



PREPARED BY:
PROJECT FOR PUBLIC SPACES, INC.
419 LAFAYETTE ST.
NEW YORK, NY 10003

PREPARED FOR:
RIO NUEVO TIF DISTRICT
TUCSON, ARIZONA

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ABOUT PPS

OUR APPROACH

Project for Public Spaces (PPS) is a nonprofit planning, design and educational organization dedicated to helping people create and sustain public spaces that build stronger communities. Our pioneering Placemaking approach helps citizens transform their public spaces into vital places that highlight local assets, spur rejuvenation and serve common needs.



OUR HISTORY

PPS was founded in 1975 to expand on the work of William (Holly) Whyte, author of *The Social Life of Small Urban Spaces*. We have since completed projects in more than 3000 communities in 43 countries and all 50 U.S. states and are the premier center for best practices, information and resources on placemaking. More than 1000 people worldwide are members of our Placemaking Leadership Council.

Project for Public Spaces is made up of a highly experienced and cross-disciplinary staff trained in environmental design, architecture, urban planning, urban geography, environmental psychology, landscape architecture, arts administration, and information management.

WHAT IS PLACEMAKING?

Placemaking inspires people to collectively reimagine and reshape the public spaces at the heart of their community. It strengthens the attachment between people and the places they share, and helps build stronger communities.

1 INTRODUCTION

PLACEMAKING FOR THE SUNSHINE MILE

ABOUT THIS REPORT

Many know Tucson's Broadway Boulevard between Euclid Avenue and Country Club Road-- once known as the Sunshine Mile--as an iconic and historic highway, with spectacular mid-century modern architecture that graced one of the earliest car-oriented shopping strip in the country. Others know Broadway Boulevard as a fast-moving arterial that connects them to downtown Tucson from the eastern suburbs. Still others might see the boulevard as a hodge-podge of strip commercial centers, gas stations, and office buildings set behind seas of parking. It is truly all three.

This Placemaking Vision, prepared by Project for Public Spaces at the request of the Rio Nuevo TIF District, is a start at giving the boulevard a new, more consistent identity that builds on its past to take it into the future as a walkable, unique destination—a place that people will want to go *to* not *through*. A place not just for cars, but for people. While this report was prepared in response to the planned

widening of Broadway Boulevard to a six-lane roadway with bike lanes, sidewalks, and landscaping, as part of the \$2.1 billion-dollar Regional Transportation Authority plan, we view this as an opportunity to take a new look at the road. It is perhaps time to celebrate its historic character and preserve its iconic architecture, and at the same time, give it a new personality with new and unique uses, public spaces, sidewalks, and bike paths that will welcome neighbors and visitors, and pedestrians and cyclists, rather than just vehicles. We think this street can be a “place” for people and not just for cars.

PPS began its planning process in 2016 by engaging stakeholders and community members through a series of interviews and workshops. Participants expressed a desire to use this opportunity to revive Broadway Boulevard's role as a vital and attractive gateway into downtown Tucson. In addition, the preservation and revitalization of many of the historic buildings and features on the boulevard were



A Placemaking Vision Plan for the Broadway Corridor

identified as a high priority to the public. Based on what we heard, the vision for energizing this major east-west connector should ensure the road's future as a vital corridor that is not only walkable, safe and comfortable, but also a vibrant public destination for all to enjoy.

Placemaking can play an important role in the economic development and marketing strategy for a street, and can actively support its commercial, civic and cultural uses. This Placemaking Vision is of particular importance to businesses, institutions, property owners, and developers along the corridor, as they can play a key role, along with Rio Nuevo, in activating the street to attract more people, whether community residents, university students, regional shoppers, or visitors. While we focus on the redevelopment potential of two blocks that Rio Nuevo could acquire, we believe that adjacent areas could be improved as well to create “walkable clusters” of blocks with retail, residential, or cultural uses. Indeed, the entire

corridor has the potential to become a more urban, walkable, mixed-use neighborhood and shopping destination.

In this report, we apply placemaking principles at three scales: we start with the scale of the entire boulevard, between Euclid Avenue and Country Club Road, and move to the district or neighborhood, and then to the level of individual blocks. We first describe how Broadway Boulevard can have a more *consistent* identity as a “place,” by discussing PPS’s concept of “streets as places” and how it applies to this historic road. Then, because Broadway is made up of distinct zones and residential neighborhoods, we look at what gives the road *community character*—how there are distinct districts along Broadway with their own aesthetic, historic and functional characteristics. Finally, we analyze two blocks—the Historic Bungalow Block and the Solot Block—and how a new placemaking vision could transform them into vibrant and unique destinations.



A Placemaking Vision Plan for the Broadway Corridor

PROJECT GOALS & VISION STATEMENT

Project for Public Spaces, working with the Rio Nuevo TIF District, identified the following **project goals** for developing Broadway Boulevard between Euclid Avenue and Country Club Road, (aka “The Sunshine Mile”) based on reports prepared by the City of Tucson (see the list of documents in the Appendix)

- Strengthen Broadway as a retail, service and civic destination both regionally and locally
- Encourage an appropriate mix of uses to support the district’s needs
- Activate existing and new open spaces and create civic destinations
- Preserve and enhance the unique historic character of the boulevard and complement the character of the adjacent residential neighborhoods
- Enhance comfort and safety of users day and night through appropriate amenities, lighting and security
- Create opportunities to strengthen neighborhood connections through serendipitous interactions
- Make places that encourage diverse populations to shop, eat, work and play together

The goals set forth are designed to complement the widening of Broadway Boulevard, whose construction is scheduled to begin in 2019.

Vision statement: Create a destination neighborhood along Broadway that can capitalize on the access created from the widened road, but that primarily caters to the pedestrian experience. In addition to serving mobility needs in the region, the two-mile stretch of the Sunshine Mile will consist of a series of destinations planned for regional visitors, and local neighborhood residents and workers. The unique historic character of the boulevard will be preserved so that it can contribute to the overall identity of Tucson. The boulevard will be restructured in ways that will improve health outcomes—physical, mental and social-- for residents, workers, and visitors.



THE COMMUNITY ENGAGEMENT PROCESS

PPS conducted four community engagement tasks for the “Broadway Boulevard Vision and Placemaking Plan”:

- Meeting with city staff and consultants, March 27, 2017
- Interviews and focus groups conducted on March 28, 2017, with community stakeholders, developers, and architects
- Community Placemaking Workshop, held on May 22, 2017
- Meeting with City Staff and consultants, May 23, 2017

The purpose of the meeting with city staff was to introduce the Broadway Boulevard project to PPS, to meet the city staff, and to clarify PPS’s and Rio Nuevo’s role in the project.

Interviews with community stakeholders identified the interviewees’ favorite places on Broadway Boulevard, and where potential opportunities for “Lighter, Quicker, Cheaper” approaches to placemaking exist. Afterwards, the interviewees had an in depth conversation about their areas of interest and their overall vision for the corridor.

The Community Placemaking Workshop was a three and a half hour workshop conducted with approximately 40 local residents, business owners, and other stakeholders. The participants were first asked to identify their favorite destinations and those with the most potential. Participants were asked then to finish the sentence, “It’s 2032 and Broadway Boulevard is a great place because...” Finally, “Place Game” in which participants were divided into five groups that each evaluated a different part of the boulevard study area.

After evaluating their sites, the groups were asked the following questions:

- What do you want to do here?
- How will you get here? How is the place related to your neighborhoods?
- What will make you comfortable and add character to the space?
- What kinds of opportunities will there be for social interaction? What will bring people of all ages?
- What would you like to do in the short term to improve your site?

The day after the workshop, PPS met for a debrief with city staff and Rio Nuevo consultants. In this meeting, the community workshop takeaways were discussed, as well as the plan for future development, and the involvement of consultants and Rio Nuevo.

A summary of the findings from the engagement process is included in the Appendix.



"The street is the river of
life of the city, the place
where we come together, the
pathway to the center."

-- William H. Whyte

STREETS AS PLACES

Broadway Boulevard is far more than a transportation conduit. It's an important destination and public space in its own right and can be activated as any great public space would be. Project for Public Spaces (PPS) has developed an approach to transforming streets that we call "Streets as Places," with a number of key principles that will help cities, property owners and businesses gain a new perspective on how streets can energize the life of a city. Broadway Boulevard may not be Main Street, but it is an important regional connector leading to the downtown that also serves its surrounding neighborhoods. In the following pages, we apply many of our "streets as places" principles to the specific needs of Broadway.

When not given over solely to cars, streets, like few other places, can be a public stage where life visibly unfolds in all its variety. From town parades and trick-or-treating, to markets and public gatherings, streets are where we can celebrate and come together with our neighbors. They're where we bump into friends, and one of the few places where we routinely encounter people who are different from ourselves. They're where people have gathered to protest injustice for centuries. Streets are more than just a means of mobility. Streets themselves are critical public spaces that can lend richness to the social, civic, and economic fabric of our communities.

Of course, an important function of streets is also to facilitate travel from one place to another. But many of the streets in our communities – especially those in our downtowns, Main Streets, and residential areas – can be so much more than just a conduit for traffic. Streets as Places is about helping people



Ogden, UT



San Francisco, CA



New York, NY

begin to see streets in their entirety: not just their function in transporting people and goods, but the vital role they play in animating the social and economic life of communities. It's about communities owning and reclaiming their streets, participating in civic life, and having a direct impact on how their public spaces look, function, and feel.

As Peter Kageyama, founder of the Creative Cities Summit, explains: "No longer is it sufficient to build places that are merely functional and safe. Our placemaking aspirations must be as high and as grand as our economic goals because they are bound together." In an age when people are more mobile than ever, and cities and businesses compete to attract talent, great streets are essential to boosting economic development and tourism. And, as in a placemaking process Streets as Places process capitalizes on a local community's assets, inspiration, and potential, and results in streets that contribute to people's health, happiness, and well being.

Broadway Boulevard can become so much more than a conduit for cars. Building on its assets, its history and its surrounding communities, it can become an important destination in Tucson.

HOW CAN BROADWAY BOULEVARD BECOME A PLACE?

1. OFFER A VARIETY OF ATTRACTIONS AND DESTINATIONS:

- Offer a choice of things to do every day
- Power of 10+
- Ensure that there are diverse activities for people of all ages and incomes
- There should be a “continuous variety” of commercial or cultural uses

Streets, like parks and plazas, can be destinations for cities. We believe that a city needs 10+ destinations, with each destination having 10+ places to go that each has 10+ things to do. We call this the Power of Ten. The Power of Ten speaks to layering multiple activities and uses together--opportunities to sit and relax, to eat, to socialize, to recreate, to shop, and so on-- in order to create dynamic streets that will attract many people and encourage them to linger.



