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BROADWAY BOULEVARD

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January 23, 2014
Broadway Citizens Task Force Meeting

Study Session Meeting Agenda

1.	Call to Order/Agenda Review/Announcements	*5 min*
2.	Approval of Documents for Posting with the City Clerk's Office CTF Meeting Summaries 12/05/13 & 2013 CTF Annual Report	*2 min*
3.	Public Input Report (updated spreadsheet for 11/23/2013-1/13/2014) and Reports on Project Presentations & Outreach	*8 min*
4.	Review Refined Charrette Format, Goals, and Upcoming Meeting Agendas	*25 min*
5.	Presentations and Discussion: Historic Significance of the Broadway Project Area	*40 min*
6.	Presentations and Discussion: Local Business Support	*55 min*
7.	Presentation and Discussion: Presentation of Initial Draft Economic Development White Paper for the Broadway Project Area	*45 min*
8.	Call to the Audience	*15 min*
9.	Next Steps/CTF Roundtable	*5 min*
10.	Adjourn	

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2. Approve Documents for Posting to City Clerk's Office

December 5, 2013 CTF Meeting
2013 Annual Report

Nanci Beizer

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3. Public Input Report
(updated spreadsheet for 11/23/2013-1/13/2014)
and
Reports on Project Presentations & Outreach

Jenn Toothaker
Project Manager, Tucson Department of Transportation

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Public Input Report and Outreach

- Public Input Report
- Outreach
  - 12/10/13 Tucson Pima County Bicycle Advisory Committee Meeting – Naomi McIsaac
  - 12/18/13 Commission on Disability Issues Meeting – Jon Howe
  - 1/15/14 Brainstorming Session regarding Potential 2419 E. Broadway Demolition and Possibilities for the Site Treatment, Post-Demolition
  - 1/21/14 RTA CART Meeting – Doug Mance
  - **Other???**

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4. Review Refined Charrette Format, Goals, and Upcoming Meeting Agendas

Jenn Toothaker

Project Manager, Tucson Department of Transportation

Phil Erickson

Community Design + Architecture

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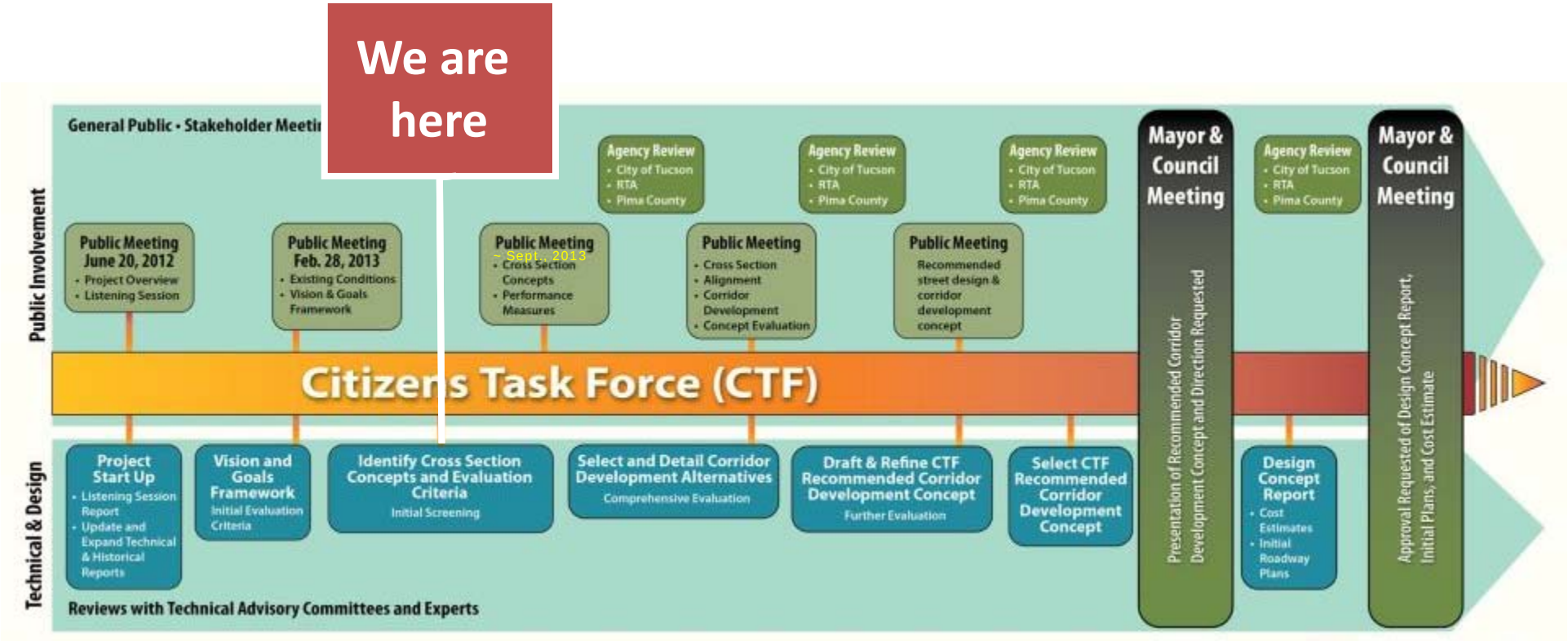
Broadway's Planning & Design Phase
(July 2013)



9± Design Concepts

3± Design Concepts + Alignment Variations

1 Design Concept and Alignment

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Broadway's Planning & Design Phase
(Tonight)

