



Citizens Steering Committee (CSC)

Meeting Summary

March 26, 2008

Pima Community College Downtown Campus, Amethyst Community Room, 1255 N. Stone Avenue
 5:30 p.m. Conversation & Refreshments; 6-8 p.m. Meeting

CSC Members Present: Charlie Wachtel (Chair), Jason Brown (Vice Chair), Richard DeNezza, Hilary Eshelman, Alexandra Etheridge, Karen Lamberton, Darel Magee, Martina O'Brien, John Polder, Bill Quiroga, Joshua Randell, Lois Roth, Ken Scoville, Leon Solomon, Charlie Wachtel

CSC Members Absent: Liz Cerepanya, Tad Denton, Bernadette Jilka, Cathy Rex, Gloria Townsend, Robert Wright

Staff Present:

Ward III Office - Tamara Prime, Council Aide (Project Core Team)

UPD OARP Team - Chris Kaselemis, Administrator; Rebecca Ruopp, Project Manager; María Gayosso, Lead Planner; Jennifer Burdick, Planner, Barbara Hayes, Public Information Specialist

Technical Advisory Team - Karen Larkin, Parks & Recreation; Frank Sousa, Tucson Department of Transportation; Ron Thomson, Tucson Police; Teresa Williams, Department of Neighborhood Resources

Meeting Agenda & Discussions

Actions Taken/ Follow-Up Required

1. Welcome

2. Introductions

The CSC members introduced themselves by name and affiliation to the project area. Two new members joined the CSC since the February meeting: Hilary Eshelman and Darel Magee. (*Note: The committee is now at its cap of 20 members.*) Staff members and all audience members introduced themselves.

3. Regular Business

- *CSC Notebook Update* – Staff provided updated CSC contact list.
- *CSC Rules and Procedures* – CSC members reviewed a draft version of rules and procedures for the conduct of CSC meetings. Members agreed on the need to add an explanation on how meeting agendas are created and that proxies should not be used. Jason Brown also noted a typographical error with the numbering in the document. Jason Brown moved to approve the summary upon inclusion of the requested changes and correction of the typographical error, and Dick DeNazza second the motion. The motion was approved unanimously.
- *February 27, CSC Meeting Summary* – CSC members accepted the summary of the February CSC meeting without changes.
- *CSC Memberships* – The CSC Chair shared that CSC member Liz Cerepanya had moved out of the Balboa Heights Neighborhood, which she represented on the CSC. However, she had indicated she was interested in continuing as a member on the CSC because some experiences she had in the neighborhood made her even more convinced about the need for improvements in the area. Jason Brown moved that Liz be kept on the Citizen Advisory Committee, and Leon Solomon seconded the motion. The motion was approved unanimously.

- OARP Team to revise rules and procedures for distribution at April 2008 meeting.



Meeting Agenda & Discussions

Actions Taken/ Follow-Up Required

- *Public Participation and Community Outreach Update* –OARP Team member Jennifer Burdick provided an update regarding outreach efforts to area stakeholders about the OARP. Staff continues to provide CSC members with informational flyers and posters on the OARP project and the upcoming CSC meetings for distribution to neighbors, businesses, and other potentially interested parties. Additionally, staff is making notices about the Visioning Workshops available to CSC members for distribution. Alex Etheridge requested that a pdf of the visioning workshop flyers and calendar be posted on the OARP web site.
- *Ghost Ranch Letter Update* – CSC member Ken Scoville asked when the CSC should expect to be informed of the State’s funding decision regard the Ghost Ranch Lodge proposed redevelopment. OARP Team member Rebecca Ruopp informed the CSC that the State is expected to review the application and announce the decision in May/June 2008.
- *Historic Tour and Open House* – CSC member Ken Scoville talked about the proposed Historic Tour and Open House, which is intended as an interim activity of the CSC to help build interest in and a positive image for the area. The tentative date is Saturday, May 24, 2008, in the morning. The plan is to start with a relatively small tour route focused on historic motels/hotels in the Oracle/Drachman area, with the hope that this could become an annual event.
- *Technical Advisory Team (TAT) Meeting* – OARP Team member Maria Gayosso reported briefly on the TAT meeting held on March 12, 2008, which took the form of an interactive workshop in which TAT members began to identify preliminary overarching principles to guide the project.

