



# Broadway Corridor Project

## Land Use, Urban Form, and Significant Buildings Existing Conditions Report

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**FINAL DRAFT**

November 2012



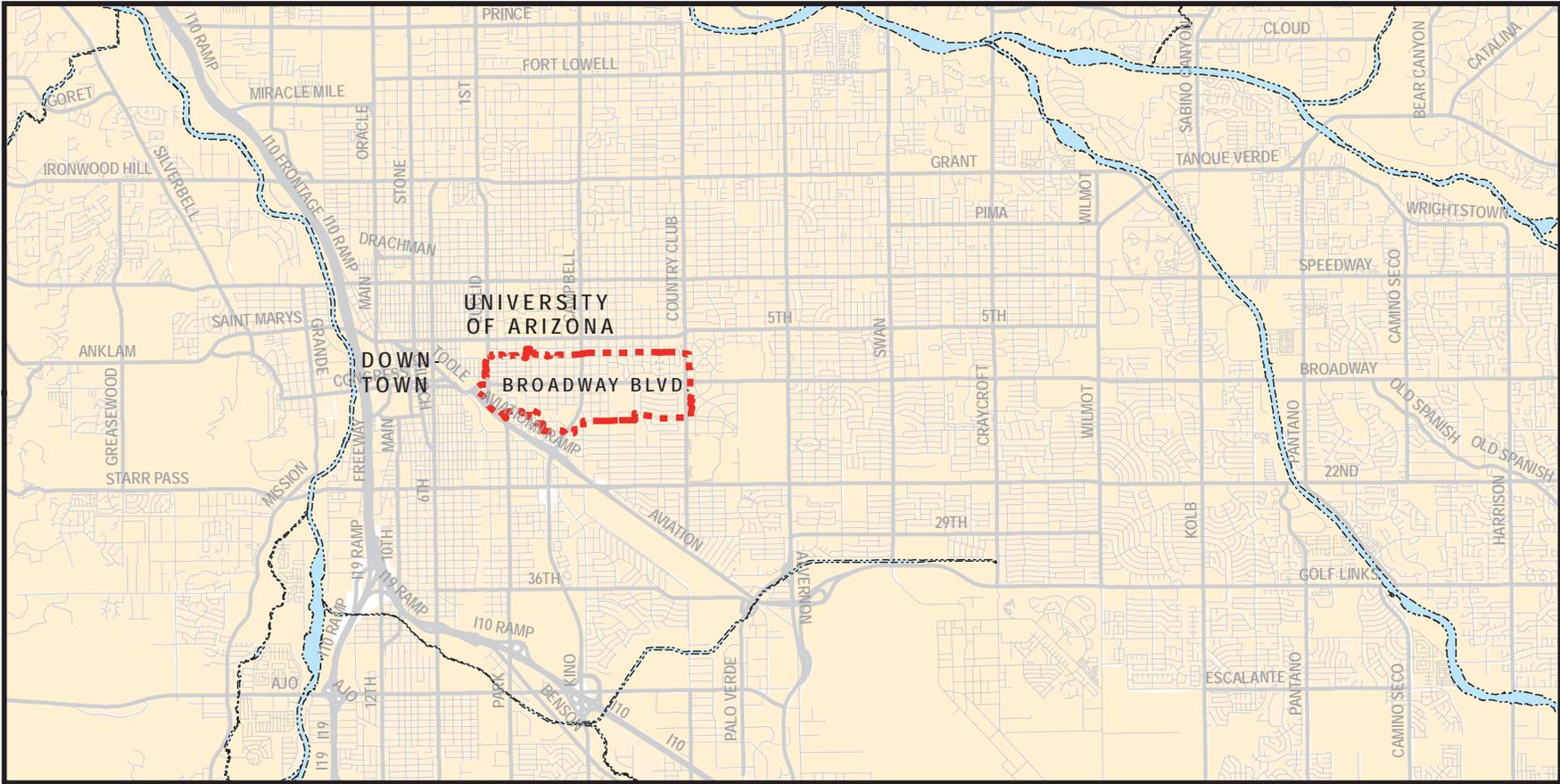
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# Overview





*BROADWAY CORRIDOR STUDY AREA*

# Introduction

The Broadway Corridor Project is a two-mile roadway improvement project slated for Broadway Boulevard between Euclid Avenue and Country Club Road, just to the south of the University of Arizona. This roadway project is based on the 1987 Mayor and Council-approved Broadway Corridor Study (Parsons Brinkerhoff Quade Douglas, Inc., 1987), and was included in the 2006 voter-approved Regional Transportation Authority (RTA) plan (RTA 2006). Funding for this \$71 million dollar project is made possible through the RTA's collection of a half-cent sales tax, 1997 voter-approved County Transportation bonds, and City of Tucson Development Impact Fees. (More information about the project and its scope of work can be found online at [www.tucsonaz.gov/broadway](http://www.tucsonaz.gov/broadway) or by calling the Project Information Line at 520.622.0815.)

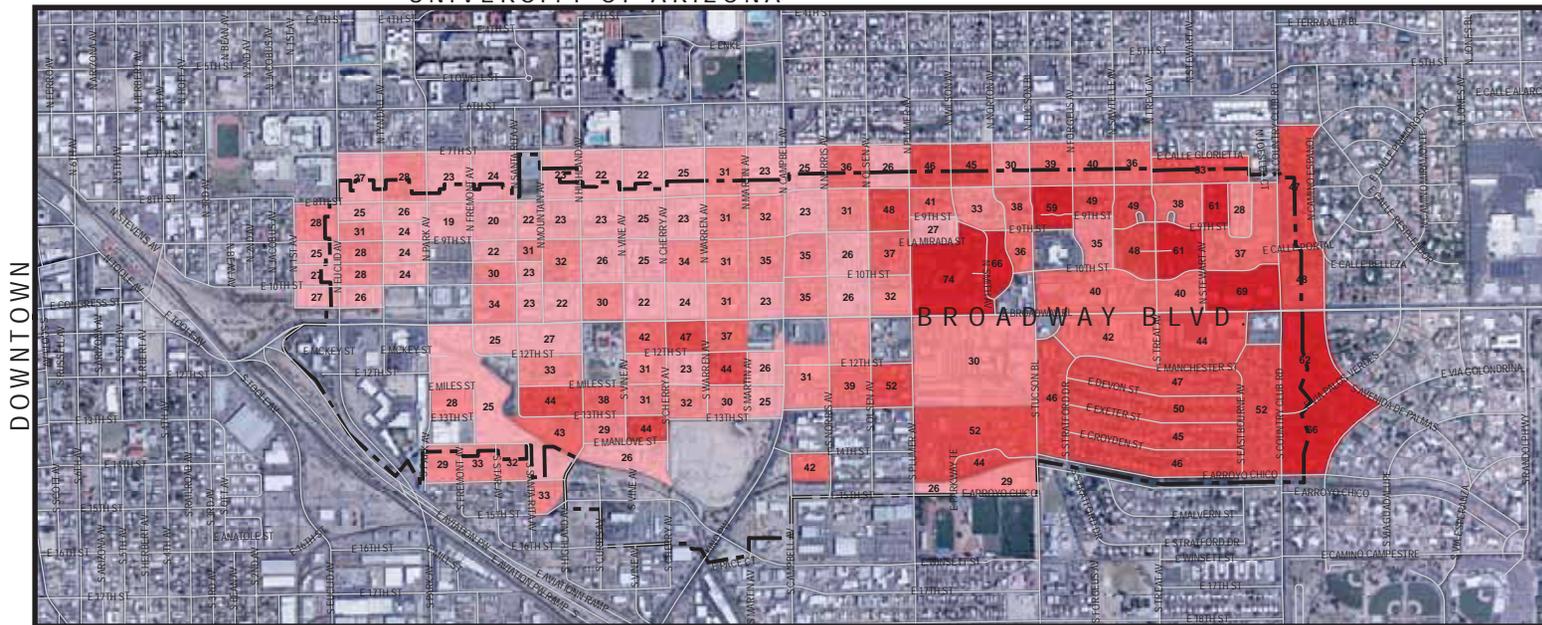
The study area for the project encompasses the area a quarter mile off Broadway, to the north and south. Where this roughly aligns with a street, the lot on the 'far side' of the street is also included in the study area.

The Broadway Corridor is near both Downtown and the University of Arizona and sits amid some of Tucson's most active and historic neighborhoods, as well as industrial zones. This report summarizes the existing land use and urban form conditions found along the corridor and in the study area, as well as discusses what could be the major opportunities for change within the corridor plan.

This document lays out the background of land use and urban form in the Broadway Corridor study area and adds layers of analysis of existing uses, existing land use and urban form policies, and what opportunities may be available to the project. This main document is meant to summarize the conclusions of the report with brief summaries, photos and maps.

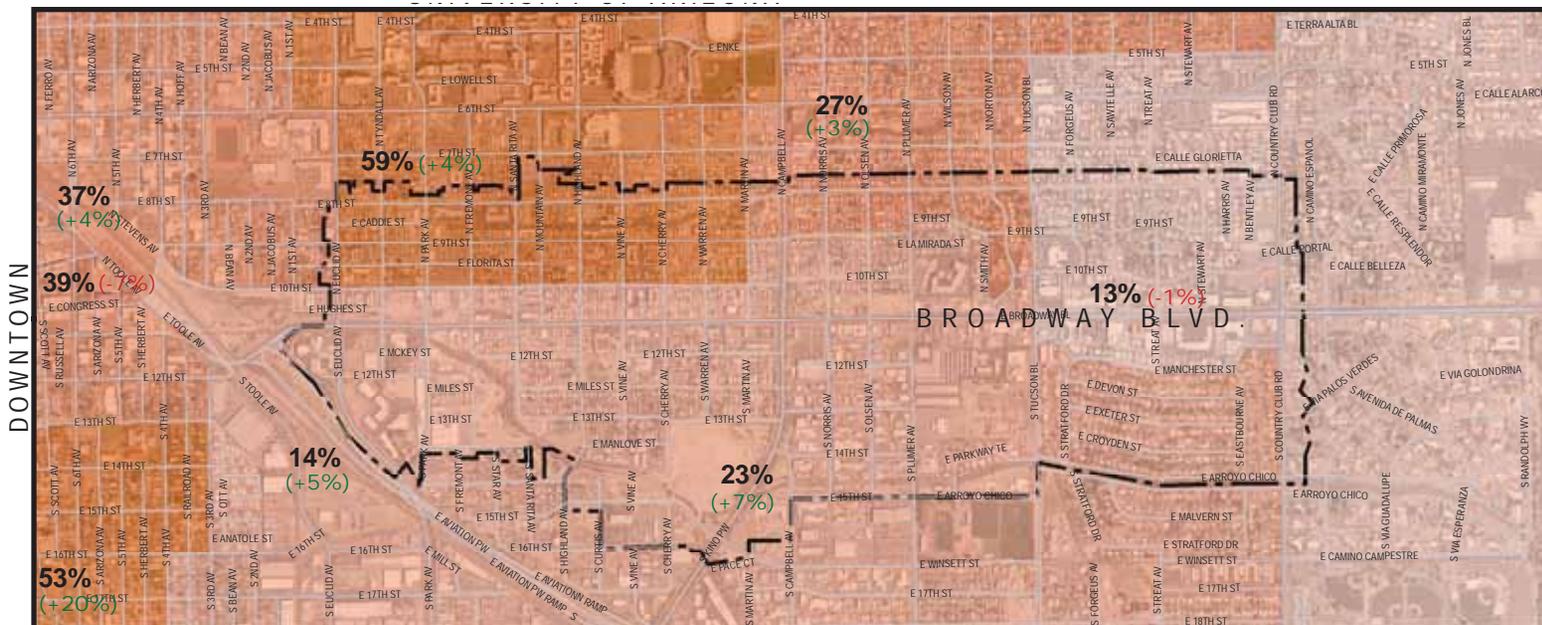


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STUDY AREA MEDIAN AGE

Source: 2010 US Census



ALTERNATE MODE USAGE RATE (With % Change from 2000 Census)

Source: 2010 and 2000 US Census

# Demographic Survey

Demographics in the Broadway Corridor study area tell several stories related to land use and urban form. The project team has analyzed general population and household characteristics such as ethnicity, income and education. Most numbers were gleaned from the 2010 U.S. Census of Population and Housing, and so they may vary slightly from current numbers yet still provide a basic understanding of the area's demographics. While the project team was able to analyze most census numbers at the block level, some, such as income, are only available at the block group level.

## *Contrast in housing and population characteristics from west to east*

The **University-influenced western neighborhoods** are defined by a **high percentage of renters** and **multifamily buildings** scattered throughout a general context of single family homes, as well as a **young population**. According to the 2010 census, for example, housing units in the Pie Allen/Rincon Heights subarea are only 12 percent owner-occupied, the area has a gross density of almost 7 units per acre, and population density is approximately 8,200 per square mile (6 percent lower than in the 2000 census at 8,700 people per square mile), almost 65 percent higher than the corridor average. Median age is 22.

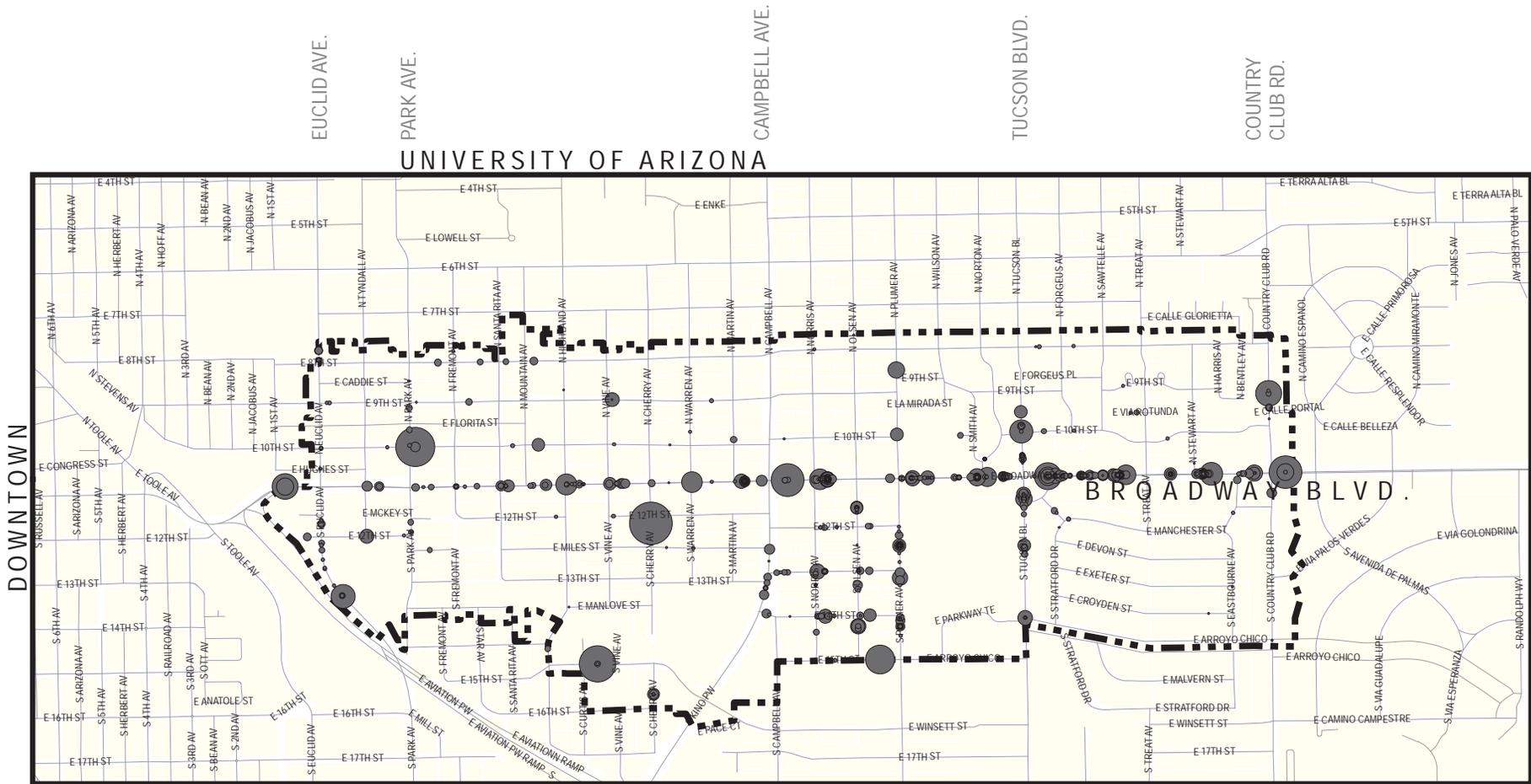
The **low-density, older, nearly 100 percent single family eastern end** of the study area contrasts to the west. The Broadway Broadmoor subarea is 81 percent owner occupied, has a gross density of 3 units to the acre and a population density that is significantly lower than the corridor average. Median age is 47.

## *High use of alternate modes, especially in the west*

Residents in the Broadway Corridor commute to their jobs **using alternate modes at relatively high rates**, especially near the University. These neighborhoods commute by **transit** (up to 12 percent), **bicycle** (up to 11 percent) and **on foot** (up to 35 percent) at higher rates than the city as a whole (5 percent, 1 percent and 3 percent respectively). Lower alternate mode usage exists in the eastern part of the study area.

## *Ethnic transition across Broadway from north to south*

According to census data, Broadway marks a **transition** line between the **mostly non-Hispanic white central Tucson neighborhoods** and the **largely Hispanic southern Tucson neighborhoods**. Many blocks of the Miles and San Antonio neighborhoods appear to be majority Hispanic.



Source: InfoUSA 2009 (Study Area Data); City of Tucson 2012 (Broadway Corridor Data)

## EMPLOYMENT

### Employees

- 1
- 10
- 100

# Employment

## *Lots of employment exists in the study area*

The study area employs 5,884 people, almost as many as live in the study area (6,098 in 2010). Those employees are distributed over 568 establishments.

## *Most businesses are small*

Establishments employ an average of 10.41 people, with a median of 4.

## *The largest employers are spread over various for-profit and non-profit sectors*

The five establishments in the study area with over 100 employees represent a non-profit; a school district; a communications firm; a grocer; and a place of worship. Many of these double as community amenities.

## *Employment in the study area is scattered on Broadway as well as in the surrounding areas*

While, from a land use perspective, most Office and Commercial uses are concentrated along Broadway, a lot of employment in the study area exists in the surrounding neighborhoods, including the largest employers. Most of these are only a block or two off Broadway, but others are along the Arroyo Chico corridor. None of the top 5 employers in the study area except for Safeway are actually on Broadway itself.

## *Employment is relatively evenly distributed along the corridor*

Despite a more consistent commercial character in the eastern segment, the central segment contains approximately as much employment.



