



LA DOCE: Current, Potential, & Completed Efforts Summary

Prepared February 14, 2020 by City of Tucson Planning & Development Services Department

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Purpose:

Support a successful business district and neighborhoods, while preserving the cultural heritage in the area and building upon its contribution in Tucson as part of UNESCO City of Gastronomy. Provide guidance for infrastructure improvements and other activities that create a safer and more aesthetically pleasing multi-modal corridor.

Context:

La Doce extends 2.5 miles along South 12th Avenue, between Drexel Road and 44th Street. With a 90% Hispanic population, the area is a distinctive cultural hub that offers residents a mix of uses serving daily needs at affordable prices, while also serving as a popular regional culinary destination. Along with the cultural and culinary opportunities, the area faces a variety of challenges, including household incomes below city averages; crime rates higher than city-wide rates; chronic rates of diabetes, cardiovascular disease, and obesity; and poor pedestrian and bicycle facilities for a population largely dependent on alternatives to the automobile.

Current Efforts:

Following is a listing of recent activities taking place or scheduled to take place in or nearby the corridor:

CURRENT EFFORTS			
Date To Be Completed	Total Investment	Description	Lead and Funding Source(s)
September 2021	\$300,000	Brownfields Assessment. To assess, clean up, and redevelop underutilized properties with real or perceived environmental contamination, while protecting public health and the environment. The grant will focus on South 12 th and other properties within City limits, with the goal of attracting commercial investment, reducing air pollution and blight.	City of Tucson Environmental & General Services Dpt., through U.S. EPA Brownfields Communitywide Assessment Grant Contact: Rolanda Mazeika
FY 2018	\$750,000	Liberty Bike Boulevard Phase I , along Liberty Avenue, between 43 rd Street to Los Reales Road, including a HAWK pedestrian crossing at 12 th Ave and Canada Street https://www.tucsonaz.gov/files/bicycle/libertybb-te_rnd_18-final.pdf	City of Tucson Department of Transportation, through Arizona Transportation Enhancement Program, Round 18, and Arizona Safe Routes to School Program, Cycle Five Contact: Sarah Spencer
FY 2019	\$1'500,000	Transportation & Streetscape Improvement Project , between Irvington Road and Nebraska Street – Complete Streets approach to this segment, to includes reducing number of vehicle travel lanes, adding bike lanes, creating on-street parking, construction of sidewalks, consolidating driveway entrances, and streetscape/landscape improvements. https://12thavetucson.com/	City of Tucson Department of Transportation, through CDBG Contact: Jesse Soto
2018		Walkability in Mexican-American Neighborhoods (South 6 th Ave & South 12 th Ave), to explore perceptions of walkability, including focus group meetings in various neighborhoods, surveying people on the street, interviews of policy makers	The University of Arizona CAPLA, through grant from Centers for Disease Control and Prevention (CDC) grant Contact: CAPLA's Arlie Adkins

CURRENT EFFORTS (Continued)			
Date To Be Completed	Total Investment	Description	Lead and Funding Source(s)
2020	\$150,000 annually, plus \$50,000 matching funds from local organizations	The Big Jump Project , educational program in the City of South Tucson and surrounding neighborhoods, aiming to double or triple bike ridership https://peopleforbikes.org/placesforbikes/the-big-jump-project/	City of Tucson Department of Transportation, through PeopleForBikes Big Jump Project Contact: Andrew Bemis
	\$47,000	Private Murals along South 12 th Avenue	Arts Foundation for Tucson and Southern Arizona, through City of Tucson Department of Transportation Contact: Carol Varney
Ongoing		Branding of corridor and celebrating culinary distinction discussions	Ward 1 Council Office, Visit Tucson, & Best of Barrio Food Tours

Potential Efforts:

Following is a listing of projects being discussed/defined to pursue grants for funding:

POTENTIAL EFFORTS			
Tentative Date of Completion	Total Investment	Description	Lead and Funding Source(s)
TBD		Pima Association of Governments (PAG) Road Safety Assessment (RSA) Application, for segment between 44 th Street and Bilby Road (2.5 miles). The City of Tucson received the \$1.5 million CDBG grant for the sidewalk and curb ramp improvements. Some RSA recommendations might be able to be incorporated into this work or as interim safety enhancements. RSA recommendations will aid in the design of the streetscape project once funding is identified. Application was filed with PAG on 8/29/2018	City of Tucson Department of Transportation Contact: Blake Olofson
TBD		Technical Assistance through the US Environmental Protection Agency (EPA)'s Building Blocks for Sustainable Communities, Greening America's Community Program, Strategies for Neighborhood Investment (expanded from "Planning for Infill Development") tool, which is used by communities that contain sites on the Superfund National Priorities Lists to identify and implement policies to increase redevelopment potential of contaminated properties by creating better conditions for real estate investments in the neighborhoods surrounding them.	City of Tucson Planning & Development Services Department, through the EPA
TBD	\$500,000 +/-	Implementation of Art & Culture Projects	City of Tucson Planning & Development Services Department, through The Kresge Foundation
TBD	TBD	National Creative Placemaking Fund for folk and traditional arts (mapping cultural assets through oral histories, photo & film projects, microfestivals and pop-up installations; identifying design & space use opportunities; encourage development that plays into the cultural strengths of the corridor	Folklife Alliance, through The Kresge Foundation

