

# BROADMOOR-BROADWAY VILLAGE NEIGHBORHOOD PLAN



**Adopted by Mayor and Council, City of Tucson, *September 11, 2024***

**Resolution No. 23815**

## **FORMAL ACTION**

### **Resolution Adoption**

#### **Mayor and Council**

March 28, 1988, Resolution No. 14378  
February 4, 2015, Resolution No. 22348  
September 11, 2024, Resolution No. 23815

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### **Citizens Advisory Planning Committee**

March 2, 1988

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**Broadmoor-Broadway Village Neighborhood Plan**

**Adopted by Mayor and Council, City of Tucson *September 11, 2024***

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## **I. NEIGHBORHOOD STATEMENT**

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The primary goal of the Broadmoor-Broadway Village Neighborhood (BBVN) is to maintain the high quality of life in this historic, midtown neighborhood. The natural and built environments are inviting, and our residents are congenial and cooperative in spirit.

The neighborhood has a unique set of features that create attractive outdoor walking and meeting spaces for residents. Arroyo Chico is a natural waterway running through the neighborhood from east to west. The neighborhood is bordered on the south by Citation Wash, another natural waterway running from east to west. Bisecting the neighborhood from north to south is the Treat Walkway easement that allows residents easy access to other parts of the neighborhood without having to walk on trafficked streets. Additional features like the planted Manchester Street traffic circle, the Eastbourne Avenue median just south of Broadway Boulevard, the Stratford Drive median at the curve, and Malvern Plaza help to connect and extend the natural landscape, mitigating heat and air pollution throughout the neighborhood. Malvern Plaza has become an important community center for the neighborhood, providing a tree-shaded outdoor meeting place as well as a place to have neighborhood events.

The Broadway Village Shopping Center, the first shopping center in the City of Tucson and the State of Arizona built outside of downtown, is considered an important architectural landmark, designed by Josiah Joesler and built by John and Helen Murphey. It provides a commercial and historic anchor to the residential neighborhood. In recent years it has been revitalized, establishing itself again as an important commercial center for Tucson and the neighborhood.

Most important, Broadmoor-Broadway Village provides an attractive, supportive, and diverse neighborhood in which families of all sorts and individuals can flourish. It is a neighborhood of single-family residences, casitas, apartments, and businesses that coexist in harmony. The intent of this plan is to respect the existing balance while working to support sustainable, balanced, and compatible opportunities for future development.

Broadmoor-Broadway Village Neighborhood has, from its inception, been a neighborhood with a real sense of community. Residents participate in numerous community activities and demonstrate a real commitment to their neighbors and to maintaining a high quality of life.

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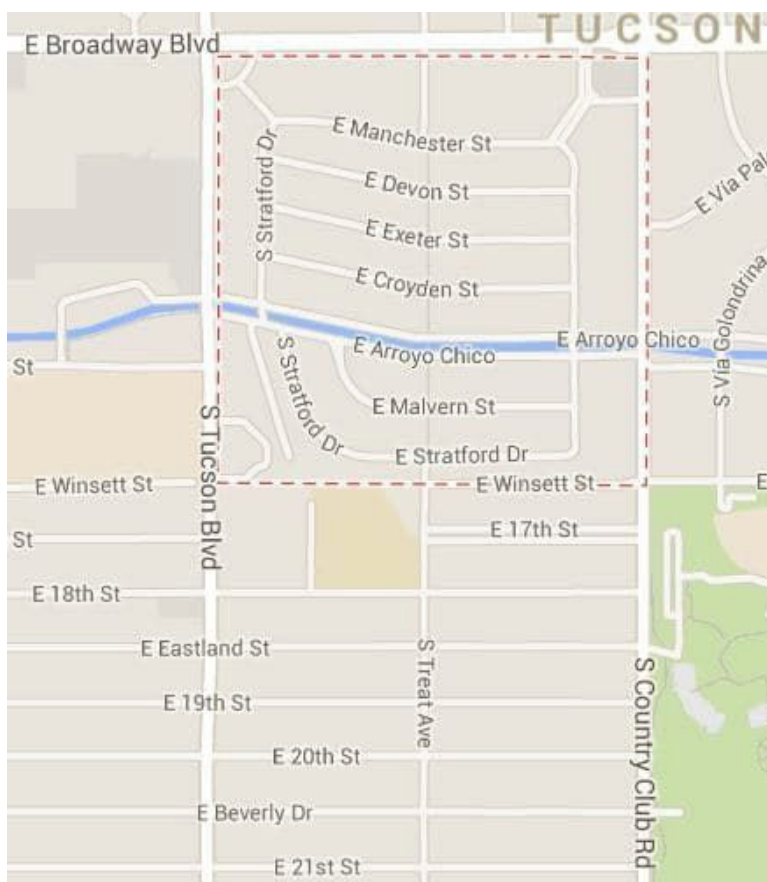
## II. INTRODUCTION

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### Plan Area

The Broadmoor-Broadway Village Neighborhood Plan (BBVN Plan) encompasses approximately one quarter of a square mile bounded on the north by the alley just south of Broadway Boulevard, on the East by Country Club, on the west by Tucson Boulevard, and on the south by Citation Wash and Winsett Street. It is centrally located in proximity to downtown, the University of Arizona and El Con Mall. (See *Figure 1*.)

**Figure 1:** Area Encompassed in Neighborhood Plan



### Plan Purpose

This plan is an update of the original BBVN Plan, adopted by Mayor and Council in 1988. The impetus to update the original plan came after the Broadmoor-Broadway Village Neighborhood Association undertook an assessment of the original plan and found that many of its goals had been realized. The purpose of this updated plan is to acknowledge those goals that have been met and to establish new goals, objectives, and actions that address the neighborhood's current areas of concern, which align with many community-wide goals.

### Plan Update Process

In April 2018, the Broadmoor-Broadway Village Executive Board of the Broadmoor-Broadway Village Neighborhood Association (BBVNA) assigned a committee of David Holder, Jacqui Bauer, Richard Roati, and Barbara Becker to spearhead the planning process to update the neighborhood plan building on the existing plan. Later the committee was joined by Ben Carpenter and Meredith Aronson. After meeting with the planners from the City's Planning and Development Services Department (PDSD) and contacting the neighborhood's City Council Member, Steve Kozachik (Ward 6), the committee began seeking input from neighbors. At the BBVNA Fall 2018 General Meeting,



the committee introduced the concept for the neighborhood plan and asked neighbors to help identify key issues and concerns to be addressed in the updated plan. Based on this input, the committee developed and sent out a survey. There was a high response rate from residents, and the committee was able to establish five primary focus areas, later expanded to six, in the neighborhood. The committee met numerous times to create goals, objectives, and actions under each area of concern, including:

- A. Quality of life/sense of place
- B. Urban forestry and neighborhood appearance
- C. Safety and managing emergencies
- D. Environmental resilience
- E. Traffic and transportation
- F. Land use and development

These proposed goals and objectives were posted on the neighborhood website, included in the newsletter, shared via Listserv and Nextdoor, and discussed at the Fall 2020 General meeting (conducted on Zoom). Neighbors were then asked to share additional feedback via email, an online survey, and/or at the BBVNA General Meeting.

Because the feedback received was sometimes complex and contradictory, the information presented below will not satisfy every neighbor. However, the committee aimed to balance the different opinions within the neighborhood, overall neighborhood goals, and the goals of the Tucson community as presented in *Plan Tucson, the City's General & Sustainability Plan*, with the principles of neighborhood quality of life, social equity, and environmental sustainability in mind.

The neighborhood plan was initiated by Mayor and Council on October 18, 2022, and the Neighborhood Association continued to work with PDSD staff until the plan was considered ready for formal review by City departments, followed by public hearings with the Planning Commission and Mayor and Council, and ultimately adopted by Mayor and Council on September 11, 2024.

This plan conforms to *Plan Tucson, the City of Tucson General & Sustainability Plan*, ratified by the voters in 2013, and updates the 1988 BBVN Plan that has guided development within the neighborhood for over thirty years. The intent of this plan is to build upon past efforts and identify new goals and objectives facing the neighborhood in the 21st century.

The neighborhood plan should be reviewed by the BBVNA Board every 5 years to assess if the plan should be amended based on changing conditions and neighborhood priorities. Any amendments will require City review and Mayor and Council approval.



