

PARKING



PARKING

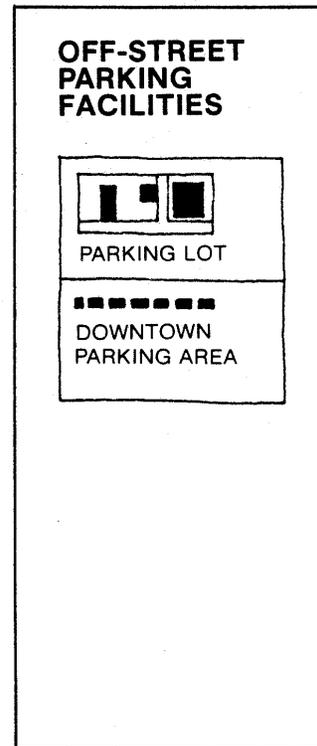
The relative strength and vitality of any major activity center depends heavily on a street system allowing free circulation of vehicles coupled with sufficient parking facilities. In downtown Tucson, as in most downtowns, adequate parking facilities are a major concern, both in the sense of capacity and location.

The parking area related to downtown is somewhat larger than downtown, extending across the railroad tracks and into the northern portion of the Armory Park area. Within this parking area there are approximately 13,000 parking spaces.

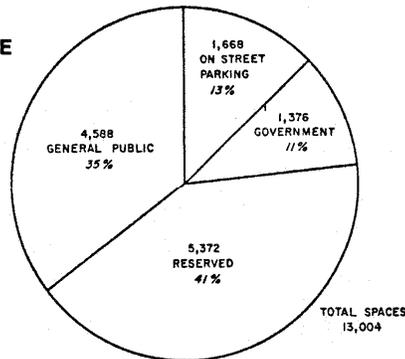
Historically, the parking supply downtown has developed through four separate processes: the private market providing parking spaces as part of a development or as a business venture; government regulation requiring developers to provide a certain number of spaces based on the size and type of their project; governmental provision of parking for community facilities or government use; and, governmental control of on-street parking as part of the circulation system.

EXISTING CONDITIONS

There are 11,336 off-street spaces in the downtown parking area. During peak usage, 47% of these spaces are occupied. This figure shows the location of off-street parking facilities.



DOWNTOWN PARKING SPACE BY CATEGORY

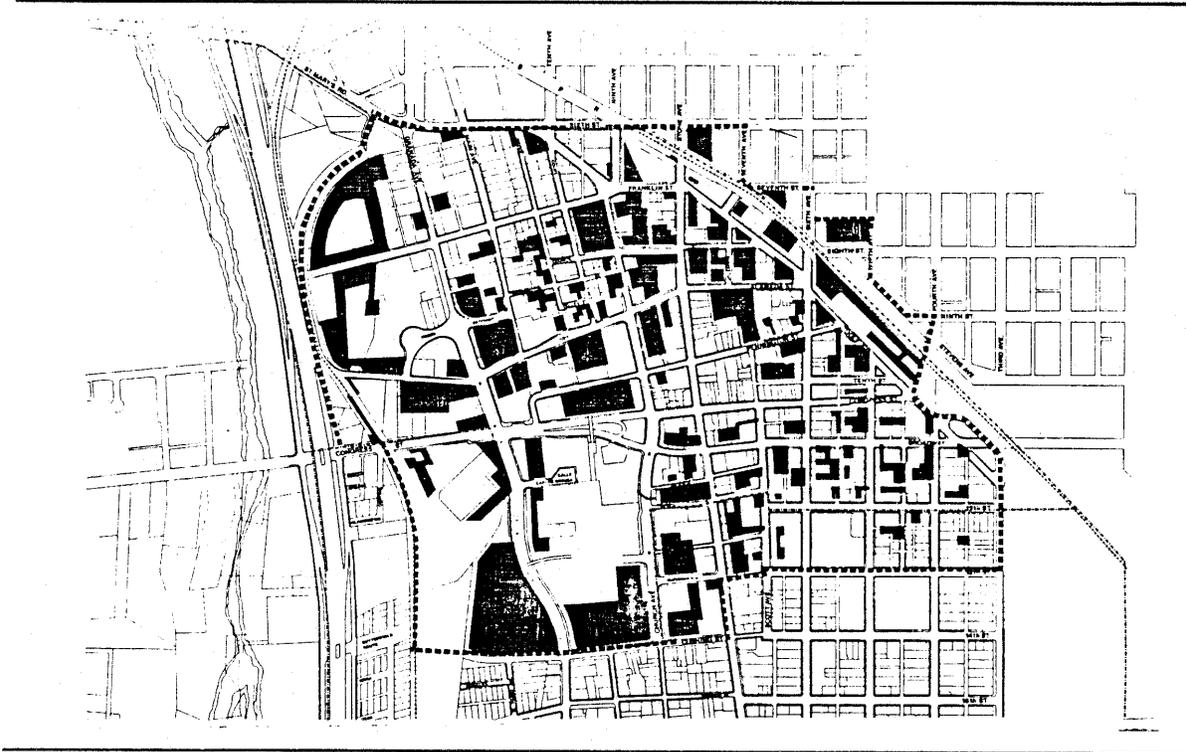


This inventory represents the gross number of available parking spaces. In actual practice, continuous 100 percent occupancy of available parking spaces during peak periods of demand is never achieved for two primary reasons; an individual parking space is vacant during each period following the departure of one car and the arrival of the next and drivers usually perceive a parking lot with high occupancy to be full when actually it is not.

In relating supply to usage and demand it is more realistic to think of a practical parking space supply, which is about 15 percent below the actual supply. Thus, locations having occupancy levels of 85 percent or more may point out areas of parking supply deficiency.

Parking Space Usage

Surveys taken in 1976 show that approximately 53 percent of the practical parking space supply is occupied by 9:30 A.M. When most retail stores open for business, use of parking space increases, reaching approximately 57 percent of practical supply between 1:30 P.M. and 2:00 P.M. The 4 percent increase in parked vehicles is assumed to represent customer or client vehicles.



The availability of parking space for the general public is critical to downtown establishments. There are 4,588 public off-street spaces available. During the peak usage period 61 percent of the practical public parking space is occupied. The other major increment of public parking space is on-street parking. There are 1,668 on-street parking spaces in the downtown parking area. By 9:30 A.M., 858 (60 percent) of these spaces are occupied. During peak use 1,027 (72 percent) are occupied.

Parking meters control the usage of on-street parking space through rate structure and time limits. In the downtown core where activity is concentrated, parking meter rates and time limits are set up to encourage high vehicle turnover. This emphasis shifts, moving outward from the core to meet the needs of the longer duration parker. Off-street parking reflects the same system with charges ranging from \$.50 per hour in the core to \$.12 per hour on the edges of downtown. To reduce parking costs for downtown customers and clients, approximately 80 merchants and business participate in a "PARK AND SHOP" program.

**Parking Space
Cost**

PARKING PROBLEMS

Defining Parking Adequacy

Before evaluating the adequacy of downtown parking, it is necessary to define **adequacy**. Absolute adequacy would require a parking space to be available at the precise destination of each trip. However, that is not possible economically or physically. Therefore, it is necessary to adopt a more practical definition of parking adequacy. A practical standard of adequacy for a trip to a specific location could be defined as an available parking space within **reasonable walking distance** of a trip's destination. For a shopping or personal business trip, a parking space with a walking distance of 200 to 400 feet (approximately one block) is a reasonable standard. For a work trip, a parking space with a walking distance of 400 to 1,000 feet (approximately one to three blocks) is a reasonable standard. Evaluating parking data at a block level suggests that parking space deficiencies are very localized and not a widespread problem in downtown. Most blocks with occupancy levels above 85 percent have alternative parking space available in adjacent blocks within reasonable walking distance.

The reasonableness of these walking distance standards can be modified by other factors perceived by users:

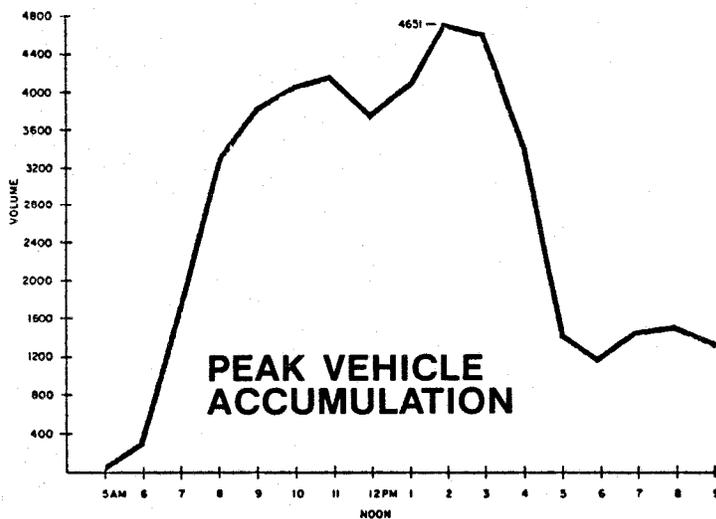
Readability or Line of Sight. If a person's destination cannot actually be seen from the parking space, the perceived walking distance may seem further than the actual distance.

Safety. If the path from parking space to destination passes through an area which the pedestrian perceives as unsafe (for example, a poorly lighted pedestrian underpass), the walking distance may seem further than it actually is.

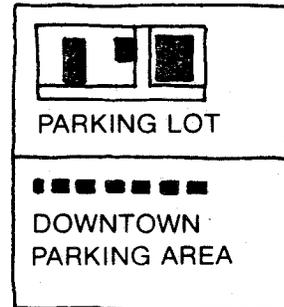
Obstacles. If a person's path from parking space to destination requires negotiation of obstacles (major street, etc.), the perceived walking distance may seem further than the actual distance.

There are 4,588 off-street parking spaces for the general public in the downtown parking area. During peak usage, 52% of these spaces are occupied. This figure shows the location of public off-street parking facilities.

This graph shows downtown vehicle accumulation for a typical weekday in 1975. The highest vehicle accumulation occurred between 1:30 p.m. and 2:00 p.m.



PUBLIC OFF-STREET PARKING SPACE



Although parking for people making personal business and shopping trips to the Downtown may not seem to be a problem when analyzed on a numerical basis, the perception by these user groups is quite different. Since 1968, surveys and informal interviews have revealed a dissatisfaction with Downtown parking space availability. The main problem with public parking in Downtown appears to be visibility or recognition, not lot location or parking space deficiencies. This problem can be explained as either a user expectation problem (users have been conditioned to expect shopping center or strip commercial type parking facilities which are not found Downtown because of high land costs and development densities) or a limited knowledge situation for the occasional user (which could be caused by limited or poor signing, limited exposure to Downtown, a confusing street pattern, etc.). This problem is especially critical in the retail core of Downtown.

Perception of User Groups

Future Localized Deficiencies

The existing parking problem is more a problem of perception or expectation than actual deficiencies in parking spaces. Even though Downtown parking facilities are reasonably adequate, the balance between supply and demand at a specific location is susceptible to rapid change. Each land use and traffic circulation change or adjustment will affect both parking capacity and demand for parking space. Between now and 1990 Downtown could absorb another 800,000 square feet of new office space. This would generate a need for over 2,400 parking spaces. In addition, several present day parking lots are logical candidates for office development. Thus, the parking space inventory will be depleted as demand rises.

Parking Cost

Most parking in Downtown has some cost, which is highest in the core area. High land costs and the construction costs to build multi-level parking structures make it very expensive to provide general public parking space Downtown. This cost has been passed on to the parking consumer giving Downtown a negative parking image when compared to the rest of the community, where free parking is usually available.

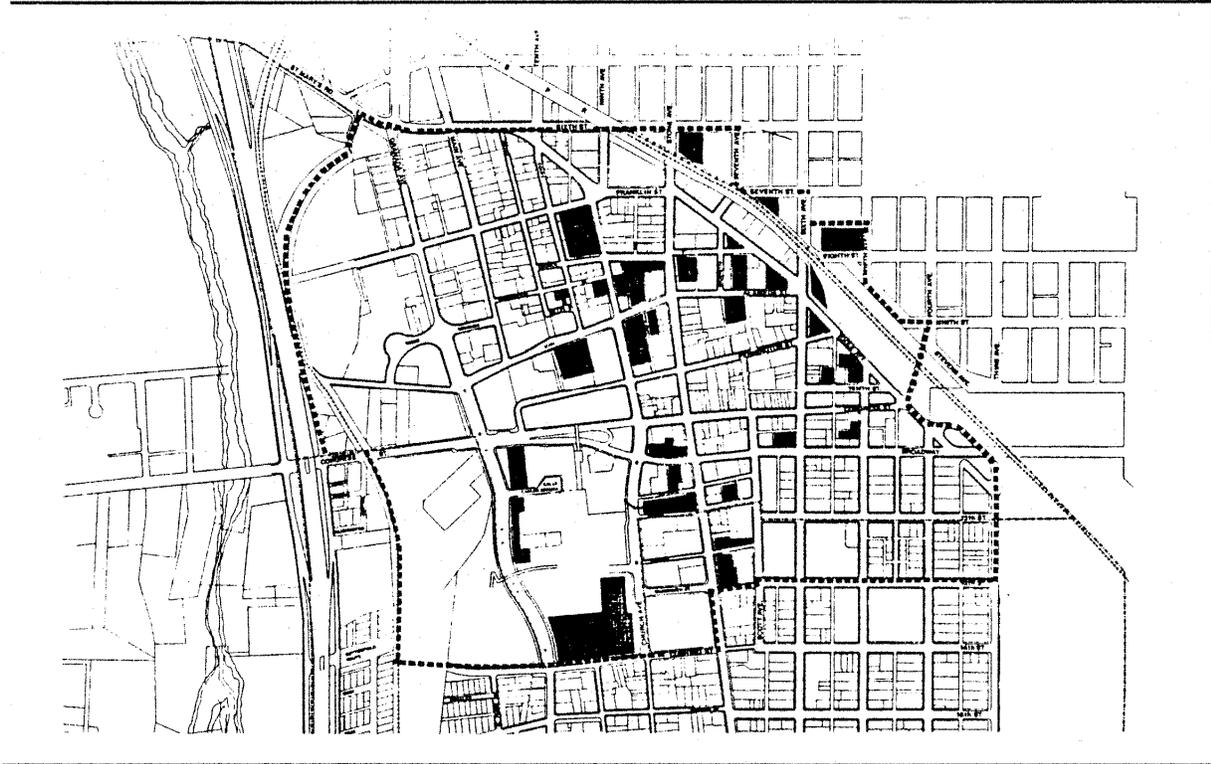
Parking Requirements

The existing parking code requires developers to provide a specified number of parking spaces for certain types of development. It is applied city-wide and does not respond to the specific needs of the Downtown.

