



*Review of Input on Overarching Principles
June 25, 2008*

The CSC members' feedback on the Principles has been compiled below, and the Principles have been revised, with changes indicated in **red and underlined**. The Principles will be finalized at the Working Session during the second hour of the June 25, 2008, CSC meeting.

Implementing a revitalization effort in the Oracle Area will be based upon the following overarching principles:

1. Comprehensive Approach.

*Use a comprehensive **approach**, multi-disciplinary approach in developing the revitalization plan.* Physical improvements are not sufficient for meaningful change. Effective marketing **and communication**, a strong organizational base, **composed of businesses, institutions, neighborhood associations and home owners associations** and solid economic and human development strategies are all necessary to improve the Oracle Area.

Comments Received	Response from UPD Staff
<i>Governmental recognition and support at City, County and State level. Federal programs should also be examined. I would change the wording from organizational base to business, City and Home Owners' Associations.</i>	A goal could be the search of funding mechanism from state and federal governments. The Comprehensive Approach Principle has been revised to include "composed of businesses, institutions, neighborhood associations and home owners associations."
<i>A core ingredient for this to come about is sufficient information for residents affected by projects in a timely manner. Ex. Very little information about Drachman T-intersection was given.</i>	The Principle has been revised to add the words "and communication".
<i>Omit first "approach" (redundant); after "Effective marketing" add "and communication".</i>	Principle has been revised to delete the first "approach" and add "and communication".

2. Organization.

*Build public/private partnerships **or networks** to create a consistent revitalization strategy.* Diverse groups, including property owners, residents, merchants, **social workers**, bankers, educators, public officials, and civic **and faith based** leaders, and others must work together to enhance the Oracle Area.

Comments Received	Response from UPD Staff
<i>One part of the public partnership that must be explicitly expressed is a recognition of the bureaucratic barriers the City has placed on development. Further, the principles should include the removal of those barriers. Build systems or programs that offer the opportunity for all stakeholders to remain engaged in the process.</i>	The streamlining of processes could be part of a mechanism to reach the overall principle. This could be a goal.



<p><i>What is the strategy for accomplishing this conglomerate?</i></p>	
<p><i>Religious institutions should be approached and encouraged to invest in their neighborhood. Many faith based organizations can and do offer a lot to improve the quality of life in their neighborhood. After "partnerships" add "or networks" after "merchants" add "social services".</i></p>	<p>Principle has been revised to include “and faith based”.</p> <p>Principle has been revised to add “or networks” and “social workers”.</p>

3. Promotion.

Re-establish the area’s image as a compelling place for residents, businesses, investors, and visitors. This means not only improving sales but also sparking community excitement and involvement. Promotions can range from street festivals to retail merchandising, from community education to **aggressive proactive** public relations.

Comments Received	Response from UPD Staff
<p><i>Promotion of the area must be thematic. It must be unified under a central theme, such as “neon district”, “gateway district”, etc.</i></p> <p><i>I don’t like the second two sentences. They sound weak. Promotion refers to reversing negative image. This could mean outreach to the greater community demonstrating the “NEW” Oracle Road area and activities planned, including cleaning up these conditions that contribute to the negative image – drugs, prostitution, vacant buildings/land, etc.</i></p>	<p>The definition of a central theme could be a goal that helps the principle of Promotion, with the development of a neon district as an objective.</p>
<p><i>We need a process of press release activity and devote a fair amount of time to get the word out. Not just editorial and commentary press!</i></p>	
<p><i>The only way to change an image is by employing a Public Relations Firm to actively promote the area and for the local businesses, home owners and the City to create and accomplish improvements to the area that are worth reporting.</i></p>	
<p><i>I am opposed to promotions that draw in people and then when those people go home, the “promotion” is left behind for the neighbors to live with. Such as making Drachman Street a “neon” corridor. I prefer to see starts than neon lights.</i></p>	
<p><i>Replace "aggressive" with "strong".</i></p>	<p>Principle has been revised to replace “aggressive” with “proactive”.</p>

4. Incremental Implementation.

Support ongoing activity of all scales and types. Plans take a while to develop, which can sometimes be discouraging for those who are anxious to see change. Ongoing activities over the course of the planning effort at any scale can serve as visual reminders that the revitalization effort is really underway and create confidence in the Oracle Area and ever-greater levels of participation.

Comments Received	Response from UPD Staff
<p><i>Just say “support ongoing activity” is not going to convince people. Rio Nuevo has been doing this and yet people don’t just support without some tangible results. Maybe reword this one.</i></p> <p><i>A list of such activities would be a helpful tool. Maybe, building/signage applications would be a good source.</i></p>	<p>A database could be developed, showing development activity in the area.</p>
<p><i>OARP’s CSC should support new developments and significant improvements to existing businesses and neighborhoods by sending letters of support to City Planning, Development Services, the City Manager, the Mayor and City Council Members.</i></p>	
<p><i>If we are putting in all this time and effort, I do not want an activity or program to be put forth hastily just in the name of “progress”. Yes, support some activity but be careful of being “too anxious”.</i></p>	

5. 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 neighborhood services, to entertainment. The Oracle Area has special characteristics that set it apart from other areas in the city. Identify those special characteristics and seek ways to preserve and build on them.

