

ADOPTED BY
MAYOR AND COUNCIL
SEPTEMBER 26, 1988
RESOLUTION NO. 14625



Planned Area Developments were originally adopted as "Specific Plans" pursuant to the Tucson *Zoning Code* and, subsequently, the Tucson *Land Use Code*. The terms "Specific Plan (SP)" and "Specific Planned (SP) Districts" were changed to "Planned Area Development (PAD)" and "Planned Area Development (PAD) Districts" by Ordinance 9374 which was adopted by Mayor and Council on April 10, 2000. This change in title does not affect the substantive provisions for the districts as adopted.

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BROADWAY-CRAYCROFT AREA PLAN

Formal Action

Mayor and Council – September 26, 1988 – Resolution #14625

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Citizens Advisory Planning Committee – June 1, 1988

August 3, 1988

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BROADWAY CRAYCROFT AREA PLAN

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INTRODUCTION

The *Broadway-Craycroft Area Plan* provides policy direction for a three square mile area in the central part of Tucson. The L-shaped plan area is bounded by Speedway Boulevard and Broadway Boulevard on the north, 22nd Street on the south, Craycroft Road and Wilmot Road on the east, and Swan Road on the west (see location Map on page 2).

OVERVIEW OF PLAN AREA

The Broadway-Craycroft Area Plan encompasses an area of approximately 1,920 acres that is characteristic of the central city. Arterial streets demarcate square mile blocks that are dominated by single family detached residences within interior neighborhoods, with mixed land uses along the major streets. Commercial and office developments are generally located on major east-west streets, with a mixture of single family and multi-family residences and office uses along major north-south streets.

Broadway Boulevard, one of Tucson's most centrally located and heavily traveled east-west thoroughfares, is lined with a mix of single family residential, strip commercial, shopping center, and office uses. The 1987 *Broadway Corridor Study* recommends transportation improvements, including mass transit facilities, landscaping, and grade-separated intersections, as well as right-of-way acquisition, for this designated Gateway Route.

Two major non-residential developments are the Williams Centre and Park Mall. Located south of Broadway and west of Craycroft Road, the Williams Centre is planned as an integrated, mixed use activity center through the *Williams Addition Planned Area Development*. Current development in the Williams Centre consists of several low and mid-rise office buildings and a single-story retail center. At the northeast corner of the plan area is an intense commercial area anchored by Park Mall, a regional shopping mall.

Some developed neighborhoods in the Broadway-Craycroft area have deed restrictions in force that currently dictate land use in those neighborhoods.

ADOPTED PLANS

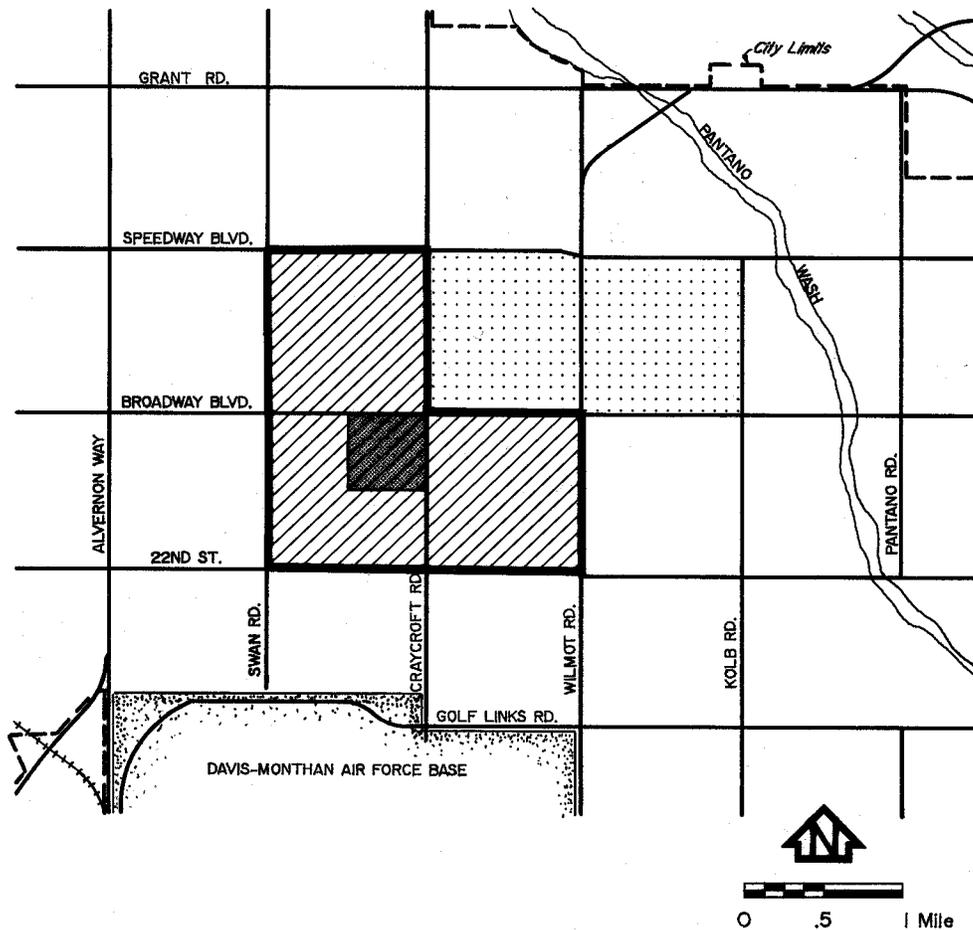
Portions of the Broadway-Craycroft plan area are covered by adopted City plans: the *Williams Addition Planned Area Development* and the *Rogers Neighborhood Plan*.

The 1981 *Williams Addition Planned Area Development* is bounded by Broadway Boulevard, 16th Street, Craycroft Road, and Rosemont Boulevard. The *Planned Area Development* replaces conventional zoning with detailed development and design standards for an activity center that includes a mix of retail, hotel, office, and residential uses in the 160 acre area. The *Williams Addition Planned Area Development* is not affected by the policies of the *Broadway-Craycroft Area Plan*.

Broadway-Craycroft Area Plan

The 1963 *Rogers Neighborhood Plan* covers the square mile that is bounded by Broadway Boulevard, 22nd Street, Wilmot Road, and Craycroft Road. The primary plan recommendations relate to improvements to neighborhood streets. The *Broadway-Craycroft Area Plan* rescinds the *Rogers Neighborhood Plan*.

Located to the northeast of the Broadway-Craycroft plan area is the 1988 *Sewell-Hudlow Neighborhood Plan*, which provides policy guidance for a two square mile area. The Sewell-Hudlow plan area is bounded by Speedway Boulevard on the north, Broadway Boulevard on the south, Kolb Road on the east, and Craycroft Road on the west.



LOCATION MAP

-  BROADWAY-CRAYCROFT PLAN AREA
-  WILLIAMS ADDITION PLANNED AREA DEVELOPMENT
-  SEWELL-HUDLOW NEIGHBORHOOD PLAN

PLANNING PROCESS

The policies and recommendations of this plan were developed in cooperation with the Broadway-Craycroft Steering Committee, which included representatives of area residents, neighborhood associations, property owners, and business and development interests. Meeting over a period of 15 months, the committee evaluated area issues, developed goals and policies, reviewed the draft plan, and assisted the Planning Department in coordinating the citizen participation process.

After completion of the Steering Committee draft of the area plan, public meetings were held to receive input from property owners and area interests who had not had an opportunity to participate in the committee process.

PLAN IMPLEMENTATION

The *Broadway-Craycroft Area Plan* will primarily be implemented through the rezoning process, which includes three levels of plan review:

- Applications for rezoning are reviewed initially for compliance with plan policies. If the requested rezoning does not comply with plan policies, an amendment to the plan is required before the rezoning can be considered. The Mayor and Council have strengthened area plans by limiting amendments for two years after plan adoption.
- If the requested rezoning is in compliance with plan policies, it is then evaluated for consistency with plan recommendations, particularly those related to site design as part of the general public agency review of the rezoning case. As part of the evaluation, reviewing agencies use plan policies in making recommendations for rezoning conditions to the Mayor and Council.
- Plan policies are also used to review development plans and subdivision plats related to rezoning requests. This level of review is coordinated by the Community Design Review Committee (CDRC).