9±
Design
Concepts

4±
Design
Concepts
+
Alignment
Variations

1
Design
Concept
and
Alignment

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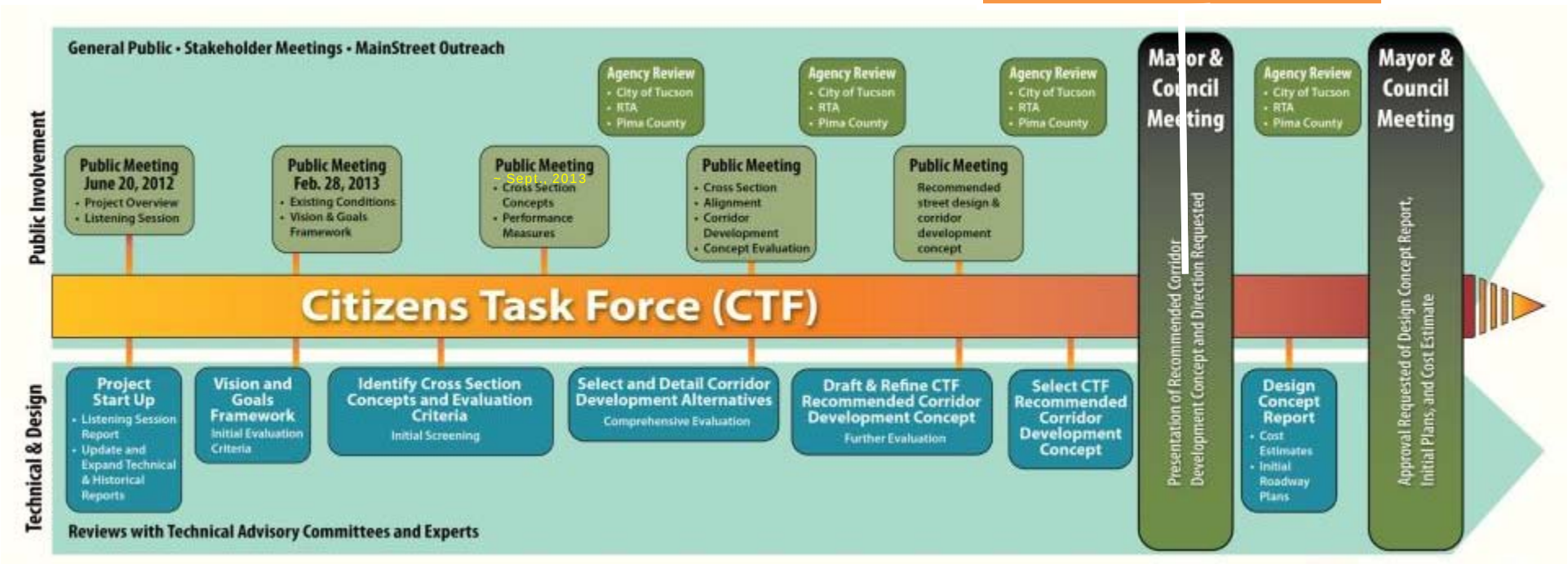
Broadway's Planning & Design Phase

(Future)

We want to get here on time



9± Design Concepts

4± Design Concepts + Alignment Variations

1 Design Concept and Alignment

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Proposed Schedule Revisions

- **Maintain schedule**

- **Support CTF making informed decisions**
  - Provide time for elements of background and support information requested by CTF
  - Revise date & format for Charrette to provide more time for CTF discussions and decision-making

- **Preparation of Street Design Concept Alternatives and Assessments**
  - Alignments and assessments of 4 and 6+2T lane alternatives (as previously planned)
  - Additional materials:
    - Alternative alignment for 4 lane alternative
    - Right-of-way alignment for 4+2T and 6 lane alternatives

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Background Information in Preparation for Charrette

- Tonight
  - Study Session
    - Update on historic and significant buildings
    - Local business support issues
    - Initial Draft of Economic Development White Paper

- Next CTF Meeting – Thursday, Feb. 6th
  - Was planned to be second meeting of charrette
  - Reformat as additional study session
    - Universal design
    - Phoenix/Tempe/Mesa Light Rail
    - Introduction to constraints and opportunities of parking and access impacts and the reuse of impacted properties

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Goals for Charrette

- Reach CTF consensus on
  - Street Design Concept Alternatives to take to the public workshop
    - Revisions to those presented at charrette
    - New and hybrid alternatives
  - What does CTF want to hear from the public to help the CTF in selecting their Recommended Street Design Concept
    - Key questions to ask the public
    - Identification of public's preferences
    - Other…

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Proposed Charrette Revisions

- Move Charrette #3 to end of February and early March
  - Session 1: Tuesday evening, February 25th
  - Session 2: Thursday evening, February 27th
  - Session 3 Alternatives
    - Saturday morning and early afternoon, March 1st
    - Friday early afternoon to evening, March 7th
    - Saturday morning and early afternoon March 8th

- Allows more time for
  - Planning Team to present information
  - CTF to digest and receive clarifications
  - CTF to discuss, gain understanding of benefits and disbenefits of alternatives, and to have in-depth discussion to reach a consensus

Charrette Sessions & CTF Discussion Time

- 1st Charrette Session
  - Overview of Street Design Concepts and assessments
  - 1 hour for initial CTF Q&A
- 2nd Charrette Session – 2-1/2 hours for
  - CTF in-depth discussion
  - Planning team members available to answer questions and facilitate decision-making and consensus-building
- 3rd Charrette Session – 3-1/2 hours for
  - Hands-on work with alternatives
  - Selection of alternatives to take to the public meeting

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Project Schedule following Charrette

Current Schedule (12/05/13)	Meeting Descriptions	Potential Revised Schedule
Feb. and Early-March 2014	*No CTF meetings anticipated. Technical work completed by project team to prepare and assess Charrette #3 Street Design Concepts; prepare for Stakeholder Review; begin preparing for public meeting #4*	*March and April 2014*
Mid-March, 2014 #25	CTF Meeting (Action Mtg.) – Street Design Concept Alternatives, direction on refinements; discuss potential public meeting #4 format	Not Needed
March and April 2014	*Design refinements and analysis; prepare for Stakeholder Review; begin preparing for public meeting #4*	Not Needed
Late-April 2014 **#3**	**Stakeholder Agency Update**	April 2014 **#3**
Early May, 2014 **#26**	**CTF Meeting (Action Mtg.)** – Finalize design refinements and analysis for public presentation; what does CTF need to hear from the public in order to inform their decision-making.	Late April or Early May, 2014 **#27**
Mid-May 2014	**Public Meeting #4** – Cross section, alignment, and corridor development concepts; performance evaluation; and preferred design approach.	May 2014
Early June, 2014 #27	CTF Meeting (Action Mtg.) – Public Input and Street Design and Corridor Development Concept	Not Needed
Mid-June, 2014 **#28 and #29**	**CTF Charrette #4 (Study Session and Action Mtgs.) –** CTF Draft Recommended Street Design and Corridor Development Concept: including review of input from Public Meeting #4	Early June, 2014 **#28, #29, and #30**
July and August 2014	*No CTF meetings. Technical work to detail and evaluate draft recommended concept*	*June and July 2014*
Late August, 2014 **#30**	**CTF Meeting (Action Mtg.)** – CTF Draft Recommended Street Design and Corridor Development Concept Evaluation	July, 2014 **#31**
September 2014 **#4**	**Stakeholder Agency Update**	July and August 2014 **#4**
Early Oct., 2014 **#31**	**CTF Meeting (Action Mtg.)** – Finalize CTF Draft Recommended Street Design and Corridor Development Concept Evaluation for public presentation	Sept., 2014 **#32**
Late Oct. 2014	**Public Meeting #5 –** Draft Recommended Street Design and Corridor Development Concept Evaluation	Late Sept. 2014
Nov. 2014 **#32 and #33**	**CTF Charrette #5 (Action Mtgs.) –** Determine CTF Recommended Design Concept: including review of input from Public Meeting #5 and any Stakeholder Agency input	mid-Oct. 2014 **#33 and #34**
Early Dec. 2014 **#34**	**CTF Meeting (Action Mtg.)** – Finalize CTF Recommended Broadway Design Concept	Nov. 2014 **#35**
Late Dec. 2014 or Early Jan. 2015	**Mayor and Council Hearing –** Action on CTF Recommended Broadway Design Concept	Nov. or Dec. 2014