## Plan Organization

Following this introductory chapter is a chapter on the history of the neighborhood to provide some background and overall context. This is followed by a chapter on the original neighborhood plan and the outcome of the goals that were presented in that plan. Having provided this background information, the final chapter presents the goals, objectives, and actions that are to be the focus going forward.

### *A Note on Plan Scope:*

Realizing the neighborhood vision will depend on interested neighbors committing their time, on funding, on obtaining the necessary approvals from the City of Tucson and others, and on the interest of BBVN property owners, in the course of constructing this plan, neighbors have made clear that there is no interest in a neighborhood that behaves like a homeowners association (HOA).

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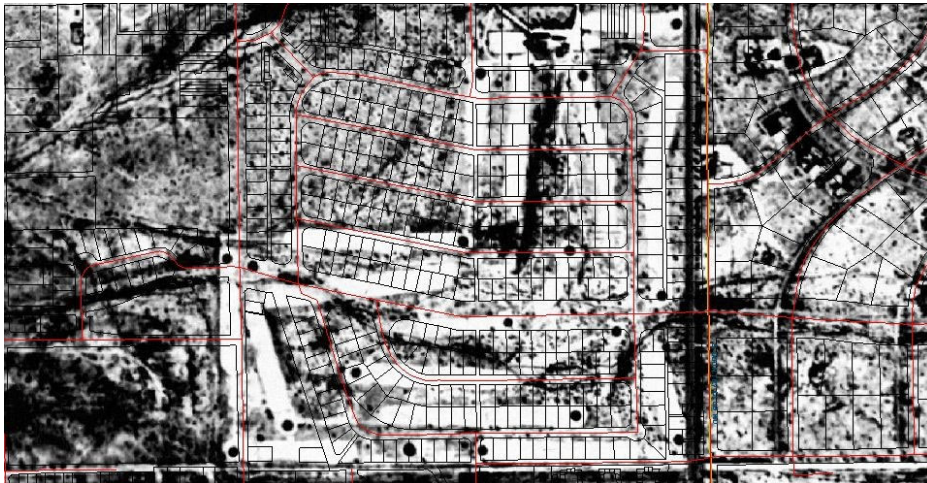
### III. HISTORY

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#### Broadmoor Subdivision

The beginnings of the Broadmoor-Broadway Village neighborhood go back to February 17, 1914, when the Tucson Golf & Country Club Board of Directors chose 120 acres of the Hereford Ranch, a few miles east of the downtown along Broadway Boulevard, as the new site of their golf course and country club. The country club building (and thus the name Country Club Road) was located on the south side of Broadway Boulevard where the Village on Broadway Shopping Center now stands. The golf course had dirt fairways, and it is said that the curve of some of the east-west streets in Broadmoor match the curve of the fairways of the old golf course, particularly in the southern third of the neighborhood. However, the golf course faced stiff competition after a grass golf course, El Rio, was built in the area, and by 1944 most of the golf course land was acquired by Broadmoor Realty Co., which developed it into the Broadmoor Subdivision.

The Broadmoor Subdivision plan (see *Figure 2*), which was submitted to Pima County in 1944, was one of the first mid-priced Tucson subdivisions to eschew the city's rectilinear street grid and embrace the use of curved, non-continuous streets, limited access points, inward orientation, medians and landscaping features, and the Treat Avenue north-south easement in the middle of the neighborhood that allowed neighbors to walk from one end of the neighborhood to the other without walking next to traffic.<sup>1</sup> The subdivision is also one of the first cohesive collections of ranch-style houses in Tucson. Many of the streets were named after cities in England that owners of the Broadmoor Realty Company had visited during World War II. Many of the older and larger trees in the neighborhood were planted by the golf course owners, while the oleanders along Arroyo Chico and the plants in the medians were planted by the Broadmoor developers.



**Figure 2:** Broadmoor Subdivision

*The fairways of the old golf course are superimposed with the lines of the subdivision.*

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<sup>1</sup> Per Broadmoor Historic District nomination document, Chris Evans, 2020

Figure 3: Broadmoor Development Advertisement

**PLAN YOUR POST-WAR HOME NOW,  
--IT'S THE SENSIBLE THING TO DO!**

PURCHASE  
OUR LOT NOW SO  
YOU'LL BE READY TO  
BUILD THE VERY  
MOMENT PRIORITIES  
ARE LIFTED



Plan to build in Beautiful  
**"BROADMOOR"**  
"Tucson's Most Carefully Planned Subdivision"  
COMPARE AND CONSIDER:

- ★ **LOCATION**  
On East Broadway, within 2 miles of downtown section. Adjacent to markets and shopping center, as well as being close to Tucson's most highly developed and restricted residential section.
- ★ **PAVING**  
Highest type of durable, lasting pavement.
- ★ **LOT SIZES**  
Generous size lots. The minimum frontage of any lot is 70 feet.
- ★ **SOIL TYPE**  
Soil is fine, deep and rich. You can have gardens and lovely landscaping with a minimum of effort.
- ★ **RESTRICTED**  
Sensible restrictions on entire tract will be rigidly enforced for benefit of all lot owners. This guarantees Broadmoor to be a desirable home section.
- ★ **FHA APPROVAL**  
90% FHA approval of entire tract. Buy your lot now, and later the FHA will finance the erection of your post-war home at a low interest rate.

MANY LOTS ALREADY PURCHASED  
BY FINER TYPE OF PEOPLE  
FOR THEIR FUTURE HOME

PRICED FROM . . . . .  
Purchase price includes cost of paving  
and all utilities. No assessments—  
one price covers all. **\$700**

TERMS \$100.00 CASH. \$25.00 MONTHLY  
No interest or taxes during term of contract. Liberal discount for cash.

**H. C. TOVREA CO.**  
39 S. Stone REALTORS, DEVELOPERS Phone 330  
Sam Elrod, Realtor — Sales Agent On Tract — Phone 7825  
Tract Office Cor. Broadway and Treat  
"Come Out Tomorrow and Investigate"  
Tract Office Open Daily from 10 A. M. to 6 P. M.

After World War II, with Arizona's population growth second nationally to California, Tucson's housing demand exploded -- Tucson's population grew from 55,000 in 1950 to almost 213,000 in 1960. Sales of individual Broadmoor subdivision lots were brisk starting in 1946, bolstered by *Arizona Daily Star* and *Tucson Citizen* advertisements (see Figure 3). Many residents purchased their lots directly from Broadmoor Realty and either functioned as general contractors or hired builders for the construction of their homes. Over 300 homes were built in the compressed period between 1947 and 1952. Friendships, camaraderie, and supportive relationships naturally developed among neighbors as their homes were built.

The homes exhibit many variations of the ranch style, typically including the use of an unpainted brick façade, overhangs that shade the walls during the long hot summers, an attached single-car carport, and casement windows. It is said that carports were faced so that neighbors could easily show off their cars. The diversity of the homes built represents the fact that individual plans were submitted for each home, rather than the development utilizing only a small set of plans followed throughout the neighborhood, which is more typical in more recently built neighborhoods. When originally built, Broadmoor was outside the limits of the City of Tucson, and thus remnants of the original septic tanks can still be found in some backyards. When Broadmoor was annexed by the City of Tucson in 1952, the neighborhood was

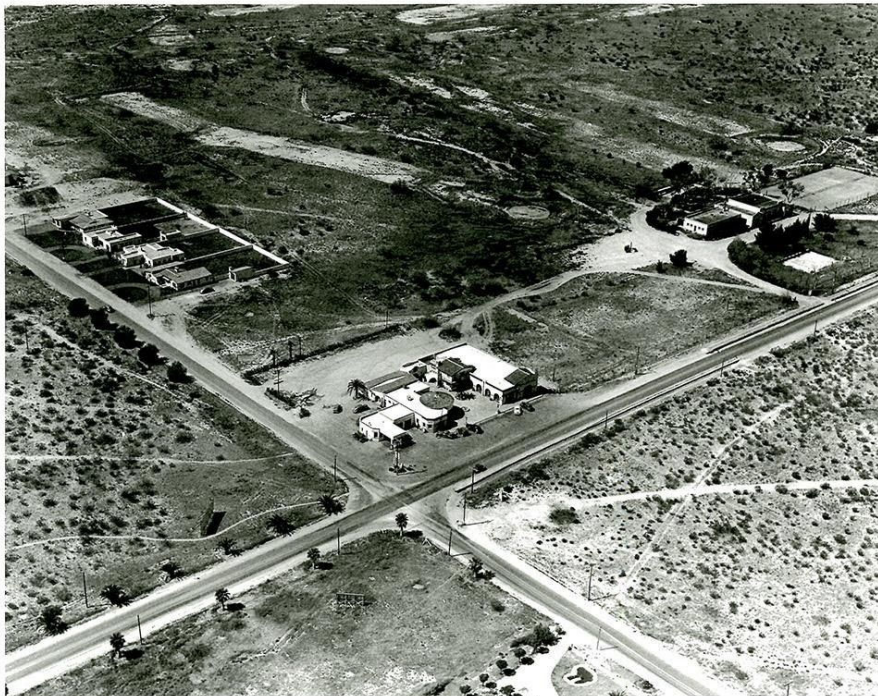
connected to the city sewers for the first time, and curbs were installed along the streets.