FROM EUCLID AVE TO CAMPBELL AVE



Broadway Boulevard “Power of ten” map

We asked workshop participants to identify the places they liked the best on Broadway Boulevard and the places that have the most potential. The places people like the most include the Welcome Diner, the Miles School and Broadway Village. The places with the most potential include the bungalow blocks, the Solot Block and several of the mid-century shopping plazas, and the open space where the Panda Cafe once stood.



The “Panda Cafe” Block



The Solot Block

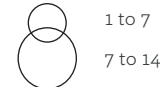


Broadway Village

FROM CAMPBELL AVE. TO COUNTRY CLUB AVE.



Size and range (No. of people)



Color and description

- Places people like the most
- Places which have the potential to be good

2. DEVELOP A UNIQUE IDENTITY AND IMAGE

- Showcase local assets
- Emphasize historic character
- Use lighting, landscaping and architecture to express a unique identity

Broadway Boulevard, now a jumble of architectural styles and urban forms, could be a more consistent corridor, with its own unique character, if certain elements such as palm trees and other landscape elements, lighting, signage, or historic elements are emphasized.

El Paseo, in Palm Desert, and Palm Canyon Drive in Palm Springs are examples of corridors that have developed consistent aesthetic character using street trees, landscape, and consistent architecture.



3. USE EVENTS TO CREATE ENERGY:

- Streets, like parks and plazas, should be programmed with seasonal activities and cultural celebrations
- Streets can be closed on a regular basis for festivals, markets, cultural and promotional events
- Sidewalks can also be the setting for a variety of events without street closures and parking lots

Closing Broadway Boulevard may be difficult, except for large parades, but side streets, parking lots, and pocket parks can become the venues for community gatherings, large and small. Whether neighborhood get-togethers for local residents or city-wide festivals, Broadway Boulevard could be the dynamic destination.



Wynwood Village, Miami, FL – Food trucks



Portland, OR – Outdoor performance
(Photo credit: Collin Andrew The Register-Guard)



4. CREATE A CONSISTENT RELATIONSHIP OF BUILDINGS TO STREET

The building setback on Broadway Boulevard varies from as little as 27' from the curb to over 65'. Just as the uses change from block to block, so does the character of the front yards, ranging from from deep parking lots to residential yards to wide lawns in front of commercial buildings.

EXISTING : 27' TO 31'



1920's Bungalows with varying curb to building distance

EXISTING : 40' TO 65'



Mid Century buildings with parking in the front

EXISTING : 40' TO 52'



1960's office set back behind lawn

EXISTING : 30' TO 56'



Commercial use set back behind parking lot with or without buffer

A more consistent, shallow setback, where possible, will help to energize the street front and knit the corridor together. A sense of enclosure will encourage pedestrian activity and evoke the historic character of the road. For example, bungalow setbacks, where space allows, should be consistent with current distances, ranging from 27' to 31'.

SEAT WALL; PLANTED BUFFER AND PAVED SURFACE TO WALK

SIDEWALK FOR PEDESTRIANS

PLANTED / LANDSCAPED STRIP



On blocks with multi-use buildings or retail stores, facades should be close to the sidewalk, with minimal setback, and parking should be behind the buildings or enclosed in parking structures.

ACTIVE FAÇADE WITH SIDEWALK NEXT TO IT

MIX USE DEVELOPMENT

AWNINGS FOR SHADE

OUTDOOR SEATING WITH SHADE



PEDESTRIAN PROTECTION BARRIERS

GREEN BUFFER AND SERVICE AREA

5. ACTIVATE THE EDGES:

- Encourage active and transparent ground floors
- Bring the inside out
- Energize blank walls

Whether existing or new, the ground floors of buildings on Broadway Boulevard should have active ground floors--with people visible--and transparent windows. Light from display windows and even the displays themselves can spill out onto the sidewalks.



The Strand Bookstore, New York, NY

6. ENTICE PEOPLE TO LINGER WITH COMFORTABLE AND FUN AMENITIES

- Moveable seating is both comfortable and gives people a sense of control
- Shade and weather protection encourage people to stay longer
- Create a memorable experience that draws people every day, such as swings, water elements and fun seating

Bus waiting areas, pocket parks, sidewalks, and retail areas on Broadway can all offer shady areas to linger, movable seating, and unusual amenities.



30th Street Porch, Philadelphia, PA



Singapore - Bus Shelter



7. CREATE A SAFE COMFORTABLE WALKING ENVIRONMENT

- Improve crossings for pedestrians.
- Reduce the speed of vehicles.
- Provide planted buffers between the sidewalks and the moving cars.
- Reduce the number of curb cuts to improve safety for pedestrians.
- Provide street trees for visual interest and shade.

MULTIPLE CURB CUTS

CAR CENTRIC

INACTIVE AND DULL
STREETSCAPE



NO SHADE OR SEATING

INACTIVE FACADE

NO LANDSCAPE



- Broadway Boulevard currently presents pedestrians with a hostile environment for walking: multiple curb cuts, fast moving cars, limited buffers and few mid-block crossings.
- Pedestrians will feel safer, even with a wider street, if safe and colorful mid-block crossings are added, landscape buffers are planted, and the number of curb cuts is reduced.

ACTIVE FACADE



LANDSCAPING AS A BUFFER

COLORFUL CROSSINGS CAN MAKE USE OF LOCAL ART



8. DEVELOP ALTERNATIVE PARKING STRATEGIES

- Reduce the number of vehicle access points into parking lots on Broadway.
- Place parking behind buildings wherever possible.
- Encourage shared parking in existing and new parking lots or structures.

Multiple vehicle access points into parking lots on Broadway create hazards for both drivers and pedestrians. In the short-term, parking access should be consolidated into fewer driveways. For example, on the 1/4 mile long stretch between North Tucson Boulevard and South Treat Avenue, there are nine separate curb cuts on the north side and sixteen on the south side (see photo). Access in the short-term should be consolidated into one access point.

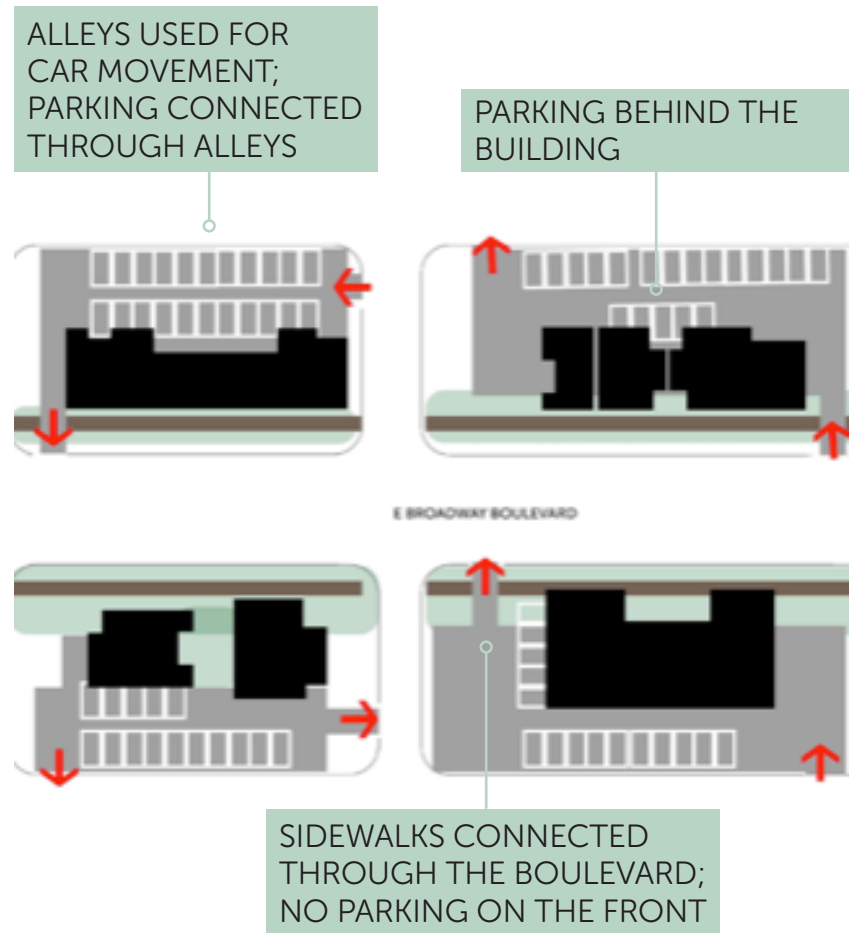
In the long-term, parking should be moved to the back of buildings, with access from alleys and side streets, to create a more comfortable pedestrian environment on Broadway.

Many cities have created parking districts in their downtowns or on commercial corridors with their own regulations, often enforced by special parking authorities.



Five red lines represent current access points into a single parking lot. Could be accessed through one single, easy-to-see curb cut instead.

PROPOSED PARKING STRATEGIES



Shared parking is an effective strategy that reduces unsightly and costly parking lot development. Shared parking lots can meet the demands of businesses and attractions with different hours, while reducing parking requirements by 20-40%.

The following steps are recommended for the model to succeed:

- Study parking demand and supply.
- Assure residents, business owners, employees and customers that parking needs will be satisfied with a shared parking model.
- Change local ordinances that set strict minimum parking requirements.
- Share start-up costs and maintenance for shared parking amongst users.

The Rio Nuevo TIF District could play a leading role in developing a shared parking strategy by using their funds and resources for studies and community engagement. Shared parking requires that many users with various needs work together to create a working strategy, but Rio Nuevo is in a strong position to facilitate this process.

Sources:

https://www.itdp.org/wp-content/uploads/2014/12/Shared-Parking_ITDP.pdf

<https://www.citylab.com/solutions/2015/01/just-because-you-cant-find-a-place-to-park-doesnt-mean-there-arent-way-too-many-parking-spots/384509/w>

Examples of Parking Strategies:

Ann Arbor, Michigan

The city's Downtown Development Authority coordinates public parking across various downtown lots. The charges for these spaces generate income that goes towards alternate transit methods. Priority spaces are given to carpools and electric vehicles. (Photo Credit: Ian Freimuth)

Bethesda, Maryland

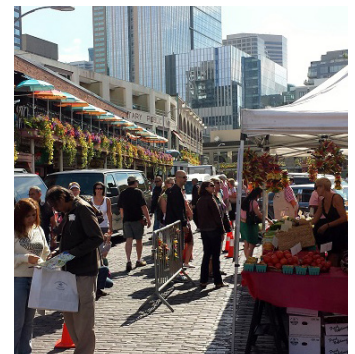
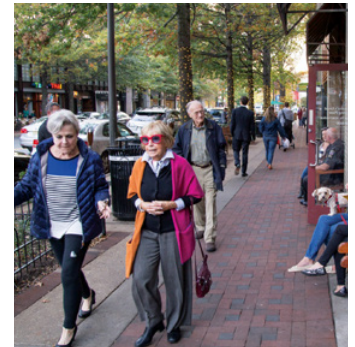
The city of Bethesda has its own parking management district, created after the county's office of legislative oversight decided to revise transportation and parking policies to reflect the current needs of the area. Business developers are able to use shared parking strategies rather than meeting outdated parking standards outlined in zoning laws. (Photo Credit: Skip Brown)

Seattle, Washington

King Country Metro found that 25% of residential parking spaces in the area are unused at any one time. However, regulations prevent these spaces from being used for other purposes, such as park-and-ride or customer parking. The city is now taking steps to erase barriers to shared parking for new developers, in order to save valuable money and space. (Photo Credit: Aaron Cruz)

Monrovia, California

The Studio Movie Grill, a 12-screen movie theatre in the small Old Town district of Monrovia, has no parking of its own. Because its peak hours are in the evening, the theatre is able to share parking with the area's businesses in public lots. (Photo Credit: Brad Haugaard)



EXAMPLES OF STREETS AS PLACES



CREATING A PEDESTRIAN STREET IN PALM SPRINGS

Palm Canyon Drive is a main street in Palm Springs, CA that is designed with pedestrians in mind. Although it is a three-lane, heavily trafficked road, it feels safe and comfortable for pedestrians to walk along. Many of the shops along the street have arcades to create pedestrian friendly sidewalks, and large palm trees separate them from the street. Once a year, four blocks of the road shut down for Villagefest, allowing people to reclaim the street and recognize the neighborhood's full potential. The street is home to modern buildings and independent historic buildings, including 28 registered Historic Sites.





