



Citizens Steering Committee (CSC)

Meeting Summary

June 25, 2008 Meeting

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: Jason Brown, Dick DeNezza, Hilary Eshelman, Bernadette Jilka, Darel Magee, Martina O'Brien, Bill Quiroga, Joshua Randell, Steve Roth, Ken Scoville, Leon Solomon, Gloria Townsend, Charlie Wachtel, Bob Wright

CSC Members Absent: Tad Denton, Karen Lamberton, Cathy Rex

Staff Present:

Ward III Office – Tamara Prime, Council Aide

UPD OARP Team – Chris Kaselemis, Administrator; Rebecca Ruopp, Project Manager; Jennifer Burdick, Planner; Barbara Hayes, Public Information Specialist; Janna Keatseangsilp, Planning Intern

Technical Advisory Team – Karen Larkin, Parks & Recreation; Ron Thompson and Kerry Fuller (for Lt. Roberts), Tucson Police Department

Meeting Agenda & Discussions	Actions Taken/ Follow-Up Required
<p>1. Welcome and Introductions The CSC members introduced themselves by name and affiliation to the project area. Staff members and audience members introduced themselves.</p>	
<p>2. Regular Business</p> <ul style="list-style-type: none"> ■ <i>May 28, 2008, CSC Meeting Summary</i> – CSC members approved the summary, with Joshua Randell moving to approve, and Leon Solomon seconding the motion. ■ <i>CSC Community Outreach</i> – CSC members shared their methods for encouraging others' involvement in the OARP project, the CSC meetings, and the OARP visioning workshops. Examples included contacting Fox Channel 11, posting OARP information on door; and, advocating for plaza/public art at intersection of Oracle and Drachman at a recent Mayor and Council meeting. ■ <i>Updates and Announcements</i> – The following were discussed: <ul style="list-style-type: none"> • <u>Review of material in CSC Member packets:</u> OARP Team member Rebecca Ruopp discussed efforts to commemorate people's experiences and memories over the years within the OARP area. As an extension of activities at the May 2008 Historic Open House & Tour, a sample flyer was distributed depicting a memory submitted by one of the event attendees. OARP project staff will continue putting together memories of the OARP area in this way and will make them available online in the future at the OARP web site (www.tucsonaz.gov/planning/oarp). • <u>OARP Team Office Move:</u> The Tucson Urban Planning & Design (UPD) Department in which the OARP Team resides, is relocating to 149 N. Stone and the OARP project staff will be unavailable between July 10th–14th. 	<p>Approved by vote of 14-0</p> <p>Approved by vote of 14-0</p> <p><input type="checkbox"/> OARP Project Team to continue collection of memories for future website feature.</p> <p>Approved by vote of 14-0</p>



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Follow-Up Required**

- Brown Bags: Due to summer months, which bring vacations, and the impending UPD office relocation, a Brown Bag meeting was proposed in lieu of the scheduled July CSC meeting. Topic and date of the Brown Bag will be announced soon. Gloria Townsend made the motion to have a Brown Bag meeting; Hilary Eshelman seconded.

Approved by vote of 14-0

- Ghost Ranch Lodge: CSC Chair Charlie Wachtel provided an update regarding the Ghost Ranch Lodge proposed redevelopment project. In March, after a presentation at the February 27, 2008 CSC meeting about their proposed elderly housing project, Atlantic Development submitted an application to the State of Arizona for tax credits. The CSC provided a letter in support of the project. In mid-June, Atlantic Development was notified that their application was not awarded.

Approved by vote of 14-0

In response, Charlie Wachtel and CSC Vice Chair Jason Brown drafted a letter to Atlantic Development to request a meeting, which was read aloud for the CSC members' approval. Discussion followed relating to different issues raised in the letter. Dick DeNezza ultimately moved to accept the letter with specific modifications; Bernadette Jilka seconded.