CTF Discussion and Availability to Attend Potential Meetings

- Move ahead with Thursday, February 6th CTF Mtg.
- Move ahead with Charrette #3 at end of February and early March have three sessions
  - Session 1: Tuesday evening, February 25th
  - Session 2: Thursday evening, February 27th
  - Session 3 Alternatives
    - Saturday morning and early afternoon, March 1st
    - Friday early afternoon to evening, March 7th
    - Saturday morning and early afternoon March 8th

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5. Presentations and Discussion: Historic Significance of the Broadway Project Area

Sunshine Mile Bond Project Proposal

Demion Clinco

Tucson Historic Preservation Foundation

Lynne Birkinbine

City of Tucson, Coordinator of Tucson Bond Projects Committee

Update/Questions and Answers

Jonathan Mabry, Jennifer Levstik

City of Tucson Historic Preservation Office

Laura Vertes

Swaim & Associates

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Sunshine Mile Bond Proposal Presentation Online

http://prezi.com/miq0rhrrhhb_/broadway-boulevard/?utm_campaign=share&utm_medium=copy

More information about bond projects can be found online at:

http://cms3.tucsonaz.gov/bond-project-advisory-committee

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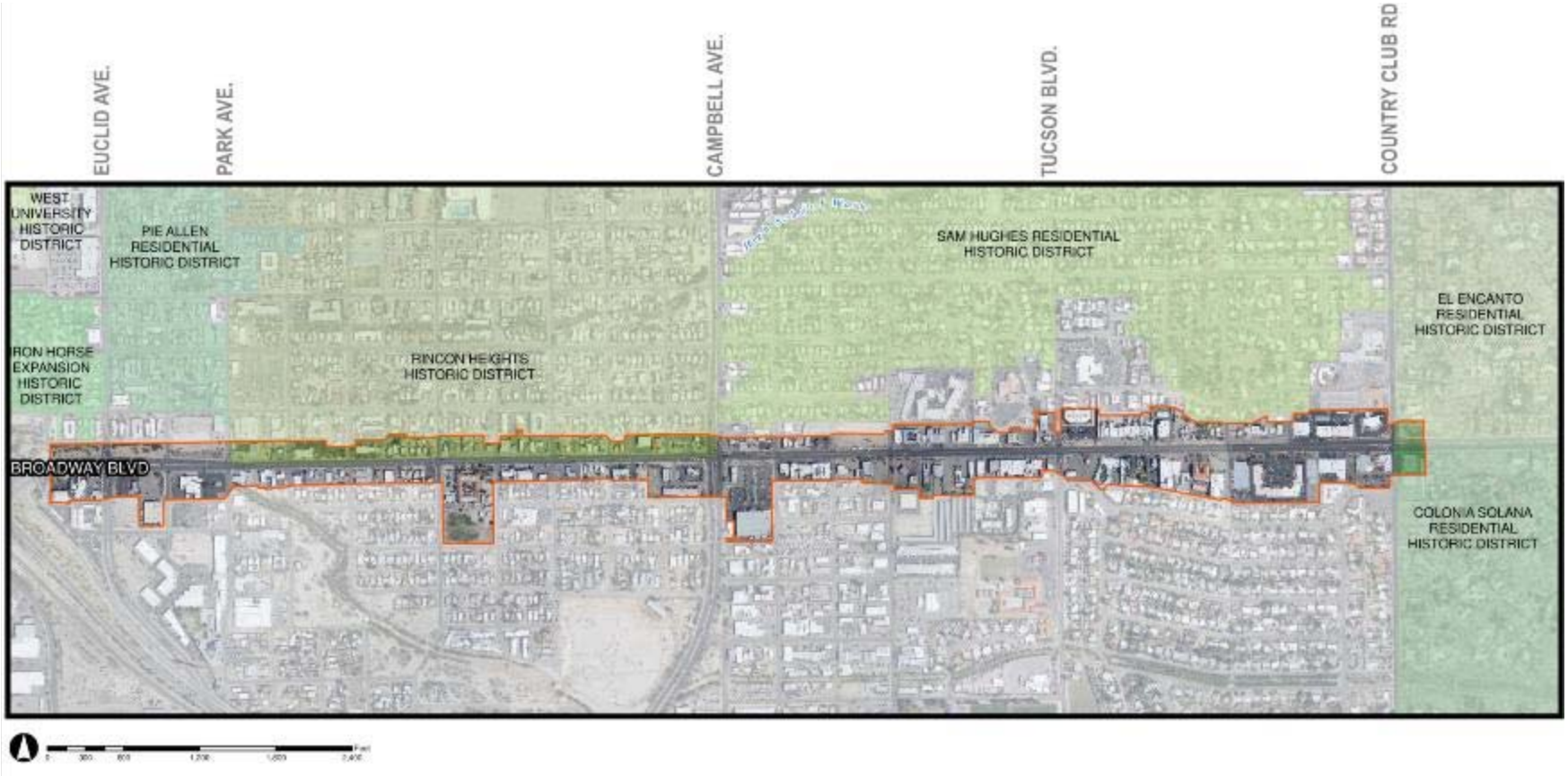
Historic Buildings / Significant Structures



- Goal: Analyze all structures, compile data to use as design tool
- Attempt to quantify significance within corridor

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Historic Buildings Inventory

- National Register of Historic Places: Eligibility Criteria
  - 50 years old at time of project start (built prior to 1965)
  - Convey significance related to one or more of following:
    - American history, architecture, archaeology, engineering, culture
  - Possess integrity of location, design, setting, materials, workmanship, feeling, and association
- Methodology:
  - Area of Potential Effect (A.P.E.)
  - State of Arizona Historic Property Inventory Forms
  - Presented to Historic Commission Plans Review
  - Submission to State Historic Preservation Office

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6. Presentations and Discussion: Local Business Support

Local First Arizona

Deanna Chevas, Erika Mitnik-White

City of Tucson Economic Initiatives Office

Camila Bekat, Andrew Squire

Sunshine Mile Business Association

Monica Hay-Cook

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Localism

What it means for the Arizona economy

Local First Arizona

- 2500+ locally owned businesses of all sizes
- The largest local business coalition in North America
- Online directory is searched more than 40,000 times each month
- A BUY LOCAL campaign
- Both 501(c)6 and (c)3 status
- An advocacy group working on long-term economic development
- Focused on ECONOMIC sustainability
- 501(c)3 merged with the Rural Development Council
- Funded by member dues, earned revenue and grants

Money Does Not Spend the Same

- For every $100 spent in a locally owned business, $45 re-circulates and stays right here in AZ.
- For the same $100 spent in any national chain, only $13 remains.