Brighton Boulevard Before



Proposed Brighton Boulevard

REMAKING BRIGHTON BOULEVARD IN DENVER

Brighton Boulevard is an arterial connecting Downtown Denver to I-70 and the Denver International Airport. A redevelopment project for the street is currently underway to make Brighton Boulevard safer and more pedestrian friendly, and to allow for multimodal transportation and an up and coming arts district identity. One of the first objectives for the road is to create “streetscapes”, or paved through sidewalks along the entire stretch, along with two-way bikelanes. The project is being developed in phases, with some action points being quick, cheap interventions, and some requiring a complete restructuring of the road and surrounding area. Each of the goals for the project is outlined in terms of how it can be accomplished within the various timelines of the project.

In development, the city recognizes that there are distinct characteristics of different parts of the boulevard, and treats them as such. For example, the Main Street Area is a mixed use residential and commercial area, and can be made into a destination with street fronting retail and placemaking, whereas the Education, Industry, & Development Area is primarily industrial and needs to emphasize transportation needs and safe sidewalks. Overall, the redevelopment plan for Brighton Boulevard fits into the larger development plan of the River North Art District in Denver, and addresses many key points about placemaking as it applies to large-scale street development.

COMMUNITY CHARACTER

While Broadway Boulevard could have a unique and consistent character all its own that builds on its historic reputation as the Sunshine Mile and draws a city-wide audience with its unique destinations, the corridor is also made up of functional and historic neighborhoods that can contribute to the placemaking effort.

The boulevard, because of its location adjacent to the downtown, south of the university and surrounded by historic residential neighborhoods, consists of districts that each have their own identity:

The Gateway: The road serves an important function as a gateway to the downtown commercial district, and as the downtown is limited in size, it could even be viewed as an extension of the downtown. Thus, the area just to the east of railroad underpass extending to Mountain Avenue, which will see added density because of its proximity to the University, could be viewed as a high density, mixed-use district with student housing and commercial uses that cater to students.

The Bungalows: The historic character of the bungalow neighborhood creates the opportunity for an arts district that can build on the success of the Lost Barrio. Here the preservation and reuse of the historic buildings will be extremely important to the success of the district.

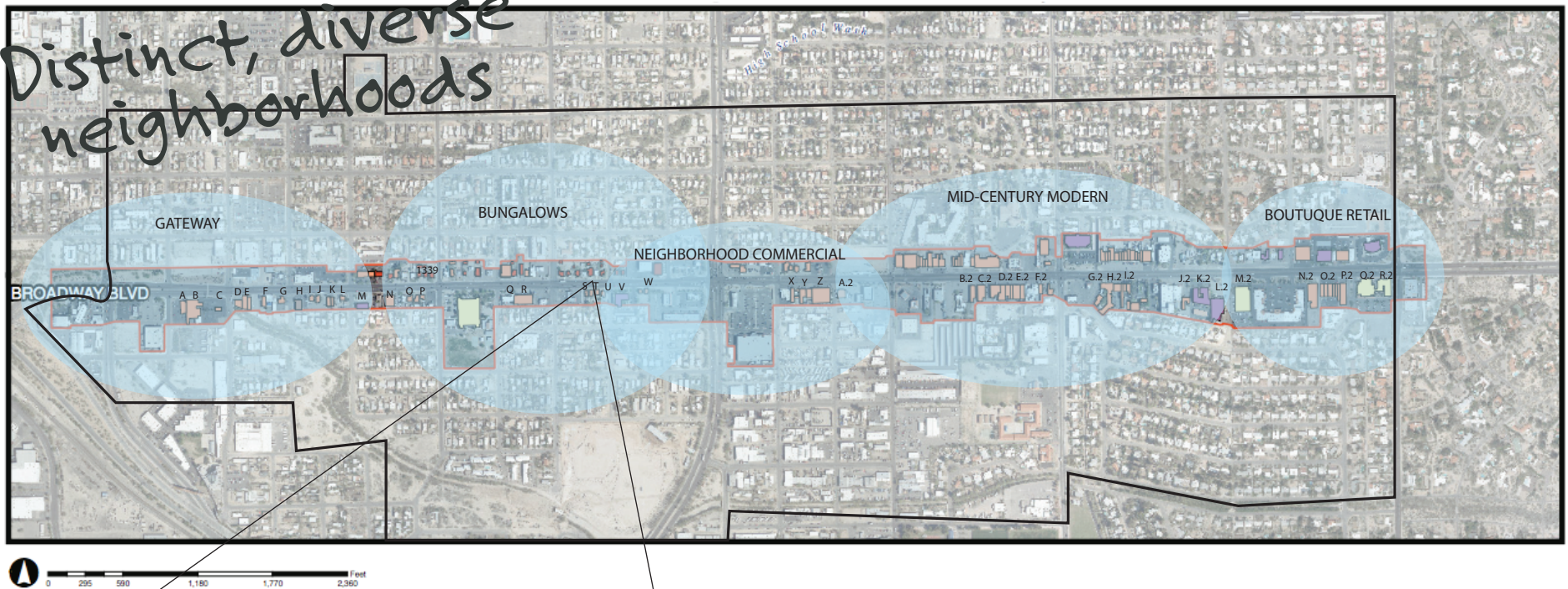
Neighborhood Commercial: The Campbell Avenue intersection, an important neighborhood shopping node, could be redeveloped as a mixed-use district with residential over retail. Requiring shared parking behind new buildings that front the sidewalk will contribute to the urban character of this district.

Mid-Century Modern: East of Campbell, the mid-century shopping plazas that were celebrated as the Sunshine Mile, are another unique element of the corridor that should be preserved, restored and reused for retail and other commercial uses.

Boutique Retail: Broadway Village and the cluster of retail and restaurant uses to its west, are already important neighborhood commercial destinations that should be preserved and enhanced.

Each of the districts can become unique walkable destinations in their own right. With new overlay zoning and design guidelines, new development can support the historic character, expand the current successful uses, and introduce new vitality to the corridor.

Distinct, diverse neighborhoods



Engaging destinations



HISTORIC RESIDENTIAL NEIGHBORHOODS

Broadway Boulevard should also reflect the character of the historic neighborhoods that surround it, whether through architecture, landscape elements, or building materials. In addition, neighborhood residents could view Broadway as an integral part of their neighborhoods, and participate in its planning and programming.



RINCON HEIGHTS

Biker's and walker's paradise, exhibiting an eclectic blend of 1920's-1940's Revival Styles and vernacular designs, including Bungalow, Spanish Revival and Ranch. Known for High School Wash, a natural riparian area with WPA era curbs, sidewalks and culverts

PIE ALLEN

Pie Allen is one of the most historic neighborhoods in Tucson, with many architectural styles such as Transformed Sonoran, American Territorial, Queen Anne Revival, and Craftsman Bungalow. Experienced a revival in the 1970's and is now a popular housing area for students and young professionals

