the public right-of-way. Address numbers may also be painted on building rooftops to facilitate identification from the police helicopter.

Response: Address numbers will be strategically placed for maximum visibility while maintaining considerate design practices.

(9) Coordinate development with the Tucson Police Department - Encourage contact between developers and the City of Tucson Police Department in the review of development proposals for compliance with Crime Prevention Through Environmental Design (CPTED) principles.

Response: Pre-design planning includes participation from the Tucson Police Department and the operations plan encourages the implementation of a safety/security plan between the 24/7 on-site staff and residents with the Police.

EXPLAIN HOW THE PROPOSED CHANGES ARE CONSISTENT WITH AND SUPPORTED BY THE GOALS AND POLICIES OF THE CITY OF TUCSON GENERAL PLAN

The redevelopment plan responds to the Livable Tucson Vision Program (LTVP) by implementing many of the program's key goals: better alternatives to automobile transportation; safe neighborhoods; infill and reinvestment not urban sprawl; abundant urban green space and recreation areas; protected natural desert environment; clean air and quality water; people-oriented neighborhoods; respected historic and cultural resources; strong local businesses; efficient use of natural resources. Seven14 sets the precedent for future urban development as a more livable, sustainable, and enduring project.

From the Introduction to the General Plan

The first 6 elements of the General Plan establish the framework for the city's Urban Form:

(1) Growth Areas and Population

Response: UA currently cannot house 32,000 students and this number is expected to grow with the trend of an increasing student body. Seven14 is essentially a privately funded student housing infrastructure expansion to accommodate the current and future needs within walking distance to the University. It is located within the fastest growth area boundary

undisputed as one of the primary growth areas in Tucson with a growing University. Element 1 states "This element recognizes the dynamics and complexities of market forces; the choice of individuals, families, and organizations; and the life cycle of structures. The underlying premise for the element is that the different areas of the city require different strategies and policies to address problems and to build on opportunities. These strategies seek to prevent deterioration, to foster revitalization, and to manage new growth in a financially equitable manner." Seven14 recognizes the chosen site a prime candidate to enact this Element.

(2) Land Use

Response: This element foremost promotes infill density, not urban sprawl to preserve the urban core neighborhoods and businesses. Seven14's success concept is that it is an infill project with density where it is best suited to promote sustainable living. This lends to reliance on sustainable modes of transportation as an alternative to the automobile. The proposed redevelopment serves to remove students from the nearby neighborhoods and house them in a central supervised location. The project employs increased urban green space and returns vitality to a dormant block on Euclid Avenue.

(3) Circulation

Response: Reference the Parking Reduction Plan

(4) Community Character and Design

Response: Seven14 will be a high quality urban design element in the fabric surrounding the UA. The redevelopment plan will improve the vision along the arterial street Euclid Avenue not just in building architectural aesthetics but also with attractive pathways, landscape, and public art display. Seven14 has created a program to annually support the preservation of the WUN. Responsibly placed density further supports preservation of the neighborhoods and supports the existing regional Main Gate and UA activity centers.

(5) Cultural Heritage

Response: Seven14 intends to rehabilitate the Euclid Avenue buildings to preserve the site specific cultural heritage and reserve the Euclid and 4th Street corner for a sculpture /art display reflecting the cultural heritage of Tucson. The bed tax surcharge serves to preserve the cultural heritage of the adjacent WUN.

(6) Conservation, Rehabilitation, and Redevelopment

Response: Seven14 employs many conservation strategies in the building and site design, as well as, the material and fixture selections. The redevelopment plan includes the rehabilitation of the Euclid Avenue structures and plans to reuse materials from the other structures proposed for demolition.

The second 6 elements of the General Plan address Quality of Life:

(7) Safety

Response: The redevelopment plan offers a monitored living environment not found in the adjacent neighborhoods. Vehicle and bicycle parking are secured. Pedestrian circulation routes around vehicular PAL's and parking areas for maximum safety measures. Seven14 is committed to providing its residents with a safe and secure environment where they can pursue their studies while learning about themselves and others in the community.

Seven14 is equipped with a card access system as the only means of building access and vertical circulation beyond the controlled lobby. All exterior complex doors are locked 24 hours per day. Only residents of the building can gain access to move about the complex by swiping their cards through the card reader and entering their personal four-digit PINs. The system is operational 24 hours a day, seven days a week. Seven14 will have an Emergency Evacuation Plan during a fire alarm or an emergency situation that requires immediate evacuation. After dark, options such as Safe Walk or Safe Ride allow one not to walk alone.



(8) Water Resources

Response: The utility infrastructure for the infill redevelopment site is already in place. This is most preferred land use per leading sustainable standards. The building specifications include energy star appliances and low volume water plumbing fixtures. Additionally rainwater will be harvested on site and reused for irrigation to the low water use landscape for ultimate water conservation.

(10) Parks, Recreation, Open Space, and Trails (PROST)

Response: The proposed project alone is estimated to privately contribute up to \$250,000 for Tucson Roads, \$125,000 for Tucson Parks, \$135,000 for Tucson Fire, Police and Public Facilities and annual tax revenue of \$250,000.

The final 2 elements of the General Plan address Economy and Environment:

13) Economic Development

Response: This project will stimulate short term local job growth and material procurement to boost the industry most negatively affected by the recent economic recession.

14) Environmental Planning and Conversation

Response: The redevelopment plan aims to improve the existing urban environmental conditions (improve air quality/clean air (less individual car use, more trees) more efficient use of natural resources (efficient use of water, infill site, existing infrastructure,) and provide a solution to urban growth planning.

PROVIDE ADDITIONAL SUPPORTING INFORMATION THAT DEMONSTRATES WHY THIS AMENDMENT SHOULD BE APPROVED

It is pertinent that the communities in Tucson identify and plan for growth implementing the best strategies to grow smarter and responsibly, often requiring change. The redevelopment plan is a culmination of factors addressing and responding to: fostering environmental sustainability, cultural heritage, responsible land use, improved circulation, encouraging alternative means of transportation, building off community character and design, neighborhood preservation, increased safety, historical rehabilitation, infill growth, water conservation and addressing housing shortages to maintain a livable community.

To support an interactive and rewarding University experience, students, faculty and staff should ideally live in proximity to the campus. This affords direct access to classrooms, teachers, tutors, fellow classmates, study groups, activity groups, intramural athletics, libraries, social activities, and sporting events. A solution is to create higher density housing adjacent the university in the supporting zoning areas. Walkable urbanism is a solution to creating higher density without increasing

vehicular dependency by employing sustainable 'green' development practices consistent with those submitted in the redevelopment plan for the subject parcels. Urban infill locates the density within a pedestrian-oriented distance to daily destinations and public transportation linkages. This solution benefits the neighborhoods, local businesses, the University and residents alike. Other proposed programs such as car sharing programs, where multiple persons have access to the same vehicle, further supports this movement. The overall concept is to reduce or eliminate wasteful vehicle usage altogether. Supporting responsible, sustainable projects will keep Tucson on the forefront of nationally recognized 'green' cities and set a local precedent for future development. New building practices can be up to 85% more efficient than the current subject buildings. Substantially increased density can be achieved while reducing the carbon footprint, reducing the urban heat island effect, and offering considerably more landscape space than what was originally found.

Demographics and housing characteristics in the University Area are strongly influenced by the large population of students attending UA. The housing demand and shortage is obvious and will only compound. Surrounding neighborhoods are left to cram as many unsupervised people as possible into the adjacent single-family homes. In fact, more than 70% of the adjacent neighborhoods are renter-occupied, devaluing the cultural and historic nature of these neighborhoods. The result of these renter-occupied homes is: increased property damage, increased crime, increased traffic on the once quiet streets, increased late night antics, increased trash, decreased property values, and decreased neighborhood pride. This trend will only increase without putting into place a controlled, responsible solution to sustain inevitable growth. Supporting higher density, supervised projects near the University alleviates the pressure on the surrounding historic neighborhoods, and is a solution to preserve and restore these neighborhoods to their original intent of single-family dwellings. One needs to consider a real solution to preserving the historic neighborhood as a whole over the long-term, rather than a piece-meal approach that loses sight of the forest for the trees.

This is the best site along the Euclid corridor that has the closest zoning needed for multi-family housing allowing the density and height necessary to accomplish a project of this caliber. This location could be considered the best place that this type of student housing might go on the west side of the University. Although there is a distinct disconnection between the eastern and western sides of Euclid Avenue, Seven14's development plan attains a majority consistency with the West University Neighborhood Plan, the University Area Plan, and the City of Tucson General Plan. The proposed redevelopment plan provides a real solution today, not just a band-aid. Act swiftly to meet the critical need for student housing in a responsible, sustainable manner, before the cultural and historic integrity of Tucson's University Area Neighborhood is altered forever.

SECTION 6 - Pre-Submittal Meeting Information

- (1) Copy of Meeting Notice Mailed
- (2) Copy of Mailing List Used
- (3) Certificate of Mailing
- (4) Copy of Meeting Sign-In Sheet
- (5) Meeting Minutes Summary
- (6) Copy of all Information Provided at Meeting
- (7) Changes Made to the PA after the Meeting

MEETING NOTICE

Date & Time: **February 22, 2010 at 5:30pm**
Location: 714 Euclid Avenue, Tucson, Arizona
(Inside the abandoned commercial building)
Regarding: The *Memorial Complex* Plan Amendment and Rezone
Applicant: Michael Noonan

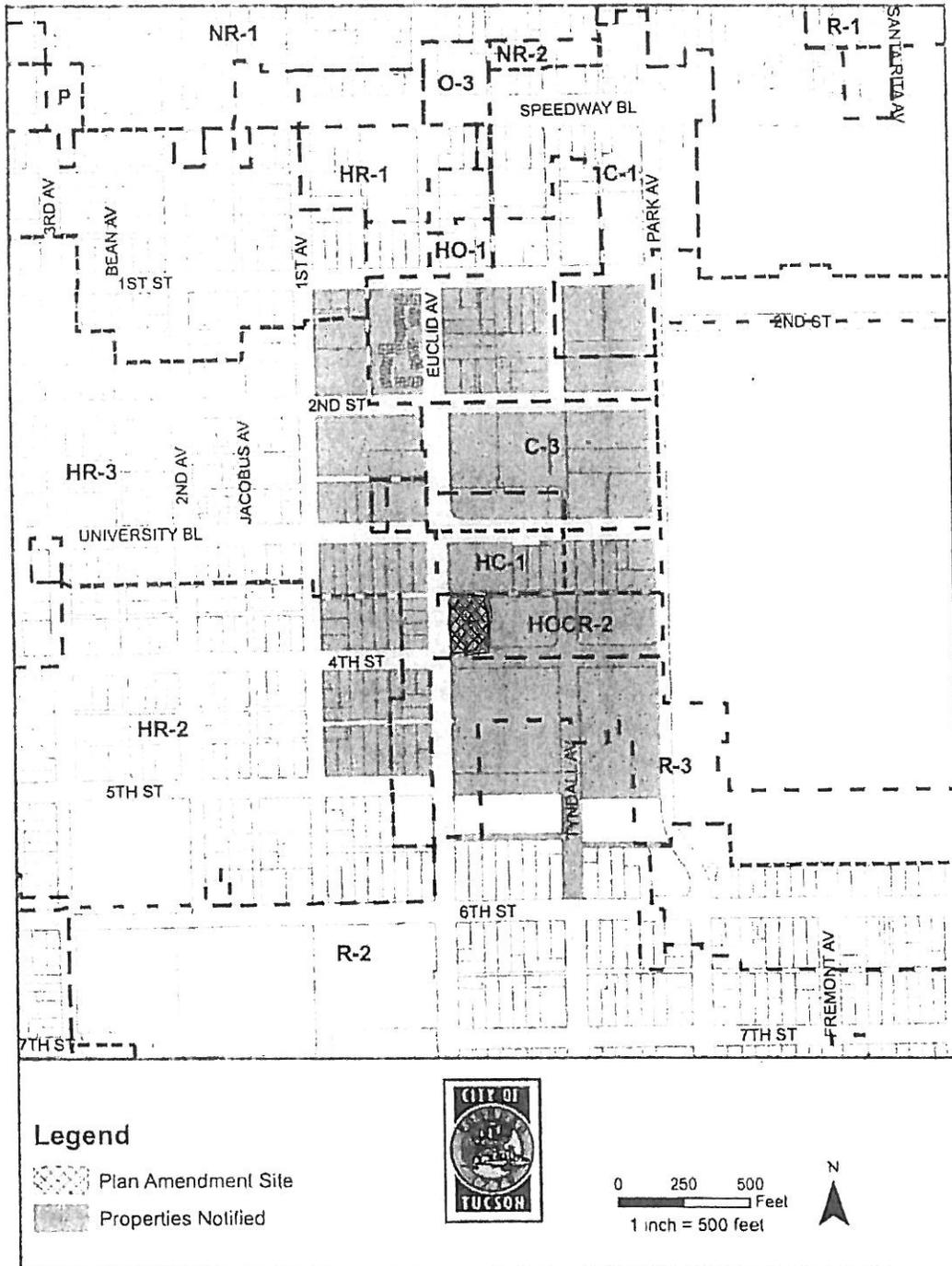
The intent of this letter is to notify the neighbors adjacent the parcels located at 714 Euclid Avenue that the *Memorial Complex*, an infill, high density, tiered multi-level student housing project, is seeking a plan amendment to the West University Neighborhood Plan followed by a rezoning. The applicant intends to make amendment to allow for increased height (incrementally stepped west to east up to 140ft) and allow for higher density housing with a possible commercial element along Euclid Avenue. There will be a meeting February 22, 2010 at 5:30pm held at the proposed redevelopment site. The project is located on the northeast corner of Euclid Avenue and 4th Street bordered to the north by the alley and to the east by the UA parking garage. The scheduled meeting will further clarify any questions or concerns you may have concerning the project and the specific change request(s). Comments on the proposed changes may be submitted to the Director of Planning and Development Services Department prior to the Planning Commission public hearing; and comments may be made verbally and/or in writing at the Planning Commission public hearing, and at the Mayor and Council public hearing.

Please contact Michael Noonan (480.213.1838) for any additional information regarding the neighborhood meeting.

Sincerely,


Michael Noonan

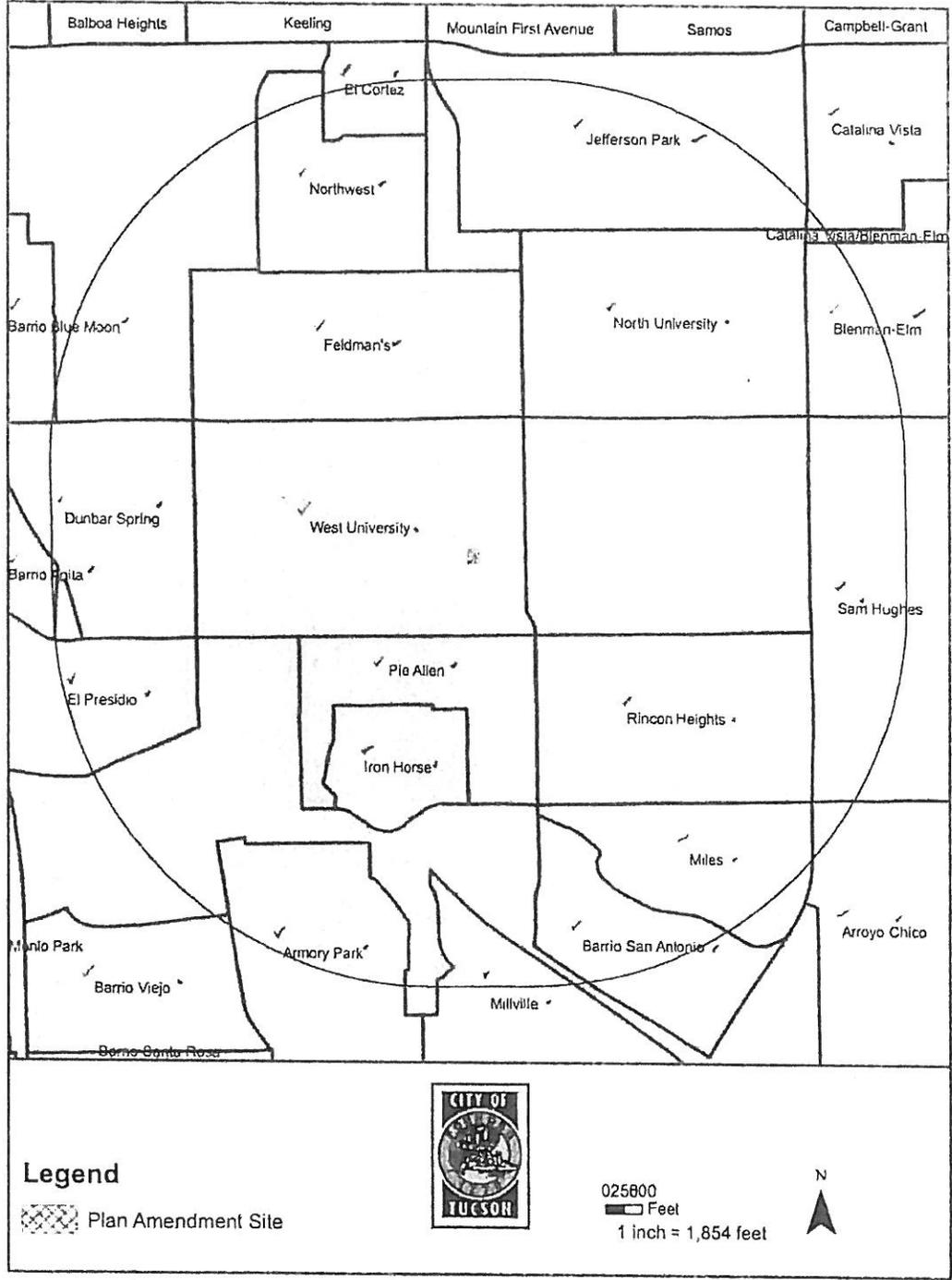
MEETING NOTICE



gen. 2/9/10 for neigh. mtg. - prior to submittal of applic.

MAILING AREA - Property Owners

UofA Plan Amendment



gen. 2/9/10 for neighb. mtg. - prior to submitted of applic.