Plan policies are also used in evaluations of Residential Cluster Project subdivisions (RCP), which are intended to provide greater flexibility in residential developments by incorporating such considerations as consolidated open space, historic and archaeological preservation, recreational amenities, sensitive architectural style, and lower and moderately priced housing.

Plan policies are also used in staff reviews of requests for variances to the *Land Use Code* and requests to vacate City property.

DEFINITIONS

ACRE: 43,560 square feet.

ACTIVITY CENTER: an area developed in a mix of land uses, in which residential, commercial, employment, and service activities occur in close proximity to each other. The Broadway-Wilmot area is identified as a potential activity center in the City's *General Plan**.

ADJACENT: properties with one or more contiguous boundaries, including across all common rights-of-way and easements.

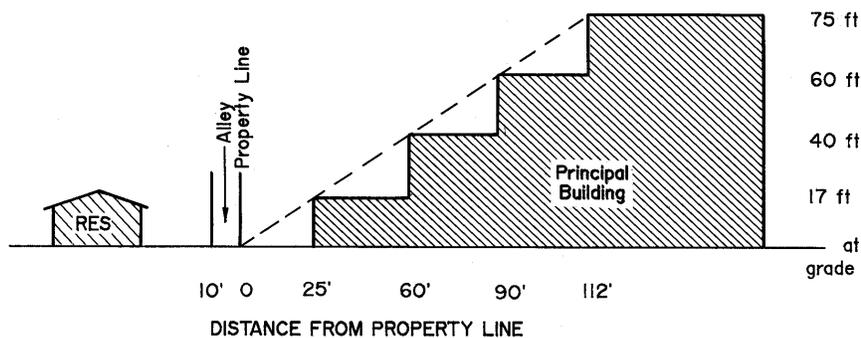
ARCHITECTURAL ELEMENTS OR FEATURES: any structures, including freestanding walls and buildings, or design elements, such as fountains and archways.

ARTERIAL STREET: a high level traffic artery designated in the *Major Streets & Routes Plan* that connects with other arterials, freeway interchanges, or bridges to provide travel continuity through the City. Arterial streets serve or are designed to serve at least 12,000 vehicles per day. Speedway Boulevard, Broadway Boulevard, 22nd Street, Swan Road, Craycroft Road, Wilmot Road, and 5th Street are arterial streets within this plan area.

ASSOCIATED PARKING: land use that is solely for the purpose of providing surface parking for an adjacent use; no buildings are allowed.

BUFFERING: the use of design elements, such as masonry walls, berms, setbacks, landscaping, building heights, density transitions, and sensitively designed parking areas, to mitigate the impact of more intense development on less intense uses.

BUILDING SETBACK/STEPBACK MEASUREMENT: For a principal building exceeding 40 feet at its highest point, building setback is measured from property lines abutting residential parcels/uses to the vertical exterior building wall at the wall's highest point.



* The *General Plan* was originally adopted as the "*Comprehensive Plan*" pursuant to the *Tucson Zoning Code* and, subsequently, the *Tucson Land Use Code*. The term "*Comprehensive Plan (CP)*" was changed to the "*General Plan*" by Ordinance 9517 which was adopted by Mayor and Council on February 12, 2001. This change in title does not affect the content of the Plan.

CALIPER: measurement used to determine the thickness or three-dimensional depth of an object.

CANOPY TREES: trees with a minimum mature height of 15 feet and a foliage spread of similar proportions to their height.

COLLECTOR STREET: a roadway designated in the *Major Streets and Routes Plan* that funnels traffic from an area or neighborhood to the nearest arterial street. Collector streets are usually shorter in length, lower in projected traffic volumes (from 3,000 to 12,000), and have fewer lanes than arterial streets. Rosemont Boulevard is a collector street within this plan area.

COMMERCIAL DISTRICT: an area of high intensity, non-residential develop which is not integrated through site design and has only limited pedestrian, mass transit, and bicycle facilities.

COMMERCIAL LAND USE: land use that involves the retail and/or wholesale sale of products or business services, and limited manufacturing activities.

- **COMMUNITY LEVEL:** commercial uses intended primarily to serve an area-wide market.
- **NEIGHBORHOOD LEVEL:** commercial uses intended primarily to serve a local neighborhood market; found primarily in the B-1 zone.

COMMUNITY DESIGN REVIEW COMMITTEE (CDRC): an interdepartmental/inter-agency body which reviews all subdivision plats and development plans in the City.

DEED RESTRICTION: limitation placed upon the use of property, as set forth in the deed to the property; a deed restriction runs with the land and is binding upon subsequent owners of the property.

DEFENSIBLE SPACE: physical design features which create a sense of ownership or territoriality of common areas and which allow surveillance of public areas from within a residential or non-residential development. Design features can include fences, walls, electronic security, steps or changes in ground level, lighting, and building placement.

DENSITY: number of dwelling units per acre.

- **LOW DENSITY:** average density up through 6 units per acre, primarily single family, detached residences, but may include attached housing units.

- **MEDIUM DENSITY:** density from 7 to 14 units per acre, including a variety of housing types, such as single family homes on small lots, duplexes, townhomes, mobile homes, apartments, and condominiums (see RESIDENTIAL CLUSTER PROJECT, below).
- **HIGH DENSITY:** density of over 14 units per acre, including multi-family developments, such as townhouses, apartments, and condominiums.

DETENTION/RETENTION FACILITY: a flood control system that either delays or stops the downstream progress of flood waters. Methods used include the combined use of a temporary storage area and a metered outlet device or storage areas that incorporate infiltration devices.

DROUGHT TOLERANT VEGETATION: low water use plants which, after they are established, can survive within the upper Sonoran Desert climate with little or no supplemental watering.

GATEWAY ROUTE: street or parkway designated in the *Major Streets and Routes Plan* which is a heavily-traveled entrance to and through the City. These routes link major employment areas, shopping centers, and recreational areas used regularly by a large number of residents and visitors and present a visual impression of Tucson's character. Broadway Boulevard is a Gateway Route in this plan area.

INTERIOR PARCEL: any parcel which has access only onto local streets.

INTERSECTION OF MAJOR STREETS: a location where collector streets and/or arterial streets cross. Parcels that are located at the intersection of major streets have access from both streets (see MAJOR STREET, below).

LOCAL STREET: a street which is not designated in the *Major Streets and Routes Plan*. Local streets, which usually have average daily traffic of less than 2,500 vehicles per day, provide neighborhood access to collector and arterial streets.

MAJOR STREET: a street identified in the *Major Streets and Routes Plan* (see ARTERIAL STREET and COLLECTOR STREET, above).

MULTI-STORY DEVELOPMENT: development of more than one story in height.

- **LOW RISE:** multi-story development not to exceed 40 feet in height.
- **MID-RISE:** multi-story development not to exceed 75 feet in height
- **HIGH RISE:** multi-story development over 75 feet in height.

NON-RESIDENTIAL USE: commercial or office use (see COMMERCIAL LAND USE and OFFICE LAND USE, above, and RESIDENTIALLY SCALED OFFICE USE, below).

OFFICE LAND USE: land use that provides administrative, consulting, management, and professional services to businesses and individuals.

OPEN SPACE: an exclusive area of land set aside in either a natural state or designed and intended for aesthetic, recreational, or visual purposes.

PARKING AREA: portion of a lot or lots, the use of which is devoted to more than four off-street parking spaces.

RESIDENTIAL CLUSTER PROJECT (RCP): development option within designated residential zones that provides for greater flexibility and creativity in design. Use of the RCP may result in higher densities than allowed under the conventional residential zone.