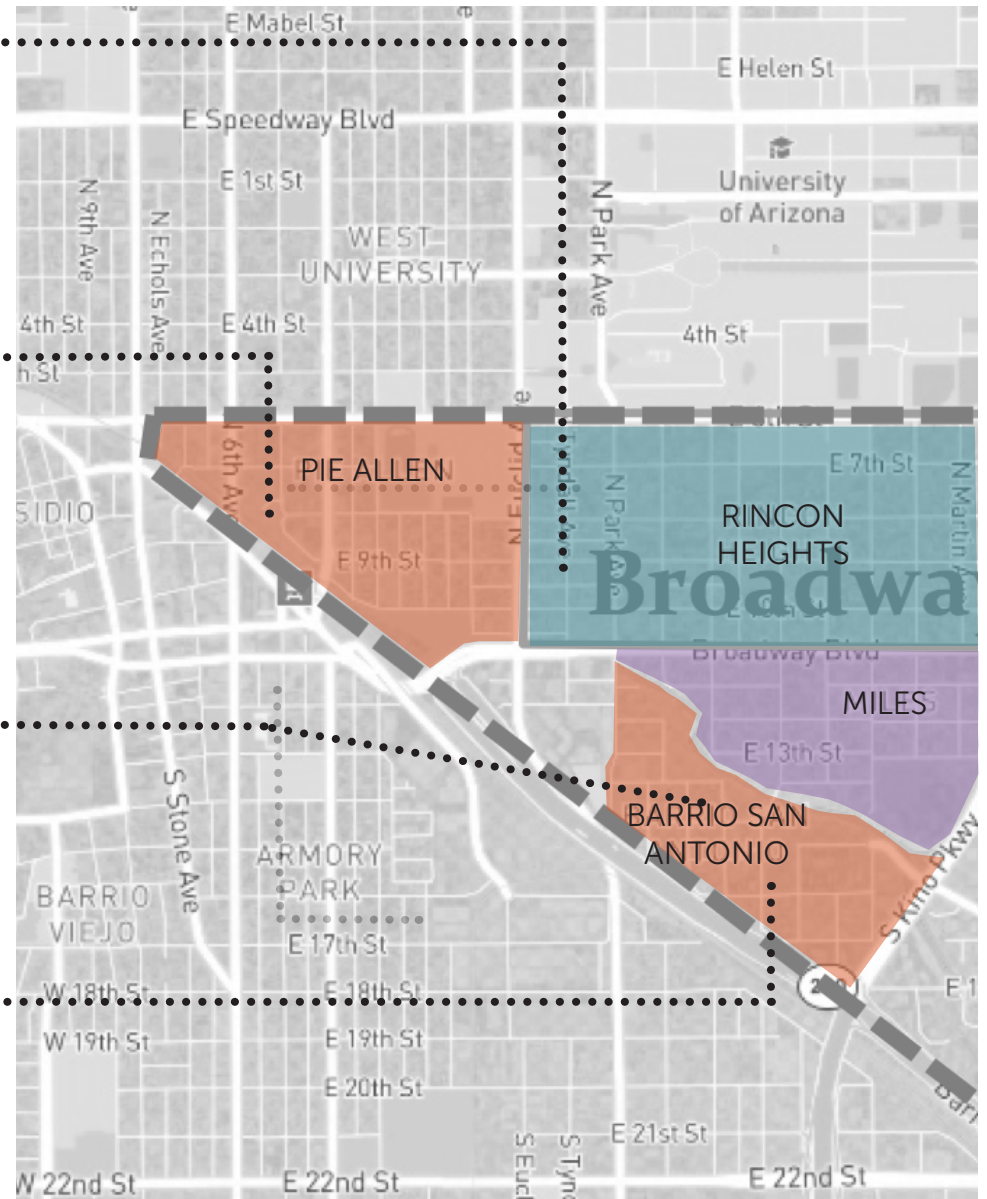


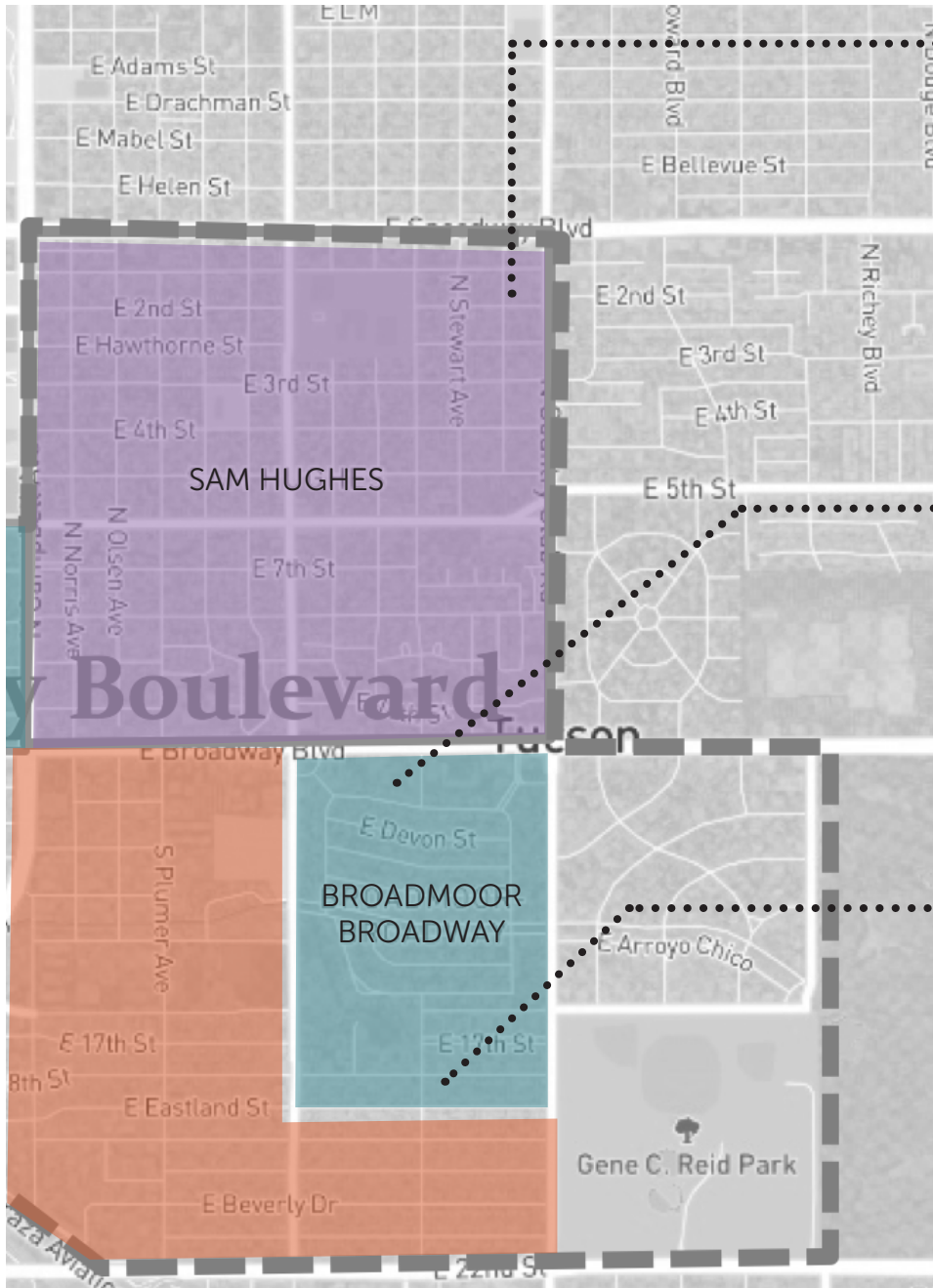
MILES EAST WEST

This area is specifically known for and named after Miles Exploratory Learning Center, a Pre-K through 8 school in the area. People from all over Tucson come to this school. It is the southern extension of the University Heights neighborhood

BARRIO SAN ANTONIO

A federal empowerment zone and home to multiple downtown Tucson elementary schools and businesses. The Lost Barrio shopping district, Cox Communications Tucson, Mission Linen, and many other businesses are in the neighborhood





SAM HUGHES

One of the oldest traditional historic neighborhoods in central Tucson, and an intact example of Tucson's early growth period, included the first establishment of Tucson's free public school system. It includes 24-acre Himmel Park, and architectural styles like Craftsman Bungalow, Mission Revival, International, and Spanish Eclectic.



BROADMOOR-BROADWAY

The Broadmoor-Broadway consists of the Broadmoor Subdivision (created in 1944 from a former golf course), the Broadway Village Shopping Center (one of Arizona's first shopping centers), and other commercial and office uses along Broadway and Tucson Boulevards.



ARROYO CHICO



DIVERSE DEMOGRAPHICS OF BROADWAY BOULEVARD

Broadway Boulevard encompasses not only a wide array of neighborhoods, uses, and building types; it also spans a diverse population, from both a cultural and an economic perspective. The opportunity of Broadway to be inclusive and serve a broader range of people should not be overlooked in thinking about its future

The following statistics are taken from the Land Use, Urban Form, and Significant Buildings Existing Conditions Report prepared for the Broadway Corridor Project in November 2012, primarily using data collected in 2010 U.S. Census of Population and Housing.

Western span versus Eastern span of Broadway

The western portion of the neighborhood has a high percentage of renters and multi-family, high density buildings, due to its location next to University of Arizona. This strongly contrasts with the low-density, older, single family eastern span of Broadway. The residents on the western portion of Broadway Boulevard use multi-modal transportation to get to work with much higher frequency than Tucson as a whole. For residents of the western section, around 12% of total transportation is by transit, 11% by bicycle, and 35% by foot. The eastern span of Broadway Boulevard has transportation

habits that more closely resemble the city's overall habits, using private automobiles as their primary mode of transportation around 95% of the time. The median age of the western span is 22, and the median age of the eastern span is 47.

North-South demographic transition across Broadway

Broadway marks a transition line between the mostly non-Hispanic white central Tucson neighborhoods north of the road, and the largely Hispanic southern Tucson neighborhoods. The Miles East West Neighborhood and Barrio San Antonio have majority Hispanic residents, according to 2010 census data.

Employment opportunities near Broadway Boulevard

Nearly as many jobs are in the area as residents, with 5,884 employees near Broadway Boulevard and 6,098 residents. There are many different types of businesses, many which double as community amenities. Some of the largest employers include Tucson Unified School District, American Red Cross, Cox Communications, Safeway, and Temple Emanu-El. These are distributed around the area, within two blocks of Broadway north or south, although only Safeway is located on the boulevard itself.



HISTORIC BROADWAY BLOCKS

THE HISTORIC BUNGALOW BLOCK AND SOLOT PLAZA

Two blocks that are slated for purchase by the City, because of the impending road widening, offer immediate opportunities for revitalization by building off their historic character. The Bungalow Block between Cherry and Warren Avenues will be either demolished or moved because it is directly in the path of the new right-of-way. The Solot Plaza block, between Tucson and Treat Avenues, will be losing much of its parking lot on Broadway to the new right-of-way and thus is losing its access. Both are owned by multiple private owners, but would benefit from having a single

owner who can develop shared public space, or common areas, to knit the developments together, as well as shared parking lots to replace the lost parking.

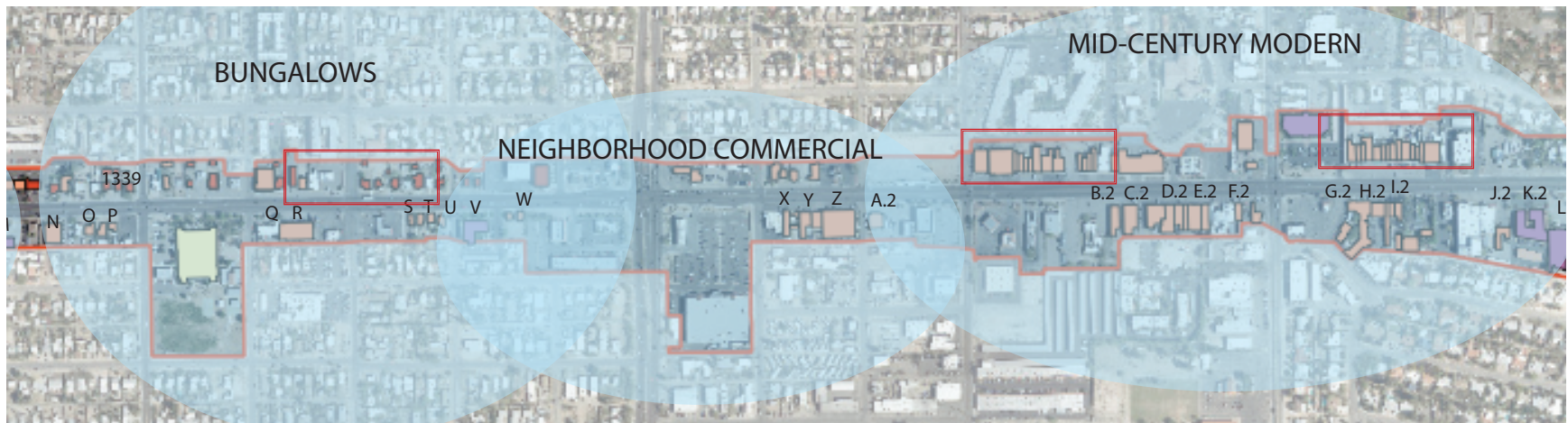
Both blocks have the potential of leveraging similar redevelopment or new development on adjacent blocks to form larger walkable retail or commercial clusters. These blocks are important pilot projects, then, for Rio Nuevo TIF District to invest in to help to catalyze the future redevelopment of Broadway Boulevard.