When the parking code was last revised in 1966, a nonconformance clause was included in an effort to give the regulations more flexibility. This provision allowed any new development project to reduce its parking requirement to a level which corresponded to the average parking space deficiencies of surrounding properties. The overall effect of this provision has been the reduction of parking requirements for new Downtown development below reasonable levels, thus creating localized parking deficiencies.

Signing

Parking facilities are scattered throughout downtown in a disorganized manner. Existing signing does provide some assistance to users unfamiliar with downtown, but confusion still exists. This confused condition is aggravated by the non-grid street pattern.



**RECOMMENDED
PARKING
CONCEPT**

Nationwide, approaches to parking in downtown range from total private market responsibility for parking supply to total public responsibility for parking supply. Most cities fall somewhere in the middle of this range, generally relying on off-street parking regulations for different uses to supply parking in downtown. This appears to be the most reasonable approach for Tucson.

**New Downtown
Parking
Requirements**

Downtown is an unique area within the city. The existing parking code which regulates off-street parking within the entire city is too general to meet the special needs of downtown. The city should adopt a specific set of parking requirements which apply only to the downtown area. This approach could establish a balance between providing an adequate number of parking spaces for each new development and maintaining downtown's competitive position for attracting new development.

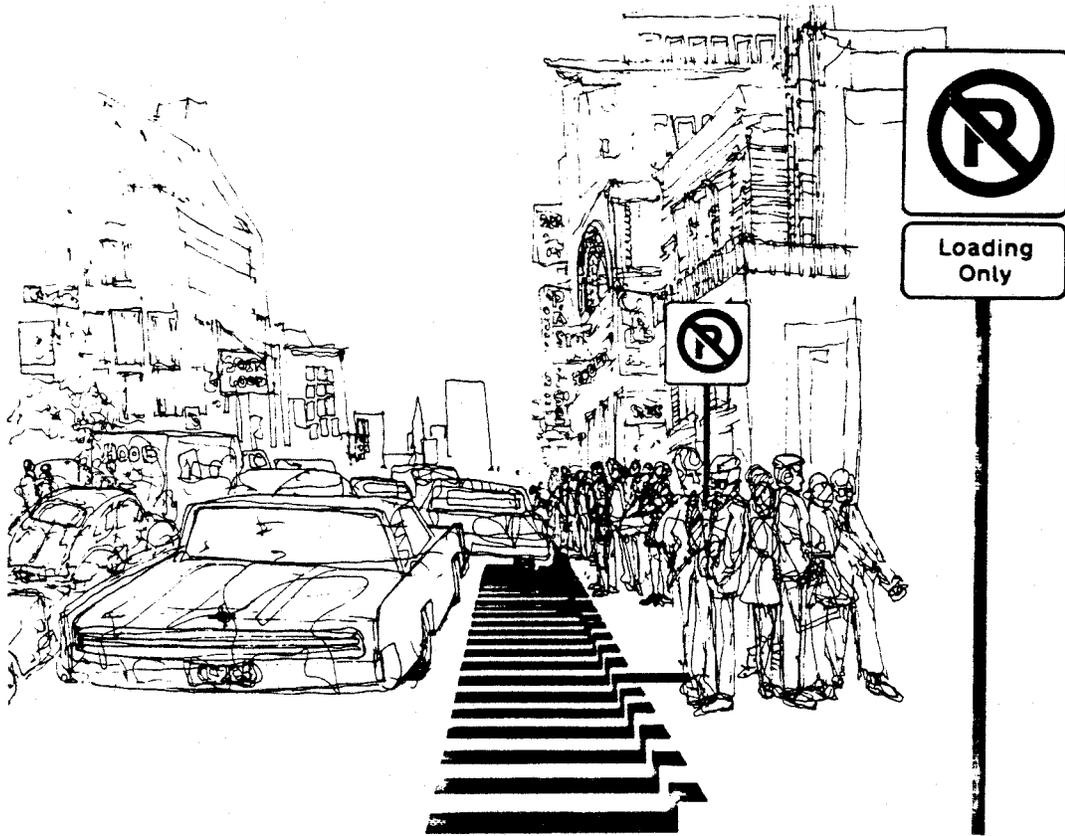
PLAN FOR DOWNTOWN TUCSON

The new downtown parking requirements should provide for a flexible approach to meet the new parking code. This approach could take the form of an in lieu fee, where a developer could reduce the number of required spaces by paying an in lieu fee for a specific percentage of the parking spaces any new development would require. If the in lieu fee approach was used, it would become a funding source for a parking authority or other downtown circulation needs.

**Flexibility
in Meeting
Requirements**

The parking ordinance should be amended to eliminate the non-conforming use clause whereby parking space deficiencies which have existed historically become the standard for new construction. If this is not done, a serious capacity problem will develop.

**Nonconformance
Clause**



The city should facilitate the development of a private or quasi-public downtown authority which could, as one of its functions, manage the supply of public parking in downtown. Potential roles for this authority are:

Parking Authority

- coordinate the management of existing public parking;
- develop funding sources for new public parking facilities;
- maintain a continuing inventory of downtown parking capacity;
- make recommendations on parking space requirements for new developments;
- construct parking facilities; and
- provide educational material to the general public on the location and access to parking facilities downtown.

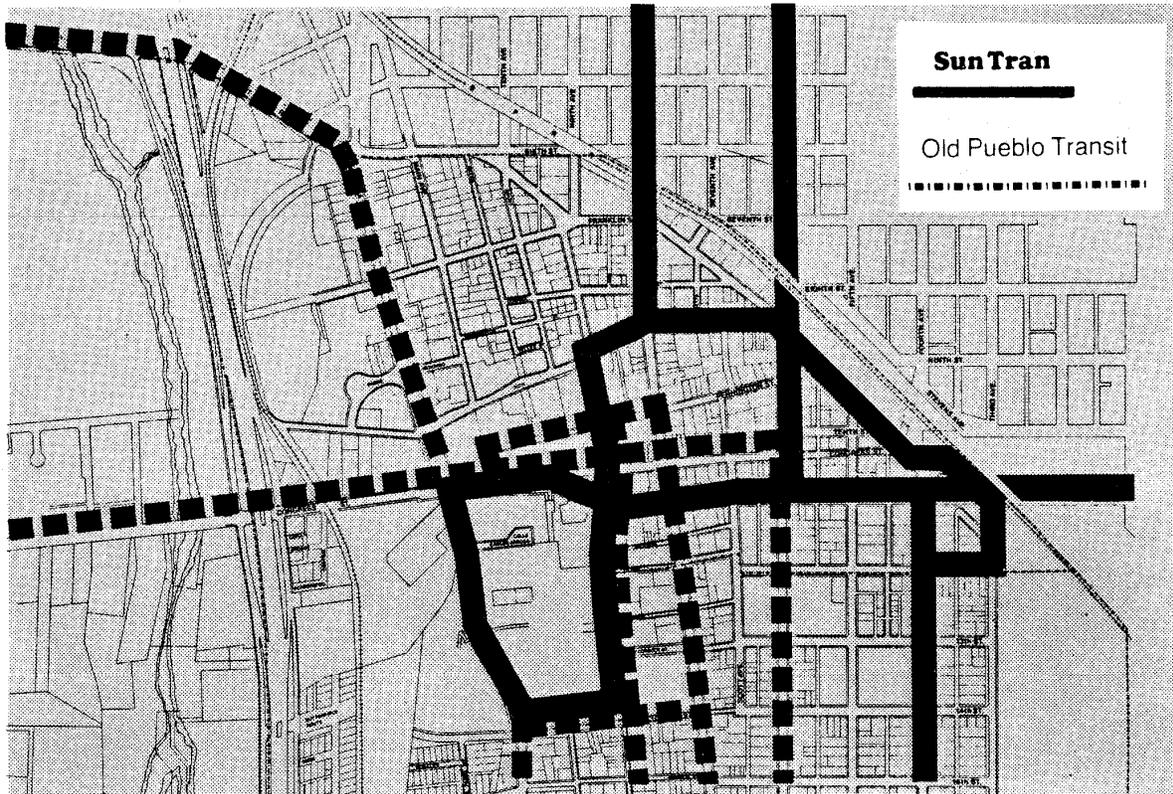
**Parking Meter
Revenues**

The city should allocate a percentage of parking meter revenues and fines from downtown parking violations for operating expenses of the authority and/or as a guarantee for the financial obligations of new parking facilities development.

**Signing for
Parking**

The city should develop a uniform and highly visible public parking location signing system to direct potential customers or clients to available parking. This would be a cooperative effort between a downtown authority and the city.

PUBLIC TRANSPORTATION



PUBLIC TRANSPORTATION

Currently, local bus service plays a major role in reducing peak downtown traffic volumes by providing an alternative to the employee commuter. In 1975, bus trips amounted to 15-20 percent of all work trips to the downtown. As downtown office employment increases, the bus system can play an increasingly important role in reducing traffic congestion and parking problems.

EXISTING CONDITIONS

Local bus service is provided by two transit companies, SunTran and Old Pueblo Transit Company (OPTC). SunTran's service area generally covers the area north and east of downtown. OPTC's service area extends to the south and west of downtown. Downtown is the main transfer point between the two systems.

Local Bus Service

Within the downtown area, SunTran's buses circulate on routes around the retail and office core on Alameda, Church, Broadway and 6th Avenue. This routing increases route miles but has the advantage of avoiding the vehicle congestion in the heart of the core while still providing good access to employment generators for the commuter. Also, the loop around the Community Center provides for a staging area outside of the core which is necessary for efficient operation.*

OPTC routes penetrate the retail and office core on Congress, Stone and Pennington. Penetration routing provides the same level of service to employment generators with better access for passengers who shop in the downtown core. It also concentrates buses in the retail section of downtown, which has in the past been a major complaint of some downtown retailers.

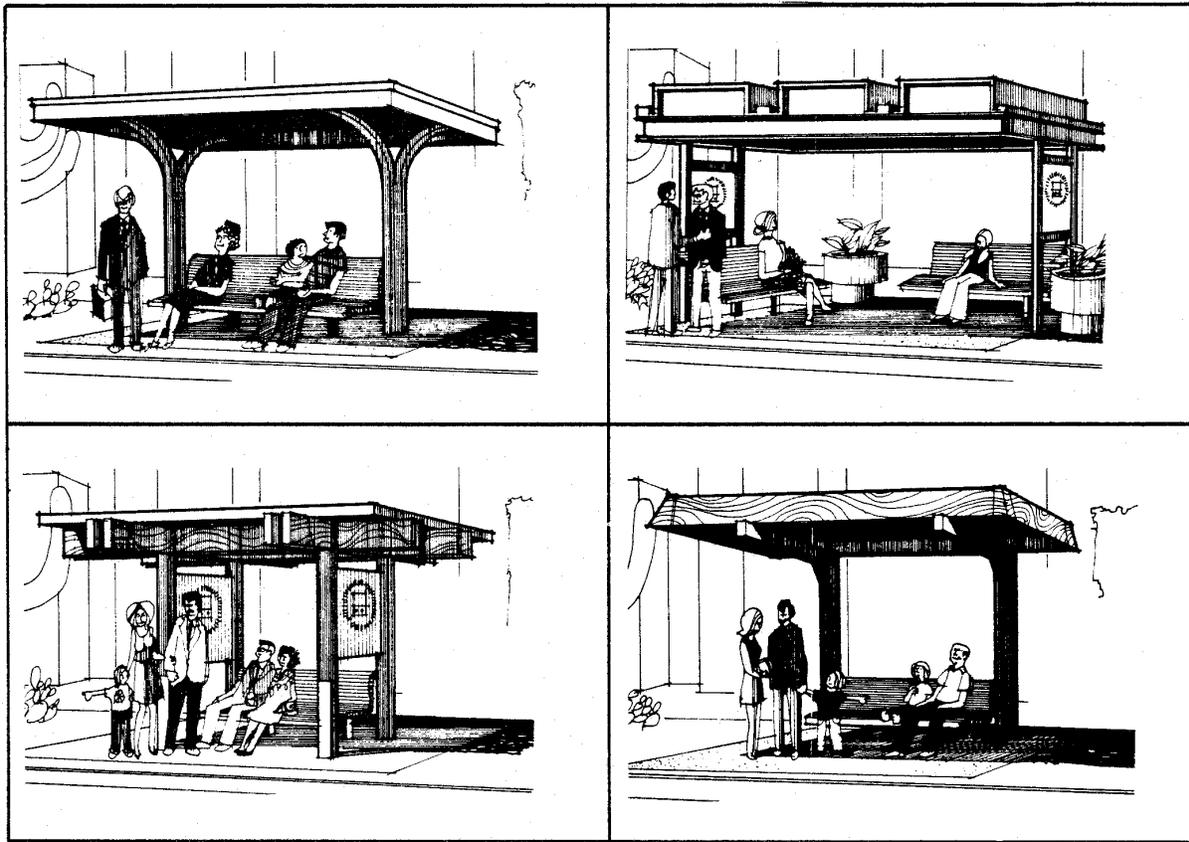
Both bus systems conduct passenger off- and on-loading and bus transfers at curb side bus stops.