RESIDENTIALLY SCALED OFFICE USE: administrative/professional office use that complements the surrounding residential environment, either in converted residential structures or in new structures limited to a building height of 16 feet. Site and architectural design are guided by criteria outlined for the O-1 office zone.

SCREENING: provision of a visual, auditory, or physical barrier. Screening could consist of berms, walls, fences, dense hedges, or any combination of these materials, that create a substantially opaque surface that will grow to the required height within two growing seasons. Visual breaks in non-required continuous screens may be appropriate to enhance visibility of public or common areas (see DEFENSIBLE SPACE, above).

SECONDARY ACCESS: vehicle ingress and/or egress points to a development that are not designed to serve the majority of traffic generated by the development.

STRIP COMMERCIAL: a pattern of commercial development characterized by incremental additions of single function businesses along a street frontage. Such developments typically have separate access points and parking for each business, lack pedestrian linkages among individual businesses, occur on substandard lot sizes, and have inadequate parking and on-site maneuvering areas.

TRAFFIC CONTROL DEVICES: physical features, such as signage (e.g. STOP, YIELD, SLOW) or structural modifications to streets (such as street closures or diverters) that serve to direct the flow and movement of vehicles.

UNDERSTORY: vegetation, such as shrubs and groundcover, that is planted below the tree canopy.

RESIDENTIAL POLICIES

Residential land use in the Broadway-Craycroft plan area is primarily single-family residences along local streets within the interior neighborhoods. Multi-family residential development is generally limited to locations along major streets and as a transition between interior single family residences and commercial uses along arterial streets.

The residential policies are intended to ensure that new residential development is designed in harmony with existing neighborhoods. These policies are consistent with the City's *General Plan*, which calls for preserving the integrity of established neighborhoods through the careful design and location of multi-family dwellings in proximity to existing, single family residences.

RESIDENTIAL SUBGOAL: Encourage new residential development that preserves and enhances the existing residential character of the area.

POLICY 1: PROMOTE APPROPRIATE RESIDENTIAL INFILL IN EXISTING NEIGHBORHOODS.

- A. Locate new low-density residential development within the interior of established neighborhoods and along local streets.
- B. Allow the following uses along the section of Rosemont Boulevard that is designated a collector street (between Speedway and Broadway Boulevards):
 - 1. low-density residential uses along the east side of Rosemont, south of 5th Street, and the west side of Rosemont, north of 5th Street;
 - 2. low- and medium-density residential uses along the west side of Rosemont, south of 5th Street;
 - 3. low-density residential and residentially scaled office uses along the east side of Rosemont, north of 5th Street.
- C. Allow medium density residential uses on the parcels along Wilmot, between 16th and Eli, provided that all parcels are consolidated, with access exclusively to Wilmot, landscaped buffers are provided along edges adjacent to existing residential uses (see General Design and Buffering policies), and parking is located on the west side of the parcel (see Non-residential policy 1.E for alternative land use recommendation).

- D. Locate new medium and high density residential development along arterial streets, except where existing low density residential parcels side on a major street, are buffered by an existing frontage road, or are within the Aldea Linda subdivision (see Land Use Concept Map on page 11).
- E. Maintain residential use along 5th Street, between Rosemont Boulevard and Craycroft Road, except as noted on the Broadway-Craycroft Land Use Concept Map (on Page 11). See Non-residential policy 1.F for locations where residentially scaled office development may be appropriate.

POLICY 2: PRESERVE AND ENHANCE THE INTEGRITY OF EXISTING NEIGHBORHOODS.

- A. Direct through traffic and traffic generated by more intense uses onto major streets.
- B. Require appropriate design elements and buffering techniques during the rezoning and related development review processes to ensure the sensitive design of new development in established neighborhoods (see General Design and Buffering policies).
- C. Require an internal pedestrian circulation system within new development that connects to the public sidewalk system.
- D. Provide all required parking, loading, and vehicle maneuvering areas to be located off-street.
- E. Promote the consolidation of parcels with common property lines to provide sufficient space for adequate buffering between new, higher intensity residential development and adjacent, less intense uses.
- F. Encourage the orientation of new residential uses to take advantage of solar energy and to integrate solar technology into the design.

POLICY 3: REQUIRE THAT NEW DEVELOPMENT COMPLY WITH PLAN ADMINISTRATION POLICIES. (See page 29.)

NON-RESIDENTIAL POLICIES

Non-residential land use in the Broadway-Craycroft plan area is concentrated along major street frontages. Speedway Boulevard and 22nd Street are characterized by relatively shallow, strip commercial development. Broadway Boulevard has a more mixed, strip commercial/shopping center/office character; it also includes the 23-acre Park Mall regional mall and the 160 acre Williams Centre.

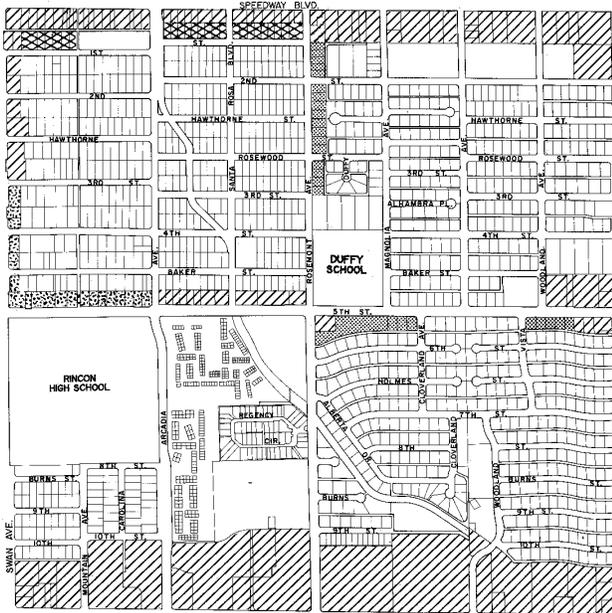
The non-residential policies are intended to encourage office and commercial development at locations within the plan area that are most suited to handle the intensity of such uses, in terms of traffic generated and potential impacts on adjacent residential uses. These policies are consistent with the City's *General Plan*, which calls for discouraging strip commercial development and preserving the integrity of established neighborhoods. Broadway Boulevard is recognized as a major east-west transportation corridor with potential for intense non-residential development.

NON-RESIDENTIAL SUB-GOAL: Encourage non-residential development that provides for office and commercial services, while preserving and enhancing the residential character of the Broadway-Craycroft plan area.

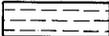
POLICY 1: ENSURE THE APPROPRIATE LOCATION OF NEW NON-RESIDENTIAL DEVELOPMENT AND REDEVELOPMENT.

