

Urban Land Institute Advisory Service Panel

Downtown Tucson, Arizona - November 17-22, 2013



Presenters

- Mayor Jonathan Rothschild
 - Welcome
- City Manager Richard Miranda
 - Panel Focus
- Shellie Ginn
 - Tucson Modern Streetcar Project Details
- Linda Morales
 - Streetcar Land Use Planning Results
- Jonathan Mabry
 - Historic Context and Assets
- Brent DeRaad and Felipe Garcia
 - Visit Tucson Branding
- Michael Keith and Fletcher McCusker
 - Downtown Development Trends, Rio Nuevo and TCC Improvements



Rio Nuevo
TUCSON, ARIZONA™

HOLUALOA®  COMPANIES


Pima Association of Governments

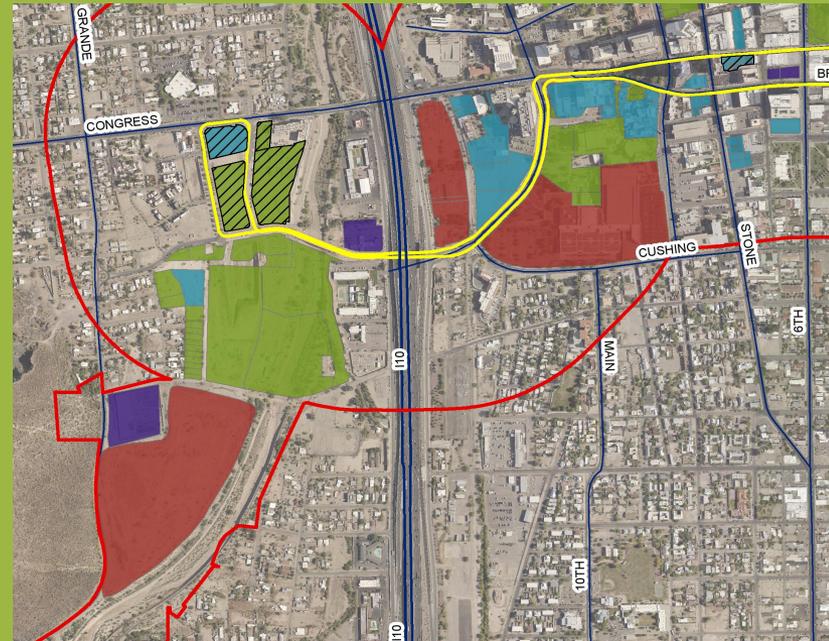


Visit
tucson 


Tucson Electric Power

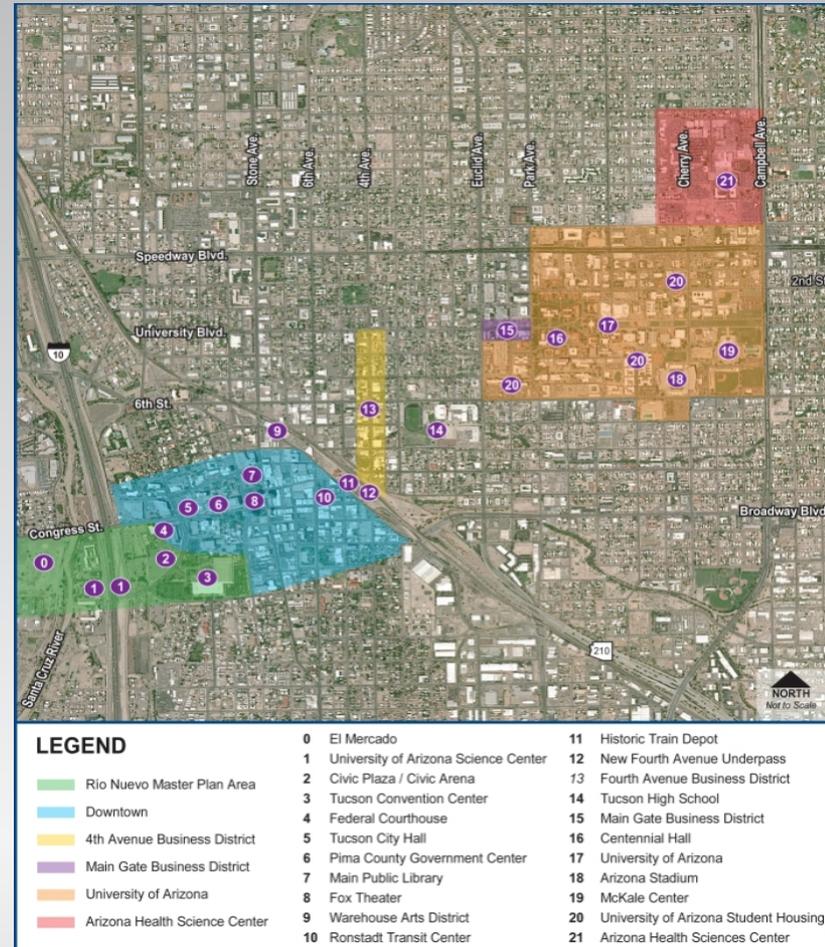
Panel Focus

- Recommendations for opportunity sites along Streetcar Route
- A private sector perspective on what is achievable within market realities
- Approaches to leveraging limited public resources to generate private investment
- High quality development reflective of Tucson's character



Benefits of the Streetcar

- Connect major activity centers
- Create economic development
- Support population and employment growth
- Improve transit service
- Support Downtown and UA growth and development
- Mitigate parking constraints
- Preserve neighborhoods





Mercado

Downtown

4th Avenue Business District

Arizona Health Sciences Center

The University of Arizona

Main Gate Square

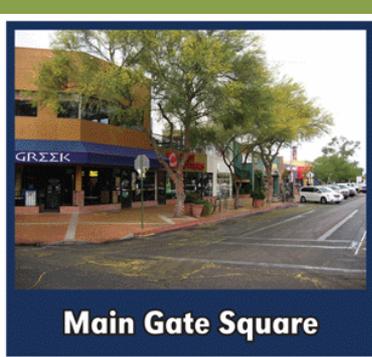
MAP LEGEND

— Modern Streetcar route

○ Stop

▲ Maintenance & Storage Facility

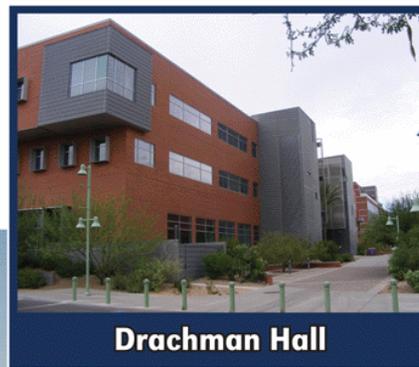




Main Gate Square



Keatings BIO 5 Research & Medical Research



Drachman Hall

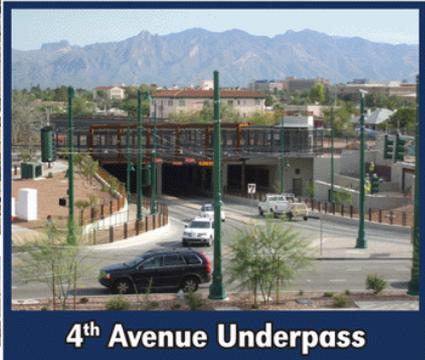
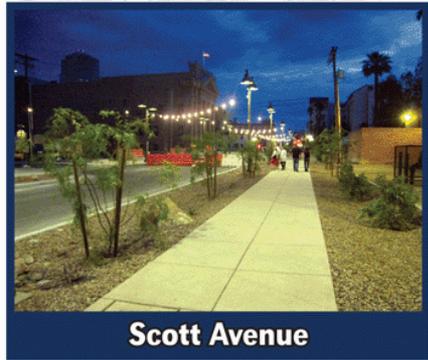


Arizona Health Sciences Center & University Medical Center



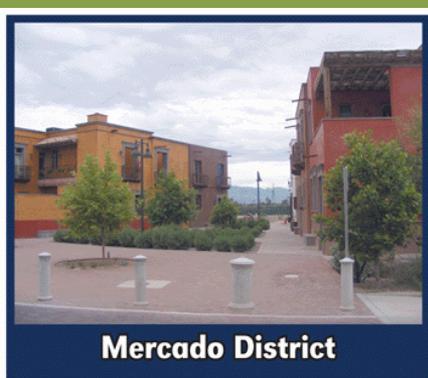
Destinations & Connections along the Streetcar Route



