



# Overview of the Oracle Area Revitalization Plan (OARP)

## November 2007

Prepared by City of Tucson Department of Urban Planning and Design for the Citizens Steering Committee Kick-Off Meeting, November 14, 2007

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### ***A. Background.***

The success and vitality of the area addressed in this project (see *Exhibit 1 – Project Boundaries*) has been an ongoing focus and concern of residents, property and businesses owners, and interest groups over the years. The challenge for this project, therefore, is to build on past planning efforts, citizen group activities, and public and private development initiatives to create a revitalization plan that will contribute to sustainable neighborhoods, businesses, and institutions while being respectful of historic characteristics and environmental sensitivities.

Following is a list of past and current efforts relevant to the OARP area identified to date:

#### ■ **The Oracle Project (TOP) Committee.**

TOP began in early 2000 with a committee of neighborhood and business representatives to address current issues and concerns along the Oracle corridor, such as crime, graffiti, and property maintenance, and to track public facility and private development efforts in the area. Working with Ward III Council Office and City staff, the TOP committee holds regular meetings that include agenda items such as neighborhood updates on activities such as clean ups, Tucson Police Department reports, and developer project and business initiative presentations.

#### ■ **1976 Unit 6 Neighborhood Land Use and Circulation Plan.**

The Unit 6 Plan, adopted by Mayor and Council in 1976, focuses on the area between Grant Road and Speedway Boulevard and Interstate 10 and Oracle Road. The purpose of this plan was to stabilize the balance of residential, commercial, and industrial uses and to remove some of the circulation conflicts in the area by establishing several revitalization circulation and neighborhood policies.

#### ■ **2001 City of Tucson General Plan.**

The General Plan, adopted by Mayor and Council in 2001, provides an overall vision for the Central Core Growth Area in which the Oracle area is included. The General Plan and more specifically the Central Core Growth Area vision are the “blueprint” for future development, by providing goals and policies upon which the City Council and Planning Commission base their land use decisions.

#### ■ **2005 Miracle Manor Neighborhood Action Plan.**

Graduate students from the University of Arizona Planning Program prepared this action plan in 2005 for the Miracle Manor Neighborhood. The students inventoried neighborhood assets for use in helping residents develop a vision for their neighborhood’s future, as well as goals, objectives, and strategies to implement that vision.



■ **2007 Oracle Road/Main Avenue/Drachman Street Traffic Control Change.**

In Fall of 2007, the City Department of Transportation (DOT) completed the reconfiguration of the historic roundabout at Oracle Road/Main Avenue/Drachman Street to a “T” intersection with traffic signals. Other new amenities include sidewalks with curb access ramps, landscaping with irrigation, streets lights, rubberized asphalt road surface to reduce noise, storm drain system with curb inlets, and water mains.

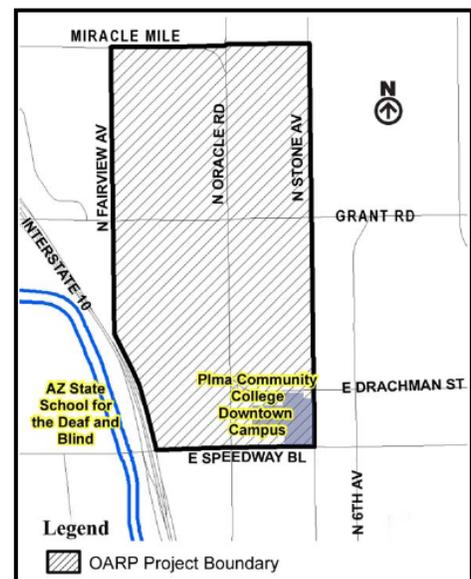
This intersection reconfiguration is one of several transportation projects – identified through the 2001 Stone Avenue Measures for a Livable Corridor Study – that is intended to modify circulation patterns in the area in an effort to relieve congestion at the Stone Avenue and Speedway Boulevard intersection. The next project, which is in design at DOT, is the addition of a left-turn lane at Speedway Boulevard and Main Street to accommodate increased traffic that is anticipated to use the new “T” intersection to go directly to Speedway Boulevard on Main Avenue, rather than turning east on Drachman Street and then south on Stone Avenue to get to Speedway Boulevard.