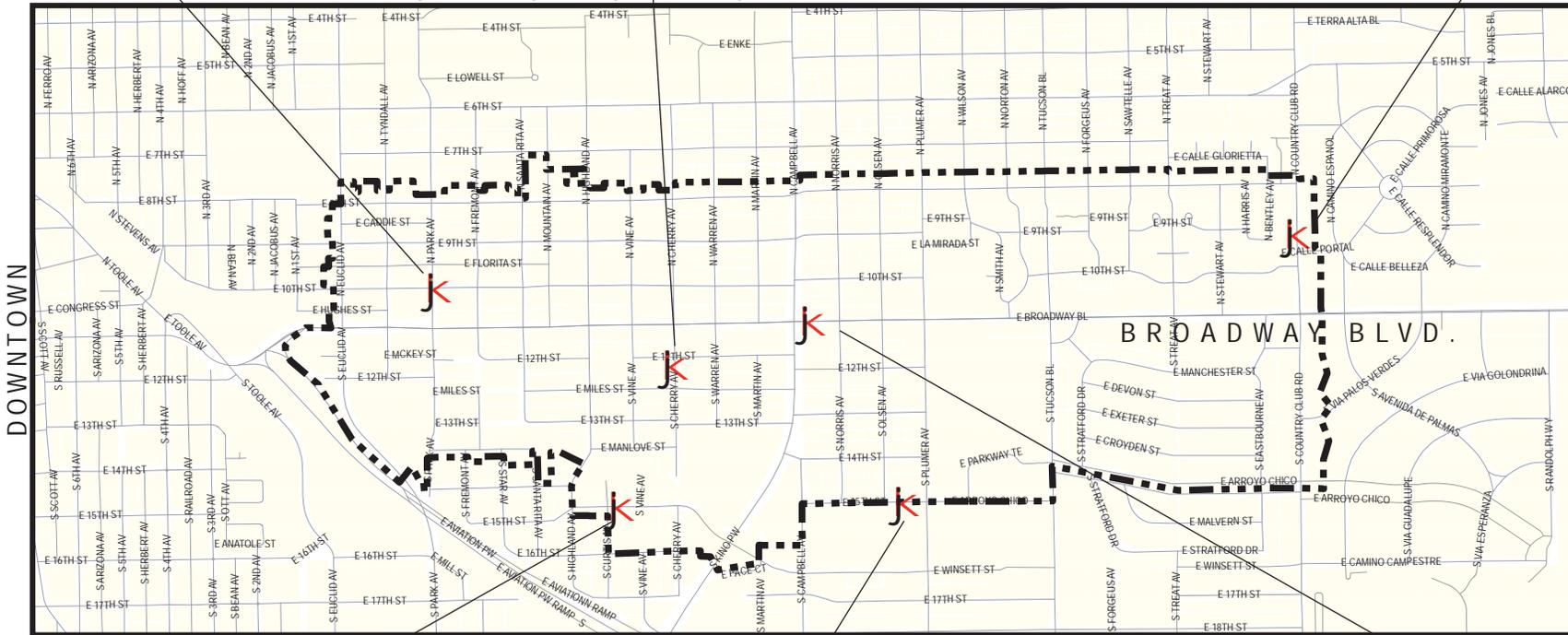
American Red Cross: 275 Employees



Temple Emanu-El: 100 Employees

Tucson Unified School District: 225 Employees

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Source: InfoUSA 2009



Cox Communications: 200 Employees



Tucson School Food Services: 125 Employees



Safeway: 150 Employees

## ***Broadway Corridor largest employers***

### *Tucson Unified School District*

#### **350 Employees**

The TUSD has primary offices at multiple addresses surrounding the 10<sup>th</sup> Street/Park Avenue intersection, just north of Broadway, as well as at offices in the southern part of the study area of 15<sup>th</sup> Street near Plumer Avenue. 125 of the employees are classified as the school's food services.

### *American Red Cross*

#### **275 Employees**

The southern Arizona chapter of the American Red Cross has a Broadway address but the facility is tucked south of Broadway on 12<sup>th</sup> street in the Miles neighborhood next to Miles Exploratory Learning Center. It has large parking lots for its vehicles on Cherry Avenue and a delivery dock in the back, on Vine Avenue.

### *Cox Communications*

#### **200 Employees**

Cox Communications is a T.V., Internet and phone company with an office building surrounded by parking on 15<sup>th</sup> Street. The property fronts onto the south side of the Arroyo Chico open space.

### *Safeway*

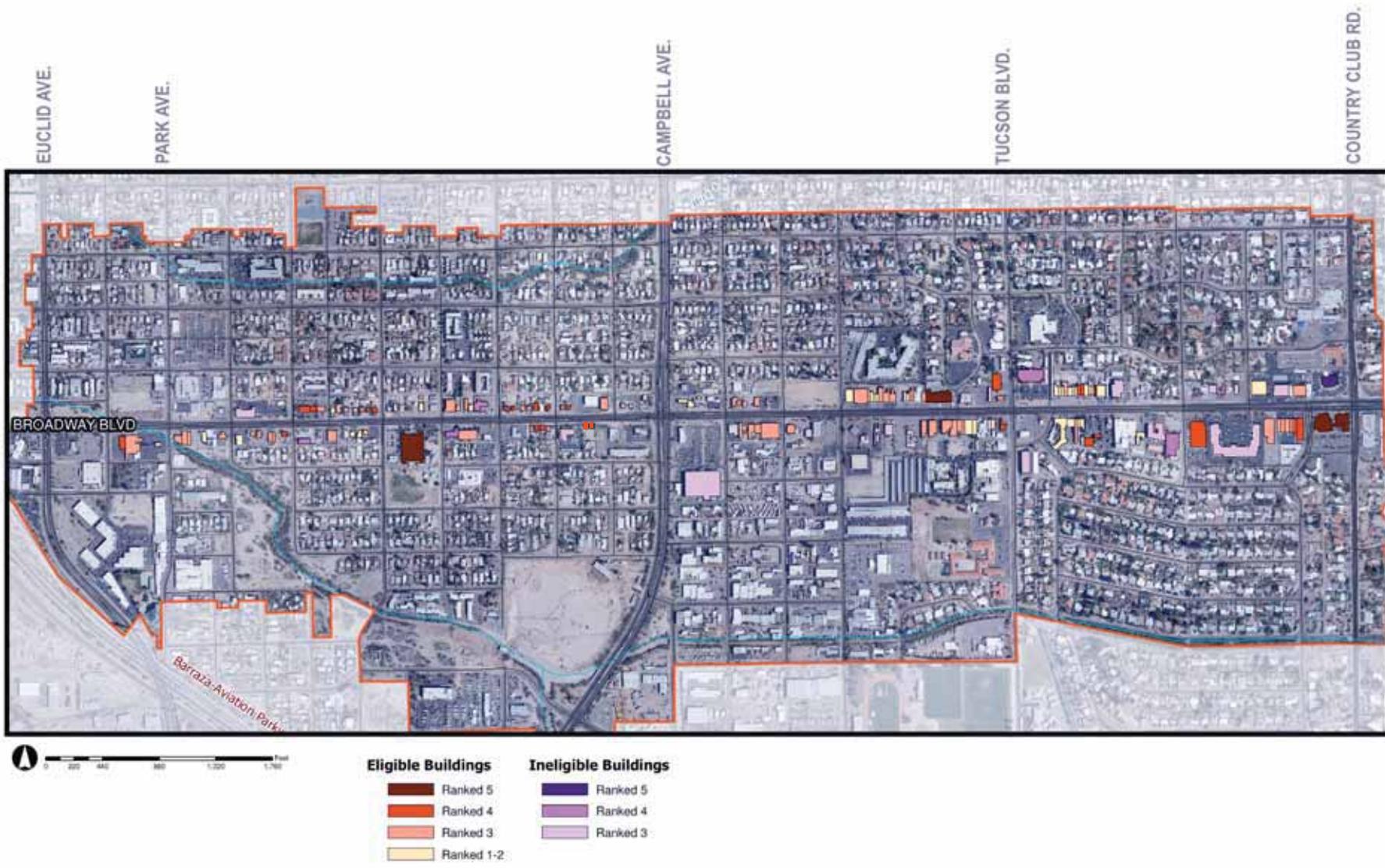
#### **150 Employees**

A new Safeway store opened at the southeast corner of the Broadway-Campbell intersection in 2006. The store is set back behind a parking lot and receives deliveries in back on a narrow extension of Miles Street.

### *Temple Emanu-El*

#### **100 Employees**

Temple Emanu-El is a Reform Jewish Synagogue. It fronts onto Country Club Road north of Broadway and the synagogue building is flanked by parking lots. It backs onto the Sam Hughes neighborhood.



## Broadway Boulevard (Euclid to Country Club): Significant Buildings

# Significant Buildings

## *Methodology*

Efforts on this section of the report began in 2009. In an effort to identify the significant structures along the Broadway corridor, between Euclid and Country Club, the team reviewed all properties and applied a ranking system to several site criteria, including design quality, condition, contribution to streetscape, site functionality, economic value, and community function. The evaluation process for each criteria is described below. Although the structures were evaluated according to several criteria, the maps for this report were produced using only the ranking for design quality of the structure.

Design quality was assessed by looking at the architectural significance and coherence of the design, how well the building conveys its character-defining features, and whether the integrity of the original design is maintained. The assessment of design quality is an inherently subjective exercise, which the team tried to approach objectively. In order to provide a balance, the evaluations of the properties were completed by architects from Swaim Associates, Ralph Comey, and Chris Evans. The assessments were then reviewed by everyone on the team, allowing for discussions to reach a consensus on building rankings.

The condition evaluation took into account the level of disrepair of the structure on the site, according to a visual evaluation from the exterior of the building. The contribution to streetscape evaluation took many things into account, including quality of landscaping, shielding of parking areas along the street, shade elements along the sidewalk, and interest of the building from the street view. The site functionality evaluation looked first at how the site currently works and second at how the site would be impacted if part of it was taken in the acquisition. The economic value was a difficult criterion to evaluate and did not look at the money generation of a business in a building, but rather the investment that had been made into a particular site or property, including successful renovations, construction, landscaping, etc. This is not a representation of the money generation of any businesses located in the properties. The community function was evaluated using the current use on a specific site, ranking those that would be difficult to relocate and with great importance to the surrounding communities higher.

As the evaluations of the existing structures were being completed, the team was also compiling an inventory of historic buildings. The primary objective of that inventory was to identify the properties along Broadway Boulevard between Euclid Avenue and Country Club Road which are eligible for listing on the National Register of Historic Places (NRHP), as either eligible properties or contributing properties to pending or potential historic districts. Recommendations of eligibility were based upon NRHP standards for age, significance, and integrity, under guidelines established by the National Park Service. Under these guidelines, each property must: 1) be at least 50 years old, built before or during 1965; 2) convey significance related to one or more of the following—American history, architecture, archaeology, engineering, and/or culture; and 3) possess integrity of location, design, setting, materials, workmanship, feeling, and association. The complete inventory can be found in “Broadway Boulevard: Euclid to Country Club, Phase 1 Draft Report: Historic Buildings Inventory Volumes 1 and 2 DRAFT 10-09-12”.

The team feels that the design quality ranking is a reflection of the overall character of the corridor and is a good starting point for evaluating the structures that currently exist. The maps also show a distinction between buildings that are eligible for listing on the National Register of Historic Places (NRHP) and those that are ineligible for listing in an effort to highlight historic structures along the corridor. The buildings identified as eligible for listing in the inventory report are distinguished on the maps in this report using different shades of red (See legend heading “Eligible Buildings”). Along this section of Broadway, 226 properties were evaluated and inventoried, of which 126, or 56%, were found to be eligible for listing on the NRHP. All eligible buildings are highlighted on the maps throughout the report, including those that have the lowest design quality rankings (1 and 2), while only the top ranking (3, 4, and 5) are shown for buildings that are ineligible for listing on the NRHP, built after 1965 (see legend heading “Ineligible Buildings”).

It is important to note that because the structures were evaluated in 2009, some of these criteria may be ranked differently today.

# Area and Neighborhood Plans

Land use policy in the Broadway Corridor is defined by policies ranging from very general (Tucson General Plan) to very specific (Zoning). At a middle policy level are the city's area and neighborhood plans, which include the most policy stipulations relating to land use. While area plans describe goals, policies, and guidelines for a group of neighborhoods, neighborhood plans overlay area plans with goals, policies, and guidelines for individual neighborhoods. (NOTE: The City of Tucson is currently in the process of updating its 2001 General Plan, which is expected to go to voters in November 2013. Draft goals and policies are not included in this report.)

The area and neighborhood plans relevant to the Broadway Corridor Project address the Broadway widening to varying degrees, but in no case to a comprehensive degree that communicates neighborhood preferences or a clear vision for the future conditions along Broadway and how it relates to surrounding neighborhoods. The Broadway-Broadmoor Village Neighborhood Plan provides the clearest vision and clarity in issues of concern to the neighborhood. Area and neighborhood plans include the following:

## *Miles Neighborhood Plan (2009)*

The Miles Neighborhood Plan mentions the Broadway Boulevard corridor project in several instances, and is assertive in protecting neighborhood interests that may be affected by the project.

The Plan describes Broadway as “both a major commercial strip and a barrier to greater connectivity with neighborhoods to the north.” The Plan expresses concern that the project could “further isolate the neighborhood from pedestrian connectivity.”

The Plan includes in its list of potential impacts of the Broadway project, “impacts to the businesses and homes along the Broadway Boulevard and indirect impacts to the Neighborhood as a whole”; and endangerment of its “reasonably good pedestrian and bike connectivity to the University of Arizona.” The Plan calls for working “with public agencies to ensure that vehicle egress to commercial establishments is from Broadway Boulevard only.”

The Plan also mentions specific places or aspects of the Broadway corridor. It calls for pursuing listing on the National Register of Historic Places for the Miles Exploratory Learning Center (ELC) building, and ensuring that “the Miles ELC is protected from the impact of the Broadway Corridor Improvement Project.” It calls for the creation of neighborhood gateways through the installation of neighborhood signage, gateway monuments and public art on Highland Avenue at Broadway Boulevard and on Cherry Avenue at Broadway Boulevard it calls for working with the owner(s) of the commercial property at the southwest corner of Broadway Boulevard and Kino Parkway to provide safe and comfortable pedestrian access from 12th Street into the shopping area.

## *University Area Plan (1989)*

Transportation Policy 4 states to “Mitigate the impacts of traffic from the proposed Broadway Corridor and Aviation Parkway projects on neighborhood streets, residences, and businesses.”

## *Sam Hughes Neighborhood Plan (1985, with some amendments in the 2000s)*

This plan mentions the Broadway widening in the context of commercial uses' impact on the neighborhood, in Goal 1, Policy 1, Implementation 2. “General commercial uses are appropriate provided new developments furnish required access, off-street parking, and circulation which will not be eliminated or

adversely affected by future dedications for, and construction of, any projects recommended by the Broadway Corridor Study.”

***Arroyo Chico Area Plan (1986)***

Policy 3 of the “Development Along Major Streets” section provides direction related to Broadway widening: “Monitor the progress and recommendations of the [1987] Broadway Corridor Study. Implementation Techniques: A. Protect established residential areas from commercial encroachment due to the Broadway Corridor widening; B. Analyze rezoning requests along Broadway in conjunction with possible Broadway Corridor Study recommendations; C. Encourage new and proposed developments to assemble small parcels into larger sites, to allow for flexible site design, to ensure viability of the site after Broadway is widened, and to limit the number of access points onto Broadway.” Subarea sections also encourage compatible development along Broadway.

***Broadway-Broadmoor Village Neighborhood Plan (1988)***

Overall, this plan recommends for specific parameters of the new Broadway alignment, coordinated design and landscape and other improvements in conjunction with the widening, and against encroachment of commercial uses into the neighborhood as a result of the widening.

From Transportation Policy III: “Property owners and neighborhood representatives should coordinate with the Department of Transportation during the design phase of the Broadway widening project to unify the Broadway frontage. Excess right-of-way could be utilized for landscaping, pedestrian walkways, bus turn-outs, bus shelters, and/or additional parking for adjacent business area. Unified theme of landscaping should be used along Broadway to be compatible with the area...The landscaping theme along Broadway should relate not only to other portions of the Broadway Corridor but to the landscape conditions of Broadmoor-Broadway Village Neighborhood.”

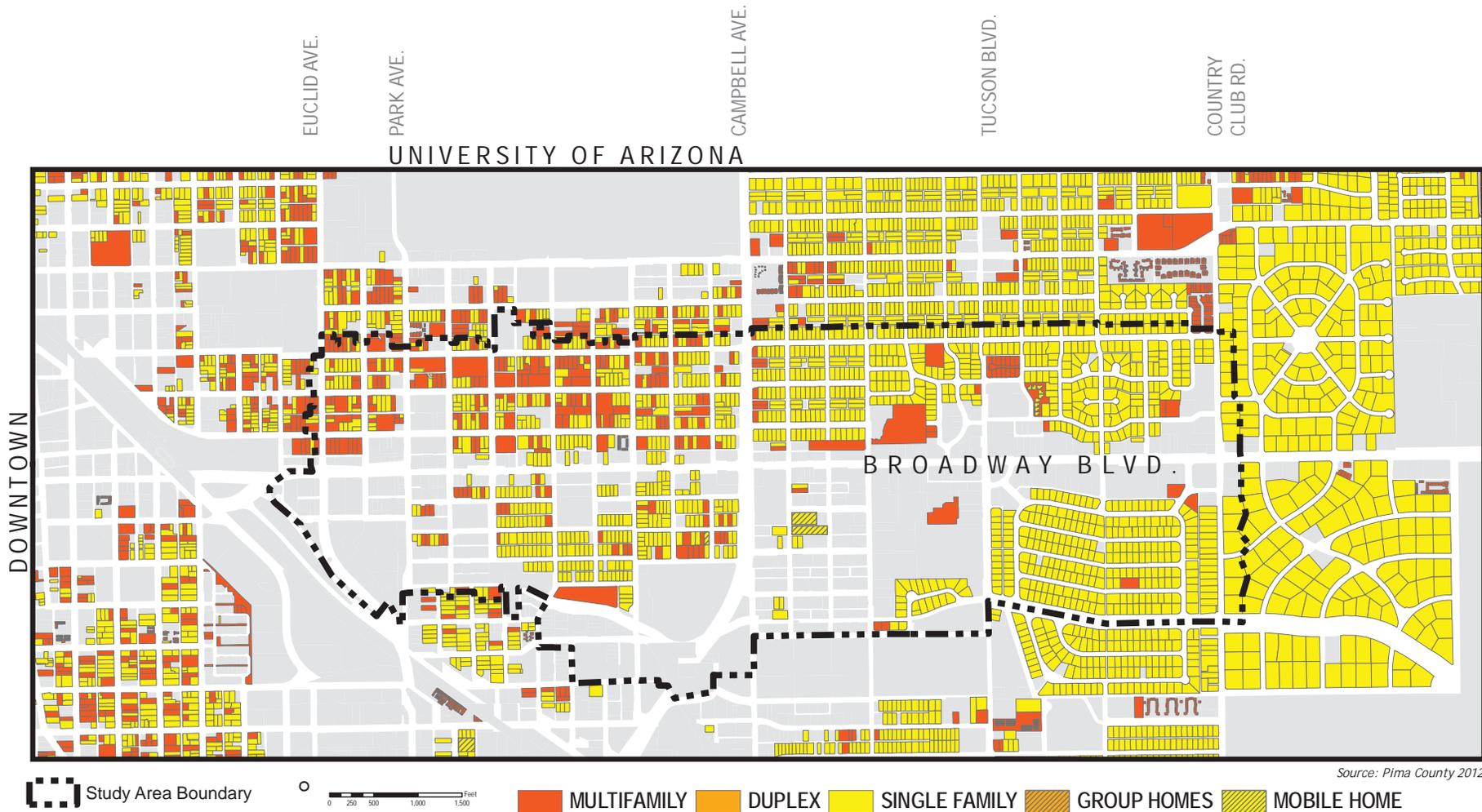
From Transportation Policy V: “The following are recommendations, if changes on Broadway Boulevard do occur: A. Widening of Broadway Boulevard to a maximum 150-foot right-of-way including landscaping on both sides; B. Widening to occur on the north side of Broadway between Euclid and Randolph Way; C. Divided grade separations at the major intersections of Campbell, Alvernon, Swan, Craycroft and/or Kolb; D. Synchronizing of all traffic signals; E. Improving bus transit including park-and-ride lots in outlying areas of the City.”

From Transportation Policy VI: “If Broadway Boulevard is widened, encourage residents to pursue implementation of the mitigation measures presented to the City to lessen the impact of the roadway widening on the existing residential uses and to ensure that commercial uses do not encroach into the residential portion of the neighborhood.”

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# Land Uses





## Residential Land Use

# Residential

## *There is little residential use along Broadway*

Only 5 percent of corridor-adjacent parcel acreage is devoted to housing. These corridor-fronting residences are primarily isolated single family houses between Park Avenue and Campbell Avenue. A 2-story senior housing development, Casitas on East Broadway, was completed at Plumer Avenue and Broadway in 2010.

## *Large residential neighborhoods sit next to Broadway*

In the overall Study Area, 53.2 percent of acreage is residential, with large all-residential swaths on both sides of the main corridor.

## *Most housing is on medium-sized single family lots*

81 percent of the study area's 1,496 housing units are single family houses. Single family lots average approximately 8,500 square feet; only 11 exceed half of an acre. The larger lots tend to be located east of Tucson Boulevard, where a tight, traditional street grid begins to give way to longer, less connected blocks.

## *Multi-family residences are concentrated in the Rincon Heights/Pie Allen subarea, near the University of Arizona*

Northwest of the Campbell Avenue and Broadway Boulevard intersection 18 blocks exceed densities of 8 dwelling units per acre and 7 blocks exceed densities of 15 dwelling units per acre. By contrast, the rest of the Study Area contains only three blocks with more than 8 dwelling units per acre and one with more than 10. Multi-family housing in this area primarily consists of apartment buildings.

## *Few other types of residential uses exist*

Apart from a mobile home park in the Arroyo Chico subarea, the study area has few residential uses apart from single family homes, multifamily buildings, and senior housing.



