



DRAFT Overarching Principles

May 28, 2008



**Department of
Urban Planning
and Design**

Identified Challenges and Opportunities

Input Sources / Products:

- **Survey - Summer 2007**
 - *Highlights of the Oracle Area Survey - November 2007*
- **Existing Conditions Report - Winter 2007**
 - *Report - December 2007*
 - *Highlights of the Report - December 2007*
- **Field Trip - January 26, 2008**
 - *Transcript of Notes - January 2008*
 - *Challenges and Opportunities Identified by Field Trip Participants - February 2007*

Identified Challenges and Opportunities

Input Sources / Products:

- **Market Analysis - Spring 2008**
 - *Executive Summary and Final Report - May 2008*
- **CSC and TAT Workshops - March 2007**
 - *Transcript of CSC Workshop Notes - March 2007*
 - *Transcript of TAT Workshop Notes - March 2007*
- **Neighborhoods and Stakeholders Visioning Workshops - Spring 2008**
 - *Transcript of Notes - May 2008*
 - *Challenges and Opportunities Identified by Workshop Participants - May 2007*

Identified Challenges and Opportunities

Input Sources :

- **Previous/On-Going Studies and Plans**

- The Oracle Project (TOP)
- 1976 Unit 6 Neighborhood Land Use and Circulation Plan
- 1990 Pascua Neighborhood Center Growth Master Plan & 2001 Old Pascua Center Master Plan
- 1995 Old Pascua Community Assessment and History
- 2001 City of Tucson General Plan
- 2002 Ocotillo Oracle Neighborhood Plan
- 2004-2005 PRO Neighborhoods Grant: *Old Pascua Vision Statement Report*
- 2005 Miracle Manor Neighborhood Action Plan
- 2007 Oracle Road/Main Avenue/Drachman Street Control Change
- 2008 Main Avenue/Speedway Intersection Improvements
- 2009 Grant Road Improvement Plan

What is a “Principle”?

**A basic rule or concept used
for decision-making**

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Comprehensive Approach

Use a comprehensive, multi-disciplinary approach in developing the revitalization plan

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Organization

*Build public/private partnerships
to create a consistent
revitalization strategy*

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Promotion

Re-establish the area's image as a compelling place for residents, businesses, investors, and visitors

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Incremental Implementation

*Support ongoing activity
of all scales and types*

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Existing Assets

Recognize and build on existing assets in the area, including the multi-generational neighborhoods, cultural diversity, historic and cultural resources, and a range of businesses from high tech to entertainment

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Strong Neighborhoods

*Strengthen the character
and vitality of neighborhoods
in the Oracle Area*

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Economic Development

Strengthen existing economic assets of the Oracle Area's business corridors and mixed-use districts, while diversifying their economic base to provide additional needed local services, and jobs

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Quality Design and Aesthetics

*Improve the visual quality
of the Oracle Area*

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Mobility and Access

*Strengthen the alternative
transportation systems
in the area*

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Environmental Sustainability

Plan the Oracle Area's urban environment so that it contributes to its own sustainability and the sustainability of the larger city

**Next Step:
Finalizing the Principles**

**Please provide your
feedback by
Friday, June 13
to María**



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