Comments Received	Response from UPD Staff
<p><i>Allow the renovation and installation of historic signs, and new signage that compliments the style. Aren’t we doing this currently.</i></p> <p><i>I definitely agree with that. Please keep our special characteristics. We have a lot of good stuff going on too. Go with the people living here already, not try to change them. Don’t push them out.</i></p>	<p>This could be part of the more specific objectives.</p>

6. Strong Neighborhoods.

Strengthen the character and vitality of neighborhoods in the Oracle Area. Long-term revitalization can only be successful if it is part of a coordinated and comprehensive strategy that includes investment in the built environment, economic development, and human potential. Neighborhoods in which streets are safe to walk, properties are well maintained, open space **and recreational facilities are** available, housing is secure and affordable, human services are accessible, and the needs of all population groups are accounted for are neighborhoods that provide the foundation for a vital civic spirit that can be a source of strength and hope to its residents.

Comments Received	Response from UPD Staff
<p><i>The development of existing and new green space and new public recreation facilities should be a piece here.</i></p> <p><i>What does investment in the “built environment” mean? The second sentence could be shortened. It sounds too much like “pie in the sky” language.</i></p> <p><i>Just a bit idealistic, don’t you think?</i></p>	<p>Principle has been revised above to include “and recreational facilities”.</p>
<p><i>This is a (very big) tall order. Only God working thru people (us) can accomplish this. I will continue to pray for our efforts.</i></p>	
<p><i>Add comment: "High populations of families with children and youth require facilities (such as parks, activity centers, spaces that could be used for community gardens), as well as programs and activities."</i></p>	<p>Principle has been revised above to include “and recreational facilities”.</p>

7. Economic Development.

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

Activities include recruiting new businesses to provide a balanced retail mix, converting vacant buildings into housing, offices, entertainment or cultural facilities, and sharpening the competitiveness of the area’s traditional merchants and industries.

Comments Received	Response from UPD Staff
<p><i>Should there be a mention here of publicizing/creating economic incentive programs?</i></p> <p><i>Add “jobs that pay living wages”.</i></p>	<p>The Economic Development Principle has been revised to provide an explanation, as well as the words “and tools”.</p>
<p><i>Governmental programs seem the only way to accomplish this!</i></p>	
<p><i>Provide tax incentives and reduced building and sewer permit fees to encourage restaurants and other businesses to return to the area. Allow businesses to improve signage by allowing historically designed neon signs to be built.</i></p>	

<p><i>Less industrial uses would be welcomed. Once stores are open – that they are accessible to baby carriages, walkers, wheelchairs, etc. with wide aisles.</i></p> <p><i>At end of sentence, add "and affordable housing".</i></p> <p><i>Note: I believe there are inaccuracies in the income estimate cited in the Market Analysis Report - it would help to have an income breakdown by neighborhood.</i></p>	<p>A separate principle could be developed that talks about the provision of a variety of housing options in the area.</p>
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8. Quality Design and Aesthetics

Improve the visual quality of the Oracle Area. Attention must be paid to the quality of the built environment, including buildings, from all sides; streetscapes; views; signage; etc.

Comments Received	Response from UPD Staff
<p><i>The sign ordinance change should be limited to Oracle Road frontage businesses to give a true "corridor" feel, and limit impact on neighborhoods.</i></p> <p><i>Sorry but I don't know what built environment means. Is it some kind of jargon or am I not with it? Is attention enough or should the word "action" be included?</i></p>	<p>This could be part of the more specific objectives.</p>
<p><i>Perfect concept! Let's start with many of the rehabilitation groups and their prison-like chain link appearances.</i></p>	
<p><i>Allow Historically designed neon signs.</i></p> <p><i>Including keeping the area somewhat dim for the telescopes, etc. Signage not to detract from area in height or illumination., Signage in large print as much as possible. Bus stops, street signs, etc.</i></p> <p><i>After "including" add "green space, shade, flood prevention" and new sentence "Plan for care and upkeep/ replacement of aging utility infrastructure, such as gas lines".</i></p>	

9. Mobility and Access

Strengthen the alternative transportation systems in the area. While historically the Oracle Area has served as a vehicle corridor, today it has a large population dependent on other forms of transportation, including transit, foot, wheelchair, and bicycle. Efforts should be made to integrate the various transportation modes and facilities, **including the provision of service by the modern streetcar**, so that they work to the benefit of all users and the enhancement of the area.



Comments Received	Response from UPD Staff
<p><i>Add explicit statement of need/desire for modern streetcar access to/through the area.</i></p> <p><i>The numerous transit related departments should communicate with each other to enhance any project(s) that are existing or planned.</i></p>	<p>Mobility and Access Principle has been revised above to add “including the provision of service by the modern streetcar”.</p>
<p><i>There is a need for better public transportation along Oracle Road directly to the U of A. Oracle Road should be a major area for expansion of U of A housing and support services.</i></p>	
<p><i>Streets as well as sidewalks should be maintained – no large cracks and definitely sidewalks put in where only sand is now.</i></p> <p><i>After "strengthen" add "pedestrian accessibility and" add new sentence at end: "Explore options for bikeways/ walkways away from areas with vehicle congestion".</i></p>	

10. Environmental Sustainability.

Plan the Oracle Area’s urban environment so that it contributes to its own sustainability and the sustainability of the larger City. Rather than after thoughts, integrate energy saving, water saving, and **air and particulate** pollution and heat reducing approaches into the revitalization of the area.

Comments Received	Response from UPD Staff
<p><i>Add environmental “clean up” of existing hazards (junk cars, etc.).</i></p> <p><i>Consider environmentally respectful approaches.</i></p>	<p>Clean up is a remediation action.</p> <p>Perhaps a goal could be developed about changing the culture to be more respectful to the natural environment.</p>
<p><i>I don’t know how to reduce heat!</i></p>	
<p><i>There should be better incentives for large projects to install solar and storm sewer systems.</i></p> <p><i>Dust too and sound reduction.</i></p>	<p>Principle has been revised to add “air and particulate”.</p>