*Single family house*



*Multi-family residences*



*Casitas on East Broadway*

## *Residential Land Use Policy*

The goals of the 2001 General Plan and its Livable Tucson Vision Program that relate to residential land use include Safe Neighborhoods (how safe people feel in their neighborhoods, crime, policing, and risk perceptions), Infill and Reinvestment (well-planned growth, the management of sprawl, and development in the city's core, rather than on the periphery), People-Oriented Neighborhoods (designing new neighborhoods and investing in old neighborhoods to promote a mix of commercial and residential uses, a pedestrian focus, landscaping and aesthetics, and interaction among residents), and Respected Historic and Cultural Resources (the preservation and celebration of local landmarks, buildings, neighborhoods, archaeological treasures, open spaces, cultures, and traditions that make Tucson unique). (NOTE: The City of Tucson is currently in the process of updating its 2001 General Plan, which is expected to go to voters in November 2013. Draft goals and policies are not included in this report.)

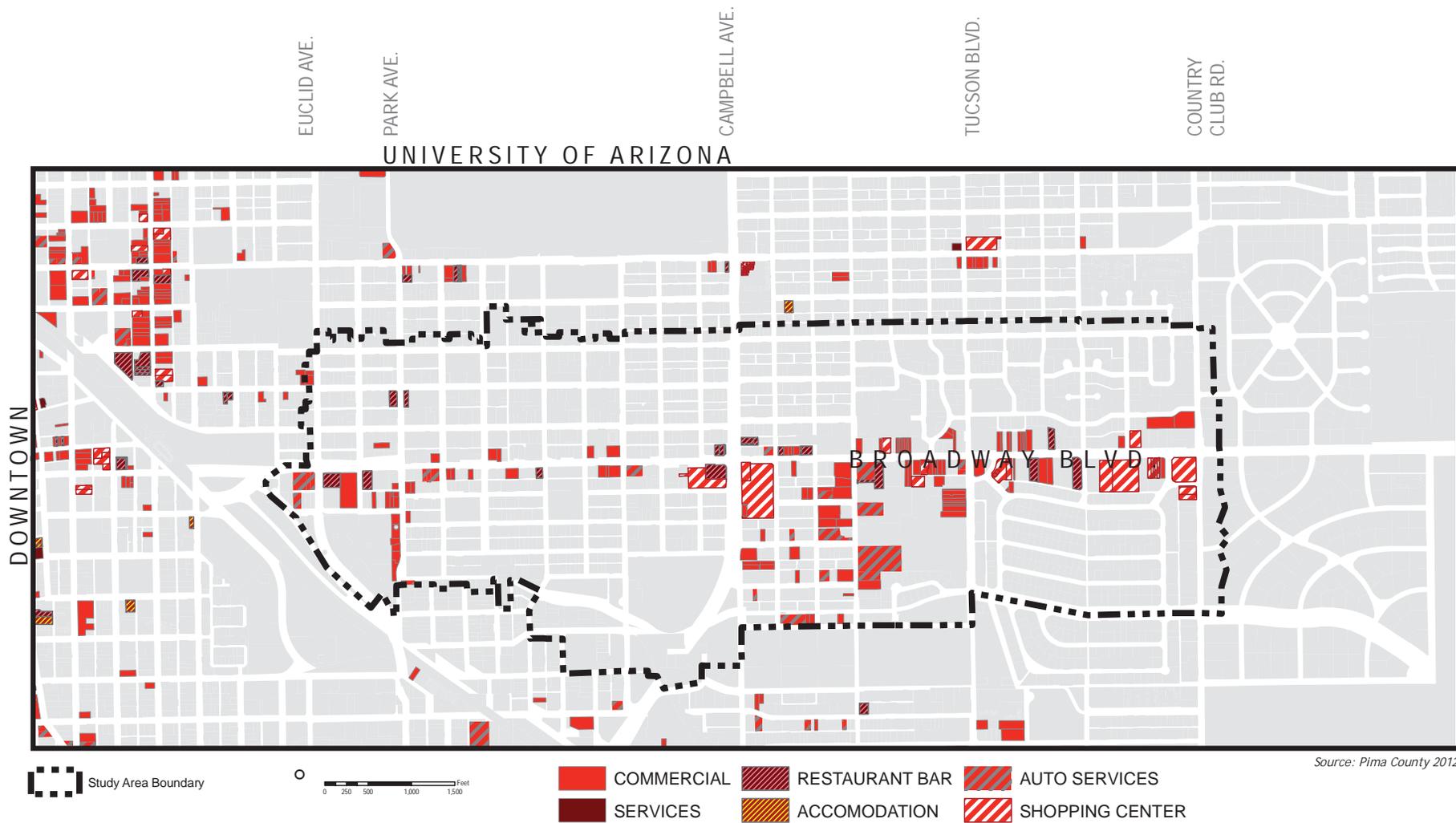
The area and neighborhood plans that apply to the corridor describe residential goals and policies in more detail. The Arroyo Chico Area Plan, the University Area Plan, the Sam Hughes Neighborhood Plan and the Broadway-Broadmoor Village Neighborhood Plan all encourage new infill development. But they also include provisions to protect single family neighborhoods to varying degrees from non-single family development, cut-through traffic, office conversions, and focus on preserving the neighborhoods' character. While the Arroyo Chico Area Plan is more detailed in its protection of single family uses, the University Area Plan is more lenient, although the Arroyo Chico plan allows for high-density residential development along Arroyo Chico in the Miles and San Antonio neighborhoods. The neighborhood plans are even more restrictive – for example, the Broadway Broadmoor plan encourages the rezoning of R-2 properties fronting on Tucson Boulevard to R-1, and the Sam Hughes plan mandates that all parcels not deemed appropriate for commercial use must be zoned R-1.

Yet all plans allow high-density residential uses along Broadway Boulevard, though plans include measures for protection of existing low-density residential uses if Broadway is widened. The University Area plan has a policy encouraging mixed-use development; and the plans covering the south side of Broadway allow high density residential alongside commercial and office in stretches between Cherry and Martin Avenues and between Plumer and Country Club Avenues (On the north side, the Sam Hughes Neighborhood Plan development concept does not allow residential fronting Broadway and the University Plan does not have a map concept).

As discussed above, zoning is the most concrete level of Residential Land Use policy. The City of Tucson has three main residential categories: R-1 (Single Family); R-2 (Medium Density, up to 15 units per acre); and R-3 (High Density, up to 36 units per acre). Most of the corridor's residential areas west of Campbell Avenue are zoned R-2, while most of the corridor's residential areas east of Campbell are zoned R-1. Much of the Pie Allen neighborhood portion of the study area is zoned R-3.



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## Commercial Land Use

# Commercial

## *Commercial uses are the most prevalent use along the Broadway Corridor*

Commercial uses, including retail, wholesale, restaurants, and services, comprise almost half (49.2 percent) of total acreage of lots that front onto Broadway.

## *There is a diverse array of commercial uses along Broadway*

The majority of commercial uses are independent retail stores on small lots, though what they sell varies greatly. Notable uses include the new Safeway at Campbell Avenue; Broadway Village at Country Club Road; home furnishings businesses west of Country Club Road; and Chaffin's restaurant west of Park Avenue.

## *Almost all of the commercial in the study area is along Broadway*

The major cross corridors of Euclid Avenue, Park Avenue, Campbell Avenue, Tucson Boulevard, and Country Club Road, are largely devoid of commercial uses.

## *Commercial uses generally intensify from west to east*

The Western Segment contains a large amount of vacant and underutilized land, while the Central Segment contains mostly small parcels. The Eastern Segment, however, has a more consistent commercial character.

## *Several commercial strips are densely developed with over a dozen long narrow stores*

Particularly from Campbell to Country Club, commercial strips are home to assortments of stores, with a cacophony of storefronts opening to an informal strip of parking. In one strip, Belly Dance Tucson sits shoulder-to-shoulder with Yong Sheng Herbs and More, Perimeter Bicycling Association of America, Diamond Ventures, Duran's Income Tax, Rex Hair and Nail and Metaphysics World.



*Typical commercial strip*



*Home furnishing retailers along the corridor*

### *Fast food and restaurants are scattered frequently between Campbell and Country Club*

Fast food restaurants, including Wienerschnitzel, Carl's Jr., and Pollo Feliz, are some of the most visible uses in the Eastern Segment of the Broadway Corridor. Most are chains. Various sit-down restaurants such as Sushi Garden and Lerua's are also on this stretch.

### *A home furnishings cluster west of Country Club*

Commercial buildings west of Country Club Road house a strip of relatively upscale home furnishings stores such as Buhardilla and Room of Rugs.

### *The study area has a few additional commercial areas*

Additional commercial nodes are found in the Lost Barrio neighborhood and in the mixed use/industrial zone south of Broadway between Campbell Avenue and South Tucson Boulevard.

#### ***Broadway Village***

This may be the oldest shopping center in Tucson. It was built in 1939 by developer John W. Murphey and designed by architect Josias Joesler – before the Broadmoor Broadway neighborhood it abuts. In its “heyday,” the Broadway Village Market sold fresh fish and the Drug Store served Cowboy Burgers and Green Rivers.

It remained in the hands of the Murphey family until 2009, when it was purchased by Craig and Randy Finrock, who plan to renovate it. The renovation could include a new restaurant and a specialty produce market similar to LaGrande Orange Grocery in Scottsdale, as well as new lighting, a new patio and perhaps a new building.

The Broadway-Broadmoor Village Neighborhood Association mentioned the “owners’ vision to reposition the Broadway Village as a vibrant community hub, a place to walk, bike, or drive to buy the paper and a pastry with a cup of coffee, shop for an evening’s meal, attend a farmer’s market or bring a friend to a wine tasting event.”

The new owners are also considering reconfiguring the convergence of Eastbourne and Manchester as they enter Broadmoor. The Murpheys deeded the land for these streets to the City in 1937 and the new owners want to privatize them again to deal with the possible increase in traffic. The city recently abandoned the Manchester right-of-way. The options include leaving access to Broadmoor as double lane roads; converting them to single-lane access with a “Local Traffic Only” sign to discourage commercial traffic in the neighborhood, while encouraging pedestrian flow to and from and within the center; and building a landscaped cul de sac to block all commercial traffic from accessing the neighborhood.



### *El Con Mall*

Built in 1960 by Joseph Kivel, 93-acre El Con was one of Tucson's first shopping malls. It sits one-third of a mile east of the study area and is designated as an Activity Center in the Tucson General Plan. The name came from the Conquistador Hotel, which it sat next to until the hotel's demolition. Originally it was an outdoor mall with seven anchors including J.C. Penney, Montgomery Ward and Woolworths, and was enclosed in the late 1960s. Kivel also built Park Place mall three miles further out on Broadway in the 1970s, which became more successful.

Now, El Con's anchors are J.C Penney, Ross Dress for Less, Home Depot and Target. Only six stores (plus restaurants) are open. A food court that was added decades ago never had any tenants. It is currently slated for redevelopment back to an open-air mall. A Wal-Mart could move into the former Macy's space. However, businesses on the outside of the mall appear to be bringing back business to the area. Target, Home Depot, Starbucks, Chick-Fil-A, Claim Jumper, Rubio's and In-N-Out Burger, as well as a popular movie theater have all been built around the perimeter in recent years.

### *Commercial Land Use Policy*

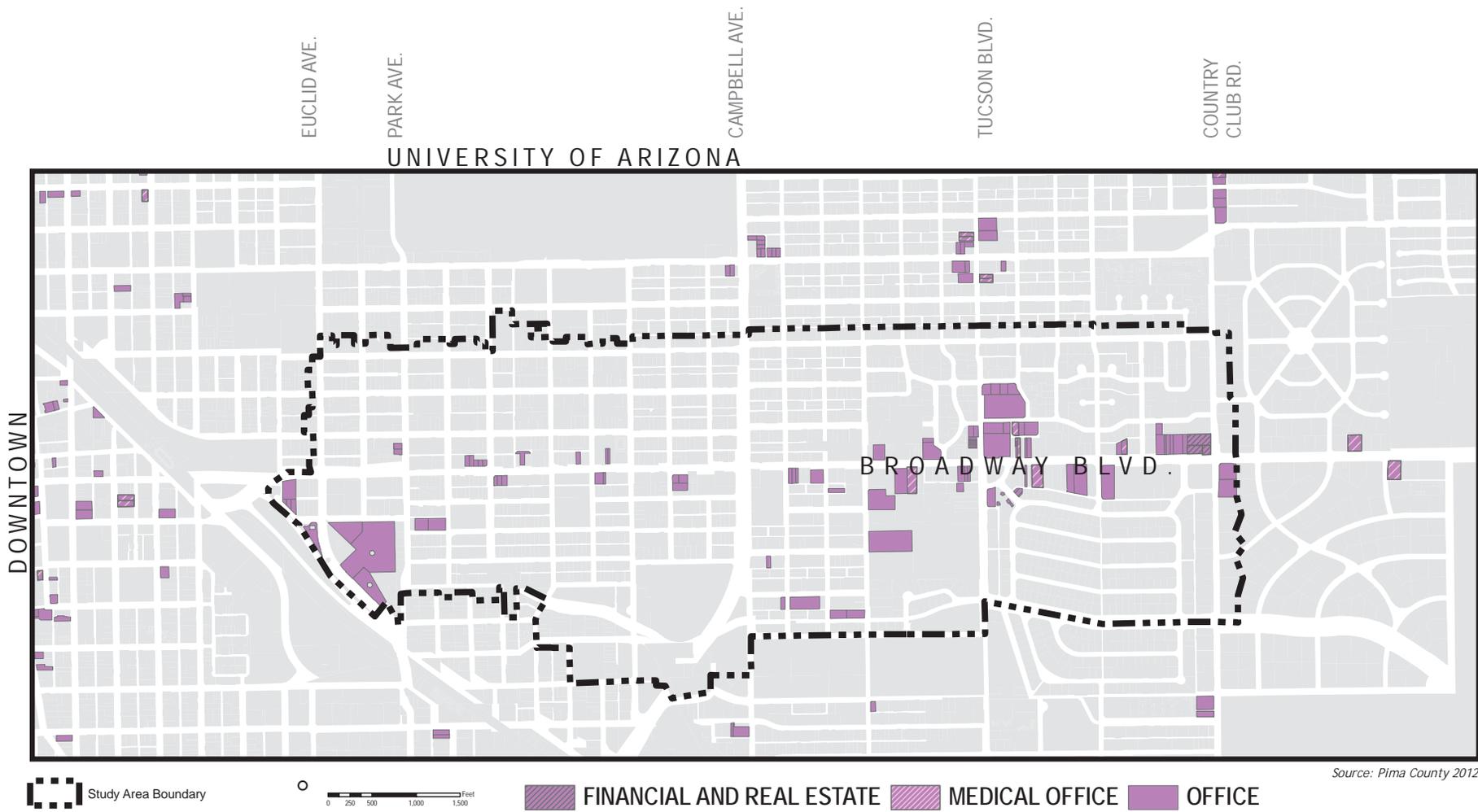
The goals of the 2001 General Plan and its Livable Tucson Vision Program that relate to commercial land use include Infill and Reinvestment, People-Oriented Neighborhoods, Respected Historic and Cultural Resources, and Strong Local Business (the local economy, particularly small, Tucson-based businesses). The Major Streets and Routes Plan designates Broadway as a Gateway Route, a designation meant to improve the appearance of the built environment. Specific guidelines are laid out for Gateway Routes.

The area and neighborhood plans that apply to the corridor describe commercial goals and policies in more detail. The Arroyo Chico Area Plan and the University Area Plan allow commercial development along arterials. But they discourage strip development and require appropriate design elements, including screening and buffering from adjacent uses. The Arroyo Chico plan encourages placement of parking behind or to the side of buildings, and the University plan supports the "development of concentrated centers of pedestrian activity," specifically mentioning convenient access to transit. While area plans seem to support the conversion of residential uses on arterial streets to commercial uses, the neighborhood plans appear to be against this.

The Arroyo Chico Plan mentions the Broadway widening and encourages new and redeveloped uses along Broadway to mitigate impact from the widening, including the assembly to smaller parcels into larger ones. The Broadway-Broadmoor Village and Sam Hughes Neighborhood Plans approach commercial through its integration with the primarily single family neighborhoods. Provisions include limiting building height to two stories, prohibiting rezoning of abutting residential uses to parking, construction of perimeter walls, and design guidelines.

Zoning is the most concrete level of Commercial Land Use policy. The City of Tucson has three main commercial categories: C-1 (Local Commercial); C-2 (General Commercial); and C-3 (Intensive Commercial). In general, the western end of the corridor between Euclid and Santa Rita is zoned C-3, and the rest of the corridor is C-1, with spots of C-2. The only real commercial cross-corridor in the study area is Park Avenue, which is zoned C-3.





## Office Land Use

# Office

## *Types of office uses vary*

Unlike other parts of Tucson, no significant clusters of medical office or financial services/real estate exist along Broadway or in the study area. However, the corridor is a major location for education offices (see “Education” land use category below). It also has several legal offices. Office space seems as likely to be used for groups such as the Black Chamber of Commerce and the Arizona Department of Economic Security as for professional services like AKA Employment Services. The diversity of use is apparent even within buildings. One that is typical houses a counseling service, a tailor, a union, a media lab, a security company, and many others.

## *Offices cluster at Tucson Boulevard north of Broadway*

Most office space that is not located directly along Broadway Boulevard is concentrated in several larger buildings one to two blocks north of Broadway on the east side of Tucson Boulevard.

## *Central Segment office space contrasts to Eastern Segment office space*

West of Campbell Avenue, most office buildings are single-tenant newer buildings housing firms such as 1202 Studio Architecture or AKA Employment Studios. East of Campbell, older, multi-tenant buildings are more common, with some housing up to two dozen tenants.



*Midcentury office building*



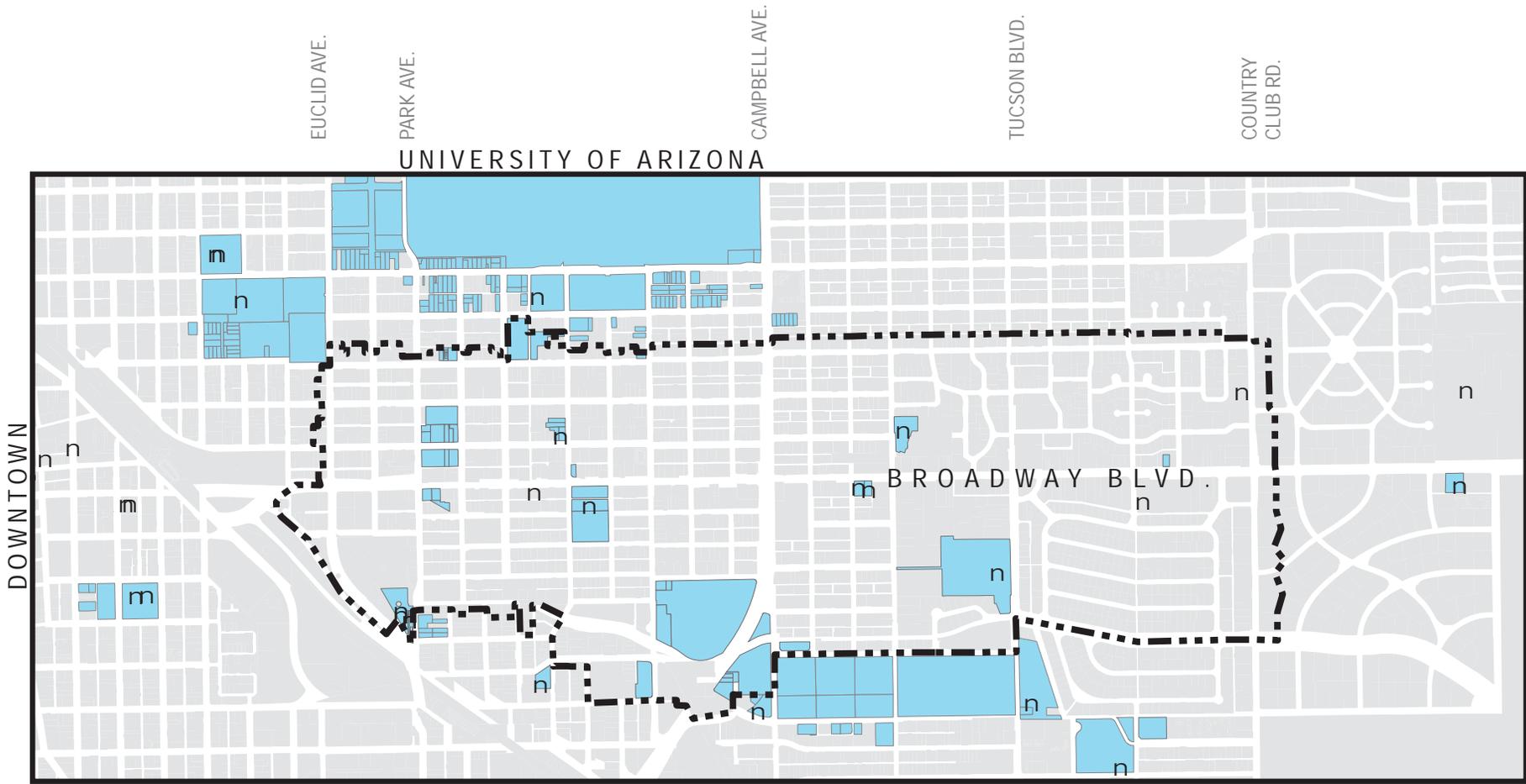
*Single tenant office building*

## ***Office Land Use Policy***

Much of the Commercial Land Use Policy (see above) also applies to office uses, including the Tucson General Plan goals, the Major Streets and Routes plan, and many of the area and neighborhood plan goals and policies. These plans do not have office policy sections per se, but mention office development in individual policies.

