



ECONOMIC DEVELOPMENT

Information in Hand
Indicators of Success
Potential Negative Consequences



Plan Element:
Economic Development
Definition

Working Definition:

**Economic development is
“the deliberate effort to
improve the economy of a
specified geographical area.”**

Source: Stewart E. Perry, Canadian Centre for Community Renewal



Plan Element:
Economic Development
Existing Conditions

Area Today

- Unemployment rate significantly higher compared to city as a whole (9.1 Median % vs. 5.9%)
- Median household income is lower compared to city as a whole (\$21,204 vs. \$30,981)
- High school graduation similar to city as a whole, but only half as many bachelor's degrees (7% vs. 14%)
- Twice as many people are under the poverty level compared to city as a whole (36% vs. 18%)
- Occupations are diverse.
- Median value of owner-occupied homes is lower than median for city as a whole.
- Median gross rent is lower than for city as a whole.
- Great majority of land is privately owned (73%)



Plan Element:
Economic Development
Visioning Sessions

Big Economic Development Ideas for Area:

- More services for people in area, including residents, employees, and visitors
- Increase jobs
- Attract more skilled workers
- Provide vocational training programs
- Promote tourism
- Have diversity of businesses to support many levels of income development
- Identify ways to support and encourage small businesses
- Provide vocational training programs
- Increase awareness of existing resources for business
- Address issues with City permitting process and fees



Plan Element:
Economic Development
Market Analysis

General Findings:

- Population expected to increase another 38% by 2030. Suggests future demand for all types of housing, including smaller housing types, which are expected to become more prevalent.
- Job base is expected to continue to grow, generating additional demand for office development, as well as retail space.
- Tucson attracts travelers, making it a prime hotel location, and there is expected to be an ongoing strong hotel demand.



Plan Element:
Economic Development
Market Analysis

Area Strategic Recommendations:

- Revitalization efforts should focus on activity center near Pima Community College.
- Housing should be the initial focus of revitalization efforts.
- Commercial development opportunities will increase as residential development occurs and the local population grows.
- To enhance the financial feasibility of new development, zoning in the OARP area should encourage mid-rise densities along major corridors.



Plan Element:
Economic Development
Market Analysis

Area Recommendations cont.:

- Consider various incentives to encourage desired development, such as density bonuses for projects that include mixed uses, income-restricted affordable housing, community facilities, etc.
- Increased transit connections can enhance development opportunities.
- Streetscape and landscaping improvements can enhance the pedestrian environment and property values.
- The City's efforts to enhance code enforcement and improve security through crime prevention should continue to be a high priority throughout the OARP area.



Plan Element:
Economic Development
Indicators of Success

What would be some indicators of successful economic development in the OARP Area?

Your thoughts?



Plan Element:
Economic Development
Indicators of Success

What would be some indicators of successful economic development in the OARP Area?

March 12 Brown Bag participants responses:

- Positive changes in census statistics - median income, education, median housing price, etc.
- More money being spent in the area.
- More jobs and readily available information about available jobs in the area.
- More available training and more trained workers.
- Jobs that allow people who are re-entering the community a chance to be productive
- Mix of residential and office
- Sustainability over time (evolving as demands change)
- Little more high tech



Plan Element:
Economic Development
Indicators of Success

What would be some indicators of successful economic development in the OARP Area?

Brown Bag responses cont.

- Higher end retail, entertainment, and restaurants
- Tourist destination
- Existing businesses and motels still going, but even more successfully
- Property maintained throughout area
- Upgraded and well maintained infrastructure and attractive streetscapes
- Parking successfully addressed
- Development density increased



Plan Element:
Economic Development
Potential Consequences

Could there be potential negative consequences of economic development for the OARP area?

Your thoughts?



Plan Element:
Economic Development
Potential Consequences

Could there be potential negative consequences of economic development for the OARP area?

March 12 Brown Bag participants responses:

- **Gentrification**
Definition - “the process of renewal accompanying the influx of middle-class people into deteriorating areas that often displaces earlier, often lower-income, residents
- “Non-complementary” uses (e.g., trucks from businesses in neighborhoods)



*Plan Element:
Economic Development
Final Thought*

EVERYTHING IS INTERTWINED

Successful economic development appears contingent on success in addressing many of the other elements of the OARP plan, including:

- Land Use*
- Transportation*
- Urban Design*
- Public Services and Facilities*
- Housing*
- Public Safety*
- Education*
- Arts*