Bungalow Block



The Solot Plaza



RECOMMENDATIONS FOR TWO KEY WALKABLE CLUSTERS ON BROADWAY

HISTORIC BUNGALOW ARTS
DISTRICT AND MID-CENTURY
PLAZA RETAIL DISTRICT

PLACEMAKING VISION FOR THE HISTORIC BUNGALOW BLOCK

The preservation and relocation of the historic bungalows between Warren and Cherry Avenues provide an opportunity to create a multi-use, art centered destination along the Broadway Corridor. Each bungalow can be converted to a shop, restaurant, event space, or art gallery to attract a wide variety of visitors. By acquiring the entire block of bungalows, and converting them into a unified development, Rio Nuevo would be in a position to create a true destination, where the physical buildings preserve Broadway's past, and new business helps revive its charm.

The bungalows have a distinct aesthetic, in part because of their proximity to the sidewalk and road, a factor which should be preserved as the district is transformed. Maintaining a 25 foot distance from the road ensures that the beauty of these structures, with their landscaped front yards and Southwestern architecture, is not lost as the boulevard is enlarged. By maintaining the front of the block and its relationship to the street, but changing the back of the bungalows to be a publically-shared community area, the bungalow block would begin to form a true, connected place. The public area could be used for gatherings such as concerts, art installation openings, farmers markets, and festivals. This would link the neighborhood together and create a dynamic, human-scaled environment as the district expands.

With future development, bungalows on nearby blocks could be converted to retail space, modern parking structures with first floor retail space could be built, and an arts district would begin to take form around the growing Broadway Boulevard. In the short-term, shared parking strategies could be developed by working with adjacent property owners, and street parking could be implemented on Warren and Cherry Avenues.

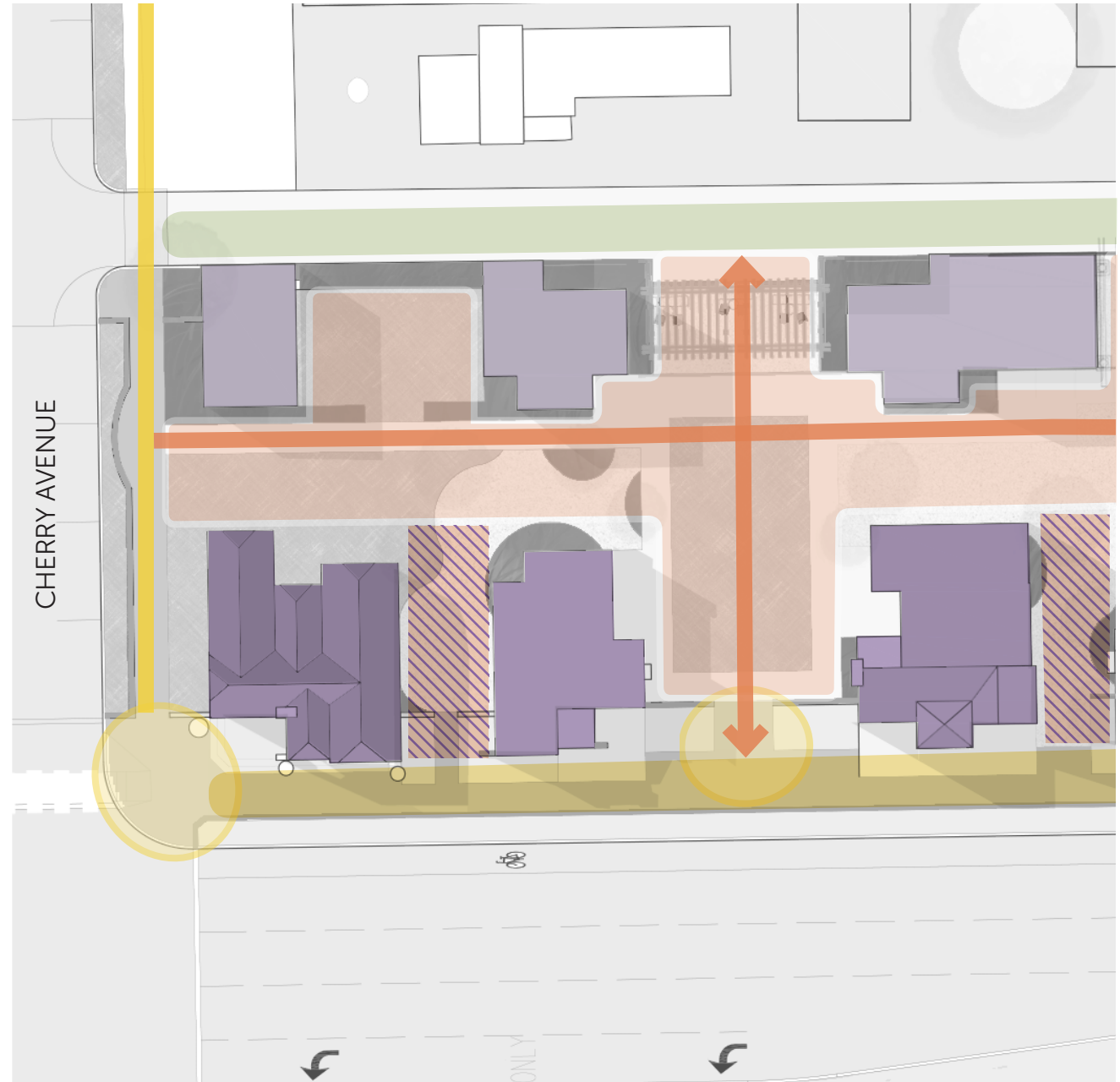


Existing bungalows at 1645 and 1647 show the bungalows' unique relationship to the road and to each other that should be preserved when developing the arts district

PROPOSED USES AND PROGRAMMING THE HISTORIC BUNGALOW BLOCK

The Historic Bungalow Block incorporates all areas of the block, including the street-facing side, the space between buildings, and the alley. In acquiring properties, the owner should treat the block as a whole, from the street to the alley.

- The neighborhood facing spaces**, including sidewalk and front porches, incorporate the bungalows into the surrounding district, and create a distinct presence in the area with a wide, continuous sidewalk, and visible store entrances
- Common outdoor space** open to the public inside the block provides protection from the traffic, and creates a sanctuary space for visitors and the public to relax
- Bungalow retail buildings** would be rented to arts-focused businesses that attract customers to the area for shopping and entertainment. Those facing Broadway Boulevard are pre-existing, but to increase the capacity and potential of the block, more bungalows could be developed along the alley
- Alley** serves as service access, and provides access for pedestrians coming from the neighboring blocks





LANDSCAPE CONCEPT PLAN FOR THE HISTORIC BUNGALOW BLOCK

ONE EXAMPLE OF HOW THE COMMON OUTDOOR SPACE COULD BE DESIGNED

ENHANCE CONNECTIONS INTO THE NEIGHBORHOOD:

Provide wayfinding, bike parking, access from the alleys and new sidewalks on side streets for residents

ART WALK:

A paved walkway connecting Warren to Cherry Avenues (and beyond) and connecting the common spaces of the Historic Bungalow Block

GARDEN ROOMS:

A string of attractive common outdoor spaces in a common area, used for a wide variety of gatherings

ENHANCE PEDESTRIAN CROSSWALKS:

Artist designed pedestrian crosswalks mark the entrance to the district and the Rincon Heights neighborhood



SIDEWALK:

Align the bungalow buildings to the roadway, keeping a 25' to 35' distance from the curb. This distance will allow a courtyard space behind the buildings. A generous landscape buffer separates the walking area from the roadway with native plantings and a seatwall

COMMON FLEXIBLE LAWN:

A space for gatherings, concerts, classes and art displays. The surface could be lawn or compacted gravel and the edges of the proposed and existing buildings will create the courtyard enclosure



PERGOLA:

A garden structure covered with vines and plantings

ENHANCE EXISTING ALLEY:

The alley could keep its current service use and with improvements to its character also provide a welcome pedestrian access to the internal spaces

PROPOSED BUILDINGS ALONG THE COURTYARD:

Small buildings along the courtyard could mirror the style of pre-existing bungalows on the block

COURTYARD ENTRY POINT:

A clear space facing Warren and Cherry Avenues and bordering on the inner courtyard, with seating and tables as well as signage would invite visitors into the pedestrian area

COURTYARD:

An open space with gravel pavement, trees, sculptures and rotating art displays. Features could include: movable seating, informal stage, trees, umbrellas and lighting

SIDE GARDENS:

A tenant-managed space for customers could be created between buildings, similar to the existing bungalow located between the buildings at 1645 and 1647

FRONT PORCH:

Each individual storefront and business should have a front porch for merchandise display, and seating. Provide unique storefront signs and landscape treatments

VISION FOR THE HISTORIC BUNGALOW BLOCK



BUNGALOWS FACING BROADWAY

By retaining a setback of 25 feet in relocating the bungalows, the connection to the boulevard will remain strong and consistent with other bungalows on the boulevard. The preserved, historic bungalows will be interspersed with pockets of private gardens and inviting entryways, that create corridors for

pedestrians to enter the block. Each bungalow can have a noticeable door along the inner courtyard as well as the street, so that the entire block is utilized, and neither the internal art walk nor the curb is ignored.



INNER COMMON AREA OF HISTORIC BUNGALOW BLOCK

The inner courtyard of the block will serve as the central hub of activity, with a paved, accessible art walk winding through with destination points along the route. A pergola will provide shade and a pleasant spot for visitors to rest and enjoy food or beverages from one of the local restaurants or cafes. Shoppers in the area can congregate here, and parents can let their kids wander about

without fear of traffic, as they would have on the street side of the block. Moveable tables and chairs create an atmosphere that is readily tailored to everybody's individual needs. This space can be utilized in the evenings as a main event space for concerts, art walks, or bar crawls, so that the bungalows retain business at all hours from people with a wide array of interests.