The Office issue mention most frequently is the conversion of single family residential buildings to office uses along major arterials or collectors. While in general the area plans support these conversions, the neighborhood plans are often against them.

Zoning has specific office categories, but despite the high amount of office uses, little office zoning exists in the study area, with only the Arizona Department of Economic Security and law offices east of Martin parcels zoned for O-2 office, the other offices uses exist within the general commercial designations that are found within the study area.



Source: Pima County 2012

## Education Land Use

# Education

*The study area has a large amount of educational uses*

10.2 percent of acreage in the study area is classified as educational, which includes schools as well as school district offices.

## *TUSD presence*

The Tucson Unified School District has a strong and diverse presence in the study area. TUSD properties include major offices at 1010 E. 10<sup>th</sup> Street and 75-77 N. Park Avenue north of Broadway and at 2025 E. Winsett, as well as the new Cherry Fields sports and flood detention facility.

In addition, TUSD offices were observed along Broadway in strip malls or storefronts.

## *Lots of alternative schools*

While few public schools exist in the study area, there are many alternative schools such as Tucson International Academy, Edge Charter School, and Pass Alternative High School.



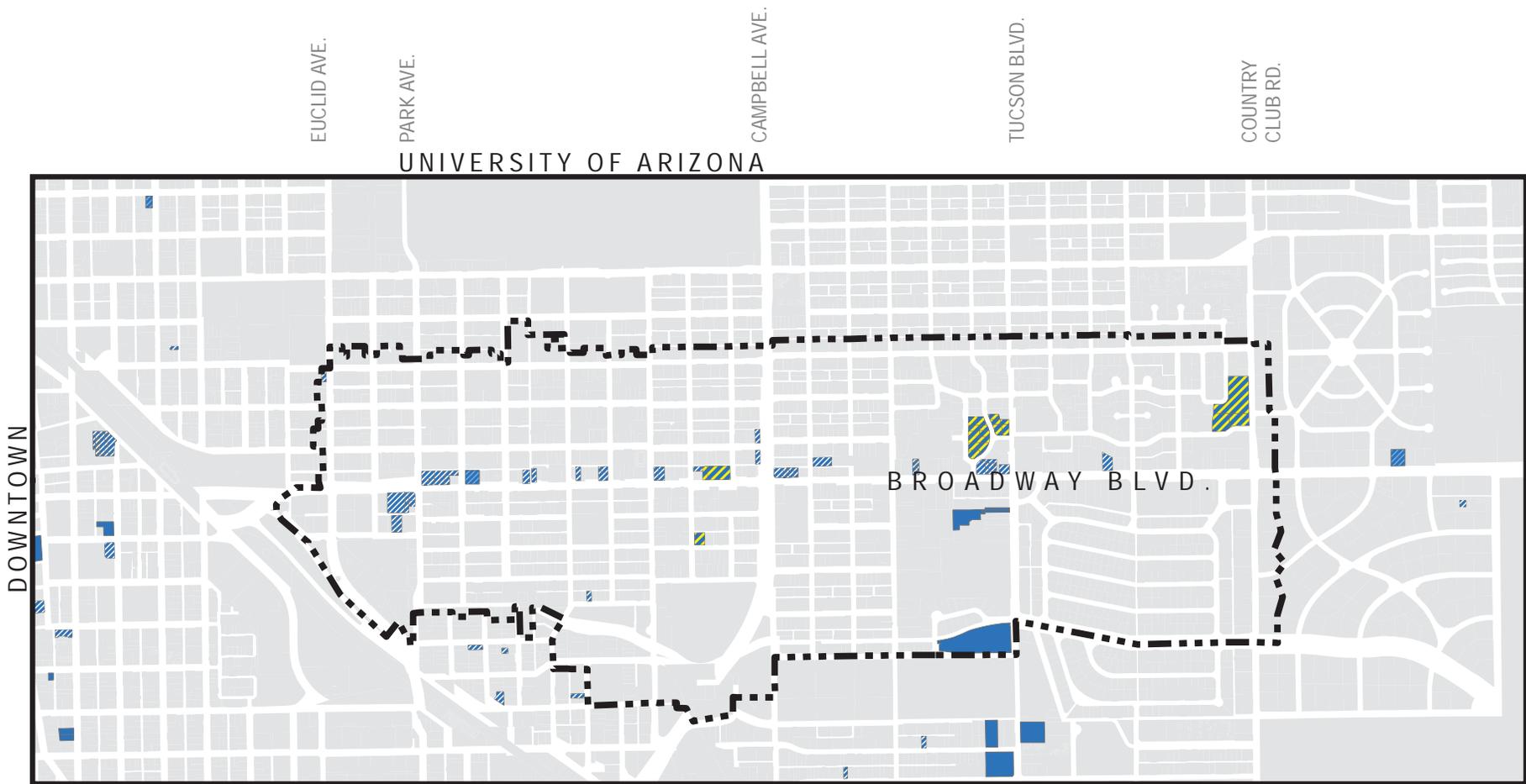
*TUSD building*

## *Miles Exploratory Learning Center*

This is a high-performing, K-8 300-student public school. The school was opened in 1922 and named after U.S. Army General Nelson A. Miles, who helped capture Geronimo in 1886. The school became an Exploratory Learning Center in the early 1980s, establishing a focus on being a “community of learners.” The school includes the OMA (Opening Minds Through the Arts) program, which supports student achievement in reading, writing, math and social studies. An arts-infused curriculum has been developed for each grade level which is curricularly linked to state standards in these core subject areas. Community artists (musicians, opera, dance) work in collaboration with classroom teachers to design and execute lessons which support and extend learning through this arts-integration.

The school's gardens front onto Broadway, and are maintained by the students for classes in biology, nutrition, and the environment. The gardens include the Tohono O’Odham Garden, the Tortoise Habitat, the Succulent Garden and the Organic Vegetable Garden.

The back of the school fronting onto Miles Street functions as a neighborhood park. Recent work has been done on the park by Tucson Parks and Recreation, including design and construction of a five-station fitness trail with lighting, lunch tables and drinking fountains, and work on the ball field. Funding has included \$30,000 in City of Tucson Back-to-Basics funds for construction and \$500,000 from Pima Neighborhood Reinvestment Funds for the Miles Exploratory Learning Center.



Source: Pima County 2012



## Other Public and Semi-Public Land Use

# Other Public and Semi-Public Land Uses

*Government and Social Services occupy some of the single-tenant larger office buildings*

These include Child and Family Resources, and El Rio Community Health Center.

*The study area has small and medium-sized places of worship on and off Broadway*

The largest community uses in the corridor are places of worship, including the First Assembly of God church at Martin Avenue, and the Church of Jesus Christ of Latter-day Saints ward at Norton Avenue.

*Public and Semi-Public Land Use Policy*

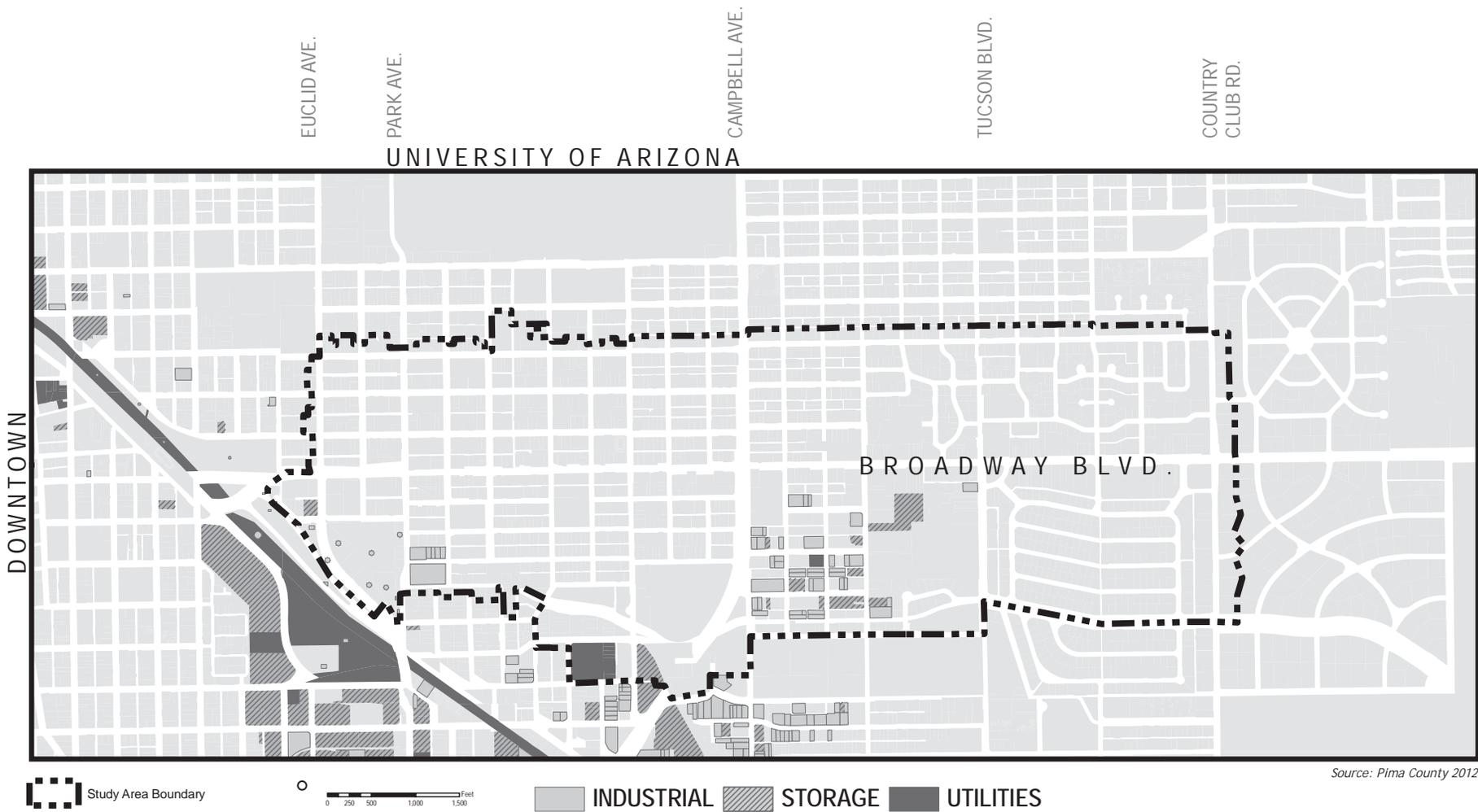
Area and neighborhood plans do address these uses, including the University of Arizona athletic fields, Miles Exploratory Learning Center, Howenstein High School, several neighborhood parks, and churches, if only to encourage the continued use and utilization of existing public facilities and their compatibility with surrounding development. Most of the non-open space public and semi-public uses are included in other residential zones such as residential and commercial.



*First Assembly of God*



*Temple Emanu-El*



## Industrial Land Use

# Industrial

## *Arroyo Chico industrial mixed use neighborhood*

Industrial uses are concentrated in two main areas of the study area. The first is the mixed-use area south of Broadway Boulevard between Campbell Avenue, Tucson Boulevard and Arroyo Chico. This industrial mixed-use area is interspersed with commercial, office and residential uses.

## *Lost Barrio*

The area concentrated around Park Avenue south of Broadway is the other industrial part of the study area. While fewer current industrial uses lie in this neighborhood, many of the non-residential buildings appear to be former industrial buildings which have been converted to artist space, specialty retail and cafes.

## *Storage facilities*

Most industrial-designated land consists of warehousing/storage facilities. This use's low noise and pollution levels make it a relatively attractive industrial type in mixed-use areas like this one, unless distribution activities attract truck traffic.



*Light industrial use*

## ***Industrial Land Use Policy***

There is little presence of industrial-related goals in the 2001 General Plan and its Livable Tucson Vision Program. However, the Arroyo Chico Area Plan addresses industrial use south of Broadway between Campbell Avenue and Tucson Boulevard with goals such as: encourage a compatible mix of residential, industrial, and business uses in the plan area, while protecting the integrity of existing neighborhoods; and protect neighborhoods from truck traffic and roadway improvements, while allowing industrial and business access to key transportation routes.

Industrial Area 1 in the Arroyo Chico Area Plan covers a triangular area between the Southern Pacific Railroad, Broadway Boulevard, and Park Avenue. As it pertains to the Broadway Corridor Study Area, Industrial Area 2 covers an area bordered by Broadway to the North, Fifteenth Street to the south, Plumer Avenue to the east, and Kino/Campbell to the West. Key policies of Industrial Area 1 are to protect the Miles and San Antonio Neighborhoods from any negative impacts of industrial development along Park Avenue and to visually screen industrial development along Broadway. Industrial Area 2 follows similar policies, allowing for continued light to heavy industrial development in appropriate locations between Campbell and Plumer. The policy to protect the Miles and San Antonio Neighborhoods is also highlighted through the technique of redirecting all truck traffic to Winsett/Kino by implementing traffic control measures. The plan allows for light industrial infill development i.) north of 15th Street, ii.) south of Eastland, and iii.) between Kino and Campbell. Plumer Avenue is the boundary between industrial uses to the west and residential uses to the east. Light Industrial zoning covers most of the area and allows an FAR of 2 and a maximum building height of 75 feet.



## Open Space Land Use

# Open Space

## *Limited open space amenities within the corridor*

Almost no open spaces abut Broadway itself, and few open spaces exist within the study area. The only open space directly on Broadway is the series of small plazas that connect to the Diamondback Bridge and Iron Horse Park at Euclid Avenue.

## *Corridor tied to major regional amenities*

However, the Broadway Corridor is near to many regionally important open space resources and bisected by accessways to them. Reid Park, one of the city's largest, is less than half a mile east of the corridor. A multi-use path to connect Reid Park with downtown Tucson via Arroyo Chico is in the planning stages. Meanwhile, an existing multiuse path connects southeast Tucson to downtown and Northwest Tucson via the Diamondback Bridge over Broadway.

## *Open Space in the corridor is linked to flood control*

Arroyo Chico may be the corridor's largest open space amenity, and the future recreational use of it is linked to Pima County's flood control measures. The City of Tucson and Pima County own much of the area surrounding Arroyo Chico between Park Avenue and Kino Parkway, with plans for flood control facilities (see Arroyo Chico sidebar). With flooding a problem throughout much of the southern part of the corridor, there may be other opportunities for open space linked to stormwater management. Cherry Fields is another open space amenity that is also used for flood control. While it is an open space amenity, it is fenced and public access is controlled.

## *Neighborhoods have been active in creating and developing open space*

While few official neighborhood parks exist in the study area, neighborhoods have used volunteers, grants and city resources to create or enhance what they have. The Broadway-Broadmoor neighborhood has built a neighborhood plaza out of excess road right-of-way (Malvern Plaza) and created a plan for enhancement of its pedestrian walkway along the Treat Boulevard right-of-way. The Iron Horse neighborhood, just west of the corridor, has created plans for an improved Iron Horse Park.



*Public plazas at Euclid Ave.*



*De facto open space around Arroyo Chico*



*Cherry Fields and detention basin*



*Arroyo Chico Flood Control*



*Arroyo Chico Flood Control currently under construction*

### ***Arroyo Chico***

Also called Tucson Arroyo, Arroyo Chico and its several tributaries drain 11.4 square miles in central Tucson. The wash runs at the south end of the Study Area before turning northwest under Broadway at Park Avenue. From this point to the northwest it is culverted for much of the next few miles as it runs parallel to the railroad tracks until it re-emerges north of downtown for another third of a mile before emptying into the Santa Cruz River.

In the east end of the study area, the wash is in public right-of-way, while in the west side it opens up into a wide “de facto” open space. Here, the wash runs through platted lots, but the property is owned by the City of Tucson and the Pima County Flood Control District.

The Pima County Flood Control District along with the Army Corps of Engineers is undertaking a project to control Arroyo Chico’s flooding through the construction of a series of detention basins. In 1996, a detention basin was constructed in Reid Park; in 2007 a detention basin in the Cherry Fields recreation complex was built; and it plans to build a series of three smaller basins between Cherry Fields and Park Avenue.

Before this project, Arroyo Chico’s floodplain covered much of the study area between Park Avenue and Tucson Boulevard, as well as parts of Pie Allen and Sam Hughes. After the project, the 100-year flood area should be confined to Citation Wash south of Broadway-Broadmoor, an area of the Iron Horse neighborhood and the last stretch of the arroyo, north of downtown.

In addition, the Tucson Parks and Recreation District is developing a pathway between Reid Park and downtown via Citation Wash and Arroyo Chico, designed by Olsson Associates.

The neighborhoods around Arroyo Chico have embraced it and the surrounding land as a neighborhood open space amenity, and neighborhood and area plans support its multiple functions for flood control, recreation and ecology.

### *Diamondback Bridge*

The “Snake Bridge” was designed by local artist Simon Donovan and has received a total of nine awards from various organizations, but has also been locally controversial for its \$2.5 million cost. In the planning stages since 1993, the bridge was completed in 2002. The site location was chosen in part because the usual switchbacks would not have to be built. The bridge is 14 feet wide, and designed to connect the southeast side of Tucson to the northwest side via Downtown. The bridge incorporates a multi-use path that connects southeast Tucson to downtown and northwest Tucson.



### *Open Space Policy*

The goals of the 2001 General Plan and its Livable Tucson Vision Program that relate to open space land use include Abundant Green Space and Recreation Areas (recreation and green space within the city, including neighborhood and regional parks, common space, community gardens, bike and walking paths, linear and river parks, trees, and urban landscaping), Protected Natural Desert Environment protection of the Sonoran Desert ecosystem and protection of washes, hillsides, open space, and wildlife), People-Oriented Neighborhoods, and Efficient Use of Natural Resources (conservation of resources and use of sustainable energy sources ).

The area and neighborhood plans that apply to the corridor describe open space goals and policies in more detail. Much of the open space policy in the plans that cover the southern part of the corridor, the Arroyo Chico Area Plan and the Broadway-Broadmoor Village Neighborhood Plan, relate to Arroyo Chico. One of the Arroyo Chico plan's main goals is to promote the preservation and maintenance of linear open space along Arroyo Chico as a natural unifying feature of the area. The plan contains a specific section on Arroyo Chico which promotes the development of open space in Arroyo Chico in conjunction with drainageways and flood control/floodplain management efforts. A key policy is to promote a continuous linear corridor of open space and recreation along the Arroyo Chico through the coordination of open space acquisition and flood control/floodplain management efforts. The Broadway-Broadmoor Village Neighborhood Plan encourages improvement of the appearance of Arroyo Chico; the creation and maintenance of attractive entryways and rights-of-way for the neighborhood and improvement of natural habitats for urban wildlife by protecting, repairing and restoring the Arroyo Chico as a source of recreational and visual enjoyment of Sonoran desert ecosystem.

Open Space is also mentioned in neighborhood and area plans as a use along the widened Broadway Boulevard. The Broadway-Broadmoor plan states that excess right-of-way could be utilized for landscaping, pedestrian walkways, bus turn-outs, bus shelters, and/or additional parking for adjacent business area. Unified theme of landscaping should be used along Broadway to be compatible with the area. It continues that the landscaping theme along Broadway should relate not only to other portions of the Broadway Corridor but to the landscape conditions of Broadmoor-Broadway Village Neighborhood. Contrasted to Tucson's overall landscape, the neighborhood theme consists of a dominance of introduced skyline trees, flowering shrubs, dark green plant material, and vegetative ground covers.