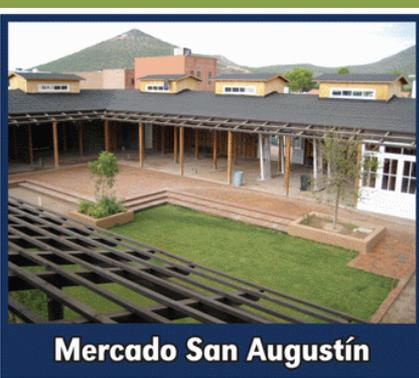


Destinations & Connections along the Streetcar Route

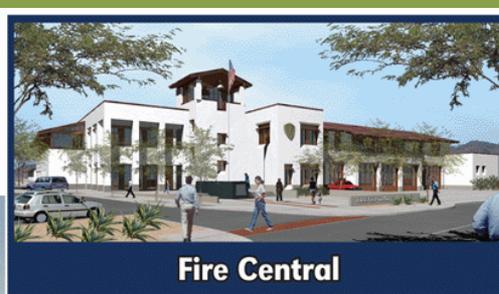




Mercado District



Mercado San Agustín



Fire Central



Hotel & Convention Center



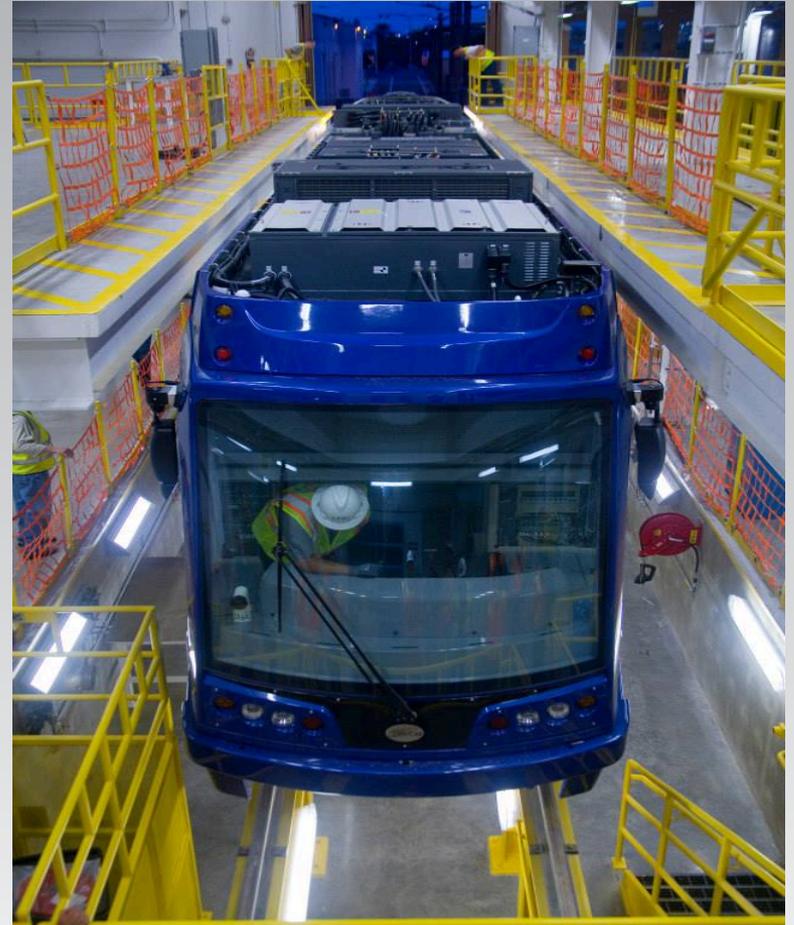
**Tucson Origins Heritage Park,
University of Arizona
Private, Mixed Use Development**

Destinations & Connections along the Streetcar Route



Project Details

- Alignment length: 3.9 miles
- 18 stops
- MSF located south of 8th St
- 8 modern streetcars
- Peak/off-peak headways:
 - * 10/20 minutes
- 2010 ridership estimate: 3,600 per weekday
- Capital cost: \$196 million



What is a Modern Streetcar?

- Fixed-guideway electric rail system
- Operates in mixed traffic
- Articulated for tight radii turns
- Compatible with on-street parking
- Shares lanes and stops with buses and bicycles
- Safe in high pedestrian areas
- Low floor with multiple doors
- Approximately 130 passengers/vehicle (35 seated / 95 standing)



Funding

Local funding source:

- \$75 million – Regional Transportation Authority (RTA) - capital
- \$14 million – Cushing Street Bridge
- \$11 million – Public utilities
- \$3.2 million – The Gadsden Company

Federal funding sources:

- \$63 million – TIGER Grant awarded Feb 2010
- \$6 million New Starts “Exempt” project
- \$4 million federal funds

Other funding sources:

- \$22 million - City of Tucson and other programs



Implementation

- Alternatives Analysis
 - 2004
- Local Funding 2006
 - RTA
- Exempt New Starts
 - 2009
- TIGER Funding 2010
- Vehicles OIW 2010
- Construction 2012
- Operations 2014



“Our community is supportive of higher intensity land uses along the streetcar corridor.....as long as it is done right.”



COMMON THEMES MENTIONED IN PUBLIC PROCESS	
<i>Theme</i>	<i>Count</i>
Character/Historic Preservation/Heritage and Culture	73
Streetscapes	45
Parking/Mode Shift	44
Mixed-Use	39
Streetcar Operation	33
Quality of Life	28
Pedestrian Connectivity	20
Public Engagement/Public Process	19
Bicycle Infrastructure and Safety	17
Housing and Housing Mix	17
Quality/Authentic Development	16
Economic Development	12
Gentrification and Social Justice	10
Funding Mechanisms	9
Regulatory Framework	9
Development/Redevelopment Opportunities	8
Open Space	8
Car Free Streets	6
Density	6
Locally-owned Business	6
Natural Resources	5



Character/Historic Preservation/Heritage and Culture

Our 4000-year-old living and evolving heritage, culture, and art - ***in this place*** - should be the foundation for all decisions that we make to improve our community.



Streetscapes

The public realm of our urban community should be our living streets. That space needs to be designed to be functional for human activity. It must be beautiful, consistently high-quality, and well maintained.



Parking and Mode Shift

New development in the Streetcar study area will tend to increase auto traffic and increase the demand for parking. A new approach to the car should use incentives and disincentives to reduce traffic, should make sure that we have adequate parking where needed, and, at the same time, should support a greater range of real choices of how to get around.



Mixed-Use

As we intensify land uses along the Streetcar route, each new project should strive to contribute to a healthy and carefully thought-out ***mix of uses*** in each character areas.



Pedestrian Connectivity

While the Streetcar investment is an enormous asset to our community, it will only work if people can actually walk to it. Our discontinuous system must become continuous, attractive, comfortable, safe, shaded, and well-lit.



Public Engagement/Public Process

Development should be a transparent process. For the best result, all stakeholders should have the opportunity to participate.



Bicycle Infrastructure and Safety

In Tucson, traveling by bicycle is a viable transportation choice for the young and the brave. To make cycling appeal to more riders, we will need a continuous network of safe routes, fewer conflicts, and abundant, well-located bicycle parking.



Housing

In all character areas, there should be a healthy mix of housing by type, density, age-demographic, and income. To avoid gentrification, work-force housing should be protected and new work-force housing should be actively promoted.



Economic Development

The Streetcar should be a major economic stimulus for our community. Arts, culture, and a sense of place will be at the heart of that strategy. The goal should be better, higher-paying work for our families and our youth with a focus on home-grown, locally-owned enterprises.

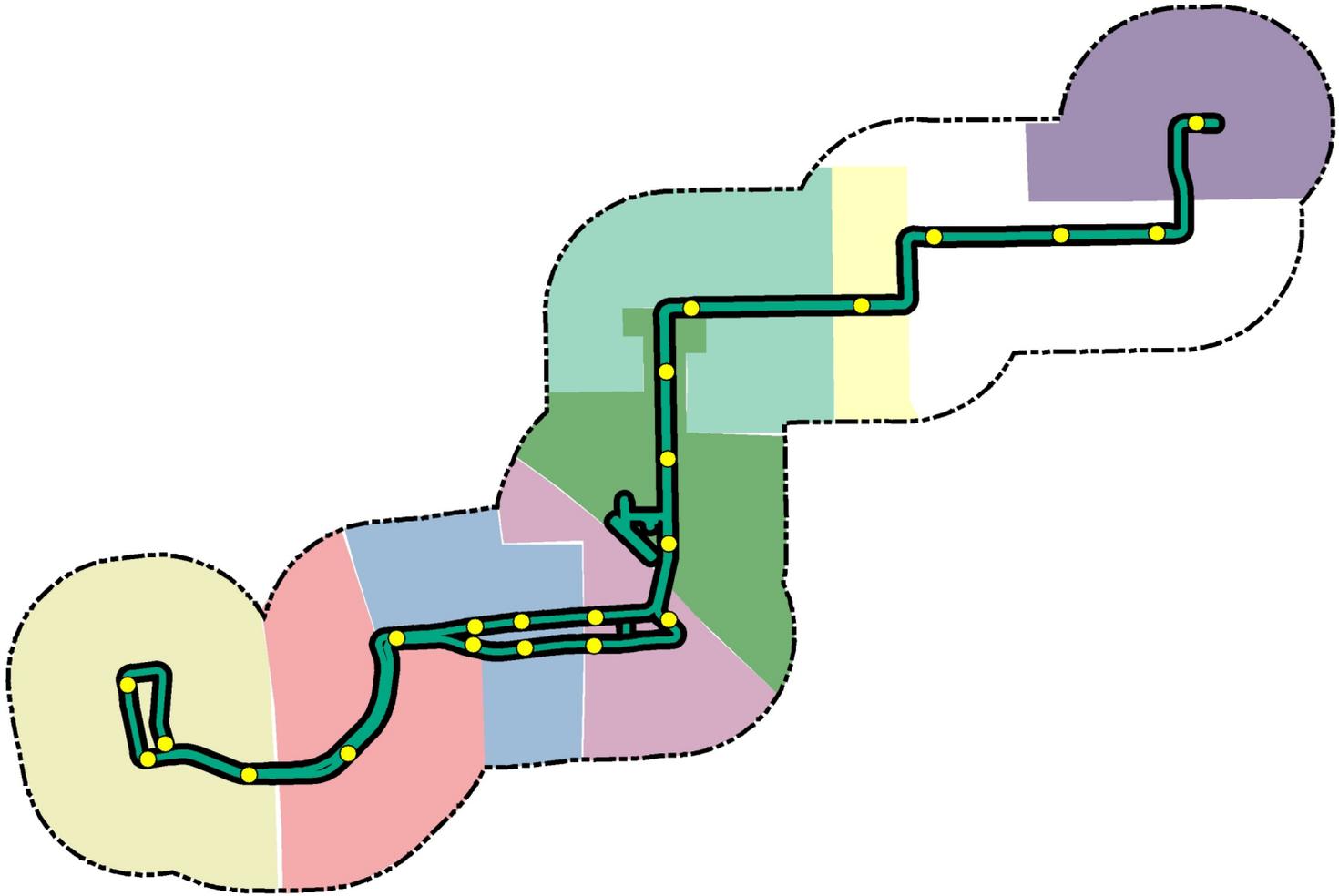


Other Important Topics

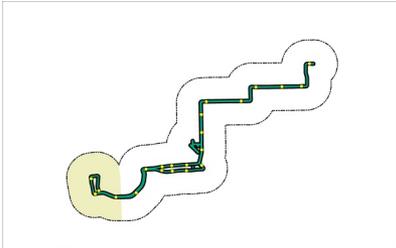
- Open Space
- Natural Resources
- Quality and Authenticity of Development
- Quality of Life



Character Area Visions



Streetcar Corridor Character Areas



Origins Gateway (Western Terminus)

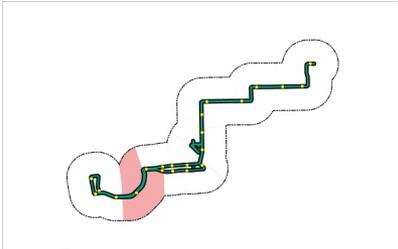
- The area that is now Menlo Park and Barrio Kroeger has been occupied continuously for **4,000 years** making it the oldest continuously-inhabited neighborhood in the US. This area **anchors the Streetcar**.
- It is a **vibrant** activity center filled with **opportunity**.
- It has a **Heritage Park**, offering a window into Tucson's past.
- It has a network of quality **urban and rural open spaces**.
- It is a **fiesta center**, hosting regional historic and cultural celebrations.
- It has a home-grown authentic **public mercado**.
- It is a center for **ecology, equestrian activity, and bicyclists**.
- It includes a **variety of housing types** affordable to all income ranges.
- It provides access to **quality employment** and retail services.
- It is respectful of, protects, and strengthens **fragile adjacent neighborhoods** and the cultural identity of the Tucson Origin's area.
- Development is sensitive to areas **demographics** (70% Hispanic) **and history**.