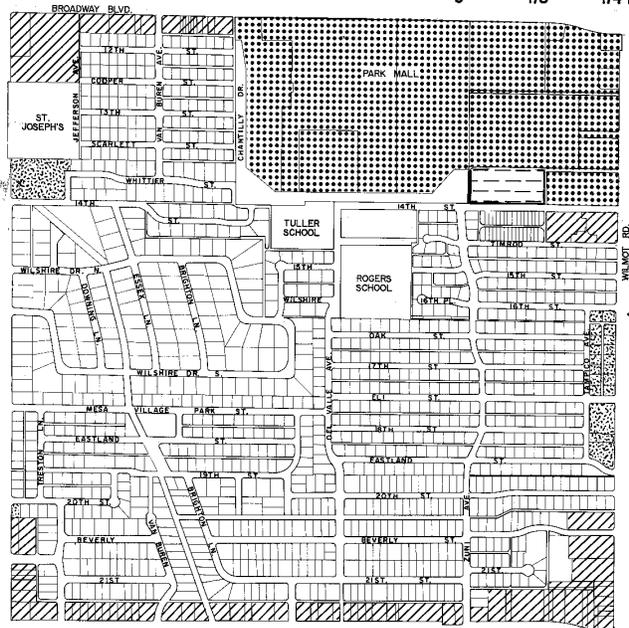
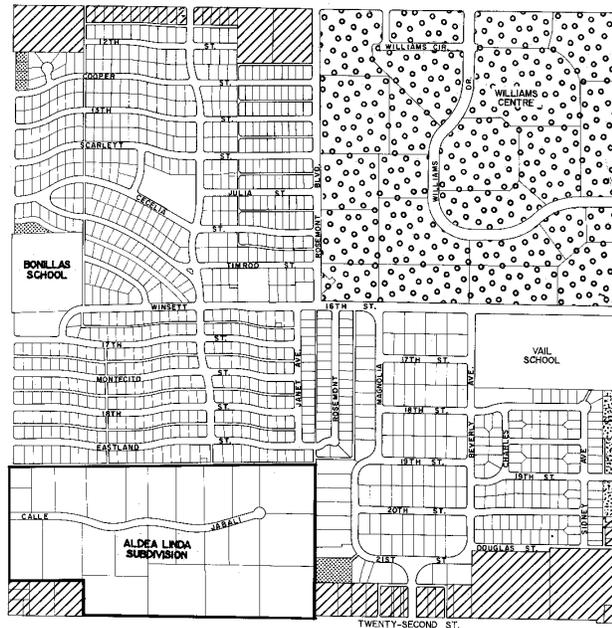
- A. Allow new commercial and low rise office development or redevelopment along arterial streets, as designated on the Broadway-Craycroft Land Use Concept Map (on page 11). See Non-residential policy 1.C for special conditions under which mid-rise office use along Broadway Boulevard might be considered.
- B. Locate new commercial and low rise office development on the parcel at the southwest corner of Broadway and Rosemont, subject to the following design elements. See Non-residential policy 1.C for special conditions under which mid-rise office use along Broadway Boulevard might be considered.
 - 1. primary access is to Broadway, with secondary access onto Rosemont. If a Rosemont access is proposed, it should be designed to direct traffic toward Broadway and away from the residential area to the south and should be located a minimum of 100 feet south of the Broadway property line;
 - 2. new structures are set back a minimum of one and one-half times the building height from property lines adjacent to existing residences (parking allowed within setback area);

BROADWAY-CRAYCROFT AREA PLAN: NON-RESIDENTIAL



SEE RESIDENTIAL, NON-RESIDENTIAL, AND COMMERCIAL DISTRICT POLICIES FOR SPECIFIC DEVELOPMENT AND DESIGN RECOMMENDATIONS. (ON PAGES 7 THROUGH 18)

-  RESIDENTIAL
-  RESIDENTIAL OR RESIDENTIAL SCALE OFFICE
-  RESIDENTIAL OR OFFICE
-  RESIDENTIAL, OFFICE, OR COMMERCIAL
-  RESIDENTIAL OR POSSIBLE COMMERCIAL CONSOLIDATION
-  COMMERCIAL DISTRICT/NODE
-  PLANNED AREA DEVELOPMENT
-  RESIDENTIAL OR ASSOCIATED PARKING



BROADWAY-CRAYCROFT AREA PLAN
LAND USE CONCEPT MAP

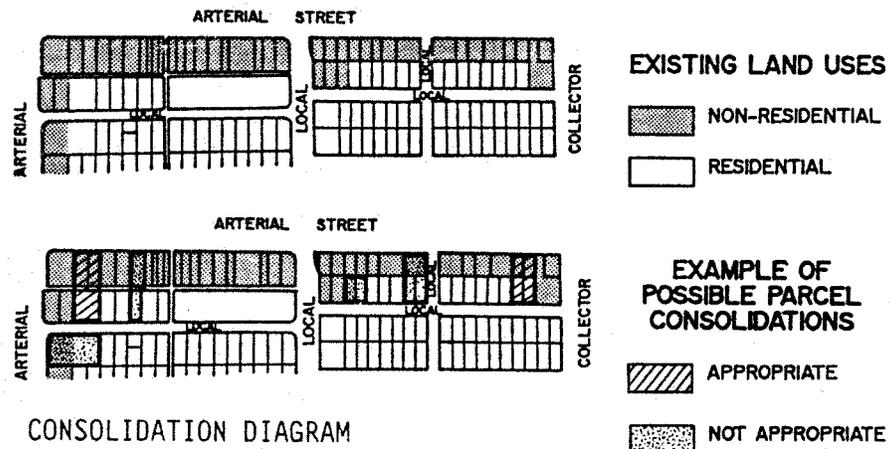
3. a six-foot-high wall and landscaped strip that includes a mix of canopy trees, shrubs, and groundcover is provided along the south and west property lines adjacent to existing residences.
- C. Consider new mid-rise development and redevelopment along Broadway Boulevard, provided the following site design and development criteria are met:
1. development parcels are of sufficient size (in a minimum range of 5 to 10 acres) to provide for adequate buffering of adjacent residential use (see items 6 and 7, below) and for all vehicular circulation and parking (see item 4, below);
 2. new development is coordinated with Broadway Corridor Study recommendations, including mass transit facilities, grade separated intersections, and street frontage landscaping;
 3. traffic generated by new development will not cause the design capacity of Broadway and intersecting major streets to be exceeded;
 4. a vehicular circulation system is designed to integrate all access with improvements to Broadway Boulevard and intersecting major streets (see item 2, above) and to provide all parking and maneuvering on-site, without a need for variances from Land Use Code requirements for number of parking spaces;
 5. a pedestrian and bicycle circulation system is designed to provide on-site pedestrian and bicycle amenities and to enhance off-site linkages to adjacent non-residential developments and mass transit facilities;
 6. setback of a principal building is a minimum of one-and-one-half times the building height from property lines adjacent to residential parcels, with new structures concentrated toward the arterial street frontages; building setback design is allowed, where feasible (see definition of building setback/stepback measurement' for points of reference for measurement);
 7. adequate landscaped buffers (such as a 15 foot wide strip) are provided adjacent to existing residential areas (see Non-residential policy 4.A); parking is not allowed within this buffer, which should include a six-foot high wall and a mix of canopy trees, shrubs, and ground cover; the wall should be designed in a jogged or notched design with landscaping to be planted on both the inside and outside of the wall;

8. adequate landscaped buffers (such as a 20-foot-wide strip) are provided along the arterial street frontages, subject to Architectural Approval Board (AAB) review and approval; parking is not allowed within this buffer, which should include a mix of canopy trees, shrubs, and ground cover;
 9. architectural design maintains a sense of visual open space at and above ground level;
 10. an applicant-funded study to identify and evaluate the impacts of the proposed development on adjacent neighborhoods is carried out; the study, conducted or contracted by the City, should consider (but not be limited to) the impacts on traffic, safety, noise, views, and off-site parking. The study should be submitted at the time of rezoning application.
- D. Locate new commercial or low rise office development on the parcel at the southwest corner of Arcadia Wash and Beverly Boulevard, subject to an access design that is acceptable to the City Traffic Engineer. Access should be designed in such a manner that directs traffic south to Broadway Boulevard away from the neighborhood to the north.
- E. Locate new low rise office development on the parcels along Wilmot, between 16th and Eli, subject to the following requirements: all parcels are consolidated, with access exclusively to Wilmot; landscaped buffers are provided along edges adjacent to existing residential uses (see General Design and Buffering policies); and parking is located on the west side of the parcel (see also Residential policy 1.C).
- F. Allow residentially scaled office development along major streets, as designated on the Land Use Concept Map. (See page 11.)
- G. Allow parking as an associated use, as designated on the Land Use Concept Map. (See page 11.)

POLICY 2: ENCOURAGE NEW NON-RESIDENTIAL DEVELOPMENT AND REDEVELOPMENT THAT IS COHESIVE AND INTEGRATED WITH ADJACENT NON-RESIDENTIAL USE.

- A. Encourage cooperation among property owners and/or developers in the development or redevelopment of adjacent parcels.
- B. Encourage a continuous pedestrian circulation system within and among new non-residential development or redevelopment to facilitate pedestrian movement.