Existing open spaces such as Arroyo Chico and the plazas near Euclid Avenue appear to be zoned according to their surrounding land use designation, such as residential or commercial.

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# Urban Form



# General Conditions

## *Street network/Block pattern*

The Broadway Corridor's two miles span the history of 20<sup>th</sup> century development patterns. While neighborhoods in the northwestern part of the corridor were laid out around the turn of the century, and those in the southwestern part in the 1920s, the eastern areas were platted after World War II, and some infill areas were built as late as the 1980s. This explains the transition between the tight grid in the west and the curvy, more irregular pattern in the east.

In general, the western area's grid provides better access to and from Broadway with more connections and shorter blocks, but the Broadway-Broadmoor's street pattern provides an interesting connection between the neighborhood and the commercial arterial using transitional diagonal streets.

## *Pedestrian experience*

The pedestrian experience along the two miles of Broadway from Euclid to Country Club is uneven. Some areas have sidewalks with trees along them while others do not have a sidewalk and pedestrians must walk on crude parking areas or move over to often discontinuous walkways along the fronts of businesses.

## *Building relationship with the street*

With the exception of single family homes between Park Avenue and Campbell Avenue, almost all buildings are set back from the street to include some type of parking, whether it is an informal strip for one row of cars or a deeper parking lot.

## *Building heights and styles*

Most commercial buildings along Broadway are one story. However the corridor has several two-story office buildings, including The Arizona Department of Economic Security building and several office buildings between Campbell and Country Club.

Many of the two story office buildings are of a mid-century building style.

# Positive Precedents

Several examples of urban form point to potential for replication, incorporation and further development in the Broadway Corridor project. These are both small and large, historic and recent.

## *9<sup>th</sup> and 10<sup>th</sup> Streets stormwater management infrastructure*

The City of Tucson and neighbors of the Rincon Heights area received a Pima County grant to build bulb outs along 9<sup>th</sup> and 10<sup>th</sup> Streets between Campbell and Park that will help infiltrate stormwater into the ground.

Other benefits include “safer streets because of reduced traffic speed, trees that will add shade to sidewalk areas and reduce ambient temperatures, landscaping will beautify the neighborhood, water harvesting that will make use of storm water and lessen street flooding, and native vegetation that will provide habitat for wildlife.

Construction began over the winter of 2008-09 by the city. Neighbors have worked to plant the bulb-outs through a Back to Basics grant.

## *Malvern Plaza*

The Broadway-Broadmoor Neighborhood Association and the city worked together to build this small park/plaza in the free right hand turn lane of Malvern Street where it meets Arroyo Chico. The plaza includes a decomposed granite-type surface with a few concrete tables, one of which has been covered by tiles painted by local children. The edges of the plaza contain stormwater infiltration trenches and young trees.

The neighborhood seems to be actively using the plaza for events and organized playtimes for children.

## *Frontage road from Sawtelle to Stewart*

This is only a positive precedent because it is similar to a local access lane, which may make sense to include in some parts of the Broadway cross section. While the general concept of a local access lane can help to support a high-quality pedestrian environment, this frontage road is mostly a wide swath of asphalt separated from the main Broadway travel lanes by an unkempt strip of dirt and weeds, which includes a bus stop. The frontage road runs on the north side of Broadway for 900 feet on either side of Treat Avenue and is about 30 feet wide. Various commercial and office uses front onto it.



*Stormwater management in Rincon Heights*



*Malvern Plaza*



*Frontage road*



*Pedestrian refuge*

### ***Pedestrian refuges around Campbell and Broadway***

New development around the Campbell and Broadway intersection includes minor pedestrian refuges at the crossings of driveways into Safeway and Starbucks. These consist of curbs on either side of a painted walking zone across the driveway.

### ***Office development between Fremont and Santa Rita***

This development demonstrates the potential of accommodating office development in a shallow lot, similar to those that may be left over following the widening of Broadway. The lot is about 135 feet deep, but it shows how a lot about 80 feet deep could accommodate a 70-foot deep building that fronts directly onto a sidewalk adjacent to a 60 foot deep parking lot buffered from the sidewalk by a 15-foot-deep landscape strip and buffered from properties behind by a 5-foot landscape strip in back of the parking lot.

The result is an office building that fronts onto the street, enough parking and a treed, landscaped street frontage for the parking lot.



*Positive office development precedent*

### ***Sixth Street and Tucson Boulevard neighborhood commercial area***

In the center of the Sam Hughes neighborhood is this small commercial area that provides neighborhood amenities and is walkable with inviting historic-flavored building frontage along the street. Sam Hughes is one of the few Tucson neighborhoods with a commercial node in the middle of the mile grid of major streets such as Campbell, Country Club, Broadway, Speedway and Grant in central Tucson. The connection of the surrounding neighborhood to this node contrasts to the same neighborhood's lack of connection to the Broadway commercial corridor.



*Neighborhood commercial at 6th and Tucson*

### ***Entrances to Broadmoor Broadway Neighborhood from major intersections***

This neighborhood, developed in the 1940s, features a unique street pattern which especially interesting at its corners where the neighborhood meets the major intersections of Broadway and Country Club and Broadway and Tucson. These corners act as transitions between the arterial grid and the neighborhood grid and in doing so become buffers. A diagonal street into the neighborhood grid creates a gateway, but the diagonal does not terminate into the major intersection but instead diffuses into two streets that join the arterial grid. This feature recalls Clarence Perry's famous 1929 "Neighborhood Unit" plan.

This street pattern creates potential for neighborhood connection to services at the major intersections. While the Country Club corner creates a nice transition from the neighborhood to the back of the Broadway Village shopping center and surrounding large lots featuring commercial and multifamily uses (see “Major Land Uses and features”), the Tucson Boulevard corner lacks a focal point, with the Roses and More store sitting in an informal island of parking.

**Treat pedestrian path**

The Broadway-Broadmoor neighborhood also contains a central pedestrian path running along the Treat Avenue alignment between a block off Broadway south to Arroyo Chico. This is a positive precedent mainly because of the existence of the right-of-way, though the City of Tucson has recently enhanced the once-barren path with paving, landscaping, and pedestrian amenities which have turned it into a positive element in the neighborhood.



Clarence Perry's Neighborhood Unit



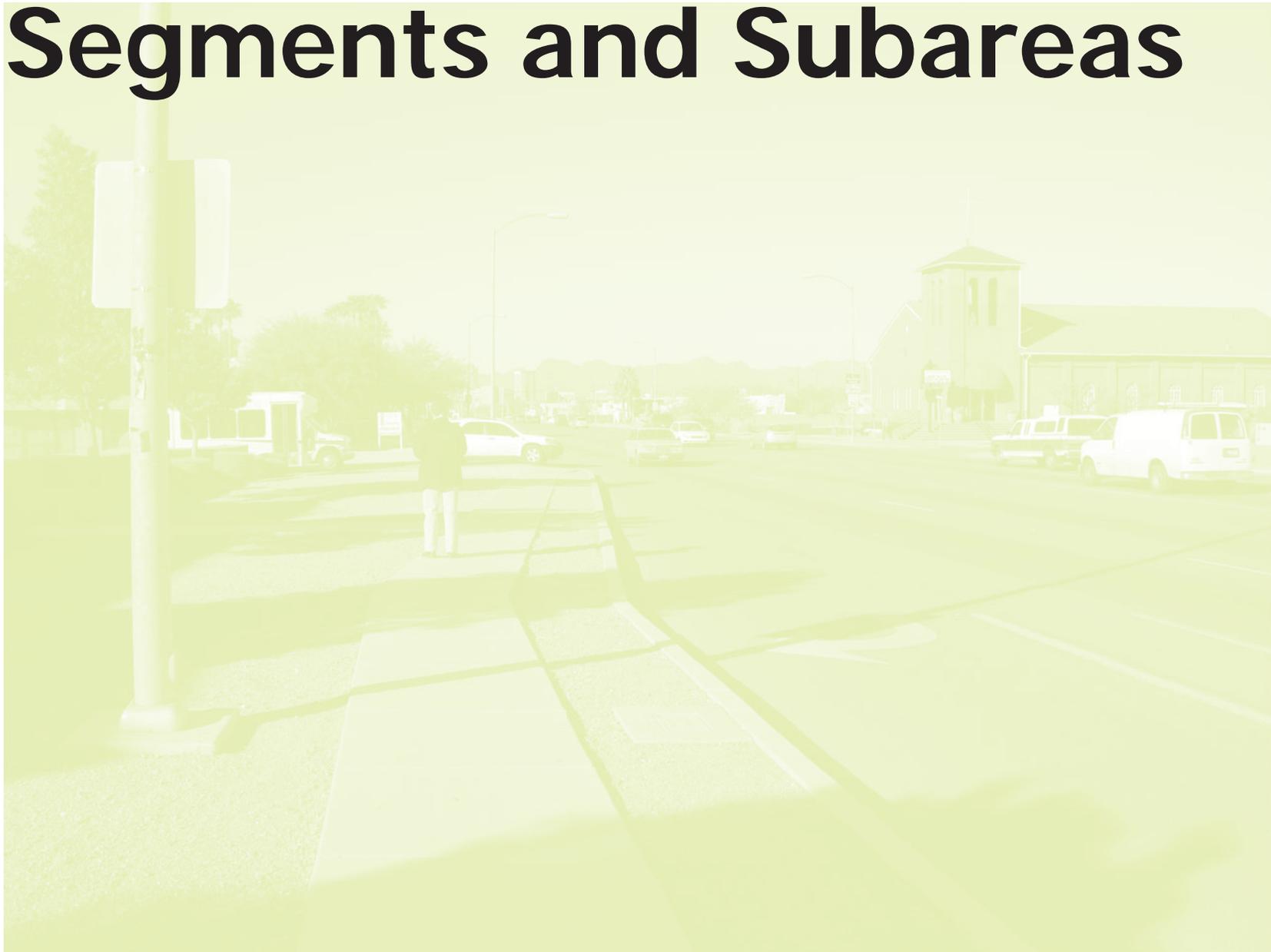
Treat pedestrian path improvements

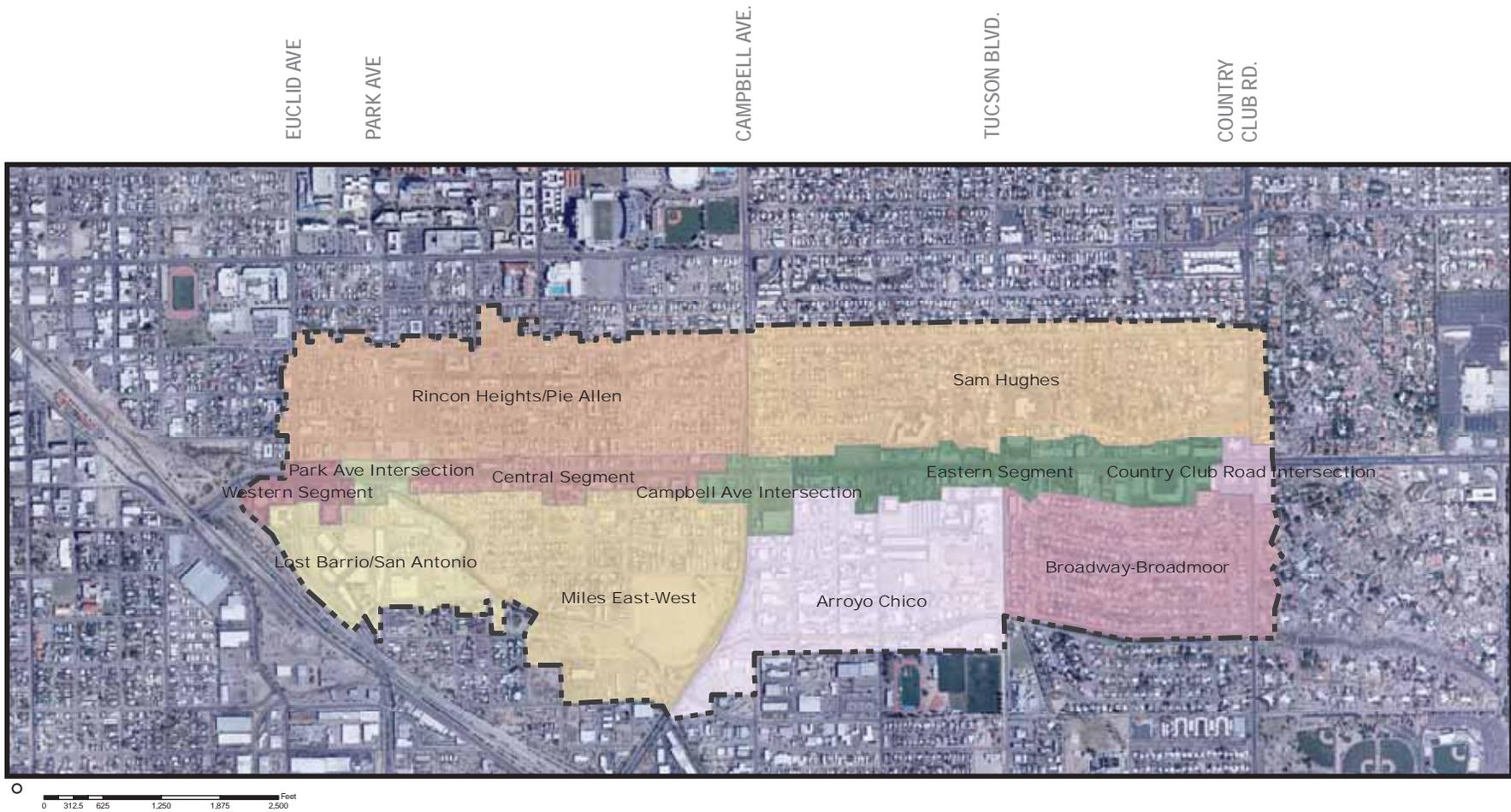


Treat pedestrian path improvements

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# Segments and Subareas





## Study Area Segments, Intersections, and Neighborhoods

# Segments, major intersections and neighborhood sub-areas

The Broadway Corridor can be divided into areas of distinct character, as can the areas around it within the defined study area. We have defined segments of the corridor as well as major intersections which are distinct because of their investment and opportunity. The character of surrounding areas play into the character and potential of the corridor.

## Segments:

- Western (From Euclid to Park)
- Central (From Park to Campbell)
- Eastern (From Campbell to Country Club)

## Major Intersections:

- Park Avenue
- Campbell Avenue
- Country Club Road

## Subareas:

- Pie Allen/Rincon Heights
- Sam Hughes
- Broadway Broadmoor
- Arroyo Chico Industrial Area
- Miles East-West
- Lost Barrio

EUCLID AVE.  
PARK AVE.



Study Area  
Western Segment

- |  |                                |  |                |  |                       |  |                  |  |                 |
|--|--------------------------------|--|----------------|--|-----------------------|--|------------------|--|-----------------|
|  | ACCOMODATION                   |  | COMMERCIAL     |  | MIXED USE             |  | RELIGIOUS        |  | STORAGE         |
|  | SOCIAL CLUBS AND ORGANIZATIONS |  | SINGLE FAMILY  |  | MOBILE HOME           |  | RESTAURANT BAR   |  | UNCATEGORIZABLE |
|  | MULTIFAMILY                    |  | GOVERNMENT     |  | MOTOR VEHICLE SALES   |  | SERVICE STATIONS |  | UTILITIES       |
|  | DUPLEX                         |  | GROUP HOMES    |  | NEIGHBORHOOD SERVICES |  | SERVICES         |  | VACANT          |
|  | EDUCATION                      |  | INDUSTRIAL     |  | OPEN SPACE            |  | SHOPPING CENTER  |  |                 |
|  | OFFICE                         |  | MEDICAL OFFICE |  | PARKING               |  | SOCIAL SERVICES  |  |                 |

Source: Pima County

## Western Segment: Existing Land Use

# Western Segment

## *Gateway*

The city has invested in this section of Broadway as a multi-modal gateway to the rest of the city from Downtown in a number of ways. Foremost is the Diamondback Bridge that spans Broadway, which is at the same time a defining architectural element, a pedestrian link across the busy road, and public art (see “Major Land Uses and Landscape Features”). Other gateway elements include the multi-use path the bridge incorporates, the 12-13 foot sidewalks that lead under the bridge and railroad tracks to downtown, associated landscaping and public art murals, transition between higher speed limits below the bridge and lower speed limits eastward and transition between six lanes below the bridges and four lanes eastward.

## *Open space*

The defining land use of this segment on the north side of Broadway is the open space associated with the Diamondback Bridge and its connection to Iron Horse Park on the north side of Broadway. This is the only official public park on the corridor. Small public plazas can be found at either end of the pedestrian bridge and provide shaded seating areas for pedestrians. A similar park is found at the northwestern corner of Broadway and Euclid.

## *Commercial mix*

On the south side of Broadway at the Diamondback Bridge are office, auto, fast food and commercial uses, immediately beginning the commercial mix that runs throughout the rest of the corridor. Surface parking buffers vary from no buffers (Gallegos Auto Sales) to roughly 15 feet of landscaped buffer at the Office Max and Del Taco properties.



*The western end of Broadway is a gateway to the east side of Tucson*



*Pedestrian path along Diamondback Bridge*



*Chaffin's Diner*



## Western Segment: Architecturally Significant Buildings

***Building scale and form***

The variety of commercial uses along the western segment and the extensive redevelopment and open space give the area an eclectic architectural character. The buildings tend to be unremarkable with the exception of the Chaffin Diner (formerly Sambo's Restaurant), which has a unique upswept roof and unusual patterns along the west facade.

***Architecturally significant buildings***

- Chaffin Diner (1963): 902 E Broadway: The Chaffin Diner, an example of Googie architecture, the building has a unique roof form and is eligible as a historic district contributor. Architect: Ron Berquist (not confirmed).



*Chaffin Diner: 902 E Broadway  
Unique roof form distinguishes the building.*



*Office Max: 860 E Broadway  
Typical commercial box store facade with parking in front.*



*Del Taco: 840 E Broadway  
Typical drive-through fast food establishment.*



Source: Pima County

Study Area  
Park Intersection

- |                                |                |                       |                  |                 |
|--------------------------------|----------------|-----------------------|------------------|-----------------|
| ACCOMODATION                   | COMMERCIAL     | MIXED USE             | RELIGIOUS        | STORAGE         |
| SOCIAL CLUBS AND ORGANIZATIONS | SINGLE FAMILY  | MOBILE HOME           | RESTAURANT BAR   | UNCATEGORIZABLE |
| MULTIFAMILY                    | GOVERNMENT     | MOTOR VEHICLE SALES   | SERVICE STATIONS | UTILITIES       |
| DUPLEX                         | GROUP HOMES    | NEIGHBORHOOD SERVICES | SERVICES         | VACANT          |
| EDUCATION                      | INDUSTRIAL     | OPEN SPACE            | SHOPPING CENTER  |                 |
| OFFICE                         | MEDICAL OFFICE | PARKING               | SOCIAL SERVICES  |                 |

## Park Intersection: Existing Land Use

# Park Intersection

## *Underutilized land*

Three of the four corners of this intersection present major opportunity for infill development. These corners—a vacant parcel, a city-owned industrial building, and a city-owned former auto dealership—seem ripe for development considering the proximity to both the University and Downtown. The fourth corner is where the area’s major drainage, Arroyo Chico, intersects Broadway. Except for the Little Sprouts Day Care center on the southeastern corner, no buildings front the intersection.

Currently, the urban form does not optimize its location. The buildings on these three corners do not front the intersection and although Park Avenue acts as a gateway to the University of Arizona campus, land uses at the four corners do not emphasize this or the link to the Lost Barrio to the south. The link to the north is also diminished by the current vacancies and city uses within the first few blocks of Park, which do little to activate the street or attract users to the area.

## *Arroyo Chico*

The fourth corner, on the southeast, contains an active use fronting the intersection, but it provides opportunity because this is where Arroyo Chico, the area’s main drainage feature intersects the corridor (see “Major Corridor Land Uses and Landscape Features” and “Major Corridor Opportunities”).

## *Clashing building types and styles*

In addition building types clash at this intersection – the corners present types of facades ranging from industrial, auto dealership, commercial, with historic storefronts further north on Park and rehabilitated brick industrial buildings further south on Park.