SunTran's buses generally operate at frequencies of 25 minutes during the weekdays on most routes with greater frequency of 15-20 minutes on some routes during commuter rush periods. OPTC buses operate at frequencies of 15-30 minutes on most routes with greater frequencies on heavily traveled routes.

**Other Public
Transportation**

Greyhound, Citizen Auto Stage, and Continental Trailways provide intercity and interstate bus service. Their terminals are located at the eastern edge of downtown. AMTRAK passenger train service is provided at the railroad station on Toole Avenue near the intercity bus terminals. Taxi cabs, airport minibuses and tour buses also serve the downtown area.

* Plan amendments have deleted the sentences outlined. See the Tucson General Plan, Land Use Element.



Downtown bus stops have a preponderance of either off-loading or onloading passengers, even though no bus stops prohibit either type of movement. Off-loading bus stops do not present a problem because passengers rapidly disperse to their destinations. On-loading bus stops are a major problem because many of these stops are located at points where sidewalks are narrow and pedestrian activity is high. The inevitable result in these locations is sidewalk use conflicts between waiting bus passengers and client/customers of nearby businesses and retailers. Besides pedestrian congestion, waiting bus passengers are subjected to noise and exhaust fumes from vehicles, and inadequate seating areas.

Approximately 10-15 percent of local bus passenger trips into downtown are transfer trips between the two bus systems. Because each bus system maintains stops at different locations these transfers are inconvenient to passengers and lower the overall level of service. Scheduling between the two systems is not synchronized, causing delays for many transferring passengers, and added congestion at bus stops.

**Connections
Between Local
Bus Systems**

Potential Downtown Shuttle

Each of our two local bus systems has its own service area, within which the other system cannot operate without permission. This causes a coordination problem between the two systems which is focused in the downtown. A major part of the problem created by the two service areas relates to the possibility of establishing a downtown minibuss route or shuttle at some time in the future. A shuttle system, in general, is not viewed as an **improvement** to the existing transit systems, but as a completely new and distinct transit service serving a very specific function. It is likely that an internal system of some kind will eventually become desirable to move people between the downtown core and peripheral parking lots, to connect downtown with the Santa Cruz Park, to link downtown's historic neighborhoods, or for some other purpose. Any logical internal loop would serve activity generators in both systems' areas. This means that some type of agreement would have to be developed between the local bus systems to allow for an internal loop. Past experiences suggest that such an agreement may be difficult to achieve and may even prevent the establishment of a necessary transit service.



A staging area is necessary for efficient operation of the bus system. The staging area for SunTran is located on Cushing Street along the southern edge of the Community Center. This location removes the staging area from the office and retail core to reduce congestion and conflict with core activities. It does increase route time and mileage which increases overall operation cost.

**Staging Area
Location**

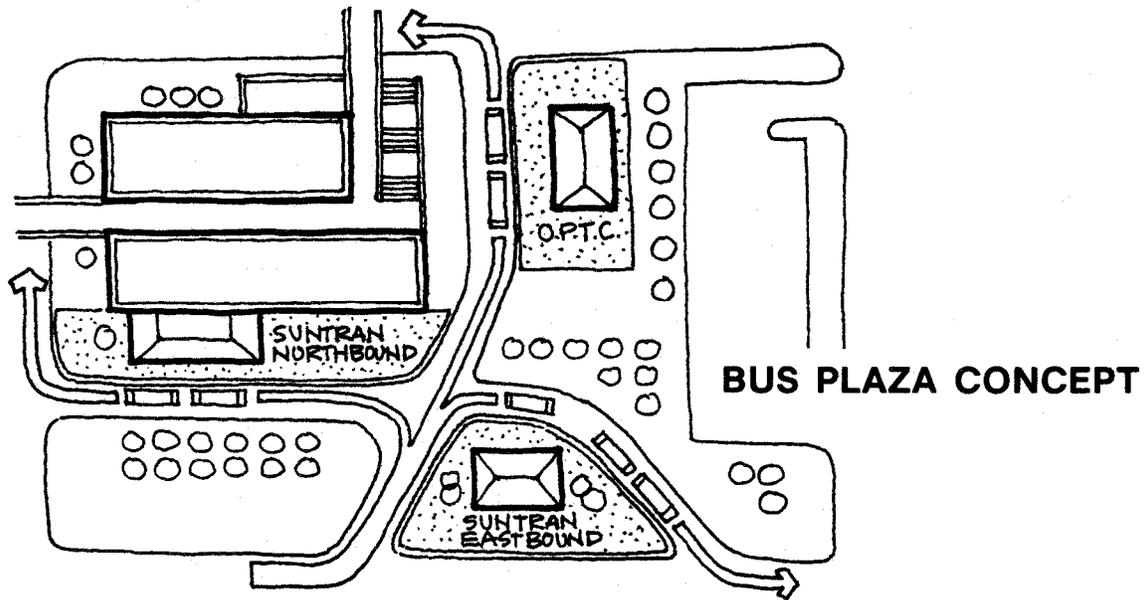
A higher level of service in the public transportation system attracts more bus riders and helps to reduce private vehicle trips. Improved service throughout the system would have the greatest affect in downtown by reducing peak hour vehicle congestion.

**RECOMMENDED
PUBLIC
TRANSPORTATION
CONCEPT**

The level of passenger convenience and comfort for existing ridership through the SunTran and OPTC systems should be increased by:

improving waiting areas with more exclusive space, ample seating, shelter and information;

**Overall Transit
System**



maintaining existing bus stop locations or locating new bus stops to reduce walking distances;

maintain or increase existing frequency, especially during commuter rush periods; and

promoting a park and ride system, whereby commuters can drive to special parking lots and take an express bus to the downtown.

In addition to these city-wide improvements, the following public transportation improvements should be made in the downtown area.

**Improve Downtown
Bus Stops**

Bus service should be improved at all downtown bus stops by providing wider sidewalks, ample seating, and shelter. Any opportunity to incorporate attractive bus stops in future redevelopment projects along bus routes should be pursued. These actions would encourage local bus usage and reduce pedestrian and waiting passenger congestion.

**Passenger
Transfers
Between the
Two Systems**

Because Tucson is served by two separate transit systems, some system-to-system passenger transfers are created which would not exist if there were a single coordinated system. These excess transfers add to the number of people waiting for buses at downtown stops. Some of these passenger concentrations can be reduced by developing convenient transfer points between

SunTran and Old Pueblo Transit. This would focus through trip passengers waiting for bus transfers into public space or bus plazas and alleviate congestion at other downtown bus stops. These bus plazas could provide seating, shelter, restrooms, and information facilities. They are not envisioned as substitutes for existing bus stops which would still be necessary to provide good service to downtown employees and shoppers

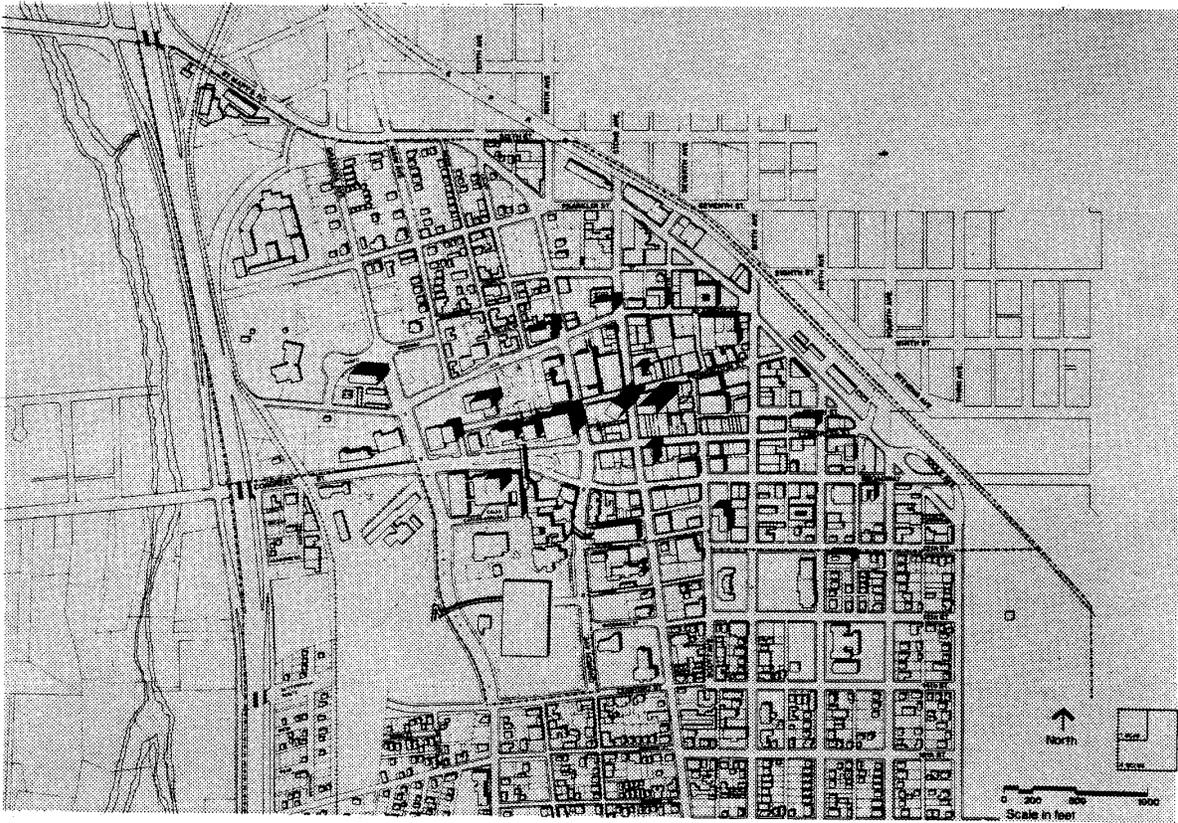
Some of the bus plazas could also serve as convenient connections between local bus service and other public transportation modes (intercity bus service, taxis, airport limousines, etc.). Focal points of this type could encourage greater usage of different modes of travel and reduce the existing interconnection problems.

The two local bus systems should join into an agreement which would permit the future operation of an internal downtown transit system which would serve some function distinct from the type of service now provided by SunTran and OPTC. (The adequacy of these existing systems is not an issue here.) A shuttle service would make possible a connection of peripheral parking lots with the downtown core, a tram circulating in the shopping area, a connection between downtown and the university, and a variety of other innovative systems. when they become appropriate.

**Downtown
Shuttle**

This page intentionally left blank.

LAND USE/URBAN DESIGN



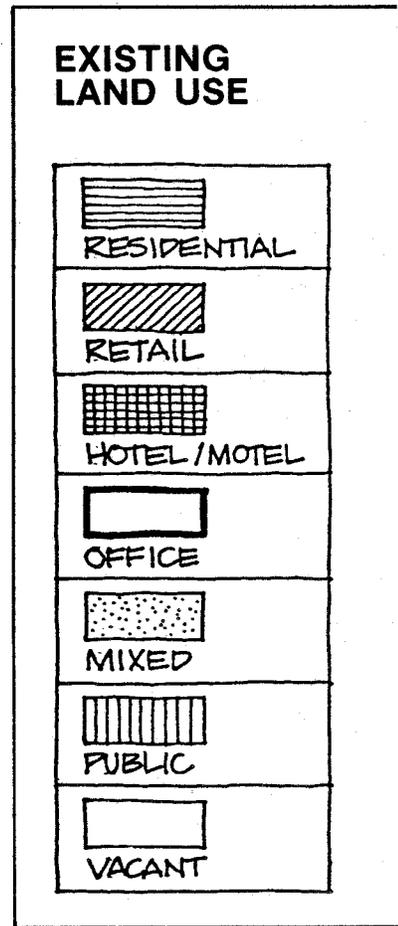
LAND USE/URBAN DESIGN

Two fundamental objectives in the design of any product--whether it is an automobile or a toaster--are that it should function efficiently and that it should have an attractive appearance. So it is with a downtown.

The chapters on parking, circulation, and public transportation deal primarily with the way downtown **functions** in respect to the manner in which people get in and out of downtown and circulate within it. Efficiency comes from reducing congestion, making the movement patterns easy to comprehend, and providing adequate parking space.

Urban design also addresses the issue of functional efficiency and, in addition, deals with improvements to downtown's **appearance** as a means of broadening its acceptance in a variety of competitive markets.

The arrangement and density of land uses are important factors which help to determine the functional efficiency of downtown. In general,



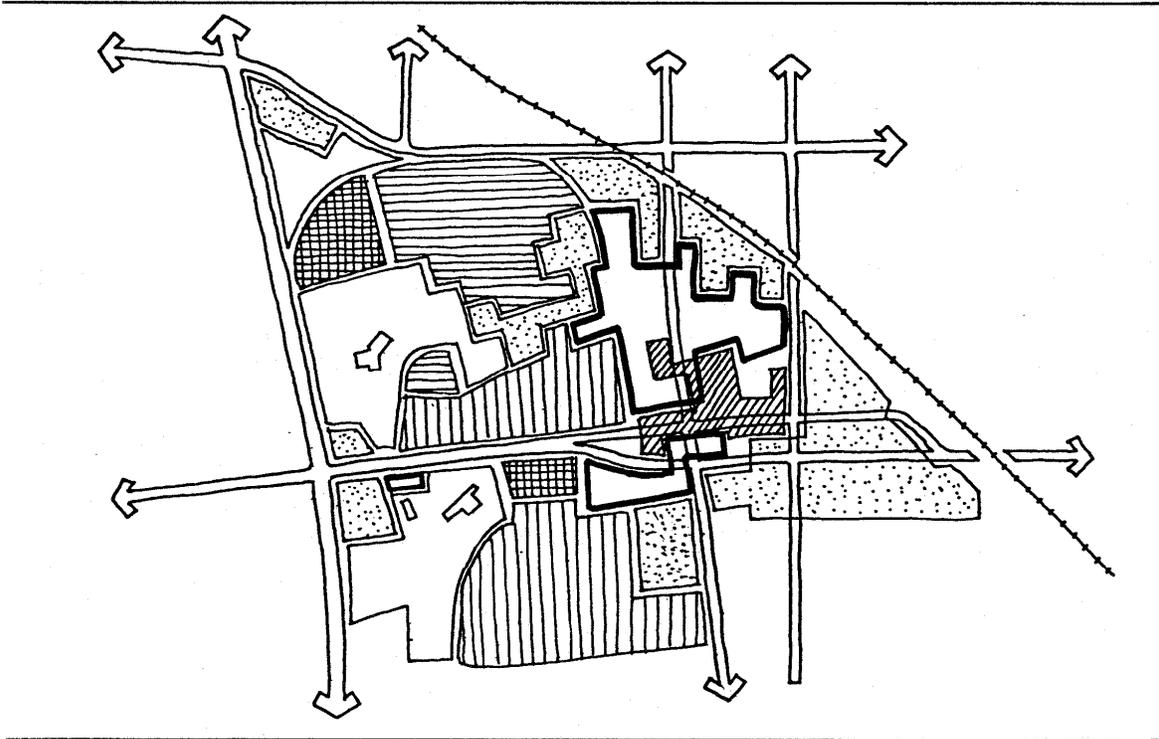
**EXISTING
LAND USE
PATTERN**

physical compactness and proximity between interacting functions are desirable because they contribute to the convenience on internal pedestrian trips. Legibility is important because it makes it easier for the infrequent visitor to find his way around.

