



Visioning Workshop Results

March 26, 2008 Citizens Steering Committee (CSC) Workshop

On Wednesday March 26, 2008 a visioning workshop was held with CSC members after the CSC monthly meeting was adjourned. This is a transcript of the issues raised and the overarching principles drafted by each workgroup.

CSC members broke into small workgroups seated at three tables and, using aerial maps of the project area, began discussing issues in the OARP project area, based on knowledge they had gained to date. CSC members were asked to identify the most relevant issues, based on their workgroup's discussions, using sticky dots they were given (each member was given three sticky dots).

The issues with the most dots were the focus for the last exercise, in which the workgroups created overarching principles for the purpose of guiding the framework for the OARP.

Working Table 1

CSC Members: Jason Brown, Richard DeNezza, Hilary Eschelman, Karen Lamberton, Bill Quiroga, Ken Scoville

Facilitator: Rebecca Ruopp, OARP Project Team

Issues (the number of dots indicates most important items for the revitalization of the Oracle Area):

- Urban & Architectural Design
- Safety
- Economic Development
- Landscaping & Screening
- Environment
- Historic Preservation and Cultural Resources
- Land Uses
- Housing
- Transportation (0 dots)
- Parks & Recreation (0 dots)

Preliminary Principles:

- ◆ Enhance native landscaping.
- ◆ Maintain historic character of the area through identification of specific historic resources.
- ◆ Remove bureaucratic barriers to development. Develop a sign variance that allows for more flexibility.
- ◆ Provide incentives for investment.
- ◆ Encourage safety with more lighting and communication among businesses in neighborhoods.
- ◆ Change Image. Support and promote businesses that are good neighbors. Create a new sense of safety.
- ◆ Change Image. Need a cooler name – Tucson Gateway District.
- ◆ Reestablish historic gateway corridor.
- ◆ Celebrate automobile legacy (shelter on Congress/Chevy).
- ◆ Encourage density at major intersections.
- ◆ Emphasize an inter-modal environment.
- ◆ Encourage more restaurants in area.
- ◆ Make northeast corner is keystone property.
- ◆ Develop neon district.



Working Table 2

CSC Members: Martina O'Brien, John Polder, Joshua Randell, Lois Roth, Charlie Wachtel

Facilitator: Jenn Burdick, OARP Project Team

Issues (the number of dots indicates most important items for the revitalization of the Oracle Area):

- Historic Preservation and Cultural Resources
- Economic Development
- Environment
- Housing
- Safety

- Land Uses (0 dots)
- Landscaping & Screening (0 dots)
- Urban & Architectural Design (0 dots)
- Transportation (0 dots)
- Parks & Recreation (0 dots)

Preliminary Principles:

- ◆ Preserve historic and cultural resources.
- ◆ Support and encourage sustainable and responsible development.
- ◆ Protect and support unique neighborhood identities.
- ◆ Strike a balance between low-income family housing and other housing needs (appearance/aesthetics, services for the residents, public safety, transportation).
- ◆ Expand and enhance public transportation.
- ◆ Support open space that provides connections within the area walkways and pathways, beautified green space, community gardens, and other similar projects.
- ◆ Support, encourage, promote and facilitate cottage industries and services.

Working Table 3

CSC Members: Alex Etheridge, Darel Magee, Leon Solomon

Facilitator: María Gayosso, OARP Project Team

Issues (the number of dots indicates most important items for the revitalization of the Oracle Area):

- Economic Development
- Land Uses
- Parks & Recreation
- Safety
- Historic Preservation and Cultural Resources
- Urban and Architectural Design

- Housing (0 dots)
- Landscaping & Screening (0 dots)
- Environment (0 dots)
- Transportation (0 dots)

Preliminary principles:

- ◆ Support existing businesses in the OARP.
- ◆ Acquisition of supportive funds should be pursued to attract people and business to the project area.
- ◆ Improve sense of community.
- ◆ City codes to be revised to be more conducive to improvement of existing conditions.
- ◆ Choose facilitation over enforcement.
- ◆ Multi-modal connectivity should be provided to Downtown, U of A, Santa Cruz River.
- ◆ Change perspective of the project area inside and out.