- C. Provide for increased site design flexibility in redevelopment of existing strip commercial areas by considering consolidation with adjacent interior residential parcels, in areas designated on the Broadway-Craycroft Land Use Concept Map (see page 11). Consolidation might be considered under the following conditions:
1. residential parcel is bounded on at least two sides by non-residential uses (see consolidation diagram, below);
 2. at least 50% of the residential parcel will be used for parking, maneuvering, and landscaping. Landscaping adjacent to existing residential uses should include a minimum 10-foot wide buffer, including a six-foot high wall and a mix of canopy trees, shrubs, and groundcover;
 3. portion of the residential parcel not used for parking, maneuvering, and landscaping is used for low rise office or neighborhood commercial uses only;
 4. all vehicular access is to arterial streets only;
 5. new development complies with the General Design and Buffering policies.



POLICY 3: ENSURE EFFICIENTLY DESIGNED NON-RESIDENTIAL DEVELOPMENT AND REDEVELOPMENT THAT MINIMIZES POTENTIAL IMPACTS ON TRAFFIC CAPACITY ALONG ADJACENT STREETS.

- A. Limit the number of vehicular access points for non-residential development.

- B. Encourage the integration of non-residential development with existing, adjacent non-residential uses, by providing for common access points and parking and an integrated vehicular/pedestrian circulation system.
- C. Provide all required parking and maneuvering on-site.

POLICY 4: DESIGN NEW NON-RESIDENTIAL DEVELOPMENT AND REDEVELOPMENT IN A MANNER THAT COMPLEMENTS ADJACENT RESIDENTIAL USES.

- A. Require appropriate design elements and buffering techniques during the rezoning and related development review processes to ensure the sensitive design of new non-residential development and redevelopment in established neighborhoods (see General Design and Buffering policies).
- B. Promote the consolidation of adjacent non-residential parcels to allow for adequate buffering of adjacent residential uses.
- C. Limit vehicular access to major streets only.

POLICY 5: REQUIRE NEW DEVELOPMENT AND REDEVELOPMENT TO COMPLY WITH PLAN ADMINISTRATION POLICIES. (See page 29.)

REGIONAL COMMERCIAL DISTRICT/NODE POLICIES

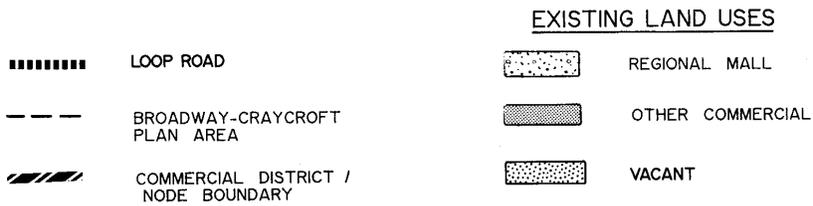
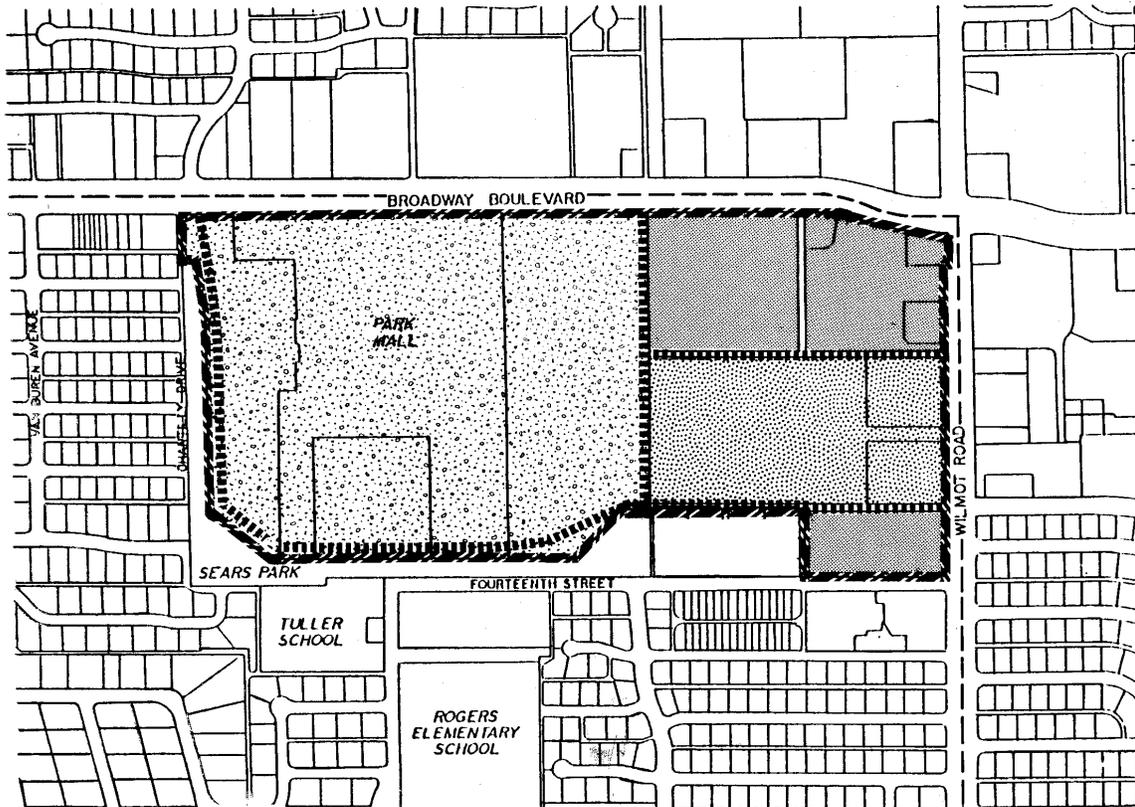
In the northeast section of the Broadway-Craycroft plan area is a commercial node that covers an area of almost 70 acres. This commercial node is a part of the larger Broadway-Wilmot regional commercial district, which encompasses the four corners and expanded reaches of the Broadway Boulevard-Wilmot Road intersection. Within the Broadway-Craycroft plan area, the commercial node includes Park Mall (a 23-acre regional retail center), a large vacant parcel, and several low intensity commercial uses (see Commercial District/Node Map).

The 1979 *General Plan* identifies the area around the Broadway-Wilmot intersection as an activity center, which is defined as a mix of residential and non-residential land uses that generates substantial amounts of human activity within a relatively confined area. The Broadway-Wilmot activity center area falls within the boundaries of the *Broadway-Craycroft Area Plan*, as well as the *Sewell-Hudlow Neighborhood Plan* to the northeast. Both plans are refining the activity center policy that is only broadly outlined in the *General Plan*.

During the general planning process, development within the Broadway-Wilmot area was envisioned to include a wide range of uses and site design amenities, such as pedestrian connections and unified architectural treatment, that sets an activity center apart from other land use patterns. To date, however, the area lacks the total cohesiveness of an activity center, particularly visual and circulation linkages among the different components. Rather, the existing development is more characteristic of a commercial district, with high intensity, large scale, non-residential uses, only limited pedestrian, mass transit, and bicycle facilities, and virtually no design integration.

The intent of the following policies is to guide future development and redevelopment within the Broadway-Craycroft commercial node, in order to encourage innovative design that will enhance the area, as well as the larger commercial district. The policies include recommendations for appropriate land uses and land use intensities within the commercial node and for site design amenities that will serve to provide a visual and functional cohesiveness to the area.

COMMERCIAL NODE DISTRICT SUBGOAL: Encourage new development and redevelopment within the commercial node that incorporates site design amenities to enhance the area as a center of commercial activity, as well as to buffer and protect adjacent low density residential neighborhoods.



BROADWAY-CRAYCROFT AREA PLAN
COMMERCIAL DISTRICT/NODE MAP

POLICY 1: ENCOURAGE APPROPRIATE NEW DEVELOPMENT AND REDEVELOPMENT WITHIN THE BROADWAY-CRAYCROFT COMMERCIAL NODE.