Downtown Tucson's land use pattern has the following characteristics:

Government Offices have been consolidated in a compact area bounded by Alameda and Congress west of Church. (Two exceptions: City Hall Annex and the U.S. Court House.) The centralization of this public office function is a convenience for those who have frequent dealings with the various government agencies and gives the area good legibility, making it readily identifiable to visitors.

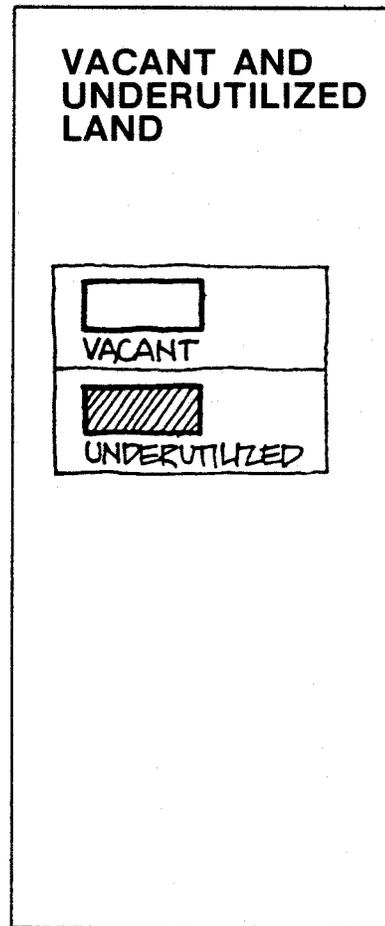
Private Offices are located primarily along Stone Avenue and Alameda Street where access to government offices (one block west) and to each other is potentially very convenient.



The height and clustering of many of the office buildings give the downtown office center good legibility.

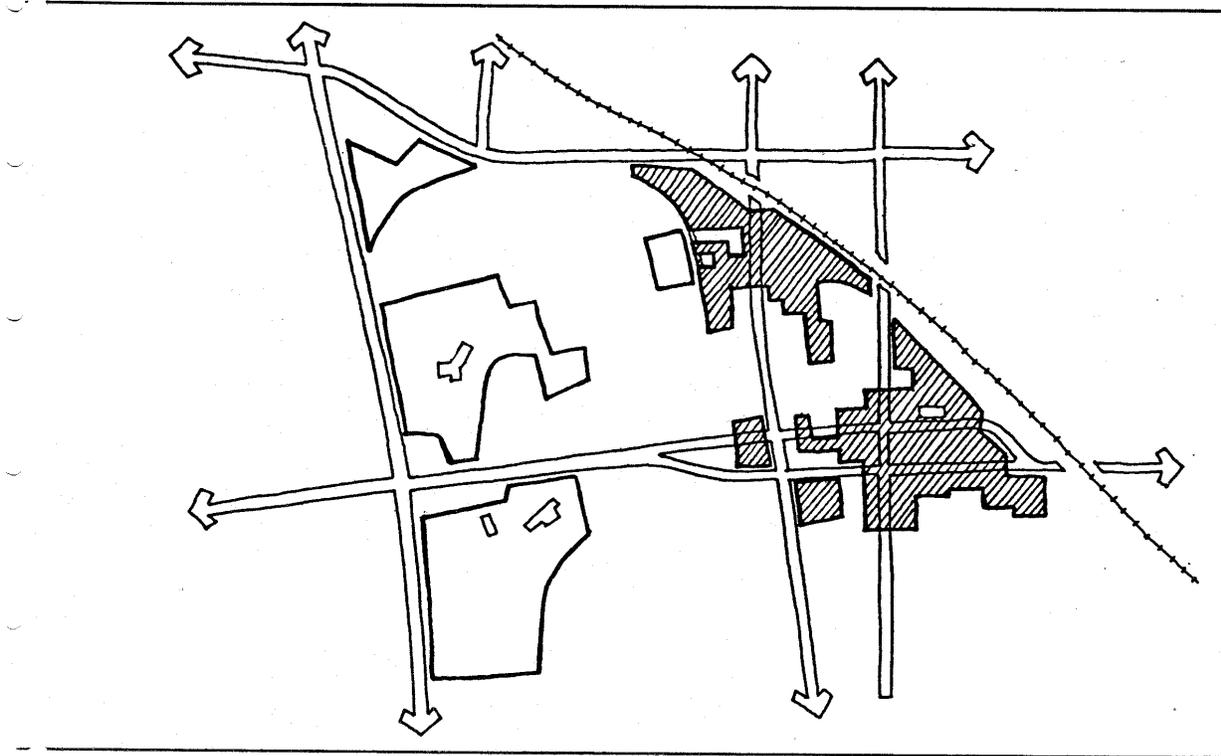
Retailing in downtown is located along portions of four principal streets--Pennington, Congress, Broadway, and Sixth Avenue. In the face of considerable shrinkage of the downtown retail function in the last 10 years, retail space which is closely integrated with the high density private office core has remained relatively strong. (The number of eating and drinking establishments in the area bounded by Alameda, Church, Congress, and Sixth Avenue has increased from 3 to 15 in 10 years.) However, legibility of the retail area is poor. The fact that a few downtown retailers are doing good business is not reflected in the overall appearance of the retail area which gives an impression of disorganized obsolescence.

Motels in the downtown area are appropriately located along I-10 where visibility to inter-state traffic is good. The Marriott Hotel is also visible from the freeway and has the additional advantage of proximity to the Convention Center and the government office complex. Although the Santa Rita



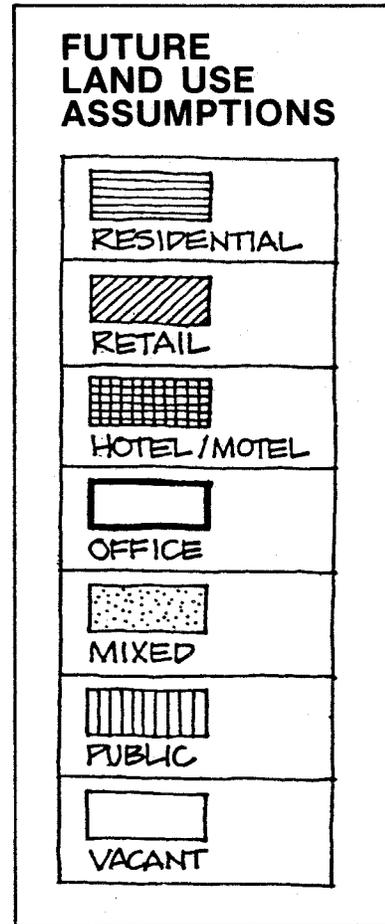
Hotel is only two blocks from the Convention Center, it **seems** to be more distant because of poor visual and pedestrian linkages.

Industrial or Warehouse functions are located on the edge of the downtown with access to highway or rail transportation. In general, these functions derive no particular benefit from an immediate downtown location, nor does downtown benefit from their presence. Modern, well-landscaped industrial uses near downtown may be welcomed in the future. However, because of building age and condition, existing facilities have a generally negative impact. Their location on the edges of downtown gives them a relatively high level of visibility and their contribution to the overall image of downtown is greatly in excess of their functional importance.



Residential activity in downtown Tucson is found in El Presidio neighborhood (north of Alameda Street and west of Church Avenue), in many of the older hotels, in the Martin Luther King Apartments, and in a variety of apartments and boarding houses in the blocks south of Broadway between Sixth and Third Avenues. El Presidio neighborhood is an especially good location for people who want convenient access to downtown activities since it is not necessary to cross busy streets to reach the heart of downtown on foot. The neighborhoods immediately south of downtown are somewhat more separated from the core by heavy traffic on Broadway and Congress. Armory Park, Barrio Historico, and other neighborhoods, important elements in downtown's future, are discussed in the Old Pueblo South Study.

Vacant and Underutilized Land represents an opportunity for new downtown development. The location of this land relative to other downtown activities helps determine its appropriateness for various possible uses. Most of the vacant land is found to the west of the downtown core, to the east on the Southern Pacific Reserve, and to the north, where it is presently used for surface parking.

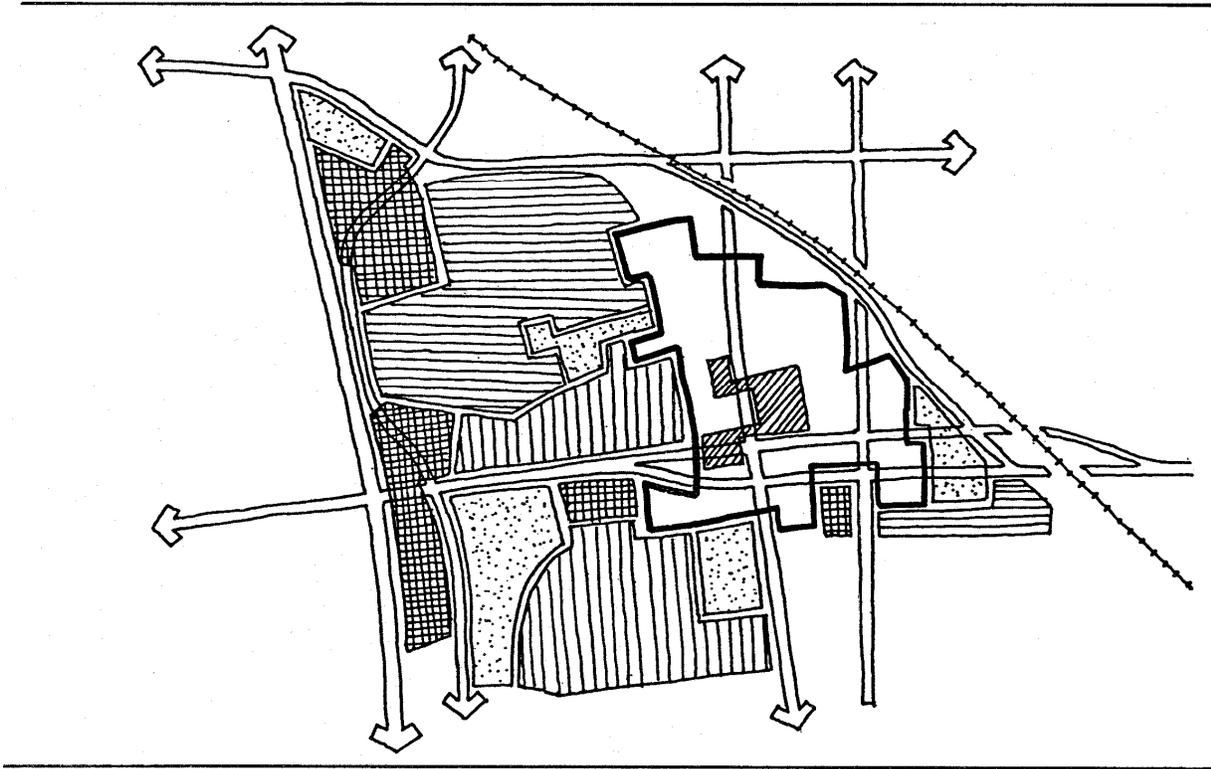


Underutilized land is land presently occupied by structures having a low life expectancy. Life expectancy is defined as a function of a building's size, age, physical condition, and its value in relation to the value of the land upon which it is built. In general, it is assumed that a new, large, modern building is more resistant to demolition than an old, small, obsolete building.

Much of downtown's underutilized land is found along Congress and Broadway from Church to Toole and in the area east of Sixth Avenue. (For a more detailed discussion of building life expectancy in downtown Tucson, see Technical Report One, pp IV-1 to IV-11.)

LINKAGES

At least as important as the arrangement of the various downtown functions are the linkages between them, which constitute the pedestrian circulation network. Certain portions of the existing network function very well. Circulation within the main government complex

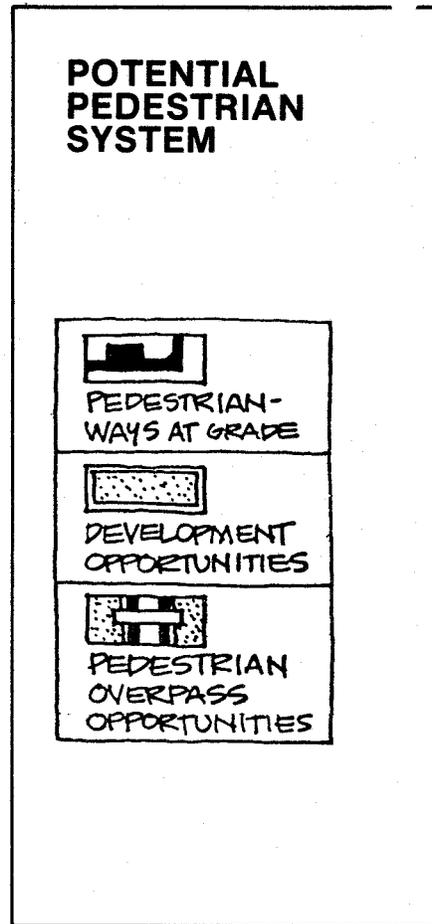


is excellent. Distances are short and El Presidio Park provides a pleasant pedestrian environment. Bridges over Pennington, Congress, and Broadway provide the ultimate in convenience for pedestrian trips between the government complex and Community Center activities to the south. As for the balance of downtown's pedestrian system, it is, with few exceptions, functionally deficient and generally unappealing. As a system, it lacks legibility, since it follows a street system which, itself, is difficult to comprehend.