The Backbone of the Arizona Economy

In 2008, firms with 0-99 employees comprised 94.7% of all firms in Arizona.

Source: US Census Bureau

In 2008,
over $21 billion
was paid to
employees of small
businesses
in Arizona

Source: US Census Bureau

If small business was laying off people at the same rate as big business we would have 950,000 fewer jobs in America today.

–Donovan Rypkema,
Place Economics, 2009

OR

I LIKE
Ike's
Coffee + Tea
CAFE PASSE
EXO
ROAST CO.
LO-FI
COFFEE
CREMA
CAFE
Bentley's
HOUSE OF COFFEE & TEA
brewd
Carmel's Coffee
Fresh Bakery
& Espresso
BLACK
CAT
CARTEL
Caffé
Lucé
Coffee & Tea
EXPRESS
BLACK CROWN
COFFEE COMPANY
EST. 2012
Chocolate Iguana

SHIFTARIZONA.com

SHIFT THE WAY YOU SHOP.

A LOCAL SHIFT, A BIG LIFT FOR YOUR COMMUNITY.

If everyone in Tucson shifted 10% of their spending:

- 1600 new jobs created
- Over $50M in new wages
- $137M in new economic activity

All in one year

Source: 2008 Local Works! study by Civic Economic

Placemaking

Locally-owned businesses cultivate a sense of community and foster walkable, pedestrian friendly neighborhood destinations. These "small wonders" are vital to economic competitiveness and attracting and retaining key community members and youth.

Connectedness = Higher GDP

- The Knight Foundation has discovered that when there is more community attachment, that community yields higher GDP.

–Soul of the Community study 2010

What creates attachment?

Top three factors:

- Opportunties for socializing
- Openness to people of all sorts
- Aesthetics including walkable streets and availablity of parks

Amazing Discoveries

- This locally owned business has become more than a shop, but a community gathering place as many often do. Additionally, it has inspired a spin-off start up technology business.

Broadway redesign

Think of it as a destination, cultivate environment that allows local businesses to thrive

National press: SF Chronical article on Tucson "all the cool (of Portland) for less of the cash" highlighted local businesses

Successes: LFA shopping tour from Phx injected > $3600 & Modernism week, drawing international visitors

Social and economic benefits

IGT & Plan Tucson processes showed an interest in urban density

Local First Arizona

- Executive Director: Kimber Lanning, kimber@localfirstaz.com
- Tucson Director: Deanna Chevas, deanna@localfirstaz.com
- Tucson Membership Manager: Erika Mitnik-White 520-628-2724, erika@localfirstaz.com
- www.localfirstaz.com

City of Tucson Economic Initiatives Office

Camila Bekat, Andrew Squire

Business and Development Services Assistance Programs

Small Business Assistance Line

837-4100

- Assist business owners navigate City department
- Connect business owners to resources for funding at Federal, State and local levels

Certificate of Occupancy Relief

- New not required for a new tenant unless the occupancy classification changes
- This reduces permit fees and expedites development

Financial Incentives

- Primary Jobs Incentive
  - Provides up to 100% credit of City of Tucson construction sales tax to qualifying expenses such as job-training, improvements in the right of way and or offsets to impact fees
- Tucson Community Development Loan Fund
  - $20 million loan pool fund to be used as gap financing
  - Projects must create jobs for low to moderate income individuals
  - Eligible activities include property acquisition, property rehabilitation, equipment acquisition,
  - $2 million loan minimum

Historic Preservation Tax Credits

- There are many existing historic buildings and additional buildings eligible for historic designation in the Broadway Corridor
- Approved rehabilitations of these properties are eligible for significant federal and state tax credits.

Planning for the Future – Broadway Volvo Site Redevelopment

- This site offers an opportunity to act as the gateway into the Broadway Corridor and into Downtown at the same time
- The development of this catalytic project will provide a positive economic impact resulting in increased tax revenues to the City
- Contribute to the urban fabric of the City as a means to attract new employers and residents to the area