From the beginning, residents of the neighborhood typically included University of Arizona professors and staff, teachers and staff at area schools, professionals, owners of small businesses, and retirees. Some of the more famous neighborhood residents include:



- the DeConcinis, who lived in the family home on Croyden for many years,
- Johnny Gibson, WWII war hero, barber, world class bodybuilder and resident on Manchester Street,
- Tom Inglis, the owner of Inglis Florists at 2362 East Broadway Boulevard,
- the Bring family, owners of Brings funeral home, founded on Stone Avenue in Tucson in 1928,
- the Dorson family, owners of Dorson’s Furniture Store on Broadway Boulevard, built in 1953 and billed as Tucson’s “All contemporary furniture store”,
- Miguel Palacios, the first President of Pima Community College,
- Artist Frances O’Brien, who created portraits for magazine covers, such as for *The Saturday Review*,
- Paul Bessy, who maintained a weekly gardening column in the *Arizona Daily Star* for many years,
- members of locally famous families such as the Eckstroms and Grijalvas, and
- the owner of the Broadway Village Drug Store, whose business was frequently visited by neighbors as a place to sit down and discuss the topics of the day with each other at the counter by the soda fountain.

**Figure 4:** Broadmoor Neighborhood



*The Broadmoor Neighborhood looking south from the northeast in 1948. Broadway Village, the Tucson Golf and Country Club, the Americana Apartments, Joesler-built homes along Country Club Road, and the median at Manchester Street and Eastbourne Avenue are all clearly visible.*

## Broadway Village

Developers John and Helen Murphey bought the land for Broadway Village and developed the property in 1939. Both the homes and shopping center were designed by famed Tucson architect Josias Joesler. The Broadway Village Shopping Center is considered to be the first shopping center built outside of downtown in the state of Arizona. The Spanish Colonial Revival architecture, inspired by the Central Mexican city of Patzcuaro, is considered a gem of Tucson and Joesler's masterpiece. Other historically recognized buildings in the neighborhood along Broadway Boulevard, past and present, that contribute to the nationally recognized Sunshine Mile Historic District, include:

- Broadway Village Annex, built by the Murpheys and designed by famed Mexico City architect Juan Wørner y Bas in 1961, which bears resemblance in its color and use of materials to his crown jewel St. Phillips Plaza Shopping Center at the corner of River Road and Campbell Avenue, designed in 1969;
- Hirsch's Shoes Building, 2934 East Broadway Boulevard, designed and built in 1954 by architect Bernard Friedman (who later designed what are now the Chase Bank Building and Temple Emanu-El on the north side of Broadway Boulevard), and which is now owned by the Tucson Historic Preservation Foundation;
- Barrow's Department store building at 2820 East Broadway Boulevard, the only Tucson building designed by famed Phoenix architect Ralph Haver 1956, and now owned by Child and Family Resources;
- El Parador Restaurant Building at 2744 East Broadway Boulevard, built in 1953, which contained a distinctive interior courtyard with a beautiful mural painted by famous Tucson muralist David Tineo. The building, named one of Tucson's Treasures by Arizona Highways in 2010, was the site of many BBVNA Board Meetings. Following some lean years, the restaurant closed in 2013 after 40 years in business, and the building was demolished in 2015; and
- Deco/Sahuaro Trophy Building at 2612-2616 East Broadway Boulevard, built in 1952, and the location of the Sunshine Mile Mural unveiled in 2013.

## Broadmoor-Broadway Village Neighborhood

The neighborhood has a history of active neighbor involvement, evident in having one of the oldest neighborhood-based Fourth of July Parades in the City of Tucson. The parade, which was started in the 1970s by a neighbor who wanted a fun activity for the neighborhood children, has continued nearly every year since then. Participants dress themselves, their children, their bicycles, and their pets in colorful red, white, and blue regalia. In recent years, the parade has started and ended near Malvern Plaza and included a potluck.



**Figure 5:** Neighborhood Fourth of July Parade, one of the oldest in Tucson

The founding of the Broadmoor-Broadway Village Neighborhood Association (BBVNA) occurred on January 31, 1986, when it was registered as an official neighborhood association by the City of Tucson. The boundary of the neighborhood association was created to include not just the Broadmoor neighborhood, but also the Broadway Village Shopping center and businesses on the south side of Broadway and the Broadway Village housing subdivision along the west side of Country Club Road south of the shopping center.

BBVNA was founded to help the neighbors have an organized voice recognized by the City of Tucson regarding city, state, and federal plans that could affect the neighborhood. There were two significant events that drove the founding of the BBVNA in the mid-1980s: (1) a federal project to channelize the Arroyo Chico and (2) a proposed 14-story Broadway Boulevard development project. These two events are described below.

Federal Project to Channelize the Arroyo Chico: After the damaging floods of 1983-1984, the Army Corps of Engineers announced plans to concrete the sides and bottom of the Arroyo Chico from Randolph Way to Kino Boulevard. However, as noted by Mari Wadsworth in the Tucson Weekly,

*“These days, we know in general terms that concrete causes more damage than remedy, removing natural absorption and speeding movement of water through channels to the detriment of those downstream.”*

Residents of the Broadmoor Neighborhood, organized by Connie Anzalone, joined the residents of Colonia Solana and Arroyo Chico neighborhoods to oppose the project. However, the Army Corps of Engineers continued to move forward. On a fateful day in 1984, an Army Corps of Engineers bulldozer was preparing to remove vegetation and soil along the Arroyo Chico to prepare the banks and bottom for concrete. Neighborhood residents met close to the home of

Colonia Solana resident Mario Yrun near Randolph Way. The residents managed to halt the movement of the bulldozer, the Army Corps of Engineers retreated, and the natural beauty of the Arroyo Chico from Randolph Way to near Kino Boulevard was protected.

Given the number of concrete-lined washes in the City of Tucson, this was an unusual victory. After the 1984 protest, Pima County proposed an entirely new approach to flood control, giving special recognition to land-use remedies such as establishing floodplain parks – devoting a substantial fraction of flood-control monies to land acquisition rather than infrastructure construction. Water harvesting basins were installed in Reid Park in 1996. These basins were able to store runoff from storms that had previously flooded Arroyo Chico in Broadmoor after large rain events. After they were completed, Broadmoor neighbors living along Arroyo Chico no longer needed to purchase flood insurance as a requirement for their mortgages. The natural-looking Arroyo Chico rather than a bare concrete culvert in the Broadmoor neighborhood is thanks to the persistence and courage of neighbors.

14-Story High-Rise Office Building: A second driver for the creation of BBVNA was a plan to build a 14-story high-rise office building on Broadway Boulevard at the site of the old Tucson Golf and Country Club building. The building was demolished in 1968, and a large pit was dug to accommodate underground parking. Connie Anzalone and the neighbors were opposed to a building of this height being built adjacent to a residential neighborhood. They organized daily picketing protests at the building site, rallying passing drivers on Broadway Boulevard. The resulting bad publicity deterred the builders; the plan was withdrawn; the pit was filled back in with soil; and the Village Shopping Center was built instead.