- OARP Team to post pdf of visioning workshop flyers and calendar on OARP web site.

- Ken Scoville and other interested CSC members to continue to work with OARP Team members on planning the Historic Tour and Open House.

4. Market Analysis Presentation and Update

Darin Smith and Eileen Tumulad, representatives of Economic & Planning Systems (EPS) - the City’s consultant for OARP Market Analysis, gave a PowerPoint presentation on the findings and recommendations of the Market Analysis. *(Note: The CSC was provided a draft copy of the Executive Summary that highlights the results and recommendations of the analysis. EPS noted that the full report was still undergoing revisions based on City review comments.)*

Following the presentation, EPS took questions, as follow, from CSC members and the audience:

CSC member Ken Scoville asked how the increase in gas prices was taken into account. EPS responded that higher density would be supported in the OARP, but that the project needs to take into consideration that there will be some competition with the University of Arizona and the downtown area.

Ken Scoville also asked whether there were any good revitalization examples from other cities. EPS noted as one example the Southern Gateway into Austin, Texas, downtown area.

CSC member Jason Brown said that in the Executive Summary the phrase “plagued with crime....” should be revised to be more positive. EPS replied that “plagued” could be replaced, but indicated that they did not see their role as one of marketing

- EPS to consider comments received in revising draft Executive Summary, and OARP Team to make draft of full Market Analysis Report available to CSC.

- OARP Team to research examples of revitalization plans from other areas.



Meeting Agenda & Discussions

the area.

CSC member Martina O'Brien asked when the full Market Analysis Report would be available. EPS indicated that they would be getting it to the City before the next CSC meeting.

A member of the public asked whether EPS had focused on short-term ideas for the area. OARP Team member Rebecca Ruopp responded that short-term projects were already underway, such as the College Place redevelopment and the proposal for the Ghost Ranch Lodge redevelopment. The same member of the public asked about the possibility of mixed-use development in the area. EPS said vertical development is hard to finance because lenders don't fully understand mixed-use. However, they went on to say that the area could support mixed-use, but requiring it could discourage developers. However, development incentives might make mixed-use more attractive.

A member of the public said that he thought the biggest impediment to development in the OARP area was City rules.

CSC member Dick DeNazza agreed with the above comment, indicating that College Place has been delayed due to City requirements. He went on to say that while the requirements are not necessarily bad, they can be difficult to meet. He went on to suggest that when a developer, such as the College Place developer, makes the decision to develop in a higher risk area, such as the OARP area, perhaps the City should take that into consideration.

Hilary Eshelman also commented on difficulties with City rules citing as an example her problems with permitting. For example, there are no rules for protecting the La Siesta historic sign.

5. Preliminary Agenda Items for Next CSC Meeting (March 26, 2008)

Following are the items identified to date for discussion at the April 30, 2008, CSC meeting:

- Regular Business
- Results of Neighborhood Visioning

6. Adjournment. CSC voted unanimously to adjourn the formal meeting at 7:00 p.m.

7. CSC Working Session

The second hour of the CSC meeting was run as a working session to begin identifying overarching principles to guide the development of the Oracle Area Revitalization Plan. This session was similar to the March 12th working session with the TAT (see last bullet under Item #1 above.) CAC members broke into small groups in which they (1) reviewed the list of issues from the CSC Field Trip and used sticky dots to suggest priorities, (2); they worked on drafting preliminary overarching principles.

- OARP Team to provide transcripts of the CSC Working Session on overarching principles at the April CSC meeting.

Working Session adjourned at 8:30 p.m.