Broadway Volvo

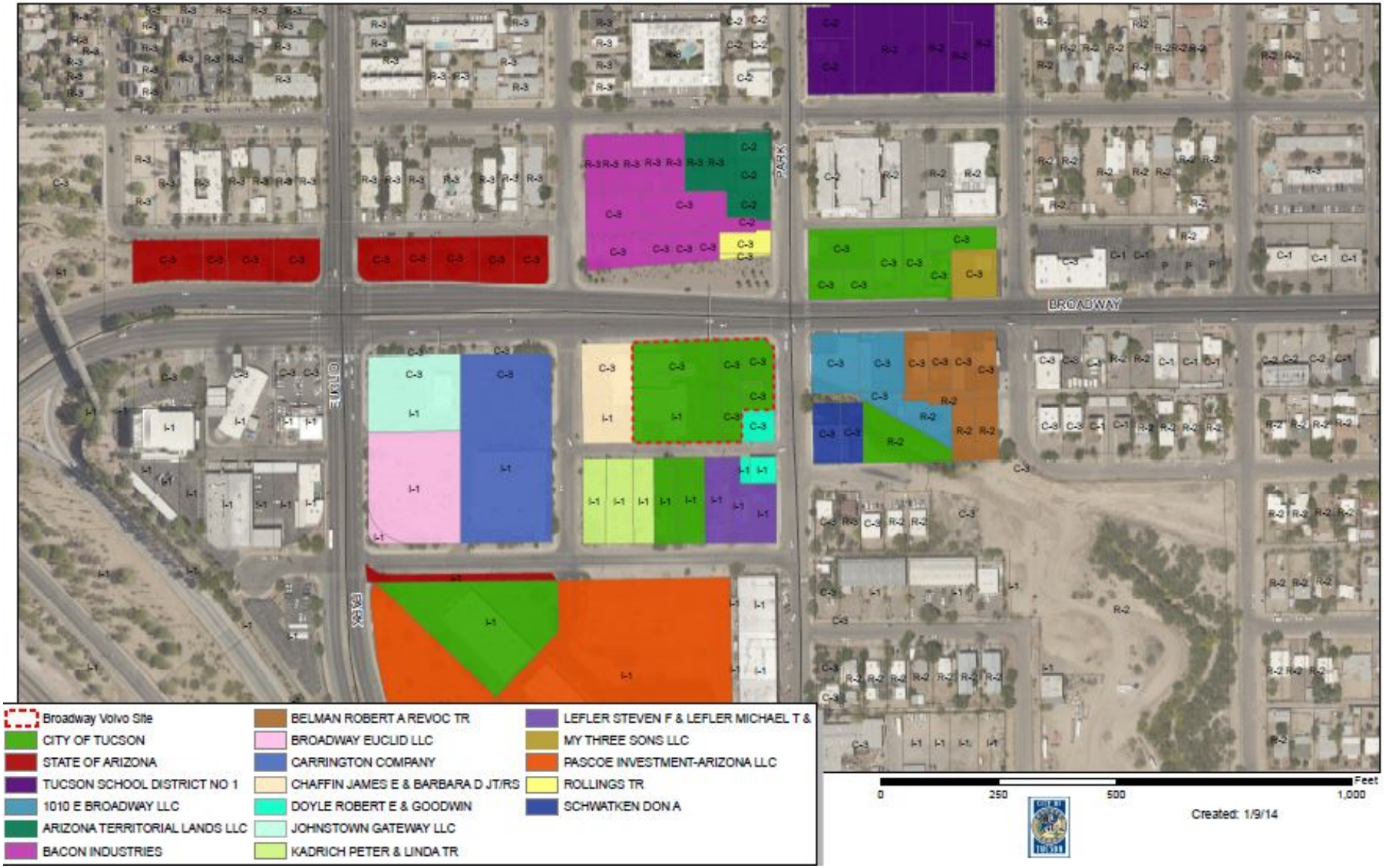
Project Scope

- Bound by Broadway, Park, Euclid and 12 St.
- City owns the Broadway Volvo site and 2 parcels to the south
- Adjoining parcels are held by the private sector.

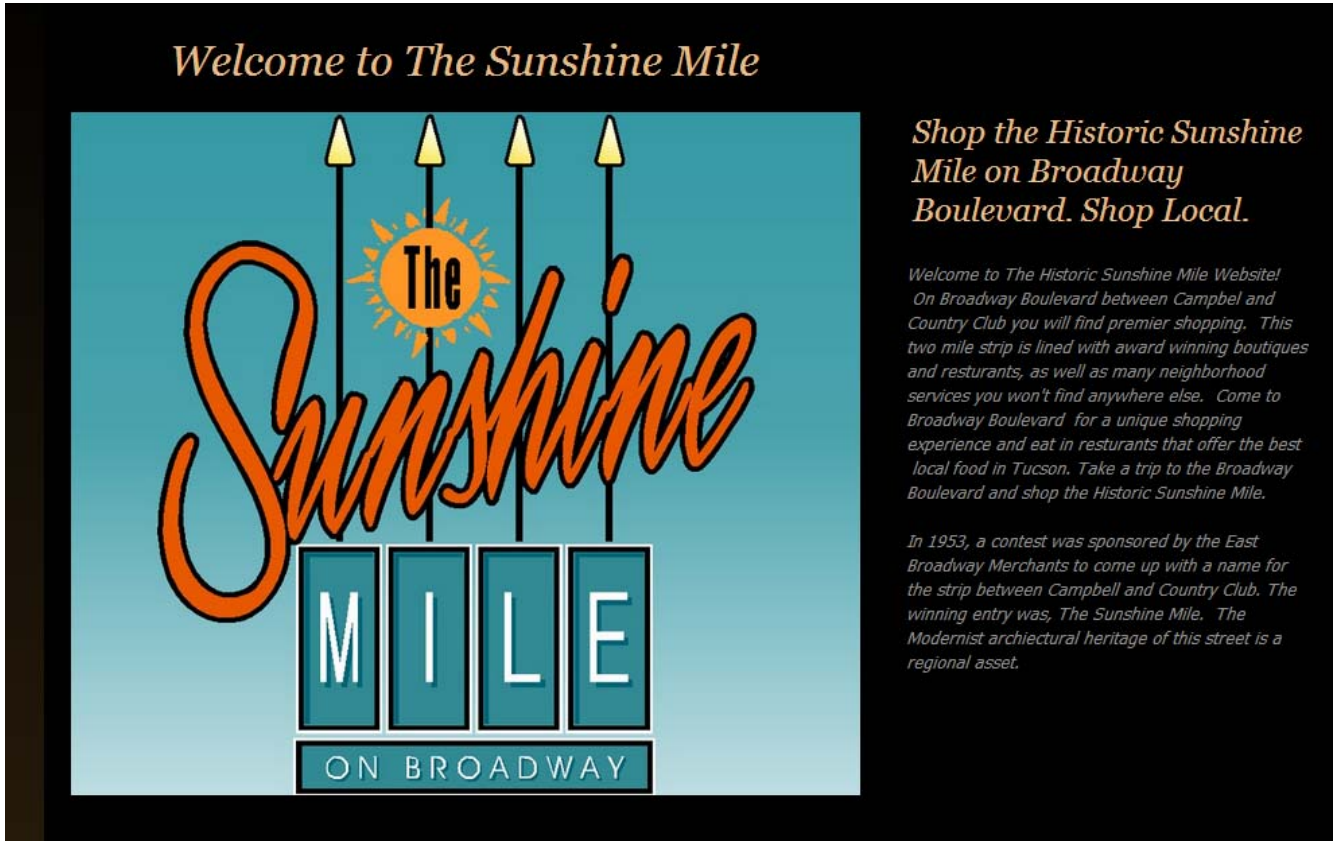
Objectives and Outcomes

- Outreach to property owners to determine interest in participating in RFP.
  - Cohesive approach to redevelopment of the area
- Outreach to neighborhood associations and leaders
- Charrette with support from AIA
- Scope of RFP: framework from neighborhood plans, input from charrette, financial reality, available incentives

Broadway Volvo Property Ownership and Current Zoning



Sunshine Mile Business Association



www.sunshinemile.com

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7. Presentation and Discussion: Initial Draft Economic Development White Paper for the Broadway Project Area

Jason Moody
Economic & Planning Systems, Project Team

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Presentation Overview

- Economic White Paper Study Process
- White Paper Implications
  - Key economic considerations
  - Planning, design and policy considerations
  - Updated Case Studies
- Next Steps in Economic Analysis
- Discussion – Feedback from CTF

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Economic White Paper Study Process

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White Paper Scope of Work

- Potential Corridor Positioning and Revitalization
  - Trends in Corridor Revitalization
  - Case Studies of Corridor Revitalization
- Broadway Corridor Competitive Landscape
  - Socio-Economic Trends
  - Retail, Office, and Residential Markets

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White Paper Study Process

- Prepare overview presentation for Task Force ✓
- Conduct site visit and interviews with local stakeholder/real estate professionals ✓
- Prepare Draft White Paper for Task Force review ✓
- **Present <u>Draft</u> White Paper findings and receive input**
- <u>Revise</u> White Paper based on direction received

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Overview of Last EPS Presentation

- Potential economic impacts of transportation/streetscape improvements
- Brief economic overview of corridors
- Spectrum of corridor revitalization efforts
- National principles for vibrant corridors
- Initial case studies
- Local and regional market trends

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Economic White Paper Study Implications

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Overall Market Trends are Favorable

Broadway's strategic location and vibrancy suggest it can successfully adapt to and leverage a range of transportation/streetscape improvements and evolving market trends.