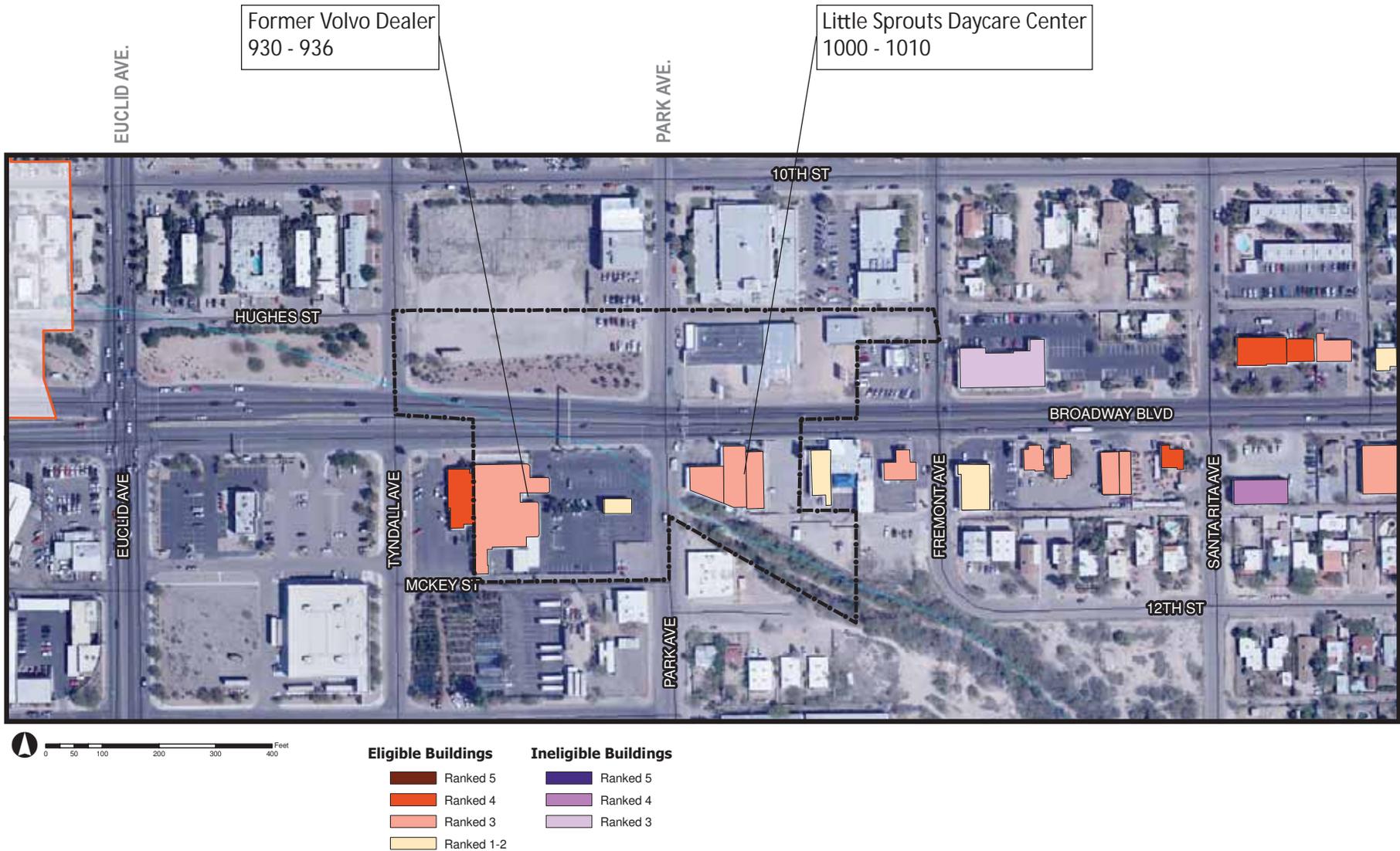
*Vacant lots on the intersection*



*Arroyo Chico behind the Little Sprouts Daycare Center*



*Empty city-owned buildings*



## Park Intersection: Architecturally Significant Buildings

***Building scale and form***

The buildings at the Park Avenue intersection are unremarkable and make little contribution to the streetscape. The mural-covered brick buildings that house the Little Sprouts Day Care Center do create some visual interest. The former Volvo dealership on the southwest corner was remodeled in the 1990's in a faux Art Deco Revival style. The warehouses on the northeast corner have little architectural value.

***Architecturally significant buildings***

There are currently no architecturally significant buildings at this intersection. This intersection has a great deal of potential to engage the residential neighborhoods with the Broadway corridor, because of the connection to the University along Park Avenue.

The former Volvo Dealer and Little Sprouts Daycare Center buildings are eligible as contributors to a potential historic district, but are moderately ranked for design quality.



*Little Sprouts Daycare Center: 1000-1010 E Broadway  
The mural adds some visual interest to the intersection.*



*Former Volvo Dealer: 930-936 E Broadway  
The vacant facade does not engage the street.*



*Vacant Buildings: 999 E Broadway  
Vacant buildings do not contribute to a lively streetscape.*



Source: Pima County



## Central Segment: Existing Land Use

# Central Segment

## *Connective street grid*

After narrowing at Park Avenue, the urban design characteristics along Broadway Boulevard change significantly and the corridor settles into this part of Central Tucson's compact, connective street grid. Blocks are relatively small (approximately 350 feet by 400 feet) and the streets form a simple grid system of which Broadway is a part. This portion of Broadway Boulevard is easily accessible to automobile traffic due to the street grid and alleyways behind parcels, and is also easily accessible to pedestrian traffic due to the connective street grid, proximity of the neighborhood and short blocks.

## *Small lots*

Lots along this nine-block segment are often no larger than the approximately 50 by 150 foot single family lots found throughout the neighborhoods to the north and south. Yet most of the uses along this segment of Broadway are commercial, many of them in converted single family homes, and many others in newer commercial buildings still occupying individual platted single family lots.

The public realm shrinks as well. Sidewalk widths shrink to 5 feet and building setbacks are minimized.

## *Clashing uses*

This stretch emphasizes offices, single family homes, a two-square block school, two art galleries, two churches, and such neighborhood-serving retail as a pawn shop, convenience stores, and fast food restaurants, but the theme becomes inconsistency. These uses are not necessarily buffered from one another and it is possible for private residences to be situated next to commercial properties with no side yards. Front yard setbacks can range from 5-20 feet for residential properties and up to 60 feet for commercial properties. Overall façade maintenance varies as well, and examples of disinvestment and reinvestment over time are evident in details like landscaping maintenance and exterior paint.

Additionally, the numerous storefront parking lots allow for temporary uses in the form of lunch carts and trailers. It is not unusual to see the carts, trailers, and portable seating set up and taken down within the day.

Signage abounds on both sides of the boulevard. Very few multi-family units abut Broadway Boulevard directly, though they make up a substantial portion of the dwellings in the neighborhoods north of the corridor. Prominent neighborhood institutions within this area include the Saint Peter and Paul Orthodox Church and the Miles Exploratory Learning Center, a K-8 TUSD school.



*Streets connect Broadway with adjacent neighborhoods and the University of Arizona*



*Single family houses front onto Broadway and mix with commercial uses*



*Small lots characterize the segment*



## Central Segment: Architecturally Significant Buildings

### ***Building scale and form***

The architecture of the Central Segment is primarily defined by the proximity of long-established residential neighborhoods—Rincon Heights/Pie Allen to the north, and Miles to the south. Most of the houses in Rincon Heights/Pie Allen were built in the 1920s and 1930s. The houses tend to be small, single story, bungalow-scaled homes with designs reflecting the Bungalow and revivalist-style trends of the period, especially Spanish Colonial Revival. Many of the bungalows have covered front porches. The neighborhood's proximity to the University of Arizona brought about significant demolition and redevelopment in the neighborhood and, as a result, the original neighborhood character of rows of bungalow-scaled houses on medium sized lots is largely discontinuous. This is true of the blocks that have direct frontage on Broadway as well. Interspersed among the houses along Broadway are a variety of commercial structures with varied architectural characters, although many reflect mid-century Modern characteristics. Most of these commercial buildings were built in the 1960s and 1970s and sit on one or two residential lots; of particular note is the former Walsh Bros. retail building, designed by Place & Place. Some of the original houses have been converted to commercial use as well. The north side of this segment offers the most intact historic fabric in the Broadway corridor expansion area.

The south side of Broadway is primarily defined by small commercial buildings interspersed with small, single-family houses, although the Mission Revival design of the Miles Exploratory Center is the dominant feature along this stretch of Broadway. Miles neighborhood to the south of Broadway has a more varied architectural character than the neighborhoods to the north. There is a mixture of Bungalow, Spanish Colonial Revival and red brick Ranch houses. Some of the best houses of this area front directly on Broadway, including several bungalows between Martin and Cherry Avenues. A few houses have been converted to commercial office and retail use; of particular note is the Mexican Tile Company at 1148 E. Broadway. The commercial buildings are varied in style, and only a few present a significant design character to the street. An example is the 1202 Studios, which was a conversion of an auto repair shop into a Regional Modern office space.

### ***Architecturally significant buildings***

- Miles Elementary School (1920): 1400 E Broadway: Individually eligible for listing on NRHP. Architect: Lyman & Place.
- Target Interiors (formerly Walsh Bros.) (1963): 1201 E Broadway: Eligible as a District Contributor for the Broadway APE. Architect: Roy & Lew Place.
- 1202 Studios (2003): 1202 E Broadway: Architect: David E. Shambach.
- First Assembly of God (1950): 1749 E Broadway: Architect: unknown.



*Bungalow house: 1634 E Broadway  
Eligible historic contributor in good condition.*



*Miles Elementary School: 1400 E Broadway  
Excellent example of Mission Revival style.*



*1202 Studios: 1202 E Broadway  
Successful conversion of auto repair shop to offices.*

CAMPBELL AVE.



Source: Pima County



Study Area  
Campbell Intersection

- |                                |                |                       |                  |                 |
|--------------------------------|----------------|-----------------------|------------------|-----------------|
| ACCOMODATION                   | COMMERCIAL     | MIXED USE             | RELIGIOUS        | STORAGE         |
| SOCIAL CLUBS AND ORGANIZATIONS | SINGLE FAMILY  | MOBILE HOME           | RESTAURANT BAR   | UNCATEGORIZABLE |
| MULTIFAMILY                    | GOVERNMENT     | MOTOR VEHICLE SALES   | SERVICE STATIONS | UTILITIES       |
| DUPLEX                         | GROUP HOMES    | NEIGHBORHOOD SERVICES | SERVICES         | VACANT          |
| EDUCATION                      | INDUSTRIAL     | OPEN SPACE            | SHOPPING CENTER  |                 |
| OFFICE                         | MEDICAL OFFICE | PARKING               | SOCIAL SERVICES  |                 |

## Campbell Intersection: Existing Land Use

# Campbell Intersection

## *Recent investment*

The intersection at Campbell Avenue is distinctive because of the recent investment in the new Safeway and the new Starbucks, which contrast to the weathered older uses in the areas westward and eastward. These uses generate large amounts of activity and storefront parking lots encourage automobile traffic, and are very visible uses. Sidewalk widths remain roughly 5-6 feet and buffers vary from none (Albert's Auto Care) to 30 feet of a low wall and landscape (Starbucks). Other uses include a strip commercial center, a Carl's Jr. restaurant and a car repair shop.

## *Further opportunity*

An infill opportunity exists at the vacant parcel between Albert's Auto Care and Brake Masters, and there are several vacancies within the strip development on the southwest corner.

## *Citywide connections*

This is the intersection of two of Tucson's most important thoroughfares, providing multimodal connections to Downtown, the University, and the Tucson International Airport, as well as points east. Pullouts for Sun Tran buses are located at the northwestern end of the intersection and in front of Safeway at Norris Avenue.



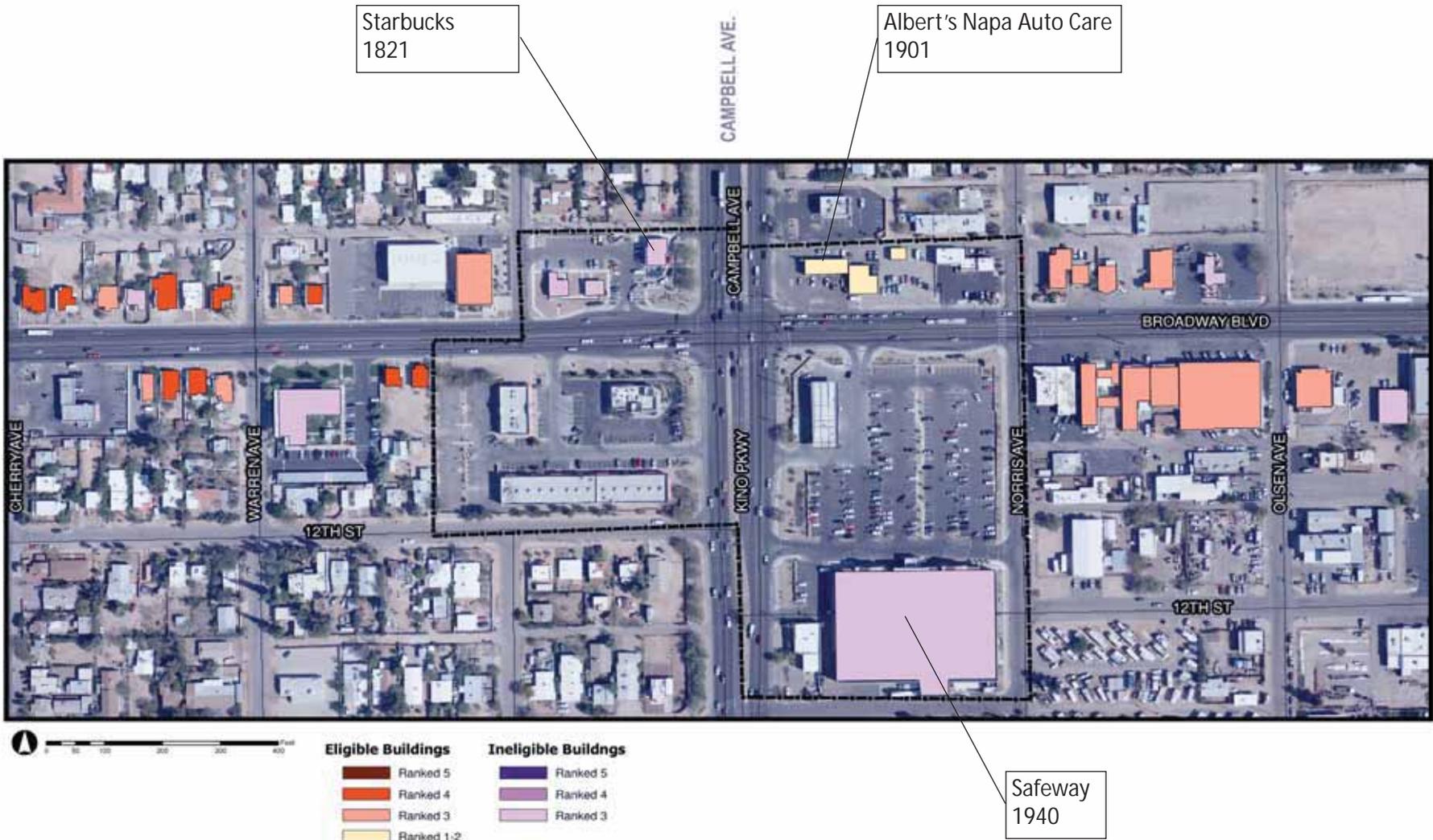
*Starbucks is among recent investment at Campbell Avenue and Broadway*



*Vacancies at strip center at Campbell Avenue and Broadway*



*The Campbell/Broadway intersection is a crossroads of important citywide connections*



## Campbell Intersection: Architecturally Significant Buildings

### ***Building scale and form***

The intersection of Campbell and Broadway has an assortment of both building types and building scale. Three different scales exist at the corner. On the northeast and northwest corners, the buildings are of small residential and commercial scale. On the southwest corner, the strip mall shopping center is a moderate commercial scale, while the southeast corner has a large grocery store.

### ***Architecturally significant buildings***

The buildings at the Campbell and Broadway intersection are reflective of typical commercial development along Broadway. Buildings are of various scale and moderate architectural interest. None of the buildings fronting the intersection are exceptional examples of a particular style or period of architecture.

The historic eligibility of the buildings at this intersection are based primarily on building age and condition. They are not considered top examples of their respective architectural styles, so the design quality rankings are low. The auto mechanic garage at the northeast corner is the only eligible property fronting the intersection.



*Starbucks: 1821 E Broadway  
Typical drive-through coffee shop.*



*Safeway: 1940 E Broadway  
Typical large box grocery store with parking in front.*



*Albert's Napa Auto Care: 1901 E Broadway  
Low level historic contributor.*



# Eastern Segment: Existing Land Use

# Eastern Segment

## *Less connectivity to neighborhoods*

Excluding the westernmost three blocks, the overall street network surrounding Broadway in this segment transitions to larger blocks and a more irregular pattern. The result for access to and from Broadway is longer stretches without an intersection and more difficult connectivity into the neighborhoods which tends to concentrate traffic on certain neighborhood streets and makes it more inconvenient to walk between the street and the neighborhoods.

## *Poor pedestrian conditions*

Buffers and sidewalks vary from block to block. Examples of vegetated walls and fences abound, as do low walls. Other properties are not buffered at all. Similarly, portions of sidewalk can vanish as they transition into driveway areas (for example, parcels just east of Tucson Boulevard), or frontage roads (residential properties at Treat and Broadway), making the overall pedestrian experience on this portion of the boulevard a precarious one. Additionally, large curb radii such as those adjacent to the El Parador restaurant at Treat and Broadway make crossing the street more cumbersome for the elderly, children the physically disabled, and all pedestrians in general.

## *Larger lots*

Deeper lots and overall larger parcels support more intensive commercial uses. In this segment, lots are regularly 350 feet deep both north and south of Broadway. This will often result in land remaining for future development even if Broadway is widened into adjacent properties.

## *Consistent commercial strips*

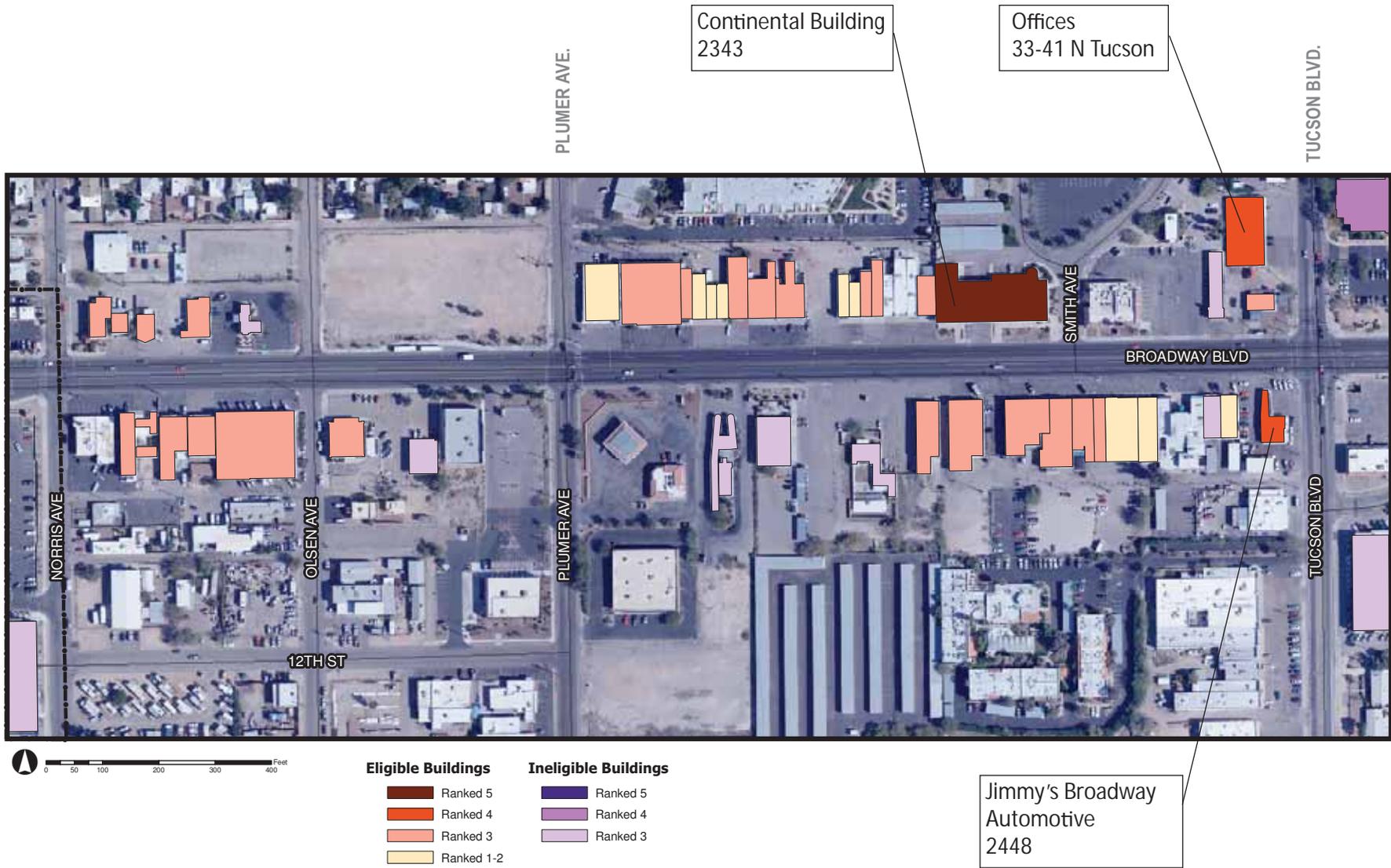
The larger lots lead to a more consistent commercial character. While most of the buildings in this area are single-story, examples of multistory commercial buildings exist as well. Overall commercial businesses vary from restaurants and furniture showrooms to legal offices and government buildings. Most common are older commercial strip developments, each containing dozens of stores and offices, with a strip of parking in front. Again, examples of temporary uses in the form of lunch carts and trailers can be found in certain storefront parking lots.