■ **2009 Grant Road Improvement Plan.**

The improvement of Grant Road from Oracle Road to Swan Road is one of the largest of the Regional Transportation Authority projects approved by voters in May of 2006. The plan for this project is expected to be completed in 2009, followed by right-of-way acquisition, and finally construction in 2013. The plan, which is being conducted through the City Department of Transportation (DOT), will take into account not only the road, but also the neighborhoods, businesses, institutions, and other uses within one-quarter mile of the road with the goal of identifying opportunities for revitalizing the economic and community vitality of the Grant Road corridor. Urban Planning and Design staff involved in the OARP project are working with DOT staff to ensure coordination between these two projects.

***B. Project Location***

The OARP project area as shown in this exhibit extends from Miracle Mile on the north to Speedway Boulevard on the south and from Stone Avenue on the east to Fairview Avenue / Interstate-10 on the west. The area encompasses approximately 2.6 square miles, which in acreage represents 1.3% of the City of Tucson’s total acreage.



***Exhibit 1 – Project Boundaries***

**C. Project Purpose.**

The primary purpose of the *Oracle Area Revitalization Plan (OARP)* is to determine policy and procedures to encourage the development of employment options, more services to meet surrounding residential needs, social and recreational opportunities, a variety of housing options, sensitivity to the area’s historic character, and overall improvement of the built environment, in conformance with policies in the City of Tucson *General Plan*.