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## IV. 1988 BROADMOOR-BROADWAY VILLAGE NEIGHBORHOOD PLAN & OUTCOMES

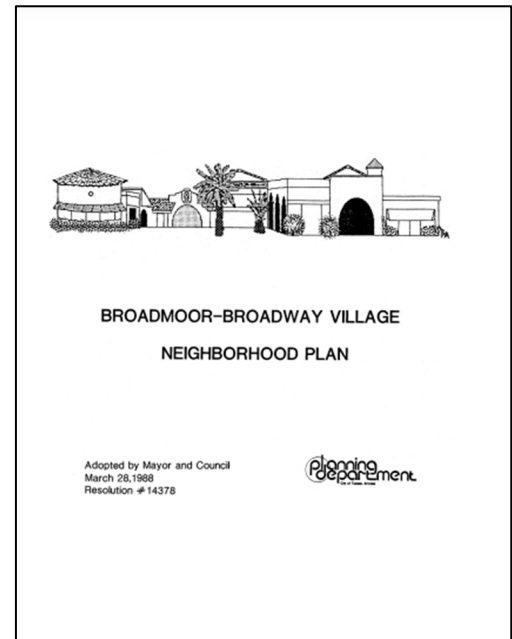
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### 1988 Broadmoor-Broadway Village Neighborhood Plan

The preparation of the original Broadmoor-Broadway Village Neighborhood Plan (BBVN Plan) was overseen by staff of the then City Planning Department, vetted by neighbors, and adopted by the Tucson Mayor and City Council on March 28, 1988.

The neighborhood is indebted to the contributions of the writers of the first neighborhood plan. In many ways, it was ahead of its time in its understanding of the environmental ethic that underpins the sentiment of the neighborhood.

*“Our neighborhood performs a service to the entire community by maintaining residences within an area that contains essential greenery, including many very large trees, adjacent to a heavily trafficked business expanse. Through nurturance of trees (many more than 40 years old) and other vegetation in our landscapes, and with increasing focus on drought resistant planting, to neutralize the effects of pollution by adding tons of oxygen to the air.” [1988 BBVN Plan]*



**Figure 6:** Cover of original Broadmoor-Broadway Plan, adopted by Mayor and Council in 1988.

### 1988 Plan Outcomes

The 1988 BBVN Plan was prescient in more ways than just its environmental philosophy. The plan's goals have yielded some exceptional outcomes for the neighborhood over the past 30 years. Images and locations of the physical assets are shown on *Figure 10*, Broadmoor-Broadway Village Neighborhood Asset Map.

#### Neighborhood Entrance Trees

In 1991, per one of the goals of the 1988 BBVN Plan, the Broadmoor-Broadway Village Neighborhood Association (BBVNA) hired permaculturist Dan Dorsey to design plantings of Mesquite, Acacia, Palo Verde, and Texas Olive trees along the top of the banks of the Arroyo Chico between Eastbourne Avenue and Country Club Road, and between Stratford Drive and Tucson Boulevard. At that time, these entrances into the neighborhood were unplanted dirt, hot, dusty, and uninviting. The trees were planted and periodically watered by neighbors until

they were large enough to live on their own. Today many of these trees are more than thirty feet tall and form beautiful entrances into the neighborhood from the east and west.

### **Arroyo Chico Wash Erosion Control**

The use of gabions (cages filled with rocks) in the Arroyo Chico Wash was promoted as a goal in the original BBVNA Plan. Later in the 1990s, the City of Tucson, with the support of the neighborhood, installed gabions along the bottom and sides of the Arroyo Chico Wash between Stratford Drive and Tucson Boulevard to provide better erosion control for the banks of the arroyo while still permitting stormwater infiltration.

### **Malvern Plaza**

In 2006, BBVNA won a Pro Neighborhoods grant to build the first water-harvesting pocket park in the City of Tucson: Malvern Plaza. The creation of Malvern Plaza was promoted in the original BBVN Plan. Neighbors Karen Martin, Irene Ogata, and Oscar Blazquez met with City officials to plan the design of the plaza. In 2008, at the intersection of Malvern Avenue and the Arroyo Chico, a large swatch of asphalt was removed by City of Tucson work crews, basins were constructed, and Palo Verde, Mesquite, and Netleaf Hackberry trees were planted. Today, the trees are more than twenty feet tall. Neighbors designed tiles that were set on the tops of the cement tables that helped the plaza to become a meeting place. In 2014, a Little Free Library was designed, constructed, and installed in Malvern Plaza by a group of enthusiastic neighbors. It was constructed by Ryan Brown and painted with desert theme artwork by professional artist and neighbor, Judy Nostrant.

**Figure 7:** Malvern Plaza



*The plaza, a neighborhood-initiated water harvesting pocket park, includes seating, a little free library, and trees for shade.*

### **Treat Walkway**

In 2012, the neighborhood obtained a grant from the State of Arizona to install a sidewalk on the Treat Walkway, one of the goals in the original BBVN Plan. (Figure 8) The sidewalk was built, and the neighborhood began an effort to plant the Treat Walkway.<sup>2</sup> In February 2015, Tucson Clean and Beautiful recognized the efforts of BBVNA to improve and maintain the Treat Walkway and installed an “Adopt a Path” sign along the path near the Arroyo Chico, honoring the BBVNA Urban Foresters for maintaining the walkway. In March 2017, neighbor and poet Elizabeth Salper won a grant to install a poetry mailbox on the Treat Walkway. Ryan Brown built the base that supported the mailbox, and Heather Free painted it. The idea of the poetry mailbox is to “give a poem, take a poem.”

**Figure 8:** Treat Walkway



*The grant-funded Treat Walkway, which includes along the way a poetry mailbox, is maintained by the BBVNA Urban Foresters.*

### **Manchester Street Water-Harvesting Traffic Circle**

In the spring of 2014, the City of Tucson-funded Treat Bicycle Boulevard project<sup>3</sup> resulted in construction of a water harvesting traffic circle at the intersection of Manchester Street and Stratford Drive. The plants of the traffic circle continue to grow and provide a beautiful entrance to the neighborhood, while making the intersection safer for everyone traveling through.

### **Memorial**

In 2016, artist Ellen Abrams proposed a memorial consisting of metal flowers, dedicated to all BBVNA neighbors who had passed on, including her sister, Linda Abrams. After a year of negotiation with the City of Tucson, the memorial was finally approved and constructed in May 2017 in the median at the intersection of Manchester Street and Eastbourne Avenue.

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<sup>2</sup> These efforts are discussed in the article “A Short History of the Treat Walkway” (BBVNA website).

<sup>3</sup> Watershed Management Group led the construction project.

### **Tree Plantings**

BBVNA partnered with the City of Tucson Trees for Tucson program to hold an annual Tree Planting Day starting in November 2019. In 2019 and 2020, more than sixty trees, mostly Native Mesquite and Palo Verdes, were planted, many in neighbors' front yards near the street, and twelve were planted along Treat Walkway. This represented the largest number of trees planted in a two-year period since the founding of the neighborhood.

### **Broadway Village Shopping Center & Neighborhood Historic Designation**

In 2014, the owners of the Broadway Village Shopping Center proposed demolishing the Americana Apartments to provide additional parking for their shopping center. Ward 6 City Council Member Steve Kozachik brokered an agreement that the Americana Apartments could be demolished if the owners of Broadway Village submitted the shopping center for Historical Designation as an amendment to their Planned Area Development (PAD) and promised to provide BBVNA \$10,000 towards the neighborhood's preparation of the documentation required for historic designation.