- A. Allow neighborhood commercial and low rise office uses, with decreasing building heights toward the perimeter of the area adjacent to low and medium density residential use (see policy 2.A).
- B. Allow medium- or high-density residential use within the commercial node.
- C. Should all site design requirements (policies 2 through 5) be met, allow community commercial and mid-rise uses within the commercial node.
- D. Should all site design amenities (policies 2 through 5), as well as an alternative to at-grade pedestrian crossing north across Broadway Boulevard* be achieved, consider high rise development within the commercial node.
- E. Encourage an integrated internal pedestrian and vehicular circulation system (see policies 3 and 4).

POLICY 2: ENSURE THAT NEW DEVELOPMENT OR REDEVELOPMENT WITHIN THE COMMERCIAL NODE IS DESIGNED TO PROVIDE ADEQUATE BUFFERING OF ADJACENT NEIGHBORHOODS.

- A. Design new structures at the perimeter of the area in a manner that is sensitive to adjacent residential use, by requiring submittal of elevation drawings and cross-sections that demonstrate that:
 - 1. building setbacks are a minimum of one and one-half times the height of buildings, where adjacent to low- or medium-density residential uses or residential zones that occur outside of the defined commercial node area, or
 - 2. building heights are in scale with and do not visually dominate adjacent low- or medium-density residential structures.
- B. Require that design of new commercial node development or redevelopment complies with General Design and Buffering policies.

* An alternative to at-grade pedestrian crossing of Broadway Boulevard would provide a safe and inviting pedestrian connection with high density residential and non-residential uses to the north of Broadway Boulevard in the Broadway-Wilmot regional commercial district.

POLICY 3: ENCOURAGE THE USE OF ALTERNATIVE TRANSPORTATION MODES INTO AND THROUGHOUT THE COMMERCIAL NODE.

- A. Encourage new development and redevelopment to provide an internal pedestrian circulation system that connects to public sidewalks and enhances an integrated pedestrian system throughout the commercial node:
 - 1. provide clearly defined sidewalks through parking areas;
 - 2. incorporate landscaped plazas within pedestrian corridors among commercial node uses. Plazas could include features such as shade trees, drinking fountains, and rest areas to provide areas for pedestrians to congregate and interact.
- B. Consider pedestrian access between the commercial node and adjacent neighborhoods, provided that such access will not encourage parking and traffic problems in residential areas.
- C. Provide secure bicycle parking facilities and internal bicycle paths in the design of new development or redevelopment.
- D. Consider design of enhanced bus stops or a centralized mass transit facility as part of new development or redevelopment.

POLICY 4: ENCOURAGE AN INTEGRATED VEHICULAR CIRCULATION SYSTEM THROUGHOUT THE COMMERCIAL NODE.

- A. Ensure that traffic generated by new development or redevelopment can be accommodated on abutting arterial streets through street improvements, upgrading mass transit and/or other alternate transportation modes, or a combination of these techniques.
- B. Ensure that new development and redevelopment is coordinated with *Broadway Corridor Study* recommendations, including mass transit facilities, grade separated intersections, and street frontage landscaping.
- C. Integrate parking areas and access points for new development or redevelopment with the Park Mall loop road system (see Commercial District/Node Map).
- D. Require a traffic study at the time of new development or redevelopment within the commercial node. The traffic study should evaluate the impacts of traffic generated by new uses on the existing circulation system, on the capacity of adjacent major streets, and on adjacent residential areas.

- E. Evaluate the design and circulation efficiency of the Park Mall parking areas and access points as part of any new development or redevelopment and require appropriate mitigation measures to address problems identified during the evaluation (see Commercial District/Node policy 5.C).

POLICY 5: ENSURE THAT TRAFFIC GENERATED FROM COMMERCIAL NODE USES IS DIRECTED AWAY FROM ADJACENT NEIGHBORHOODS.

- A. Require that all vehicular access from new development or redevelopment is onto arterial streets.
- B. Provide all parking and maneuvering requirements on-site.
- C. Encourage coordination among neighborhood residents, the Park Mall property owner, other adjacent property owners, and the Department of Transportation to investigate means to discourage Park Mall traffic from entering the Loma Verde and Wilshire Heights neighborhoods. Possible methods to achieve this include:
 - 1. closure of the Chantilly Drive access from Park Mall (see Transportation Map on page 25);
 - 2. use of traffic control devices such as diverters or signage at the Chantilly Drive access point.

GENERAL DESIGN AND BUFFERING POLICIES

The General Design and Buffering policies are intended to help ensure that new development is designed in a manner that enhances the visual appearance of the Broadway-Craycroft area and that such development is sensitive to existing area land uses. The policies identify architectural and landscaping elements that should be addressed in development design. The sub-policies suggest methods to implement the design recommendations and are intended to be used in various combinations, depending on the proposed development, the adjacent use, and existing site conditions.

DESIGN AND BUFFERING SUBGOAL: Ensure that new development and redevelopment is designed in a manner that enhances the Broadway-Craycroft area and is sensitive to existing residential uses.

POLICY 1: ENHANCE THE VISUAL CONTINUITY OF THE AREA THROUGH THE USE OF DROUGHT-TOLERANT, NATIVE OR ADAPTIVE VEGETATION IN LANDSCAPING.

- A. Require the use of low maintenance and drought tolerant vegetation in landscaping along major street frontages and the perimeters of new development. Landscaping should include a balanced mix of canopy trees and understory shrubs and groundcover.
- B. Allow for more lush planting within the interior of new development to provide a mini-oasis effect, if desired. Accent plants can be utilized at the intersections of major streets and for the primary entry areas of new development.
- C. When site conditions permit, preserve or relocate trees that have a caliper of four inches or greater and mature native vegetation such as saguaro cacti and ocotillo. When site conditions do not allow such preservation or relocation, replace with trees or mature native vegetation of comparable size and density.

POLICY 2: SOFTEN THE VISUAL IMPACT OF OUTDOOR STORAGE AREAS, REFUSE CONTAINERS, AND PARKING AREAS THAT ARE VISIBLE FROM PUBLIC STREETS OR ADJACENT RESIDENTIAL USES.

- A. Screen parking areas with landscaped earth berms or a combination of masonry walls and landscaping. Landscaping should include a mix of canopy trees and understory shrubs and groundcover.
- B. Plant canopy trees, either clustered or dispersed, within parking areas.
- C. Screen refuse containers and outdoor storage areas with masonry walls and landscaping. Refuse containers and outdoor storage areas should be located away from adjacent residential uses.

POLICY 3: DESIGN ARCHITECTURAL ELEMENTS TO BE COMPATIBLE WITH EXISTING STRUCTURES AND TO PRESERVE SANTA CATALINA MOUNTAIN VIEWS.

- A. Provide a transition of heights and/or densities for proposed development adjacent to less intense uses, unless other mitigation measures, such as building setbacks, provide adequate buffering.
- B. Design or locate balconies and upper story windows to protect the privacy of adjacent residential uses.
- C. Provide a variety of rooflines in development where building heights are in excess of 20 feet.
- D. Enhance and soften proposed structures with drought-tolerant landscaping, which includes trees that are proportional in scale with buildings (at maturity), as well as understory shrubs and groundcover.
- E. Shield or direct outdoor lighting away from adjacent residential uses.

POLICY 4: ENCOURAGE THE USE OF PERIMETER WALLS IN NEW DEVELOPMENT THAT IS ADJACENT TO EXISTING LOWER INTENSITY USES. DESIGN WALLS TO ENHANCE NEW DEVELOPMENT AND COMPLEMENT EXISTING, ADJACENT USES.

