



MEMORANDUM

DATE: March 20, 2014

TO: Honorable Mayor
and Council Members

FROM: Richard Miranda
City Manager

SUBJECT: Broadway Volvo Redevelopment Project

The purpose of this communication is to provide an update in response to Mayor and Council direction to generate revenues from the sale of underutilized City properties. I have directed the Office of Integrated Planning and Economic Initiatives Office to begin to explore the redevelopment of the Broadway Volvo property located at 930 E. Broadway along with two adjacent City owned parcels.

The sale of this site and subsequent development will provide a one-time revenue gain and ongoing tax revenues to the City and to the Rio Nuevo Tax Incentive Financing District. While there has been initial interest from the private sector for traditional single use development, it is paramount to have options to review for site redevelopment. . The two acre site could serve as a catalytic project to establish future development along the Broadway Corridor which is a major arterial gateway into Downtown.

The area of interest is bound by Broadway to the north, Park Avenue to the east, Euclid to the west and 12th Street to the south (see attached site map). The City of Tucson purchased the Broadway Volvo site and two additional parcels to the south for \$2 million in 2007, using City HURF funds. The immediately adjoining parcels are held by the private sector (see attached map). These property owners will be included in discussions of the redevelopment of the described area.

I have charged Staff to reach out to neighborhood leaders and other area stakeholders. These stakeholders include the Broadway Citizens Task Force, the Sunshine Mile Business Association, Broadway Coalition, property owners, local developers, architects, and neighborhood leaders. They will be invited to participate in an interactive workshop. The information learned from the workshop will serve as guidance in initiating a rezoning of the entire site into a Planned Area Development (PAD) to render a site that is development ready. In addition, initial discussions regarding this site were held with the Council Members of Wards 5 and 6 in November 2013.

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The estimated timeline is as follows:

- March -April: Outreach to stakeholders
- Mid-April: Stakeholder Input Workshop (led by AIA and Broadway Corridor Consultant)
- April - June: Mayor and Council update and PAD
- June: RFP (not through procurement)

As with other planning projects, the Office of Integrated Planning will be charged with providing communication regarding this matter to Mayor and Council, as made available. Your input on this project is essential if we are going to meet the goals of your direction.

If you have any questions, please feel free to contact Nicole Ewing-Gavin at 837-4072.

Attachments: Broadway Site Redevelopment Opportunity Area – Map

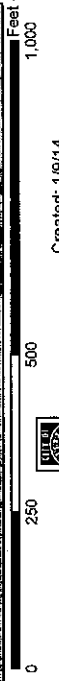
RM/CB/jg

c: Executive Leadership Team
Mayor and Council Aides
Mayor and Council Executive Assistants

Broadway Volvo Property Ownership and Current Zoning



	Broadway Volvo Site		LEFLER STEVEN F & LEFLER MICHAEL T &
	CITY OF TUCSON		MY THREE SONS LLC
	STATE OF ARIZONA		PASCOE INVESTMENT-ARIZONA LLC
	TUCSON SCHOOL DISTRICT NO 1		ROLLINGS TR
	1010 E BROADWAY LLC		SCHWATKEN DONA
	ARIZONA TERRITORIAL LANDS LLC		
	BACON INDUSTRIES		
	BELMAN ROBERT A REVOC TR		
	BROADWAY EUCLID LLC		
	CARRINGTON COMPANY		
	CHAFFIN JAMES E & BARBARA D JT/RS		
	DOYLE ROBERT E & GOODWIN		
	JOHNSTOWN GATEWAY LLC		
	KADRICH PETER & LINDA TR		



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