Completed Efforts:

Following is a listing of activities undertaken in or nearby South 12th Avenue in the past decade and a half:

COMPLETED EFFORTS			
Date Completed	Total Investment	Description	Lead and Funding Source(s)
May 2001		12th Avenue-Valencia Road Area Plan , providing land use policy direction and design guidelines for area between Irvington Road and Los Reales Road, and Interstate 10 and Park Avenue. https://www.tucsonaz.gov/files/pdsd/plans/12thval.pdf	City of Tucson Planning Department
December 2001	\$1,262,000	Widening of 12th Avenue/Valencia Rd intersection https://webcms.pima.gov/UserFiles/Servers/Server_6/File/Government/Bonds/Completed%20Bond%20Projects/Completed%20Bonds%206.30.09.pdf	Pima County, through 1997 HURF (Highway User Revenue Funds) Revenue Bond DOT-39
May 2003 (Phase I) & May 2007 (Phase II)	\$10,741,000	Widening of 12th Avenue, Phase I to four lanes, raised landscaped median, multi-use lanes, curb & gutter, storm drains, pedestrian facilities, public art & street lights between Lerdo Road and Los Reales Road. Phase II: Construction of 12 th Ave/44 th St Gateway Intersection https://webcms.pima.gov/UserFiles/Servers/Server_6/File/Government/Bonds/Completed%20Bond%20Projects/Completed%20Bonds%206.30.09.pdf	Pima County, through 1997 HURF (Highway User Revenue Funds) Revenue Bond DOT-43
May 2007	\$35,000	Wakefield Art Project at the 12 th Ave/44 th Street gateway intersection, consisting of two large pieces intertwined into a 14-foot high sculpture. https://webcms.pima.gov/UserFiles/Servers/Server_6/File/Government/Bonds/Completed%20Bond%20Projects/Completed%20Bonds%206.30.09.pdf	Pima County, through Pima County 1997 General Obligation Bonds – NR-16 Neighborhood Reinvestment
July 2007	\$9,000,000	12th Avenue Community Revitalization Project , from 38 th Street to Los Reales Road https://webcms.pima.gov/UserFiles/Servers/Server_6/File/Government/Bonds/Completed%20Bond%20Projects/Completed%20Bonds%206.30.09.pdf	Pima County, through 1997 HURF (Highway User Revenue Funds)
March 2009	\$150,000	Sunset Villa Neighborhood Pedestrian Enhancement Project , including new sidewalks, shade landscaping, and beautification improvements, and public art. https://webcms.pima.gov/UserFiles/Servers/Server_6/File/Government/Bonds/Completed%20Bond%20Projects/Completed%20Bonds%206.30.09.pdf	Pima County, through Pima County 1997 General Obligation Bonds – NR-16 Neighborhood Reinvestment
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July 2011		Community Planning and Project Evaluation. Neighborhood Assessments (development patterns, demographics, housing, landscaping, vacancies, walkability, transportation, services, affordability) for Elvira, Rose, Julia Keen, Santa Cruz Southwest, and Cardinal/Valencia neighborhoods. http://cala.arizona.edu/project/nsp2-neighborhood-stabilization-program-2	The Drachman Institute, through Pima County Neighborhood Stabilization Program 2