MAILING AREA - Neighborhood Associations

WWW.AVERY.COM
1-800-GO-AVERY

Repliciez à la hauteur afin de
révéler le rebord Pop-Up™

Utilisez le gabarit AVERY® 5160

12404098A
VALLEY NATIONAL BANK OF PHOENIX
ATTN: INDUSTRY CONSULTING GROUP
INC
PO BOX 810490
DALLAS TX 75381

12405049A
UNIVERSITY BOULEVARD II
876 E UNIVERSITY BLVD
TUCSON AZ 85719

12405050A
CR4 PROPERTIES LLC
5465 W SWEETWATER DR
TUCSON AZ 85745

12405051A
SEA TAB LLC
PO BOX 3685
TUCSON AZ 85722

12405058A
CAMPUS CHRISTIAN CENTER AT THE
UNIVERSITY OF ARIZONA
715 N PARK AVE
TUCSON AZ 85719

12405057A
FIRST METHODIST CHURCH OF
TUCSON ARIZONA
915 E 4TH
TUCSON AZ 85719

124050480
ARIZONA BOARD OF REGENTS
800 E UNIVERSITY BLVD
TUCSON AZ 85721

124050470
MOORE RUSSELL C
2568 E WATER
TUCSON AZ 85716

124050430
MARSHALL FOUNDATION
PO BOX 3306
TUCSON AZ 85722

124050340
O'HEARN TERRY P
PO BOX 2888
TUCSON AZ 85702

124050300
NOBLE KELLY L & YODER DAVID K JT/RS
731 E 4TH
TUCSON AZ 85719

124050290
EYDE SUSAN LIVING TR
725 E 4TH
TUCSON AZ 85719

124050280
MORRISON ROBERT L & CATHY &
MORRISON ROBERT
CHRISTOPHER & TRACY
307 E UNIVERSITY BLVD
TUCSON AZ 85705

124050270
YORDANI ARTHUR & BAUER
MARGUERITE JT/RS
715 E 4TH ST
TUCSON AZ 85719

124050280
BLY JAMES F & MARGARET E CP/RS
730 N 1ST AVE
TUCSON AZ 85719

124050330
LIONBERGER JAMES G & VIRGINIA W TR
7162 E CHORRO CIR
TUCSON AZ 85715

124050250
IRWIN JAMES E & HANA M & IRWIN
LAUREL
ANN ALL JT/RS
728 N 1ST AVE
TUCSON AZ 85719

124050320
VERDEROSA GEOFFREY J
703 N EUCLID AVE
TUCSON AZ 85719

124050240
MC CARTHY JOHN & PHEIFER JULIA
CP/RS
704 N 1ST AVE
TUCSON AZ 85719

124050310
FORMORE INVESTMENTS LLC
7741 E CALLE DEL MINIQUE
TUCSON AZ 85750

124050960
HOVDA NORMAN T & PATRICIA A &
CLARK MARK T &
BRONG STEPHEN ALL JT/RS
2000 N MADELYN AVE
TUCSON AZ 85712

124050970
PITTS ROBERT C & PINZON-PITTS
PATRICIA
JT/RS
746 E 4TH
TUCSON AZ 85719

124050990
ARAIZA CRISOLFO R & MARY ANN JT/RS
740 E 4TH
TUCSON AZ 85719

124051000
BARNES JACQUELINE
734 E 4TH
TUCSON AZ 85718

124051010
KURDZIEL JOSEPHINE P & KNOWLES
LAURA
LACEY JT/RS
422 EBERWHITE BLVD
ANN ARBOR MI 48103

124051020
BAYLESS EUGENE F JR & MARGERY A
TR
3801 N 21ST AVE
PHOENIX AZ 85015

124051040
SANTA CRUZ RAFAELA M
6280 LAKE ARROWHEAD DR
SAN DIEGO CA 92119

124051050
MORRISON SE FAMILY TR
ATTN: PHILIP MELROSE & JUDITH A
MELROSE TR PO BOX 4232
CARMEL CA 93921

124051060
DE CONCINI SUZANNE
2646 N GRANNEN RD
TUCSON AZ 85745

12405098A
FIFTH & EUCLID LLC
1210 E CONDESA TERCERA
TUCSON AZ 85718

AVERY® 5160

Feed Paper
Bend along line to
expose Pop-Up Edge™

Use Peel® Labels
 Avery® Template 5160

MAILING LIST

www.avery.com
1-800-GO-AVERY

124051030
LITTLE VALEDA LEE
634 N 1ST AVE
TUCSON AZ 85719

124050890
RIVERHORSE ENTERPRISES LLC
ATTN: NEAL SAVAGE
4729 E SUNRISE DR # 110
TUCSON AZ 85718

124050840
KORMASH FAMILY TR
ATTN: RICHARD B KORMASH & DANA
KORMASH TR 3020 W CALLE PAULO
TUCSON AZ 85745

115045780
MARSHALL CHARITABLE FOUNDATION
PO BOX 3306
TUCSON AZ 85722

115045540
O'MALLEY ROBERT F
1816 E EDISON
TUCSON AZ 85719

115047150
SCHROEDERS RETREAT LLC
1416 E LOS ARBOLES DR
TEMPE AZ 85284

115047190
GALASKY PAULA A & STEVEN JT/RS
9010 N FOOTHILLS MANOR DR
PARADISE VALLEY AZ 85253

115046710
KUMAR VICTOR
931 N EUCLID UNIT 129
TUCSON AZ 85719

115046750
GREEN PHILIP J & PATRICIA A CP/RS
8105 E GRAY RD
SCOTTSDALE AZ 85260

11 7130
AVAN SUZETTE T REVOC LIVING TR
3847 CAMINO LAS PALMERAS
SIERRA VISTA AZ 85650

Replier à la hachure afin de
révéler le rebord Pop-Up™
Sens de
chargement

124050920
BRIGHAM STEPHEN K & LINDY A TR
2827 E WEYMOUTH CIR
TUCSON AZ 85716

124050870
BBV INVESTMENT LIMITED
PARTNERSHIP LLLP
5633 E GRANT RD
TUCSON AZ 85712

124050850
MEMO INVESTMENTS LLC
ATTN: SIDNEY N MENDELSON ESQ
2730 E BROADWAY BLVD SUITE 100
TUCSON AZ 85716

115045840
STATE OF ARIZONA
00000

115045570
SCHWELLNUS MARTHA LOVING TR
8532 E 23RD
TUCSON AZ 85710

115047140
CARR RYAN 50% & CARR THOMAS 50%
6210 N PASEO ZALDIVAR
TUCSON AZ 85750

115047170
FARRIS PAMELA J & FLUCK RICHARD A
JT/RS
10222 E HICKORY RIDGE DR
ROCHELLE IL 61068

115046700
FOREMAN LEE & SUSAN L CP/RS
985 SARATOGA CT
BOULDER CO 80303

115046730
HAUGSETH SUSAN KRISTINE
13401 E LAKE KATHLEEN DR SE
RENTON WA 98059

115046690
BAGHZOUZ YAHIA
2821 HIGH VIEW DR
HENDERSON NV 89014

Utilisez le gabarit AVERY® 5160®
Étiquettes faciles à peeler

124050900
CLARK MARK T & BRONG STEPHEN &
HOVDA NORMAN T & PATRICIA A
2000 N MADELYN AVE
TUCSON AZ 85712

124050860
SPAULDING RICHARD G
709 E 5TH
TUCSON AZ 85719

124050930
HOVDA NORMAN T
2000 N MADELYN AVE
TUCSON AZ 85712

115047310
931 EUCLID LLC
800 W IVY ST STE D
SAN DIEGO CA 92101

115045580
IRELAND JOEL T
532 E 1ST
TUCSON AZ 85705

115047180
GIL LISA & GIL CHRISTINE JT/RS
6108 N PLACITA SAN AGUSTIN
TUCSON AZ 85741

115047160
KLOUDA JEANNE
300 N BULL RUN DR
TUCSON AZ 85748

115046740
LEVEQUE PHILIP & NANCY JT/RS
931 N EUCLID AVE 132
TUCSON AZ 85719

115046720
STEWART DONNA M
75723 HERITAGE W
PALM DESERT CA 92211

115046760
CATALANO FAMILY REVOC TR
ATTN: VINCENT V JR & DONNA L
CATALANO TR
1920 W CASSIM LN
TUCSON AZ 85704

AVERY® 5160® 1 1/2 x 9 1/10

Bend along line to
expose Pop-Up Edge™
Feed Paper

Easy Peel® Labels
Use Avery® Template 5160® 2/9

MAILING LIST

www.avery.com
1-800-GO-AVERY

Repliez à la hauteur afin de
révéler le rebord Pop-Up™
Sens de
chargement

Étiquettes faciles à peeler
Utilisez le gabarit AVERY® 5160®

11504558A
POSTAL HISTORY FOUNDATION INC
(THE)
920 N 1ST AVE
TUCSON AZ 85719

115047120
LANDMARK-KEY INVESTMENTS LLC
913 GULF BREEZE PKWY STE 5
GULF BREEZE FL 32561

115046680
MARRS ROBERT C
13943 E LUPINE AVE
SCOTTSDALE AZ 85259

115047210
BLOSS DANIEL I & NORMA A CP/RS
1327 E LIVE OAK DR
NOGALES AZ 85621

115046770
GITOMER GLENN & JANE CP/RS
231 OLD GULPH RD
WYNNEWOOD PA 19096

115047110
OBER EDWARD M & GAIL S JT/RS
10819 N 52ND
SCOTTSDALE AZ 85254

115046670
MOSELLE JEREMY T
931 N EUCLID #125
TUCSON AZ 85719

115047220
KUHNE JOANN
1436 AARHUS DR
SOLVANG CA 93483

115046780
TYUS TERRI J
1977 E BRENTRUP DR
TEMPE AZ 85283

115047100
LOPRESTI JOSEPH S II
816 CLUB CT
CAMARILLO CA 93010

115046660
DODDS ANNA MARIE & BRANDON
GEORGE CP/RS
3204 E ROCKY SLOPE DR
PHOENIX AZ 85044

115047230
MALCHICOFF SHELDON & SUSAN CP/RS
701 SPRUCE MEADOW PL
WESTLAKE VILLAGE CA 91362

115046790
PAAP GRANT M
22075 GRAND HARVEST LN APT 206
LEXINGTON PARK MD 20653

115047090
WEST JED & JILL & WEST ZACHARY
CHARLES ALL JT/RS
5033 OAKDALE AVE
WOODLAND HILLS CA 91364

115046650
HARRIS STEPHEN T & MARY K CP/RS
230 W CONRAD DR
PHOENIX AZ 85023

115047080
ALMOUSAWI ANWAR
2016 E RIVER RD UNIT 104
TUCSON AZ 85718

115046640
MOORE FAMILY REVOC LIVING TR
ATTN: SHERIDAN L & LINDA L MOORE
TR
2000 N CALLE DEL SUERTE
TUCSON AZ 85745

115047070
BELL GREG A & JEAN A CP/RS
4137 N EL SERENO CIR
MESA AZ 85207

115046630
FFMCSM TUSCANY CONDOMINIUM LLC
3616 E KACHINA DR
PHOENIX AZ 85044

115046620
NGUYEN NATALIE THUYNGOCCHI &
NGUYEN THUY THANH &
VY CHI ALL JT/RS
931 N EUCLID UNIT 120 TUCSON AZ
85719

115046800
BOBEK KENNETH F & GLENDA JOYCE
CP/RS
931 N EUCLID UNIT 130
TUCSON AZ 85719

12404097B
ARIZONA PIONEERS HISTORICAL
SOCIETY
929 E 2ND
TUCSON AZ 85719

115047250
ANDRADE ISIDORO & ANNE
12540 N 87TH DR
PEORIA AZ 85381

115046810
LEVEQUE PHILIP J & NANCY X CP/RS
11212 E PARADISE LN
SCOTTSDALE AZ 85255

115047030
NIKLAS GRACE & WOZNY ZBIGNIEW
JT/RS
1 OLMSTED DR
HINGHAM MA 02043

115047020
MISRA SIMANT & MISHRA CHANDANA
4428 E ROBIN LN
PHOENIX AZ 85050

115047050
WHITEFIELD DEAN & YVONNE FAMILY
TRUST
3631 E COCONINO CT
PHOENIX AZ 85044

115047010
BO... ANIAN MARK R
931 E EUCLID AVE APT 215
TUCSON AZ 85719

115047000
BREWER GETULIO & JONG TRUST
931 N EUCLID AVE UNIT 214
TUCSON AZ 85719

115047040
COWAN JEREMY S
1655 LISA AVE
VISTA CA 92084

gen 2/9/10
AVERY® 5160®

Bend along line to
expose Pop-Up Edge™
Feed Paper

Easy Peel® Labels
Use Avery® Template 5160®
3/9

MAILING LIST

www.avery.com
1-800-GO-AVERY

115047260
GATEWOOD LANCE B
4344 W TELLURITE DR
TUCSON AZ 85745

115046590
TENGE RICHARD THOMAS JR &
JACQUELINE
MARY 33.34% & PARTEE GARY GORDON
&
CHERYL ROSS 33.34% ETAL 913
TUSCAN LN SACRAMENTO CA 95864

115046570
BATEMAN DUANE & PAMELA J LIVING
TR
5460 S THUNDER SKY WAY
TUCSON AZ 85747

115047270
HANNON MARWAN & MARY-LYNN
REVOCABLE TR
982 JUNIPERO SERRA BLVD
SAN FRANCISCO CA 94132

115046840
BRIGGS LLOYD G & MAUREEN CP/RS
4248 S SUMMIT ST
GILBERT AZ 85297

115045960
ARIZONA HISTORICAL SOCIETY
949 E 2ND
TUCSON AZ 85719

115046980
BRIESE ALLAN & SANDY CP/RS
7510 N CITRUS RD
WADDELL AZ 85355

115046860
DESOUZA DEAN & KAROLE JT/RS
10425 ORKINEY DR
LAS VEGAS NV 89144

115046960
GLASS NANCY L & RICHARD JT/RS
613 13TH ST
HUNTINGTON BEACH CA 92648

115046950
GARFINKLE MICHAEL B & LEVITT-
GARFINKLE
TERRY A & GARFINKLE MORY S ALL
JT/RS
19 SPRUCE DR
HOLLAND PA 18868

Sans de
chargement
Replier le rebord Pop-Up™

115046820
LANSING JILL TR
2922 MOTOR AVE
LOS ANGELES CA 90064

115046580
AHERN MICHAEL
4012 SUGAR MAPLE DR
DANVILLE CA 94506

115046560
MARES HECTOR & EDMONDS-MARES
JULIE &
MARES JASON ALL JT/RS
931 N EUCLID AVE # 114
TUCSON AZ 85719

115046830
PEPPARS GORDON & JULIE B CP/RS
10304 GLENBARR AVE
LOS ANGELES CA 90064

115046990
CARMASSI DENNIS & DARREN JT/RS
1160 DEANNA DR
MENLO PARK CA 94025

115047290
BELLUOMINI STEVE & SUE JT/RS
1820 PARK VIEW DR
SAN BRUNO CA 94066

115046540
GROVE MATHEW LAWRENCE 24% &
BURKHART RUSSELL &
PATRICIA LIVING TR 76%
ATTN: SANDRA KATHERINE GROVE TR
9635 GRANITE RIDGE RD STE 100
SAN DIEGO CA 92123

115046970
BRADLEY FAMILY TR
ATTN: TIMOTHY W BRADLEY
5450 FOREST COVE LN
AGOURA HILLS CA 91301

115046520
HAINES JOHN
1221 BLACKBERRY TERRACE
SUNNYVALE CA 94087

115046510
PFAFFLIN CHRISTINE LOUISE & RONALD
CP/RS
10780 E PLACITA METATE
TUCSON AZ 85749

Utilisez le gabarit AVERY® 5160®
Étiquettes faciles à peeler

115045670
KAPPA ALPHA GAMMA EPSILON HOUSE
CORP
ATTN: WAYNE DAWSON
4319 N VIA BELLAS CATALINAS
TUCSON AZ 85718

115046610
BATEMAN DUANE & PAMELA J LIVING
TR
5480 S THUNDER SKYWAY
TUCSON AZ 85747

115046600
STYMFAL GREG T & LYNETTE M &
STYMFAL
MATTHEW & STYMFAL CHRISTINA ALL
JT/RS
4047 W PARKVIEW LN
GLENDALE AZ 85310

115047280
KINLEY KATHLEEN & DENNIS JT/RS
40 LANCE PL
LEBANON NJ 08833

115046550
JMO HOLDINGS LLC
2162 E VICTOR RD
GILBERT AZ 85296

115046850
CASON ANTOINE
2555 FENTON PKWY APT 105
SAN DIEGO CA 92108

115047300
DENNIS KAILEE RENEE
11712 E BLOOMFIELD DR
SCOTTSDALE AZ 85259

115046530
MC CORMICK TI & CARRIE S CP/RS
931 N EUCLID AVE UNIT 111
TUCSON AZ 85719

115045980
BASS STEVE & STEWART C J &
HENRY KEITH TR
2240 N HAYDEN RD STE 100
SCOTTSDALE AZ 85257

115046890
DELASOTTA FERNANDO & PHILLIS &
DELASOTTA MATTHEW
ALL JT/RS
8001 BAYSHORE DR
MARGATE CITY NJ 08402

AVERY® 5160®

Bend along line to
expose Pop-Up Edge™
Feed Paper

Easy Peel® Labels
Use Avery® Template 5160®
4/9

MAILING LIST

WWW.AVERY.COM
1-800-GO-AVERY

Repliez à la hauteur afin de
révéler le rebord Pop-Up™
Sens de
chargement

Utilisez le gabarit AVERY® 5160®
Étiquettes faciles à peeler

115046900
DALESANDRO ADAM & DEBORAH CP/RS
931 N EUCLID AVE #204
TUCSON AZ 85719

115046870
THEODOROU ANNA A TR
PO BOX 14512
SCOTTSDALE AZ 85267

115046880
MC CLURE NICHOLAS & MC CLURE
MARK JT/RS
250 W QUEEN CREEK RD APT 135
CHANDLER AZ 85248

115046910
MADISON ANNE
5121 WELLINGHALL
COLUMBIA MD 21044

115046920
REESE DONNA & GARY CP/RS
10426 E SUNNYSIDE DR
SCOTTSDALE AZ 85259

115046940
HAINES CYNTHIA & DE VOGELAERE
CHARLES CP/RS
931 N EUCLID AVE UNIT 208
TUCSON AZ 85719

115046500
GATO GORDO TUCSON LLC
ATTN: TIMOTHY F KACERREK
7644 W BLUEFIELD AVE
GLENDALE AZ 85308

115046460
WHITMORE WILLIAM C JR & JEANNE L
CP/RS
1 SOUTHWINDS LN
MALVERN PA 19355

115046450
NATALE PAUL
11126 E SORREL LN
SCOTTSDALE AZ 85259

115046430
BARBER THERESA L & KENNETH A &
KEEFER JAMES &
PAULA ALL JT/RS
8112 E ASTER DR
SCOTTSDALE AZ 85260

115046440
AUNGST JAMES M & KELLEY R CP/RS
901 N EUCLID AVE UNIT 102
TUCSON AZ 85719

115046480
ORSINI PATRICIA M TR
1207 CAMINITO SEPTIMO
CARDIFF CA 92007

115046470
BURR DAN & BARBARA JT/RS
41 E MARLETTE 234-0300
PHOENIX AZ 85012

115046930
HAINES JOHN
1221 BLACKBERRY TER
SUNNYVALE CA 94087

115046490
GRANT KENTTON C 50% & GRANT
KELSIE 50%
11331 E COMANCHERO CIR
TUCSON AZ 85749

11504602G
MARSHALL FOUNDATION
ATTN: TAX MANAGER
4343 HUNT RD
CINCINNATI OH 45242

11504688B
GRACE EVANGELICAL LUTHERAN
CHURCH
830 N 1ST AVE
TUCSON AZ 85719

115045740
AGGIE HOUSE INC
819 N EUCLID AVE
TUCSON AZ 85719

12404102B
MAIN GATE SQUARE PHASE IV LLC
ATTN: MARSHALL FOUNDATION
PO BOX 3306
TUCSON AZ 85722

12405023A
UNIVERSITY & EUCLID LLC
70 W CUSHING
TUCSON AZ 85701

124050190
PODOLSKY WILLIAM I
3048 N PALOMINO PARK LOOP
TUCSON AZ 85712

124050180
WERCHAN HENRY A & BRIDGET R JT/RS
715 E UNIVERSITY BL
TUCSON AZ 85719

12405016A
GOODRICH RHEA WOOLSTON
84 MARGARITE RD EXT
MIDDLETOWN CT 06457

11504602D
WEST MAIN GATE CENTER LLC
PO BOX 3306
TUCSON AZ 85722

124050590
FIRST NATIONAL BANK OF AZ TR
% MARSHALL FOUNDATION
PO BOX 3306
TUCSON AZ 85722

124050610
ROTH MARCIA TR OF MARCIA ROTH LIV
TR 1/2 &
FISHER SUSAN ET AL
PO BOX 3306
TUCSON AZ 85722

124050620
922 UNIVERSITY LLC
4750 N CAMPBELL AVE
TUCSON AZ 85718

12 7350
AK. JNA MUTUAL PROPERTIES
4220 WHITTIER
TUCSON AZ 85711

124050370
ARIZONA MUTUAL PROPERTIES
4220 E WHITTIER
TUCSON AZ 85711

124050380
PEPPERTREE BED & BREAKFAST LLC
ATTN: CHRISTOPHER J MARTIN
724 E UNIVERSITY BLVD
TUCSON AZ 85719

11/16/10
AVERY® 5160®

Bend along line to
expose Pop-Up Edge™
Feed Paper

5/9
Easy Peel® Labels
Use Avery® Template 5160®

MAILING LIST

www.avery.com
1-800-GO-AVERY

124050390
CRJ PROPERTIES LLC
724 E UNIVERSITY BLVD
TUCSON AZ 85719

124050420
HAYNES GEORGE L & VESELKO-
HAYNES
KATALINA R JT/RS
1071 E SENECA
TUCSON AZ 85719

Replier à la hauteur afin de
révéler le rebord Pop-Up™
sens de
chargement

124050400
PATTERSON JOHN DAVID &
DAVENPORT JEANNE
JT/RS
720 E UNIVERSITY BLVD
TUCSON AZ 85719

Utilisez le gabarit AVERY® 5160®
Étiquettes faciles à peeler

124050410
GRAHAM ANNE C & BERGIN THOMAS R
JT/RS
1725 N WENTWORTH RD
TUCSON AZ 85749

gen
2/9/10
AVERY® 5160®

Band along line to
expose Pop-Up Edge™
Feed Paper

Use Avery® Template 5160®
Easy Peel® Labels

MAILING LIST

WWW.AVERY.COM
1-800-GO-AVERY

Repliez la hachure afin de
révéler le rebord Pop-Up™

Sans de
chargement

Utilisez les gabarit AVERY® 5160

Robert Walkup
Mayor
255 W. Alameda ST
Tucson, AZ 85701

Chuck Bressi
N.A.-Armory Park
P. O. Box 2132
Tucson, AZ 85701

George Mairs
N.A.-Armory Park
579 S. 3rd Ave
Tucson, AZ 85701

John D. Burr
N.A.-Armory Park
P.O. Box 2132
Tucson, AZ 85702

David Leary
N.A.-Arroyo Chico
2938 E 21st Street
Tucson, AZ 85716

Les Pierce
N.A.-Arroyo Chico
2727 E. Beverly Drive
Tucson, AZ 85716

Les Pierce
N.A.-Arroyo Chico
2727 E. Beverly Drive
Tucson, AZ 85716

David Valenzuela
N.A.-Barrio Anita
2255 W GoldenHills Rd
Tucson, AZ 85745

Tina Gonzalos
N.A.-Barrio Anita
855 N. Contzon
Tucson, AZ 85705

Jose Rivera
N.A.-Barrio Blue Moon
P O Box 50886
Tucson, AZ 85703

Kristen Repp
N.A.-Barrio Blue Moon
422 W Speedway Blvd
Tucson, AZ 85705

Page Repp Jr.
N.A.-Barrio Blue Moon
422 W Speedway Blvd
Tucson, AZ 85705

Ted Warmbrand
N.A.-Barrio San Antonio
402 S Star Ave
Tucson, AZ 85719

Rafael Perez
N.A.-Barrio San Antonio
1335 E 15th St #3
Tucson, AZ 85719

Aisling McCallum
N.A.-Barrio San Antonio
1216 E 14th St
Tucson, AZ 85719

Pedro M Gonzales
N.A.-Barrio Viejo
423 S Elias
Tucson, AZ 85701

Letitia A Gonzales
N.A.-Barrio Viejo
423 S Elias
Tucson, AZ 85701

Eddie M Flores
N.A.-Barrio Viejo
1602 S Winmore
Tucson, AZ 85713

Steve Morrison
N.A.-Blenman-Elm
P.O. Box 42092
Tucson, AZ 85733

Linda Phelan
N.A.-Blonman-Elm
P.O. Box 42092
Tucson, AZ 85733

Alice Roe
N.A.-Blenman-Elm
P.O. Box 42092
Tucson, AZ 85733

Maryl Mares
N.A.-Catalina Vista
2364 E. Hampten
Tucson, AZ 85719

Kathleen Cugley
N.A.-Catalina Vista
200 Sierra Vista Dr
Tucson, AZ 85719

Colette Alfaffer
N.A.-Catalina Vista
35 N. Sierra Vista Dr
Tucson, AZ 85719

Ian Fritz
N.A.-Dunbar Spring
903 N. 10th Ave
Tucson, AZ 85705

Lisa Scoblink
N.A.-Dunbar Spring
827 N 9th AVE
Tucson, AZ 85705

Natasha Winnik
N.A.-Dunbar Spring
101 W. 2nd Street
Tucson, AZ 85705

Printed: 02/09/2010 Mod: 2/2/2010

gen. 2/9/10
AVERY® 5160

Bend along line to
expose Pop-Up Edge™

Feed Paper

7/9

Use Avery® Template 5160
Easy Peel® Labels

MAILING LIST

www.avery.com
1-800-GO-AVERY

Repliez à la hauteur afin de
révéler le rebord Pop-Up™

Sens de
chargement

Utilisez le gabarit AVERY® 5160®
Étiquettes faciles à peler

Cheryl Caballero
N.A.-El Cortez Heights
2111 N. Flores
Tucson, AZ 85705

Dennis Caldwell
N.A.-El Cortez Heights
2109 N. 2nd. Ave.
Tucson, AZ 85705

Tori Stypula
N.A.-El Cortez Heights
549 E. Seneca St
Tucson, AZ 85705

Susan Alkon
N.A.-El Presidio
402 N Main Ave
Tucson, AZ 85701

Joyne Tracy
N.A.-El Presidio
411 N Meyer Ave
Tucson, AZ 85701

Monika Ashe
N.A.-Foldman's
611 E Drachman
Tucson, AZ 85705

Sarah Harris
N.A.-Feldman's
1217 N First Avenue
Tucson, AZ 85719

Diana Left
N.A.-Feldman's
1309 N 1st Ave
Tucson, AZ 85719

Frank McCormick
N.A.-Jefferson Park
1434 E Hampton St
Tucson, AZ 85719

Lisa Jones
N.A.-Jefferson Park
933 E Seneca St
Tucson, AZ 85719

Elizabeth Burrola
N.A.-Jefferson Park
1604 E Linden
Tucson, AZ 85719

Candy Bond
N.A.-Miles
2001 E Spring
Tucson, AZ 85719

Luis Gutierrez
N.A.-Miles
1421 E. 13th St
Tucson, AZ 85719

Bill Richards
N.A.-Miles
127 S. Cherry Ave
Tucson, AZ 85719

George Kalll
N.A.-Millville
931 S Highland
Tucson, AZ 85719

Brett DuMont
N.A.-Millville
1015 S Park Ave
Tucson, AZ 85719

Roger Becksted
N.A.-Millville
1070 E 20th St
Tucson, AZ 85719

Grace E. Rich
N.A.-North University
1340 N. Santa Rita
Tucson, AZ 85719

Peter Van Peeuen
N.A.-North University
1221 N. Mountain Ave
Tucson, AZ 85719

Ellisabeth Morgan
N.A.-North University
1315 E. Mabel St.
Tucson, AZ 85719

Dan Dorsey
N.A.-Northwest
221 E Linden St
Tucson, AZ 85705

Armando Vargas Jr.
N.A.-Northwest
604 E Elm St
Tucson, AZ 85705

Shelly Dorsey
N.A.-Northwest
221 E Linden St
Tucson, AZ 85705

Pat Homan
N.A.-Pie Allen
850 E. 7th St
Tucson, AZ 85719

Nancy Robins
N.A.-Pie Allen
801 E 7th St
Tucson, AZ 85719

Stacey Plassmann
N.A.-Rincon Heights
1750 E. 10th Street #3
Tucson, AZ 85719

Barbara Homan
N.A.-Rincon Heights
1619 E 8th St
Tucson, AZ 85719

Printed: 02/09/2010 Mod: 2/2/2010

AVERY® 5160®

Band along line to
expose Pop-Up Edge™

Feed Paper

Use Avery® Template 5160®
Easy Peel® Labels

MAILING LIST

www.avery.com
1-800-GO-AVERY

Repliez à la hauteur afin de
révéler le rebord Pop-Up™

Sens de
chargement

Utilisez le gabarit AVERY® 5160®
Étiquettes faciles à peeler

Joan Leigh
N.A.-Rincon Heights
136 N Santa Rita Ave
Tucson, AZ 85719

Carolyn Classen
N.A.-Sam Hughes
2413 E 4th St.
Tucson, AZ 85719

John S O'Dowd
N.A.-Sam Hughes
2819 E. Lisbon Pl
Tucson, AZ 85716

Frank Soltys
N.A.-Sam Hughes
730 N Norton
Tucson, AZ 85719

Lori Boston
N.A.-West University
PO Box 3336
Tucson, AZ 85722

Joe Wasiak
N.A.-West University
PO Box 3336
Tucson, AZ 85722

Gallagher Wilmer
N.A.-West University
PO Box 3336
Tucson, AZ 85722

Regina Romero
Ward 1
940 W. Alameda St
Tucson, AZ 85745

Karin Uhlich
Ward 3
1510 East Grant Rd
Tucson, AZ 85719

Richard Flmbres
Ward 5
4300 S. Park Av
Tucson, AZ 85714

Steve Kozachik
Ward 6
3202 E. 1st St
Tucson, AZ 85716

Joanne Hershenhorn
2802 E. Alta Vista St
Tucson AZ 85716

John Daniel Twelker
N.A.-Iron Horse
229 N. First Ave.
Tucson, AZ 85719

Jeff DiGregorio
N.A.-Iron Horse
204 S. Scott
Tucson, AZ 85701

Printed: 02/09/2010 Mod: 2/2/2010

AVERY® 5160®
921, 1/26
2/9/10

Bend along line to
expose Pop-Up Edge™
Feed Paper

Easy Peel® Labels
Use Avery® Template 5160®
6/9

MAILING LIST

CITY OF TUCSON
DEPARTMENT OF URBAN PLANNING AND DESIGN
PRESUBMITTAL NEIGHBORHOOD MEETING - PLAN AMENDMENTS
TIMELINES AND CERTIFICATION OF MAILING

PART 1 – DATE MAILING LABELS WERE GENERATED (to be filled out by staff)
 Plan amendment file name and number: PA-10-01 ; WUPP ; Euclid / 4th St, Memorial
Complex - Incr. Height and Density
 Date mailing labels were generated: 2/9/10
 Date that is 60 calendar days after mailing labels were generated: 4/10/10

PART 2 – CERTIFICATION OF MAILING (to be filled out by applicant and returned to staff with the application)

I hereby certify that I mailed the meeting notices to everyone on the mailing list on 2-10-10, for the neighborhood meeting that was held on

(date of mailing)
2-22-10
 (date of neighborhood meeting)

(signature of applicant/applicant's agent) [Signature] 2-10-10
 (date signed)

PART 3 – TIMELINE CHECKS (to be filled out by staff)

Date of Neighborhood Meeting: 2/22/10
 Time period that is 15 to 60 days after the neighborhood meeting was held:
3/9/10 - 4/23/10

Date application was submitted: _____

Was the application submitted between 15 and 60 days after the neighborhood meeting was held?

 (yes or no)

If the application was submitted within the specified time frame, the timeline provisions of the *Land Use Code* have been satisfied. If the application was not submitted within the specified time frame, staff will advise you how to proceed.

