



*Preliminary Overarching Principles Identified by
Citizens Steering Committee (CSC) and Technical Advisory Team (TAT) members*

The Citizens Steering Committee (CSC) and Technical Advisory Team (TAT) participated in working sessions to identify preliminary overarching principles that would help guide the drafting of goals and objectives to be included in the Oracle Area Revitalization Plan (OARP). This is a summary of those principles identified by each group.

<i>Identified Preliminary Overarching Principles</i>	<i>Citizens Steering Committee (CSC) March 26, 2008 Workshop</i>	<i>Technical Advisory Team (TAT) March 12, 2008 Workshop</i>
<i>Land Uses</i>		
• Develop vacant land		✓
• Develop mixed uses along transportation corridors		✓
• Revitalize neighborhood cores		✓
• Encourage density at major intersections	✓	
• Make northeast corner is keystone property	✓	
<i>Historic Preservation and Cultural Resources</i>		
• Revitalize historic properties		✓
• Recognize and celebrate cultural diversity		✓
• Identify specific historic resources	✓	
• Preserve historic and cultural resources	✓	
• Reestablish historic gateway corridor	✓	
• Celebrate automobile legacy (shelter on Congress/Chevy)	✓	
• Develop neon district	✓	
<i>Safety</i>		
• Create a physical environment that is inhospitable to criminal activities		✓
• Use Crime Prevention Through Environmental Design (CPTED) in planning		✓
• Develop neighborhood programs and partnerships to promote safety		✓
• Encourage safety with more lighting and communication among businesses in neighborhoods	✓	



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Economic Development <ul style="list-style-type: none"> Develop targeted outreach programs for adult education and promote workforce skill development 		✓
<ul style="list-style-type: none"> Encourage a diversity of businesses to promote many levels of income development and support a positive cultural climate Project area to become an inviting destination and a gateway into downtown 		✓ ✓
<ul style="list-style-type: none"> Provide incentives for investment 	✓	
<ul style="list-style-type: none"> Support and promote businesses that are good neighbors Encourage more restaurants in area Support, encourage, promote and facilitate cottage industries and services Support existing businesses in the OARP Acquisition of supportive funds should be pursued as means to attract people and business to the project area 	✓ ✓ ✓ ✓ ✓	
Housing <ul style="list-style-type: none"> Develop multi-pronged approach to new, quality housing and home ownership options 		✓
<ul style="list-style-type: none"> Maintain diversity of housing types Strike a balance between low-income family housing and other housing needs (appearance/aesthetics, services for the residents, public safety, transportation) 	✓	✓
Landscaping and Screening <ul style="list-style-type: none"> Enhance native landscaping 	✓	
Environment <ul style="list-style-type: none"> Create a sustainable community by converting waste products into resources (i.e. use stormwater to support vegetation) Support and encourage sustainable and responsible development Support open space that provides connections within the area walkways and pathways, beautified green space, community gardens, and other similar projects 	✓ ✓	✓



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Transportation <ul style="list-style-type: none"> • Emphasize an inter-modal environment • Expand and enhance public transportation • Multi-modal connectivity should be provided from the project area to Downtown, U of A, Santa Cruz River 	✓ ✓ ✓	
Public Participation <ul style="list-style-type: none"> • Maximize public input, cross-section of voices, languages 		✓
Other <ul style="list-style-type: none"> • Improve the area into the 21st century, addressing basic elements such as zoning, infrastructure, drainage, accessibility, and landscaping 		✓
<ul style="list-style-type: none"> • Develop a sign variance that shows for more flexibility in area. 	✓	
<ul style="list-style-type: none"> • Remove bureaucratic barriers to development 	✓	
<ul style="list-style-type: none"> • Change Image. Create a new sense of safety and security in area 	✓	
<ul style="list-style-type: none"> • Need a cooler name – Tucson Gateway District 		
<ul style="list-style-type: none"> • Protect and support unique neighborhood identities 		
<ul style="list-style-type: none"> • Improve sense of community 		
<ul style="list-style-type: none"> • City codes to be revised to be more conducive to improvement of existing conditions (grandfathered). Choose facilitation over enforcement 	✓	
<ul style="list-style-type: none"> • Change perspective of the project area inside and out 	✓	