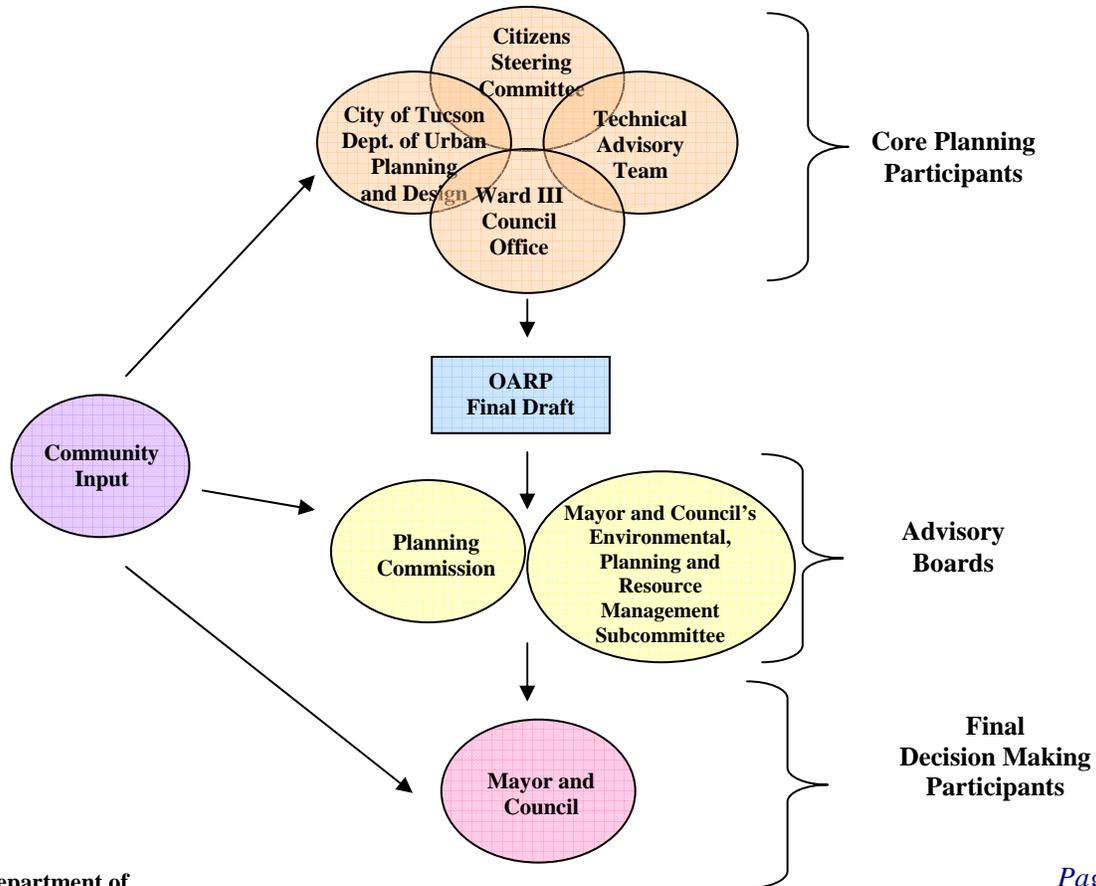
**D. Final Product.**

The final product will be a plan that provides recommended measures for the revitalization of the Oracle Area. These measures will range from broader, policy-level guidance for the full project area to more specific plans for a limited number of sub-areas within the project boundaries that could become the sites for prototype projects. Measures are anticipated to address such issues as affordable housing, streetscape improvements, open space, redevelopment and infill, preservation, and neighborhood services, and may include customized land use and zoning provisions, development incentives, design guidance, streetscape enhancement concepts, and other such tools to encourage investment in the area.

**E. Participants in the Development of the OARP.**

The following exhibit illustrates key participants in and components of the OARP project:

**Exhibit 2 – Participants in OARP Planning Process**





## ***F. Core Participants and their Roles and Responsibilities.***

### **1. City of Tucson Department of Urban Planning and Design (UPD).**

**Composition:** The technical staff from UPD that form the core team for the OARP include, but are not limited to, a Project Administrator, Project Manager, Lead Planner, Planner, and Public Information Specialist (see *Exhibit 3 – OARP Project Core Staff*).

**Role:** The OARP will be overseen by UPD staff in coordination with Ward III Council Office staff. UPD, along with members of the Technical Advisory Team (TAT), will provide support for the Citizens Steering Committee (CSC).

#### ***Responsibilities:***

- a. Identify stakeholders;
- b. Evaluate and document existing conditions for the project area;
- c. Analyze and document potential development opportunities and constraints in the project area;
- d. Develop project goals and objectives;
- e. Develop and analyze up to three development scenarios that meet the goals and objectives;
- f. Review materials with, solicit input, and share response to input with the Citizen Steering Committee (CSC);
- g. Draw on technical expertise of Technical Advisory Team (TAT) members over course of plan development;
- h. Prepare the OARP Final Draft and take it through the public review and adoption process.

### **2. Citizen Steering Committee (CSC).**

**Composition:** Thirteen individuals have been selected to serve on the CSC (see *Exhibit 4 – OARP CSC Members*). These individuals represent a broad spectrum of viewpoints and interests from across the OARP project boundaries.

**Role:** The CSC was established to ensure that those who live, work, own property, or have other interests in the Oracle Area have a voice throughout the plan development. CSC members are expected to bring not only their own viewpoints to the table, but to bring the issues and thoughts of others in the Oracle Area who have similar concerns, needs, and desires. The CSC also serves as the primary liaison between the public and the technical staff from the Department of Urban Planning and Design (UPD).

#### ***Responsibilities:***

- a. Attend the majority of CSC meetings and special events (e.g., bus tour, workshops, meetings with neighbors);
- b. Collaborate with other CSC members and UPD staff to identify common interests, opportunities and constraints throughout the project area;



- c. Inform group/interest represented (e.g., residents, businesses, property owners, institutions) about the OARP, its progress, and meetings, and solicit input to share at CSC meetings;
- d. Work diligently with other CSC members and UPD staff in the development of the OARP within the designated project timeline (see *Exhibit 7 – Project Schedule of the OARP*);
- e. Inform UPD staff of current and upcoming projects within the project area;
- f. Consider issues not only in the context of ones particular interests or location, but also in the context of the project area as a whole.

### **3. Technical Advisory Team (TAT).**

**Composition:** The Technical Advisory Team (TAT) is comprised of 18 technical staff from service and infrastructure departments of the City of Tucson, the Pascua Yaqui Tribe, the University of Arizona, Pima Community College, and the Amphitheater and Tucson Unified School Districts (see *Exhibit 5 – OARP TAT Members*).