S:\Plan Amendments & PAD Changes of Conditions\Forms\PA_Information_for_Applicants.doc

Meeting Minutes • February 22, 2010 • 5:30 P.M.

WEST UNIVERSITY NEIGHBORHOOD ASSOCIATION [WUNA]

OFFICIAL NEIGHBORHOOD MEETING

THE MEMORIAL COMPLEX • PROPOSED HOUSING • TUCSON, AZ

Meeting held @ 714 N. Euclid, Tucson [Project Site] to advise Neighbors on applicant filing for a Plan Amendment, Planned Area Development [PAD] and Rezoning

[Activity # _____ Sign-in sheet attached]

Mike Noonan introduced himself as the applicant and addressed the eight people in attendance. Mike explained that the purpose of the meeting was to disclose to the surrounding property owner that he will be filing a Plan Amendment, PAD and rezoning with the City of Tucson Planning & Development Services Department for the site located at the north-east corner of Euclid Ave. and 4th St. in Tucson, AZ, for the proposed housing development known as the Memorial Complex.

Mike explained that in the Plan Amendment he will seek a maximum allowable height of 140' above grade level for the proposed new development, with the condition that a parking plan will be accepted by the City. Secondly he is seeking to increase the allowable density of the site to meet the proposed dwelling unit count for the Memorial Complex. The currently zoned density is 40 units per acre: for this model of development the density would need to be approximately 100 to 120 units per acre [the site is approx. 2/3 acres, and there are approximately 75 units proposed]. Noonan explained the re-zoning process and how it involves a public hearing before the City of Tucson Zoning Examiner, and a second Public Hearing before Mayor & Council for a final vote. The public will be notified and is invited to speak at the hearings to address City officials and make known their concerns. Mike noted that documents related to the process will be available on the City's web-site once the application has been filed. He then introduced Bob Vint as the architect for the project.

Bob Vint again disclosed that the Plan Amendment seeks an allowable height of 140', but that the current proposed building height is 129.5 feet [the additional 10.5 ft. is requested to allow for elevator shafts or other minor extensions that may be required above the roof level]. Bob described the architectural character of the project as compatible with the historic context, relating to the pedestrian scale by preserving the historic streetscape. The tri-partite design is in keeping with the traditional organizational principles visible at the historic Tucson High School, a listed property of West University. To moderate the height of the proposed building, the massing steps away from the street, from 6, to 9, to 11 stories of housing above one level of parking and entrance lobby. The proposed height is similar to several projects located in close proximity to our site, including the University of Arizona dormitory at 5th St. and the University Park Marriott Hotel at 2nd St. and Tyndall Ave.

Bob informed the group that our site was designated for redevelopment by WUNA in their neighborhood plan [as adopted by WUNA and the City of Tucson Mayor & Council in 1981] and that to make way for the new redevelopment we propose the demolition of the two rear apartment buildings [805-813 E. 4th St. and 815-817 E. 4th St.], while we propose to preserve and restore the more significant corner building [801-803 E. 4th St.] as well as the storefront at 714 N. Euclid [the proposed address of the Memorial Complex]. Bob explained that by achieving the height and density of the project we could afford to properly restore the historic buildings.

MEETING SUMMARY

Bob also disclosed that the plan amendment would increase the density of the site to meet the developer's required unit count. Bob spoke of the importance of putting density where it belongs - near the University - as this site was originally zoned OCR-2 in the 1960s, in anticipation of appropriate development for its location. The current zoning is mixed HOCR2 and HR3, with the back portion of the site [*closest to the existing 5-story parking garage*] being HOCR2. The underlying zoning [OCR2] is essentially downtown zoning, allowing up to 300 ft. in building height and zero setback distances. The applicant is seeking permission for less than half the allowable height under OCR2. The HR3 zoning is on Euclid Ave. and includes an historic 1936 Prairie style or Italianate building at the northeast corner of Euclid Ave. and 4th St. which is proposed for preservation, as is the commercial storefront at 714 N. Euclid [where the meeting was held]. By meeting the demand for university area housing, this project will also take pressure off surrounding historic neighborhoods that are now experiencing the demolition of historic homes to make way for 4-5 bedroom "mini-dorms" – a growing problem in Tucson.

Mike Noonan then open the meeting up to comment and questions.

- Q: How long will the entitlement process take?
Answer by Noonan: Hope to have all entitlements in place by mid summer of this year.
- Q: What is the average square footage of the units?
Answer by Vint : varies with number of bedrooms +/- 800 SF – 1,700 SF
- Q: What is the area of the site?
Answer by Vint: Approx. 28,000 SF = .64 acre [.75 commercial acre]
- Q: What is the status of the parking plan?
Answer by Noonan: Parking plan is still being developed and will meet City requirements. Neighbors will have further opportunity to review and comment.
- Q: Is there an agreement in place with the U of A re. parking in the garage?
Answer by Noonan: No.
- Q: Does the project have to go through the Tucson/Pima Historical Commission?
Answer by Noonan: We are following the direction given to us by the City.
- Q: What amenities does the project include? Does the site allow for meeting facilities?
Answer by Vint: Common areas for residents include pool, lounge & fitness center.

[No further questions]

Comments:

WUNA resident John Patterson stated for the record his objection to the project as being too dense and too tall. He expressed concern that adding more residents to the area will increase traffic congestion at 4th St. and Euclid Ave. and cause parking problems in the neighborhood.

One other resident said, "It's a great looking building – but build it somewhere else."

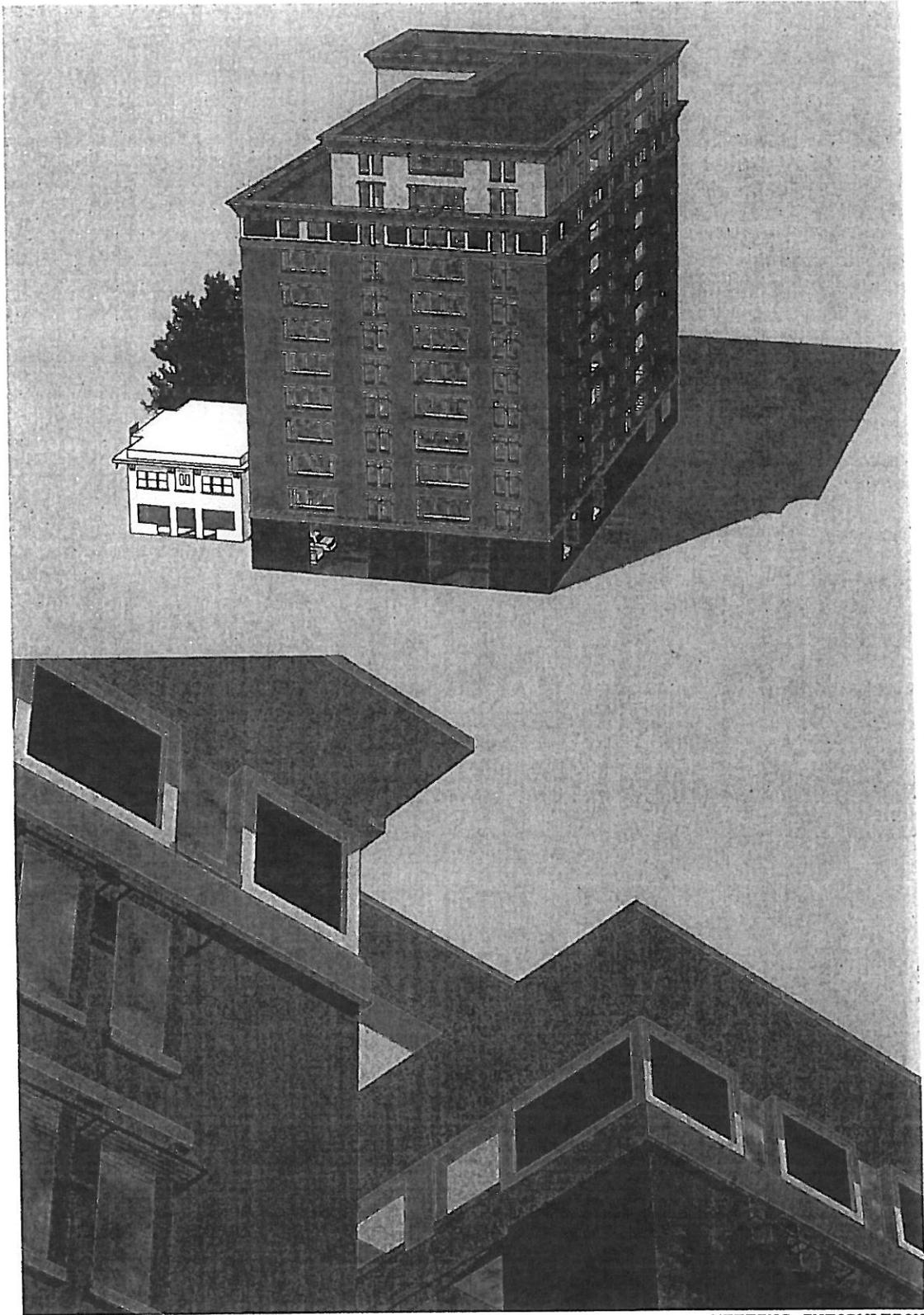
Two WUNA residents commented favorably as follows: "Nice looking building;" "We like it;" "Good luck."

[Meeting adjourned at 6:15 p.m.]d

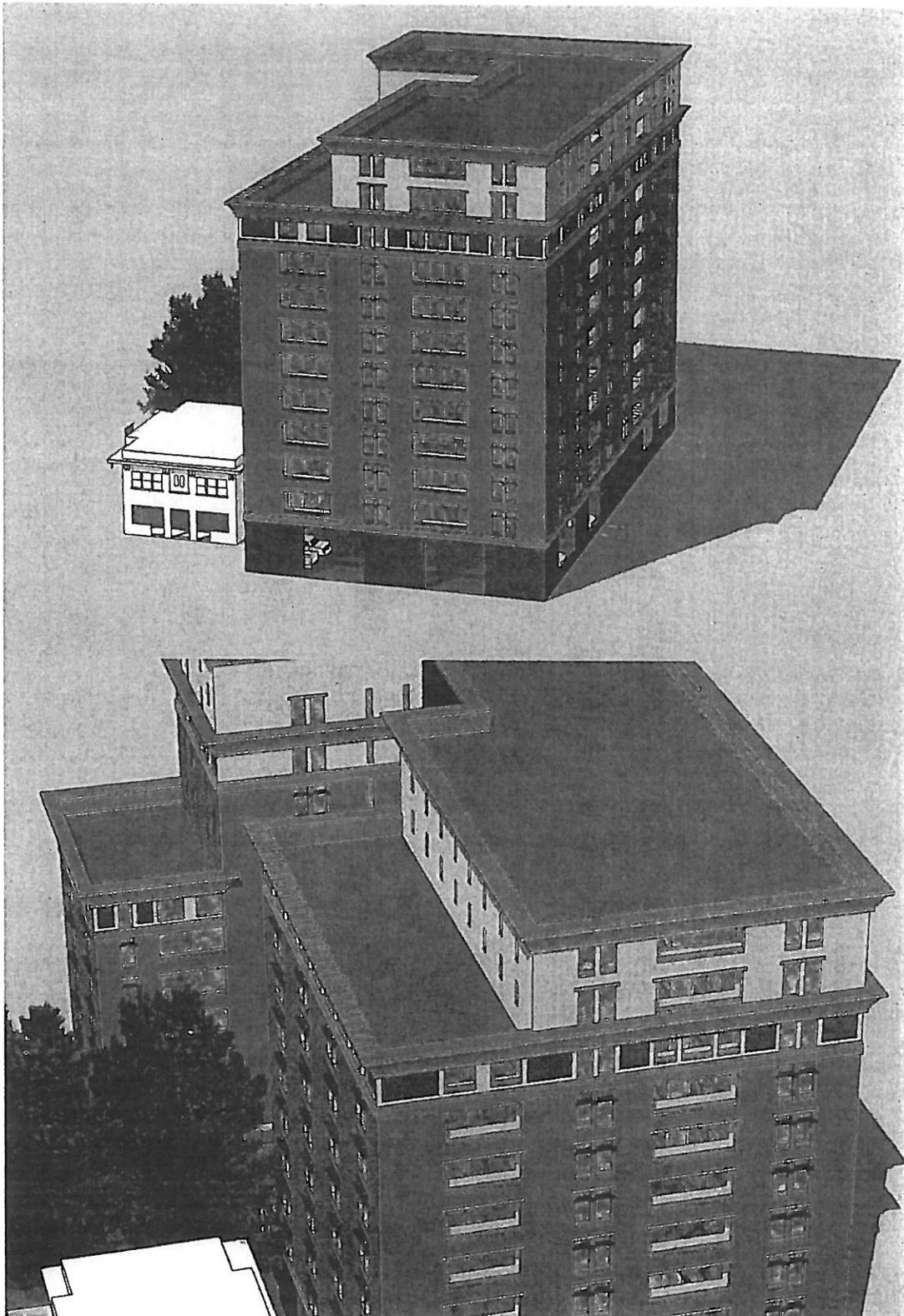
MEETING SUMMARY



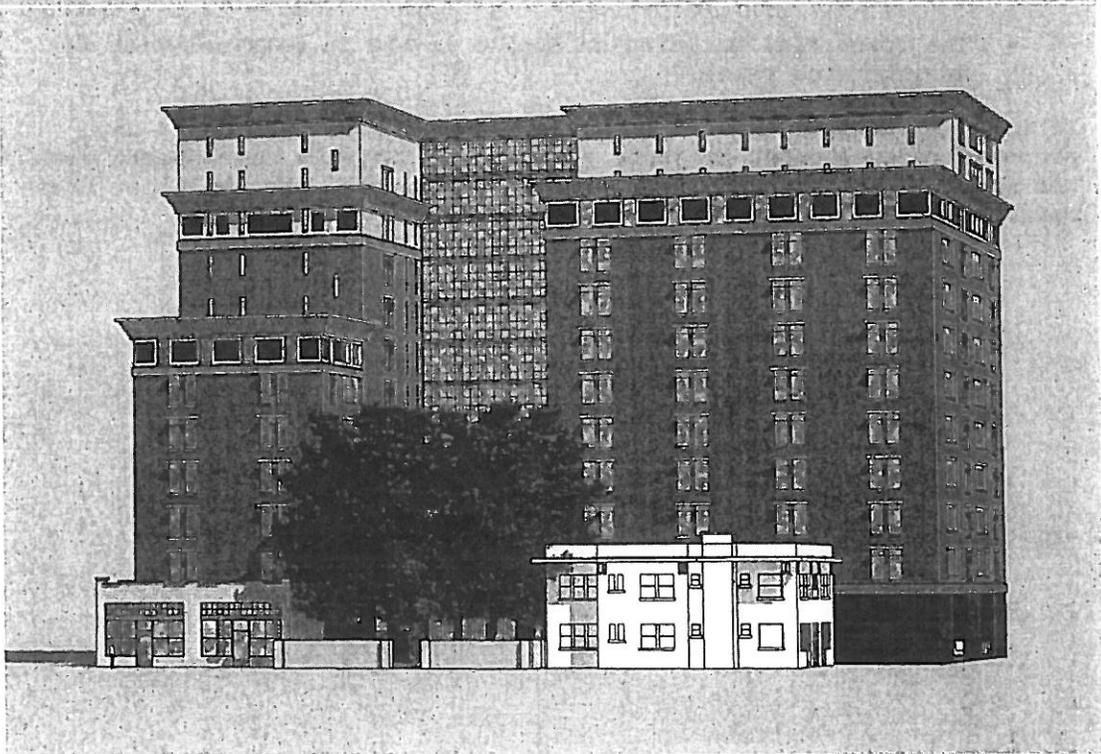
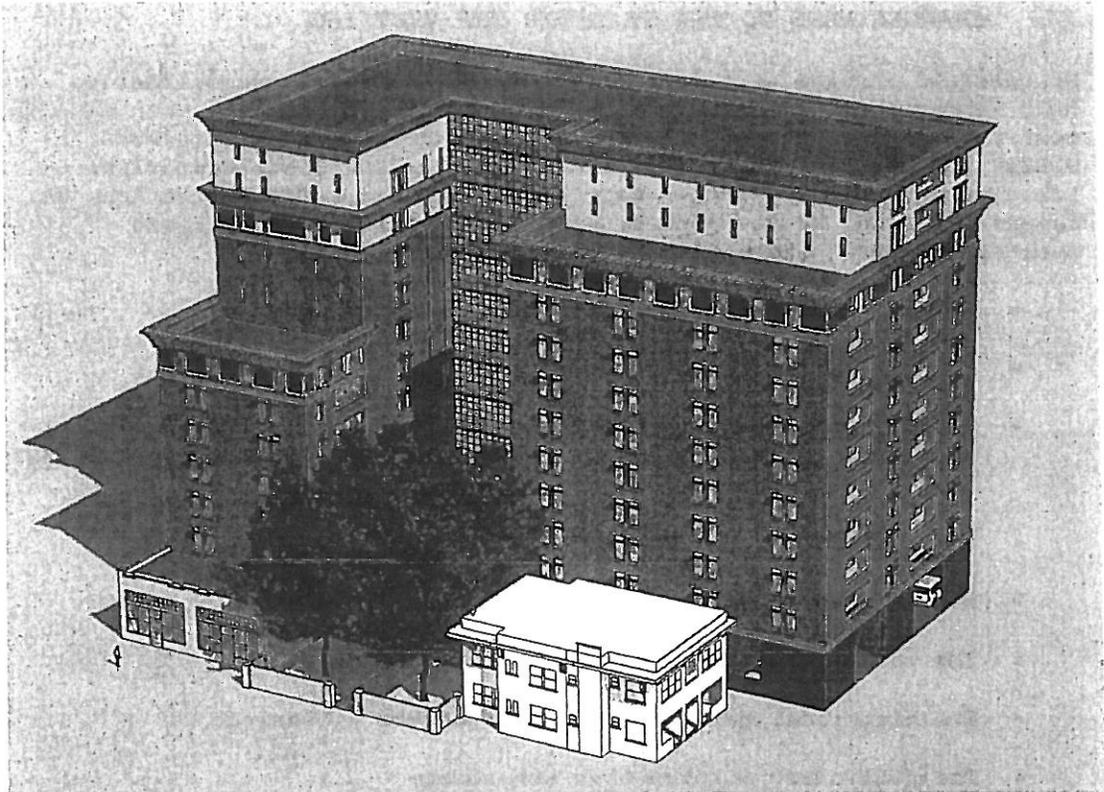
MEETING INFORMATION



MEETING INFORMATION



MEETING INFORMATION



MEETING INFORMATION

(7) **CHANGES MADE TO THE PA AFTER THE MEETING**

No specific changes were made in result of the Neighborhood Meeting held February 22, 2010; however several modifications have been made in result of dozens of meetings over the past 12-18 months with WUNA, WUHZAB, Tucson-Pima County Historical Commission, State Historical Preservation Office, Midtown Ward VI, UA Parking & Transportation, UA Campus Planning, UA Development Life, neighboring residents and business owners. The major changes include:

- Project density was substantially reduced;
- Project height was reduced by more than 40ft;
- A historical preservation component was added: the Euclid Avenue historical buildings subject to demolition are now going to be rehabilitated for adaptive re-use;
- The building façade was tiered and massing was broken up;
- Parking was added at the ground level;
- The perimeter landscape area was increased;
- The historical bed surcharge program was pioneered;
- The public art display area was added;
- The commercial building on Euclid is now in consideration for neighborhood retail.

It is an impossible task to please all opinions in regards to any proposed redevelopment project; however, the Seven14 development plan has made substantial effort to listen, understand, and implement those opinions.

Seven14 - PRELIMINARY PARKING REDUCTION PLAN

INTRODUCTION

The objective of this Preliminary Parking Reduction Plan is to identify and validate: (1) Projected Path to Success, (2) Housing Conditions, (3) Traffic and Parking Conditions, (4) Development and Operations Marketing Overview (5) Parking Reduction Plan, (6) Alternative Modes of Transportation, and (7) Seven14 Community Contribution. The intended result is to identify the most balanced strategies with specific consideration to the current and future vehicular and pedestrian environments. The 0.63 acre infill project site is located at 714 Euclid Avenue in Tucson, Arizona; bounded by Euclid Avenue to the west, 4th Street to the south, an existing 20ft wide abandoned alley converted to a landscaped pedestrian corridor to the east followed by the UA Tyndall Parking Garage, and a private street alley to the north. The current conceptual site plan strategy has largely been influenced to positively adjust to this report, Tucson's Land Use Code (LUC), the latest in sustainable design principles and the overlaying land use plan policies namely: the West University Neighborhood Plan, the University Area Plan, and the General Plan (Reference Exhibits A-E).

The University of Arizona is one of the largest regional activity centers in Tucson and all of southern Arizona. Tucson's General Plan encourages redevelopment of underutilized parcels near regional activity centers and promotes development that complements the size and scale of this activity center. Given the trend of intensification in the "transition area", it is reasonable to consider allowing higher density redevelopment adjacent the UA as a logical growth extension. The current University supplied housing shortfall of approximately 32,000 beds comes with consequences. Some students commute long distances from home or a friend's increasing local area traffic, increasing urban pollution, and wasting renewable resources; while the vast remainder are absorbed by private rentals in the historic neighborhoods surrounding the Campus leading to the deterioration of these neighborhoods due to the significant decline in owner occupied homes. The social fabric of these neighborhoods is changed forever as more owners sell to landlords who will rent to students.

This Parking Reduction Plan is considered preliminary because the conceptual site plan is subject to change through the rezoning process. The ultimate goal is to outline strategies that substantiate density with reduced parking, density with reduced traffic congestion, density with improved environmental conditions, and density properly located to effortlessly encourage alternative modes of transportation by the redevelopment of the subject infill site.

(1) PROJECTED PATH TO SUCCESS

The education sector is poised for extraordinary growth. Experts predict an "echo-boom" in post-secondary education over the next ten years and student enrollment is expected to increase from 16.5 million nationally today to over 18.5 million in 2013. These demographic and enrollment trends are creating increased demand for campus-related real estate assets; but this demand adds strain on the real estate systems of academic institutions which compete with other University programs for limited distributed funds. The Arizona Universities general fund appropriations have shown a steadily declining overall trend since 1999 in comparison to the total general fund appropriations leaving less and less money available for publicly funded capital development. The overall success of a growing University of Arizona

relies on the private sector's contribution to invest in projects such as Seven14 to meet the regions growing housing demand. UA Campus Planning department acknowledges the need for private ventures and are pursuing a Request For Proposal in the near future to attract private participants to develop more student housing.

Prior to pursuing any new student housing venture, the region must meet a minimum standard of criteria found by the development partners to be the most important factors to ensure a project's success. Key target university market criteria include:

- Must be a notable college or university,
- The institution must serve as a primary area catalyst and employer,
- The school's housing capacity must be below 50% of the school's undergraduate student population,
- The school should show a trend of increasing demand with constrained supply,
- The preferred project site is an infill or redevelopment opportunity located on or near campus and related functions,
- The preferred project site is located within walking distance to campus or in direct access to an existing infrastructure of alternative modes of transportation to allow for the option of no personal vehicle,
- Evaluate current living options and identify positive need for alternative housing, non-dormitory style.

Extensive due diligence concludes that the site chosen at the UA far exceeds each of these categories making it a strong candidate for success. Financial feasibility models have largely driven the minimum required densities while limiting parking to offset the high capital costs associated with real estate adjacent a regional activity center; as well as, the additional site specific, atypical rehabilitation costs to the Euclid Avenue structures. Program and financial feasibility studies have drawn the same conclusion: providing more on-site, above or below ground, parking is not feasible unless the building's height is increased one level for each level of parking due to the high cost of parking versus revenue producing units. Due to the nature of the site and restrictions encountered by preserving the Euclid Avenue structures; parking design studies conclude that vertical parking would be mostly conspired with access ramps leaving fewer spaces at any level. Redeveloping the entire site with no consideration to rehabilitating the existing structures would lead to increased onsite ground level parking and a reduction in the building height and mass. Extensive efforts have been made to ensure the proposed development plan poses the most efficient land use for this site. All financial, social and contextual factors were considered to establish program parameters to ensure a successful project. These parameters are integrated into the conceptual site development plan and include:

- Increased density with reduced parking,
- Reduced reliance on the automobile,
- Implementation of sustainable development practices,
- Provide a higher quality product that exceeds that currently available,
- Secure less than 1% of the current market; the expected increase in the UA student body will reduce this figure below 0.5%,
- Employ an aggressive marketing campaign focused on quality of product and a location that eliminates dependence on personal automobile ownership for a sustainable future,
- Provide unit mix options so units can be leased at assessed values,

- Provide a social fabric of opportunity with open spaces, amenity decks, fitness/lounge,
- Provide social & private spaces within each unit and modern style living with sophisticated interiors,
- Provide a safe environment for each individual and their personal belongings, bicycle, etc.,
- Connect students to the University system: close vicinity, Campus Ethernet, WiFi, coordinate events with Resident Life,
- Rehabilitate the existing Euclid Avenue structures to preserve their historic presence in the WUN.