Origins Gateway (Western Terminus)



Origins Gateway (Western Terminus)



Downtown Cultural/Convention District

- Signature theaters and meeting spaces are all within steps of **vibrant hotels, commerce, shopping and entertainment.**
- It is supported by **mixed-use development** offering a variety of housing opportunities, retail, restaurants, and cafes.
- Existing **mid-century modern** buildings, large open spaces, landscape features, and streetscapes are **honored and well-maintained.**
- New development is respectful of, provides **massing and height** transitions to, the historic barrios to the south.
- **Parking** in the convention area is **compacted in structures**, freeing land for the development of a Cultural and Convention destination
- Walking promenades, bicycle routes and living streets provide **connectivity** to adjacent districts.
- High-quality **contemporary** development is **sensitive to adjacent historic neighborhoods.**
- Design derives from **Sonoran** architectural elements, themes, and **principles.**



photo by Tucson Historic Preservation Foundation



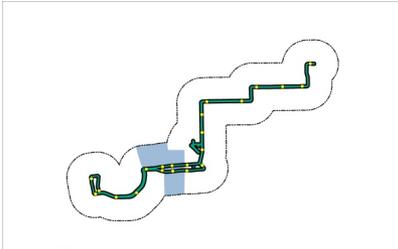
photo by Tucson Historic Preservation Foundation



Downtown Cultural Convention District



Downtown Cultural Convention District

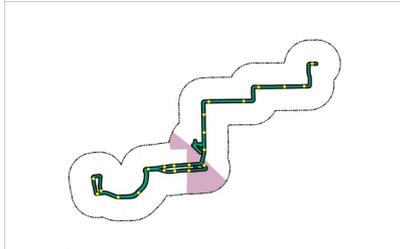


Downtown Central Business District

- A vibrant district with **expanded employment and commerce**.
- It also includes **thriving cultural institutions**: the Tucson Museum of Art, the Museum of Contemporary Art, the Children's Museum, the Historic Fox Theater, the Temple of Music and Art, the Scottish Rite Temple, and El Centro Cultural de las Americas.
- Vacant and under-utilized parcels are infilled with high-quality, high-density **mixed-use development**, with **active** ground-floor and office/residential above.
- A well-connected **public realm** offers a shaded walkable environment.
- Living streets include **safe bicycle** routes and well-controlled automobile traffic.
- Development at the edges is **sensitive and respectful** to surrounding historic districts and provides appropriate transitions.



Downtown Central Business District



Downtown Entertainment District

- This Activity Center includes **thriving** cultural, gastronomic, commercial and entertainment activities located in **historic landmarks**.
- It supports **mixed-use** opportunities at different scales.
- **Historic Warehouse Art District** includes lofts, live-work spaces and mixed-uses. Emerging artists find affordable living, gallery and studio/work space.
- There is **walkable connectivity** to 4th Avenue, the Downtown Central Business District, Armory Park, and the Historic Warehouse Arts District.
- The **streetscape** is developed and coordinated. It has wide sidewalks, a vibrant public realm, and well-maintained shading landscape.
- Through partnership efforts, the **Ronstadt Transit Center** is now a mixed-use, high-quality, safe, efficient, and vibrant hub of multi-modal transit.
- **New housing** serves a variety of ages and income levels. The design and massing at the edges respects adjoining neighborhoods.
- Parking is controlled with **no negative impact** on adjacent residents.
- There is a plentiful supply of **bicycle parking**.