*Larger lot sizes support larger commercial and office uses*



*More consistent commercial strips than the Central Segment*



## Eastern Segment: Part 1: Architecturally Significant Buildings

# Eastern Segment: Part 1

## *Building Scale and form*

The stretch of Broadway from Norris Ave to Tucson Blvd is characterized by one and two story commercial buildings. Many of the structures are located close to Broadway with parking in front. Design quality, materials, and textures vary greatly. Many of the commercial lots have a relatively narrow street frontage, but there are a few more prominent frontages along this segment.

## *Architecturally significant buildings*

The significant buildings along this section of the corridor are all eligible as historic district contributors. They are fine examples of Tucson's development and building typology.

- Continental Building (1965): 2343 E Broadway Blvd: This building was designed by the well-known Tucson architect Nicholas Sakellar. The building dates to 1965 and is constructed of pre-cast concrete panels. It is one of the first Tucson examples of an architect using the repetitive nature of pre-cast concrete construction for aesthetic intent. The pattern of the pre-cast concrete panels of the facade add a dramatic rhythm to the streetfront of Broadway Boulevard. Architect: Nicholas Sakellar.
- Offices (1957): 33-41 N Tucson Blvd: This series of office condos was also designed by Nicholas Sakellar and constructed in 1957. The adorned concrete columns marching along the front facade feature the artwork of Jim Savage. Unlike some Solot plazas or commercial strips, this was designed and built at one time, creating a cohesive design across the separate office spaces. Architect: Nicholas Sakellar.
- Jimmy's Broadway Automotive (1948): 2448 E Broadway Blvd: Constructed in 1948, this building is a rare surviving example of an Art Deco service station building type, typical of major vehicular routes. Architect: unknown.



*Continental Building: 2343 E Broadway Blvd.  
Excellent example of the work of architect Nicholas Sakellar.*



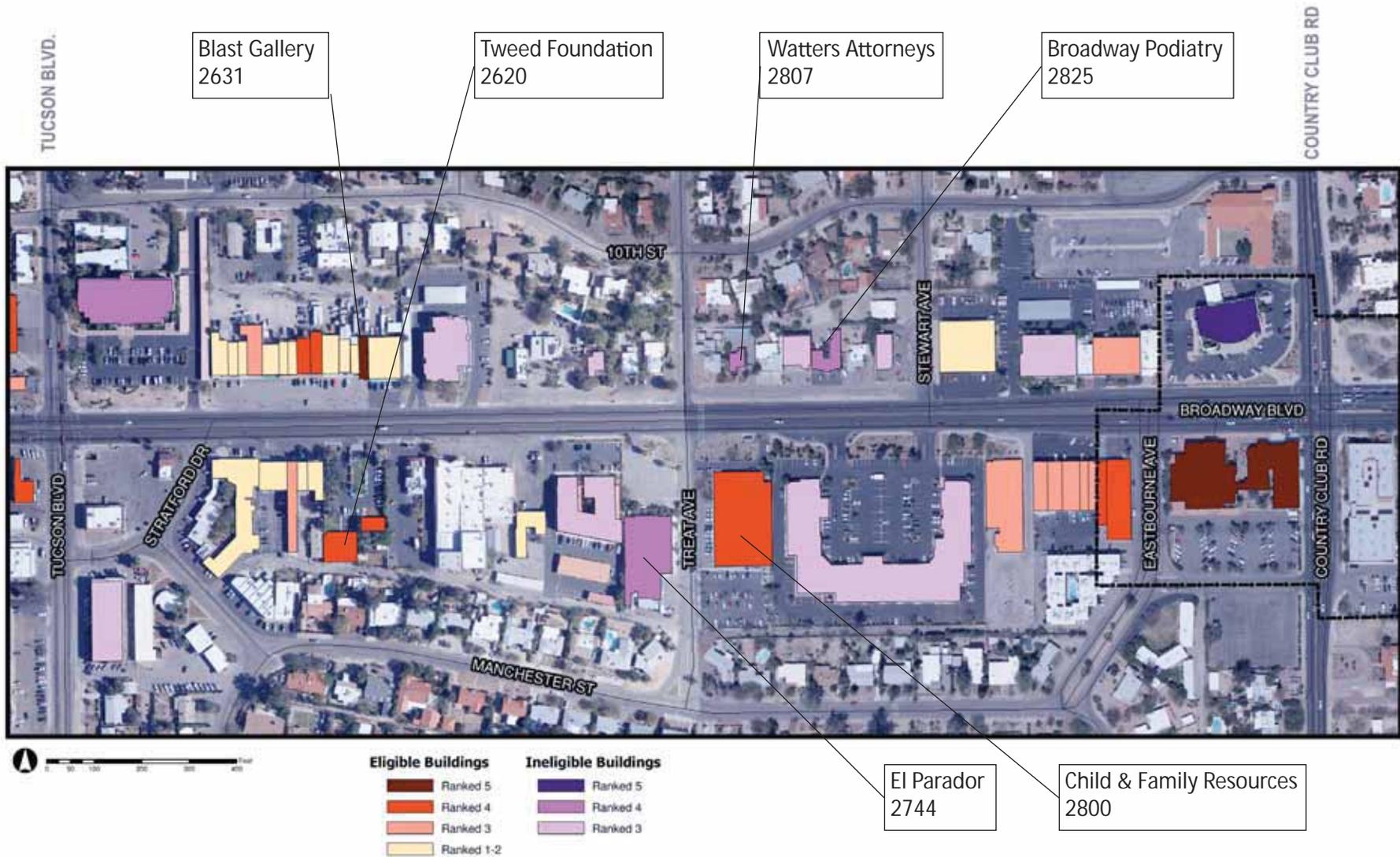
*Commercial strip offices: 33-41 N Tucson Blvd.  
Columns feature artwork by Jim Savage.*



*Jimmy's Broadway Automotive: 2448 Broadway Blvd.  
Rare surviving example of Art Deco service station.*



*Casitas on Broadway: 2121 Broadway Blvd.*



## Eastern Segment: Part 2: Architecturally Significant Buildings

# Eastern Segment: Part 2

## *Building scale and form*

The section of Broadway between Tucson Boulevard and Eastbourne Avenue continues the varied pattern of development from the previous segment. On the south side of the street, narrow street frontages widen out in some areas and keep to the narrow Solot style strip developments in others. The prominent buildings on the south side of Broadway tend to be set farther back from the road with landscape buffers and/or parking directly fronting Broadway. The properties on the north side of Broadway back up to the Sam Hughes Neighborhood, but do not actively engage the residential historic district. The north side development is a mixture of Solot style commercial strips, larger two story office buildings, and small residences converted to businesses.

## *Architecturally significant buildings*

- Blast Gallery (1958): 2631 E Broadway: Excellent Modern style commercial strip building, with simple clean lines that is eligible for the National Register of Historic Places. Designed by Nicholas Sakellar and featuring artwork by Jim Savage, this building showcases the work of one of Tucson's most significant architects, as well as sculptors. Architect: Nicholas Sakellar.
- The Tweed Foundation (1949): 2620 E Broadway: The Charles H. Tweed Foundation for Orthodontic Research was founded in the late 1940's and housed in the late Spanish Colonial Revival building complex. The site is a heavily landscape oasis with an interior court. Architect: unknown.
- El Parador (1951/1975): 2744 E Broadway: The 1975 renovation of this former outdoor shopping mall was designed by architect Doug MacNeil. The renovation design enclosed the court and provided a new entry, incorporating barrio characteristics in the mass walls and bright colors and providing an easily recognized landmark for a long-established Tucson restaurant. Architect: Doug MacNeil.
- Child & Family Resources (1957): 2800 E Broadway: Constructed in 1957, this National Register eligible building incorporates bowstring trusses and exposed 2x6 roof decking. It is significant as an early example of the expressionist phase of Modern architecture and as the only known commercial building in Tucson designed by renowned Phoenix architect Ralph Haver. Architect: Ralph Haver.



*Broadway Podiatry: 2825 E Broadway  
Elevation features artwork by Charles Clement.*



*Tweed Foundation: 2620 E Broadway  
Late Spanish Colonial Revival complex.*



*Child & Family Resources: 2800 E Broadway  
Only known commercial building by Ralph Haver in Tucson.*



# Country Club Intersection

## *Notable buildings*

The intersection at Country Club Road is primarily defined by two notable buildings: Broadway Village on the southwestern corner and Chase Bank on the northwestern corner. Each demonstrates aspects of architectural significance: The Chase Bank for its white 1970s sculptural quality; and Broadway Village for its 1920s Spanish Revival quality (see “Major Land Uses and Landscape Features”). The two buildings also contrast in how they approach the public realm. While Broadway Village fronts onto the sidewalk, provides shady nooks and respites from the street accessible by pedestrians and engages with Broadway-Broadmoor’s street pattern, the Chase Bank sits behind a parking lot and usurps the sidewalk into its site, requiring the pedestrian to walk up and adjacent to the parking lot.

## *Opportunity sites*

The east side of Country Club Road presents opportunities, in the vacant parcel to the northeast and the currently vacant building to the southeast.

## *End of the strip*

The Country Club intersection marks another transition point for Broadway Boulevard. The commercial strip ends and gives way to the residential frontage for 1/3 of a mile, until the presence of El Con Mall on the north side and a small cluster of office and service uses followed by Reid Park on the south side. Broadway also widens from four to six lanes as it moves further east.



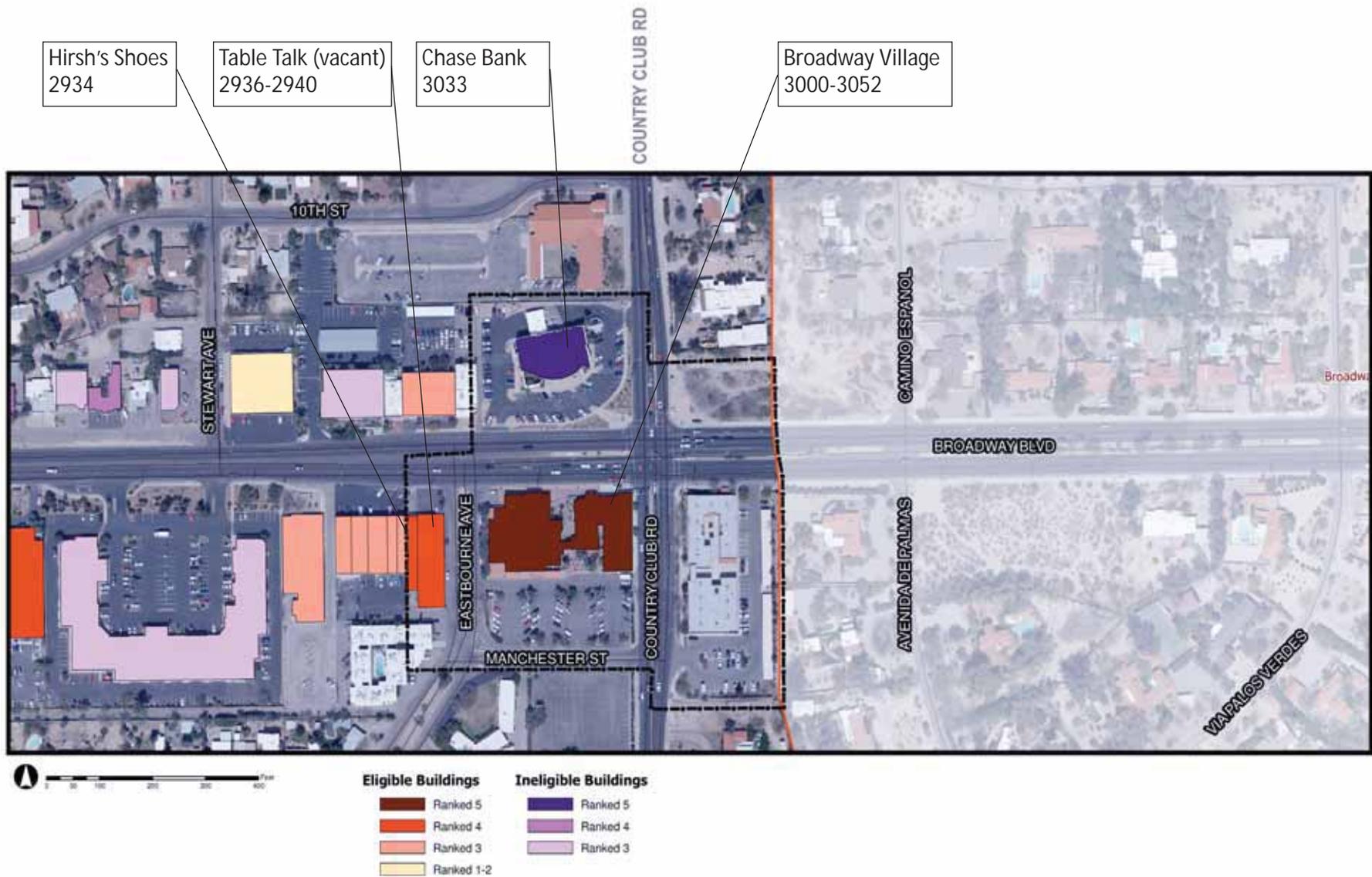
*Broadway Village*



*Chase Bank*



*Opportunity sites in vacant parcels*



## Country Club Intersection: Architecturally Significant Buildings

### ***Building Scale & Form***

The Country Club Intersection is a widely recognizable intersection within Midtown. This can be attributed to the striking architecture on both the northwest and southwest corners. The Chase Bank and the Broadway Village are both striking pieces of architecture, while representing two distinctly different styles and times. Both buildings feature prominently in this eastern end of the corridor and provide a gateway into a commercial section of Broadway.

### ***Architecturally significant buildings***

- Hirsh's Shoes (1954): 2934 E Broadway: Well-maintained example of Modern style commercial strip storefront with well designed signage. It appears that this portion of the strip has remained largely unchanged, unlike many of the commercial strip spaces. This property is eligible as a historic district contributor. Architect: Bernard Friedman.
- Table Talk (now vacant) (1961): 2936 E Broadway: Well-maintained commercial strip corner storefront. The building has unique vaulted overhangs along the north and east side and decorative statues along the rooftop edges. This property is eligible as a historic district contributor. Architect: Juan Wørner y Baz.
- Broadway Village (1939): 3000-3052 E Broadway: Designed by Josias Joesler and built by John W. Murphey, this Spanish Colonial Revival complex features exceptional workmanship, including brick arches, decorative brick coursework, and timber work. This property is eligible for individual listing on the National Register of Historic Places and is a Tucson landmark. Architect: Josias Joesler.
- Chase Bank (1971): 3033 E Broadway: The unusual design of the Chase Bank, formerly Valley National Bank, reflects an effort by the banking industry to attract clients by creating open and exuberant architectural forms, presenting a modern and progressive image to the public. This building was built in 1971 and was designed by Friedman-Jobusch Architects with integrated artwork by Phoenix-based artist Phillips Sanderson. The large scale, dynamic design, and integrated artwork distinguish it from other bank branches of its time. This property is architecturally significant and eligible for individual listing on the National Register of Historic Places (NRHP) in the future. Architect: Friedman-Jobusch Architects.



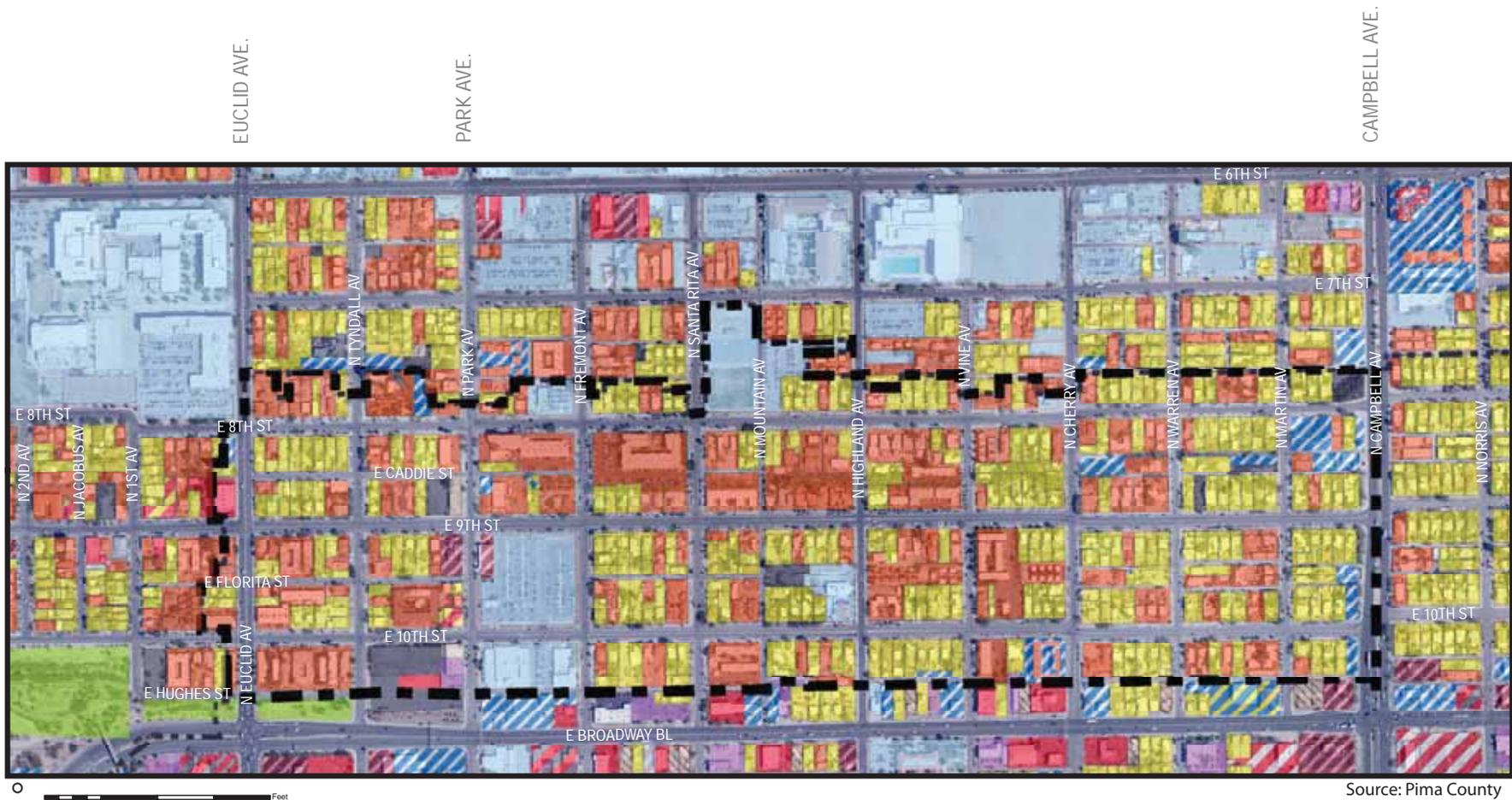
*Table Talk (now vacant): 2956 E Broadway  
Hirsh's Shoes: 2934 E Broadway  
Signage, statues, & awnings create unique streetscape.*



*Broadway Village: 3000-3052 E Broadway  
Spanish Colonial Revival complex designed by Josias Joesler.*



*Chase Bank: 3033 E Broadway  
Sculptural Modern building designed by Friedman-  
Jobusch with integrated artwork by Phillips Sanderson.*



# Pie Allen/Rincon Heights

# Pie Allen/Rincon Hts.

## *Historic university neighborhoods*

The Pie Allen/Rincon Heights neighborhoods link the University of Arizona with downtown Tucson and has unique neighborhood characteristics including several buildings designed by Tucson architect Josias Joesler. Additionally, the Pie Allen neighborhood is listed with the National Register of Historic places. The proximity of Pie Allen and Rincon Heights to the University results in a large number of students residing in the available residential units in the area. Pie Allen in particular is the densest neighborhood in the study area at 6.7 dwelling units per acre (1,466 residences on 219.4 acres), and its housing units are 88 percent renter-occupied. Student-oriented apartment communities are a main contributor to this phenomenon, and also likely add to its ethnic and racial diversity.