- CSC Membership: Rebecca Ruopp announced that the CSC currently has two vacancies, left by John Polder and Alex Etheridge. She also informed the committee that Liz Cerepanya, whose request to continue serving on the committee after she moved out of the Balboa Heights Neighborhood had been supported by the committee, has found that it is too difficult logistically and, therefore, has decided to resign from the committee with regret. The CSC members and audience members were encouraged to consider who might be a potential applicant. Applications are available at the sign-in table, at the Urban Planning & Design Department, and online at the OARP web site.

- Oracle/Drachman/Main Art Project: OARP Team Member Rebecca Ruopp announced that the Tucson-Pima Arts Council has begun the public selection process for an artist and art piece for this project. Artists were invited to submit applications for the first step, the Request for Qualifications. An informational meeting was held on June 12 to provide interested artists a chance to obtain information. OARP Team member Jennifer Burdick was present to assist with questions regarding the OARP project. Seven artists attended the meeting. Full applications are due July 3rd. The following is the tentative timeline:

- Call to Artists Issue Date..... May 30, 2008
- Presubmission Meeting..... June 12, 2008
- Application Deadline..... July 3, 2008
- Announcement of Finalists..... July 18, 2008
- Finalists present Preliminary Proposals... Aug. 20, 2008
- Announcement of Selected Artist..... Aug. 26, 2008
- Approval/Contract Process..... Sept. – Oct. 2008
- Art Production–Installation..... Nov. 2008 – Aug. 2009

OARP Project Team will work with TPAC to keep CSC advised of public meeting dates and progress.



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3. Examples of Revitalization Projects

OARP Team member Jennifer Burdick provided a PowerPoint slide presentation with information about two revitalization projects occurring in other cities: the Apache Blvd. Redevelopment Project in Tempe, Arizona and the Nob Hill-Highland-Central Redevelopment Project in Albuquerque, New Mexico. The intent behind the presentation was to share how other cities address revitalization of areas in decline and to highlight the planning processes and results.

The CSC discussed the presentation and a distributed document, the Arizona State University (ASU) Morrison Institute for Public Policy’s Report titled “Playing the Inside Game: The Challenge of Urban Revitalization in Arizona.” Questions were asked, and the following summarizes points raised by the CSC members:

- Compliance with the Federal Americans with Disabilities Act (ADA) in all public infrastructure (such as sidewalks and streets) is going to be very important throughout the OARP project area.
- Looking for additional pots of money to support the OARP should be pursued. For example, the Albuquerque, New Mexico project was linked to Route 66, which likely has Federal funding supporting it.
- It may be worth looking at how the Nob Hill-Highland Renaissance Corporation, a public non-profit organization that supports the arts venues in the project area, was formed. Perhaps a model like this would be useful for the OARP.
- Focusing on the historic resources in the OARP area can create a unique identification and style for the area. Large chains, and their architectural styles, don’t relate well with unique architectural designs.
- Renovating older buildings vs. building new ones can be complicated, and often, more costly. An example cited was Brandi Fenton Park (River/Dodge), wherein it cost more to retrofit the older structures and bring them up to code than it would have to build a new building based on the historic original design.
- The OARP shouldn’t focus just on what tourists might want, but emphasize what the existing neighborhoods and businesses want.
- How did the revitalization projects presented deal with crime? Did crime rates go down?
Staff Response: The specific statistics can be researched and brought back to the CSC. Different tools, such as Nob-Hill’s efforts to create a business investment district, are mechanisms to help fund extra police enforcement and security. Additionally, lighting and legitimate activity in an area can help to reduce crime.
- Were there incentives offered as part of the revitalization projects? If so, what were they?
Staff Response: There were incentives offered, which were a result of the approaches used to begin the revitalization efforts. Both projects were Redevelopment projects, which brought with them access to money and certain allowances. There is a difference when the word is capitalized (i.e. Redevelopment) versus not capitalized (i.e.

OARP Project Team to follow up on how Nob Hill-Highland Renaissance Corp. was formed.