DESIGN STYLE FOR THE PROPOSED BUNGALOW BLOCK



The courtyard and bungalow garden spaces can reflect the traditional Southwestern style, incorporating local art pieces and native craftsmanship into the arts district



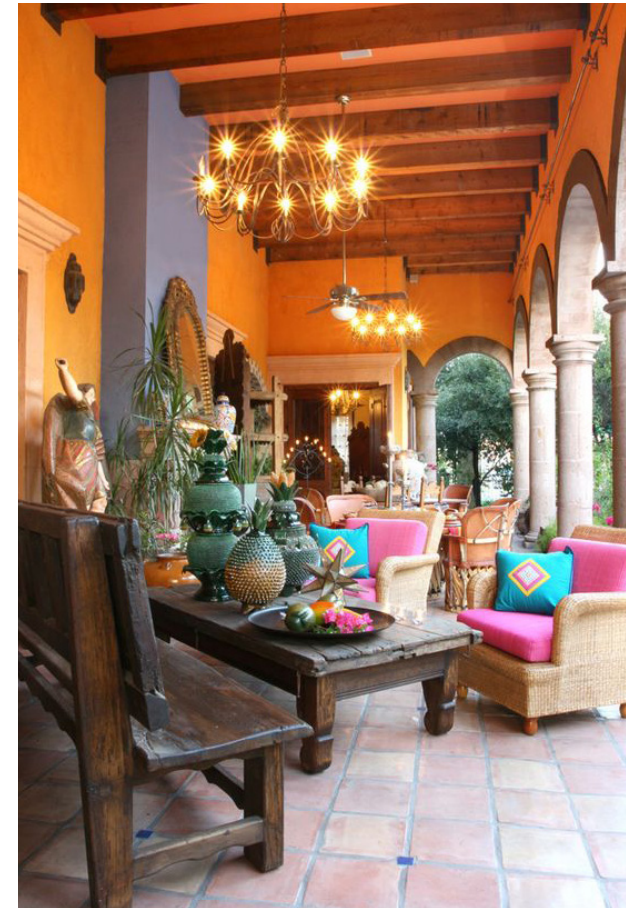
Private gardens between buildings will be landscaped to fit the owners' needs, or can be utilized to create landscaped corridors between the street and inner courtyard



A pergola will provide usable outdoor space in hot summer days, while a grass lawn or large open space can be used in the evenings or for kids' play during the day



The front facade of the bungalows will maintain the bungalows original charm, with native plants and prominent art displays encouraging passersby to take notice



The bungalows will utilize the Power of 10, creating multi-purpose spaces like the above patio, which has seating, art, and a connection to the interior building and the gardens beyond. These spaces can blend private and public, encouraging visitors to enter shops, if they utilize their outdoor space to showcase products

ACTIVITIES & RELATIONSHIPS BETWEEN SPACES



The courtyard walkway would introduce visitors to each of the stores, and keeping the bungalows aligned in the front and back would enhance their visibility. Key elements could be maintained for consistency, such as outdoor furnishings, but stores would incorporate their own designs to display their unique character



Bungalows would each have a prominent outdoor space, so that they stand out from residential houses on nearby blocks, and indoor uses can spill out onto the street as needed



Although the central courtyard is the hub of activity for the bungalows, wide sidewalks, umbrellas, and outdoor seating would also create a noteworthy space in front of the buildings

A Placemaking Vision Plan for the Broadway Corridor



Shade would be readily provided with visually appealing awnings and umbrellas, so that outdoor space could be utilized during inclement weather



Programming in the courtyard would bring visitors into the district for a variety of reasons, including exercise classes, art shows and performances, and art classes

WALKABLE CLUSTER SURROUNDING THE HISTORIC BUNGALOW BLOCK

BUNGALOW ARTS DISTRICT

3 MINUTE WALK

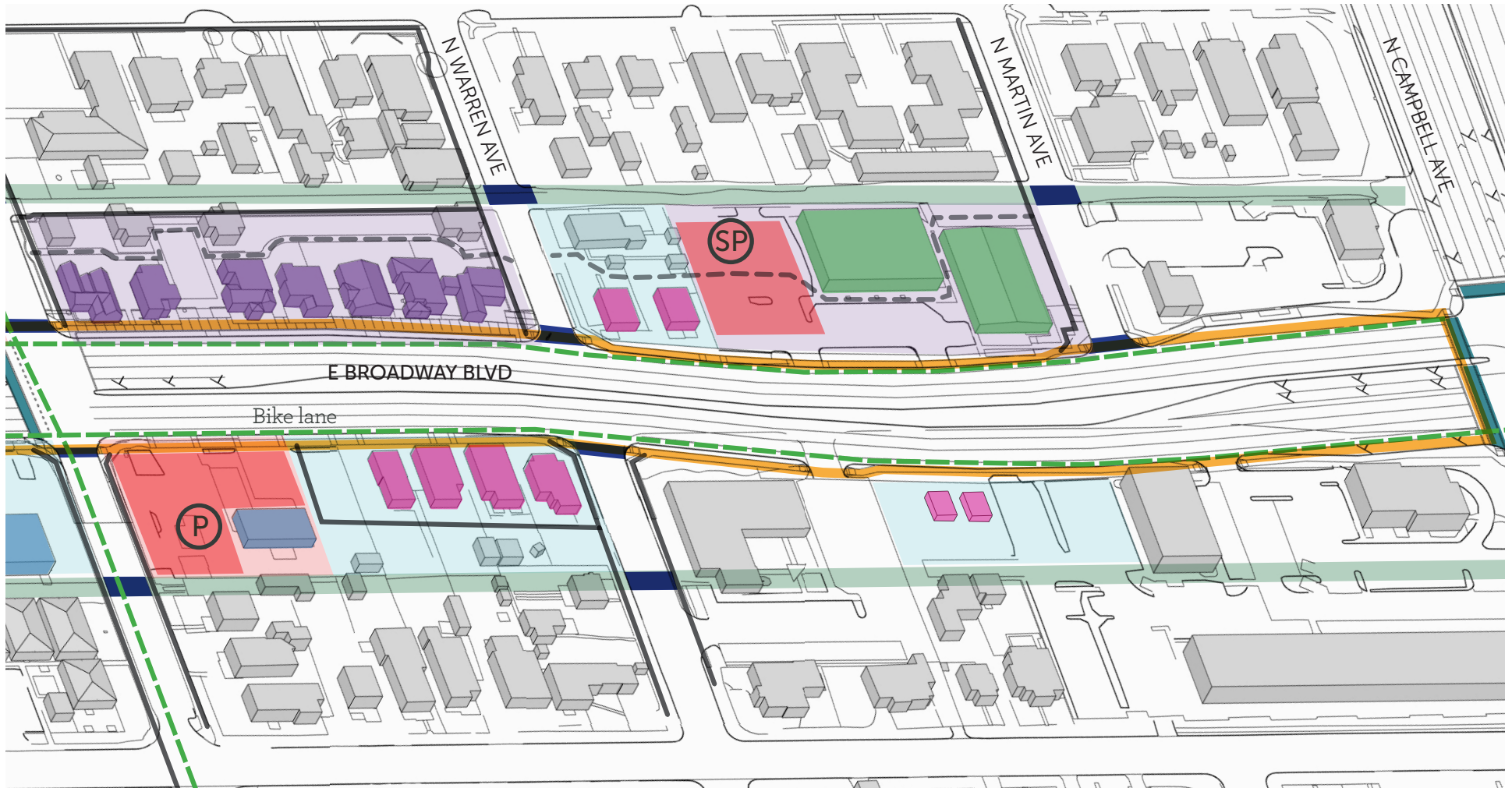


Development



- Block acquired by Rio Nuevo
- Work with property owners to create a walkable environment
- Opportunity for new development (business and parking)

This drawing illustrates the full extent of a potential Bungalow Arts District over the long-term, with more bungalows converted to retail and properties redeveloped to include mixed-use or parking structures with the retail on ground floor. Civic buildings, such as the First Assembly of God church and the Miles Exploratory Learning Center could be integrated into the arts district and allow for shared parking.





3 MINUTE WALK







Parking

-  Opportunity to build structured parking and first floor retail or mixed-used space
-  Opportunity for shared parking

Buildings

-  Relocated historic bungalows
-  Other bungalows
-  Existing businesses (office or commercial)
-  Existing civic buildings

Circulation

-  Sidewalk loop on Broadway
-  Art walk
-  Pedestrian street crossing proposed
-  Alley

CASE STUDIES

BUNGALOW ARTS DISTRICT



RENEWING BUNGALOWS IN VENICE BEACH

ABBOT KINNEY BOULEVARD

Generations of artists, beats, and hippies embraced the affordable, old world charm of Abbot Kinney Boulevard throughout the twentieth century, maintaining its character as it progressed into a world-renowned symbol of California. Combining the charm of old bungalows with the elegance of mid-century modern architecture, Abbot Kinney Boulevard attracts locals and tourists alike. The area has eleven valet parking drop-offs, and is accessible by metro, bus, and bicycle. Abbot Kinney has a particularly successful website, created by the Abbot Kinney Boulevard Merchants Association, which highlights each business. Their successful, street-wide branding and website speaks to the historical significance of the region and its blossoming potential.

BRIDGING GAP TO DOWNTOWN IN DALLAS BISHOP ARTS DISTRICT

Bishop Arts District was a main trolley stop for Dallas in the 1930s, but was widely abandoned until the warehouses were reclaimed by local artists in the 1980s. A bridge connecting the neighborhood to West Dallas in 2012 increased access to the area, so that it could benefit from an influx of residents and visitors.

Today, over sixty independent businesses cater to a variety of visitors, from families shopping for children's clothes to couples seeking out local food and wine on a night out. Wine Walks, hosted three or four times throughout the year, bring in night-time crowds for shopping and dining, with businesses hosting wine stops for potential customers.



CASE STUDIES

BUNGALOW ARTS DISTRICT

CONNECTING SITE IN SANTA FE SANTA FE RAILYARD

Santa Fe, New Mexico has long been adored for its Southwestern allure and vibrant arts scene. Recently, the Santa Fe Railyard has become a popular destination for the expanding arts, entertainment, and fine dining scene. Located about a mile from the main plaza in Santa Fe, the Railyard has active programming to attract visitors out of the main square. Both sides of the railroad tracks are connected by one large pedestrian crossing, which is noticeable because of its location next to a large, historic water tower. A nationally-awarded farmers market is open two days per week, and a variety of businesses liven up this part of the city, including art galleries, museums, performance areas, and restaurants.

The Railyard Master Plan has set forth guidelines to put the railyard land on both sides of the active tracks back into the city's ownership, and the Santa Fe Railyard Community Corporation is a non-profit overseeing development of the 50-acre site, in accordance with the plan. The corporation pays rent to the city equal to 30% of the land acquisition and 100% of the infrastructure cost for development, with all development-related costs being retired in 2030. The corporation is responsible for development, administration, property management, and public use management of the area. With private stakeholders closely working with the city, the Railyard has been able to develop dramatically since the partnership agreement was originally set in 2002.





ENGAGING ARTS IN MIAMI WYNWOOD ARTS DISTRICT

Wynwood is a district in Miami, Florida recognized as a growing destination for the city's large arts and fashion scene. The area was revived thanks to Tony Goldman, a real estate developer who recognized the area's potential in 2004 because it fit his formula for a successful neighborhood: multiple blocks full of similar, small-scale buildings, a street grid, sidewalks, and structures touching the front of the property line. Goldman bought close to twenty-four properties, and started turning them into businesses like restaurants, stores, and galleries that would bring life to the neighborhood. Goldman and art gallery owner Jeffrey Deitch commissioned art murals around the city, works that continue to attract visitors to the area today. Goldman also worked with Miami city officials to ease parking space requirements, making it easier for new restaurants to develop.