(2) HOUSING CONDITIONS

Nearby commercial tenants heavily rely on the pedestrian UA customer base including the growing student body, the faculty and the support staff (over 50,000); as well as, visiting UA guests to the many activities and events held at UA. The project site borders the UA Campus Planning Area to both the south and east and the pedestrian rich mixed use area ½ block north on University Boulevard (Exhibit A). Seven14 is a natural continuation of student housing surrounding the Tyndall Garage in the southwest quadrant (Exhibit F) of UA Area borders. This is the remaining redevelopment location in this quadrant that would add any UA Affiliate parking demand to the overly underutilized Tyndall Garage.

A continually growing UA student body places an increasingly higher and higher demand on the already existing housing shortage. The 10 year trend has averaged over a 1% increase in enrollment at UA. The fall 2009 enrollment at UA was at an all-time high with the largest freshman class ever (roughly 7,000) and a total enrollment of approximately 38,800. This number does not include faculty or support staff to run the University but they too share in the housing dilemma. The gross majority of enlisted students originate locally from Arizona. Publicly funded University housing currently can support no more than 6,000 (15%) of the student body, not including faculty and staff and is reserved first for freshmen. This leaves roughly 32,000 (85%) students housing unaccounted for by the University system directly. Students are left with few options forced to find their own off-campus private dwelling or remain living at home commuting to class. Some travel over 20 miles, some cram into the nearby historic homes creating 'mini-dorm' situations, some have lived in campus janitor closets as short term solutions. These thousands of students ultimately have to search for basic housing in unfamiliar neighborhoods beyond the Campus social fabric; these conditions can deter prospective quality students to other universities with better housing options. Most students weigh the overall package when selecting a school, not just academics. The redevelopment plan aids in offsetting the housing shortage with a quality noncompeting option.

On-going collaboration with the University's Parking and Transportation Department, Campus Planning Department, and Development Life Department extends past the last sixteen-months of preplanning; the cooperative strategies are implemented in the conceptual site development plan and this report. The UA Residence Lift department has identified the Seven14 site the closest relevant expansion location to Campus. Discussions with UA Campus Planning have included marketing Seven14 as a UA housing option to both new and continuing students. These discussions also included adding the UA Logo to the building and mutual marketing/web campaigns. UA has reported an additional 1,100 beds currently in construction and admits "there appears to easily be sufficient demand for 2,500 to 5,000 beds" (Exhibit G - UA Housing

Report Summary). The UA Housing Report encourages "a strategy to allow development in phase with a plan that allows both geographic concentrations along with use/ demand flexibility. This creates identity, and effectively allows better delivery of student services." Seven14 is located on the Campus Area border, closer than any other potential private site; the project is also closer to achieving full entitlement than any other potential site to assist in the housing shortfall today, not in the distant future. Additional collaboration with the UA includes capitalizing the existing alternative modes of transportation infrastructure already placed by the UA, consistent with Seven14's sustainable vision.

(3) TRAFFIC and PARKING CONDITIONS

UA is a major regional activity center drawing near 50,000 individuals on a daily basis. This market group has multiple commuting options with that number significantly increasing the closer each individual lives to the UA. An in depth study of the various transportation options adjacent the Campus conclude that living just more than 1.5miles away from the University greatly diminishes those options while inherently negatively contributing to traffic congestion and a greater demand for parking. Logically, the closer one lives to the University, their traffic and parking impact exponentially decreases as alternative options for transportation expound. A majority of the UA free transportation options are limited to a 1.5m circumference form Campus. Seven14 is located only 3 blocks from UA's main west entry. Additionally, a mild year around climate further contributes to the success of these options.

Euclid Avenue is considered an Arterial Street per the Major Streets and Routes Plan (MS&R Plan) adopted in 1989. Euclid Avenue is a four-lane 60ft wide north-south roadway with a center 2-way left turn lane and a 30m.p.h. speed limit. Within ½ a block of the subject site is a traffic signal with a minimum delay crosswalk at University Boulevard very conducive to pedestrians. Current vehicle access to the existing three student housing buildings is directly off Euclid Avenue with a south bound center left turn lane and no north bound designated right turn lane. Current commercial parking and access is off Euclid Avenue from the 20ft wide private alley north of the property. To the south, 4th Street is a private 60ft wide street ending at the secondary entry/ exit to the Tyndall garage. The Tyndall Parking Garage ingress and egress has its primary location(s) one street to the east on Tyndall Avenue. Additionally, the cashier's office also fronts Tyndall Avenue making this side of the garage the most congested. Because 4th street is not a through street and La Aldea (UA Graduate Housing) has no vehicle access from the west side of Tyndall Garage, 4th Street encounters a very low volume of traffic.



Tyndall Avenue Garage East Entry

Public parking options include: the parking yards between 4th Avenue and 6th Avenue located on transportation routes; the adjacent blocks of University Boulevard have public on-street angled metered parking with a 2 hour limit; there is a total of 140 public parking meters in the University Area; there are nearby private surface parking lots; non-resident ParkWise permit parking; the adjacent UA parking structure (Tyndall Garage) with 732 vehicle capacity for public pay parking; the nearby Main Gate Garage also has hundreds of public pay parking spaces; and there are several downtown garages (Exhibit H).

UA has shown an increasing trend of new parking spaces. From years 1999 to 2008, UA acquired 17 new acres solely dedicated to parking lots increasing parking availability from 9,437 spaces to 18,282 spaces (Exhibit I). UA Parking and Transportation Services contend that this infrastructure growth trend will continue to stay ahead of demand; whereas, several more parking expansion areas have already been determined (Exhibit J). Several of the surface lots directly south of Campus are sanctioned for vertical parking garages if or when the demand arises. Additionally, the most recent parking structures (including the Tyndall Garage) were built to allow for vertical expansion to meet uncertain future demands. The construction of the newest student housing project located adjacent Coronado on Euclid Avenue and 6th Street actually reduced the total number of available parking spaces as it now occupies an old surface lot. Prior to the approval of this project, studies determined there were no parking problems in this quadrant of the Campus area. Parking permits are required to park in any UA garages or surface parking lots and are leased through the office of UA Parking & Transportation. Permits can be acquired by any UA Affiliate member including faculty, staff and students. Annual cost average \$568 for a car and \$116 for a motorcycle at the garages and \$270-350 a car at the surface parking lots. Parking permits are not transferable between parking garages or other lots. Every year in May an email is sent to existing permit holders who have first right of refusal to renew their permits 30 days prior to ability for new applicants to reserve a permit. UA Parking and Transportation Services reported that at this time last year approximately 3,500 (20%) of the permits were available throughout Campus to any UA affiliated person (Exhibit K). Seven14 would anticipate using no more than 1.7% of the 20%, that is if any at all. UA Parking and Transportation Services reported that in 2008 there was hundreds of unsold parking permits in the Tyndall Garage, this number increased in 2009. These statistics support a trend of more people using alternative means of transportation. The future ratio of UA Affiliated parking supply is expected to exceed demand playing their role in poising the University for sustained growth.

Located at 880 E. 4th Street, the Tyndall Garage (Lot 160) has approximately 1700 total parking spaces; whereas, this garage has guaranteed to the Marshall Foundation between the hours of 8am and 5pm Monday-Friday no fewer than 497 and at all other times no fewer than 732 General Public Parking Spaces available on a non-exclusive basis to all members of the public and the remainder reserved for UA permit parking (recently averaging 20-25% unsold permits). The 24 hour metered visitor parking starts at \$1 with a daily maximum rate of \$8 and night parking starts at \$1 with a nightly maximum rate of \$4. Visitor parking is on a first come, first serve basis. The Tyndall Garage also participates in the Hertz Connect program and the bike share program. In addition, the garage has designated Car Pool Spaces and bicycle storage/ enclosure spaces. The bicycle enclosures are convenient, gated, keyless entry locked enclosures with individual assigned

spaces that are security fenced, covered and protected from incremental weather. The Tyndall Garage has 24 spaces on the north side and 58 spaces on the south side averaging \$26 annually. This garage is expected to have photovoltaic solar panels over the entire roof deck raising the overall height of the structure to about 90ft from 55ft. Other UA nearby parking Lot Specific Permit Parking is located at Euclid & University (Lot 3175) and at 4th Street & Tyndall (Lot 5067).

UA Parking and Transportation services have done an excellent job to ensure availability has steadily stayed above demand. The 6,000 UA dormitory residents do not have parking problems. The system already in place is operating successfully. Logic does not support building more parking next to underutilized parking where dense residential development within walking distance to the University reduces the amount of overall area cars. This has already been proven with the UA dormitory/ campus hall system. The trend of decreased car demand is suspected caused by rising tuition and parental safety concerns. Parents are embracing the ability of not having their sons and daughters rely on the automobile. If a student has to have a car, UA Parking and Transportation is certain that the residents of Seven14 will have parking spaces available on Campus if they are affiliated with the UA and they sign up in early registration (Exhibit L).

(4) DEVELOPMENT & OPERATIONS MARKETING OVERVIEW

The UA Housing Report further recommends that "New Urban design (focus on architecture, sustainability, multi-modal transportation, and livable spaces) instead of car-centric development" (Exhibit G). Seven14 is the poster child project to achieve this recommendation. The following describes how.

The proposed project is a gated community with one strategically placed point of secured entry via swipe control cards. The project is anticipated to have approximately 100 units with approximately 300 plus occupants and a unit mix ranging from one, two, three, four, and limited five bedroom plans. There is an onsite property manager during normal business hours, 24hour staff living onsite, and an advanced security monitoring system. The in house custodial staff works 7 days a week to maintain a high quality appearance. The overall program layouts better resemble a multi-family project with generous spaces than the extreme density typical of student housing projects. Inside of each unit, occupants have their own private bedroom, either their own or cohabitated bathroom, a common laundry/ storage room, a common kitchen, a common great room and balconies at the north, south, and east facing units. Seven14's social units promote an independent modern lifestyle. The tiered multi-story complex has several common exterior courtyard and terrace spaces, a pool, a fitness/ recreation center, a study lounge, and the flexibility for limited neighborhood relevant commercial/ retail/ restaurant space at the ground level. The ground level will house secured on-site parking, administration/ lobby, individual mailboxes, mechanical, on-site water retention, sanitation and recycling services; as well as, abundant secured bicycle parking, and visitor bicycle parking (Exhibit M).

Single gender dormitory rooms provided by UA are as small as 125sf for two occupants and up to 250sf with an average of roughly 84sf of personal space per resident and bathrooms shared 4-ways. A case study comparison of the closest undergraduate student housing project reveals (based on double occupancy units):

<u>Coronado Hall (CH)</u>	<u>Seven14 (714)</u>	<u>Comparison</u>
10-Stories	12-Stories	714 is taller with tiers
800 Students	300+ Students	714 has 6x less density
100sf/Student	500sf/Student	714 offers 5x more space
4-Way Bathrooms	1&2-Way Bathrooms	714 more privacy
Units 12ftx16ft	Units 24ftx42ft	714 larger social units
Cohabitated space	Private spaces	714 offers independence
No onsite Parking	Onsite Parking	714 provides parking
No Pool or Amenities	Pool & Amenity Deck	714 reasons to stay onsite
No Fitness Room	Fitness Room	714 state of the art

The proposed project strays from the normal multi-housing project in that each unit comes developer furnished with every amenity (bedrooms include beds, desks, dressers, closets and common spaces include televisions, sofas, chairs, lights, washer/dryer, etc.) leaving the typical occupant arriving with nothing more than their bicycle, backpack, laptop and suitcase(s). The resulting factor is simple: dramatically less site congestion. With this development strategy, there will never be a chaotic scene of residents moving their furniture in and out at the term of the lease. These periods of transition between leases will be no different than any other day, unlike most leased housing situations. In addition, each unit comes with developer upgraded energy star appliances and finishes, surfaces, and materials to achieve 'durability' such as solid wood doors in lieu of the typical hollow core door or granite counters in lieu of Formica. Re-use of furniture is an eco-friendly concept. The result is a significant reduction to annual maintenance cycles, some lengthened by up to 10 years. Extending lifecycles yields only positive benefits including instilling sustainable awareness and values to the residents of Seven14.

Vehicular ingress and egress will route only from 4th street (currently it is off Euclid Avenue and the north alley) to improve traffic flow on Euclid Avenue as well as eliminate cars from the north alley. Sanitation and facility operations will be from the north alley screened from the public. Non-vehicular access will be from the sidewalks on Euclid Avenue, 4th Street and the east pedestrian corridor connecting north to Geronimo Plaza or east on the abandoned alley. The pedestrian sidewalks along Euclid Avenue and 4th Street will be improved with an extended perimeter landscape corridor to further emphasize and improve the pedestrian environment adjacent the UA. Pedestrian crossing over Euclid Avenue is encouraged to occur at the University Boulevard safety controlled traffic signal. Consideration will be taken to add a controlled crosswalk at 4th Street and Euclid Avenue should pedestrian traffic counts justify this action. The proposed land use strongly encourages traffic flow towards University Boulevard and Campus to reduce congestion in the historic neighborhood(s) and supports a non-vehicular environment contributing to neighborhood preservation.

Seven14 only needs to attract less than 1% of the market to achieve success. The tenant marketing plan focuses on parental awareness that their sons and daughters do not need a car while attending the UA if they elect to lease at Seven14. A detailed list and maps of available transportation options will be provided with all marketing material. As an additional incentive, a \$50 per month discount will be extended to any student without a car. A list of these participants will be cross referenced with UA permit holders to verify accuracy of the program. Hertz Connect is represented at Arizona high school's College Day promoting the awareness of their program and will be featured on all of Seven14's marketing material. Seven14 is offering to annually match the first \$250 spent by participants in the Hertz Connect

program; so the first \$250 will be paid back directly to the participant to encourage the expansion of this program and discourage personal vehicle ownership. The infill location allows for multiple alternative modes of transportation options including a wide array of amenities within walking distance. This provides the parents with additional peace of mind and potential cost reductions (car, gas, insurance, DUI's, accidents, tickets, theft, passenger liability, friend's borrowing car, maintenance, etc.). Even if the tenants chose to have their own car on site, the need to use that car will be dramatically minimized reducing driving cycles and area congestion. The marketing and web campaign will make early parking permit registration mandatory for any student wanting to bring their car to school. Parking registration will be an option on the application form. Both are intended to educate the prospective resident of the contextual surrounding of Seven14.

Estimated annual cost of car ownership:

▪ Car payment/lease on average (\$350/mo)	\$4,200
▪ Car insurance average (\$250/mo)	\$3,000
▪ UA Parking permit	\$ 600
▪ Car maintenance average	\$ 600
▪ Gas average (\$25/wk)	\$1,300
<hr/>	
Estimated annual Subtotal	\$9,700

Estimated annual cost of alternative modes of transportation:

▪ Phoenix Shuttle (6x per year at \$74 round trip)	\$ 444
▪ Hertz Connect (2 hours per week \$16x52wks)	\$ 832
▪ Old Pueblo Trolley (1x per week \$3x52wks)	\$ 156
▪ Sun Tram	\$ 62
▪ No car rent incentive deduction (\$50x12)	(\$ 600)
▪ Hertz Connect incentive (\$250)	(\$ 250)
▪ Walking/Bicycle/In-Line Skates/Skateboard	FREE
▪ Cat Tram	FREE
▪ Night Cat	FREE
▪ Cat Wheels	FREE
▪ Park & Ride Lots	FREE
▪ Disability Cart	FREE
▪ Emergency Ride Home	FREE
▪ Safe Ride	FREE
▪ Safe Walk	FREE
▪ Downtown Loop	FREE
▪ Modern Street Car	TBD
<hr/>	
Estimated annual Subtotal	\$ 664
Estimated annual Cost Savings	\$9,056
Ensured Safety Value: No accidents, Theft, DUI's, etc	Priceless

(5) PARKING REDUCTION PLAN

The proposed on-site parking conforms to LUC in space size (length and width), PAAL width, refuse collection locations and area tolerances, loading spaces, pedestrian access, back-up spur, wheel stops, container service area, has stationary compactor, and separate recycler. Visitor parking is required per Sec. 3.3.4 of the LUC allowed on the same block if within 150ft walking distance. Bicycle parking is located in direct access to public right-of-way and is separated from car parking by an open screened fence making it visible from pedestrian routes and the main entry. Bicycle areas are lighted, security secured, weather protected and are hard surfaced for reduced

maintenance. Non-required, visitor bicycle parking is located adjacent the project main entry.

Per the LUC, multi-family projects of similar social and space programming would have to account for 1.25 parking spaces per unit either on-site or within 600ft of the site. Projects rented by bed would have to account for 0.85 parking spaces per bed onsite or within 600ft. UA dormitories rent per bed but offer no parking spaces onsite; residents can elect to lease from one of the UA permit spaces if they bring a car. UA Parking and Transportation Services estimates that only 0.3 of students have a car at Campus. Per the Institute of Transportation Engineers, Land Use: 550 'University/College' case studies conclude that in an urban setting students average parking supply ratio ranges from 0.14-0.19 vehicles per school population during the peak period of demand. The overall parking supply ratio with no time period factored in, was found to be 0.22. Student peak demand studies were found between 10am-11am (Exhibit N). Seven14 is seeking to secure 0.25 spaces per resident. The preliminary parking plan accounts for the following number of spaces:

A. ONSITE PROPOSED PARKING

Vehicle

31 -Spaces available in the secured ground level parking garage
4 -Perpendicular spaces on 4th Street
2 -Parallel spaces on 4th Street
50 -Spaces in Tyndall Garage dedicated to Seven14
3 -Maintenance/Emergency/Trash Refuse spaces on the north private alley

90 Subtotal Proposed

Bicycle

141 -Secured ground level bicycle parking spaces; second level courtyard deck reserved for future expansion spaces
15 -Visitor bicycle parking spaces at project entry

156 Subtotal Initially Proposed

74 -Future Addition Spaces at the 2cd Level Terrace

230 Total Potential Bicycle Spaces

B. OTHER PARKING WITHIN 600FT (Considered onsite parking per the LUC)

Vehicle

968 -UA Affiliated Permit parking in Tyndall Garage

Bicycle

82 UA Affiliated Permit spaces in Tyndall Garage

C. PARKING REDUCTION OPTIONS

-Alternate Modes of Transportation

-Human powered transportation

(42) -Hertz Connect: there are 3 cars in Tyndall Garage 1car=14car deduction

(56) -Future Reduction: convert (4) onsite 4th Street spaces to Hertz Connect

(98) Total Vehicle Reduction

D. OFF-SITE PARKING OPTIONS (beyond 600ft)

Vehicle

17,264 -UA Affiliated Permit spaces linked by FREE transit

-UA Affiliated Permit future expansion spaces

140 -Parking meters in the University Area \$1/hr

-Private lots between 4th & 6th Avenues

Bicycle

12,000 -Approximate UA bicycle parking spaces

PARKING REDUCTION SUMMARY

- a) Limited ground level secured parking to maintain feasible density;
- b) Direct access to 3 Hertz Connect Cars (reduction of 42) with option to increase number of cars at the Tyndall Garage;
- c) Ability to convert 4 perpendicular parking spaces on 4th street to Hertz Connect (reduction of 56 spaces);
- d) Offer Hertz Connect \$250 annual matching incentive;
- e) Offer \$50/month lease discount incentive to have no vehicle;
- f) Early marketing awareness of the multitude of FREE transportation options, most within 1-2 blocks of Seven14 making vehicle ownership unnecessary;
- g) Early marketing awareness of the individual annual UA permits targeted for one of the hundreds of affiliated spaces at the Tyndall Garage;
- h) Construct new UA parking structures on one of their nearby surface lots;
- i) Increase the height of the Tyndall and or Main Gate garages to add hundreds of spaces per each level;
- j) Beyond the Tyndall Garage there are thousands of UA Affiliated spaces connected by FREE transportation, UA long range plan is to stay in front of demand;
- k) Onsite secured bicycle parking spaces is anticipated at 150-230 spaces with an additional 82 spaces at the Tyndall Garage and 12,000 spaces on Campus;
- l) Visitor bicycle parking at project entrance;
- m) Lease off-site lot adjacent existing transportation option;
- n) Parkwise non-resident parking permit in one of their approved locations;
- o) UA Parking and Transportation Services asserts only 33% of students have cars on Campus;
- p) The Institute of Traffic Engineers finds that 22% of students have cars on campus.
- q) Seven14 proposes to provide in the found ranges of acceptable parking.

(6) ALTERNATIVE MODES OF TRANSPORTATION

The redevelopment site is sustainably located within a ¼ mile of an array of community resources: transit corridor, pharmacy, places of worship, major school, bars, restaurants, retail, office/ employment centers, library, bank, laundry/ dry cleaner, convenience store, community center, entertainment center, fitness center, coffee shop, and more. The chosen site receives the highest credit in green design methods. The redevelopment project's transportation plan heavily promotes sustainable, alternative modes of transportation that do not include individual vehicle use. The intent is to eliminate all dependency on the vehicle or at minimum create a long term parking situation reducing the number of daily and small trip cycles. The bottom line goal of each option is to reduce traffic congestion, increase safety and improve Tucson's urban environment. The urban infill site naturally offers several alternative means of transportation including but not limited to:

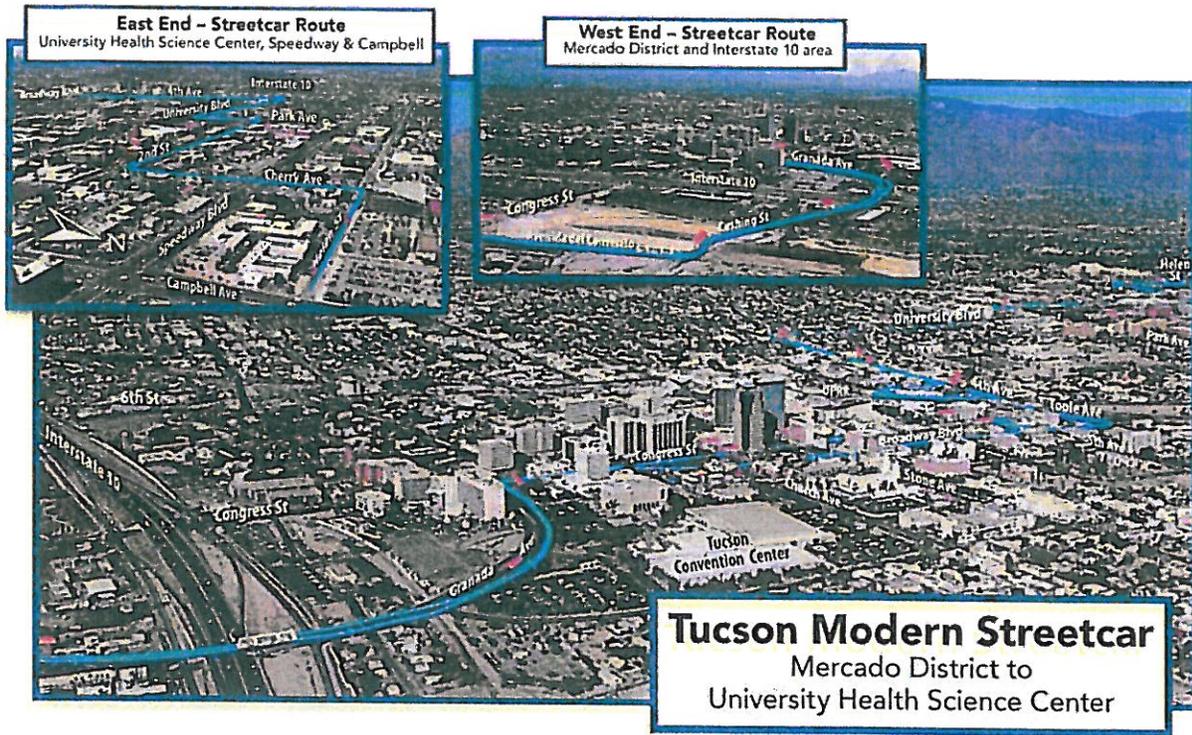
<i>PUBLIC OPTION</i>	<i>LOCATION</i>	<i>Mon-Fri</i>	<i>Sat-Sun</i>	<i>COST</i>
Phoenix Shuttle	3 Blocks	2:45am-12:30pm	Hourly	\$74 rnd trip
Modern Street Car	1 Block	TBD	TBD	TBD
Old Pueblo Trolley	1 Blcok	Fri: 6pm-10pm	12pm-12am	\$3 all day
Hertz Connect	Tyndall Garage	7 days 24 hours	Yes	\$6.25-\$8/hour
Human Powered		7 days 24 hour	Yes	FREE
Downtown Loop	Sun Tran Stop	6:30am-5:30pm	No	FREE

<i>UA OPTION</i>	<i>LOCATION</i>	<i>Mon-Fri</i>	<i>Sat-Sun</i>	<i>COST</i>
Sun Tran	1 Block	7 days	Yes	\$62/annual
Cat Tram	Tyndall Garage	6:30am-6:30pm	No	FREE
Night Cat	Tyndall Garage	6pm-12:30am	Yes	FREE
Cat Wheels	Tyndall Garage	7:30am-4pm	No	FREE
Park & Ride Lots	Cat Tran route	every 10-20 min.	No	FREE
Sun Rideshare	Varies	Schedule varies		\$50-\$100/mo
Disability Cart	1 Block	7:30am-5:45pm	NO	FREE
Emergency Ride Home	Onsite	8am-10pm	No	FREE
Safe Ride	Onsite	6:30pm-1am	Sundays	FREE
Safe Walk	Onsite	7:30pm-11:30pm	No	FREE

1. *Phoenix Shuttle* - located just blocks from the subject site at 501 N. Park Avenue, providing daily transportation to the Phoenix International airport 7 days a week virtually every hour leaving a quarter after the hour. Shuttles begin leaving Tucson daily at 2:45am until 8:15pm and begin leaving Phoenix daily at 6:30am until 12:30pm. The approximate cost is \$37 one-way or \$74 round-trip. Considering that more than 60% of UA student body derives from Arizona with the large majority from Maricopa County, the shuttle coupled with all the other transportation options makes car dependency a non issue.



