



**Preliminary Overarching Principles
Identified by CSC and TAT Members**

April 30, 2008



**Department of
Urban Planning
and Design**

Background

- On March 12, 2008, 10 TAT members participated in a two-hour visioning workshop
- Purpose: identify key issues in the Oracle Area, and define preliminary overarching principles for the OARP



Background

- On March 26, 2008, 14 CSC members participated in a 1.5 hour visioning workshop with the same purpose



What is a “Principle”?

A basic rule or concept used for decision-making

Examples:

- Incorporate model sustainability concepts**
- Integrate measures with historical and cultural assets**
- Encourage personal, social, and economic development, through access to a range of organizations, services, facilities and information providing a variety of opportunities for enhanced employment, economic engagement, education, and recreation**



(TAT)
hop



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

(TAT)
hop

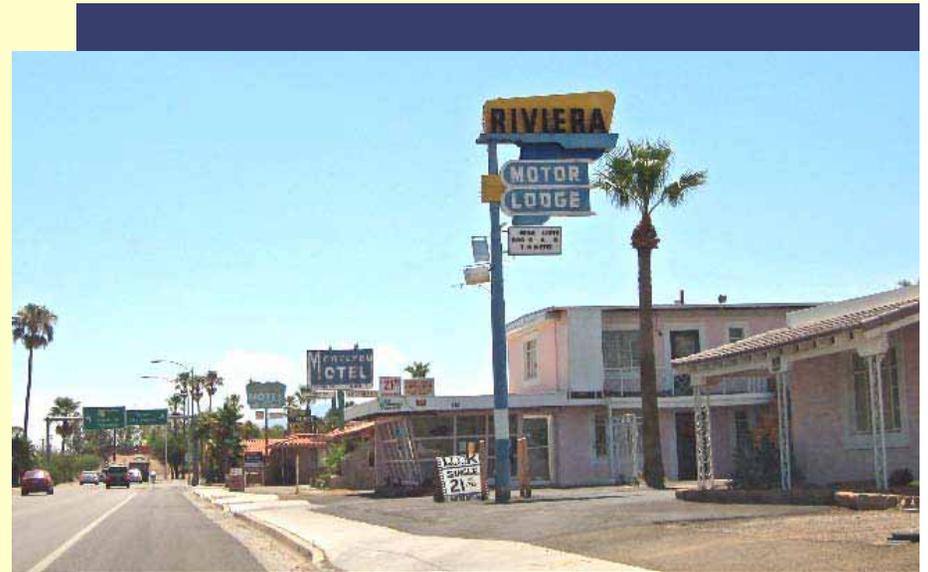
The Citizens Steering Committee (CSC) and Technical Advisory Team (TAT) participated in working sessions to identify preliminary overarching principles that would help guide the drafting of goals and objectives to be included in the Oracle Area Revitalization Plan (OARP). This is a summary of those principles 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>
Land Uses		
• Develop vacant land		✓
• Develop mixed uses along transportation corridors		✓
• Revitalize neighborhood cores		✓
• Encourage density at major intersections	✓	
• Make northeast corner is keystone property	✓	
Historic Preservation and Cultural Resources		
• 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	✓	
Safety		
• 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	✓	

(TAT)
hop

Preliminary Principles - Land Uses

- Develop vacant land
- Develop mixed uses along transportation corridors
- Revitalize neighborhood cores
- Encourage density at major intersections
- Make northeast corner of Drachman/Oracle keystone property



Preliminary Principles - Historic Preservation and Cultural Resources

- **Revitalize historic properties**
- **Recognize and celebrate cultural diversity**
- **Identify specific historic resources**
- **Preserve historic and cultural resources**
- **Reestablish historic gateway corridor**
- **Celebrate automobile legacy**
- **Develop neon district**