Linkages from block to block are made unpleasant by the frequent necessity to cross streets clogged with vehicles. Of special concern at present are poor connections across Church Avenue between the Community Center and the government complex on the west and the office and retail core on the east. As traffic volumes increase, conflicts between pedestrians and vehicles will become more numerous and more acute.

The downtown economic forecast provides us with estimates of the **magnitude** of the potential increase in office space, retail space, hotel rooms, residential units and light industrial acreage. It does not tell us which specific parcels of land will be used to accommodate this additional downtown activity. Neither does the Downtown Plan presume to dictate these locations.

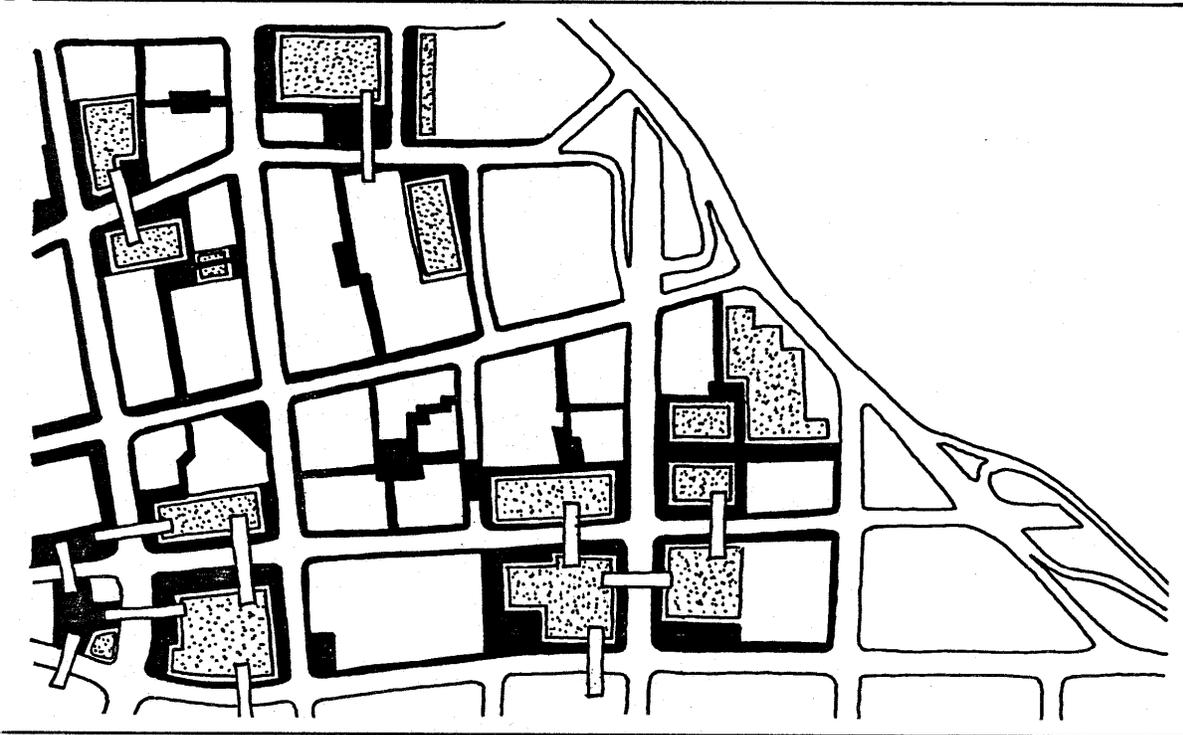
**FUTURE
LAND USE
ASSUMPTIONS**



But it is necessary to make assumptions about the most likely pattern of future land use change. And, the Plan does **suggest** specific uses for certain parcels in the hope that development opportunities can be identified which might, otherwise, have been overlooked.

In the following paragraphs the various land use functions are discussed as separate items. This is not to imply, however, that new development must occur in the form of single-function projects. On the contrary, **mixed-use development**, in which several land uses are integrated on a single site or in a single building, is an exciting concept which is almost always appropriate in downtown areas.

Office. Major new office developments will continue to show a locational preference for the high-density core area, with some additional expansion to the north across Alameda Street. Smaller one- and two-story office buildings will favor locations further from the core.



Residential. With assistance from the public sector, the large vacant parcels in El Presidio neighborhood will be developed for residential uses at medium to high density. Other residential development will take place, not in the Downtown Study area, but in the neighborhoods to the south and west in conjunction with Santa Cruz Park.

Hotel-Motel. Underutilized land west of the Community Center makes an ideal hotel site because of its convenience to convention facilities and good visibility from I-10. Several sites along the east side of the freeway are well suited for motels.

Retail. The retail function will consolidate around the area of greatest strength, the core area bounded by Alameda, Church, Congress, and 6th Avenue.

Governmental Offices. Any expansion of government office space will take place within the boundaries of the government complex.

RECOMMENDED URBAN DESIGN CONCEPT

The urban design concept is described here in general terms. Specific applications of the ideas expressed in the concept are found in the sketch plans which follow.

Compactness. Compactness of downtown's core area should be encouraged, so that pedestrian trips among downtown activities remain convenient. Compactness of the core will also help to achieve the "critical mass" of activity which is necessary for the long-range vitality of retailing.

Pedestrian System. The network of pedestrian ways should be made legible and enjoyable:

Somewhere between Alameda and Congress, establish a pedestrian corridor which connects the core area with the government complex and Community Center to the west, and with the area across 6th Avenue to the east. This corridor should contain all the elements which contribute to a rewarding pedestrian experience: wide sidewalks, abundant landscaping, exposure to visually interesting building facades, opportunity to shop, browse, and sit along the edges, protection from the sun and rain.

Where pedestrians must cross streets which are planned to carry large volumes of traffic, look for opportunities to build pedestrian ways over or under the street. Particularly important are the crossings of Church, Congress, Alameda, 6th Avenue, and Broadway.

Minimize the negative impacts of vehicular traffic within the area bounded by Church, Alameda, Congress, and 6th Avenue:

By creating attractive alternative routes, keep the traffic volume on Stone from increasing so it can be comfortably accommodated in two lanes, rather than three.

Presently, the pedestrian network in the core has an important positive characteristic inasmuch as there is no

point on two blocks of Stone or three blocks of Congress where vehicles are able to cross the sidewalks and interrupt pedestrian flow. This characteristic should be preserved and extended to all other parts of the core as opportunities arise.

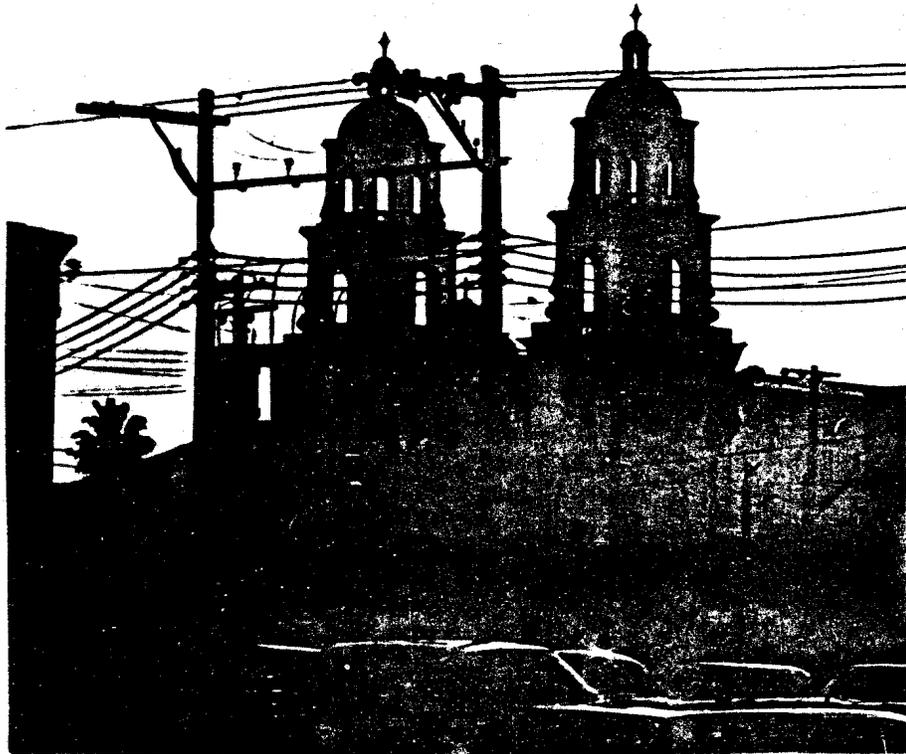
Sidewalks must not always be at the edges of blocks where pedestrians are constantly exposed to vehicles. Pedestrian ways may be created through the centers of blocks. These should be so arranged that they become an integral part of the pedestrian circulation network. These new paths can be carved out of the existing structural fabric of the core by making connections among potential path segments, such as alleys. They can be provided in new development through persuasion, reservation of easements, or public acquisition.

Any new structure built in downtown should enhance the pedestrian environment by reserving its ground level frontage either for retail or restaurant uses or for a landscaped plaza.

Retail Core Remodeling. The retail core should be remodeled as soon as possible to give it and the downtown in general a fresh image. The remodeling project should be centered on the block bounded by Pennington, Stone, Congress, and 6th Avenue (Block 195) and should include additional short-term parking and special attention to improving building facades and the pedestrian environment.

Historic Preservation. Remodeling of any downtown structure should take into account the fact that design details from the past are highly valued by today's culture and should be preserved wherever possible rather than covered up by a "modern" facade. Downtown's connection with the past can, thus, be made more visible and marketable.

(The Tucson-Pima County Historical Commission has compiled a list of downtown buildings which may have historic significance.)



Improvement of Visual Environment. Downtown signing programs to improve traffic flow or identification of parking facilities will be more successful if the signs are not lost in the visual clutter which is typically present in urban areas. A background of landscaping makes directional signs much easier to see than a background of other signs, wires and power poles.

Guidelines should be developed for signs in the downtown area which would permit the necessary identification of buildings and businesses in ways which would not compete visually with signs giving information about circulation and parking.

The City should join with downtown property owners to pursue the undergrounding of utility lines by taking advantage of the fund which T.G. & E. reserves annually for that purpose.

Downtown Entry Points. Improve the visual image of downtown by paying special attention to those portions of the circulation system which are points of entry to

downtown.

At these points there should be special landscaping features and special consideration given to the design and siting of new buildings so that motorists experience a sense of arrival at a unique and exciting place. Entry points to be given this attention include Congress at Toole, Stone at Franklin, 6th Avenue at 12th Street, Congress at I-10 and the freeway approaches from the north and south.

The net effect of these land use and urban design recommendations, when considered together with the recommended improvements to circulation, parking, and public transportation, is to improve all aspects of the downtown environment for all who use it--employees, shoppers and other visitors, motorists, and pedestrians. Congestion between vehicles and pedestrians will be kept to a minimum; smoother vehicular flow will help maintain a high air quality level; visual improvements will produce a more pleasant pedestrian environment and more easily perceived circulation patterns for people in cars and on foot.

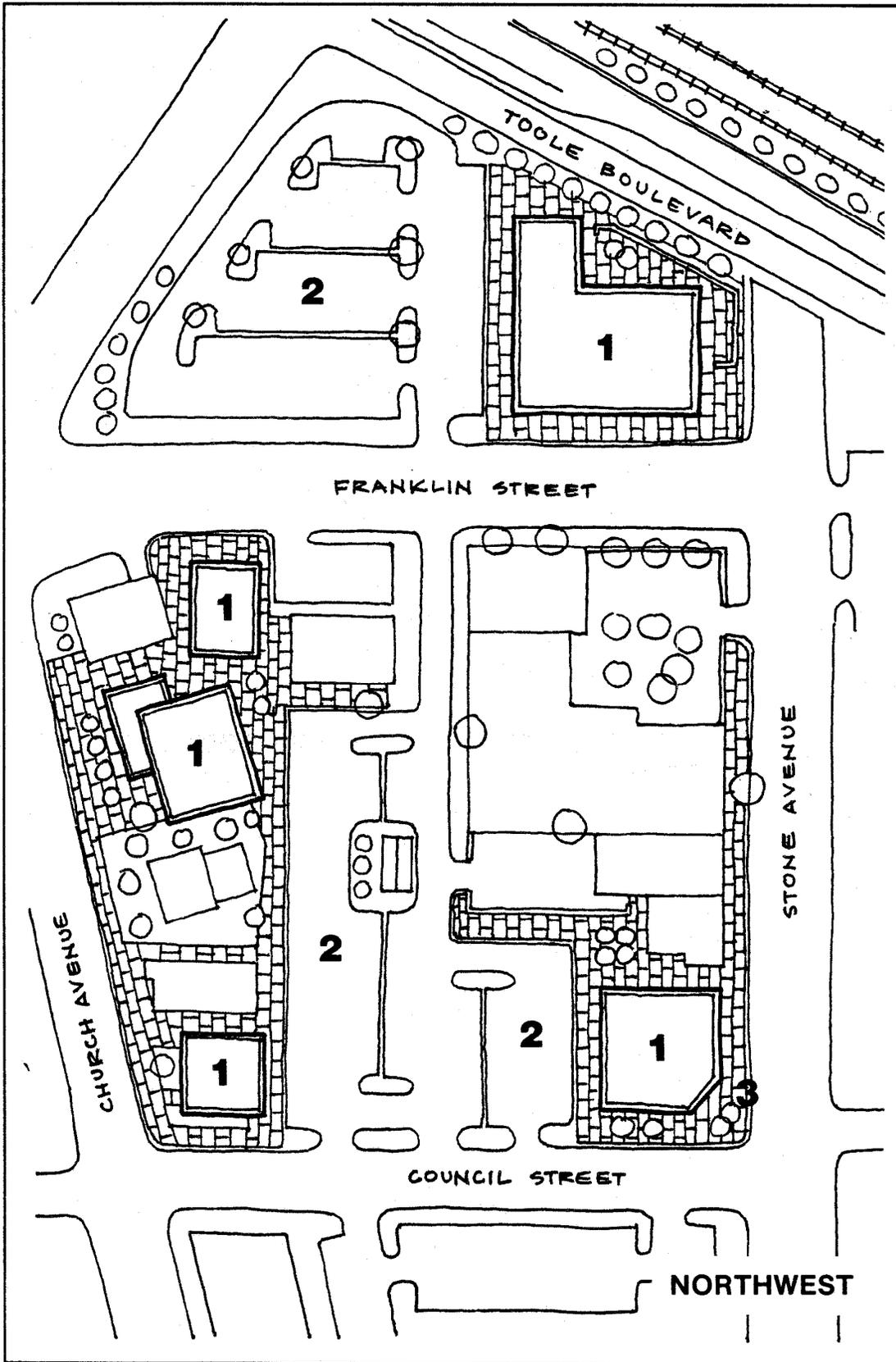
As improvements are implemented and policies faithfully pursued, downtown will gradually overcome its negative image. Each individual improvement project and new development can be promoted community-wide as tangible evidence of revitalization. As more activity and improvements take place downtown, the more effectively downtown as a whole can be promoted. More people will be encouraged to explore what downtown has to offer and, when they find out, they'll return often.