In 2013, the Wynwood Business Improvement District, a municipal board of the City of Miami, was formed to represent over 400 property owners in the 50-city-block district, and to advocate for improvement and future planning for the area. Every second Saturday, an art walk brings thousands of visitors to Wynwood to enjoy the buzzing art scene and hundreds of businesses that inhabit the area. In thirteen years, Wynwood has become a central hub for activity in Miami, thanks to the vision of one man and the collective action of engaged business owners, board members, and other key stakeholders.

PLACEMAKING VISION

The mid-century shopping center called Solot Plaza is composed of 13 separate retail and commercial buildings set along Broadway. With the widening of the roadway, the distance to the curb will be reduced to 35' to 40' wide, thus precluding a parking lot. Rather than place a few parking spaces in front of the building, we are proposing to create a continuous walkable plaza with a planted buffer, seating and shade in front of the storefronts, while relocating the parking lot to the rear of the buildings. Share driveways from Broadway Boulevard and East 10th street should be secured with agreements to adjacent property owners to access the parking lot.

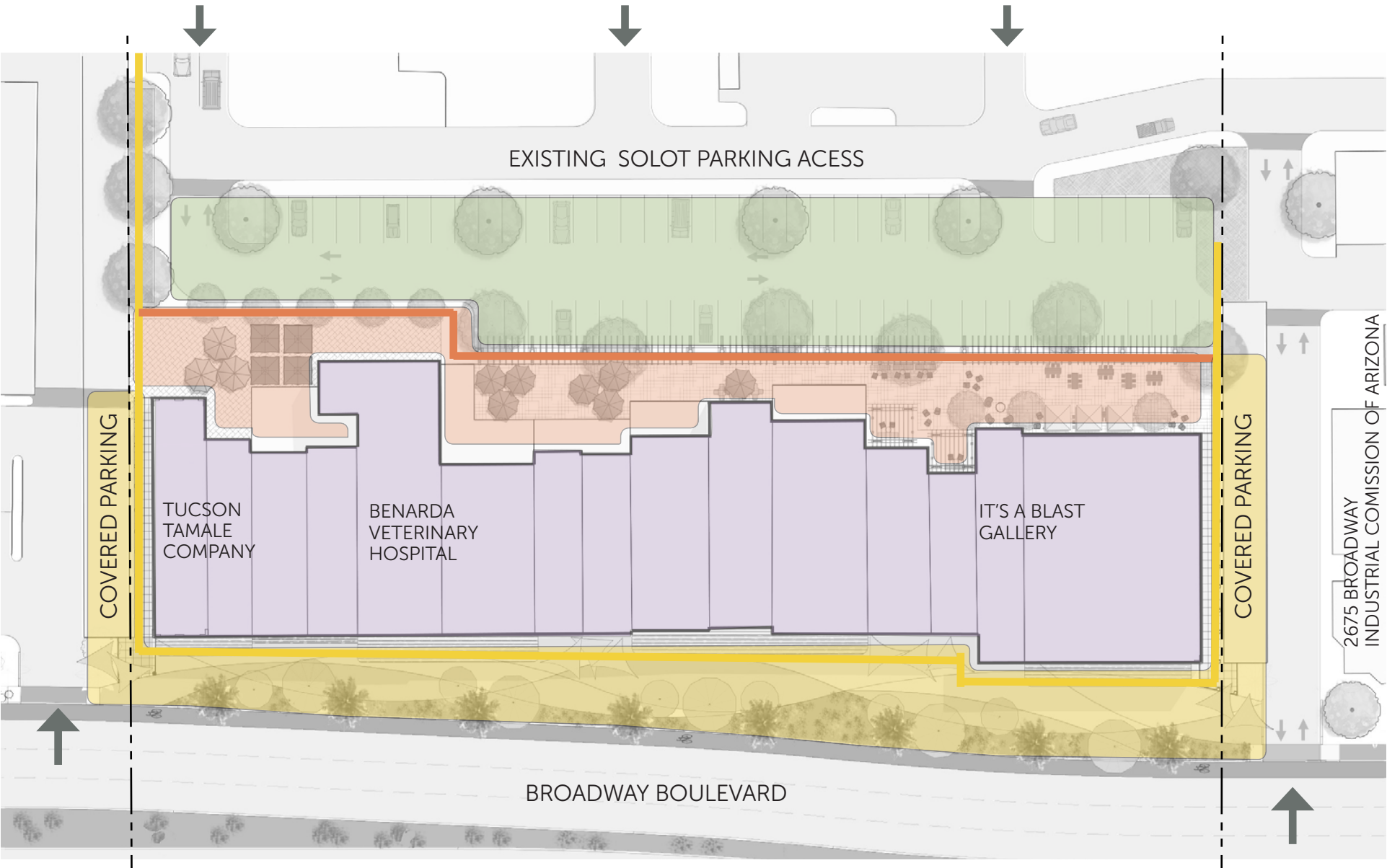
The buildings have a unique architectural character and we propose to retain the current commercial uses if feasible. It is important to connect the block to nearby shopping areas

along Broadway and to the residential neighborhoods. Solot Plaza should be integrated into a larger walkable area that will include other mid-century retail destinations such as the Haas block, the Inglis and Hirsch Shoes block, all within walking distance.



The Solot Plaza currently has a wide parking area directly in front of the store entrances. The new roadway alignment will eliminate the opportunity for parking in this area.

PROPOSED USES AND PROGRAMMING
SOLOT PLAZA



--- Property line

0 50' N

The shopping area at the Solot Block incorporates the area between Broadway boulevard and the buildings and the area behind the buildings.

Storefronts shopping frontage area

The Broadway Boulevard sidewalk should be designed to attract shoppers and be visible from the roadway. A main walkway along the storefronts will allow people to walk along the store windows in the shade and common garden and seating areas with shade will encourage the use of the plaza.

Solot Plaza back entrances

Each store could have a back entrance to ease access from the proposed consolidated parking lot in the rear of the buildings.

Solot businesses

Under ownership of Rio Nuevo, each of the buildings in Solot Plaza would host a distinct and local business which could utilize the outdoor amenities and attract a wide range of customers

Consolidated parking

A parking located in the back of the block will replace the parking lost to the widening of the roadway, and provide easy parking for Solot Plaza customers



The existing facade at 2629 Broadway is a good example of how an interesting facade treatment could provide storefront visibility and shade.



The shopping area at Solot Plaza incorporates the area between Broadway Boulevard and the buildings and the area behind the buildings.



Renderings of the Sunshine Mile from the 1950s show precast concrete shade awnings that add continuity between businesses, and can be adapted to suit 21st century needs



Activities and seating in the shade for the common areas in the rear and front of Solot Plaza.

LANDSCAPE CONCEPT PLAN FOR SOLOT PLAZA

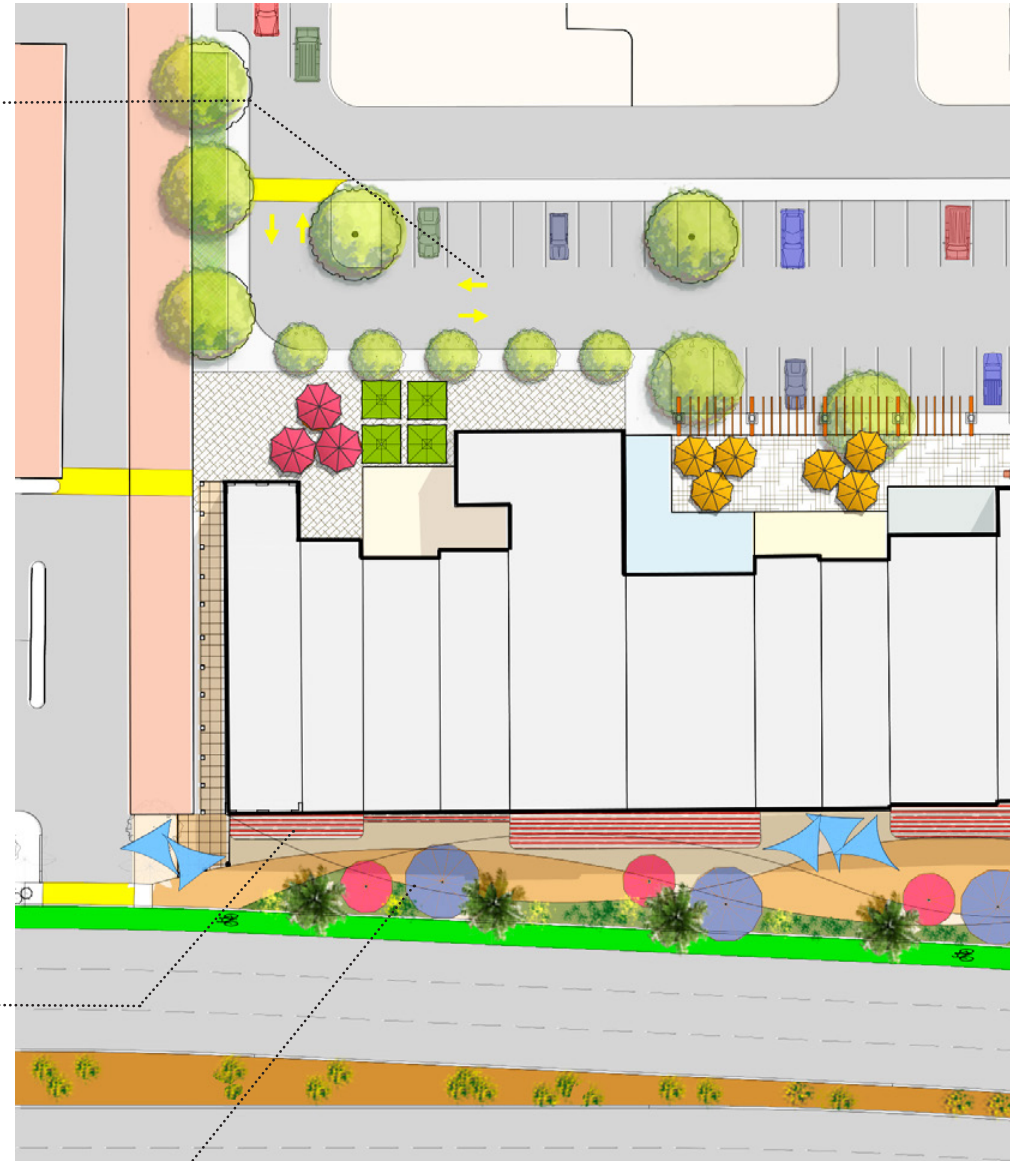
ONE EXAMPLE OF HOW THE COMMON OUTDOOR SPACE COULD BE DESIGNED

PARKING:

A parking lot with trees and permeable pavement located in the back of the building will replace the parking lost to the widening of the roadway. Wayfinding signage, and clear markings facilitates the access to retail. Places to store bikes could be provided to advantage bikers wanting to shop at Solot Plaza. Signage will clearly mark the entrance to the parking lot from Broadway.

