



**SMART GROWTH FOCUS AREA:
Redevelopment and Revitalization Working Group Meeting
May 4, 2012**

Meeting Notes

- Policy 1- Incorporate standards for uses that generate contamination for sites to be able to readapt in the future.
- Policy 1 – seems duplicative of other “policies”
- Policy 1 – perhaps should be a compilation of everything that is happening and lessons learned, etc.
- Policy 1 – City could construct more with CHODOs to do more of revitalization
- Policy 1 – We should bring together all group of activities that have taken place before starting something new. Beginning point needs to be specific.
- Policy 1 – How will these groups be compiled? Interpreted groups could be coordinated for knowledge dispersion and cooperative opportunities.
- Policy 1 – People need to know and be part of the changes that are coming. Is there a way to do this?
- Policy 1 – Don’t see a marketing element to all of these redevelopment and revitalizations efforts. Create a synergetic effect vs. a competitive way.
- Policy 1 – Look for ways to educate community about impacts of redevelopment
- Policy 1 – Community programs and infrastructure improvements bunching them together into a single policy may diminish them.
- Policy 1 – But it is important to have together in a systemic point of view
- Policy 2 – Who’s going to do the market analysis? Who’s going to implement it?
- Policy 2 – Add fully explore the tradeoffs of current and future financial incentives
- Policy 2 – Again education is important for people to support long term investments
- Policy 2 – Take a closer look at states economic incentives
- Policy 2 – Define short term needs – “Short sided” expedient instead. “Shortcut” sustainable implies resiliency
- Policy 3 – We need to prioritize development to add activity choices in activity hubs to maximize investment, resulting in enhanced quality of life and added activity choices.
- Policy 3 – Define priorities
- Policy 3 – This is linked to zoning regulations that will be needed
- Policy 3 – Short term training in hydroponics as an economic engine – Economic revitalization
- Policy 3 – Important to really educate people about terminology that are not unilateral effort. When trying to designate key areas that immediately will kick in federal and state assistance
- Incorporate schools into doing Policy # 4, including PCC
- Policy 5 – Replace capitalize with a stronger word. Not all areas have strengths, use “enhance” or “build on the strengths” or “identify” first
- Policy 5 – Look at storm water as a strength in our community. How can they be integrated? Assess the micro environment
- Policy 5 – Three-fold strategy. Look at what needs to be preserved, what needs to be added, what needs to be changed.
- Where do we include that were a very diverse community? We don’t want cookie-cutters.

- Policy 5 – But we need to agree that there are areas that lack character.
- Community has regulated urban form to start redirecting private investment to specific parcels. Urban design as a tool for revitalization.
- Policy 6 – Who’s going to convene it? Which planning department will move it forward? Which Planning projects with what community engagement?
- Policy 6 – Use transit as a redevelopment tool
- Policy 7 – “Involve” to be replaced with “engage”
- Policy 7 – Isn’t there a LEED standard for neighborhood development? Can we fit it into the policy?
- Policy 7 – We need to have involvement as soon as possible – Difficult to undo anything
- Policy 8 – Can we replace sidewalks with dirt? Just make it ADA compliant
- Are we including a policy about high capacity transit and integrity rail? We need to be connecting with PAG and rail. Transit village is a concept to be incorporated
- Policy 8 – Emphasize importance that improvements are ADA
- Policy 9 – Clearly state specific areas of corridors more suitable for redevelopment to be identified
- Policy 9 looks like too much like the goal, needs to be taken further
- Policy 9 – Have a proactive plan for areas that need to be taken further (define “opportunities)
- Policy 9 – It really takes the community’s approval to do any of this kind of thing. If community and politicians don’t have the same approach, it seems to be a difficult to implement policy. Develop a marketing strategy, not only education. You’re selling a specific point, someone has to get the word out.
- Policy 9 – Hesitant to create a marketing campaign before stakeholder engagement, specially, neighborhoods. Is it possible to create citizens committee to engage in long term stakeholder engagements?
- Policy 10 – We need to really identify where these contaminated sites are – could be a partial solution to focus in central Tucson to maximize benefits. There are about 8,000 sites throughout the area (county)
- Great tool for Rio Nuevo. Not being able right now to do community engagement
- Forward thinking – destruction of our natural resources – Agencies (DEQ) need to redefine these brownfield areas so all areas that need to be cleaned up actually get cleaned up. Municipalities now need to step forward and regulate
- Goals should be stated “as where we want to be
- Replace “man-made” with economic sustainability
- We need a policy saying that we’ll work with the other jurisdictions in the region to avoid duplication of inefficient competitiveness
- Definitions are actually guidelines. ARS states can be used as leverages with less of a profile of blight
- Prioritizing that looks at the whole fabric of our city to see what some neighborhoods are lacking to become more desirable
- Consider investments on public transit as an objective. Take a closer look at parcels around Ronstadt Center. They are underutilized, could high rises be above Ronstadt Center?
- Systems approach is very important. It’s gotten to that point already. Pull together all stakeholders requesting several issuers.
- Support citizens committee that oversees progress of General Plan
- We’re talking about metrics. Are you fulfilling what you said?
- High priority should be placed on people that have lost their jobs. Focus on solar and other fields.
- Determining where brownfields are could be partial solution to determining where density goes
- Priority on brownfields should be where they can be flustered

- Don't see a marketing element that gets word out to community about what is going on (not having a synergistic effect)
- How to educate community about possible decisions
- Where is policy that says we will work with surrounding communities (i.e. Oro Valley, Marana)
- Prioritize - need to determine what priorities are for redev/revit. Where? Purpose? (i.e. Quality of Life)
- Words that have salient meaning at different government levels (perfect storm of fed., state, local policies) everyone should understand meaning of words.
- What do people want to preserve, add, change? Better opportunity to identify what is "good"
- Should we include we are a "very diverse community" ?
- Form-based code can help with location of use (context sensitive design)
- LEED standard for neighborhoods would that be useful? Difficult – really works best with person overseeing neighborhood development
- Policy – relative to high capacity corridor – moving ahead – RTA/ADOT – State rail/ trails, etc. ADOT identified 6 corridors – (focused on existing corridors)
- Education vs marketing – (market something/vision look for consensus – uproar over modern streetcar because people weren't aware of value, etc.)
- Wary of marketing campaign before stakeholders are engaged.
- Where is consistency/ongoing education
- Need benchmarks/indicators – certain metrics already established
- Try to reduce future brownfields

S:\Planning\Plan Tucson\Working Groups\Smart Growth Focus Area\
Redevelopment and Revitalization 5-4-12 Mtg\Notes –Redevelopment and Revitalization Working Group Mtg 5-4-12.doc