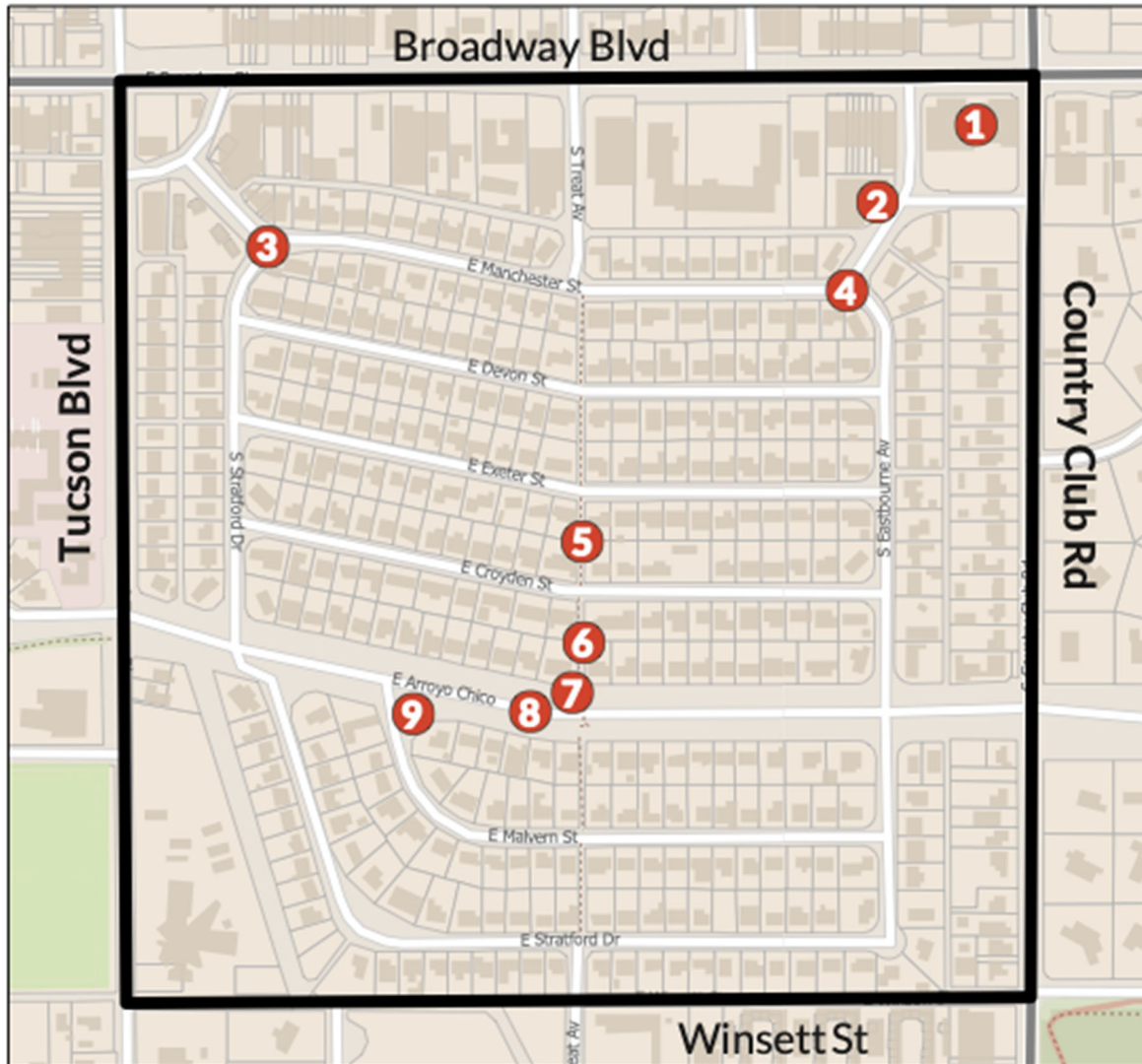
**Figure 9:** In 2021 the “Broadmoor Historic District” was listed in the National Register of Historic Places.

The neighborhood's efforts toward historic designation, begun in 2010 with neighborhood surveys and door-to-door canvassing, were jump-started with the \$10,000 from Broadway Village. Architect Chris Evans was hired to shepherd the process. An involved neighborhood campaign to raise funds through personal appeals and various fundraisers was started. In 2019, the neighborhood was awarded a grant from the State Historic Preservation Office (SHPO) and the City of Tucson, which matched locally raised money and provided the final funding to complete the historic district nomination package. In November 2020, SHPO approved the neighborhood's historic district nomination and forwarded it to Washington D.C. When it was approved in Washington, D.C. in February 2021, the "Broadmoor Historic District" became a reality and was formally added to the National Register of Historic Places. (See Figure 9.)



Figure 10

## BROADMOOR-BROADWAY VILLAGE ASSET MAP



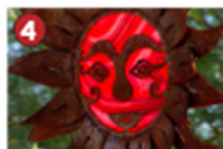
1  
Broadway Village Shopping Center



2  
Day of the Dead Mural



3  
Water-Harvesting Traffic Circle



4  
Metal Flower Art Memorial



5  
Treat Walkway



6  
Poetry Mailbox



7  
Treat Wall



8  
Arroyo Chico Wash



9  
Malvern Plaza

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## V. PLAN GOALS, OBJECTIVES, & ACTIONS

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### Plan Organization & Implementation

Organization: The chapter begins with an overall goal, which describes the vision for the Broadmoor-Broadway Village Neighborhood (BBVN). The overall goal is followed by the six areas of concern (A - F) introduced in Chapter II, Introduction, under the Plan Update Process section. Following each area of concern subhead are goals, objectives, and actions specific to the concern.

Implementation: The goals, policies, and actions in this chapter were developed to help shape the future of BBVN. The plan will be used to guide BBVN activities, City of Tucson Planning and Development Services (PDSD) reviews of requests for rezonings, specials exceptions, and other City departments consideration of projects within BBVN.

*Arroyo Chico Area Plan:* BBVN is under the guidance of both the 1986 Arroyo Chico Area Plan and this neighborhood plan. This plan further refines the content of the Arroyo Chico Area Plan with respect to the Broadmoor-Broadway Village Neighborhood Plan (BBVN Plan). Where the two plans conflict, it is intended that the BBVN Plan will supersede the Arroyo Chico Area Plan. In areas not discussed in the BBVN Plan, the Arroyo Chico Area Plan will prevail. In the Arroyo Chico Neighborhood Plan, the area that is now BBVN is located within Residential Subarea 2 Plumber-Country Club Neighborhood. The map of Subarea 2 presented in the Arroyo Chico Area Plan is presented as Appendix A in this plan.

### Overall Plan Goal

Maintain a safe and enjoyable living environment that protects and enhances the social, residential, historical, and architectural elements of the Broadmoor-Broadway Village Neighborhood and supports the well-being of the Tucson community as a whole.

### Focus Areas: Goals, Objectives, & Actions

#### FOCUS AREA A: QUALITY OF LIFE/SENSE OF PLACE

The intent of the following goals, objectives, and actions is to respect and enhance the well-established and stable community of Broadmoor-Broadway Village. It is a neighborhood that has maintained a congenial and cooperative spirit. It is imperative to nurture this neighbor-to-neighbor connectivity that sustains a desired quality of life in the neighborhood.

**Goal #A1:** Maintain the neighborhood’s historic designation.

Objective	Action
Be proactive in maintaining historic designation.	Engage existing and new owners to ensure they understand the importance and process of maintaining the historic status of their homes.  Ensure contributing property owners know how to obtain expert consultation from the State Historic Preservation Office (SHPO) so that any property changes preserve the home’s contributing status.  Inform realtors, sellers, and contractors when contributing properties are in transition so changes do not compromise the historic status of the property.  Provide information for qualified contributing property owners on applying for tax reclassification of their property.  Celebrate designation with new neighborhood signage.

**Goal #A2:** Minimize the impact of external light and noise pollution in BBVN.

Objective	Action
Reduce light pollution from outside sources (e.g., University of Arizona athletic fields).	Explore resolution with University of Arizona facilities and BBVN.  Take action to maintain the community’s Dark Skies designation.
Advocate against the impact of high-decibel aviation operations (e.g., F-35s).	Work with the Military Community Relations Committee (MCRC) and other neighborhoods to proactively mitigate negative impacts on BBVN and the Robison Elementary School.



**Goal #A3: Strengthen neighbor-to-neighbor connectivity.**

Objective	Action
Enhance and activate public areas within the neighborhood.	Develop areas beyond Malvern Plaza for neighborhood engagement (e.g., Eastbourne Avenue near Broadway Village).  Explore an additional water harvesting pocket park at the intersection of Stratford Drive at the south side of the Arroyo Chico Wash.  Continue to encourage Malvern Plaza activities.
Support community-led family and social activities.	Launch BBVNA website to include promotion of events.  Explore forming a BBVNA Events Committee or take other measures to support BBVN events.
Build awareness and knowledge of neighbor histories and stories.	Develop “Neighbor Recollections” video project to collect neighbors’ stories and share on BBVNA website.

