

Scenic Arizona

May 22, 2013

City of Tucson Planning Commission
255 West Alameda Street
Tucson, Arizona 85711

**RE: Planning Commission Meeting, May 22, 2013, Agenda Item #4, Public Hearing,
“Final Draft Plan Tucson – The New City of Tucson General and Sustainability Plan”**

Dear Members of the Planning Commission:

The Final Draft of the General Plan (Plan Tucson) omits all of the policies and supporting text related to scenic views and viewshed protection found in the existing General Plan. A search of key words in the draft shows the following terms to be all but absent in any relevant context: scenic, scenic views, mountain views, viewsheds, visual, beauty, appearance, and community image.

Tucsonans, as all Arizonans, highly value the mountain views and other scenic attributes of our communities and the omitted text and policies need to be reinstated.

Please find attached for reference an abridged version of the most relevant passages in Element 4 of the existing General Plan (Community Character and Design).

Sincerely,



Mark Mayer
Governmental Affairs Coordinator

cc: Anthony Haswell, President

given by
Mark Mayer @ 5/22 Pub. Hearing

ELEMENT 4: COMMUNITY CHARACTER AND DESIGN

VISION

... Design parameters will be largely established by the unique physical attributes of the area. The beauty of the region's setting, a desert basin surrounded by mountain ranges and foothills, calls for development design which is environmentally sensitive and compatible with the natural landscape.

* * *

The vision includes a keen public awareness of the importance of a positive image for attracting new employment and increasing tourism. In addition, a positive visual identity will instill a sense of pride and well-being for current residents and emphasize an attractive community appearance.

The *Regional Vision* promotes high quality design along street frontages, particularly on scenic and gateway routes. It also emphasizes the aesthetic benefits of buffering and landscaping with native plants ... Attractive design of pathways, streets, regional parks, activity centers, and other community gathering places will be a high priority.

* * *

Tucson's Urban Form and Community Character

* * *

The first impression many visitors have of the Tucson metropolitan area is one of tremendous expansiveness and openness, of 360 degree views and unobstructed horizons ...

* * *

The visual quality of a city, or its community image, is an indicator of its health and well-being. This is analogous to individual human health and well-being: an ashen pallor may indicate underlying sickness while a robust complexion reflects health and vigor. Tucson's concern with community image is more than skin deep. It is a concern for underlying community quality and recognition that a quality built environment contributes to overall economic, environmental, and social well-being.

Major Themes

The overall community design theme of the City's Vision document recognizes the importance of a positive community image and quality community design to assist the City in instilling a sense of pride and well-being in the community, assuring quality employment, and improving tourism. This theme is repeated throughout the Vision document and Comprehensive Plan policies in several ways. These documents emphasize ...; protection of views ...

* * *

Urban Form and Community Image

* * *

Policy 1: Preserve and enhance Tucson's natural setting, urban form, and community image.