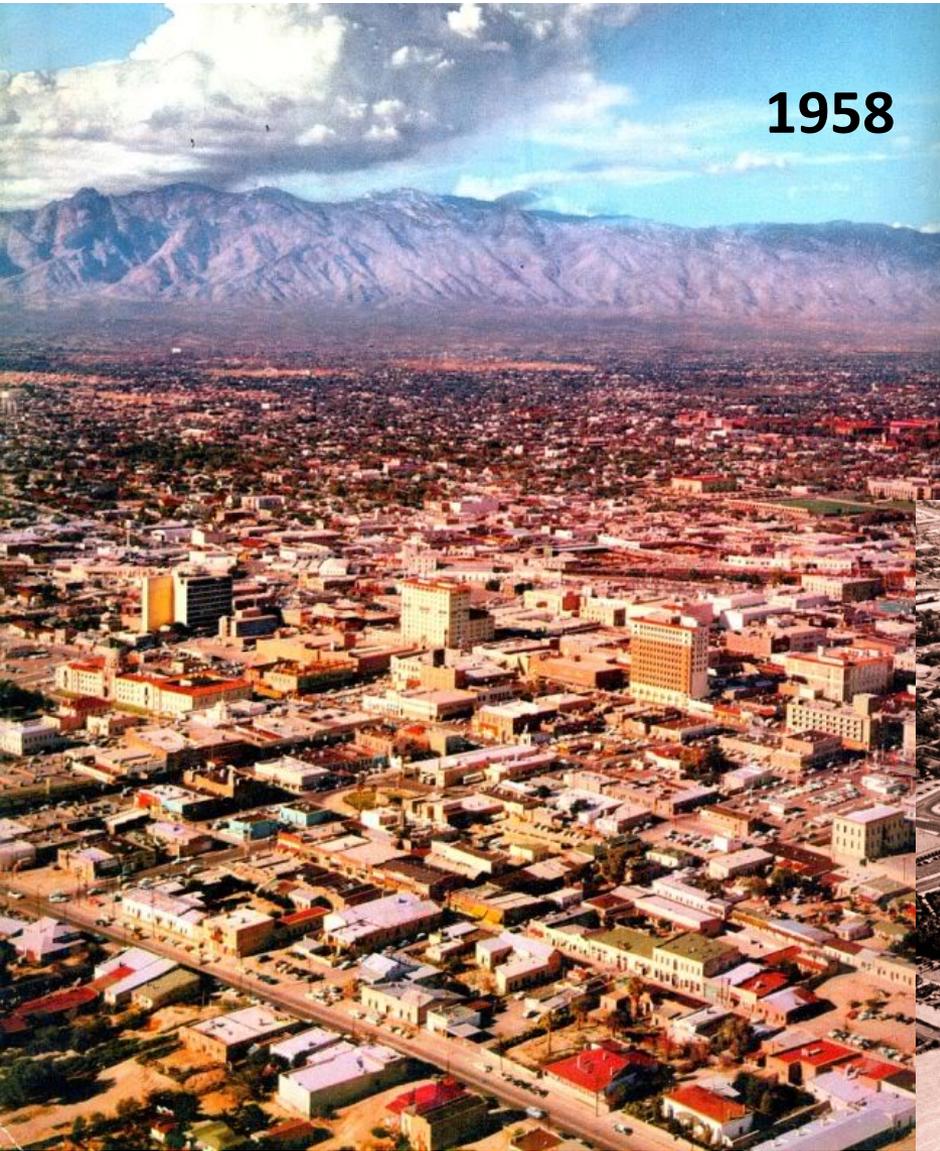
Downtown Entertainment District



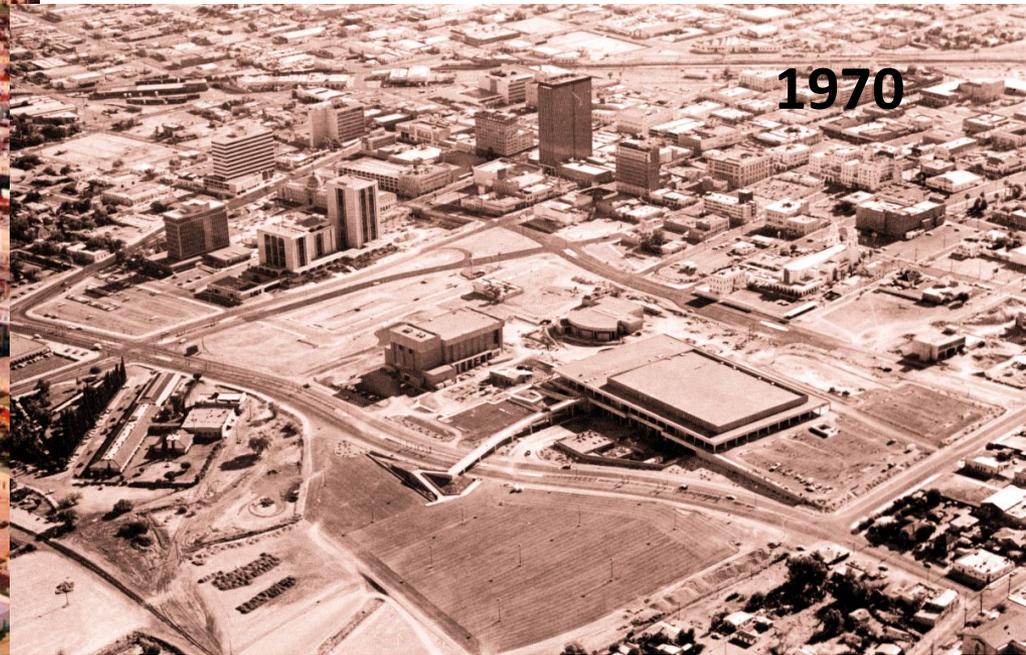
Downtown Entertainment District

4,100 years of
continuous occupation
at Tucson's birthplace





Urban Renewal 1967 - 1973



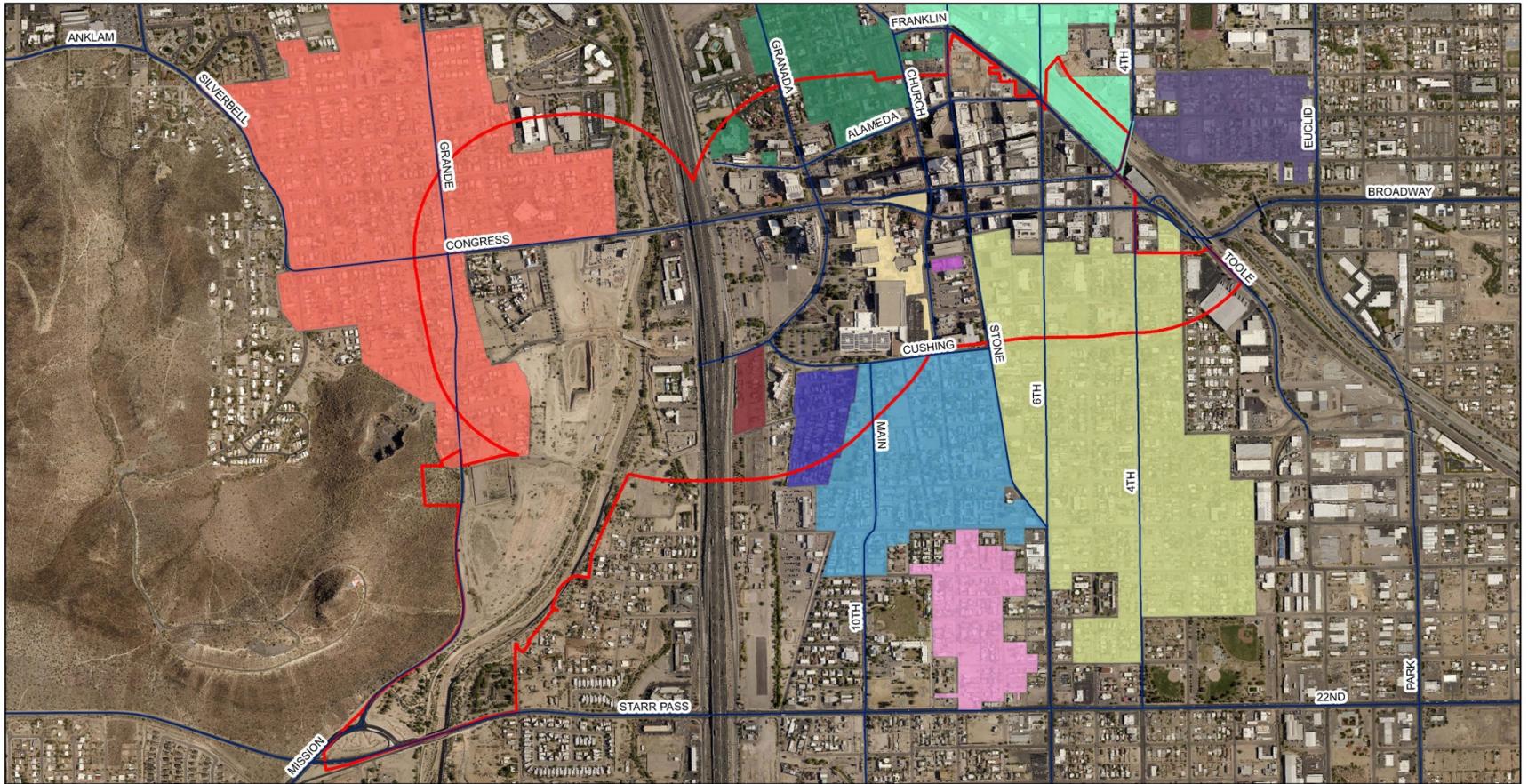
Meyer Street 1967



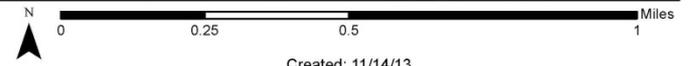
"It was terrible for me when they knocked my dad's home down," says Leticia Jacobs Fuente. "It was quite a trauma for us, for everyone."



Historic Districts in ULI Area

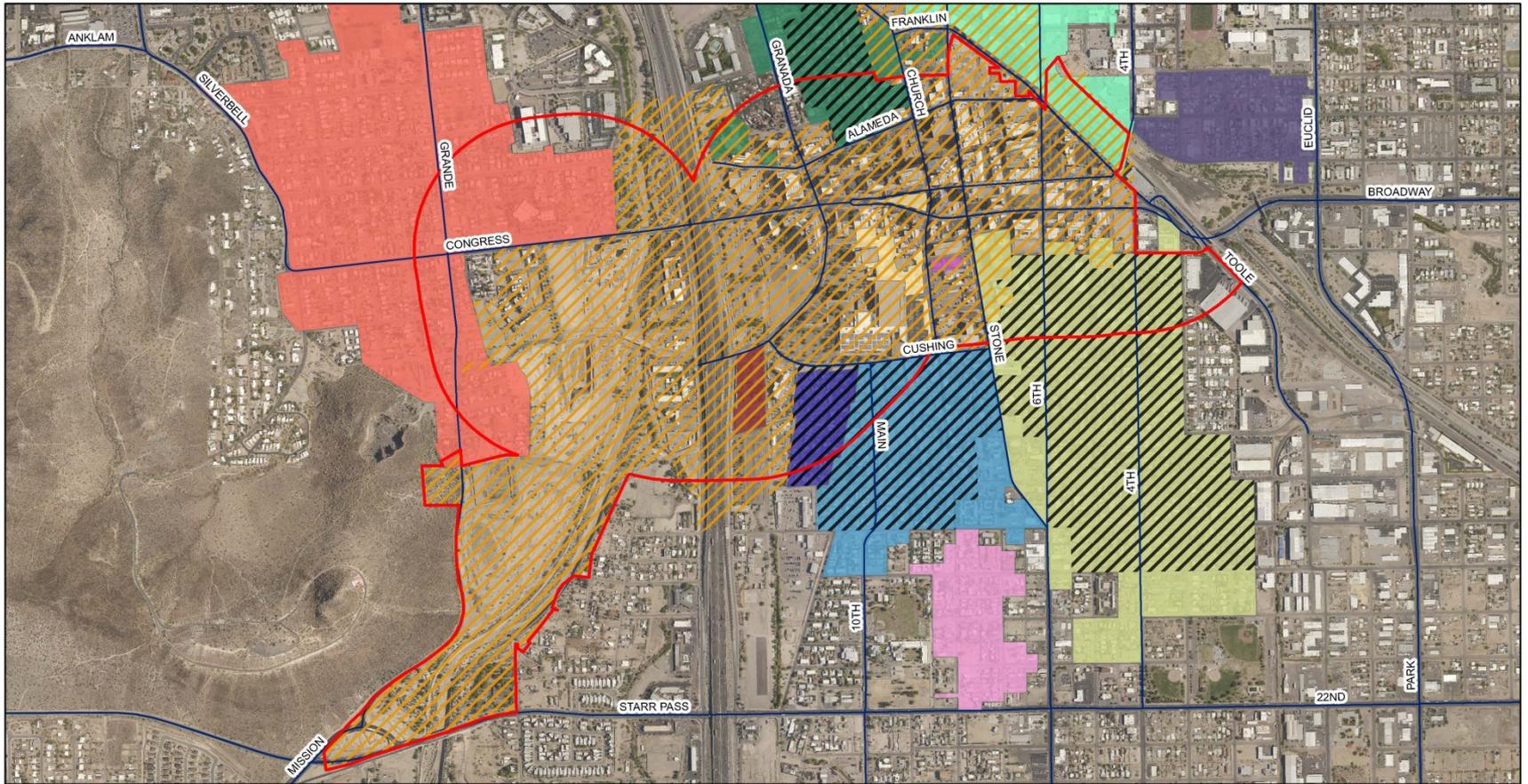


- 1/4 Mile Streetcar Plan Area/ULI Area
- ECKBO LANDSCAPE
- ARMORY PARK HISTORIC RESIDENTIAL DISTRICT
- EL PRESIDIO HISTORIC DISTRICT
- BARRIO EL HOYO HISTORIC DISTRICT
- EPSW HISTORIC DISTRICT
- BARRIO EL MEMBRILLO HISTORIC DISTRICT
- IRON HORSE EXPANSION HISTORIC DISTRICT
- BARRIO LIBRE HISTORIC DISTRICT
- MARIST COLLEGE HISTORIC DISTRICT
- BARRIO SANTA ROSA HISTORIC DISTRICT
- MENLO PARK HISTORIC DISTRICT
- DOWNTOWN TUCSON HISTORIC DISTRICT
- WAREHOUSE HISTORIC DISTRICT



Created: 11/14/13

Historic Districts in ULI Area



- 1/4 Mile Streetcar Plan Area/ULI Area
- Historic Preservation Zone
- RND Zone
- ARMORY PARK HISTORIC RESIDENTIAL DISTRICT
- BARRIO EL HOYO HISTORIC DISTRICT
- BARRIO EL MEMBRILLO HISTORIC DISTRICT
- BARRIO LIBRE HISTORIC DISTRICT
- BARRIO SANTA ROSA HISTORIC DISTRICT
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- MARIST COLLEGE HISTORIC DISTRICT
- MENLO PARK HISTORIC DISTRICT
- WAREHOUSE HISTORIC DISTRICT



Created: 11/14/13

Loss of the San Agustín Mission

Mission ruin, 1890s



Mission remnants in 1937



Tucson Origins Heritage Park and Museum Campus (2008 Concept)

Mission Complex

Re-creation of San Agustín mission *visita* circa 1800

- Chapel
- Convento
- Protective wall
- Ramadas
- Orchard and landscaping



Mission Complex: Chapel and Convento

- Re-creations based on archaeology, historical paintings and photos, and oral histories