**Role:** The TAT will meet at key decision points during the development of the OARP to provide technical assistance to UPD. Individual TAT members may be called upon to address particular issues during the planning process. The TAT will play a vital role in finalizing the OARP Final Draft.

#### ***Responsibilities.***

- a. Collaborate with UPD staff and other TAT members to identify common interests;
- b. Inform UPD staff of current and upcoming projects within the project area;
- c. Review goals and objectives;
- d. Analyze potential development opportunities and constraints throughout the project area;
- e. Analyze development scenarios that meet established goals and objectives;
- f. Consider represented department issues not only in the context of their particular interests or location, but also in the context of the project area as a whole.



*Exhibit 3 – OARP Project Core Staff*

<i>Name*</i>	<i>Title</i>	<i>Role</i>	<i>E-Mail</i>
<b>Chris Kaselemis, UPD</b>	Administrator	Project Oversight and Resource Planning	Chris.Kaselemis@tucsonaz.gov
<b>Rebecca Ruopp, UPD</b>	Project Manager	Overall Project Management	Rebecca.Ruopp@tucsonaz.gov
<b>María Gayosso, UPD</b>	Lead Planner	Needs Analysis, Strategic Planning, Technical Advisory Team Coordination	Maria.Gayosso@tucsonaz.gov
<b>Jennifer Burdick, UPD</b>	Planner	Public Outreach Coordination and Community Input and Analysis	Jennifer.Burdick@tucsonaz.gov
<b>Barbara Hayes, UPD</b>	Public Information Specialist	Citizen Steering Committee and Community Outreach Notification and Meeting/Event Arrangements; Project Information Dissemination	Barbara.Hayes@tucsonaz.gov
<b>Tamara Prime, Ward III Council Office**</b>	Aide	Primary Ward III Contact for Project	Tamara.Prime@tucsonaz.gov

\* Department of Urban Planning and Design (UPD) staff may be reached by phone at (520) 791-4505 or by fax at (520) 791-2663.

\*\* Ward III Council Office contact may be reached at (520) 791-4711.





**Exhibit 4 – OARP Citizen Steering Committee (CSC) Members**

<b>Name</b>	<b>Interest(s) Represented</b>	<b>Address</b>	<b>E-Mail</b>	<b>Phone</b>
<b>Jeff Bliznick</b>	Residential	2825 N. Castro Ave. Tucson, AZ 85705	heffige@yaho.com	623-7699 (home) 626-3322 (office)
<b>Jason Brown</b>	Institutional (Pima Community College)	1255 N. Stone Ave. Tucson, AZ 85709	jason.brown@pima.edu	730-0494 (cell) 206-7059 (office)
<b>Liz Cerepanya</b>	Residential (Balboa Heights)	256 W. Kelso St., Unit 6 Tucson, AZ 85705	lcerepanya@rickengineering.com	245-9457 (cell) 795-1000 (office)
<b>Richard DeNezza</b>	Commercial Property Owner/ Redevelopment (College Place)	1601 N. Oracle Rd. Tucson, AZ 85705	rpdenezza@sbcglobal.net	415-516-9826 (cell) 740-0100 (office)
<b>Tad Denton</b>	Residential (Miracle Manor)	2721 N. Oracle Rd. Tucson, AZ 85705	dentonholdings@gmail.com	544-3986 (home) 571-7583 (office)
<b>Alexandra Etheridge</b>	Residential (Barrio Blue Moon)	1321 N. 13 <sup>th</sup> Ave. Tucson, AZ 85705	aetheridge@cox.net	730-9689 (home) 730-3648 (cell) 670-6671 Ext. 282 (office)
<b>Karen Lamberton</b>	Absentee Property Owner (Residential)	2844 N. Castro Ave. Tucson, AZ 85705	kllamb@mindspring.com	622-0755 (home) 792-1093 (office)
<b>Ken Scoville</b>	Historic Preservation	PO Box 50501 Tucson, AZ 85703	opt1775@yahoo.com	358-8500 (cell)
<b>Gloria Townsend</b>	Tucson House (Resident)	1501 N. Oracle Rd., # 614 Tucson, AZ 85705	judahscub@yahoo.com	620-3519 (home)
<b>Cathy Rex</b>	Commercial Property Owner /Mixed Use	PO Box 27658 Tucson, AZ 85726	crexarchitect@aol.com	322-0315 (office)
<b>Charles Ray Wachtel</b>	Residential (Miracle Manor)	737 W. Alturas St. Tucson, AZ 85705		882-8049 (home)
<b>Robert Wright</b>	Business (Owner)	1492 W. Montebella Dr. Tucson, AZ 85704	robw916@aol.com	403-2545 (cell) 624-1333 (office)
<b>Joe Yee</b>	Commercial Property Owner	10080 E. Old Spanish Trail Tucson, AZ 85748	Mj_ginny_yee@yahoo.com	885-2050 (home) 247-3926 (cell) 885-2050 (office)