- A diversity of use types (retail, office, service), tenants, (mom & pops, chains) and space configurations (small to large lot, creative reuse)
- Strong occupancy (over 90% for retail) and customer/commute traffic
- On-going development and property investment (e.g., Starbucks, Safeway, Office max/del Taco, Family Dollar/AutoZone, Casitas, 1202 Studios)

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Parcel Characteristics are Challenging

Revitalization and redevelopment after ROW acquisition/construction likely to be incremental, long-term, and dominated by "micro-developers," due to:

- Limited number of parcels meeting site attributes sought by major tenants/developers
- Predominance of relatively narrow parcels adjacent to residential uses
- Complicated property assembly due to numerous property owners and existing uses/leases

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Effective Planning/Design Solutions will be Critical

Best practices in corridor revitalization suggest that success on Broadway will require context-sensitive planning and design that:

- Builds on historic character to create authentic places
- Fosters pedestrian friendly and visually appealing environment(s)
- Creates well-connected, mixed-use activity nodes
- Supports multiple travel options with effective circulation, parking, and way-finding

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Incentives Can Expedite Revitalization

Economic and related planning incentives/partnerships will encourage Broadway investment, potentially including :

- Public-private partnerships to support creative use and re-integration of remnant parcels
- Zoning overlay to refine parking and/or development allowances
- Rehabilitation/Reuse incentives (e.g., historic preservation, façade program)
- Business retention/attraction strategies (e.g., branding, Sunshine Mile, “buy local”)

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Economic White Paper
Case Studies

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Case Study Overview

- Designed to illustrate a range of possible outcomes
- Focus on projects and investments that:
  - Are on major commercial arterials (4 lanes or more)
  - Were completed relatively recently
  - Included challenges/solutions applicable to Broadway
  - Could potentially occur on Broadway over long term
- No case study is perfect: Broadway Corridor is unique

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1. Adaptive Re-Use on Broadway

1202 Studios

Use:	Office
Size:	6,540 SF
Built:	1988/2003
Land :	0.4 Acres

Notes:

An example of the creative adaptive reuse of an automobile repair shop on Broadway into an owner-occupied office space

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2. Shallow-Lot Infill on Speedway

Feast Building

Use:	Restaurant
Size:	3,242 SF
Built:	2012
Land:	0.7 Acres
Tenancy:	Single-Tenant

Notes:

An example of small-scale infill retail on a shallow site, the building comes up to the street with an urban setback. Parking is on the side and in back of the building.

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3. Parking Solution on Speedway

Bentley's Building

Use: Retail

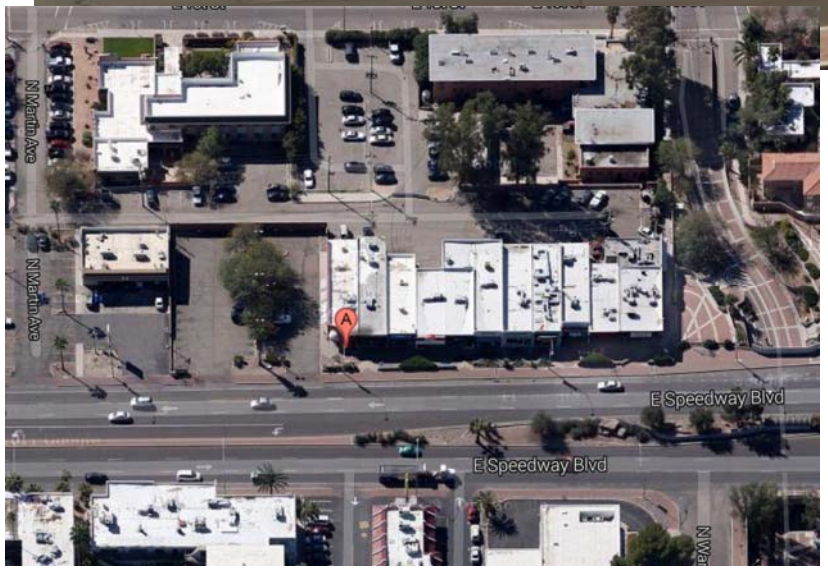
Size: 1,610 SF

Built: 1960

Land: 0.07 Acres

Notes:

An example of a small, viable retail use that remains after road widening. Side parking lot is shared with neighboring retail stores, as part of the larger Nob Hill Center.



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4. Street-Friendly Renovation

Safeway – Berkeley, CA

Use:	Retail
Size:	45,000 SF
Built:	1965/2012
Land:	2.09 Acres

Notes:

An example of conversion of a suburban food store to a more urban form. Renovations brought the building to the road creating visual interest on the street, provided bicycle parking, and reconfigured the parking lot.

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5. Medium-Scale Office Infill

Adio Building – Des Moines, IA

Use: Office

Size: 14,500 SF

Built: 2009

Land : 0.39 Acres

Notes:

An example of an attractive urban infill office project on a busy road. The 3-story building is sited near the street and parking is provided in back. Previously, the site had supported a residential structure which became out of place in the corridor.

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6. Small-Scale, Street Fronting Retail

Modern Retail Center - Des Moines, IA

Use:	Retail
Size:	7,500 SF
Built:	2012
Land :	0.39 Acres

Notes:

An example of a small retail center that uses modern design, with contrasting façade materials and streetscape plantings to create visual interest.

BEFORE

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7. Larger Scale Mixed Use

Mosaic District - Fairfax, VA

Use:	Mixed-Use
Size:	1.9 MSF
Built:	2012
Land :	31.0 Acres

Notes:

An example of a large-scale mixed-use project on a recently widened arterial. The project includes retail, office, residential, and a hotel.