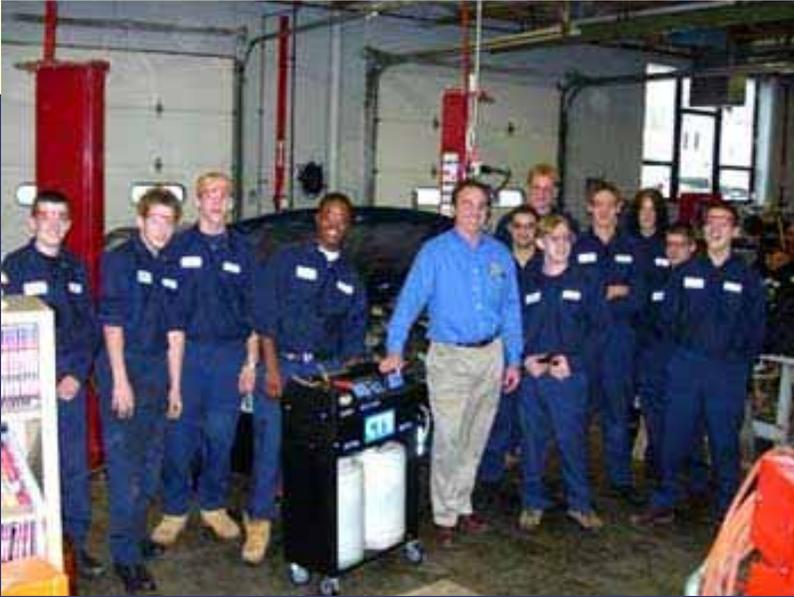


Preliminary Principles - Safety



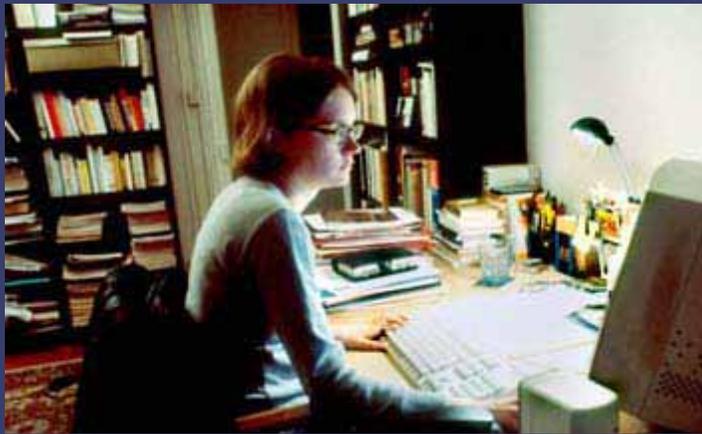
- **Create a physical environment that is inhospitable to criminal activities**
- **Use Crime Prevention Through Environmental Design in planning**
- **Develop neighborhood programs and partnerships to promote safety**
- **Encourage safety with more street lighting and communication among businesses and neighborhoods**

Preliminary Principles - Economic Development



- **Develop targeted outreach programs for adult education and promote workforce skill development**
- **Encourage a diversity of businesses**
- **Provide incentives for investment**
- **Support and promote businesses that are good neighbors**





Preliminary Principles - Economic Development

- **Encourage more restaurants**
- **Support cottage industries and services**
- **Support existing businesses**
- **Pursue supportive funds as means to attract people and businesses**

Preliminary Principles - Housing

- **Develop multi-pronged approach to new, quality housing and home ownership options**
- **Maintain diversity of housing types**
- **Strike a balance between low-income family housing and other housing needs**

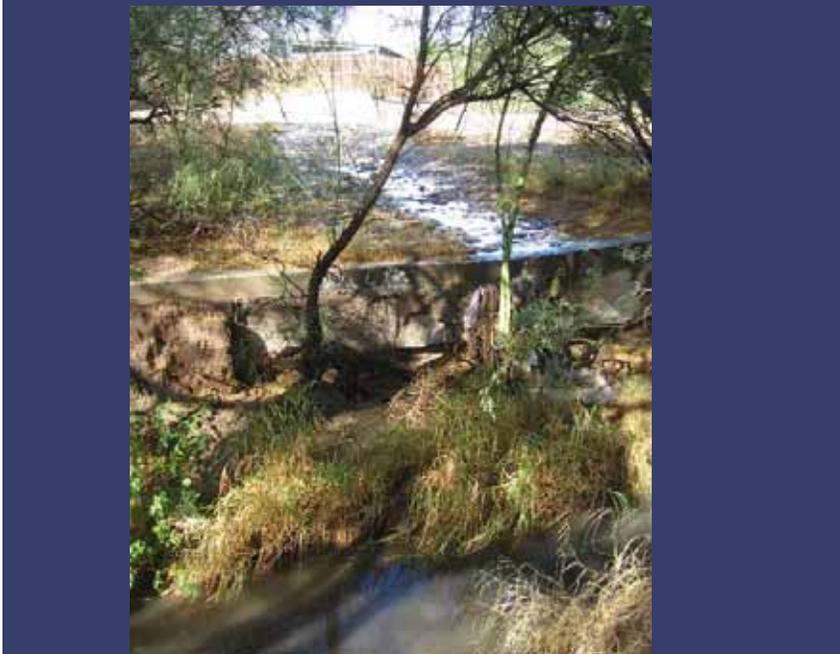


Preliminary Principles - Landscaping



- **Enhance native landscaping**

Preliminary Principles - Environment



- **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**

Preliminary Principles - Transportation

- **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**



Preliminary Principles - Public Participation



- Maximize public input, cross-section of voices, languages



Preliminary Principles - Other

- **Bring the area into the 21st century**
- **Develop a sign variance that shows for more flexibility**
- **Remove bureaucratic barriers to development**
- **Create a new sense of safety and security in area**
- **Protect and support unique neighborhood identities**
- **Improve sense of community**
- **Change perspective of the project area inside and out**

Next Step: Constructing the Principles

**Together we will continue
building the OARP Principles,
which will be used to guide the
development of the
Revitalization Plan**

Next Step: Constructing the Principles



The building blocks are:

- Existing Conditions Report
- Previous Studies and Plans
- Field Trip Observations
- Market Analysis Report (draft)
- Feedback from Visioning Workshops (still in progress)



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