**Exhibit 5 – OARP Technical Advisory Team (TAT) Members**

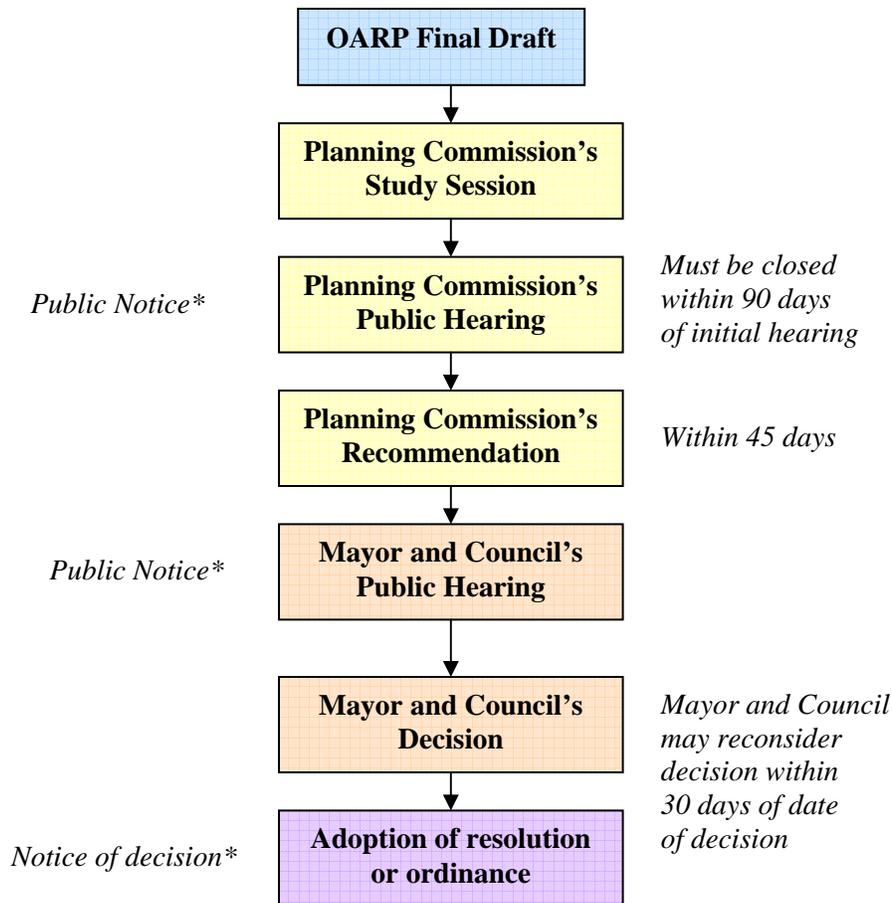
<b>Agency</b>	<b>Department</b>	<b>Name</b>	<b>Phone</b>	<b>E-Mail</b>
<b>City of Tucson</b>	Community Services	Ron Koenig, Community Dev. Administrator	791-4636	ron.koenig@tucsonaz.gov
	Office of Conservation and Sustainable Dev.	Ann Audrey, Env. Projects Coordinator	837-6932	ann.audrey@tucsonaz.gov
	Office of Conservation and Sustainable Dev.	Frank Sousa, Lead Hydrologist	791-4259 Ext. 307	frank.sousa@tucsonaz.gov
	Development Services	Patricia Gehlen, Project Manager	791-5550	patricia.gehlen@tucsonaz.gov
	Fire	Dave Ridings, Assistant Chief	791-4828	dave.ridings@tucsonaz.gov
	Parks and Recreation	Benny Young, Deputy Director	791-4873	benny.young@tucsonaz.gov
	Police	Brett Klein	791-4441	brett.klein@tucsonaz.gov
	Neighborhood Resources	Teresa Williams, Code Enforcement Administrator	791-4605	teresa.williams@tucsonaz.gov
	Real Estate	Lou Ginsberg, Special Projects Manager	791-4181	lou.ginsberg@tucsonaz.gov
	Sun Tran	Aimee Ramsey, Director of Scheduling	623-4301	aimee.ramsey@tucsonaz.gov
	Transportation	Nicole Ewing-Gavin, Project Manager	791-4371	nicole.ewing-gavin@tucsonaz.gov
Van Tran	Katrina Heineking, General Manager	798-1000	katrina.heineking@tucsonaz.gov	
<b>Pascua Yaqui Tribe</b>	Development Services	Marcelino Flores, Community Dev. Coordinator	879-6314	marcelino.flores@pascuayaquinsn.gov
<b>University of Arizona</b>	Marketing and Development – Off-Campus Housing	Kharisma Montes de Oca, Coordinator	621-1513	kmontesd@email.arizona.edu
<b>Pima Community College</b>		Jason Brown, Executive Assist. to Campus President	206-7058	jason.brown@pima.edu
<b>Amphitheater School District</b>	Student Services	Pamela Roberts, Executive Director of Student Services	696-5000	proberts@amphi.com
<b>Tucson Unified School District</b>		Marcus E. Jones, R.A., Director of Bonds	225-4882	marcus.jones@tusd1.org