**Goal #A4: Improve BBVNA engagement to represent a broader spectrum of neighborhood residents.**

Objective	Action
Improve neighbor involvement in neighborhood activities and planning.	Expand communication strategies to engage a greater percentage of neighbors in activities.  Ensure that neighborhood activity options exist that are outside of typical working hours.  Explore how to remove barriers to participation (e.g., enabling virtual access).  Reach out to households that are not typically involved to learn more about their interests and concerns.  Increase the variety of activities held by the neighborhood to reach more neighbors.

## **FOCUS AREA B: URBAN FORESTRY & NEIGHBORHOOD APPEARANCE**

*“A reality of life in Southern Arizona is the seasonal heat, which is worse in urban Tucson than the surrounding open spaces because of all the cement, glass, asphalt, cars, air conditioners, etc. Trees can buffer us from the extremes of high temperatures with their shade, and evapotranspiration... Not only does the residential urban forest help to buffer noise and air pollution, provide shade and micro-climate control, and increase property values, but it provides wildlife habitat, supplies us with food, and beautifies/unifies our neighborhood... It is time now to prepare for a future where our Urban Forest will be more valuable than ever.” [BBVNA Urban Forestry Manual, 1988]*

The intent of this section is to address the major concerns of residents that include the health and longevity of the neighborhood tree canopy, promoting the use of native vegetation, keeping the neighborhood well-maintained, addressing the urban heat island effect within the neighborhood, and increasing shade and walkability of the neighborhood.

### **Goal #B1: Maintain and increase the neighborhood tree canopy.**

Objective	Action
Increase tree canopy from roughly 25% to 50% of the neighborhood area.	Conduct yearly neighborhood-wide plantings.
	Replace dead or dying trees in common areas and encourage neighbors to replace dead or dying trees on private property.
	Plant additional trees and maintain trees in public areas.
	Install more water harvesting tree planters to expand both rainwater catchment and planting area and encourage private landowners to do the same.
Assist property owners in establishing and maintaining trees.	Seek grants and other support to maintain programs.
	Educate neighbors by hosting workshops and sharing information in other ways.
Promote native, desert-adapted species.	Encourage people to install curb cuts and take other measures to collect rainwater.
	Survey neighbors on either maintaining or gradually transitioning oleanders along the Arroyo Chico Wash to native trees and undergrowth.

Improve and maintain neighborhood entrances with native plants.

**Goal #B2:** Maintain and improve natural public areas, including Citation Wash, Arroyo Chico Wash, and Malvern Plaza.

Objective	Action
Maintain natural public areas.	Create regular neighborhood cleanups and explore opportunities for assistance from community volunteers.  Arrange for routine maintenance of the washes by the City of Tucson.
Protect and improve the appearance and use of the Citation Wash and the Arroyo Chico Wash.	Encourage wash channel improvements/modifications that minimize the use of concrete for structural bank protection.  Work with the City of Tucson to enhance and maintain a quality recreational footpath on both sides of the Arroyo Chico Wash.

**Goal #B3:** Support overall neighborhood appearance

Objective	Action
Support property owners with resources for property clean-up.	Provide information on opportunities to clean up and remove brush or debris.  Establish a process for property owners to nominate their own properties for clean-up assistance.  Schedule regular neighborhood cleanups of certain properties with homeowner support before Brush & Bulky.  Explore providing BBVNA microgrants to assist with dead tree removal for private property owners with limited resources.

### **FOCUS AREA C: SAFETY AND MANAGING EMERGENCIES**

The intent of this area of concern is to enhance neighborhood health and safety in response to concerns about extreme heat/heat island effects, power outages, drought/water access, flooding, exposure to disease, alley maintenance and wildcat dumping, and mosquitoes and drainage within the Citai on and Arroyo Chico washes.

#### **Goal #C1: Reduce neighborhood vulnerability to fire.**

Objective	Action
Increase awareness of fire risks and ways to address poten. al dangers.	Educate neighbors about steps to take on their properties to reduce fire risks.  Educate neighbors on responsibilities for keeping alley easements clear.
Mange fire hazards.	Schedule regular City and neighborhood-led cleanups to clear arroyos, alleys, and other areas of dead vegetation and fire hazards.  Work with interested neighbors to remove hazardous materials and clear vegetation on properties and rear easements.  Monitor for invasive species like buffelgrass and arrange for removal as needed.

#### **Goal #C2: Prepare the neighborhood to effectively cope with emergencies and disasters.**

Objective	Action
Improve neighborhood awareness and preparedness for emergencies.	Create a BBVNA Preparedness Committee, as representatives to BARN (Building A Resilient Neighborhood) to work on an emergency response plan, including information on disaster assistance, shelter locations, and household preparedness checklist.  Share findings and key information from the plan with all neighbors.  Consul the Pima County Multi-jurisdiction Hazard Mitigation Plan 2022

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Reduce neighborhood vulnerability to emergencies.

Encourage neighbors to guarantee safe access to water by storing an adequate supply of drinking water, installing rain tanks, and taking other steps.

Create a BBVNA Preparedness Committee to assist residents in preparing for drought conditions and possible electrical outages.

Create a buddy system to ensure that vulnerable neighbors are accounted for in emergency conditions (e.g., fire, interruption in water or electrical service).

Ensure that neighbors are aware of utility assistance and other programs to avoid utility shutoffs.

#### **FOCUS AREA D. ENVIRONMENTAL RESILIENCE**

In the face of aging infrastructure, increasingly extreme heat, and ongoing drought, BBVN depends on the resiliency of the City of Tucson to continue to thrive. BBVN residents rely on robust City services, utility infrastructure, and a healthy environment to maintain their quality of life affordably and sustainably. To that end, it is important for the neighborhood to support broad community efforts to function as stewards of Tucson’s infrastructure, to positively impact long-term community goals, and to encourage and support neighbors who are interested in minimizing their own negative impacts on these critical systems. This section builds on the goals outlined in the previous Urban Forestry and Safety & Managing Emergencies sections to round out the efforts to make a positive contribution to Tucson’s well-being and environmental health.

**Goal #D1:** Support affordability, comfort, and resilience in BBVN homes.

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##### **Objective**

##### **Action**

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Reduce energy and water use and utility costs.

Educate residents on energy efficiency, solar power, and electrification.

Educate residents on greywater, water conservation, and water catchment.

Create a repository of “best practices” and share information resources with neighbors.

Explore options for bulk purchases of solar, rain tanks, energy efficiency materials, etc.

Increase the number of properties retrofitted for energy and water efficiency.	<p>Explore events and programs to highlight and expose residents to successful upgrades (e.g., insulation, clotheslines, greywater).</p> <p>Explore partnerships with the City of Tucson and local utilities to facilitate efficiency improvements for interested homeowners.</p>
Increase thermal comfort and resilience to extreme heat for individual properties.	<p>Encourage use of native shade vegetation.</p> <p>Encourage the creation of wildlife habitat on both private and public property.</p> <p>Encourage use of alternatives to gravel (e.g., woodchips, pecan chips, groundcover) to reduce the amount of retained heat.</p>
Reduce scale of impact on City of Tucson waste management infrastructure.	Share information on materials that can and cannot be recycled.

**Goal #D2: Capture water in public areas.**

Objective	Action
Reduce hardscape and create more stormwater basins/systems of rainwater catchment in streets.	<p>Work with the City to identify steps necessary for rainwater catchment.</p> <p>Explore synergies with traffic calming and tree canopy goals by using water catchment features to narrow roads, slow traffic, and house new trees and other vegetation.</p> <p>Identify and pursue funding sources to deliver infrastructure.</p> <p>Explore additional options to reduce hardscape.</p>

## **FOCUS AREA E. TRAFFIC & TRANSPORTATION**

The intent of this section is to ensure that BBVN streets remain safe for people and bikes as well as cars and provide opportunities for easy access to active modes of transportation.

### **Goal #E1:** Improve traffic safety in the neighborhood.

Objective	Action
Develop a comprehensive plan to address traffic safety in the neighborhood, including pass-through traffic.	Work with the City and neighbors to create a traffic safety plan for the neighborhood with traffic calming measures (e.g., speed humps, signage, chicanes).  Apply for City traffic calming grants to create traffic calming along problem streets.
Slow traffic at corners and crosswalks to improve pedestrian safety.	Work with the City and neighbors to identify the feasible approaches (e.g., narrowing turn radius at corners or adding bump-outs and/or stormwater planters).  Consider pilot projects to see how strategies can work in priority areas.