- Period rooms
- Touchable replicas
- Interactive exhibits



Mission Garden

- Historically based re-creation of Spanish period garden
- Also interprets 4,100-year agricultural history of Tucson



Sonoran Desert garden: native medicinal, food, and utility plants



Raised bed planters - contemporary food gardens & new techniques



Flood irrigation main canal



Irrigation ditch within orchard



Mission orchard including Kino Heritage fig, pomegranate and quince

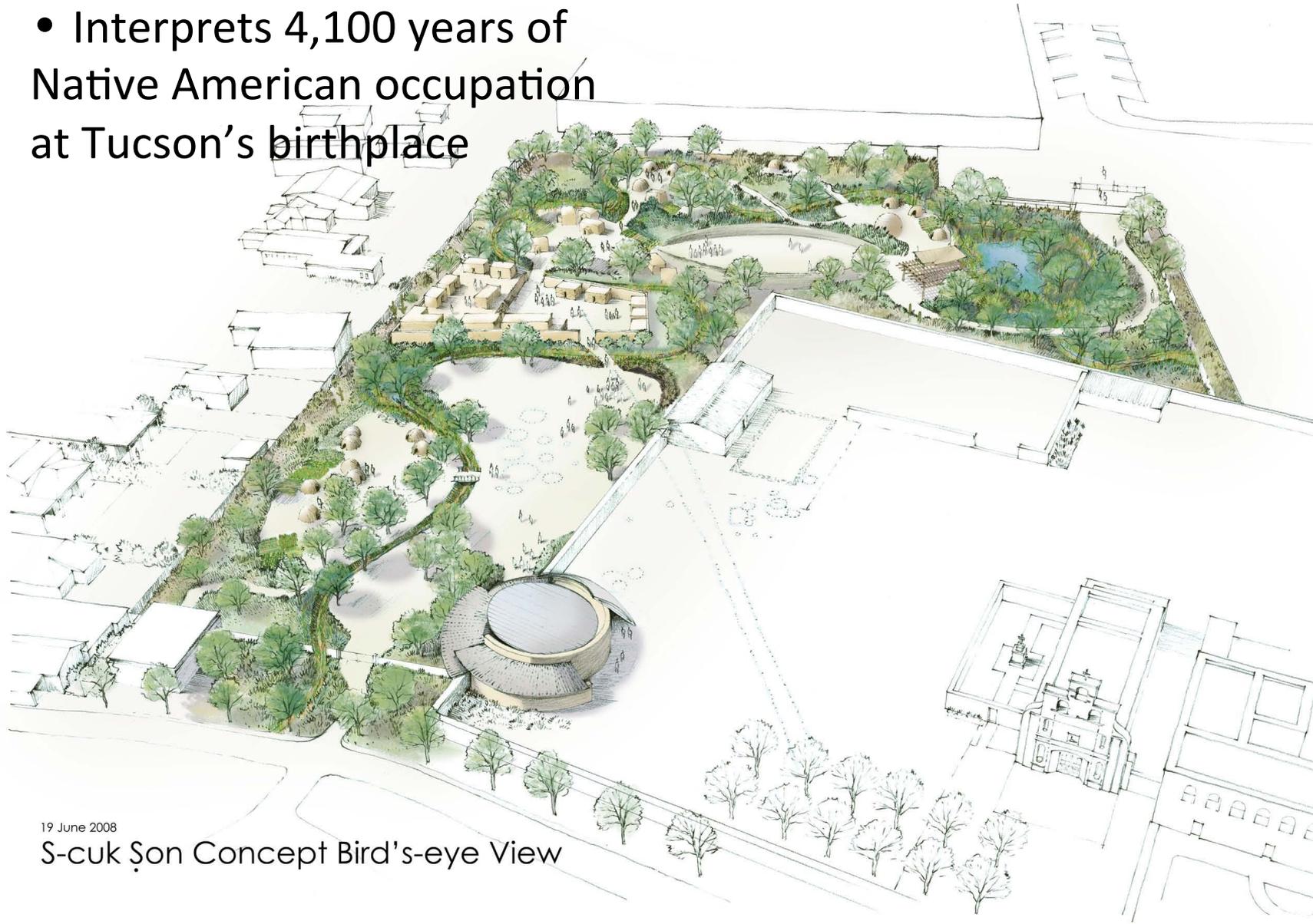


Mission vineyard with wine and table grapes

Planting schedule: plants to arrive between 8-10 years after planting. All plants to be installed between 8-10' high with similar soil types. Trees to be planted on same row, 6' and 10' apart.