COMPLETED EFFORTS (Continued)			
Date Completed	Total Investment	Description	Lead and Funding Source(s)
April 2013		Community Planning and Project Evaluation. Volume IV. Commercial Corridors Profile of Existing Conditions: South 6 th Avenue, South 12 th Avenue, 29 th Street, Benson Highway, Irvington Road. http://cala.arizona.edu/sites/default/files/file_uploads/NSP2%20Volume%20IV_Commercial%20Corridors3_0.pdf	The Drachman Institute, through Pima County Neighborhood Stabilization Program 2
June 2013		South Side Business Coalition was formed	
August 2013		Tucson Means Business – Ward 1 Southside Forum	City of Tucson Ward 1 Council Office & the South Side Business Coalition
September 2013		At Pima County Bond Committee Meeting, 60+ letters were received from business owners, community leaders, and residents supporting infrastructure improvements to 12 th Avenue. Application filed and approved for the Pima County bond packages going to voters on November 2015. https://webcms.pima.gov/UserFiles/Servers/Server_6/File/Government/Bonds/2015%20Bond%20Election/Prop%20426/South%2012th%20Cultural%20Corridor%20April%202015.pdf	
September 2014		Two public meetings on proposed improvements for 12 th Avenue, pending voters' approval on November 2015 of Pima County's proposed bond package. A total of 31 businesses and property owners attended. http://webcms.pima.gov/cms/One.aspx?pagelid=195314	City of Tucson
2014		Surface seal of 12 th Avenue between 38 th Street and 44 th Street.	City of Tucson Streets Bond Proposition 409
December 2014		South 12 th Avenue Corridor Project Health Impact Assessment http://www.pewtrusts.org/~media/assets/external-sites/health-impact-project/pima-nty-health-dept-2014-s-12th-ave-corridor-report.pdf?la=en	Pima County Health Department
June 2015	\$106,000	3 bus shelters and pads, landscape improvements, and signage	Tohono O'odham Nation Grant (\$71,000) & City of Tucson Litter Fee (\$35,000)
October 2015		Common Ground award for collaborative efforts towards the 12 th Avenue Cultural & Culinary Corridor http://mpaaz.org/files/mpa/2010/06/CG-2015-PROGRAM.pdf	Metropolitan Pima Alliance
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December 2015		Tucson in designated by UNESCO as a City of Gastronomy https://www.tucsonaz.gov/integrated-planning/tucson-unesco-city-gastronomy	City of Tucson and The University of Arizona, Edible Baja Arizona, others
May 2016		La Doce: Supporting a Naturally Occurring Cultural and Business District. UofA CAPLA students (Spring Studio) to identify assets in the area and best practices for cultural corridors around the country https://www.tucsonaz.gov/files/pdsd/plans/La_Doce_-_FINAL_Spring_2016_1_small.pdf	The University of Arizona, College of Architecture, Planning & Landscape Architecture (CAPLA)
April 2017	\$3,400,000	Repaving/reconstruction of 3.2 miles of 12 th Avenue between 44 th Street & Santa Paula Street, including the installation of new bike lanes. https://www.tucsonaz.gov/street-bonds	City of Tucson Department of Transportation, through the City of Tucson Road Recovery Bond Program Contact: Michael Graham

COMPLETED EFFORTS (Continued)			
Date Completed	Total Investment	Description	Lead and Funding Source(s)
May 20 & 21, 2017		12th Avenue Food & Music Festival , temporary closing 12 th Avenue streets to cars from Veterans Street to just north of Ajo Way.	Tucson Media Works Contact: David Guerra
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October 29, 2017		Cyclovia along South 12th Avenue , temporary closing streets to cars for people to bike, walk, skate and participate in fun, free activities. The goal is to enhance the brand and identity of Tucson as progressive urban community, increase the health and activity of residents, and provide a unique and sociable fun experience for participants www.livingstreetsalliance.org/event/cyclovia-tucson-en-la-doce/	Living Streets Alliance Contact: Emily Yetman
March 2018	\$150,000	La Doce: Barrio Foodways , identifying strategies to strengthen local food economy, enhance cultural awareness, and build partnerships www.southwestfolklife.org/la-doce/ Mini-documentary: www.youtube.com/watch?v=dcpslhfsVk	Community Food Bank, Folklife Alliance, Community Foundation of Southern Arizona, City of Tucson Planning & Development Services Department, through a Partners for Places' Comprehensive Neighborhood Sustainable Development Grant Contact: Leia Mass
July 2018	\$125,000	South 12th Avenue Multi-Modal & Streetscape Infrastructure Assessment Study to assess the feasibility of implementing alternative transportation & streetscape improvements, to advance HUD's livability principles and extend sustainable communities www.ladocetucson.com	City of Tucson Planning & Development Services Department, through CDBG (\$50,000), City of Tucson Department of Transportation (\$25,000), and City of Tucson Planning & Development Services Department (\$50,000) Contact: María Gayosso
July 2018		12th Avenue Corridor Redevelopment Strategy . Assessment of social and economic needs and development of implementation strategy that is sensitive to the existing businesses and neighborhoods while contributing to the long-term sustainability and vitality of the cultural and culinary corridor	City of Tucson Planning & Development Services Department, through HUD's Technical Assistance Program Contact: María Gayosso

Other Related Efforts:

2013 City of Tucson General and Sustainability Plan

<https://www.tucsonaz.gov/pdsd/plan-tucson>

2012 City of Tucson Poverty and Urban Stress

<https://www.tucsonaz.gov/files/hcd/PovReport2012final.pdf>

2015-2020 City of Tucson and Pima County Consortium HUD Consolidated Plan

https://www.tucsonaz.gov/files/hcd/City_of_Tucson_and_Pima_County_FFY2015-2019_5-year_HUDConsolidated_Plan.pdf

2008 Pima Cultural Plan

<https://schmidtseiorresearchproject.files.wordpress.com/2016/03/pima-cultural-plan.pdf>

2015 City of Tucson Comprehensive Economic Development Strategy

<https://www.tucsonaz.gov/files/business/CEDS2015.pdf>

2015 Tucson, UNESCO City of Gastronomy

<https://www.tucsonaz.gov/integrated-planning/tucson-unesco-city-gastronomy>

Study Area