- A. Utilize decorative materials (such as tile, stone, or brick), coarse textured covering materials (such as stucco or plaster), or a combination of materials.
- B. Promote the use of colors found predominantly in the natural desert landscape.
- C. Soften the visual impact of any continuous solid mass, such as a wall of greater than 75 feet in length and three feet in height, by one or more of the following techniques:
 - 1. vary the wall alignment (jog, curve, notch, or setback, etc.), and plant trees or shrubs in the voids created by the variations;
 - 2. plant trees and/or shrubs, which are proportional in scale to the height of the proposed wall, at least every 25 feet;
 - 3. use two or more materials or a visually interesting design pattern on the proposed wall.

- D. Encourage the incorporation of pedestrian access points into the design of perimeter walls of greater than 75 feet in length (along a side), when such access points will not generate increased traffic or parking problems in adjacent residential areas.

POLICY 5: EMPLOY DEFENSIBLE SPACE CONCEPTS IN NEW RESIDENTIAL DEVELOPMENT.

- A. Utilize curbs and sidewalks to define public, semi-public, and private areas.
- B. Utilize screening which allows visibility and surveillance of the development and/or which creates an effective barrier around the property.
- C. Utilize plant material in areas adjacent to doors and windows. Plants should be of such height (e.g. less than 30 inches or with a greater than six foot canopy) to retain visibility of building openings from the street or from other development. Where possible, thorny or spiny plant material should be utilized.
- D. Define areas of influence through the use of design elements such as walls, fences, changes in level or grade, lights, color, or change in paving texture.
- E. Locate building entryways so that they are visible from other buildings. Locate apartment entryways so that they are visible from other apartments.
- F. Design entryways to provide residents with a view from their unit into the corridor that serves them.
- G. Provide lighting at doorways and windows.
- H. Provide each residential unit with an area of responsibility that extends beyond the entryway, with features such as the following:
 - 1. use of amenities and distinctive design elements that extend the private space of individual units into landings and corridors;
 - 2. dispersal and symbolic designation of development amenities to certain units or cluster of units;
 - 3. location of children's play areas and other outdoor recreation areas so that they are visible from a maximum number of units.

TRANSPORTATION AND FLOODPLAIN POLICIES

The Broadway-Craycroft plan area is divided into three square-mile areas by six arterial streets: Speedway Boulevard, Broadway Boulevard, 22nd Street, Swan Road, Craycroft Road, and Wilmot Road (see Transportation map). Broadway Boulevard, which is a designated Gateway Route, is a major east-west transportation corridor through the city; the 1987 *Broadway Corridor Study* proposes mass transit facilities, street landscaping, grade-separated intersections, and right-of-way acquisition to facilitate cross-town movement. Fifth Street is given the special designation of a commuter arterial in the *Major Streets and Routes Plan* in recognition of its predominantly residential character.

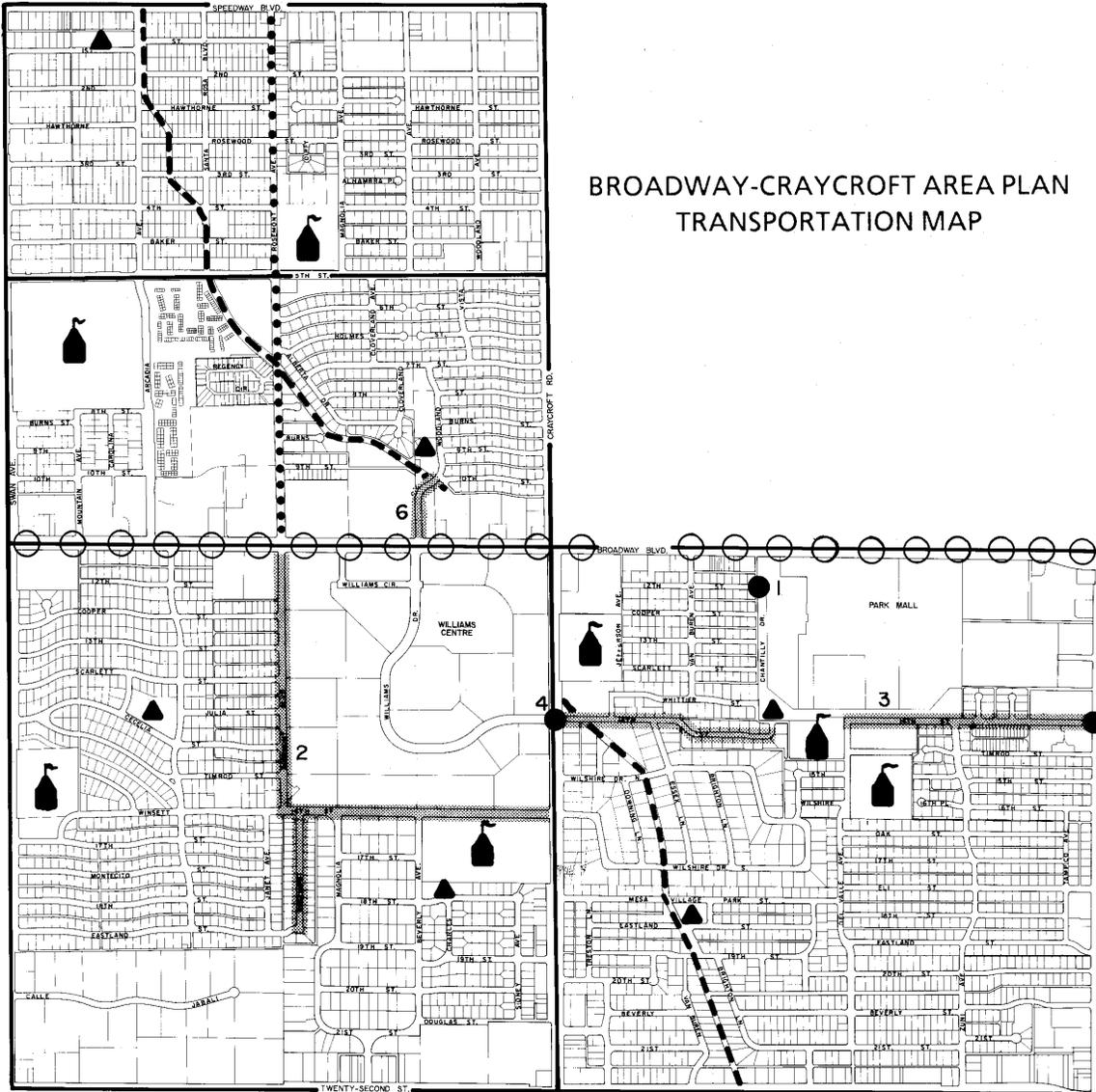
The transportation policies are intended to ensure that the transportation network in the Broadway-Craycroft area meets the travel needs and addresses traffic-related concerns of area residents, while being consistent with citywide transportation goals. The floodplain policies are intended to address drainage issues in the area.

TRANSPORTATION SUBGOAL: Incorporate transportation and traffic considerations in the review of new development and redevelopment in the Broadway-Craycroft area.

POLICY 1: PROVIDE SAFE AND EFFICIENT VEHICULAR ACCESS THROUGHOUT THE BROADWAY-CRAYCROFT AREA.

- A. Direct traffic from high intensity uses onto major streets.
- B. Limit the number of vehicular access points from new development onto major streets.
- C. Encourage cooperation between neighborhood residents and the City Transportation Department in investigating techniques to discourage non-local traffic in interior neighborhoods. Specific locations that require consideration include (see Transportation Map on page 25):
 - 1. the Chantilly Drive exit from Park Mall. Traffic control devices should be considered to discourage mall traffic from using Chantilly Drive and local streets to the west of the Mall as a means to access Craycroft Road (see Commercial District/Node policy 5.C);
 - 2. Rosemont Boulevard, south of Broadway Boulevard. Traffic control devices should be considered to discourage eastbound Broadway traffic from using Rosemont Boulevard and 16th Street as an alternate route to Craycroft Road and 22nd Street. The present configuration of Rosemont, which does not extend directly south to 22nd Street, should be retained.