OARP Project Team to obtain information on crime rates after revitalization efforts.



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redevelopment). Redevelopment with a capital “R” indicates a legal authority to action on a property, specifically where issues of public health, safety or blight exist. This type of activity usually carries with it access to funding provided at a city, state or Federal level.

The other type of redevelopment, where the word is not capitalized, refers to normal development activity undertaken on a property that already has a structure on it or that, through the new development activity, will change the way the property is being used (i.e., from residential use to commercial use, or from industrial to office, and so on).

To become a Redevelopment area, a district needs to meet criteria stated in Arizona State law. This entails declaring an area “blighted,” which is usually controversial, particularly for those living and working in the area.

A copy of the presentation and report are available upon request and via the OARP web site.

4. Call to the Audience

The following were comments received from CSC members and the audience during the Call to the Audience:

- The City of Tucson should change the name of Main St. to Oracle Road, now that the intersection has straightened the road out.
- It would be nice to hear more about the public art project being proposed for the northeast corner of Drachman/Main/Oracle.

5. Next CSC Meeting (Wednesday, August 27, 2008) – Preliminary Agenda Items

- *Regular Business*
- *Report on Brown Bags*
- *Revised Principles and Draft Goals and Strategies*
- *Pima Community College’s 2008-2011 College Plan*

6. Formal Meeting adjourned.

Approved by vote of 14-0

7. CSC Working Session – Finalizing Overarching Principles

OARP Team member Rebecca Ruopp also introduced Janna Keatseangsilp, who just completed her first year at Columbia University and is interning with the City of Tucson for the summer, and complimented her on her hard work and initiative. Janna created a map for the CSC members locating geographic-specific issues mentioned by the neighborhoods and businesses during the Spring 2008 OARP visioning workshops.

The CSC members reviewed a document detailing changes made to the prior version of overarching principles. Specific edits to the principles were as follows:

- Principle #7: "Strengthen and support existing businesses..."
- Principle #8: Reword - awkward repetition of the word "building"
- Principle #9: A suggestion was made to include something about more buses and more hours of service in the description; however, it was



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ultimately decided that this might be better used at the Goals and Objectives level. To the end that this principle deals with alternative transportation, a question arose to the future of the area as a transit/rail corridor and the need to incorporate flexibility into the plan to allow for it. (The route of the modern streetcar project will be shared with the CSC for information.)

- Principle #10: It was requested that light pollution be included in the description, and that the wording be loose enough so that it does not exclude the possibility of a special neon sign district for the OARP area. The neon sign district concept has been raised a number of times in the past by various stakeholders.
- Principle #10: Reword sentence structure by moving phrase 'into the revitalization area' right after the word 'integrate'.

CSC members were asked to fill out the survey on the Overarching Principles she provided by July 9th. The group agreed that the principles could be finalized, once changes were made based on the evening's discussions.

ANNOUNCEMENT: Business Mixer Slated for Mid-September at College Place.

OARP Team member Rebecca Ruopp announced OARP staff are working with Ward III to plan a mixer for mid-September for OARP businesses. The event will begin with several speakers, followed by an opportunity for business representatives to meet one another, Ward III staff, and CSC members. CSC member Dick DeNezza volunteered the use of College Place for the mixer.

Speakers confirmed for the event include:

- Britton Dornquast, who heads the RTA MainStreet Program and was instrumental in forming the Campbell Avenue Merchants Association, will talk about options available to the OARP businesses, and
- Lisette DeMars, co-owner of Mrs. Tiggly Winkle's Toy Store and head of the Tucson chapter of Local First Arizona. DeMars will speak about Local First Arizona and what the organization provides its members. Examples of the districts created in Phoenix will be highlighted.

Advertising for the event will be done as much in advance as possible. CSC member Leon Solomon offered to help distribute promotional materials for the mixer.

Working Session Adjourned at 8:10 p.m.