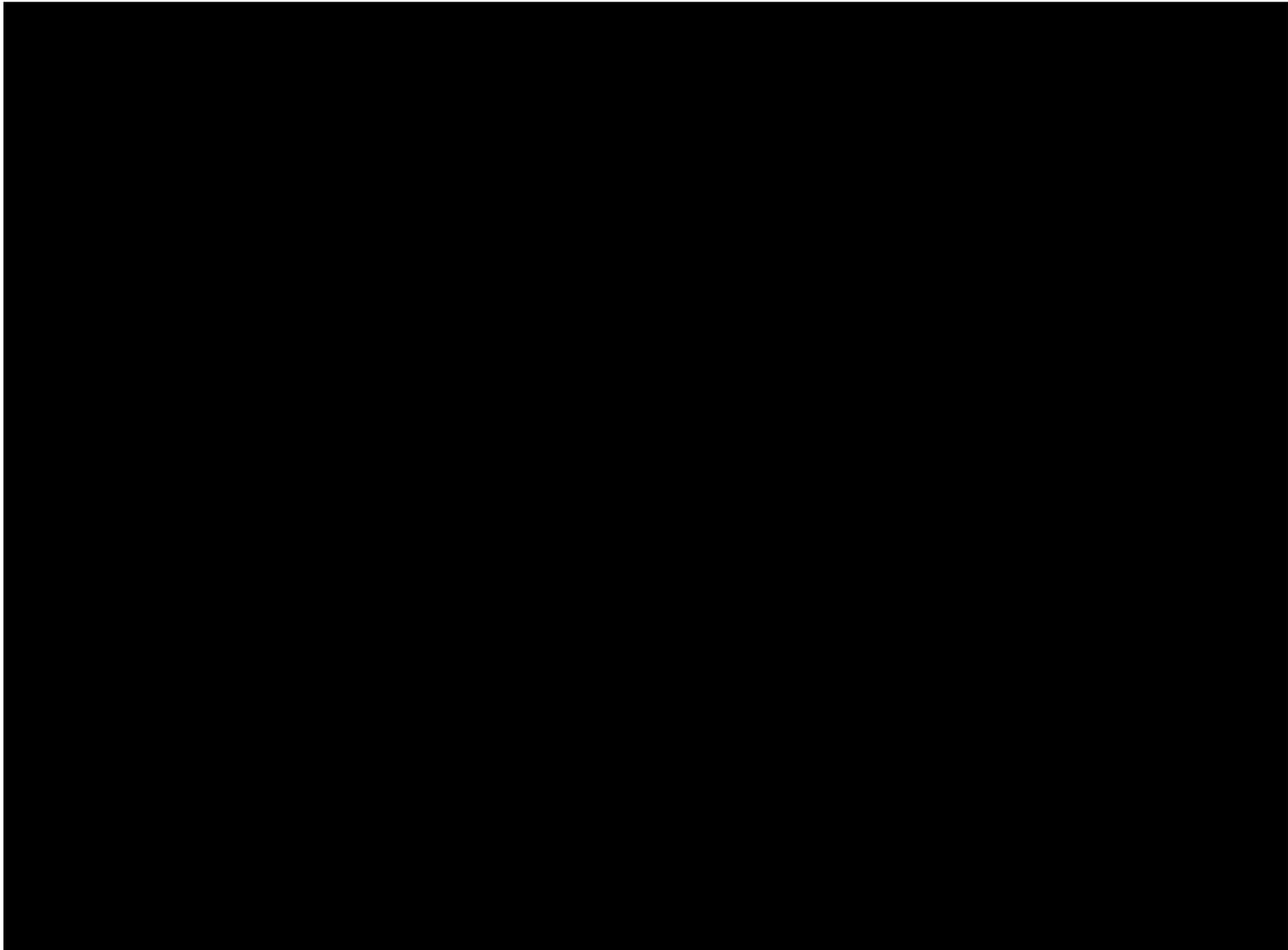
S-cuk Son Area

- Interprets 4,100 years of Native American occupation at Tucson's birthplace



19 June 2008

S-cuk Şon Concept Bird's-eye View





Downtown Tucson Partnership



November 18, 2013

\$230 Million Private Investment

150 New Businesses



2,000 New Jobs



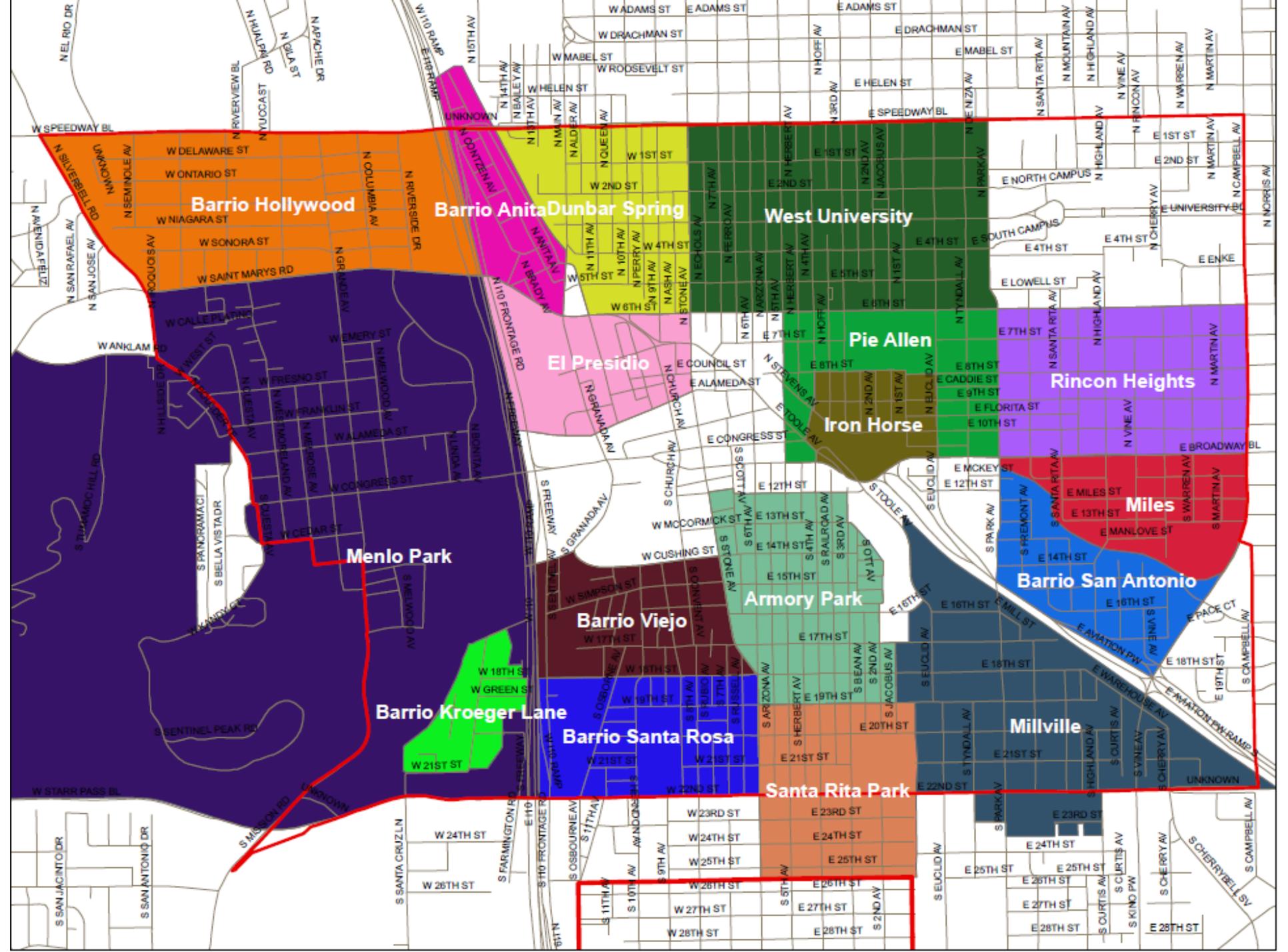
10,000 Construction Jobs



Public Investment \$500 Million

Historic Districts





Barrio Hollywood

Barrio Anita

El Presidio

West University

Pie Allen

Rincon Heights

Iron Horse

Miles

Barrio San Antonio

Menlo Park

Armory Park

Barrio Viejo

Barrio Kroeger Lane

Barrio Santa Rosa

Santa Rita Park

Millville

4th Avenue Underpass



Pennington Street Garage



Plaza Centro



Luis Gutierrez Bridge



Scott Ave. Streetscape





MLK Building

City County Court Complex



Roy Place





SIGNIFICANT PUBLIC INVESTMENT, 2008-2013



<u>PROJECT Examples</u>	<u>COST</u>
& Fourth Avenue Underpass	\$ 43,300,000
& Central Energy Plant Repairs	\$ 9,100,000
& MLK Housing	\$ 23,100,000
& Fire Central	\$ 38,900,000
& City-County Courthouse	\$143,500,000
& FBI Building	\$ 21,500,000
& Infrastructure Improvements (Rio Nuevo)	\$ 37,700,000
& Modern Streetcar	\$196,000,000
& Plaza Centro Garage and Retail	\$ 19,000,000
& <u>TOTAL OF ALL PUBLIC PROJECTS:</u>	<u>\$761,000,000</u>