BROADWAY-CRAYCROFT AREA PLAN
TRANSPORTATION MAP



Legend

- Arterial
- Collector
- Gateway Route
- ▲ School
- ▲ Park
- Streets/Intersections for Consideration
(see Transportation Policy 1.C, Items 1 through 6)
- Arcadia Wash



3. 14th Street between Craycroft Road and Wilmot Road. The present configuration of 14th Street, which does not connect between Craycroft and Wilmot, should be retained. No access from non-residential uses should be allowed onto 14th Street.
4. 14th Street and Craycroft Road. Traffic control devices should be considered to discourage Williams Centre traffic from entering 14th Street, east of Craycroft Road.
5. 14th Street and Wilmot Road. The current design of the Wilmot Road median island, which does not have an opening at the 14th Street intersection, should be retained.
6. Beverly and Broadway Boulevard. The proposed closure of Beverly, north of Broadway, should be supported.

POLICY 2: PROVIDE SAFE AND EFFICIENT PEDESTRIAN ACCESS TO ALL PROPERTIES.

- A. Provide pedestrian connections from within new development to the public sidewalk system and to adjacent development.
- B. Encourage the provision of pedestrian amenities in and adjacent to new developments. Amenities may include (but not be limited to) the following examples:
 1. a pedestrian safety buffer zone between sidewalks and roadway curbs;
 2. the use of canopy trees along sidewalks to provide shaded areas;
 3. the provision of street-side resting ledges or benches;
 4. defined pedestrian walkways within parking areas.
- C. Work with the Tucson Unified School District, the City Transportation Department, and affected residents in providing safe pedestrian crossings at major streets adjacent to public schools (see Transportation Map on page 25).

POLICY 3: ENCOURAGE THE USE OF MASS TRANSIT IN THE BROADWAY-CRAYCROFT AREA.

- A. Provide for pedestrian access between new developments and adjacent mass transit facilities.
- B. Encourage site design in new developments that minimizes traffic, pedestrian, and mass transit conflict points.

FLOODPLAIN SUBGOAL: Promote floodplain management in the Broadway-Craycroft area that is visually sensitive and comprehensive.

POLICY 1. ENCOURAGE A COMPREHENSIVE APPROACH TO FLOOD CONTROL AND FLOODPLAIN MANAGEMENT.

- A. Support an engineering study of flood control and flood mitigation for all floodplains within the plan area, including but not limited to the Arcadia Wash, Alamo Wash, and Arroyo Chico Wash, to plan and program projects that will reduce flood hazards in the Broadway-Craycroft area. All designs should incorporate preservation of surface and subsurface water resources.
- B. At the time of rezonings and development reviews, require developers to submit hydrology/hydraulic studies that consider drainage impacts on land uses and public infrastructure in proximity to the development site. All new development should be compatible with floodplain management needs.

POLICY 2: ENSURE THAT FLOOD CONTROL AND FLOODPLAIN MANAGEMENT METHODS ARE COMPATIBLE WITH THE EXISTING ENVIRONMENT.

- A. Where bank stabilization or detention/retention facilities are necessary for new development, require that natural appearing materials and landscaping are utilized.
- B. Encourage the preservation and enhancement of existing, mature, riparian vegetation along the Arcadia Wash.

SCHOOLS AND PARKS POLICIES

There are five public schools (Duffy, Bonillas, and Rogers Elementary Schools, Vail Middle School, and Rincon High School) and two private schools (St. Joseph's and Tuller Schools) in the Broadway-Craycroft plan area. There are seven neighborhood parks in the plan area. These facilities serve as neighborhood gathering places and provide an identifying focus for surrounding residential areas.

SCHOOL AND PARKS SUBGOAL: Support the retention of school and park facilities in the Broadway-Craycroft area.

POLICY 1: MAINTAIN SCHOOL AND PARK FACILITIES IN THE BROADWAY-CRAYCROFT AREA.

- A. Encourage the Tucson Unified School District (TUSD) to continue operating all public schools in the plan area.
- B. Encourage coordination among TUSD, parents, and neighborhood residents to develop methods to minimize vandalism in area schools.
- C. Encourage the City Parks and Recreation Department to install additional lighting, as needed for security, in the Sears Park adjacent to Park Mall.
- D. Maintain area parks in their existing condition. If improvement projects are proposed, support the continued use of grass lawns to provide an "oasis"-type environment for surrounding residential areas.

POLICY 2: PROVIDE SAFE ACCESS TO SCHOOL FACILITIES IN THE BROADWAY-CRAYCROFT AREA.

- A. Continue to solicit TUSD review to ensure provision of safe pedestrian and bicycle pathways from new development to area schools during the rezoning and development review processes.
- B. Work with TUSD, the Police Department, and the Department of Transportation to ensure provision of safe pedestrian crossings at major streets adjacent to area schools (see Transportation Map on page 25).
- C. Utilize local streets whenever possible to provide safe routes for students walking or biking to school.

PLAN ADMINISTRATION PROCEDURES

Goals and policies of the *Broadway-Craycroft Area Plan* will be primarily implemented through the rezoning process. A rezoning application is evaluated for compliance with plan policies relating to land use; in the event that the request does not comply with these policies, an amendment to the area plan is required. Rezoning concept plans are also reviewed to see if they meet the intent of General Design and Buffering policies. When Mayor and Council consider rezoning requests, they may require specific conditions, some of which may be based on area plan policies, of those requests which they approve.

The Community Design Review Committee (CDRC), which is an inter-department/inter-agency body, reviews all subdivision plats and rezoning development plans in the City. In addition to review for compliance with Development Standards, this committee also evaluates plats and plans for consistency with adopted plan policies relating to site design. Plan policies also assist in formulating staff positions on requests for variances to the *Land Use Code*.

Neighborhood participation in the plan implementation process is coordinated throughout the City's Citizen Participation Office, which registers neighborhood associations and maintains files on current neighborhood representatives. The neighborhood associations are responsible for maintaining up-to-date records with this agency.

The plan administration procedures are intended to identify the responsibilities of the City of Tucson Planning Department and Citizen Participation Office, of developers, and of the neighborhood associations and representatives in the plan implementation process.

INTENT STATEMENT: Promote the implementation of plan goals and policies.

Procedure 1: Provide for citizen input in the plan implementation process.

- A. Require builders/developers of proposed projects within the plan area to notify and offer to meet with affected neighborhood associations and property owners regarding rezoning requests and development review applications, a minimum of 30 days prior to scheduled rezoning public hearings and applicable development review (CDRC) meetings.
- B. Require builders/developers to submit a written summary of their neighborhood participation efforts to the City Planning Department prior to rezoning public hearings and applicable development review (CDRC) meetings.
- C. Encourage builders/developers to investigate any privately enforced deed restrictions which may govern land use on proposed development parcels.
- D. Require the City to notify affected neighborhood associations of rezoning requests and development review meetings within the plan area.

- E. Require neighborhood associations within the plan area to maintain up-to-date records of association representatives with the City Citizen Participation Office.
- F. Encourage affected neighborhood associations to forward comments on proposed development projects to the Planning Department. Comments should be submitted as early as possible to ensure their review by Planning staff in rezoning cases and in the CDRC in applicable development plan and subdivision cases.
- G. Continue to require City agencies to contact affected neighborhood associations of pending public improvement projects in the area.
- H. Encourage other public agencies to contact affected neighborhood associations of pending public improvement projects in the area.
- I. Consider the Broadway-Craycroft plan area in updates of the City's Capital Improvement Program (CIP) to provide public improvements in the area, as appropriate.

Procedure 2: Demonstrate compliance with Broadway-Craycroft Area Plan design and buffering policies by submitting a site plan at the time of rezoning that includes (but is not limited to) the following information (see General Design and Buffering policies for specific requirements):

- A. Location of structures;
- B. Screening and landscape buffers;
- C. Building heights;
- D. Setbacks;
- E. Pedestrian and vehicle circulation;
- F. Inventory of existing vegetation;
- G. Building elevations;
- H. Lighting; and
- I. Parking layout.