Community Character & Vitality Draft Centers and Segments Vision Concepts

Grant Road
Oracle
Stone
6th/ Fontana
1st/ Euclid
Campbell
Tucson
Country Club
Alvernon
Columbus
Swan
Grant Road

Oracle Center

Keep focus of center with some enhancements

The Oracle Center will:

- maintain a focus on **regional automobile sales and service**;
- evolve into a more **diverse, walkable business district** with the addition of neighborhood-serving businesses and residences;
- balance the regional **access and visibility of auto businesses** with a **walkable environment** along Grant Road and along side streets;
- focus **intensity at the intersection of Grant and Oracle,** with **taller (up to 5-story) buildings** carefully placed and designed to **frame views of the Catalina Mountains**;
- surround this intensity with less intensive development that incorporates the **mixed use commercial/industrial/ residential character of the area** into well-designed development sites;
- incorporate the interpretations of **historic roadside motorcourt motel building form**, architectural style, and signage of the Oracle corridor; and,
- provide a **gateway** to the new Grant Road corridor with a **public art piece** at the intersection with Oracle to enhance the sense of the gateway.

Stone Center

Keep focus of center with some enhancements

The Stone Center will:

- continue to contain a **mix of businesses**, including retail, restaurants, and motor vehicle services;
- develop a **stronger identity** and a more **walkable environment**;
- recognize that the **Grant-Stone shopping center** property is a key site which, in the short term, can incorporate a more walkable environment into a redesigned parking lot, and in the long term could be the site of more intensive development that could be mixed use, adding office and entertainment uses, and possibly residences;
- focus **intensity at the intersection of Grant and Stone**, with **taller (up to 5-story)** buildings carefully placed and designed to **frame views of the Catalina Mountains**;
- incorporate the interpretations of **historic roadside motorcourt building forms** that can accommodate retail, office, light industrial and residential land uses; and,
- serve as a **gateway** along Stone as one travels south toward downtown.

Fontana Center

Refocus auto-oriented commercial strips into neighborhood center

The Fontana Center will:

- transform into a **safe neighborhood center** that provides services to the surrounding areas, including the day-to-day goods and services residents need such as convenience groceries, restaurants, and laundry, as well as community amenities and gathering places such as a community center, or a public plaza or market;
- provide **community space for neighborhood youths** such as recreational, educational, or health-related uses that can take advantage of the adjacency to Mansfield Park;
- contain **new multi-family homes and townhomes** whose residents will help to activate the center;
- focus on the **block between Grant Road and Mansfield Park**, which will contain a medium-intensity mix of uses with buildings fronting onto Grant Road and Sahuaro Avenue, shared parking in the middle of the block, and medium building heights (3 to 4 stories);
- provide **comfortable and safe pedestrian access** between Grant Road and Mansfield Park, including a route through the block; and,
- revitalize the large **lot at the southwest corner of Grant and 6th Avenue** which could accommodate carefully designed taller, mixed use buildings to build the intensity that would help support a neighborhood center.

1st Avenue Center

Revitalize shopping centers into mixed use centers

The 1st Avenue Center will:

- evolve into a **place that serves neighbors, students, and others from around Tucson** with a mix of large anchor stores and smaller businesses, with the potential to integrate professional offices, residences and open spaces;
- in the short term, **improve pedestrian circulation** in and access to the two major shopping centers on the northwest and northeast corners;
- in the long term, **revitalize these shopping centers to incorporate a broader mix of uses**, including professional office and residences in buildings fronting Grant Road, and improved circulation with new pedestrian-supportive streets within these large sites; and,
- accommodate on the northwest and northeast corners **well-designed, taller (up to 5-story) buildings.**

Campbell Center

Revitalize to capitalize on existing focus of center

The Campbell Center will:

- continue to **develop into a vibrant gathering, shopping and dining destination** for residents of surrounding neighborhoods, those affiliated with the University, and people from throughout the city;
- maintain and enhance **land uses that are valued by the community**, such as public spaces and unique retail, coffee, and dining businesses;
- incorporate **residences** as well as an **educational and civic/entertainment facility** that could serve residents and the university's faculty, staff and students while adding vitality to the center;
- improve and expand the center's **existing public spaces** such as the northwest corner "Triangle" park and the linear plaza along the west side of Campbell Avenue to the south of Grant Road, each leveraging the Grant Road streetscape improvements to tie the open spaces to surrounding uses;
- recognize the **block at the center's southeast corner** as an important opportunity site that offers a chance to accommodate a larger mixed-use project that could include residences, retail, an educational and civic/entertainment facility, as well as structured parking in buildings reaching up to 5 stories;
- blend new development at the southeast corner into the **scale and character of the neighborhood** by stepping building heights down to two stories along Edison Street and Norris Avenue and limiting land uses along these frontages to residences or an enhancement of the landscape buffer to the existing parking garage, should it remain;
- revitalize and intensify the **blocks on the northeast corner**; and,
- benefit from a **district-wide shared-parking** approach, with opportunities that could include reusing the existing parking structure on the southeast corner, constructing a new parking structure, and potential for surface lots on the property located on the southeast side of Grant Road and Norris Avenue.

Tucson Center

Keep focus of center with some enhancements

The Tucson Center will:

- continue to support a **mix of building supply stores, restaurants and other retail and service** uses;
- focus **intensity at the corner properties** at the intersection of Tucson Boulevard and Grant Road with well-designed taller (3 to 4 story) buildings, which will incorporate residences, retail, offices, or a mix of these uses to create a better pedestrian environment at the intersection;
- balance the **need for auto access to businesses** such as Grant Road Lumber and Kingfisher Bar & Grill with a **better pedestrian environment** that benefits from areas in front of businesses that are no longer available for parking taking on more engaging uses such as seating, display, and landscaping; and,
- benefit from new **district parking lots** that will provide more flexibility for the development of individual parcels by reducing the need for on-site parking.

Country Club Center

Revitalize to capitalize on existing focus of center

The Country Club Center will:

- grow around two different but compatible clusters of activity: **Doolen School**, and the recreational and institutional uses that are adjacent to it; and the **antiques district** around the intersection of Grant and Country Club roads;
- emphasize a **walkable environment** for both students and shoppers;
- include **complementary land uses** such as food services and public space;
- incorporate **residences** in this center which will increase vitality and safety in the area, and potential live-work units could support the expansion of the antiques cluster with complementary arts and crafts businesses; and,
- accommodate **more intensity** in the form of well-designed buildings of up to 4 stories at Grant and Country Club Roads, with heights stepping down to the surrounding neighborhoods.

Alvernon Center

Revitalize shopping centers into mixed use centers

The Alvernon Center will:

- build on its current role as a **community shopping and transit hub**;
- support the **high number of pedestrians that currently walk** along and across Grant Road to access the high-levels of transit service, and destinations in and beyond this center;
- improve existing development, especially to the **larger shopping centers**, such as landscape buffers, landscaped and shaded pedestrian walkways, and infill buildings;
- provide a **longer-term vision** for the larger shopping center sites so that if reuse occurs, the anchor retail stores that serve a wide segment of the community could remain, but the character of the sites will transform into a more intensive and diverse mix of uses such as retail, offices, and residences accommodated in buildings up to 5 stories that are accessed by a finer network of streets; and,
- recognize that the **Tucson Botanical Gardens** is an asset to the area and should be showcased on Grant Road, whether through an expansion to front directly onto Grant Road, an access way on Grant Road, the addition of complementary businesses serving visitors, or an enhancement of Grant Road landscaping that could be maintained by the Gardens through an agreement - any of which would help to increase the visibility of the Gardens while supporting the community-building goals of the Grant Road CC&V Plan.

Columbus Center

Refocus auto-oriented commercial strips into neighborhood center

The Columbus Center will:

- coalesce into a **walkable neighborhood center** that provides a shopping and gathering destination that is more convenient and neighborhood-focused than stores in the larger, more regional-serving or specialty shopping centers at Alvernon and Country Club Centers;
- capitalize on many varied small **opportunities for transformation**, such as underutilized parcels fronting the walkable environment created by the local access lane west of Columbus Boulevard on the north side of Grant Road, a rear alley to access new retail, office, residential or live-work development on remnant pieces of acquired parcels on the south side of Grant Road, and vacant parcels northeast of the intersection of Columbus Boulevard and Grant Road;
- transition the current auto-oriented land uses around this intersection to **more intensive, pedestrian-supportive, mixed-use development** of up to 3 stories;
- incorporate mixed-use development with retail space for **independent stores with medical offices or residences** above; and,
- focus neighborhood-supporting uses with the development of a **small public open space** that would bring positive activity to support a safer environment in this center.