## *Walkable scale and land use pattern*

The neighborhood scale, comprised primarily of single family detached homes and low rise apartment buildings, accommodates pedestrian activity and narrower street widths discourage faster-moving automobile traffic. Unique façade details such as green exterior paint and stained-glass and corrugated metal awnings found at 10<sup>th</sup> Street and Park Avenue lend to a more inviting pedestrian realm. The small blocks of this part of Tucson further make walking easy here.

## *Lack of a reason to walk to Broadway*

While Broadway is very close to these neighborhoods, it does not provide the vibrant commercial atmosphere of the 4<sup>th</sup> Avenue district, also nearby.



*Historic storefronts*



*Multi family residences cater to students*

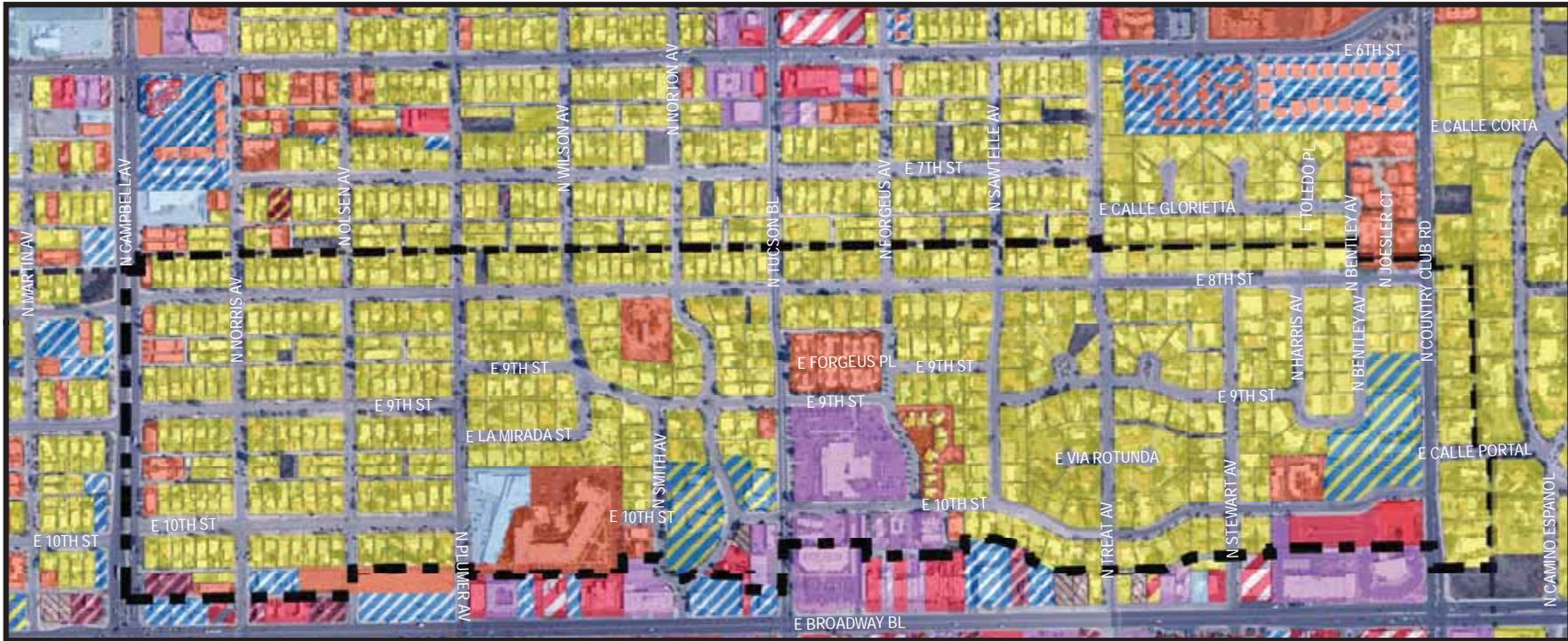


*Streets connect to the University of Arizona*

CAMPBELL AVE.

TUCSON BLVD.

COUNTRY CLUB RD.



Source: Pima County



Study Area	ACCOMODATION	COMMERCIAL	MIXED USE	RELIGIOUS	STORAGE
Sam Hughes Subarea	SOCIAL CLUBS AND ORGANIZATIONS	SINGLE FAMILY	MOBILE HOME	RESTAURANT BAR	UNCATEGORIZABLE
	MULTIFAMILY	GOVERNMENT	MOTOR VEHICLE SALES	SERVICE STATIONS	UTILITIES
	DUPLEX	GROUP HOMES	NEIGHBORHOOD SERVICES	SERVICES	VACANT
	EDUCATION	INDUSTRIAL	OPEN SPACE	SHOPPING CENTER	
	OFFICE	MEDICAL OFFICE	PARKING	SOCIAL SERVICES	

# Sam Hughes

# Sam Hughes

## *Desirable historic neighborhood*

The Sam Hughes neighborhood is known throughout Tucson as a desirable neighborhood because of its historic houses, its walkable streets, its Third Street bikeway and its walkable neighborhood commercial node at Tucson Boulevard and Sixth Street. It is listed on the National Register of Historic Places. This area also contains homes with front yard lawns, unusual for most of the homes found within the study area, and throughout Tucson.

## *Mostly single family and owner occupied*

In contrast to neighborhoods to the west, the Sam Hughes neighborhood is mostly single family and mostly owner occupied. Most of the multifamily housing in the neighborhood consists of infill projects developed more recently.

## *Variable block pattern*

The Sam Hughes street pattern ranges from the prewar small block grid of neighborhoods to the west to the loopy pattern in the eastern end of patched-together postwar subdivisions. The smaller block grid contains an interesting pattern of rows of lots oriented north-south, with four east-west lots bracketed by dual alleys. The eastern irregular pattern contains a few cul-de-sacs.

## *Weak relationship with Broadway*

While the Sam Hughes neighborhood provides for an excellent pedestrian experience and limited automobile traffic, its relationship with Broadway Boulevard is somewhat weak. Perhaps because of the presence of the 6<sup>th</sup> and Tucson vibrant commercial strip, Sam Hughes and Broadway seem like different worlds. Overall, the neighborhood scale and varied street pattern leads to the sense that is separated from the busy Broadway corridor.

## *Land use*

Sam Hughes is primarily single-family residential, with a smattering of multi-family parcels and blocks. It is also the largest neighborhood in the Study Area at 212 acres. Housing density decreases moving west to east, as older, historic homes give way to tract developments around Norton Avenue and Tucson Boulevard. This fabric yields an average residential density of 3.4 dwelling units per acre (730 homes in total).



*Commercial strip on 6th Street*



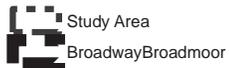
*The streets offer a pleasant pedestrian environment*



*Single family home*



Source: Pima County



ACCOMODATION	COMMERCIAL	MIXED USE	RELIGIOUS	STORAGE
SOCIAL CLUBS AND ORGANIZATIONS	SINGLE FAMILY	MOBILE HOME	RESTAURANT BAR	UNCATEGORIZABLE
MULTIFAMILY	GOVERNMENT	MOTOR VEHICLE SALES	SERVICE STATIONS	UTILITIES
DUPLEX	GROUP HOMES	NEIGHBORHOOD SERVICES	SERVICES	VACANT
EDUCATION	INDUSTRIAL	OPEN SPACE	SHOPPING CENTER	
OFFICE	MEDICAL OFFICE	PARKING	SOCIAL SERVICES	

## Broadmoor-Broadway

# Broadmoor-Broadway

## *A single family midcentury neighborhood*

The Broadway-Broadmoor neighborhood was built on a former golf course in 1944, with most of its houses built between then and the mid 1950s. The neighborhood blocks are long and narrow and follow the bend of the Arroyo Chico Wash, with pedestrian walkways providing access through the center of the blocks. The landscape immediately surrounding Arroyo Chico is characterized by hedges and low brush. The entry roads leading into the neighborhood have unique urban design features that lend to neighborhood character. Broadmoor-Broadway is the Study Area's most homogeneously single-family neighborhood; the neighborhood core has no multifamily development. It is also 77 percent owner occupied. In both regards, it stands as a contrast to the renter and multifamily-heavy Pie Allen/Rincon Heights. The neighborhood's average gross density of 3.2 dwelling units per acre is fairly consistent throughout. The neighborhood is currently considering applying for historic status.

## *Engages with Broadway Corridor*

In contrast to the Sam Hughes neighborhood to the north, Broadway Broadmoor appears to have a stronger relationship to the Broadway corridor through its connections to and relationship with institutions like the Broadway Village, which has "given the neighborhood a source of identity."

## *Active in public realm projects*

The Broadway Broadmoor Village Neighborhood Association has been active in recent years in projects to enhance the neighborhood's unique public realm, which includes its street network, Arroyo Chico, and a pedestrian path. Projects have included design and planning to improve the pedestrian path and the construction of Malvern Plaza (see "Urban Design Precedents"). The neighborhood is currently considering the planning of gateways to the area at Broadway Village and at Treat Avenue near Broadway, the terminus of the pedestrian path.



*House adjacent to flood zone of Arroyo Chico*



*Neighborhood entrance near Broadway Village*



*Treat Avenue pedestrian path*

KINO PKWY/  
CAMPBELL AVE.

TUCSON BLVD.



Source: Pima County



# Arroyo Chico

# Arroyo Chico

## *An industrial area amid residential neighborhoods*

The part of the study area south of Broadway between Campbell Avenue (becoming Kino Parkway) and Tucson Boulevard is not primarily a residential area. While this section of the study area does contain one street of single family residences, a few scattered houses and a few mobile home parks, most of the uses are commercial and industrial, with storage being a common use.

## *Surrounded by sports and office facilities*

South, west and east of this industrial area are sports fields and office facilities owned by the University of Arizona and the Tucson Unified School District.

## *Potential impact of flood control project*

The Arroyo Chico Flood Control Project, which would make the industrial area no longer part of the 100-year floodplain, may make feasible more “campus industrial” infill uses or continued development of the area as a mixed use industrial district.



*Mobile homes in Arroyo Chico neighborhood*



*Commercial building*



*Auto repair*

EUCLID AVE.

PARK AVE.

KINO PKWY./  
CAMPBELL AVE.



Study Area  
Miles Subarea

- |                                |                |                       |                  |                 |
|--------------------------------|----------------|-----------------------|------------------|-----------------|
| ACCOMODATION                   | COMMERCIAL     | MIXED USE             | RELIGIOUS        | STORAGE         |
| SOCIAL CLUBS AND ORGANIZATIONS | SINGLE FAMILY  | MOBILE HOME           | RESTAURANT BAR   | UNCATEGORIZABLE |
| MULTIFAMILY                    | GOVERNMENT     | MOTOR VEHICLE SALES   | SERVICE STATIONS | UTILITIES       |
| DUPLEX                         | GROUP HOMES    | NEIGHBORHOOD SERVICES | SERVICES         | VACANT          |
| EDUCATION                      | INDUSTRIAL     | OPEN SPACE            | SHOPPING CENTER  |                 |
| OFFICE                         | MEDICAL OFFICE | PARKING               | SOCIAL SERVICES  |                 |

Source: Pima County

## Miles East-West

# Miles East-West

## *Surrounds the school*

This neighborhood was settled in the 1920s as a southern extension of the University Heights neighborhood. In contrast to the neighborhoods to the north and east, many Miles East-West blocks have a majority of Latino residents, according to the 2010 Census. Most residences are single-family, built on modestly-sized lots comparable to those in Pie Allen and Rincon Heights. Gentrification has occurred in the last 10 years.

The Miles Exploratory Learning Center, a TUSD K-8 school with over 300 students, is the most visible institution in the Miles East West neighborhood. While the school fronts Broadway Boulevard, it backs onto the neighborhood with a park. Neighborhood interaction with the school is encouraged through community artists who work in collaboration with classroom teachers through an arts education program.

## *Arroyo Chico open space*

Between Miles neighborhood and the Lost Barrio (San Antonio), the de facto open space surrounding Arroyo Chico widens to a swath as wide as 700 feet in places. Bridges cross here to the San Antonio neighborhood. The wash is viewed as a potential amenity which would enhance and link the two areas.



*Miles Exploratory Learning Center*



*House in Miles neighborhood*



*The back of Miles ELC , a neighborhood park*



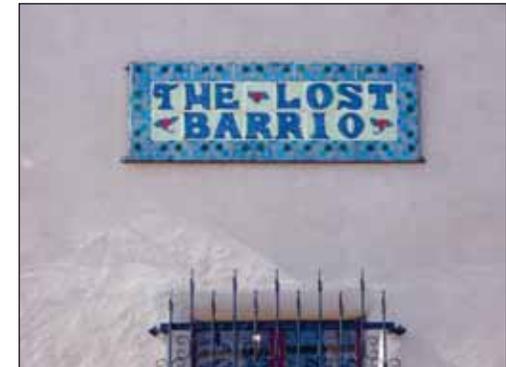
# Lost Barrio/San Antonio

## *Reclaimed industrial buildings*

Found along Park Avenue to the south of Broadway, the Lost Barrio is a district of industrial buildings artfully converted into commercial uses. Wrought-iron window details, brick facades, and colorful storefronts make the Park Avenue strip a welcoming destination for pedestrians. Light Industrial uses are still evident in the area and newer live-work lofts can be seen at 14<sup>th</sup> and Highland.



*Converted warehouses uses*



*Strong neighborhood identity*



*The neighborhood retains industrial uses*

# Assets

- Proximity to Downtown
- Proximity to the University of Arizona
- Proximity to major transportation routes (freeways, airport connections)
- Land in public ownership
- Independent Businesses
- Strong and Active Neighborhoods
- Walkable Neighborhoods
- Arroyo Chico and associated plans for open space corridors

# Needs

- Usable Public Open Space
- Better connections to University of Arizona and Downtown
- Better interface between walkable neighborhoods and Broadway
- More consistent pedestrian realm along Broadway
- Focal points with identity for unique places along Broadway

# Opportunities

## *Rapid transit*

Transit upgrades could help to lure more intense development and more foot traffic to areas of the Broadway Corridor due to its proximity to both downtown and the University of Arizona. The west side of the corridor already has relatively high transit use; up to 12% of residents of the surrounding areas commute by transit according to the 2010 Census. The east side of the corridor has lower ridership, according to the Census, but the streetscape and transit service improvements that will be a part of this project could increase that ridership.



*Modern streetcar simulation on 4th Avenue*

According to the Transit Improvements Map of the 2006 RTA Plan, Broadway is slated for an enhanced bus express route as well as enhanced regular routes. According to this plan, the Modern Streetcar alignment will skirt the corridor to the northwest on its way between downtown and the University of Arizona. The Pima Association of Governments short term transportation plan identifies Broadway as a likely corridor for more intensive transit.

The Broadway Corridor project will include improvements preparing for future Bus Rapid Transit and/or streetcar.

## *Integration of Arroyo Chico into significant urban open space*

See “Major Land Uses and Features” for information on Arroyo Chico. A major opportunity exists to create active and passive open spaces in and around the Park Avenue detention areas, and tie this open space into the Park-Broadway intersection, which itself presents opportunity for infill development. At this point, the arroyo is approximately 65 feet wide.

## *Broadway and Park node*

This intersection presents perhaps the greatest opportunity for development and placemaking in the corridor because of the amount of **vacant or underutilized land**; the presence of **city-owned land**; the proximity of **Arroyo Chico**; the proximity of the **University of Arizona and Downtown**; and the potential to link pieces of the **Park corridor** that have seen investment (Lost Barrio, to the south) or have potential (Pie Allen area to the north).

### *Southwest corner:*

1.4 acres owned by the City of Tucson; site was until recently a Volvo Dealership

Chaffin’s Diner—Open 24 hours. Was built in 1964 as a Sambo’s; became a Seasons, then in 2001 became Chaffin’s. Owned by James Chaffin as of 2006.

*Northwest corner:*

Frontage is 40-85 foot-deep strip that seems to be part of the right-of-way; behind is approximately 2 acres of vacant land owned, according to the Assessor's data, by Bacon Industries.

West of this vacant land is the only official open space in the corridor, a series of small plazas on the north side of Broadway connecting to the Diamondback Bridge.

*Northeast corner:*

Approximately 1.2 acres of city-owned land currently housing an old apparently inactive industrial building.

*Southeast corner:*

Little Sprouts Daycare occupies approximately 0.8 acres between Broadway and Arroyo Chico, and cares for children aged infant through school-aged.

Arroyo Chico approaches the intersection from the southeast then goes into a culvert.

***Link to Downtown***

Broadway is part of what the Downtown Links project calls the "critical mid-zone" between Downtown and the University of Arizona. The link to downtown from the Broadway Corridor is challenged by the barrier of the Aviation Parkway and railroad tracks. The following are the distances between Euclid and Broadway, the last intersection on the east side of the barrier, and downtown on the other side.

- On Broadway: 0.4 miles on Broadway, with a sidewalk, to 4<sup>th</sup> Avenue (next intersection)—another 0.33 miles to Broadway and Stone, more or less the center of downtown.
- South: 1.5 miles: 0.5 mile south on Euclid to Mill Street, 1 mile north to 4<sup>th</sup> and Broadway.
- North: 0.6 miles: To Toole and Congress via 4<sup>th</sup> Avenue; path along Arroyo Chico to 4<sup>th</sup> Avenue underpass

The Downtown Links project seeks to improve the connections between Downtown and adjacent areas. The project does not address the Broadway Study Area directly, but the study area is adjacent to "Study Area 1" of the Downtown Links project. Study Area 1 is centered on the Modern Streetcar as a link between the University and Downtown. The connection to the streetcar alignment from the Broadway Corridor would be via Iron Horse Park, which touches the western edge of the corridor. Iron Horse Park naturally connects to the small open spaces along Broadway within the Study Area. This open space corridor and downtown connection could extend as far as Broadway and Park, where it could connect to the upstream remainder of Arroyo Chico and the Park Avenue detention basins.

The Iron Horse Neighborhood prepared some concepts for Iron Horse Park along 10<sup>th</sup> Street. Downtown Links will fund redesign of the park, and

construction will come from City of Tucson Parks and Recreation with future funds. There could be a new road configuration here, as well as different configuration of Arroyo Chico and the Aviation Parkway to improve accessibility to Downtown.

***Connect to Broadway Broadmoor neighborhood via "Treat Gateway"***

The Broadway-Broadmoor neighborhood has developed a master plan for the pedestrian pathway along the Treat alignment including a bridge over Arroyo Chico. There are a few schematic designs for the northern end of the "Treat Gateway," which is a block or two off of Broadway. The Broadway corridor could embrace this gateway and network with its streetscape design.

***Water harvesting***

Stormwater and flood control projects of varying scales have been undertaken on both sides of the Broadway Corridor, including small streetscape projects in the Rincon Heights neighborhood and the Arroyo Chico detention basin program. The Broadway Corridor project could tie into both of these efforts while creating its own water harvesting infrastructure.

# By the Numbers

*Length of the Broadway Corridor* 2 miles

*Size of the Broadway Corridor Study Area* 583 acres

*Properties fronting onto the Broadway Corridor (Pima County)* 247

*Residences fronting onto the Broadway Corridor (Pima County)* 25

*Businesses and other establishments fronting onto the Broadway Corridor (Pima County)* 212

*Employees working on Broadway (RTA MainStreet 2012)* 3,214

*People living in the study area (2010 Census)* 6,258

*Housing units in the Study Area (2010 Census)* 3,344

*Businesses and other Establishments in the Study Area (InfoUSA 2009)* 545

*Employees in the Study Area (RTA MainStreet 2012 and InfoUSA 2009)* 5,884