2. *Modern Street Car* - this City project is already approved and budgeted to start construction in the near future. It has received the Tiger Grant Award for \$63 million from the U.S. Department of Transportation. The Car will stop within a ½ block from the subject site with its focus as a linkage vehicle to downtown and the UA connecting these majority activity centers to boost economic development, support population growth, improve public transit service and mitigate parking constraints.



3. *Old Pueblo Trolley* – an iconic link to Tucson’s rich cultural history, the trolley offers residents of the redevelopment project another nearby option of transportation. The route begins near the UA Main Gate down University Boulevard before turning down Fourth Avenue passing a variety of shops, restaurants, and entertainment venues. There is also a downtown loop to the trip, proceeding through the Fourth Avenue railroad underpass, exiting near the Southern Arizona Transportation Museum at the Historic Downtown Depot, down Congress to Fifth Avenue, south to Broadway, and returning through the underpass to Fourth Avenue. The trolley may be boarded by anyone at any of the stops along the route, marked by "Car stops here" signs. Hours of operation are Friday: 6pm to 10pm, Saturday: Noon to Midnight & Sunday: Noon to 6pm. Fares are Adults: \$1.25 each way/\$3.00 all day pass, Children, 6-12 yrs.: 75¢ each way/\$2.00 all day pass, Sunday special: All patrons, all ages, 25¢ each trip. The trolley may also be leased for special occasions. (Exhibit O)



4. *Sun Tran* - is an award-winning regional public transportation system servicing more than 21 million passenger trips each year. This Public Bus System provides shared transportation throughout Tucson with convenient routes along Euclid Avenue including two existing bus stops within 1 block of the project site (University/Euclid and University/Tyndall). Open to students, faculty and staff, the U-Pass gives you unlimited use of Sun Tran seven days a week at 50% of the full fare rate. Currently 5 bus routes come directly onto campus and an additional seven routes service the campus perimeter. Buses serve 12 routes in the University area for an easy commute to class or to visit any of your favorite Tucson spots, the malls, restaurants, movie theaters or the airport. For ride and route information call (520)792-9222 or online. (Exhibit P)
5. *Cat Tram* - this UA funded Campus Bus System has five fixed circular routes offering shuttle service to the UA Main Campus and Medical Center. This is a free service with shuttles running every 15 to 30 minutes Monday - Friday from 6:30am to 6:30pm emphasizing transportation from the perimeter parking structures to the core of the Campus to facilitate daily faculty, staff, and student body demand. There are three nearby (within 1 block) shuttle stops from the subject property providing access to the USA Route, the Purple Route, and the Night Cat Route. The Night Cat operates Monday - Friday from 6pm to 12:30am. All shuttles are ADA compliant and the service safely transports an estimated half-million plus annual riders. Shuttles go on and off campus to over 45 designated stops. Three routes also service six off campus "Park and Ride Lots". (Exhibit Q)
6. *Hertz Connect* - this innovative and environmentally friendly ride share program is sponsored by Hertz offering an economical alternative to owning a car with three plan rates starting from \$6.25/hr to \$8/hr including free gas, insurance, maintenance, GPS turn-by-turn navigation, 24/7 Roadside Assistance, 24-hour Member Care Center and 180 free miles per day. One car sharing vehicle replaces 14 personal vehicles. The nearest existing Hertz Connect cars are located at the adjacent Tyndall parking Garage only 20ft from the subject Property. Currently 3 cars are available (Ford Escape & Toyota Prius) and is expected to increase to 5 cars (reduction of 70cars) when 714 comes on-line. The simple and convenient program operates as follows: 1) Select your vehicle via phone or internet, reserve for a couple of hours or days; 2) Once your reservation is confirmed they will send an email and text message confirmation with all the details; 3) Arrive at your car, unlock the door by swiping your Connect card over the reader and you're ready to go; 4) Once you're done, park the car back where you found it. Connect by Hertz cars are all EPA Smart Way certified to ensure fewer air pollutants and greenhouse gases are emitted. With Connect by Hertz, you use the cars only when you need them for energy efficiency.
7. *Non-motorized vehicles* - this group includes bicycles, roller blades, skateboards or other human powered transportation devices and will represent as the primary means of transportation amongst 714 residents. The area around the project site has numerous designated bike routes and continuous ADA compliant sidewalks conducive to the increasingly popular human power choice of transportation. A pedestrian friendly environment is evident with the ample sidewalks, street crossing, low posted speed limits, landscaping, etc.; whereas, *walking urbanism* is the catalyst to each of the listed alternative transportation options. The conceptual site plan includes a well-defined pedestrian system linked to the public sidewalk system, convenient access to transit facilities, and secure bicycle parking areas. You can walk from one side of campus to the other in about 10 minutes. Walking is a good commute alternative and also one of the most popular exercise activities today - great for your overall

- health and well-being. Bicycle parking is available throughout campus and is designated by the presence of over 12,000 bicycle racks conveniently located around most campus buildings. Cyclists can also park with added security in one of the fee-based bicycle lockers or conveniently located bicycle enclosures located throughout Campus. UA has plans to expand these affordable amenities with lockers averaging \$70 annually and enclosures \$35 annually offering convenient, gated, locked keyless entry, weather protected areas. Within walking distance of the subject site are several restaurants, bars, coffee shops, retail stores, office commercial, hotel, churches, the UA campus, sport facilities, entertainment, and more; the effective reality of utilizing any human powered alternative mode of transportation is highly probable.
8. *Cat Wheels* - sponsored by UA Parking and Transportation Services, Cat Wheels Bike Share Program is offered to students, staff and faculty free of charge. Perfect for riding around campus, short range commutes to the market, going to your favorite coffee shop or attending off campus meetings. Bikes are checked out at two (2) locations - Sixth Street Garage cashier booth and Tyndall Avenue Garage cashier booth, between the hours of 7:30am-4:00pm, Mon-Friday. Each location has 3 men's bicycles and 2 ladies bicycles. Bicycles are issued on a first come first served basis. Bike loan period is for one working day. Bike must be returned by no later than 4:00pm the following work day. (Exhibit R)
 9. *Park and Ride Lots* - There are six Park and Ride lots available in the area surrounding Campus for those ecologically-minded students and employees. All Park and Ride Lots are located on the Cat Tran route system with easy access to the Main campus with service every 10, 15, and 20 minutes.
 10. *Sun Rideshare* - This program offers commuters a free computer matching service for people interested in carpooling / vanpooling. For those registered with the matching service and who carpool to work, the regional Guaranteed Ride Home program provides free taxi rides home from work when carpoolers have conflicts and need to leave work early or stay late. UA employees and students may participate in the ride matching service. Average cost per rider ranges from \$50 to \$100 per month depending on mileage, number of riders and van size.
 11. *Disability Cart* - An on campus service provided to faculty, staff, students, and public participants in University programs who have a temporary or permanent impairment that creates a need for special transportation services. Service hours are from 7:30am to 5:45pm, Monday - Friday. The Cart Service helps reduce traffic congestion on campus. (Exhibit S)
 12. *Emergency Ride Home* - Program allows an employee who uses an alternative mode of travel to the work site a ride free of charge in case of an emergency. Parking and Transportation Services provides a taxi cab to any location serviced by the taxi company within Pima County. Service is Monday - Friday 8:00am to 10:00pm excluding Holidays.
 13. *Safe Ride* - ASUA (Associated Students of the University of Arizona) Safe Ride provides a free service for students who are traveling on campus at night offering an alternative to walking alone facilitating a large 1.5 mile boundary around the surrounding Campus Area operating Sun-Thu 6:30pm-1am and Fri 6:30pm-9:30pm. The program gives free rides to students, faculty, and their guests in the evening and nighttime hours. To get a ride just call 520.621.7233(SAFE) and a safe ride will arrive within 6 minutes on average. This free service is focused on student safety averaging 500 calls a night with 90,911 students transported in 2008-2009.
 14. *Safe Walk* - The Women's Resource Center Safe Walk program provides free escorted walks for members of UA community traveling alone at night to

promote campus safety. Service areas include anywhere within the Campus boundaries (Campbell Ave, 6th St, Euclid Ave, Elm St) Monday - Friday 7:30pm 11:30pm (520-471-5262).

15. *Downtown Loop* - A free downtown transit service provided by the City of Tucson. This service connects to the UA via the Cat Tan at the Ronstadt Transit Center. Hours of operation are Mon-Fri 6:30am-5:30pm on a 30 minute route cycle. (Exhibit T)

(7) HOW THIS REDEVELOPMENT PROJECT WILL BENEFIT THE COMMUNITY

- Historical bed tax to preserve the WUN;
- Public art display of Tucson cultural heritage;
- Rebirth of dormant commercial building near regional activity center;
- Rehabilitate and memorialize Euclid Avenue historic structures otherwise destined for condemnation;
- Secured, monitored living environment versus unmonitored students spread throughout the adjacent historic neighborhoods;
- Reduction of traffic congestion on Euclid Avenue and the WUN;
- Reduction of automobile usage to lower emissions and save natural resources;
- Increased landscape for improved aesthetics, shade, improved urban environmental conditions than that existing;
- Improve streetscape (sidewalks/landscape) for better neighborhood contextual tie;
- Best land use of an infill lot near the west border of UA as part of the regional matrix (non-competing with existing commercial);
- Private non-competing housing to support the under funded UA housing program;
- Appropriately located density to preserve the neighborhoods;
- Increase Tucson tax base and provide substantial money to local parks, infrastructure, police;
- UA's growth is inevitable, responding responsibly is not, Seven14 does;
- Reduce daily vehicle volume *reduce daily traffic route cycles*;
- Example of sustainable design strategies for future development;
- Efficient use of an underutilized infill lot;
- Utilization of existing infrastructure by redevelopment of a previously developed lot;
- Maximize sustainable transportation options;
- Relieve on-street parking pressure from the area neighborhood;
- Allow for more students walking distance to the university versus commuters because of no housing available near campus;
- Promoting a non-motorized environment benefits local business (commercial foot traffic) while achieving a reduction in area traffic congestion with fewer vehicles on the neighborhood roads.

CONCLUSIONS

Without adequate high density housing close to Campus, students will be forced further and further into the neighborhoods to distances requiring them to drive to Campus further increasing traffic, worsening urban pollution and aggravating the parking demand. There is no evidence contradicting that UA daily attendance will not increase or decrease in result of the proposed Seven14 development project. What will happen is that the same number of on-site occupants will now be *walking distance* to the UA instead of commuting daily with their cars often leaving and returning several times in a day with scattered class, social and recreation schedules. With the multitude of adjacent amenities and alternative modes of transportation options, daily

reliance on the automobile in and out of the surrounding neighborhoods could be eliminated altogether. With the Seven14 redevelopment plan, residents rely on vehicles only when absolutely necessary leading to less urban pollution, greenhouse gas emission, and stimulates a healthy local environment. Seven14 will set a new standard as a responsible urban growth solution.

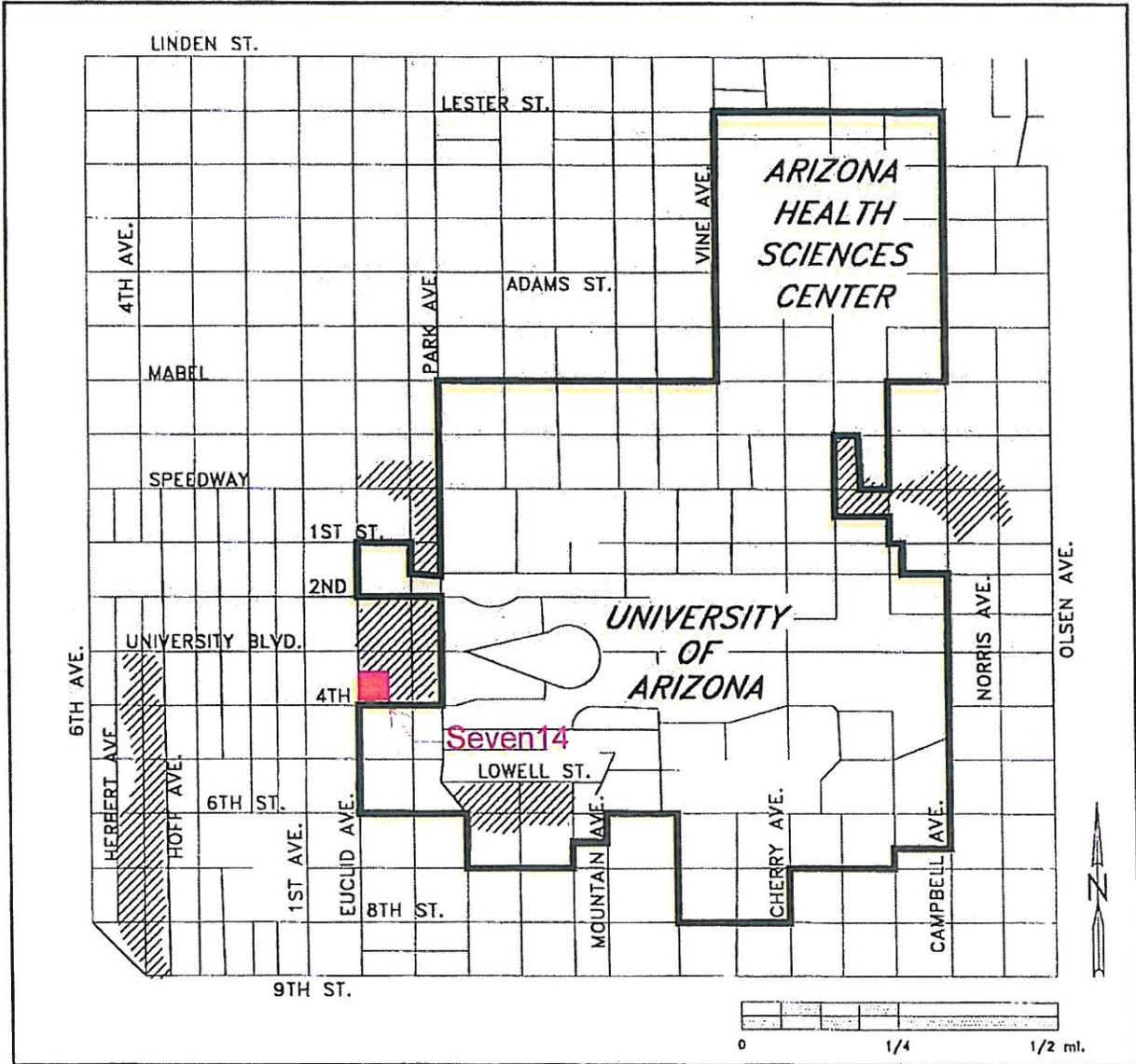
References:

- (1) Arizona Shuttle: <http://www.arizonashuttle.com/>
- (2) UA Demographics: <http://oirps.arizona.edu/UAFactBook.asp>
- (3) Old Pueblo Trolley: <http://oldpueblotrolley.org/>
- (4) Sun Tran: <http://www.suntran.com/>
- (5) Hertz Connect: <http://www.connectbyhertz.com/home.aspx>
- (6) Modern Street Car: <http://www.tucsontransitstudy.com/>
- (7) Safe Ride: http://saferide.asua.arizona.edu/Safe_Ride/Home.html
- (8) Safe Walk: <http://wrc.asua.arizona.edu/safewalk.php>
- (9) UA Parking: <http://parking.arizona.edu/>; <http://parking.arizona.edu/parkingmap/>
- (10) UA Resident Life: <http://www.life.arizona.edu/graduate/as/apartmentfurnishings.asp>
- (11) UA Parking & Transportation Services: <http://parking.arizona.edu/>
- (12) UA Fact Book 2008-2009
- (13) UA Student Housing Summary, June 15, 2009 by MUN Enterprises, Inc.
- (14) Tyndall Garage: Special Warranty Deed
- (15) Tucson Parking: <http://parkwise.tucsonaz.gov/index>

EXHIBITS

UNIVERSITY AREA PLAN

Map 4 : Pedestrian Commercial Districts



Legend



Pedestrian Commercial District



University of Arizona Campus Planning Area

Exhibit A - UofA



Exhibit B - Context Aerial



Exhibit D - Pedestrian Corridor Looking North

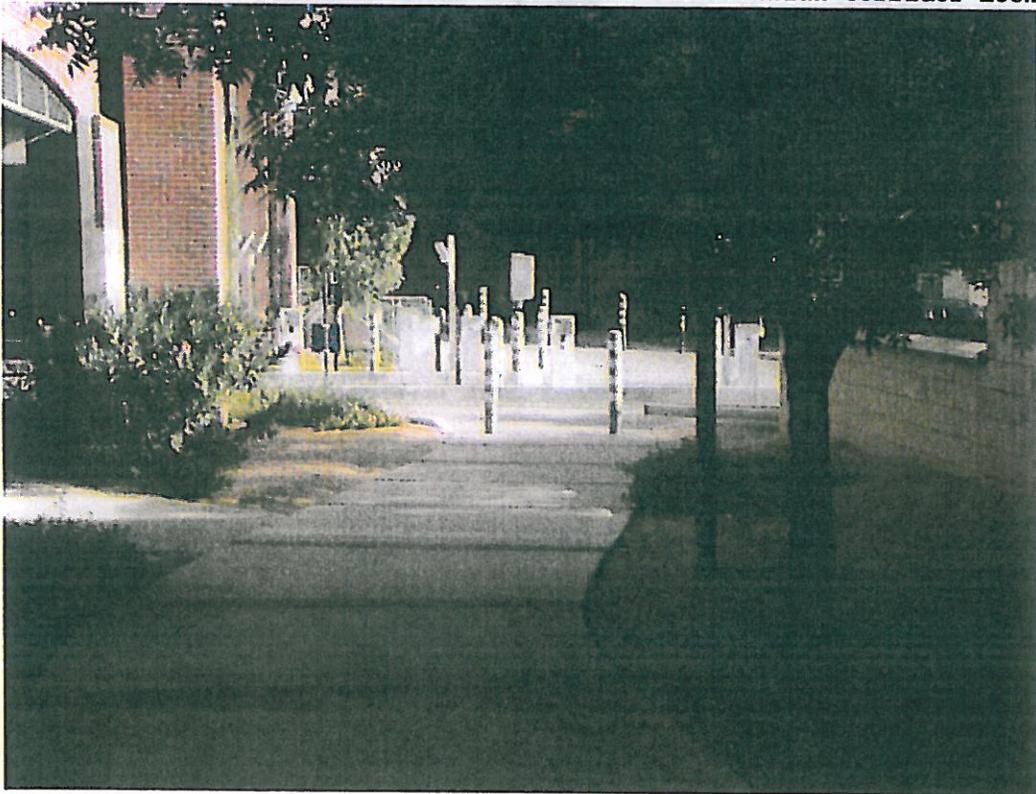


Exhibit E - Pedestrian Corridor Looking South

Main Campus
 **THE UNIVERSITY**
OF ARIZONA.
 Tucson, Arizona

©2003 ARIZONA STUDENT MEDIA
 RA Sold by B&B Jones 1/26/2022

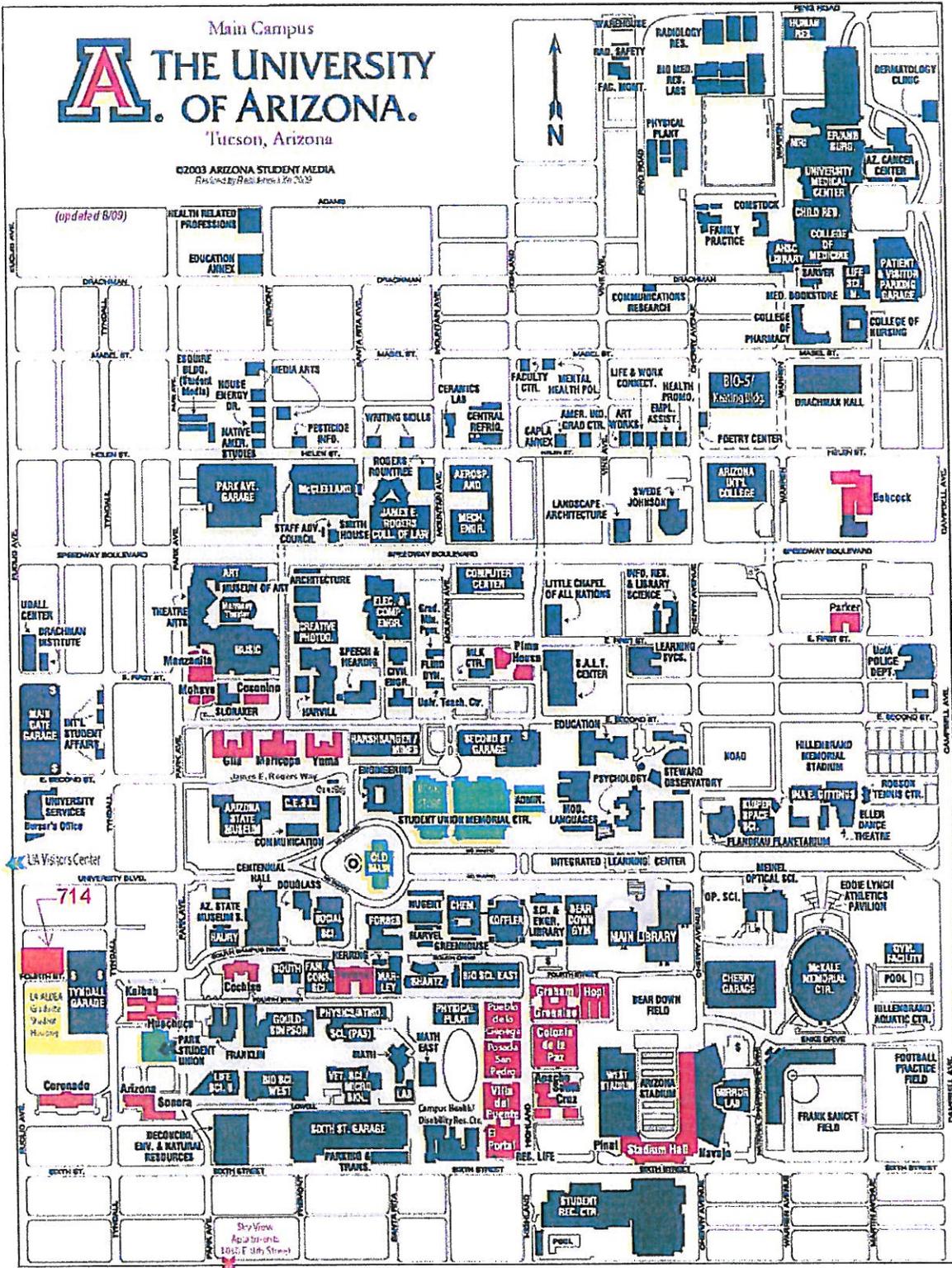


Exhibit F - UA Campus Hall Map

Executive Summary

Assignment:

- analyze and rank a list of potential student housing sites (list of sites to be provided by the client),
- discuss unit mix,
- discuss amenities provided/sought,
- discuss vacancy/occupancy rates for student housing,
- comment on any unmet demand for dorm space generated by the sophomore/junior class,
- conclude which type of housing is in highest demand,
- present an analysis of student housing supply and demand, including a residual demand analysis,
- identify constraints and risk, and
- present recommendations.