### **Goal #E2:** Support better accommodations for bikes, pedestrians, and other non-motorized mobility options.

Objective	Action
Improve visibility for crosswalks, especially Treat Walkway crosswalks.	Work with neighbors and the City of Tucson to create a plan (e.g., utilize lighting, signage, reflectors, paint, and possible murals designed by neighborhood children to make special lanes and crosswalks).  Ensure Dark-Skies-compliant lighting along paths where lighting is prioritized for safety.



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Improve accommodations for people walking, running, biking, and rolling.

Pursue continuous sidewalks on major arterials (Tucson Boulevard, Country Club Road, Broadway Boulevard).

Explore ways to install wheelchair-accessible sidewalks in key safety areas (e.g., near Broadway Village).

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Improve Treat Bicycle Boulevard and the Reid Park to Armory Park multi-use paths.

Engage and provide input to City of Tucson efforts on these projects.

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Seek better connectivity with transit, bike, and pedestrian infrastructure in adjacent areas.

Support the Arroyo Chico Bikeway and other bikeways that help connect the neighborhood safely to destinations like workplaces, stores, and schools.

Explore and advocate for better crossing options at Arroyo Chico/Country Club Road and Arroyo Chico/Tucson Boulevard.

Share information among neighbors (through events, website, etc.) on safe bicycle routes.

Advocate for better transit access along Broadway, Boulevard, including support for bus rapid transit or other options.

#### **FOCUS AREA F: LAND USE & DEVELOPMENT**

The intent of this section is to help guide the neighborhood on future land use development and ensure the compatibility of new development with existing land uses. The policies recognize both the low-density residential character of the neighborhood and the pressures that create a demand for higher density.

The predominant land use pattern in BBVN is R-1 residential with a small stretch of R-2 along Tucson Boulevard. The neighborhood is ringed by various office, retail, and commercial uses that face the main arterial and collector streets. The current zoning for this area is appropriate to support potential future development, including mixed use, and higher density housing. The residential areas of the neighborhood are largely built out, with very little room for growth or development unless rezoning occurs. *Figure 11* presents the current zoning for BBVN.

Allowing for context-appropriate higher density in the central city core, rather than continuing to expand beyond the edge of current development, could provide greater resilience for all residents in the face of extreme heat, water shortages, and increased population, especially since the City’s infrastructure may become increasingly taxed by these pressures. Doing all that can be done to ensure that the community’s transportation infrastructure, law enforcement and safety and waste services, and water and energy supplies are maintained during extreme heat events, even with the increased population of the future, is something that is important to all current and future BBVN residents.

**Goal #F1:** Work with the City and developers to ensure that any new development inside or adjacent to BBVN does not unreasonably and negatively impact existing residences.

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**Objective**

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**Action**

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Encourage residential uses in the areas zoned for such uses, except as shown on the BBVN Future Land Use Concept Map (*Figure 12*) and in the Sunshine Mile Urban Overlay District.

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Allow rezonings that conform to the BBVN Future Land Use Concept Map (*Figure 12*) and encourage project teams to reach out proactively to the neighborhood.

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Encourage new development on the Broadway Boulevard corridor to utilize the Sunshine Mile Urban Overlay District which requires neighborhood engagement and promotes high-quality design.

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Maintain existing R-1, 25’ height restrictions in the neighborhood to keep residences to 2-stories.

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Discourage lighting, including lighted signs, that reflects or shines directly into the neighborhood. Support the City’s Outdoor Lighting Code with respect to the Dark Skies Initiative to reduce outdoor light pollution.

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Engage University of Arizona to reduce impact of light in neighborhood-adjacent athletic fields.

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Discourage pass through traffic by advocating for ingress and egress onto major arterials or adjacent alleys and not through the neighborhood.

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Explore viability of a pocket park or blockage at Treat Avenue and Manchester Street north of Manchester Street.

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Seek to ensure that future developments abutting residential backyards erect walls and vegetation to reduce noise and light pollution and to minimize impacts on neighbor privacy.

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Request neighborhood parking permits on behalf of the neighborhood if parking becomes unmanageable based on densification over time.

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Maintain the existing land use code of medium density for the parcel that has the Howenstine Education Center.

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**Goal #F2:** Balance neighborhood and community-wide interests for future development within and adjacent to BBVN.

Objective

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Action

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Protect Broadmoor Historic  
District designation.

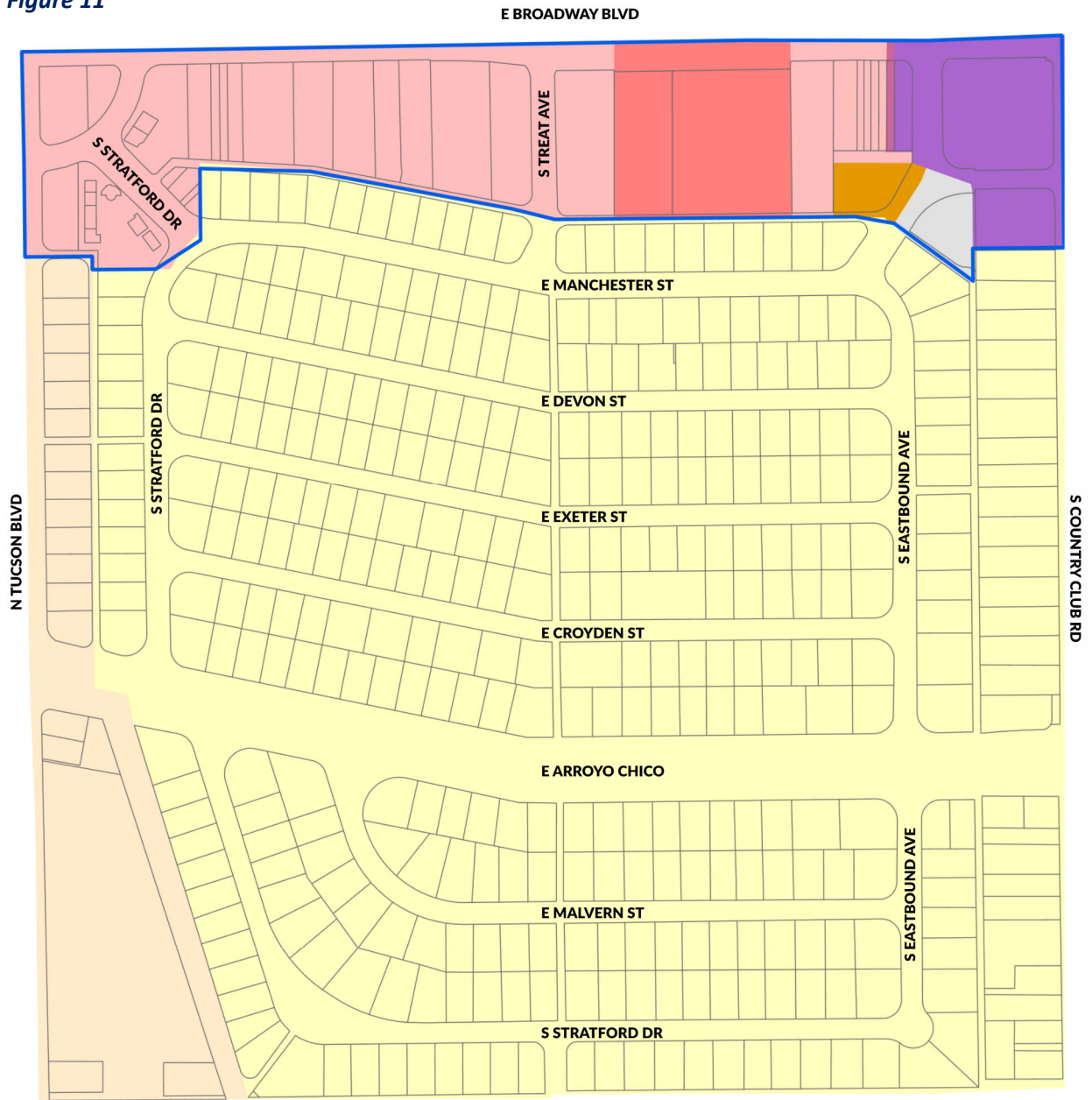
Form an Historic Preservation Committee.  
  