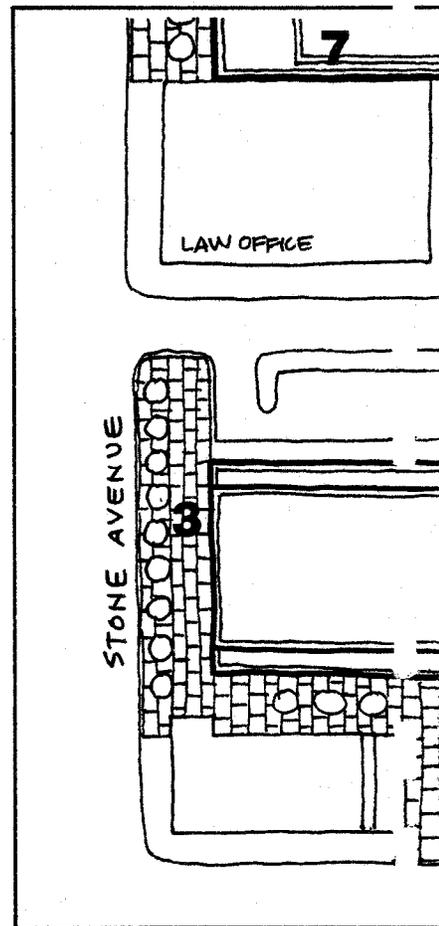
The sketch plans which follow are intended to **suggest** how the concepts discussed in this section might be applied to certain parts of downtown, and even to specific parcels. They are also intended to demonstrate that application of these ideas can lead to a downtown which is measurably more legible, more accessible, more efficient functionally, and more pleasant to be in for pedestrians and motorists, employees and visitors. *

Implementation schedules and mechanisms are included in the next chapter.

* A plan amendment has incorporated additional concepts into this plan. See the **Tucson General Plan, Land Use Element**.

PLAN FOR DOWNTOWN TUCSON



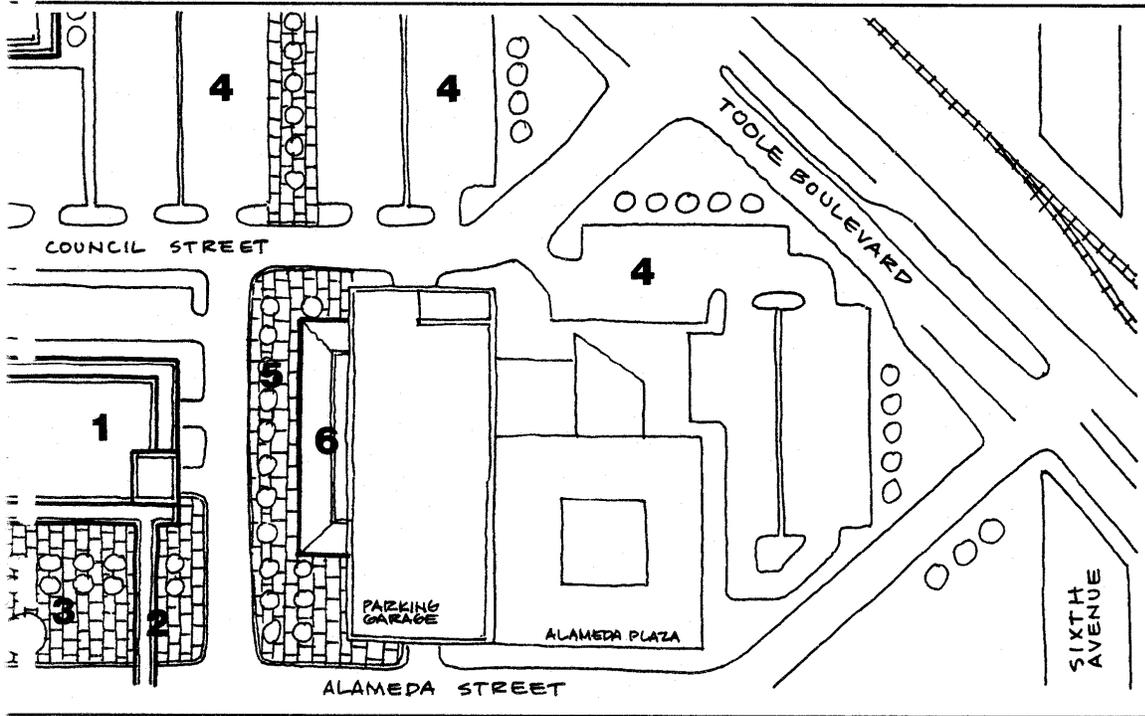


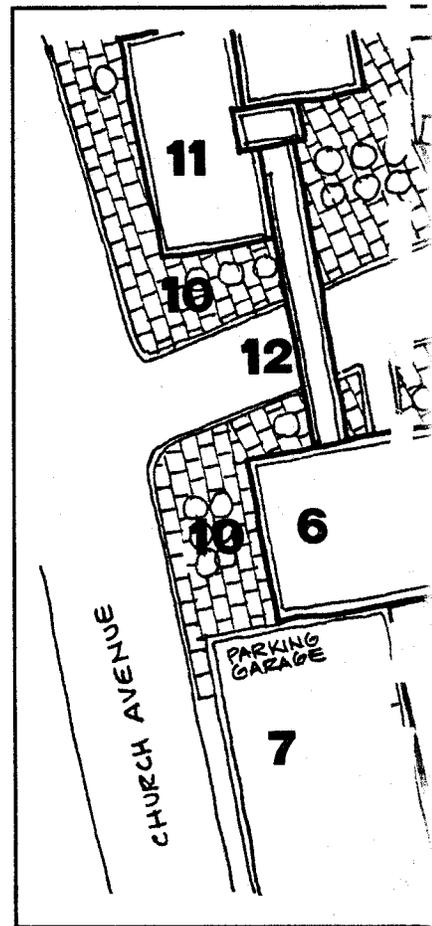
NORTHEAST

NORTHEAST AREA DEVELOPMENT POTENTIALS

1. Mid-rise office building with parking underground and/or on first few levels above grade.
2. Pedestrian bridge over Alameda Street connects to parking garage and pedestrian corridor to Pennington Street.
3. Generous setbacks from Stone and Alameda provide pedestrian amenities, landscaping opportunities.
4. Re-organized surface parking. Landscaped pedestrianway connects peripheral parking area with office core to the south.
5. Landscaped pedestrianway connects peripheral parking area with office core to the south.
6. Opportunity for new row of shops and/or restaurants along pedestrian path and close to new office building.
7. Possible mid-rise office building or main library site.

PLAN FOR DOWNTOWN TUCSON



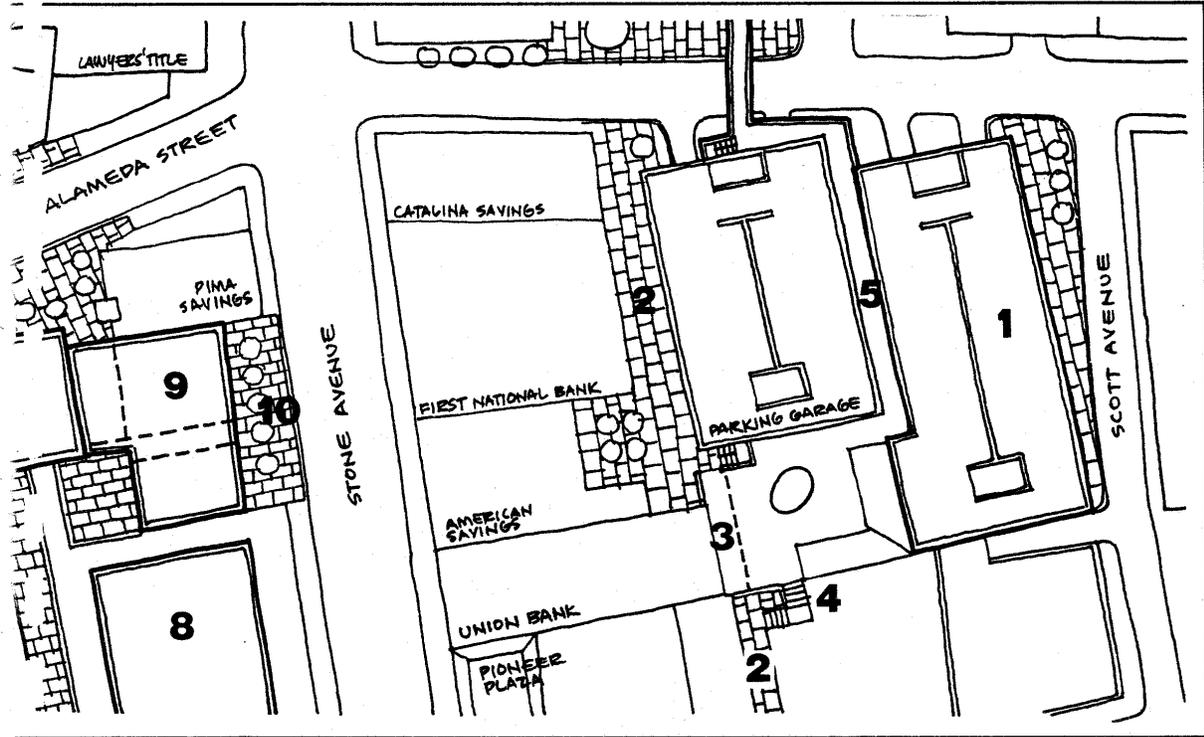


NORTH CORE

NORTH CORE DEVELOPMENT POTENTIALS

1. New parking structure.
2. Convert existing alleys to exclusive pedestrian use.
3. Construct pedestrian corridor to link the two alleys.
4. Construct stairway from second level to alley level using space now devoted to Cele Peterson store rear entry.
5. Pedestrian corridor linking Pennington retail area, parking structures, and development on north side of Alameda.
6. New high-rise office building, residential tower, or both.
7. New levels added to Downtown Shoppers Garage.
8. Athletic club constructed on roof of Jacome's and Pennys.
9. Low-rise retail or retail on ground floor of taller building. Pedestrian corridors connect Alameda and Stone to small interior plaza.
10. Building setbacks provide space for landscaped pedestrian plazas.
11. New mid-rise office building and attached parking garage.
12. Pedestrian bridge connects new buildings 11 and 6 across Alameda Street.