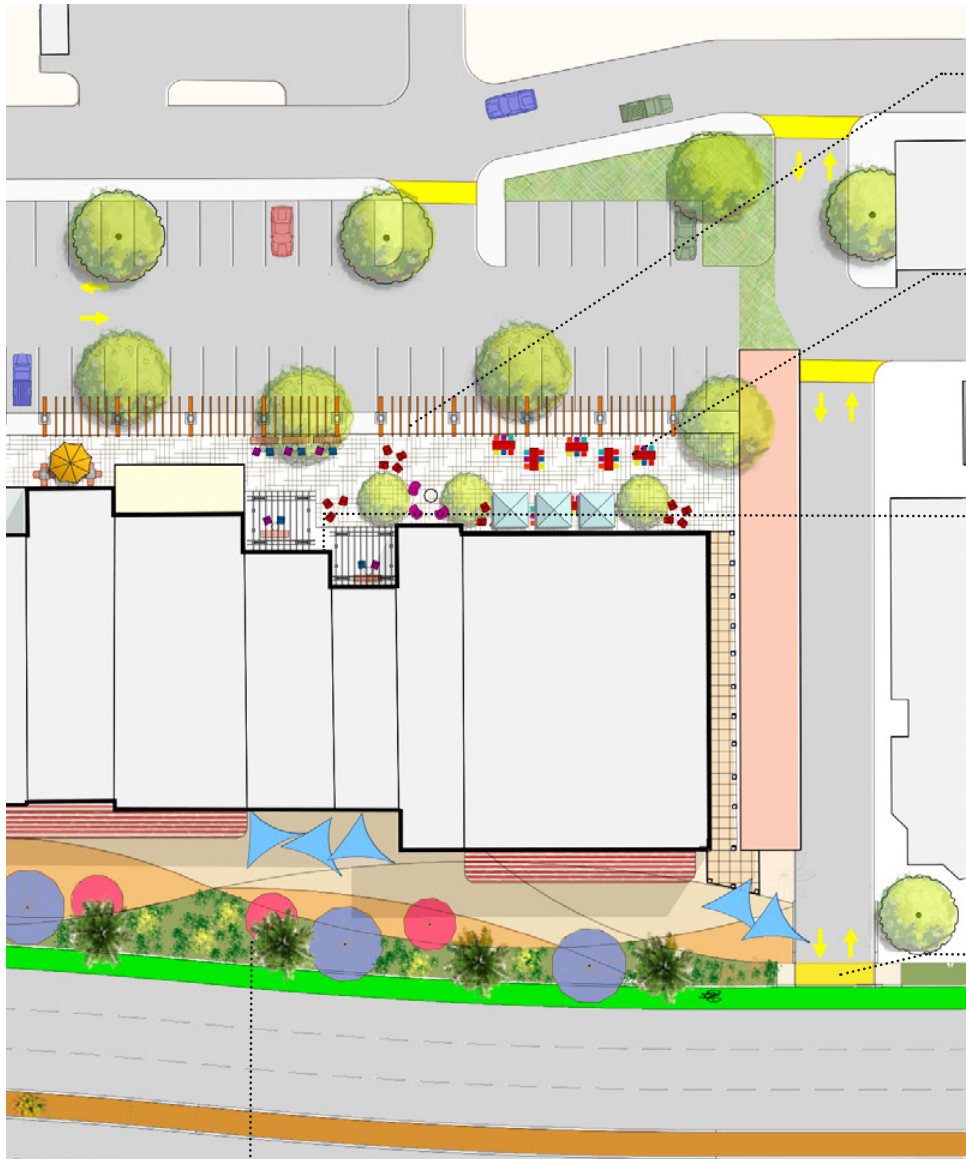
COMMON SPACES AND A WALKWAY ALONG BROADWAY:

Connect the entrances and the stores frontage zone with an accessible, paved walkway along the buildings. Shade from awnings or other architectural elements would make Solot Plaza a clear, walkable shopping destination and provide the needed exposure for the success of the storefronts. Having pedestrians along the side of the road would also encourage drivers to limit their speed.



FRONT SEATING AREA:

Shade elements such as the large concrete parasols from the mid-century period will be tall enough not to hide the building facades. Games, comfortable seating, art, and other elements could make the area a destination in itself.



PEDESTRIAN WALKWAY:

A clear pedestrian walkway system along the back of the stores allows easy access from parking and creates a cohesive plaza, as it informs the relationship between separate businesses

REAR TERRACES:

Terraces with pleasant seating and planting, along with shade underneath umbrellas, a pergola, or concrete parasols, would increase business and allow for shops and restaurants to utilize this space for outdoor dining or sales

REAR ENTRANCES:

Rear entrances to the stores could host a separate business from the storefront, or increase pedestrian traffic from parking as well as the sidewalk.

CLEARLY MARKED PEDESTRIAN CROSSWALKS:

Bright, visible crosswalks make walking safer while highlighting the pedestrian experience of Solot Plaza, and attracting the neighborhood and surrounding businesses to take advantage of the neighborhood's walkability

VERGE GARDENS:

A planted verge with palms and low planting will create a respite from the busy roadway separating the Plaza area from the traffic, and provide a safety buffer between cars and pedestrians.

VISION FOR SOLOT PLAZA

SOLOT PLAZA

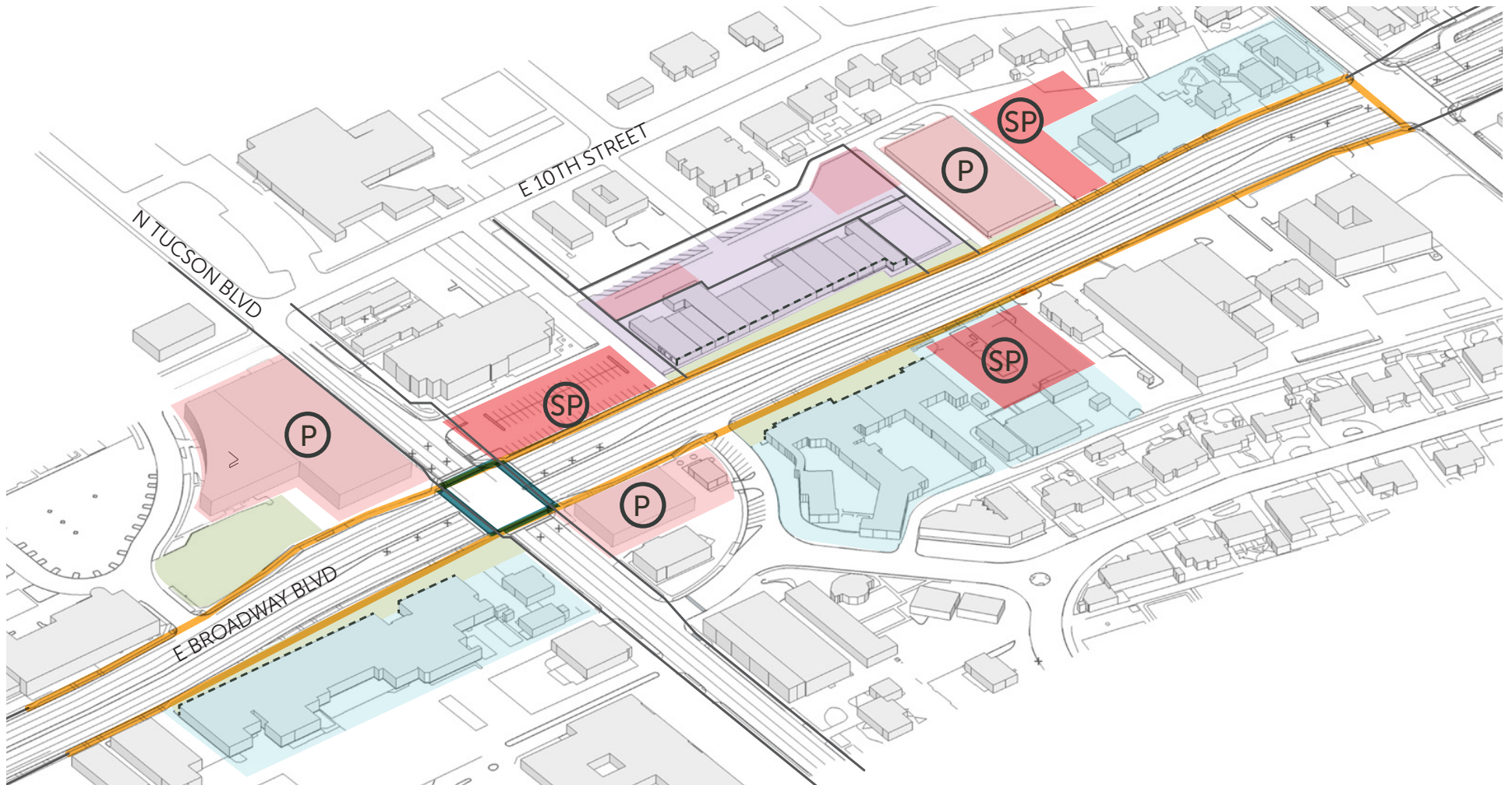


SOLOT PLAZA FACING BROADWAY

Although the expanding roadway reduces parking along the front of Solot Plaza, moving the parking to the back creates a wide pedestrian space that can be designed and managed to engage a diverse range of people and increase business in the area. The width of the sidewalk, along with the landscaped buffer next to the roadway, create a space that can be used for outdoor seating, easy accessibility, and events such as farmers markets or street fairs. The sidewalks along Treat Avenue and Tucson Boulevard give the Broadway sidewalk room to flow towards the back of the building, providing a clear route from parking to the street.

WALKABLE CLUSTER SURROUNDING SOLOT PLAZA

MID-CENTURY PLAZA RETAIL DISTRICT



- Block acquired by Rio Nuevo
- Work with property owners to create a walkable environment
- Opportunity for new development (business and parking)

- Opportunity for structured parking
- Opportunity for shared parking
- Existing businesses (office or commercial)
- Existing community organization (church or school)

- Sidewalk loop on Broadway
- Pedestrian street crossing proposed

CASE STUDIES

MID-CENTURY PLAZA RETAIL DISTRICT



RESTORING NEON SIGNS IN TUCSON

MIRACLE MILE NEON SIGN HISTORIC PRESERVATION

Tucson has a unique history as a destination for automobile tourists in the 1940s-1960s. Large neon signs used to guide visitors along roads such as Miracle Mile, but since then, the signs have faced criticism, lack of resources for repairs, and stringent sign codes. In 2011, the Tucson Historic Preservation Foundation pushed the city council to make exceptions to the code as it applies to historic signs. Since then, \$125,000 has been allocated to restore two signs along Miracle Mile, including the Hacienda Motel sign on the left. This grant program outlines that 75% of funds for restoration will come from the city, with the other 25% covered by property owners. The model could be expanded to restore signs in the Mid-Century Plaza Retail District.

