



BROADWAY BOULEVARD CITIZEN PLANNING TASK FORCE

MEMORANDUM

TO: Broadway Boulevard Citizens Task Force

FROM: Broadway Boulevard Project Team

DATE: December 3, 2013

RE: **Item 6. Initial Overview of Economic Development White Paper for the Broadway Project Area**

This memorandum is provided as clarification to the memorandum was included in the meeting pre-reading packet from Ben Sigman and Jason Moody, of Economic & Planning Systems (EPS), dated October 21, 2013. In it, an economic development white paper is discussed and an outline of what it will cover described. Ben and Jason will be presenting at the meeting to provide more details about what their work will entail, and engage you in conversation to get your responses to what they will doing, your thoughts, ideas, questions and concerns. This item is scheduled for 40 minutes; ~10-15 minutes for EPS presentation, and 25-30 minutes for discussion.

This cover memorandum is intended to briefly touch on additional information not included in the October 21, 2013 memo that will further describe EPS's approach to the work scope and provide some very initial results of the work:

- EPS's research will help conceptualize the range of economic futures for the corridor, but it will not recommend one transportation design concept over another.
- EPS will be researching best practices for revitalization of commercial development along arterial streets, and not necessarily restricting their research to practices related to roadway widening efforts. In broad terms, they are working to answer some general questions, such as:
 - From a real estate market perspective, what are the potential positive and negative impacts of the Broadway project? The different roadway alternatives?
 - What is the potential for the future of the corridor for mix/type of use?
 - What is the context - existing and future (which can include existing structures) - for the project area? This relates to some of the Vision and Goal Statements for which there remain competing or conflicting goals. EPS's work will likely inspire conversations that could begin to resolve some of these.

- Research will involve gathering local data through one-on-one and group meetings and phone interviews, field research, and site visits. Meetings and time in project area have been organized December 4-6 for EPS to begin some of those activities. Public input received to date will be used, as well input received through direct contact. Initial stakeholders EPS will begin discussions with include the Broadway Citizens Task Force, Tucson developers and investors, Broadway area business and property owners, and agency staff at City and RTA. Input from organizations such as Local First Arizona, Living Streets Alliance, Downtown Tucson Partnership, and Tucson Historic Preservation Foundation will also be sought. It is expected that suggestions for additional stakeholders and resources will be learned through the initial activities beginning this week.
- EPS has identified three primary areas of potential economic impact associated with widening the road: (1) Impacts from Project Construction, (2) Potential Corridor Repositioning, and (3) Broadway Corridor Competitive Position.
- There is a pattern of commercial strip in the project area. EPS will identify a range of emerging real estate and commercial business trends for commercial strips, not ONLY looking at new development and "clean slates". It is more appropriate to describe the work they are doing as looking at best practices for reuse, revitalization, and reinvestment.
- It is expected that some demolition will occur as part of the project, as well as through private initiative on properties that do not see any acquisition - where and what structures are not known. Options for what new real estate investment and redevelopment could be supported by the Tucson market will be researched.
- Economic underpinnings for evaluating alternatives (such as with performance measures in the Economic Vitality performance category) will use information from the white paper to inform assessment of design concept alternatives.
- The anticipated timeline for EPS's work, presentations to the Task Force, and white paper study is as follows:
 - November and early December 2013 - *Conduct field research with site visit to Tucson; meet/talk with various stakeholders and resources; develop trends and case studies.*
 - *December 5 Broadway Citizens Task Force Presentation/Discussion*
 - December 2013 and January 2014 - *Continue research; follow-up interviews and phone calls with various stakeholders. Develop initial draft of white paper study, to include results of the research and best practices, and propose an Economic Development Framework.*
 - *January Broadway Citizens Task Force Follow-up Presentation/Discussion*
 - February 2014 - *Refine initial white paper draft study and proposed Economic Development Framework*