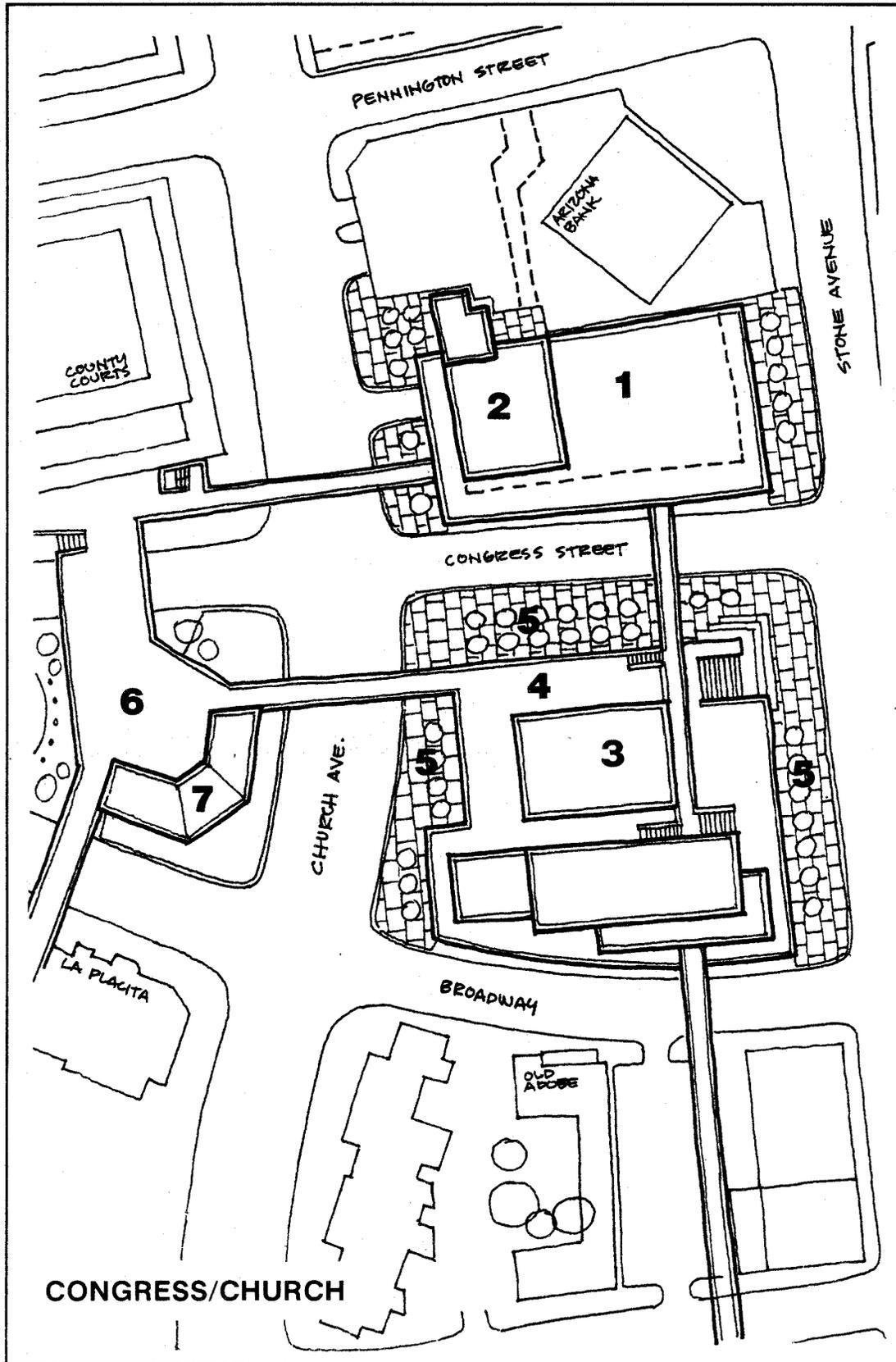
PLAN FOR DOWNTOWN TUCSON

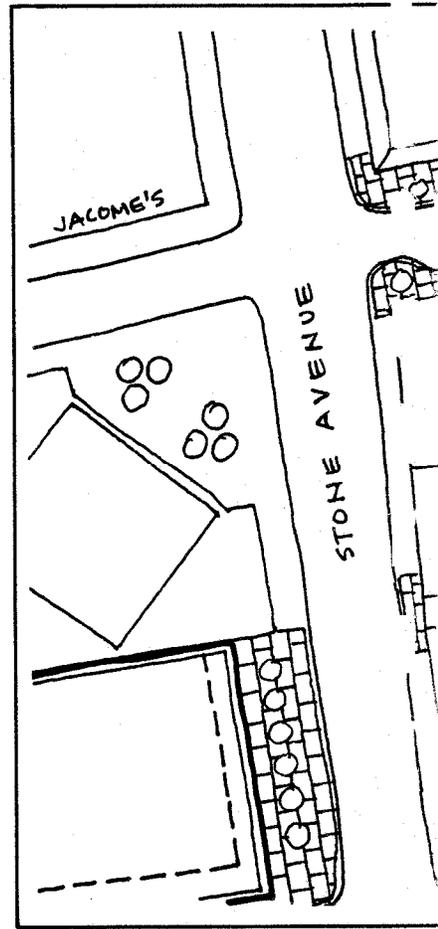


CONGRESS/CHURCH DEVELOPMENT POTENTIALS

1. New parking garage with shops and restaurants on first floor along sidewalk frontage. Second floor of building overhangs sidewalk along Congress Street to create pedestrian arcade.
2. New office/residential tower above parking garage.
3. Mixed-use development has underground parking, retailing on sidewalk level, office, residential and/or hotel towers above retail level.
4. Roof of retail level provides pedestrian promenade overlooking Congress, Stone, and Church; pedestrian bridges connect complex with parking garage across Congress, La Placita garage one block south, and to elevated pedestrian plaza on west side of Church Avenue.
5. Building setbacks and landscaping provide improved pedestrian environment.
6. Elevated plaza is the hub of the downtown pedestrian environment, providing the essential links across Church Avenue to connect the older areas east of Church with LaPlacita and the government complex to the west.
7. New restaurant with sidewalk service and a few shops both generate and benefit from pedestrian activity.

PLAN FOR DOWNTOWN TUCSON



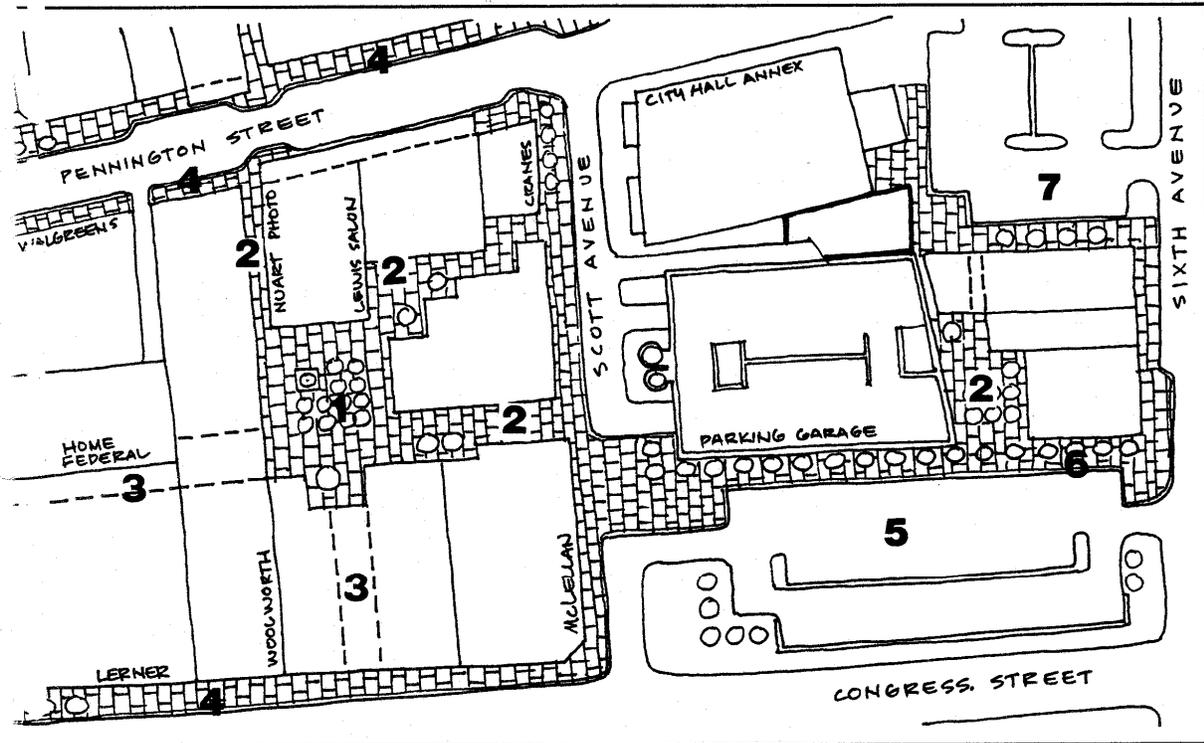


RETAIL CORE

RETAIL CORE AREA DEVELOPMENT POTENTIALS

1. By removing a single building in the center of the block, a pedestrian plaza is created which provides a place for outdoor eating and an attractive pedestrian link from Scott Avenue to Pennington Street.
2. Existing alleys and passageways converted to pedestrian use.
3. New interior corridors connecting central plaza with Stone and Congress. This entire internal pedestrian network creates additional exposure for existing retail stores and new retailers who might wish to locate there.

PLAN FOR DOWNTOWN TUCSON

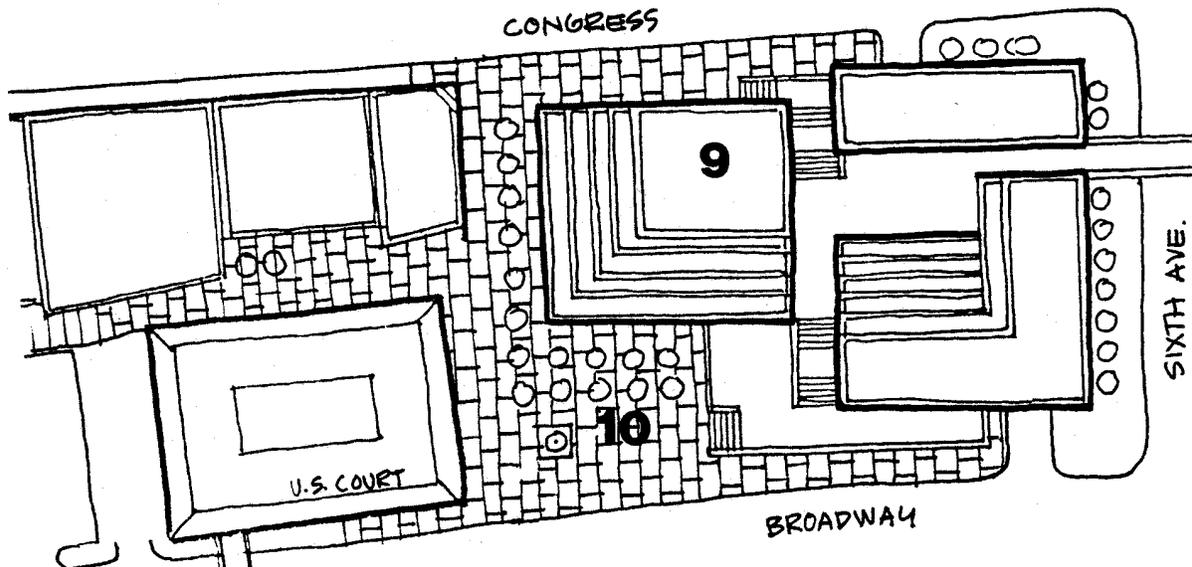


4. Store fronts on both sides of Pennington and the north side of Congress are remodeled. Sidewalks are widened, repaved, and landscaped. Arcades are provided to protect shoppers from the sun and rain and to create a more intimate atmosphere. The net effect is to identify the main downtown shopping area as a distinct, special "place," rather than a loose assemblage of unrelated stores.
5. Build a new surface parking lot adjacent to the retail core with good visual relationship to Congress Street traffic and remodeled stores.
6. Attractive pedestrian path provides east side of Sixth Avenue with a direct linkage to retail and office development to the west.
7. Expanded parking lot.

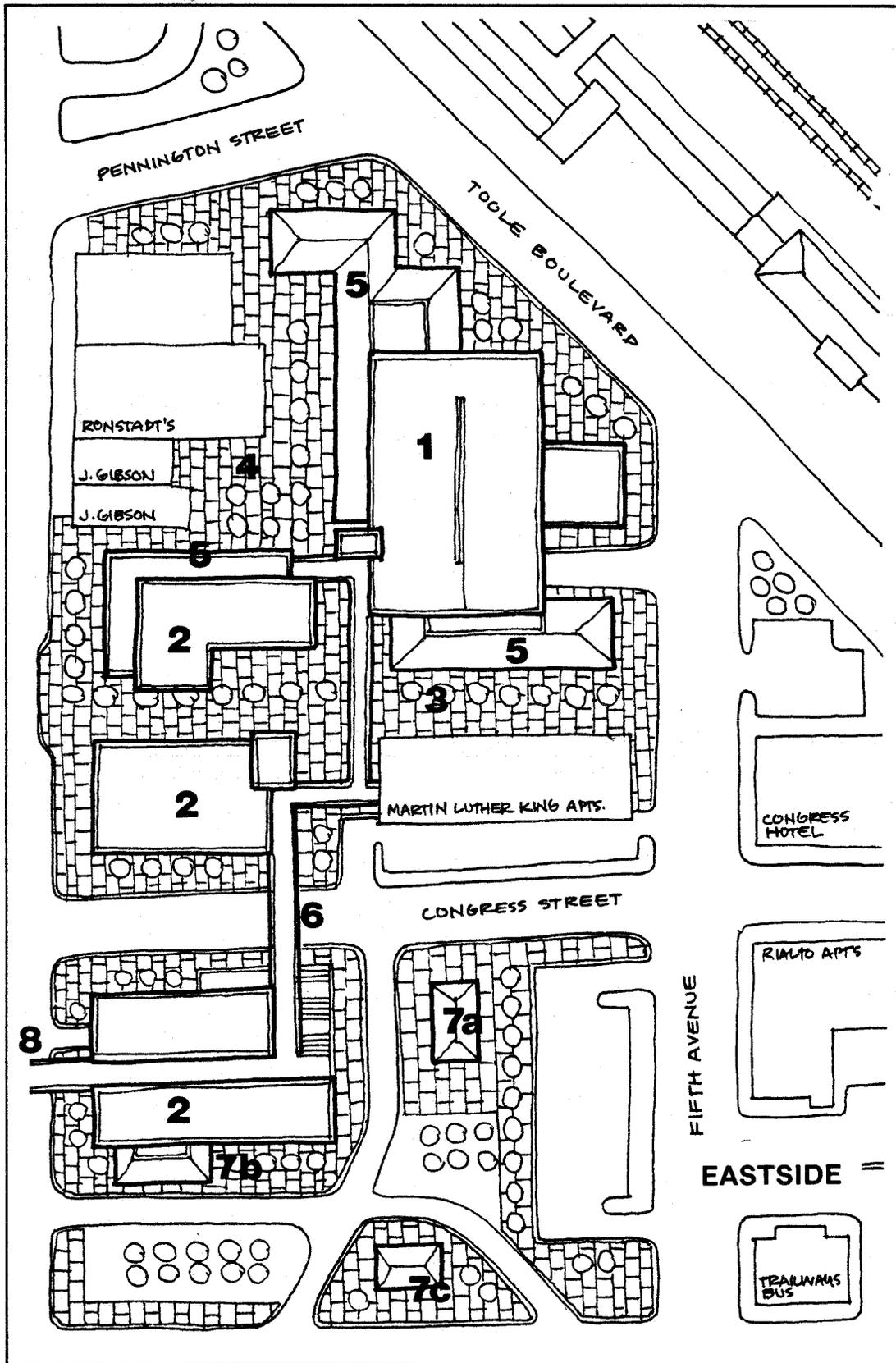
PLAN FOR DOWNTOWN TUCSON

EASTSIDE AREA DEVELOPMENT POTENTIALS

1. New parking garage.
2. Low- or mid-rise office buildings.
3. Tenth Street Mall.
4. Alley converted to pedestrian plaza. Shops, restaurants, services supported by new office development.
6. Pedestrian bridge across Congress Street.
7. Bus Plaza. 7a, b, and c are sheltered waiting areas to serve the various routes.
8. Pedestrian bridge across Sixth Avenue connects to a new office complex in the block now occupied by the Roskrige Hotel.
9. New office building with parking underneath.
10. Pedestrian plaza provides more appropriate setting for the U.S. Court building.