Hotel Congress



Maynard's



Madden Media



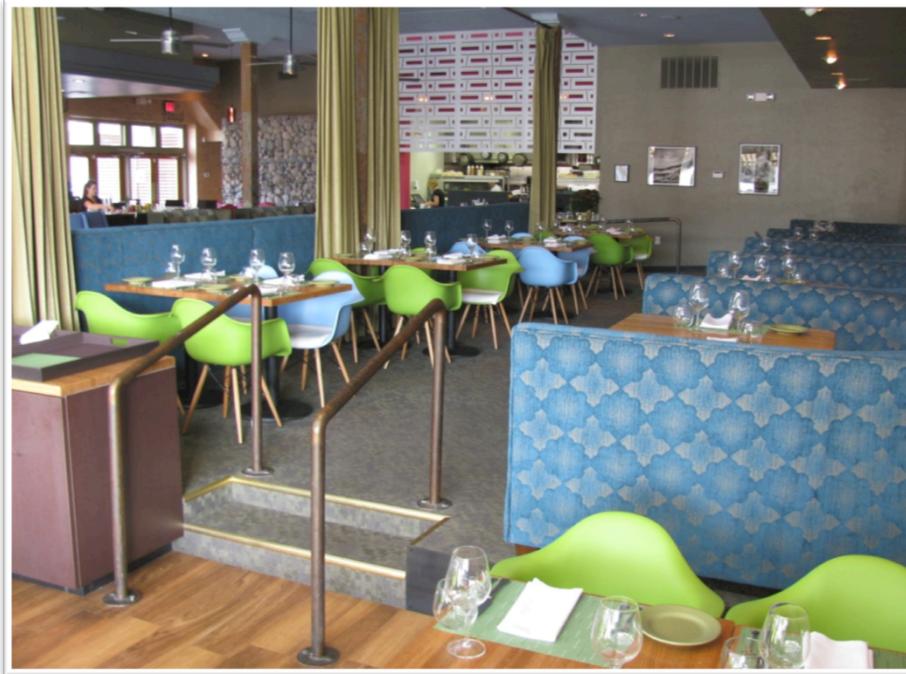
UniSource



Providence Corporation



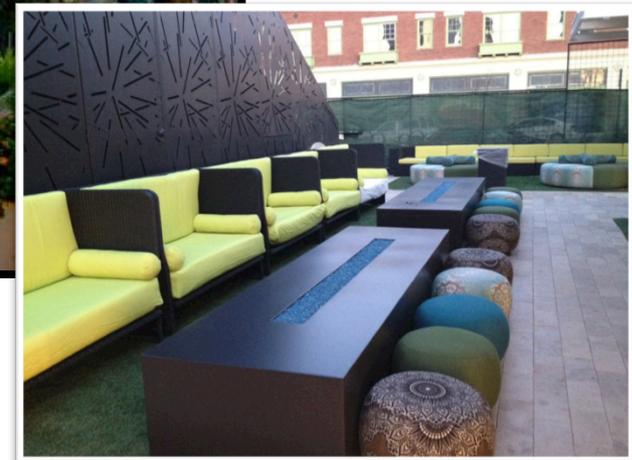
Janos



HUB

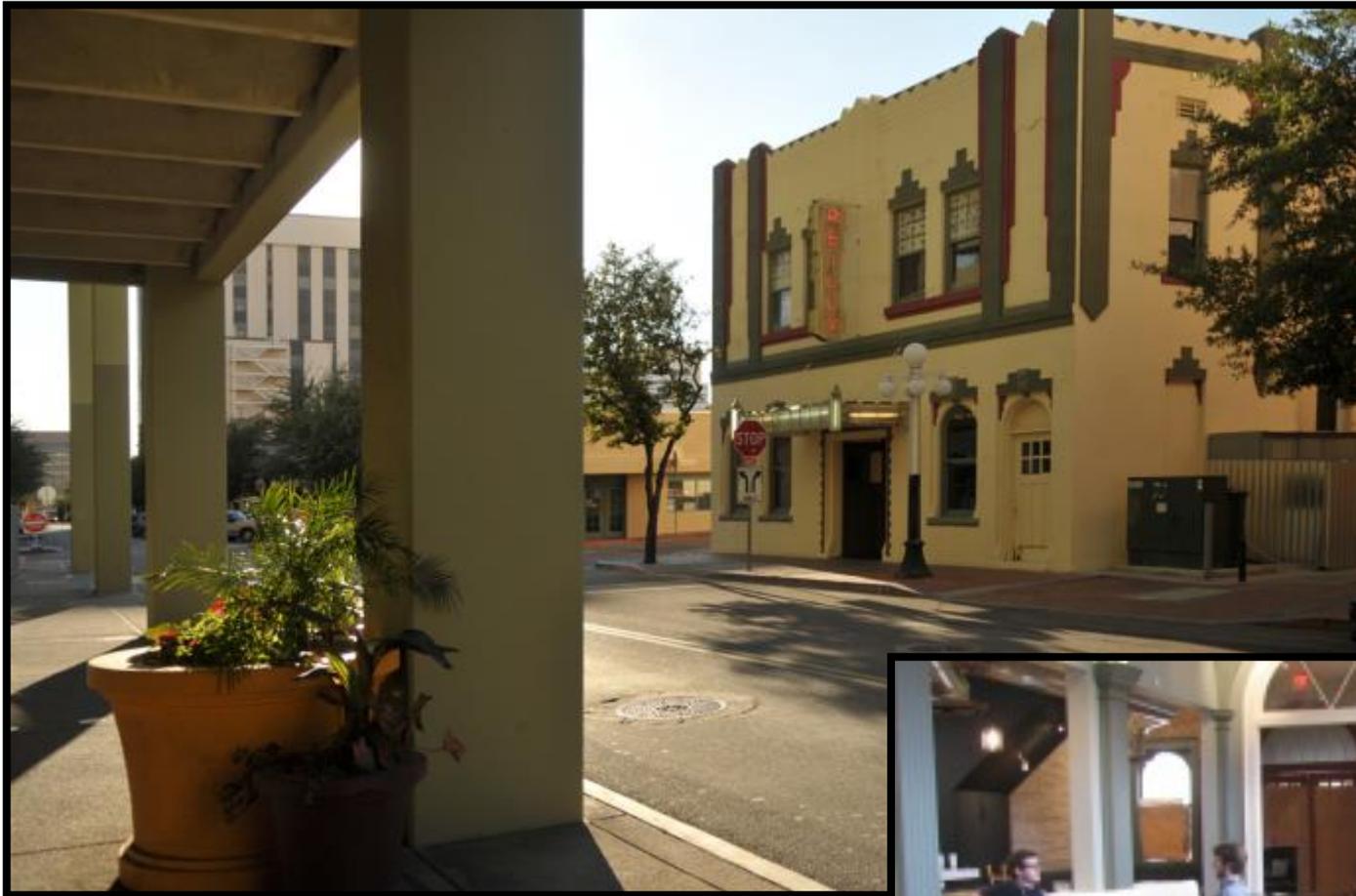


Playground



Photos courtesy of Playground

Reilly Pizza



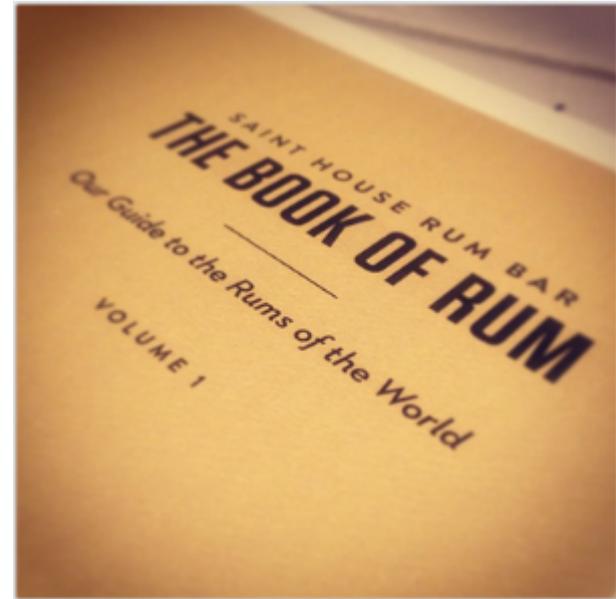




diablo burger



Photo by Melissa Dunstan courtesy of Diablo Burger.



Photos courtesy of Saint House



- Buffalo Exchange
- June's Corner Store
- Hydra
- La Fleur
- VII Grand
- Revolutio
- Desert Bloom
- Fors Shop
- Saint Cecelia Studios



REVOLŪTIŌ



Retail



- ↳ Maker House
- ↳ Gangplank
- ↳ Connect
- ↳ Xerocraft
- ↳ Hive



connect

Co-Working Spaces

Sentinel Plaza Senior Housing







HERBERT

RESIDENTIAL



Cadence Student Housing



THE
CADENCE

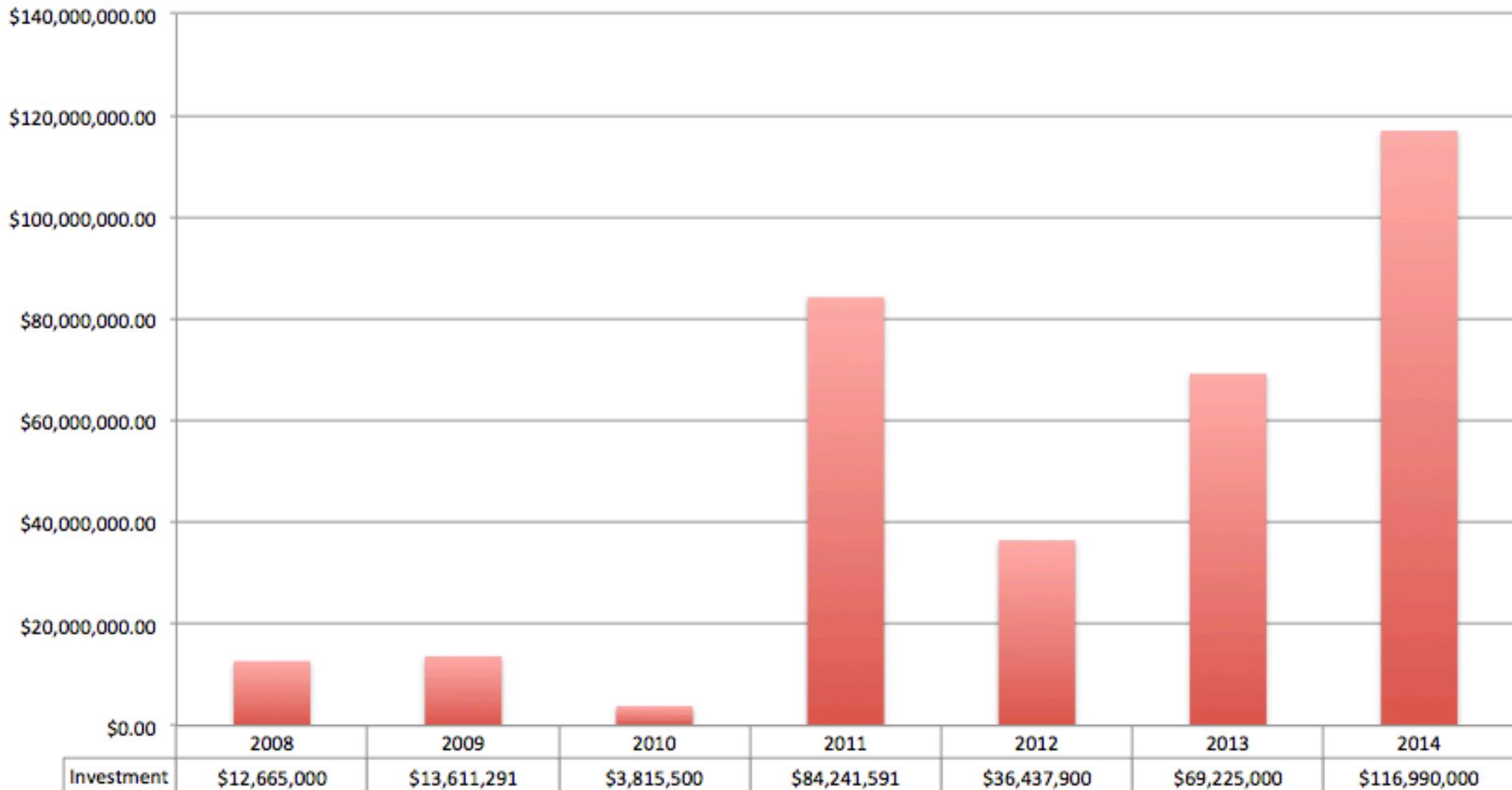




Private Investment 2008-2013

\$220,000,000

Investment

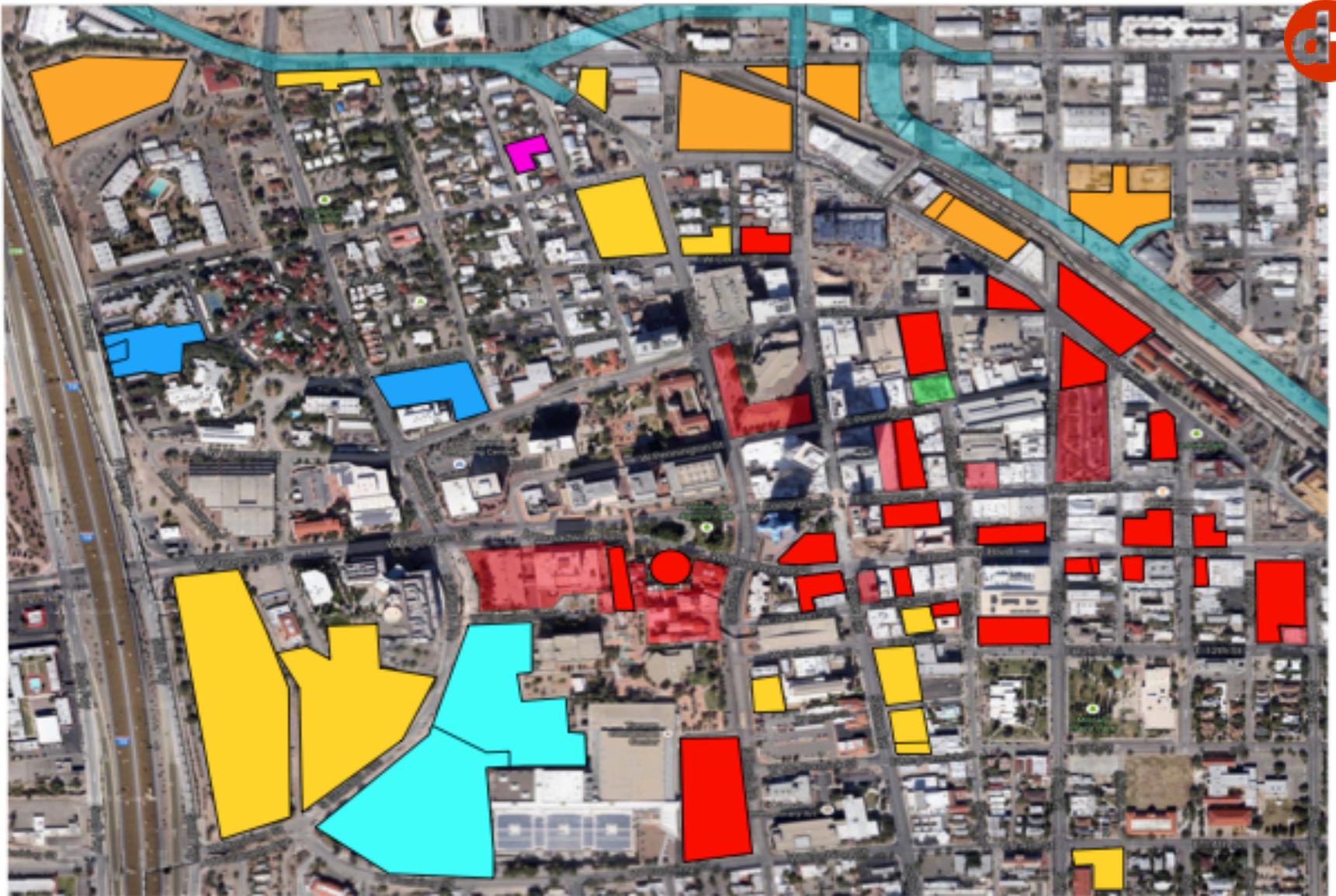




\$3-5 Billion?