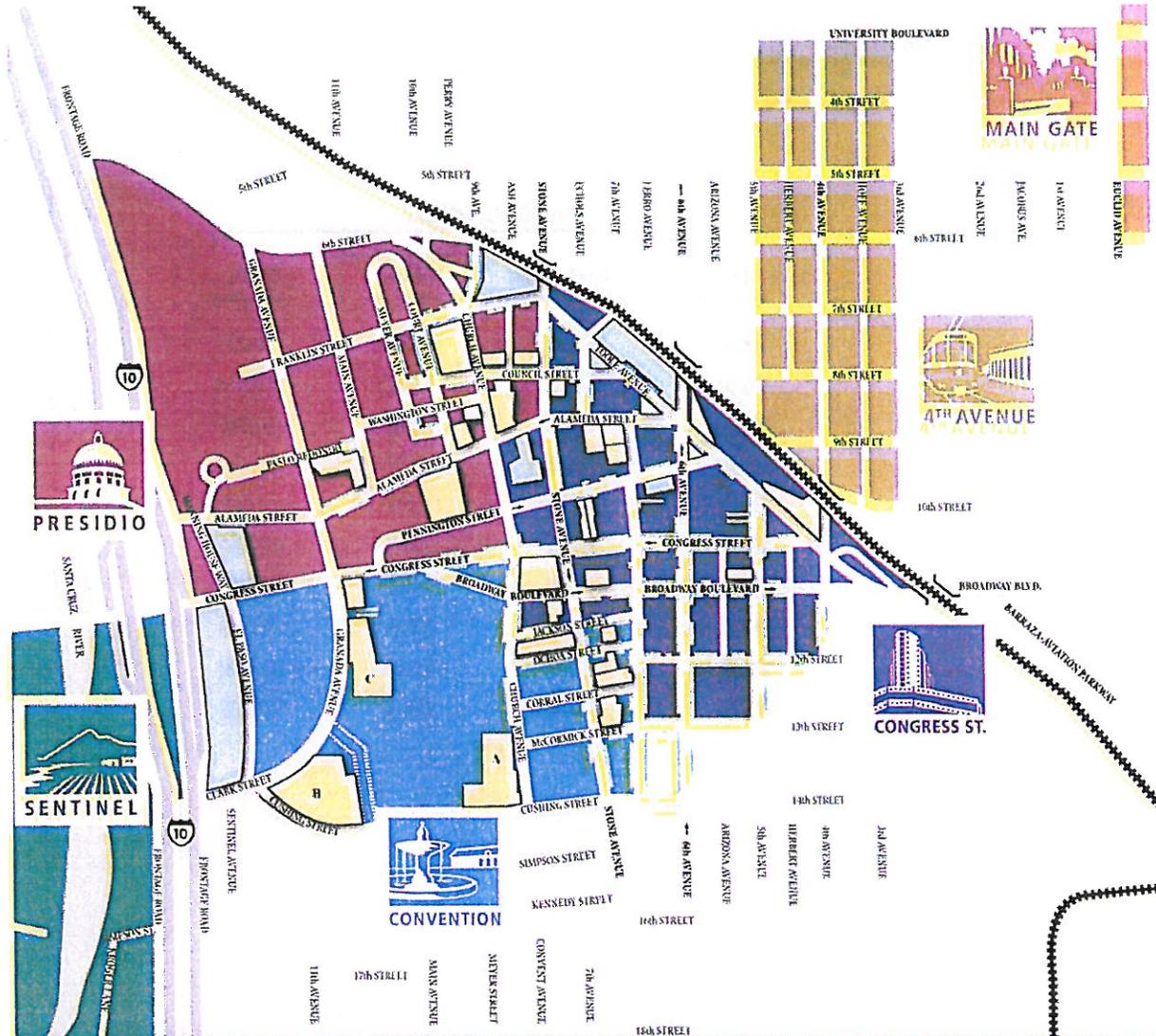
Recommendations:

- The target market has to be specifically defined for a public-private partnership/joint venture. For example, campus housing developers would prefer to put in their typical product but there has to be more related communications and operations so that the students are completely connected within the university system. For example, instead of simply offering internet, the complex needs to be within the campus Ethernet, have Wi-Fi, and coordinate with residence life staff in order to fully connect with the campus.
- Neighborhood communication is very important and all stakeholders need to be invited, at least initially, for input and public relations. For example, the police department, neighborhood associations, deans, professors, and city officials should be invited to stakeholder meetings. How the meeting or charette is moderated is crucial in order to have a successful outcome.
- The university needs to be fully involved in planning and market segmentation. This is extremely important. I would recommend setting a minimum of the gross revenue ground rent based on proforma.
- I would also recommend cautious additions of retail. Some areas of retail should be small and immediate complex service oriented, whereas, depending on the location, other facilities could have a more substantial retail component. However, I would assume that it would be less than 10,000 S.F. as it is better to undersupply rather than oversupply demand and endure vacant stores.
- There appears to easily be sufficient demand for 2,500 to 5,000 beds, assuming varying segmentation.
- Have a strategy (not random sites) to allow development in phases with a plan that allows both geographic concentration along with use/demand flexibility. This creates identity, and effectively allows better delivery of student services.
- The facility must comply with the university rules and the student housing policies.
- "New Urban" design (focus on architecture, sustainability, multimodal transportation, and livable spaces) instead of car-centric development, perhaps using greater density in the Central Business District where higher density is promoted.

MJN Enterprises, Inc.
Job #09-A-116

June 15, 2009
Page 6

Exhibit G - UA Student Housing Summary



- ParkWise parking lots & garages
- Public parking lots and garages
- Parking meters 2 hour limit
- Parking meters 30 min. limit

Exhibit H - Public Parking Options

Parking Spaces

Fiscal Years 1999-2008

PARKING SPACES			
Year	Main Campus	Health Sciences Center	TOTAL
1999	8,351	1,086	9,437
2000	9,152	1,408	10,560
2001	9,434	1,512	10,946
2002	9,020	1,468	10,488
2003	10,276	1,090	11,366
2004	9,152	1,411	10,563
2005	15,545	1,935	17,480
2006	16,231	1,515	17,746
2007	17,383	1,515	18,898
2008	16,767	1,515	18,282

Source: Real Estate Administration

Fact Book 2008-09

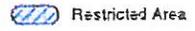
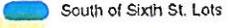
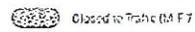
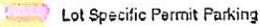
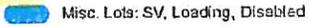
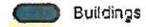
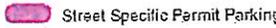
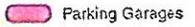


47

Exhibit I - UA Fact Book


THE UNIVERSITY OF ARIZONA.
 2009 - 2010 Campus Parking Map

LEGEND:

 Zone 1	 Restricted Area
 South of Sixth St. Lots	 Closed to Traffic (M-F 7:00am-4:30pm)
 Lot Specific Permit Parking	 Construction
 Misc. Lots: SV, Loading, Disabled	 Buildings
 Street Specific Permit Parking	 Car Share Location
 Parking Garages	 Meter/Visitor Parking
	 Motorcycle Parking

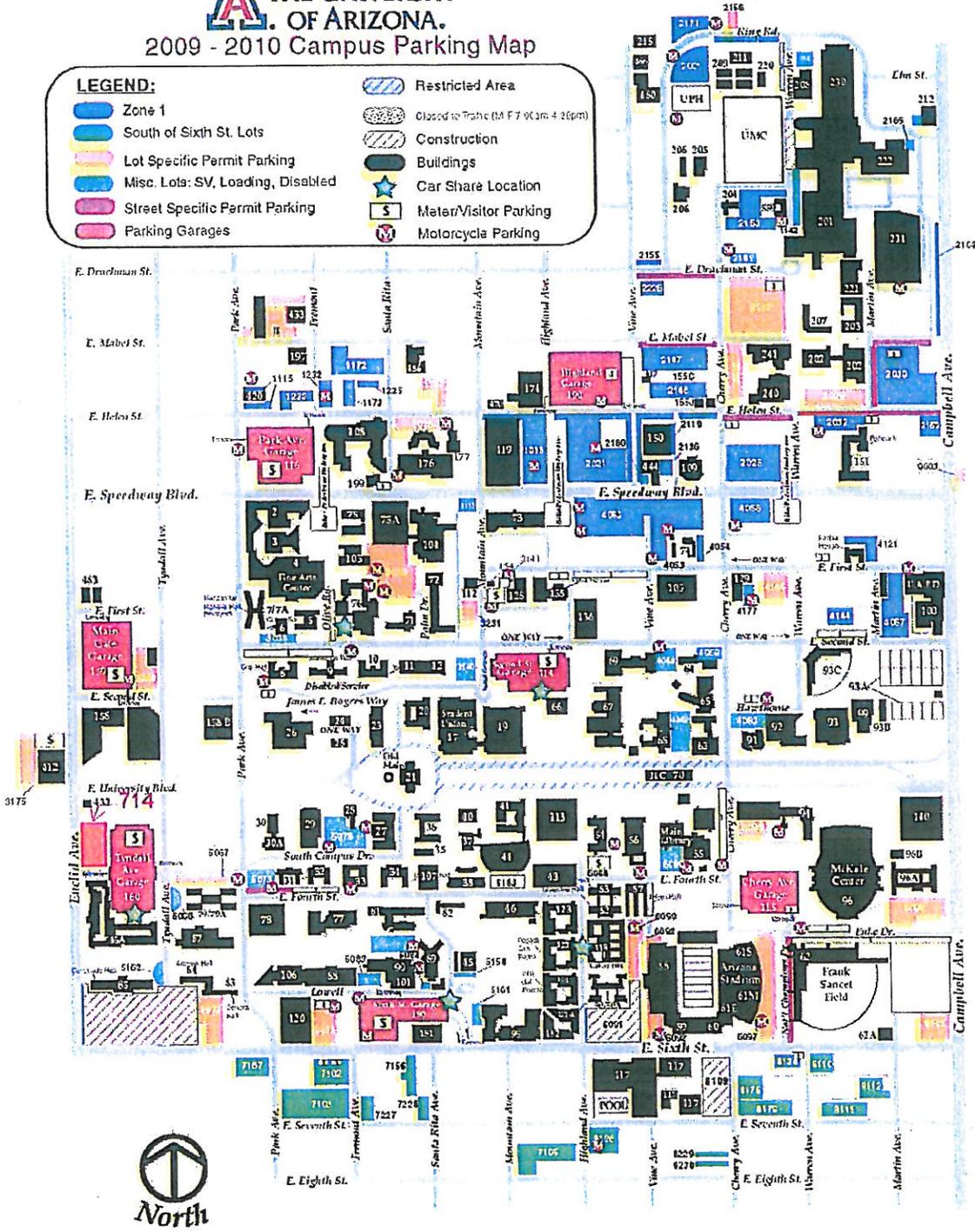


Exhibit J - UA Affiliated Parking



The University of Arizona has just under 18,000 parking permits that are issued each year. The permit process is as follows:

1. Faculty/Staff Permit holders who use payroll deduction are automatically renewed for the following school year in February unless they change or cancel their permits.
2. In March an email is sent to other permit holders asking if they'd like to renew.

At this point last April there were still about 20% (~3500) of the permits available. Of these, more than 400 permits were available in the Tyndall Garage.

These permits would all be available to any affiliated person. Over the past few years, permits have not sold out until school began. By the beginning of September, there were again permits for sale in Tyndall Garage.

Additional factors for consideration:

Cat Tran—a free service on campus that would be available for anyone in the complex.

Hertz Connect—a Car share program that presently has 3 vehicles in the Tyndall Garage. This program is available for affiliated and non-affiliated persons.

Bike—free bike parking on campus/nearly 12,000 bike parking spaces on campus and near almost every building. Bike paths designated throughout campus.

Exhibit K - from UA Parking & Transportation



THE UNIVERSITY OF ARIZONA.

Pre-registration Parking Map

LEGEND:

- Zone 1
- South of Sixth St Lane
- Lot Specific Permit Parking
- Street Specific Form 1 Parking
- Parking Gauges
- Motorcycle Parking
- On Campus Computer Labs
- Restricted Area
- Event to Support UA Program
- Construction
- Buildings

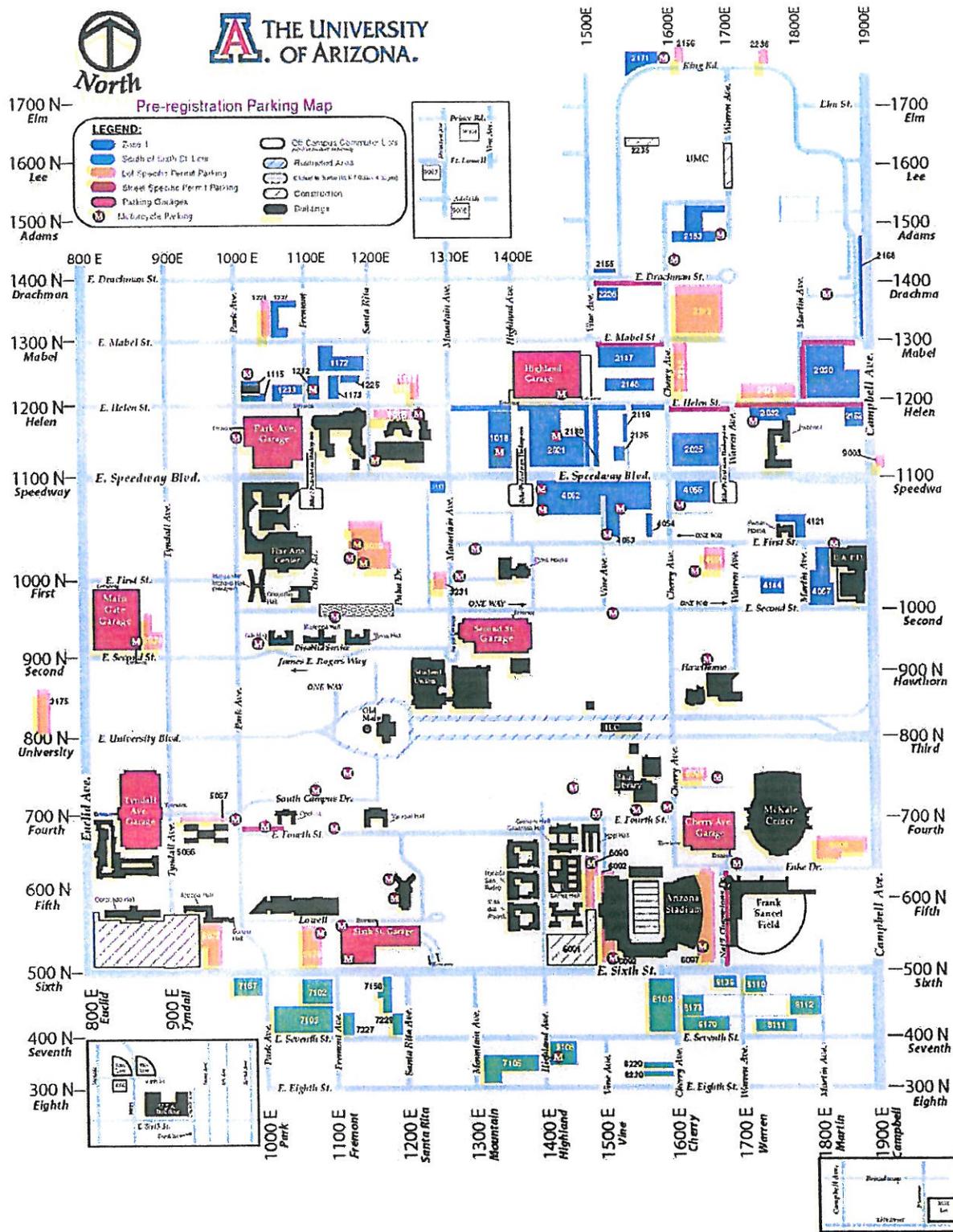


Exhibit L - UA Affiliated Preregistration Parking

86

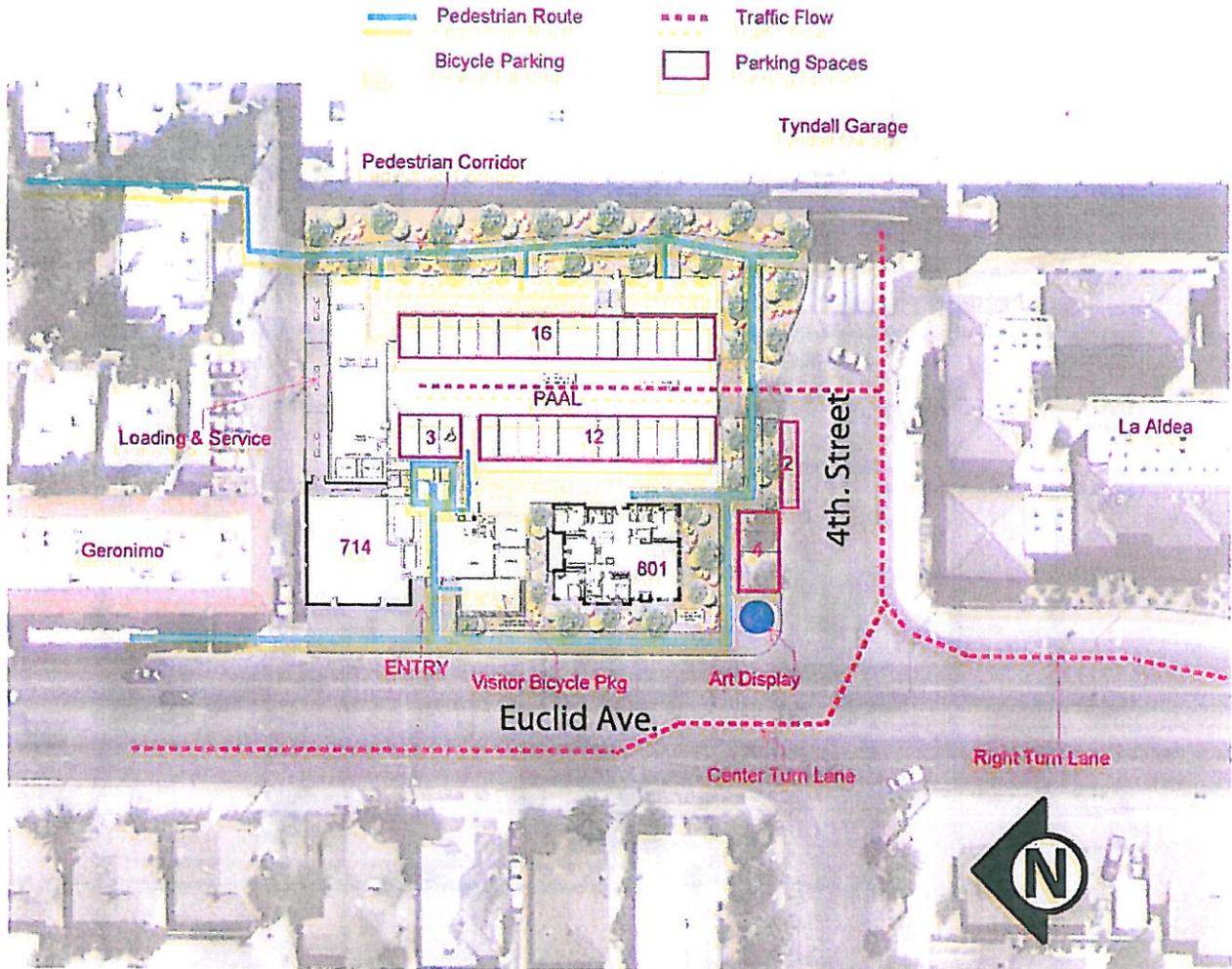
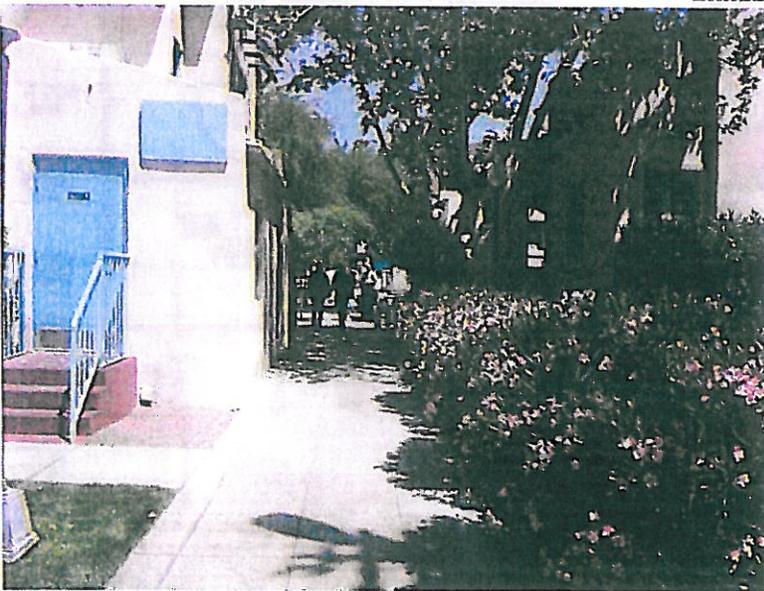


Exhibit M - Site Diagram Concept



Pedestrian Connection to University Blvd

Land Use: 550 University/College

Land Use Description

This land use includes 4-year universities or colleges that may or may not offer graduate programs. Two-year junior, community, or technical colleges are described in junior/community college (Land Use 540).

Database Description

The database consisted of a mix of suburban and urban sites. Parking demand rates at the suburban sites differed from those at urban sites and therefore the data were analyzed separately.

- Average parking supply ratio: 0.33 spaces per total number of students, faculty and staff (school population) at the suburban sites and 0.22 spaces per school population at the urban sites.
- Average parking supply ratio for building square footage: 1.2 spaces per 1,000 sq. ft. GFA (three study sites).

The measured peak demand at four of the eight suburban sites was within 10 percent of the total parking supply, suggesting that the supply could potentially be constraining demand in sectors of the campuses.

The presence of paid parking was noted for only one study site. The peak parking demand at this site was similar to the average peak parking demand.

For the six suburban study sites, parking demand data counts were submitted for at least five consecutive hours. The following table presents the time-of-day distribution of parking demand for the sites.

<i>Based on Vehicles per School Population (Suburban Sites)</i>	<i>Weekday Data</i>	
Hour Beginning	Percent of Peak Period	Number of Data Points*
12:00-4:00 a.m.	-	0
5:00 a.m.	-	0
6:00 a.m.	-	0
7:00 a.m.	-	0
8:00 a.m.	79	3
9:00 a.m.	88	5
10:00 a.m.	98	6
11:00 a.m.	100	6
12:00 p.m.	93	6
1:00 p.m.	88	5
2:00 p.m.	81	5
3:00 p.m.	74	3
4:00 p.m.	33	1
5:00 p.m.	23	1
6:00 p.m.	-	0
7:00 p.m.	-	0
8:00 p.m.	-	0
9:00 p.m.	-	0
10:00 p.m.	-	0
11:00 p.m.	-	0

*Subset of database

Land Use: 550 University/College

A 12-day study of weekday parking demand at San Diego State University¹ provided the following day-of-week distribution of peak parking demand.

Day of the Week	Peak Parking Demand as a Percent of Parking Demand on Peak Weekday (%)
Monday	89
Tuesday	99
Wednesday	89
Thursday	100

For all school uses, it is important to collect data on the size of the building and total number of students, faculty and employees in order to accurately measure parking demand for the site. Additional parking demand observations should also include evening hours and when special events occur at the site.

Additional Data

Quality of transit access may play a role in reducing the parking demand at universities/colleges.