Communicate with residents, realtors, and new  
homeowners regarding efforts to protect and  
maintain current historic district status.

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Support Tucson’s General Plan  
priorities.


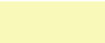



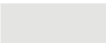



Participate in updates and refinements to Tucson’s  
General Plan.

**Figure 11**



**BROADMOOR-BROADWAY VILLAGE NEIGHBORHOOD  
CURRENT ZONING MAP**

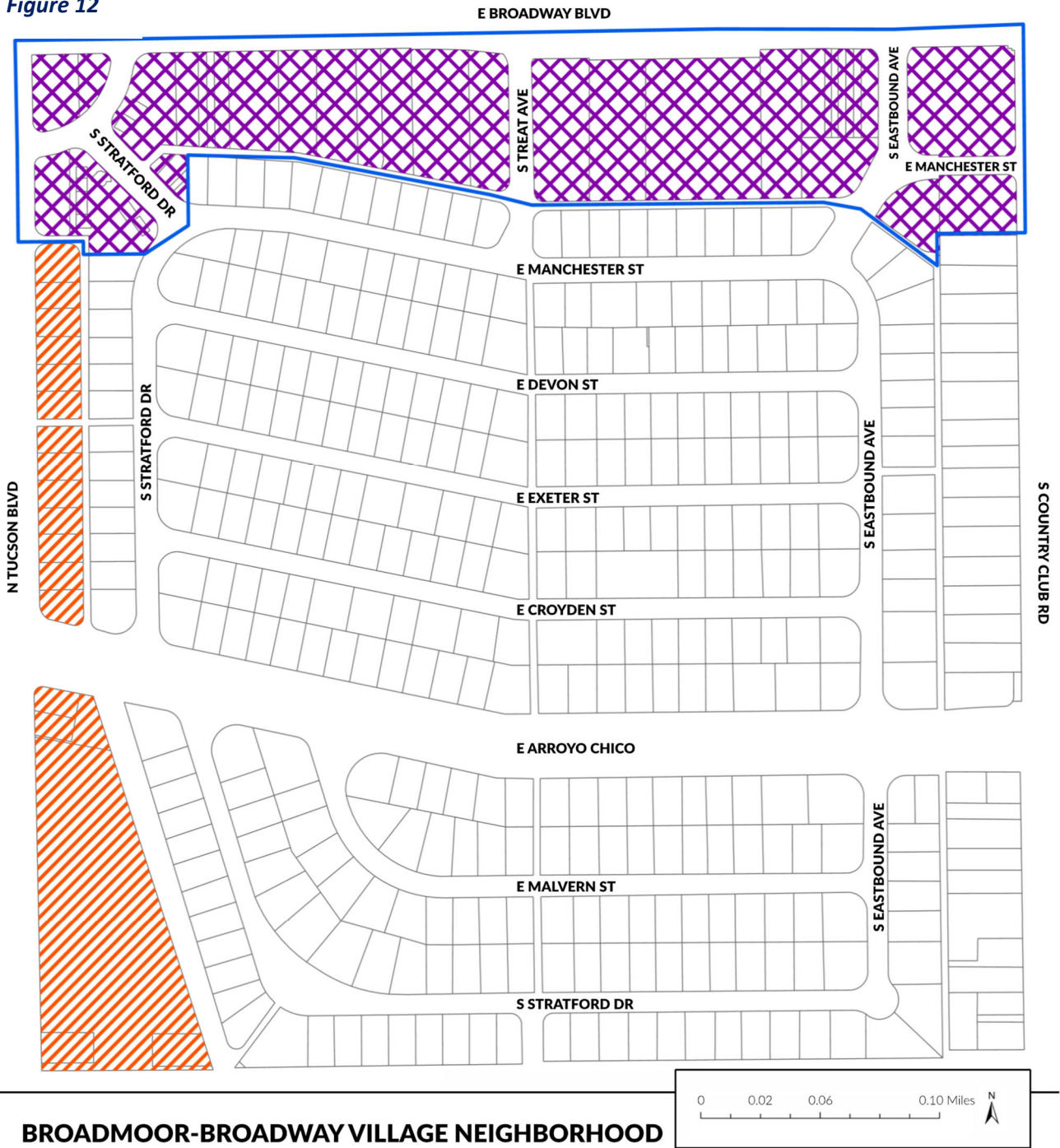
**LEGEND**

	C-1 (Commercial)		R-1 (Residential)		PAD-19 (Planned Area Development)
	C-2 (Commercial)		R-2 (Residential)		P (Parking)
	HLC-1 (Historic Landmark Commercial)		O-3 (Office)		Sunshine Mile Urban Overlay District



Map Created: May 5, 2023

Figure 12



**BROADMOOR-BROADWAY VILLAGE NEIGHBORHOOD  
FUTURE LAND USE CONCEPT MAP**

**LEGEND\***

	Lower-Density Residential		Mixed-Use
	Medium-Density Multi-Family Residential		Sunshine Mile Urban Overlay District

\*See page next page for future land use designations definitions



Definitions for Figure 12, Future Land Use Concept Map.

## **FUTURE LAND USE DESIGNATION DEFINITIONS**

### **Lower-Density Residential**

An individual may choose to develop property with residential uses found in the R-1 zone. For specific uses and development standards, see UDC Section 4.8 and 6.3.

### **Medium-Density Multi-Family Residential**

An individual may choose to develop property with residential uses found in R-1 and R-2 zones. For specific uses and development standards, see UDC Section 4.8 and 6.3.

### **Mixed-Use**

An individual may choose to develop property with residential, office and/or commercial uses found in R-3, O-1, O-2, O-3, C-1, and C-2 zones. For specific uses and development standards, see UDC Section 4.8 and 6.3.

### **Sunshine Mile Urban Overlay District (SMUOD)**

An individual may choose to develop property within the SMUOD in conformance with the existing underlying zoning or utilize the SMUOD's flexible, mixed-use standards, which promote transit-oriented site and building design. For specific uses and development standards in the SMUOD, see Appendix (X).

## Dimensional Standards for Zoning Districts

Reflects current standards as of July 2024; subject to change by Mayor and Council.

Zone	Zone Description	Minimum Lot Area (sqft)	Maximum Residential Density (Units)	Maximum Building Heights
<b>R-1 Residence Zone</b>	R-1 provides for urban, low-density, single-family residential development with a minimum lot size of 7,000 sqft.	7,000	1	25'
		10,000	2	25'
<b>R-2 Residence Zone</b>	R-2 provides for medium-density, single-family, and multi-family residential development with a minimum lot size of 5,000 sqft.	SF: 5,000	1	25'
		MF: 15/acre		
<b>R-3 Residence Zone</b>	R-3 provides for high-density multifamily residential development and compatible uses.	SF: 5,000	1	SF/CIVIC ADMIN & PROF OFFICES: 25'
		MF/36/acre		MF/NONRES: 40'
<b>C-1 Commercial Zone</b>	C-1 provides for low-intensity, commercial and other uses that are compatible with residential uses.			RES: 25'
				NONRES: 30'
<b>C-2 Commercial Zone</b>	C-2 provides for general commercial that serve the community and region.	0	44/acre	40'
<b>O-1 Office Zone</b>	O-1 provides for administrative, medical outpatient, and professional office uses that will complement the residential environment.	RES: 7,000	8	16'
		NONRES: 10,000	8	OFFICE: 16' OTHER: 25'
<b>O-2 Office Zone</b>	O-2 provides for office, medical, civic, and other land uses that provide reasonable compatibility with adjoining residential uses.	RES: 5,000	8	26'
		NONRES: 0	8	26'
<b>O-3 Office Zone</b>	O-3 provides for mid-rise, office, medical, and civic development.	RES: 5,000	22/acre	RES: 25'
		NONRES: 0	N/A	NONRES: 40'

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Conversations with Paul Anzalone, Bill DuPont, Dick Basye, Ann Pattison, 2018, 2020



## APPENDICES



## APPENDIX A: Subarea 2 Plumer-Country Club Neighborhood Map, Arroyo Chico Area Plan.

**Note:** In the Arroyo Chico Neighborhood Plan, adopted in 1986, the area that is now the Broadmoor-Broadway Village Neighborhood is located within Residential Subarea 2 Plumer-Country Club Neighborhood.