Swan Center

Keep focus of center with some enhancements

The Swan Center will:

- continue to be focused around the **shopping centers** and major commercial land uses that, along with the Crossroads Festival shopping center, comprise a major retail and restaurant cluster in Midtown Tucson;
- improve the **walking environment** at the edges of these shopping centers and partial or complete redevelopment of the northwest or southeast corners of the Grant and Swan intersection could further improve walking with the addition of buildings fronting the roads; and,
- incorporate a **broader mix of uses**, including professional or medical offices, and restaurants that could further enliven the center.

Western Segment areas

A balanced and supportive mix of uses: residential, student housing, commercial, industrial

The ***Stone to Fontana Segment*** will:

- continue to contain a **mix of commercial and industrial** businesses;
- become a **walkable transition** between the more regional-serving Stone and Oracle Centers and the more neighborhood-serving Fontana Center;
- support the Grant Road **sidewalk environment** with improvements such as buffering to parking lots and loading areas, as well as use of alleys on the south side to shift auto access to properties away from their Grant Road frontage; and,
- incorporate the **eclectic character** and the employment and economic activity of the mixed commercial/industrial area to the south.

The ***Fontana to 1st Segment (north side)*** will:

- continue to contain a **mix of commercial and auto** businesses;
- provide a **transition** between the more regional-serving 1st Avenue Center and the more neighborhood-serving Fontana Center; and,
- support the Grant Road **sidewalk environment** with improvements such as buffers from parking lots.

The ***Fontana to 1st Segment (south side)*** will:

- continue to be defined largely by **single family houses** siding onto Grant Road, which, newly exposed to Grant Road, could be **buffered** by soundwalls and landscaping between Grant Road and the side yards of the homes.

Central Segment areas

Active and engaging neighborhood buffers

The areas in the Central Segment on either side of the Campbell Center will:

- support the **historic single family residential character** of the surrounding neighborhoods of Jefferson Park, Samos, Catalina Vista, Campbell-Grant, and Blenman Elm;
- provide an **interesting, engaging frontage** along Grant Road that encourages activity, safety, and walking;
- **buffer the remaining single family homes facing Grant Road** on the side that is unimpacted by the widening with a local access lane and side median, as well as the potential for courtyard walls, fences, or hedgerows on the front property lines through private improvements;
- **revitalize the remnant parcels** that remain following the widening of Grant Road with new buildings limited to one- and two-story heights to be compatible with surrounding neighborhoods, and land uses that largely reflect existing uses such as residences and professional offices, with some opportunities for live-work mixed use or small neighborhood retail;
- design this **new development to be more intense** than the surrounding neighborhoods which will make new buildings buffers between Grant Road and the existing residences while providing **comfortable environments for living and working** through configurations such as walled courtyards or side access via pedestrian walks; and,
- integrate **open spaces** into new development, either as individual pocket parks or as one or more linear parks that may connect to the existing "Triangle" park near Campbell Avenue. These parks will be primarily fronted by development so occupants can take "ownership" of the parks and help fund their construction and maintenance.

Eastern Segment areas

Support business viability and enhance community character

The Eastern Segment districts will:

- continue to benefit from **valued independent businesses**;
- support these businesses through the **mitigation of impacts to parking** from the Grant Road widening, as well as through the strengthening of business district identities and industry clusters such as medical office and services, antiques, restaurants, and building supplies;
- provide **district parking lots**, which can be shared by customers of various businesses, can provide signage and education about businesses, and can create public space for events such as markets and festivals through periodic use of parking lots;
- **diversify land uses** to decrease the over-supply of retail and service space along this stretch of Grant Road with the addition of offices and residences, which can make the districts more viable and active;
- leverage the new Grant Road design to create a **better pedestrian environment**, which will take advantage of the direct frontage onto the sidewalk where continuous parking lots are no longer possible, and the redevelopment of space unusable for parking into attractive landscaping, dining, and display areas; and,
- incorporate **new infill development** that will increase vitality in the Eastern Segment districts and create a continuous and active building frontage along the sidewalk and stepping down of heights to and buffering adjacent residential neighborhoods.