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8. Historic Preservation on Broadway

Broadway Village

Architect: Josias Joesler

Built 1939

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Menu of Next Steps

- **February/March Charrette**
  - Change in Economic Potential Performance Measure
- **Following Charrette**
  - Job, Business, and Tax Impacts Performance Measures
    - Existing versus future property, sales, and other taxes
    - Short term/long term job creation
  - Site Specific Development Feasibility Performance Measures
    - Existing and remnant parcels
    - Key development prototypes
  - Detailed Market Analysis
    - Analysis of potential tenant types
    - Site specific programming
  - Economic Programs/Incentives for Implementation
    - Financial and planning incentives
    - Parking solutions

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Economic White Paper Case Discussion and Feedback

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Call to the Audience

15 Minutes

Please limit comments to 3 minutes

- Called forward in order received
- CTF members cannot discuss matters raised
- CTF cannot take action on matters raised
- CTF members can ask project team to review an item

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Next Steps/Roundtable

Jenn Toothaker

- Next CTF Meeting: **Thursday, Feb. 6, 2014**

  5:30-8:30 p.m., Child & Family Resources

- Proposed Study Session Agenda
  - Welcome/Agenda Review
  - Universal Design
  - Phoenix Light Rail Implementation
  - Introduction to Assessment of Potential Property Impacts from Street Improvements and Relationship to Potential Acquisition Costs
  - Update on Design Concept Alternatives
  - Call to the Audience
  - Next Steps/Roundtable

RTA Regional Transportation Authority

BROADWAY BOULEVARD
EUCLID to COUNTRY CLUB

Thank You for Coming – Please Stay in Touch!

Broadway: Euclid to Country Club

Web: www.tucsonaz.gov/broadway

Email: broadway@tucsonaz.gov

Info Line: 520.622.0815

RTA Plan

www.rtamobility.com

DETAILED SLIDES FOLLOW

- Can be used for Q&A and for more detailed discussion as time permits

RTA Regional Transportation Authority

BROADWAY BOULEVARD
EUCLID to COUNTRY CLUB

Parking and Access Policy Details

- Alley access for parking and loading of non-residential uses not allowed when residential zoning is also along alley
- Various dimensional, setback, landscape, and other parking design requirements

Offsite Parking Policy Details

- Offsite parking within 600’ of parcel
- Must have a documented agreement and verification of availability for use, such as a shared parking agreement between property owners
- Cannot use a residentially-zone parcel for non-residential parking
- Must meet applicable standards and codes for design and access

Uniform Development Code Section 7.4.6.B.1

Access Management Policy Details

- Per City Ordinance 9823 (revised December 2011)
  - No more than two entrances per 300’ roadway segment
  - 150’ from signalized intersection
  - No direct access to residential parcels
  - Cross-access agreements encouraged to limit access points
  - Local access lanes suggested for multiple parcels
- Flexibility unknown at this point but possible if generally accepted safety and functional standards are satisfied

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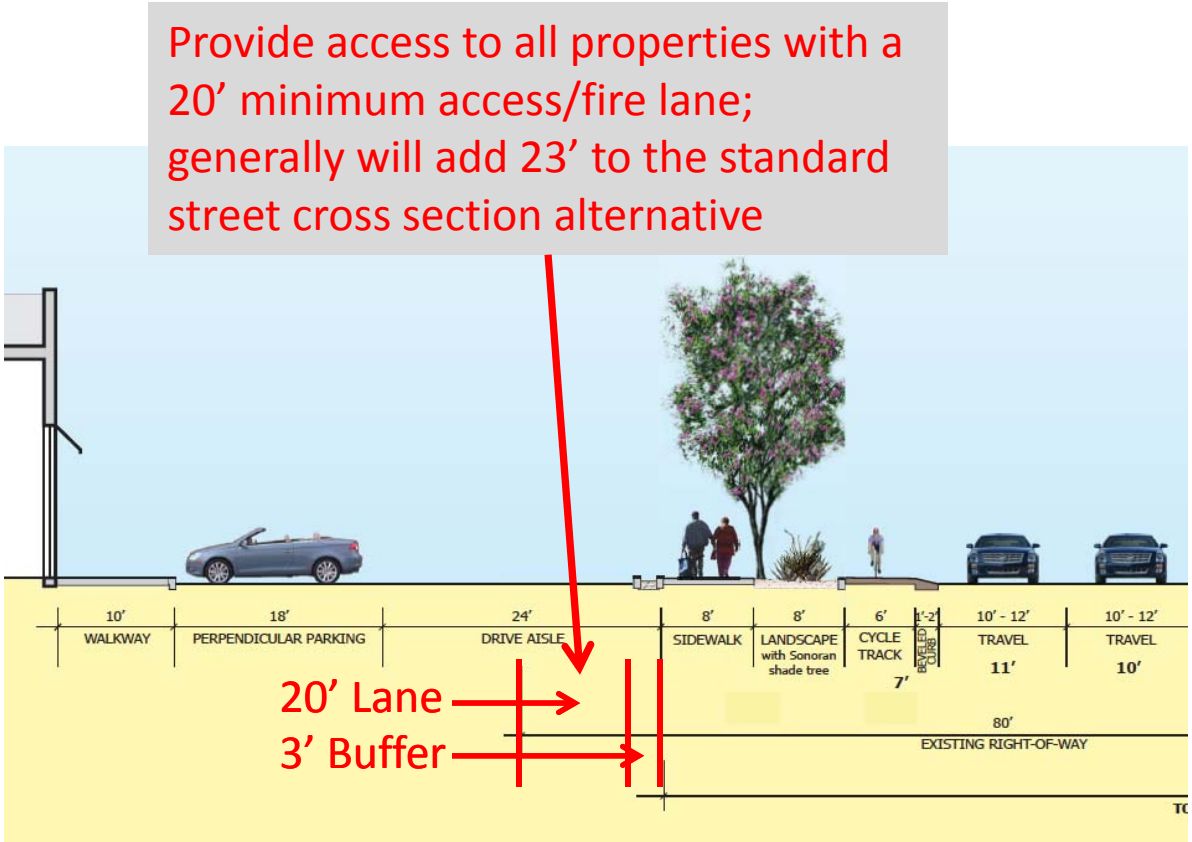
Potential Solutions Detail