**G. Public Review and Decision Making Process.**

The following diagram illustrates the typical public review and decision making process through which a plan would go through for formal adoption.

**Exhibit 6 – Public Review and Decision-Making Process**



*\* All notices are to be sent to property owners within 300 feet of site and neighborhood associations within 1 mile of project boundaries*

**H. Project Schedule.**

The exhibit below presents key steps as identified in this early phase of the project. These steps will be further refined as the project moves forward.

***Exhibit 7 – Project Schedule of the Oracle Area Revitalization Plan (OARP)***

<b>Fall 2007</b>	<ul style="list-style-type: none"> <li>• Formed Citizens Steering Committee (CSC) - to meet monthly</li> <li>• Formed Technical Advisory Team - to meet periodically</li> <li>• Analyzed existing conditions</li> <li>• Developed market analysis scope of work and selected consultant</li> <li>• Prepared, distributed, and analyzed Oracle Area Survey</li> <li>• Held first TAT and CSC meetings in November</li> </ul>
<b>Winter 2008</b>	<ul style="list-style-type: none"> <li>• Conduct Visioning Sessions with neighborhoods and other Oracle Area stakeholders</li> <li>• Identify opportunities and constraints</li> <li>• Identify project goals and objectives</li> <li>• Finalize market analysis</li> <li>• Involve public (e.g. open houses, neighborhood association presentations, event booths, youth input)</li> </ul>
<b>Spring/Summer 2008</b>	<ul style="list-style-type: none"> <li>• Refine goals and objectives</li> <li>• Develop revitalization strategies</li> <li>• Identify sub-areas for further more detailed planning</li> <li>• Involve public (e.g. open houses, neighborhood association presentations, event booths, youth input)</li> </ul>
<b>Fall 2008</b>	<ul style="list-style-type: none"> <li>• Evaluate revitalization strategies</li> <li>• Develop specific recommendations for sub-areas</li> <li>• Involve public (e.g. open houses, neighborhood association presentations, event booths, youth input)</li> <li>• Prepare Draft Oracle Area Revitalization Plan (OARP)</li> </ul>
<b>2009</b>	<ul style="list-style-type: none"> <li>• Finalize Draft OARP</li> <li>• Take Final OARP through public review and decision making process</li> </ul>