

**THE FUTURE STARTS NOW!**  
There are several ways to get involved.

**1 Join the notification list.**

Project updates and upcoming meeting notices are distributed through mail and e-mail. Call us at (520)791-4505 or e-mail your contact info to OARP@tucsonaz.gov.

**2 Visit the website regularly.**

www.tucsonaz.gov/planning/OARP

**3 Invite us to meet with your group or organization.**

The OARP Team is actively engaging groups interested in the future of the Oracle Area. Call us at (520) 791-4505 or e-mail us at OARP@tucsonaz.gov to arrange a date and time.



**4 Attend a Citizens Steering Committee (CSC) meeting.**

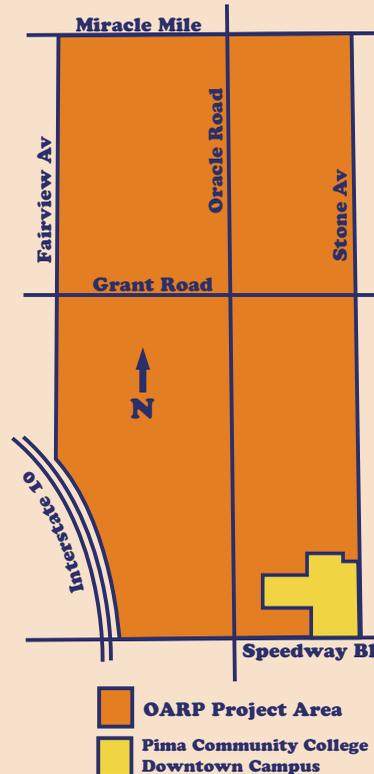
The CSC is formed by volunteers who live, work, or have interests in the Oracle Area. Meetings are held at 5:30 PM generally on the last Wednesday of every month, at the PCC Downtown Campus. The Public is encouraged to share comments and questions during the Call to the Audience. People on the notification list will be informed of the dates/times; and the info will be posted on the web at www.tucsonaz.gov/planning/OARP.

**5 Attend an open house.**

The OARP Team will conduct at least three open houses for the general public to provide information on the status of the project and to hear your ideas. People on the notification list will be informed of the dates/times; and the info will be posted on the web at www.tucsonaz.gov/planning/OARP.

**6 Public review of final draft of the OARP blueprint.**

The final draft will undergo formal public review through a public hearing before the Mayor and Council. Notice of the hearing will include mailings, newspaper advertisements, and legal postings.



City of Tucson  
Department of Urban Planning & Design  
P. O. Box 27210  
Tucson, AZ 85726-7210



**Oracle Area  
Revitalization  
Plan  
(OARP)**



*An initiative of the Ward III  
Council Office, neighborhoods,  
businesses and institutions  
within the project area*



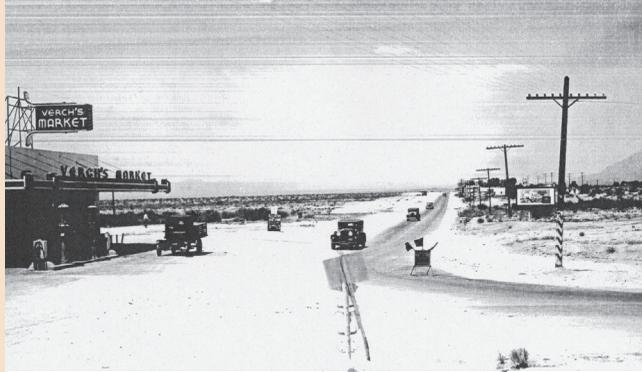
Department of Urban  
Planning & Design



## Yesterday...



Old Pascua neighborhood, 1938. Photo courtesy of the UofA Southwest Center



Oracle Road, 1937. Photo courtesy of the AZ Historical Society

## Today...



Ocotillo Oracle neighborhood, 2008



Oracle Road, 2007

## Tomorrow...



... A blueprint for the future

## Building on the past, to create a better future...



Oracle Road, 1974. Photo courtesy of the AZ Historical Society

Remember the days when Oracle Road was the grand entrance to Tucson? As you strolled along Oracle, the place felt alive – merchants and their clients were busy in stores, neighbors interacted with each other, visitors enjoyed the services of the motor courts. Those days of yesterday do not have to be just a fond memory. Similar areas in many other cities are experiencing a rebirth as people long to reconnect with their communities and their shared histories. Now neighborhoods, businesses, institutions, and agencies have come together to plan for the renewal of the Oracle Area, building on the best of the past with an eye to the future.

## You must see it, before you can be it!

As we pursue a new future for the Oracle Area, we must first know where we want to go and how we will get there. A comprehensive planning process, called the **Oracle Area Revitalization Plan (OARP)**, is underway to craft a shared vision for the Oracle Area.

The creation of a welcoming, vibrant, and diverse area is being led by the City of Tucson Department of Urban Planning and Design, the Ward III Council Office, a Technical Advisory Team (formed by several City Departments, Amphitheater and Tucson Unified School Districts, Pima Community College and the University of Arizona), and a Citizens Steering Committee (made up of residents, property owners, businesses, institutions and others with interests in the Oracle Area). The focus of these efforts is a 2.6 square-mile area located about a half-mile north of Tucson's downtown. The Oracle Area is home to a diversity of people and activities, including more than 5,600 residences, 510 businesses and Pima Community College.

## OARP - A blueprint for the future

Just like when you are constructing a building, you first need to know what you want it to look like. Then, you need a blueprint that shows how to actually build it. The OARP will be the blueprint for building the future of the Oracle Area and will include implementation strategies. The draft OARP blueprint will be ready for formal public review in the spring/summer of 2009. Topics will include:

- Housing
- Land use strategies
- Streetscape improvements
- Open space
- Preservation
- Needed services
- Marketing strategy
- Redevelopment and infill