THIS MARKET IS NOT SATURATED, I CAN STILL SEE LARGE AMOUNTS OF VACANT LAND





OCR2- 300 FT	I1- 75 FT	C3- 75 FT	C1- 30 FT	PAD 5- 300 FT	Undeveloped Properties
OCR2- Existing Bldg.	I1- Existing Bldg.	C3- Existing Bldg.	PAD 2- 100 FT	O3- 40 FT	





Rio Nuevo

“The vision for Rio Nuevo is the creation of a network of unique experience areas, linked by shaded plazas which connect new cultural, civic, entertainment and business uses interwoven in a historically accurate and aesthetically pleasing manner throughout the Rio Nuevo District.”

“Tucson evolved as a community of cultures intimately connected to the mountains, the Sonoran Desert, and its rivers. As the City has grown, these connections have become tenuous, and the community is now working to re-establish them, beginning with the core of the City.”

“It is our firm belief that many of the projects evaluated herein can be designed, constructed, and launched into operation within the 10-year window, effectively implementing the Master Plan, thereby enhancing the City of Tucson with exciting, culturally rich, and economically sustainable development. It can also succeed at strengthening neighborhoods, and restoration of the natural environment that is of central importance to the heart and soul of Tucson.”

Rio Nuevo PROJECT

WHAT IS RIO NUEVO?

The Tucson Basin has been continuously inhabited for over 5,000 years. Some 3,000 years ago, farmers began growing corn in the shadow of "A" Mountain, on a site we now call "Rio Nuevo." These thousands of years of history, on a site occupied by cultures including the Tohono O'odham, Pima, Spanish, Mexican, Chinese, and Anglo, wait to be discovered.



Presidio Historic Park (Presidio Wall)

WHAT IS PROPOSITION 400?

Proposition 400 is a question placed on the November 2nd ballot. For the first time in 25 years, Tucsonans have the opportunity to retain half of their State sales tax for Tucson priorities.

- This is a unique and limited opportunity.
- This is not a sales tax increase.
- This is not a new tax, and it will not affect property taxes.

If approved, Prop. 400 will allow the State to share an estimated \$60 million of future State sales tax dollars generated in Tucson to begin the process of re-creating Tucson's birthplace, building an aquarium and new museums, restoring historic buildings and existing museums, and stimulating new private investment. This effort is called the Rio Nuevo Project.



RIO NUEVO MULTIPURPOSE FACILITIES DISTRICT
Rio Nuevo Site



Historic Trolley
Downtown Tucson
Intermodal
Master Plan
Depot

WHAT IS THE RIO NUEVO PROJECT?

The Rio Nuevo Project is founded on Tucson's unique cultural history and dedicated to an equally vibrant future. The Project will preserve and restore historic structures, pay close attention to the natural environment, create interpretive exhibits, recreate historic buildings, aid in construction of new museums, and stimulate new private investment in the form of hotels, homes, and businesses.

Passage of Prop. 400 will allow Tucson to implement the Rio Nuevo Project, which includes the following elements:

- Development of Mission San Agustin Cultural Park and Settlement Area
- Construction of infrastructure, roadways, and linkages within the Downtown area
- New Sonoran Sea Aquarium
- New International Visitors & Trade Center
- New Arizona Historical Society Museums
- Enhancements to Downtown Museums
- New Presidio Historic Park (Presidio Wall)
- Restoration of the Santa Cruz River
- New convention hotel and other private commercial mixed-use development

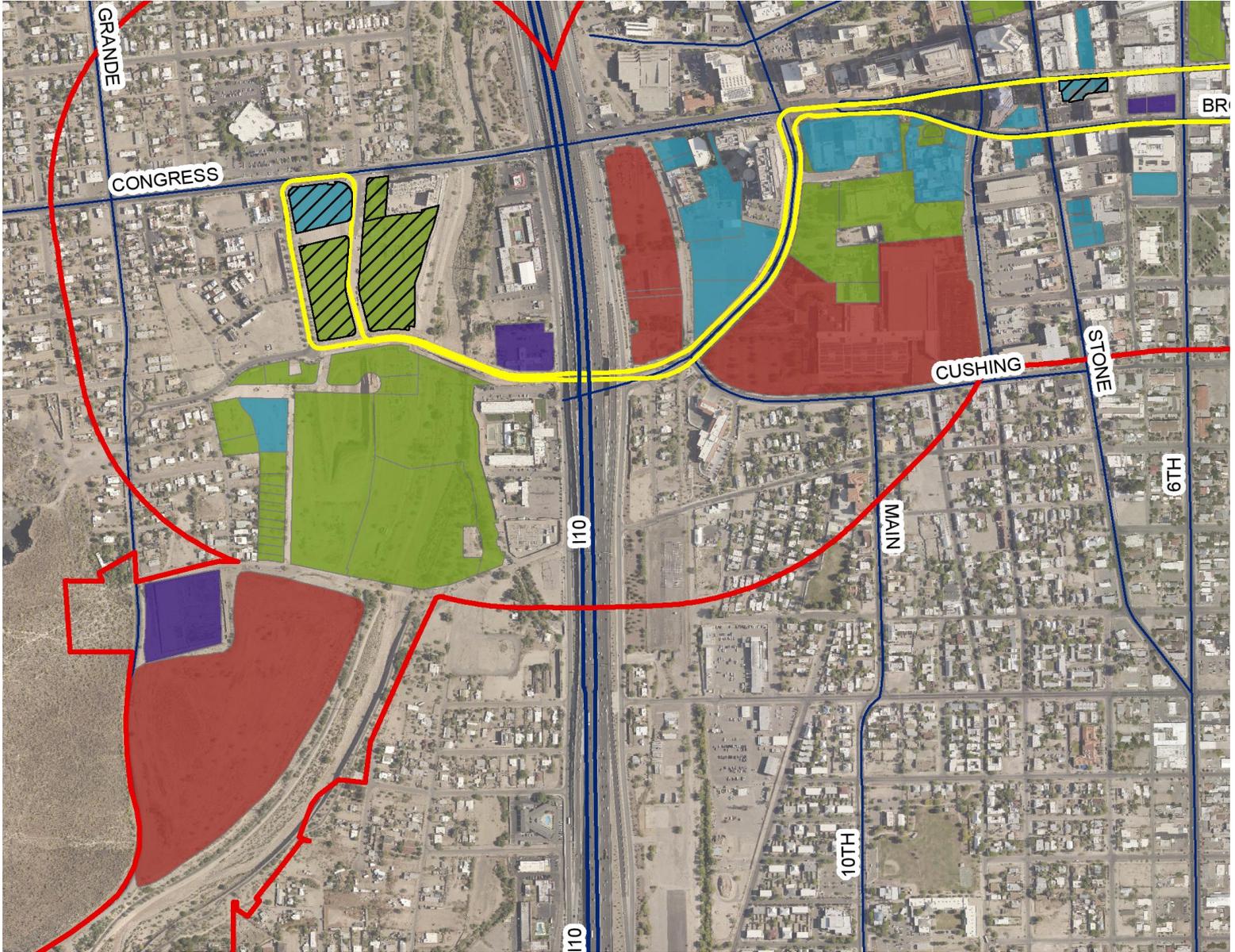


The Downtown Sea Aquarium

These individual efforts, and others, will bring Tucson's unique history to life for all to enjoy, while building a solid foundation for Tucson's future.

Key Rio Nuevo Projects

- Depot Plaza: Parking Garage
- Fox Theatre
- Rialto Theatre
- TCC Box Office
- Mission Gardens
- Presidio Stabilization & Heritage Park
- I-10 Widening/Clark Street
- Purchase of the Tucson Convention Center





Preliminary construction work on TCC authorized by Rio Nuevo

Recommend 21 Tweet 0 g+ 0 Share 5 Print Email ☆

Respond: Write a letter to the editor | Write a guest opinion

November 06, 2013 12:00 am • By Darren DaRonco

Rio Nuevo moved another step closer to fixing up the dilapidated Tucson Convention Center.

The board unanimously approved a general contractor on Tuesday to begin the preconstruction process on \$4.9 million in repairs to the arena.

Concord General Contracting was awarded the contract for preliminary

renovations to the TCC's bathrooms.

Concord President **John Nyman** said, "We look at it as being important to the city to make sure it becomes a success that



Tucson Convention Center

ARENA

GEM & MINERAL SHOW NEXT WEEK

TICKET OFFICE



Rio Nuevo

TUCSON, ARIZONA

TCC ARENA RENOVATIONS & IMPROVEMENTS



Rio Nuevo

TUCSON, ARIZONA

TCC ARENA RENOVATIONS & IMPROVEMENTS

REFRESHMENTS



Rio Nuevo
TUCSON, ARIZONA

TCC ARENA RENOVATIONS & IMPROVEMENTS





DRINKS

CONCESSIONS

Thirst Quenchers		Just For Kids	
Large Draft Beer	7.25	Kid's Meal	6.00
Small Draft Beer	6.25	Hot Dog	1.50
Alcoholic Soda	7.25	Apple & Bananas	2.50
Regular Soda	2.50	Chicken Breast	4.50
Soft Drink	2.50	Kid's Soft Serve	2.75
Sweetened Water	1.50	Fruit Snacks	1.00
Colonade	4.00		
Coffee	2.50		
Hot Chocolate	2.50		

FAN FAVORITES		Salty Snacks		BEVERAGES	
Bratwurst	6.25	Large Beer	7.25	Soft Drink	2.50
Chicken Tenders	8.50	Small Beer	6.25	Hot Dog	1.50
Hot Dog	2.50	Popcorn	4.50	Apple & Bananas	2.50
Pickle Burger	5.50	Small Water (1)	4.50	Chicken Breast	4.50
Chicken Sandwich	5.50	Small Water (2)	4.50	Kid's Soft Serve	2.75
Single Burger	5.50	Soft Drink	2.50		
Buffalo Wings	12.50				
Buffalo Bites	12.50				
Popcorn	4.50				
SWIFT SNACKS					
Cracker Jacks	4.00				
Candy	1.50				

BEVERAGES	
Soft Drink	2.50
Hot Dog	1.50
Apple & Bananas	2.50
Chicken Breast	4.50
Kid's Soft Serve	2.75



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