Study Sites/Years

Canada:

Ottawa, ON (1985)

United States:

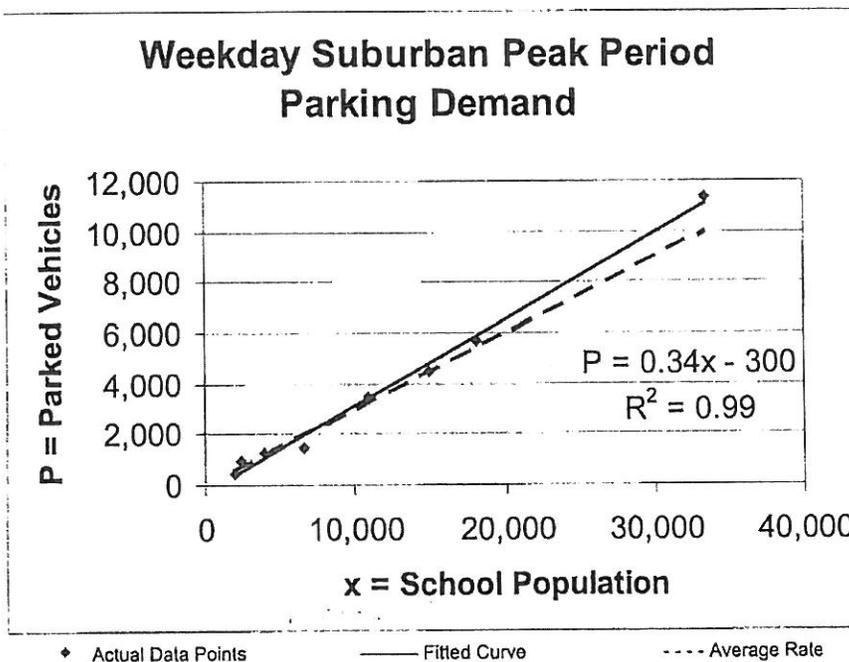
St. Louis, MO (1987); Dayton, OH (1992); Fairmont, WV (1992); Pittsburgh, PA (1992); Denver, CO (1993); West Palm Beach, FL (1993); Portland, OR (1995); Greensboro, NC (1998); San Luis Obispo, CA (2000); San Diego, CA (2004)

¹ SOURCE: San Diego State University ITE Student Chapter, 2004 District 6 Data Collection Fund study

Land Use: 550 University/College

Average Peak Period Parking Demand vs: School Population
On a: Weekday
Location: Suburban

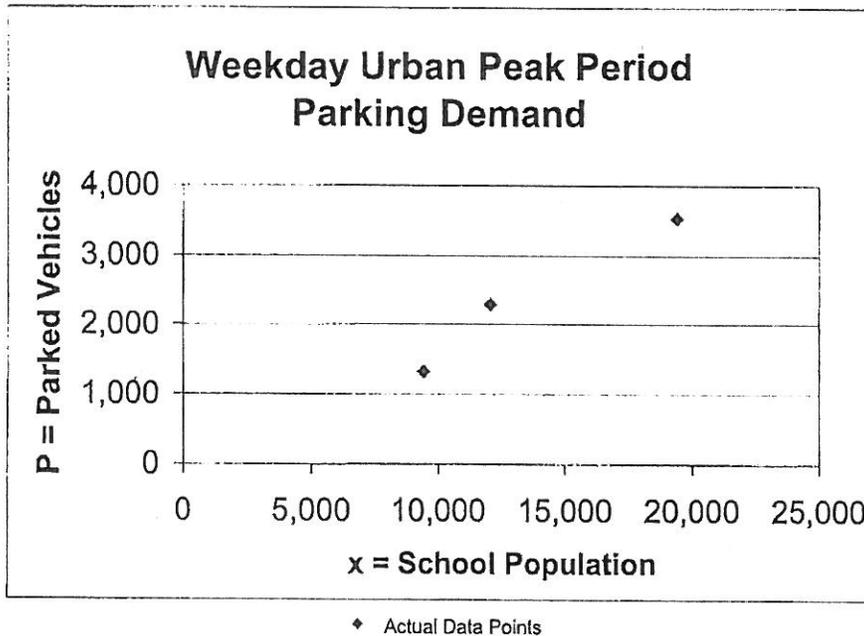
Statistic	Peak Period Demand
Peak Period	9:00 a.m.–3:00 p.m.
Number of Study Sites	8
Average Size of Study Sites	school population of 11,500
Average Peak Period Parking Demand	0.30 vehicles per school population
Standard Deviation	0.05
Coefficient of Variation	18%
Range	0.22–0.38 vehicles per school population
85th Percentile	0.34 vehicles per school population
33rd Percentile	0.30 vehicles per school population



Land Use: 550 University/College

Average Peak Period Parking Demand vs: School Population
On a: Weekday
Location: Urban

Statistic	Peak Period Demand
Peak Period	10:00–11:00 a.m.
Number of Study Sites	3
Average Size of Study Sites	school population of 13,600
Average Peak Period Parking Demand	0.17 vehicles per school population
Standard Deviation	0.03
Coefficient of Variation	15%
Range	0.14–0.19 vehicles per school population
85th Percentile	0.19 vehicles per school population
33rd Percentile	0.17 vehicles per school population



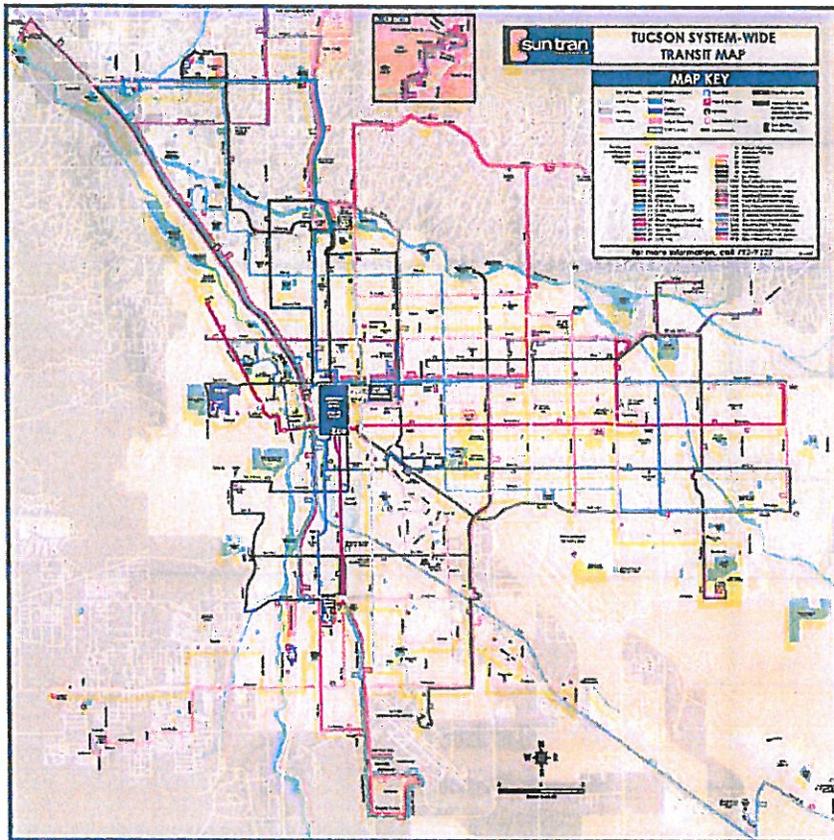


Exhibit P - Sun Tram

THE UNIVERSITY OF ARIZONA
2009-2010 Shuttle Guide

Legend

- USA Route
- Teal Route
- Purple Route
- Green Route
- Mauve Route
- Orange Route
- NightCat Route
- Timed Shuttle Stop
- Regular Shuttle Stop
- Time Nightcat Stop
- Sun Tran Stop

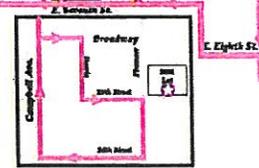
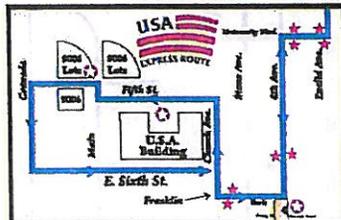
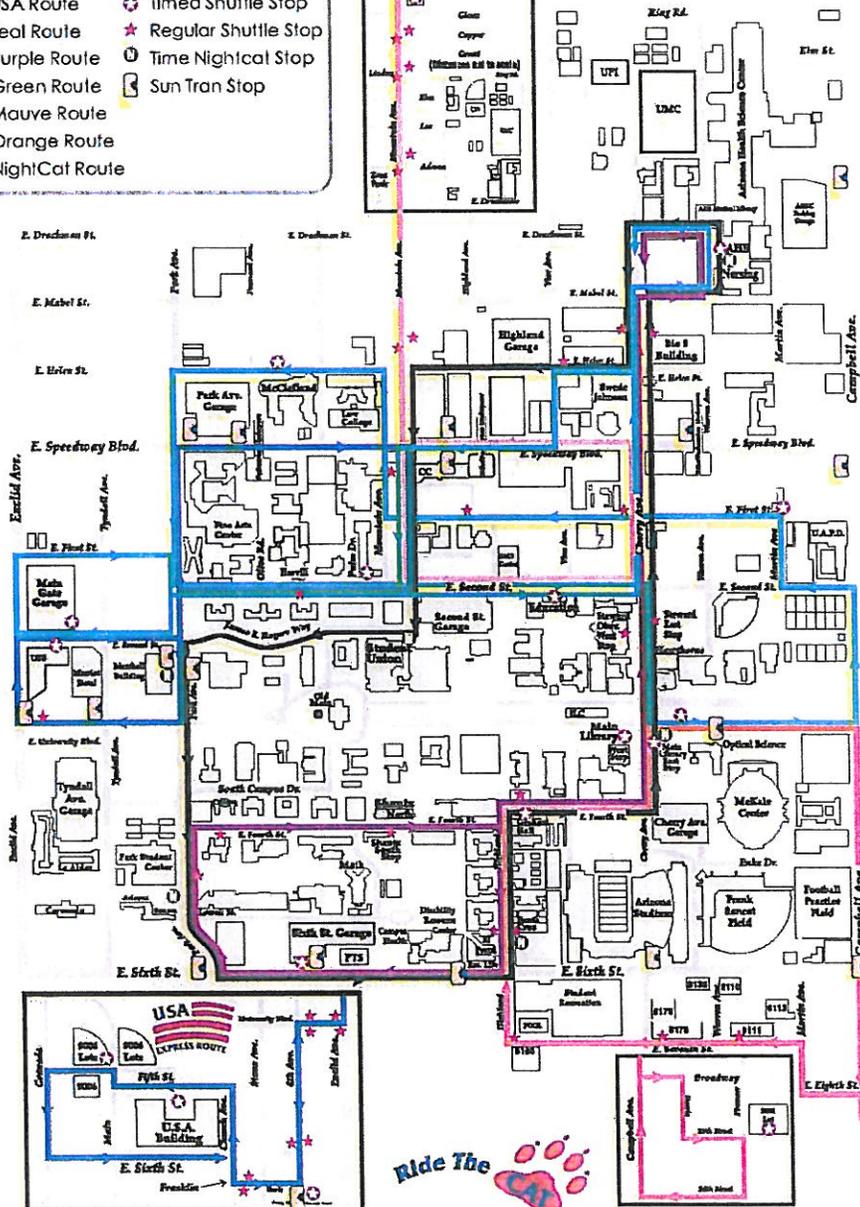
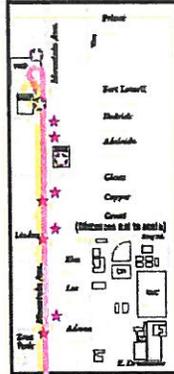
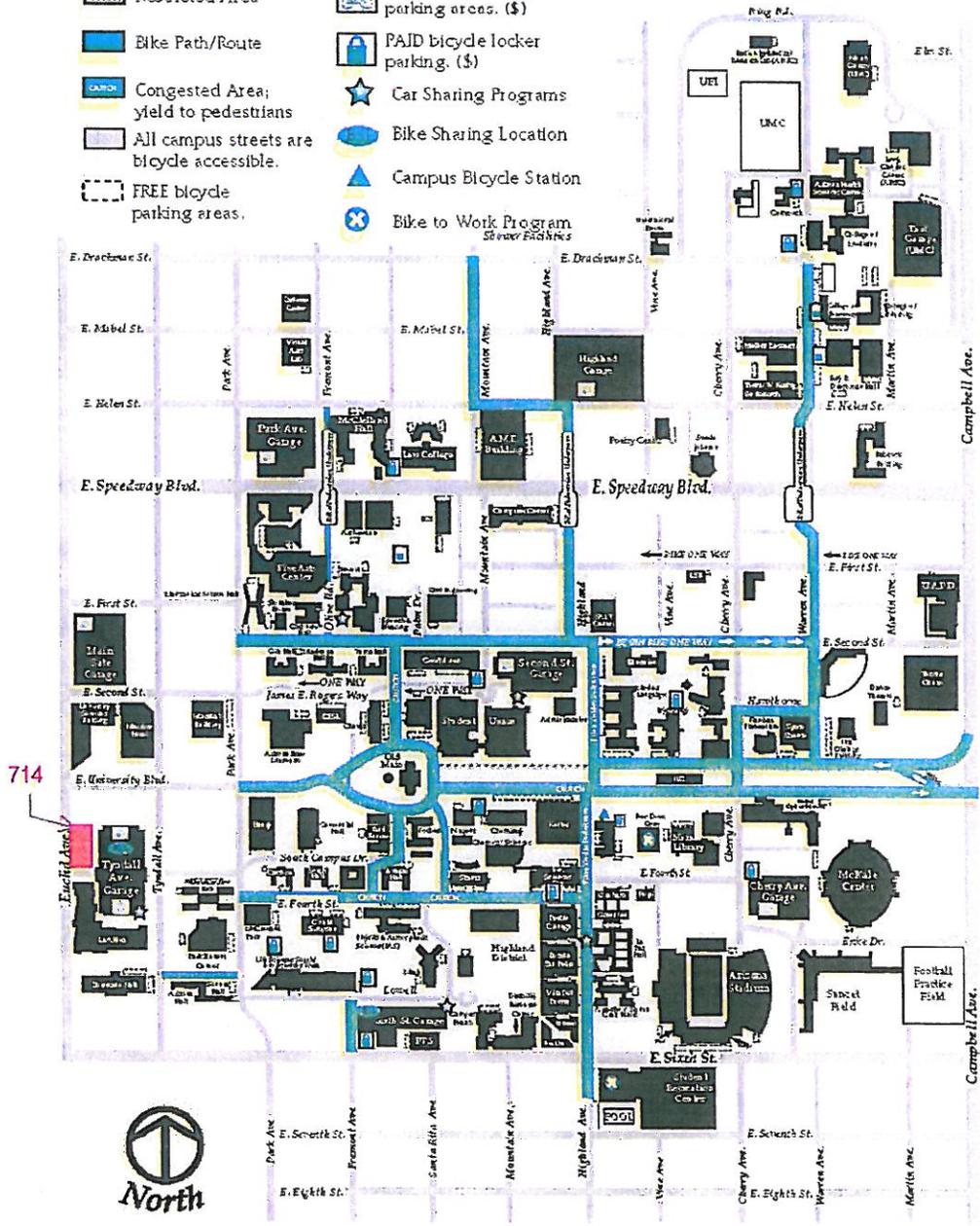


Exhibit Q - UA Cat & Night Tram

- LEGEND:**
- Restricted Area
 - Bike Path/Route
 - CAUTION Congested Area; yield to pedestrians
 - All campus streets are bicycle accessible.
 - FREE bicycle parking areas.
 - PAID secured bicycle parking areas. (\$)
 - PAID bicycle locker parking. (\$)
 - Car Sharing Programs
 - Bike Sharing Location
 - Campus Bicycle Station
 - Bike to Work Program 55 new bicycles



Sidewalks are for pedestrians, not bicyclists. If you must use a sidewalk, please walk your bicycle.

Exhibit R - UA Bicycle Routes



Daytime Disability Cart Service

LEGEND:

- Pickup Points
- University Parking Lots
- Buildings
- Restricted Area
- Closed to Traffic (M-F 7-4)
- Construction

CART SERVICE PROVIDED ONLY WITHIN MAP'S

Red Boundary Service also provided to UA parking lots, sororities and fraternities if located within maps red boundary.

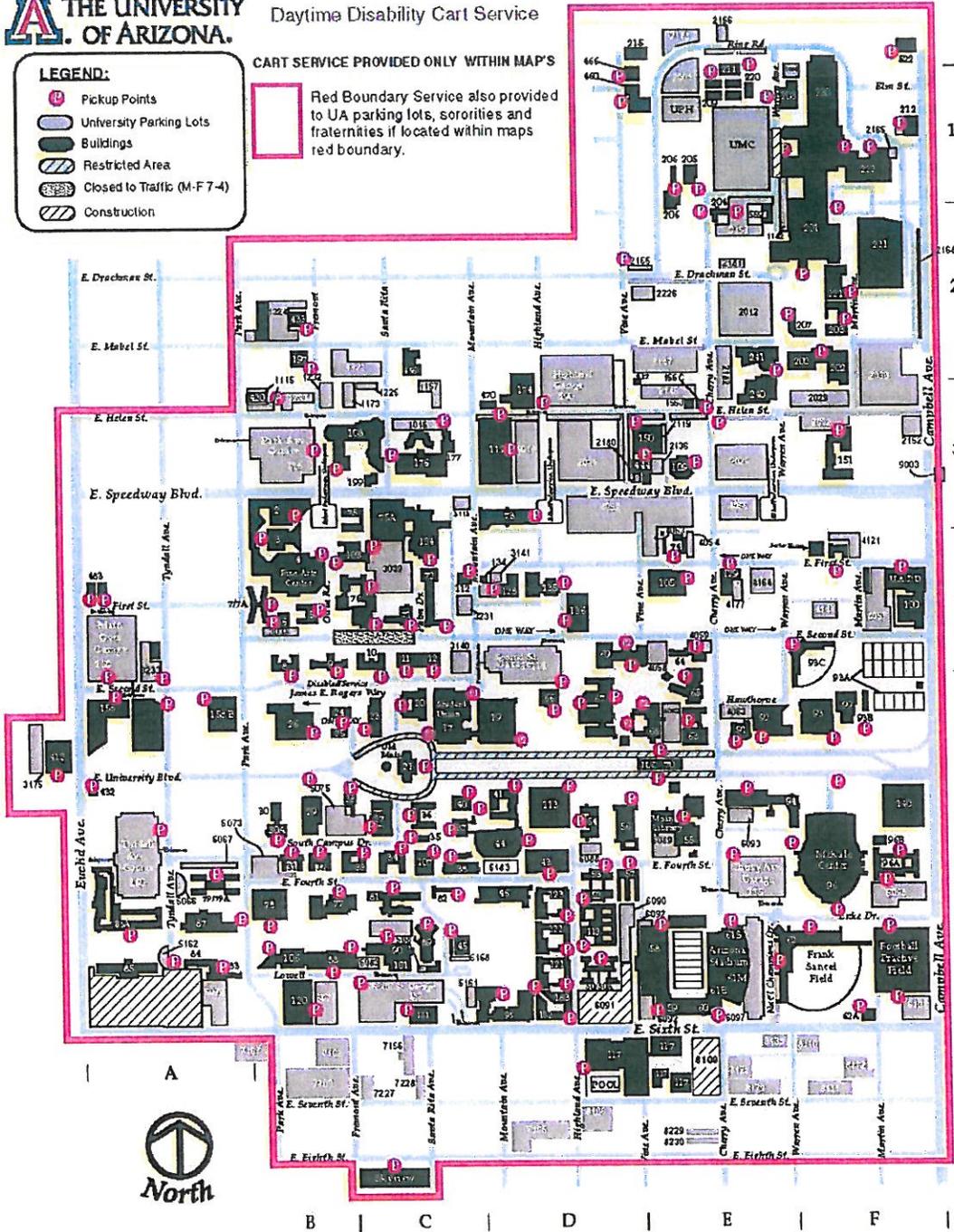


Exhibit S - UA Disabled Cart



Welcome aboard the Downtown Loop.

a free transit service that provides easy access to community services, government offices, courts, educational facilities and area businesses. Park your car and jump on the Downtown Loop, or connect to Sun Tran at the Ronstadt Transit Center.

For your convenience, all Downtown Loop vehicles are equipped with lifts.

Tips for Easy Riding

1. Wait on the sidewalk where the driver can easily see you.
2. Board the vehicle quickly and take your seat.
3. About one block from your desired stop, be sure to collect all your personal belongings so you're ready to exit.

Stops on the Downtown Loop Route

- | | |
|---|--|
| 1 Arizona Dept. of Economic Security | 12 Tucson Metropolitan Chamber of Commerce |
| 2 Ronstadt Transit Center | 13 Tucson City Hall, Tucson Museum of Art & Historic Block, Old Town Artisans, Tucson Water, El Presidio Park & Parking Garage |
| 3 Pima County Complex, Viente de Agosto Park, La Placita, Tucson Visitor Center | 14 Pioneer Building, Bank of America Tower, Public Works Building, Main Library, Public Works Building & Parking Garage |
| 4 Arizona State Building, City/State Parking Garage | 15 Pennington Street Garage, Tucson City Court |
| 5 Community Resource Center | 16 Arroyo Park & Senior Center |
| 6 Pima Community College | |
| 7 Bonita Avenue & St. Mary's Road | |

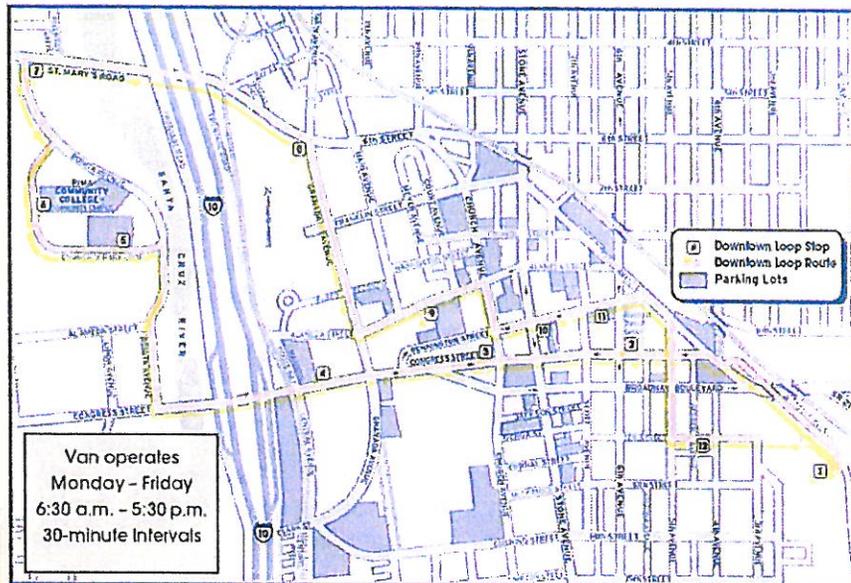
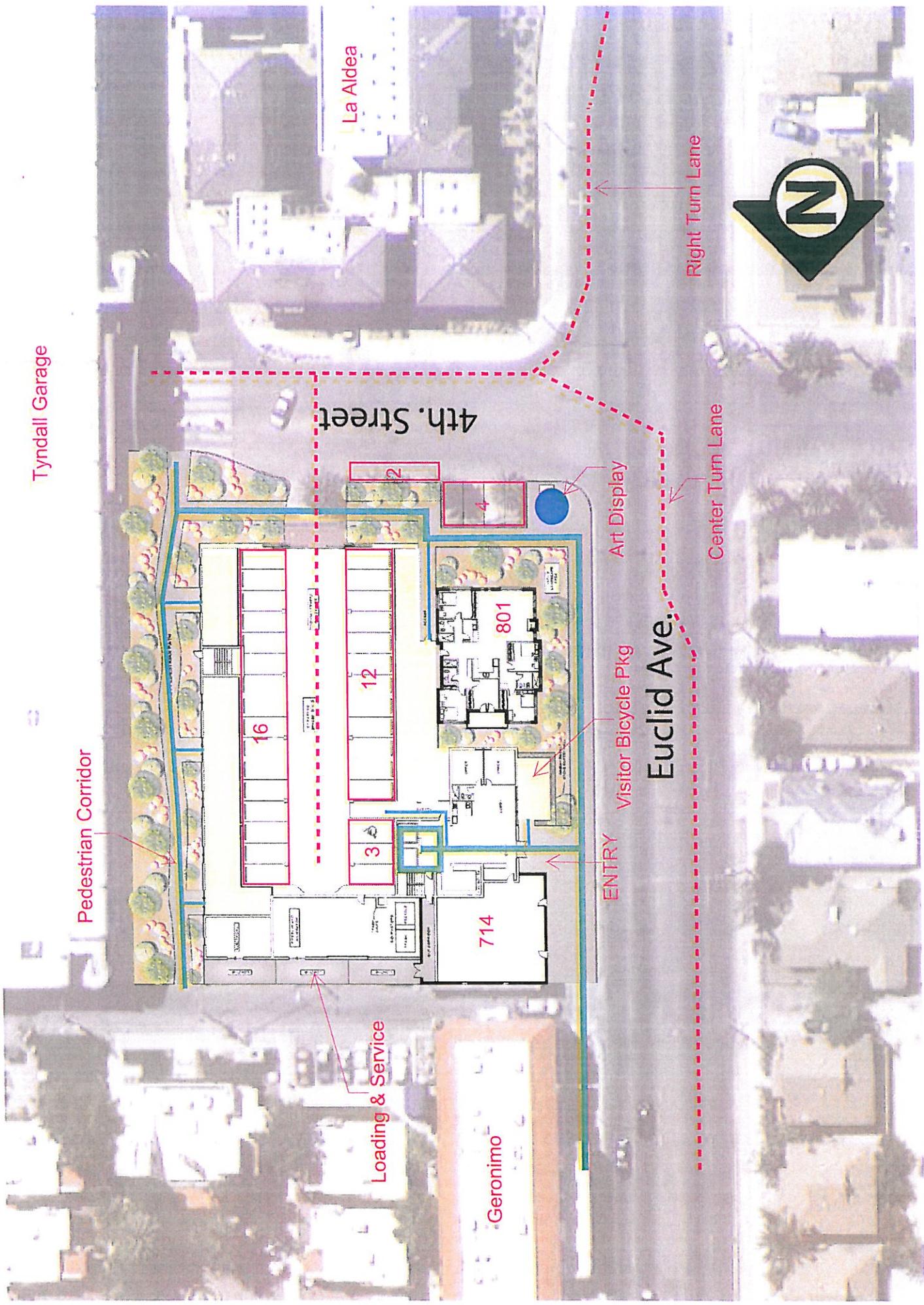


Exhibit T - Downtown Loop

-  Pedestrian Route
-  Traffic Flow
-  Parking Spaces
-  Bicycle Parking
-  Parking Spaces



Tyndall Garage

Pedestrian Corridor

4th. Street

Loading & Service

Gerónimo

ENTRY

Visitor Bicycle Pkg

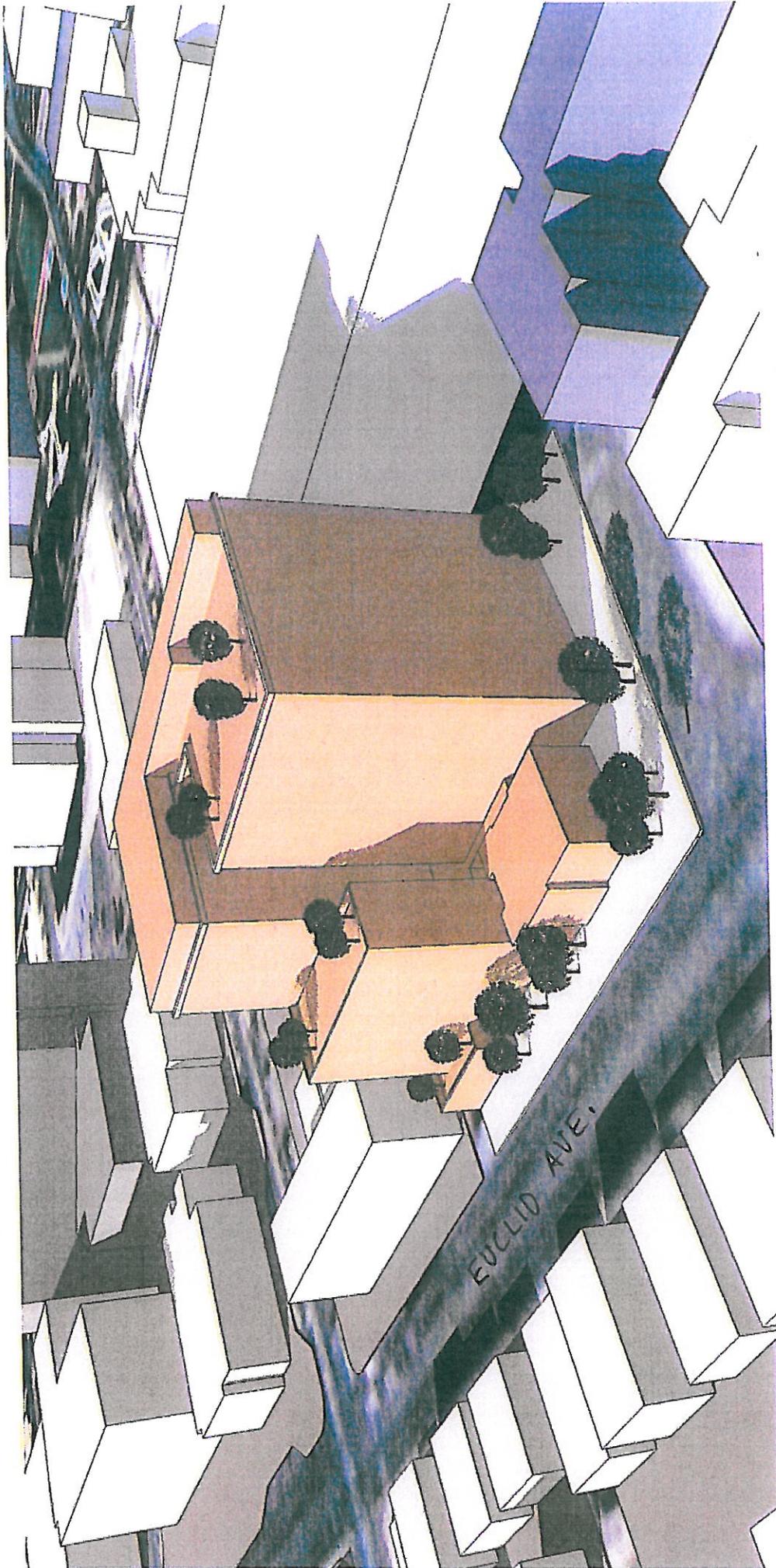
Art Display

Euclid Ave.