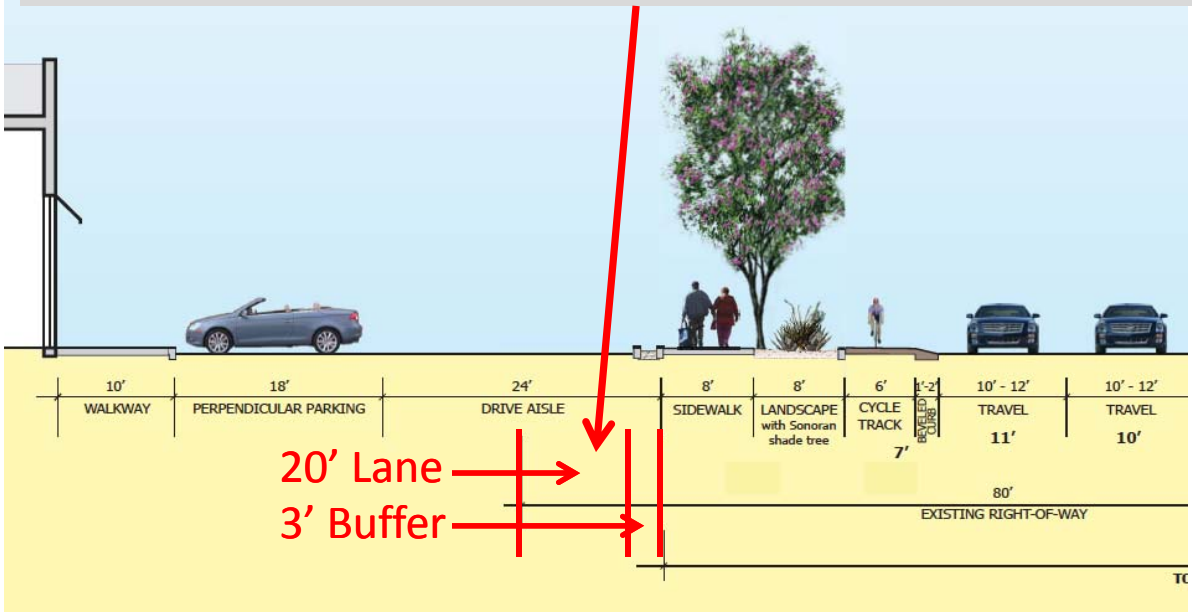
- Provide public access with no impact to parking and minimal impact to access
  - Results in potential for more impact to other side of street



Potential Solutions Detail

- Provide access with minimal impact to parking and access
  - Requires private shared access agreement in most cases
  - Shared access increases potential for full acquisitions on “protected” side of the street
  - Can reduce impact to other side of street

Provide shared access to all properties with a 20’ minimum access/fire lane; depending on existing conditions addition to right of way can range from none to 23’

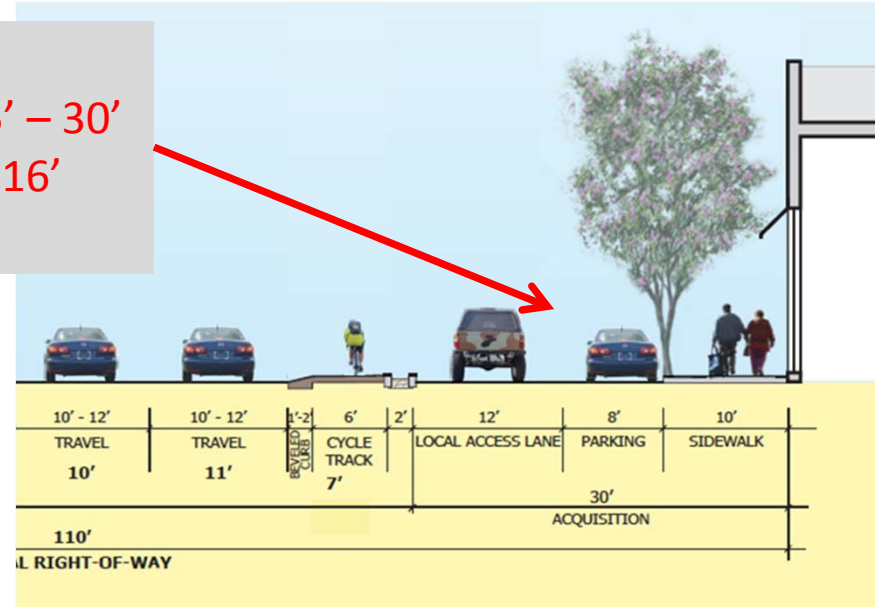


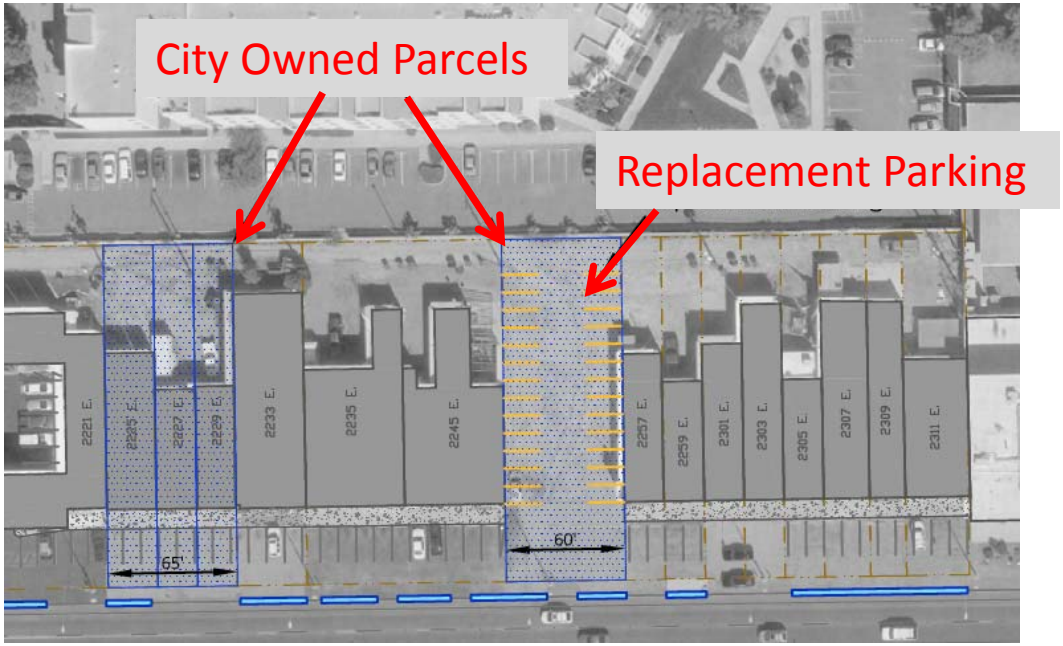
Potential Solutions Detail

- Provide pedestrian circulation, parking, and access/fire lane starting from building front
  - Requires acquisition on “protected” side of street
  - Minimizes impact to the other side of the street
  - Makes parking in front of buildings public
  - Requires zoning change to allow public parking to satisfy parking requirements
  - Risks full acquisitions on “protected” side of street if public parking is not acceptable to property owners

Depending on location:

- Additional acquisition varies from 15’ – 30’
- Right of way change can varies from 16’ reduction to 16’ addition



Potential Solutions Detail

- Where opportunity exists, use property already owned by City to provide shared private or public parking
  - Timing issue of City having ownership before acquisition negotiations
  - Depending on location of City owned property can require shared parking and access agreements between private owners
  - If parking is not privately owned will require zoning overlay to allow public parking to satisfy parking requirements
  - Remote/shared parking can reduce value of property