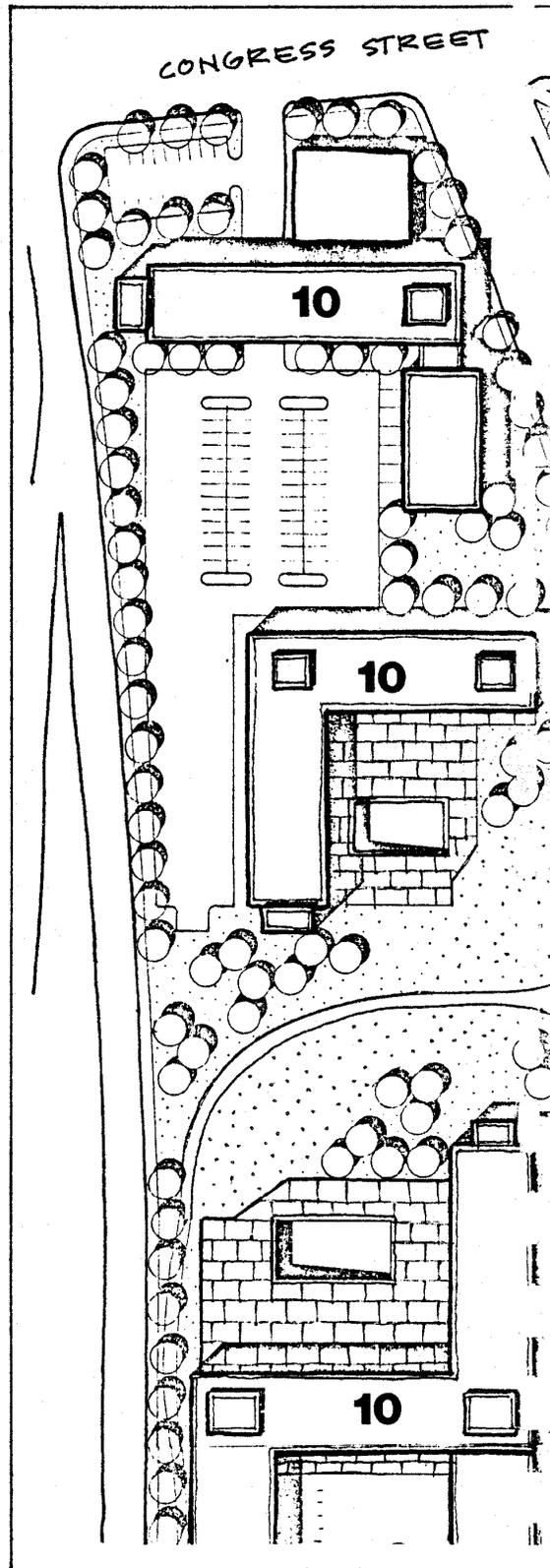


PLAN FOR DOWNTOWN TUCSON

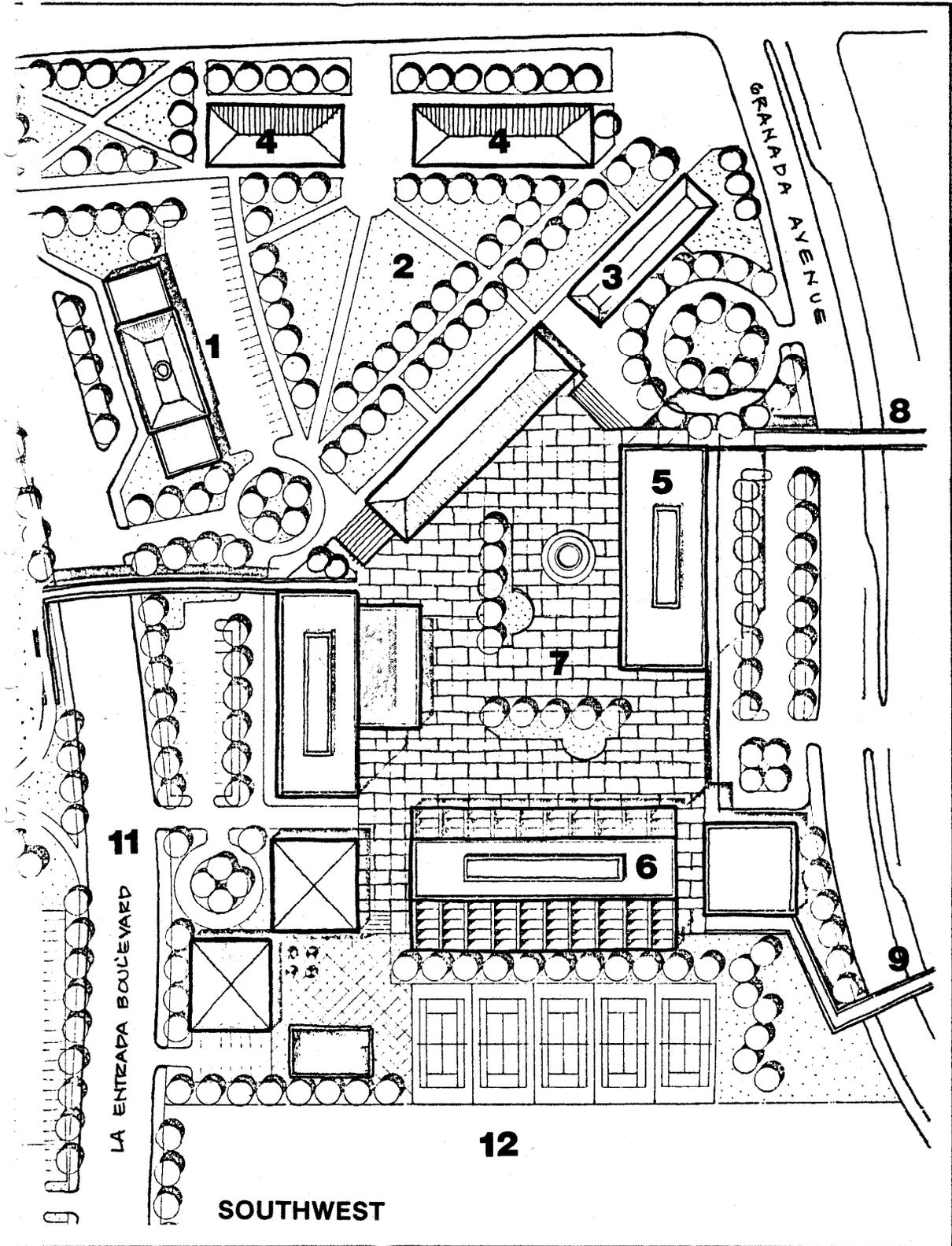


SOUTHWEST AREA DEVELOPMENT POTENTIALS

1. El Paso & Southwest Railroad Station converted to restaurant and shops.
2. Rehabilitate existing park.
3. Remodel S.P. hospital for offices and shops.
4. New garden office building.
5. Mid-rise office buildings.
6. 300-room hotel.
7. Elevated plaza with parking underneath for offices and hotel.
8. Pedestrian bridge to Marriott complex and La Placita.
9. Existing pedestrian bridge to Community Center.
10. New motels adjacent to freeway.
11. La Entrada Boulevard, a new north-south arterial on the alignment of the railroad spur, gives improved access to Community Center, increases development potential for abutting properties.
12. Expanded Community Center parking lot.



PLAN FOR DOWNTOWN TUCSON



PLAN FOR DOWNTOWN TUCSON

This page intentionally left blank.

IMPLEMENTATION

The downtown of Tucson represents an important investment for the entire community. The maintenance of existing community resources dictates a major investment of time and money by the public and private sectors to ensure protection of the important facilities. The revitalization of downtown also helps safeguard from erosion the foundation of Pima County's tax base.

During the past several years, few, if any, improvements have been made in the areas of access, beautification and parking.

The following programs are recommended as a series of actions aimed at improving the downtown and adjacent areas. Some of the programs have already been initiated by previous city plans and decisions, but others will require new funds to be identified and committed from public and private sources. The recommended programs include:

RECOMMENDATIONS

Revision of the City of Tucson Parking Code to reflect the special needs of downtown parking requirements and begin preparation of a Downtown Parking Plan.

1978-79

First Phase Revitalization of the El Presidio Historic Neighborhood to focus on new residential uses of vacant lands and financial assistance to residents of the area to rehabilitate property for residential uses.

Continuation of the Parade of Homes and the initiation of new downtown housing projects, i.e., U of A Student Housing and La Entrada.

Art Museum Block Revitalization to complete the Fish and Stevens House restoration and provide for improved vehicle access.

Beautification and storefront remodeling of Pennington Street-Stone Avenue to Scott Avenue.

Development of a more permanent location and festive decorations for the Downtown Mercado.

Completion of the First Phase of the Santa Cruz Land Acquisition from Mission Lane south to Irvington Road.

Completion of Phase II of the Santa Cruz River Park located north of Speedway to Grant Road.

Acquisition of the Convento, located adjacent to the Santa Cruz River, to protect and preserve this important historic site.

1979-80

First Phase Revitalization of the Armory Park Historic Neighborhood to include financial assistance of low-cost loans to rehabilitate housing and improvements to public landscaping, sidewalks and street lights to enhance the historic importance of the area.

Continuation of the El Presidio Historic Neighborhood Revitalization.

Restoration of the Romero and Corbett houses as a part of the Art Museum Block Revitalization.

Begin the acquisition of rights-of-way and construction of the 6th Avenue Underpass.

Initiate the acquisition of rights-of-way and the construction of Toole Boulevard, Congress Street to 6th Street/Mary's Road.

Initiate improvements to the western entrance of downtown by construction of a boulevard-type arterial on Congress from I-10 to Granada.

Construct a series of bus plazas in the downtown area to provide a more effective means to integrate SunTran and Old Pueblo transit systems and provide an improved atmosphere for bus patrons.

Continue downtown housing programs, i.e., U of A Student Housing, Parade of Homes, La Entrada, and initiate a new housing project on vacant lands adjacent to the Santa Cruz River.

Initiate the First Phase of the Old Pueblo South Neighborhood Revitalization to include rehabilitation and loans for renovation of residential dwellings.

Continue the Santa Cruz Land Acquisition program with acquisition of lands north of Mission Lane to Camino del Cerro and from Irvington Road south to the San Xavier Indian Reservation.

Acquire land and begin construction of the main library in downtown to serve as a central point for the Tucson Library System.

Construct improvements to the Downtown Storm Drainage System in conjunction with widening of sidewalks and beautification.

Assist private developers in construction of new downtown buildings and shopping areas through Tax Increment Financing and/or Revenue Bonding.

Initiate a major redevelopment of the Downtown Gateway, which consists of lands located south of Congress to Ochoa Village and bounded on the west by the freeway and the east by Main Avenue. This project will be a combination of rehabilitation and new residential, commercial and light industrial development.

1980-81

PLAN FOR DOWNTOWN TUCSON

Begin purchase of right-of-way for a new north/south boulevard between St. Mary's Road and 22nd Street following the Southern Pacific Spur Line to link the downtown with southwest Tucson and vacant lands adjacent to I-10 for development.

Complete the La Reforma replacement housing.

Begin construction of the new Congress Street Underpass to provide an improved east/west linkage and facilitate improved access to the downtown, freeway and west side areas. The new underpass will also replace the 4th Avenue Underpass and 4th Avenue will be realigned to connect with Congress east of the Southern Pacific Railroad. *

Acquire the Pithouse and begin restoration of this site as an important community resource linking Tucson's history with the Hohokam Indian culture.

Acquire right-of-way to extend Cushing Street from Granada Avenue to I-10. This will provide improved access to the Community Center and also develop an additional route to I-10 and the west side.

1981-82

Construct Toole Boulevard south from Broadway to connect with 16th Street to provide for improved access to the Southern Pacific Reserve and increase its potential for redevelopment to medium residential and light industrial uses.

Begin the construction of the Downtown Gateway Boulevard to connect St. Mary's Road and 22nd Street.

Initiate East Downtown Revitalization.

Widen Broadway between Church and 6th Avenue to allow for four standard traffic lanes.

* Plan amendments have deleted the sentences outlined. See the Tucson General Plan, Land Use Element

Construct the Cushing Street, I-10 to Granada Avenue improvements.

Undertake development of improved parking facilities.

The Downtown Advisory Committee further recommends the immediate establishment of a "Downtown Development Authority." This new entity would be responsible for facilitating downtown development efforts. The "Authority" would combine the duties of an Industrial Development Authority and a Redevelopment Agency. The Downtown Advisory Committee foresees this agency as a developer and manager of projects such as parking facilities, acquisition of sites, etc., and also serve as a linkage between private and public sectors. Several cities in the United States, successful in downtown revitalization, have used a similar mechanism.

**DOWNTOWN
DEVELOPMENT
AUTHORITY**