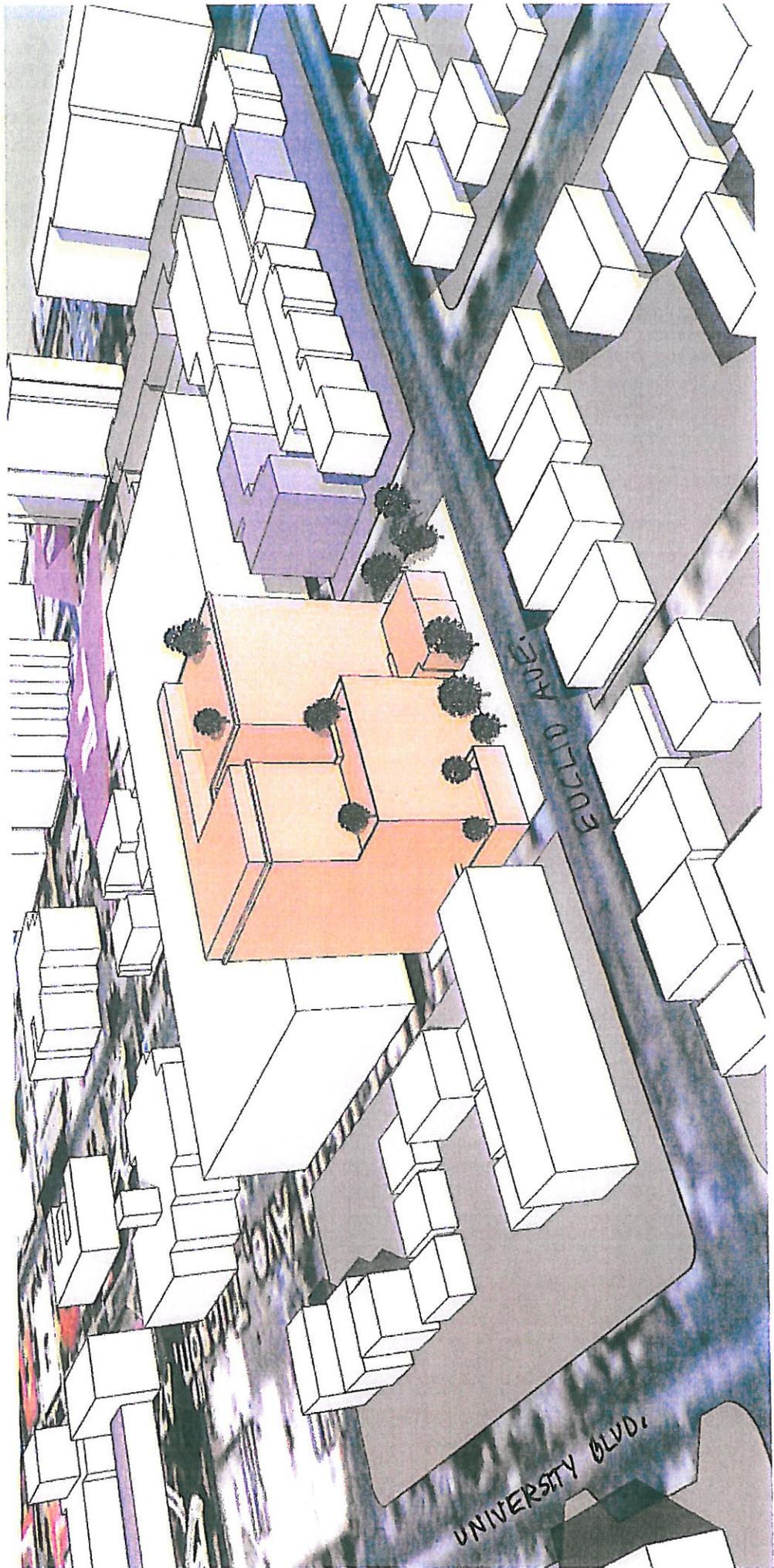
Center Turn Lane

Right Turn Lane

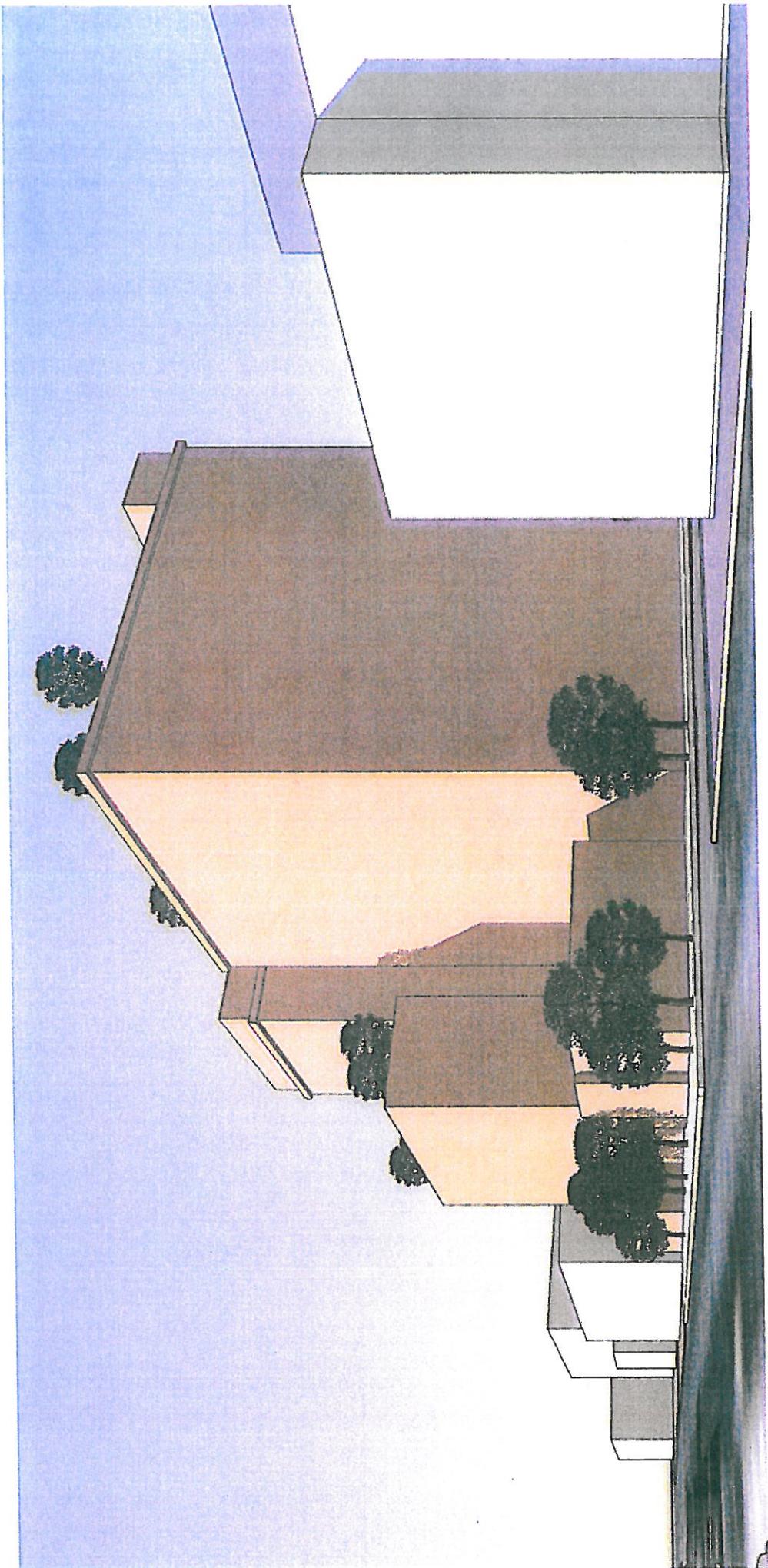




Looking Northeast



Looking Southeast





South Elevation - Conceptual Only

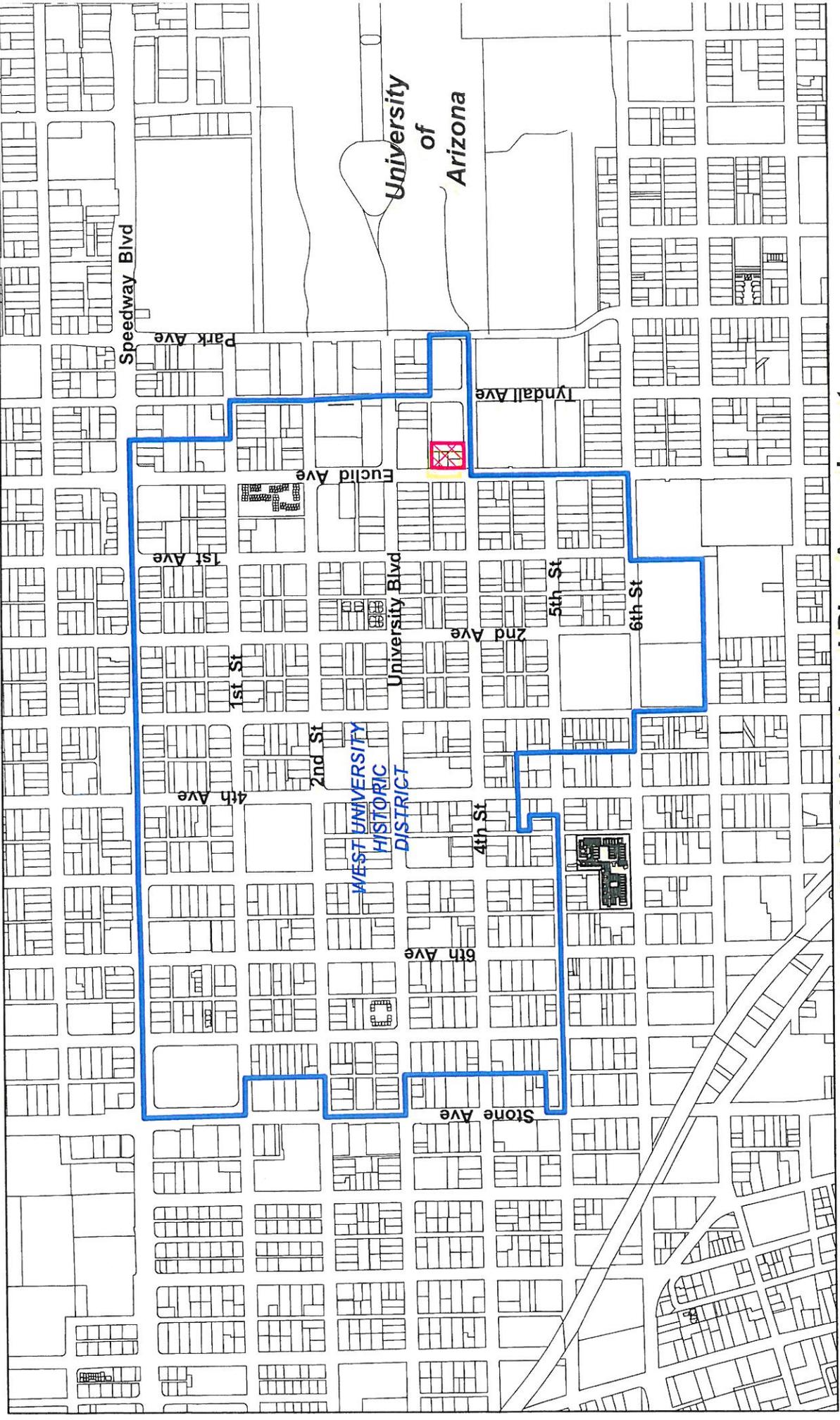


West Elevation - Conceptual Only



0 400 800 Feet
1 inch = 800 feet

April 2010

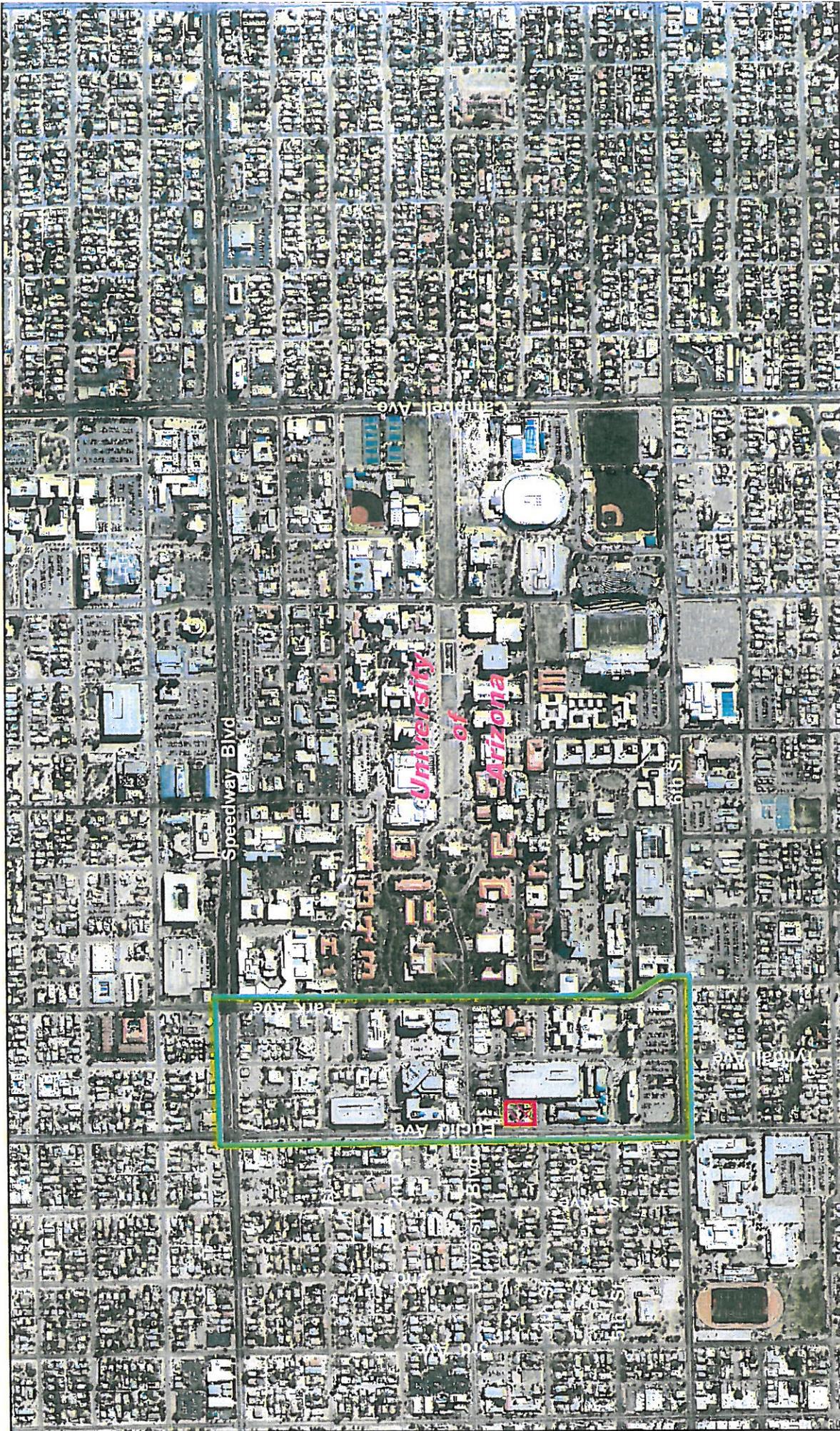


West University Neighborhood Plan Amendment

Euclid / 4th Street

Historic Districts

- Legend**
- Plan Amendment Site
 - National Historic District



West University Neighborhood Plan Amendment

Euclid / 4th Street

Transition Area

0 450 900 Feet
 1 inch = 900 feet

Legend

 Plan Amendment Site

 Transition Area



West University Neighborhood Plan Amendment
Memorial Complex – Increased Height and Density; 4/22/10

LAND USE PLAN POLICY LISTING

West University Neighborhood Plan (WUNP), August 1988

Purpose: Preserve and enhance residential character of neighborhood.

Generalized Future Development Concept Map

The Generalized Future Development Concept Map supports new, mixed-use development on this site, including commercial uses, and residential uses at densities of up to 15-40 units per acre.

• **Neighborhood Conservation (NC) Policies**

NC Policy 1 - requires that the residential character of established neighborhoods be protected

1.A. - requires using the city's Historic District Ordinance (now the Historic Preservation Overlay Zone or HPZ) to protect the historic character of the West University Neighborhood

1.B.5.c – voluntary downzoning is encouraged where present zoning is inconsistent w/the land uses specified on the Development Concept Map

1.B.7. - encourages new development with frontage on Euclid to provide design elements sensitive to the low-intensity residential character of the neighborhood west of Euclid. Design elements need to be compatible with the historic character of the neighborhood

1.B.8. – encourages LS buffer along Euclid Ave

1.B.9. – for the “transition area”, requires that impacts of proposed land uses that are not in conformance with the Generalized Future Development Concept Map be identified and evaluated, and steps taken to mitigate those impacts, during the plan amendment process

1.B.10 - allows maximum building heights of 40 feet in the transition area between Park and Euclid

1.E. - encourages improving the appearance and quality of the landscape within the West University Neighborhood in a manner consistent with the area's historic character

- **New Residential Development (RD) Policies**

2.A. and 2.A.1. - encourages the construction of new, compatible, infill residential development

2.B. - requires that new residential development of significant size incorporate recreational amenities and landscape areas

2.C - requires that new residential development provide adequate off-street parking

2.D. – encourages the use of underutilized alleys

- **Commercial and Office Development (CD) Policies**

3.B.2 – supports commercial development on the site as per Development Concept Map designation

3.C. – promotes upgrading/maintaining existing commercial services

3.C.1 - promotes shared off-street parking facilities, and streetscape improvement programs

- **Public Improvements (PI) Policies**

4.B. - supports the development of public transit facilities necessary to serve the West University Neighborhood

4.C. - promotes upgrades/improvements to existing streetscape elements (lights, signs and sidewalks) in a manner consistent with the residential and historic nature of the West University Neighborhood.

4.D – promotes designating and improving major pedestrian corridors that a) link major community elements (such as residential areas, commercial areas and campus), and b) stimulate walking and bicycling

- **University of Arizona (UA) Policies**

5 - promotes working closely with the UA to assure University-related development is compatible with the neighborhood character

University Area Plan (UAP)

A goal of the *UAP* is to recognize the nature and potential of the University and its immediate surroundings as a relatively compact, pedestrian-oriented regional activity center, and work to strengthen the identity and quality of this area consistent with city-wide and neighborhood goals.

- **Neighborhood Conservation/Historic Preservation Policies**

Policy 3 - supports the continued vitality of established pedestrian commercial districts (the project site is with in a designated pedestrian commercial district)

Policy 6 - recommends against the granting of parking variances that may produce unacceptable levels of on-street parking, noise, or through-traffic in residential areas

- **Land Use and Development (LU) Policies**

General Policies

3.A.2.- encourages the retention of contributing historic buildings and viable residential structures by including them as integral components of new development

3.A.4. – requires that new development be sensitive to surrounding uses relative to site design, location, orientation, landscaping, screening, and transportation planning

New Residential Development

3.B.1 - encourages residential infill that is compatible with neighborhood scale, density and character

3.B.2.3. - supports high-density (15 or more units per acre) residential development ... in conformance with the following criteria: 1) the site is surrounded by predominantly medium/high density residential or nonresidential development; 2) vehicular access is provided to an arterial or collector street...; 3) the development includes a well-defined pedestrian system linked to the public sidewalk system, convenient access to transit facilities, and secure bicycle parking areas; and 4) where appropriate, development includes integrated neighborhood commercial services

3.B.3. - encourages compatible residential infill development

Office/Commercial Development

1 - supports the maintenance and intensification of neighborhood and UA campus-oriented commercial services in established pedestrian commercial districts

Mixed Use Development

3.D.1. – 4. support the careful integration of residential and non-residential development in areas that are predominantly high-density residential or non-residential, ... in accordance w/the following: vehicular access is provided to an arterial or collector street; commercial activity is at the street level, and is connected to the public sidewalk system; and tenant mix offers goods and services oriented to local residents and compatible with the neighborhood

Public/Semi-Public Development

3.F.2. and 5. – supports the development of new public/semi-public uses and neighborhood amenities that are compatible w/needs of University-area neighborhoods

- **Transportation Policies**

7.2 – encourages the implementation of organized circulation and parking improvements in cooperation with the COT, UA, and UA area businesses and residents

8 – requires that public and private parking facilities be designed and located to mitigate traffic and visual impacts on surrounding residential areas

- **Environment Policies**

1.1.1. - supports measures throughout the UA designed to improve air quality in the community by encouraging the development of alternate modes of transportation and pedestrian-oriented regional activity centers

- **UA Policies**

2. - supports continued efforts to coordinate adopted City policy with the policies of the UA Comprehensive Campus Plan in the ... development of new land uses at the campus planning area perimeter

2009 UA Comprehensive Campus Plan (UA CCP) – (for informational purposes only)

The *UA CCP* identifies housing as the primary land use for the area between Park and Euclid, and from 4th Street south to 6th Street, which is directly south of the proposed project area.

General Plan

- Element 1: Growth Areas and Population

Policy 5 – promotes land use, transportation, and urban design improvements that would link downtown w/Fourth Ave., the Warehouse District and the UA

Policy 8 - supports a mix of housing types and opportunities throughout the Central Core Growth Area to meet the diverse needs of the residents (the site is within the Central Core Growth Area)

- Element 2: Land Use - identifies the UA as a regional and community activity center

SP 2.1 - encourages housing as one of the uses in and adjacent to regional and community activity centers to support nonresidential activities and minimize auto use and air pollution

SP 3.4 supports urban character (15 residences per acre or more) residential development along arterial streets or adjacent to regional activity centers and major employment sites

SP 3.8 – supports pedestrian- and transit-oriented development along major streets and in or adjacent to activity centers

SP 6.13 - supports incentives for development in or adjacent to existing regional and community-level activity centers that will 1) integrate residential and non-residential land uses and the mix of private and public land uses ... into mixed-use activity nodes...3) promote alternate modes of transportation, 4) encourage infilling vacant or underutilized parcels adjacent to exiting regional and community-level activity centers...

SP 6.17- promotes residential development with densities that complement the size and intensity of the center, while providing transitions to lower-density residential uses

9 - promotes regional land use planning and coordination within metropolitan Tucson to provide more livable communities and more compact and integrated land use patterns

- Element 4: Community Character and Design

SP 1.6 – promotes residential development that reinforces Tucson’s character and enlivens and provides market support for existing regional and neighborhood activity centers and nodes

5 - promotes neighborhood identity and visual character

SP 5.3 - supports infill and redevelopment projects that reflect sensitivity to site and neighborhood conditions, and adhere to relevant site and architectural guidelines

6 - promotes quality in design for all new development and redevelopment

SP 6.1 – all development should incorporate environmentally sensitive design that protects the integrity of existing neighborhoods, complements the adjacent land uses, and enhances the overall function and visual quality of the street, adjacent properties and the community