

Encourage Viable and Compatible Land Uses



The Plan guides development toward land uses that are economically viable and compatible with the future vision for Grant Road's Centers and Segments, as well as with the adjacent mainly single family neighborhoods. Current policy allows a wide range of land uses in most parts of the Grant Road project area, but lacks sufficient direction on how best to relate these different land uses to one another and to create the types of places desired by the public. The Plan guides how clustering complementary land uses and buffering between dissimilar land uses can help to create better places along Grant Road and support neighborhood goals for residential quality of life.

Create Context-Appropriate Building Heights and Massing



Building heights and massing in Grant Road's centers and segments must balance between respecting the largely low-rise Tucson built landscape and selective allowance for taller buildings. Taller buildings can accommodate the intensity needed to support vibrant street activity along Grant Road and the desired retail and commercial uses to serve both neighborhoods and the broader region. Public input from the Grant Road workshops has expressed both concern about the impacts of taller buildings and the acknowledgement of the benefits of taller buildings along major streets such as Grant Road. Well-designed building massing is essential to make taller buildings work in the context of Grant Road, where mountain views are valued by the community and historic architectural styles are predominantly one story.

Support Small and Independent Businesses



Much of Grant Road's current character is defined by the small, independent businesses along it. The public has indicated that it values these businesses, which include restaurants, building materials stores, antiques shops, among many others.

However, the widening of Grant Road and future revitalization along the street pose challenges for these small businesses, many of which rely on visible parking and inexpensive rents in older buildings. The widening will remove some of this front parking, and the Plan has developed strategies to replace parking while also supporting a walkable street environment along Grant Road to help businesses in the long term.

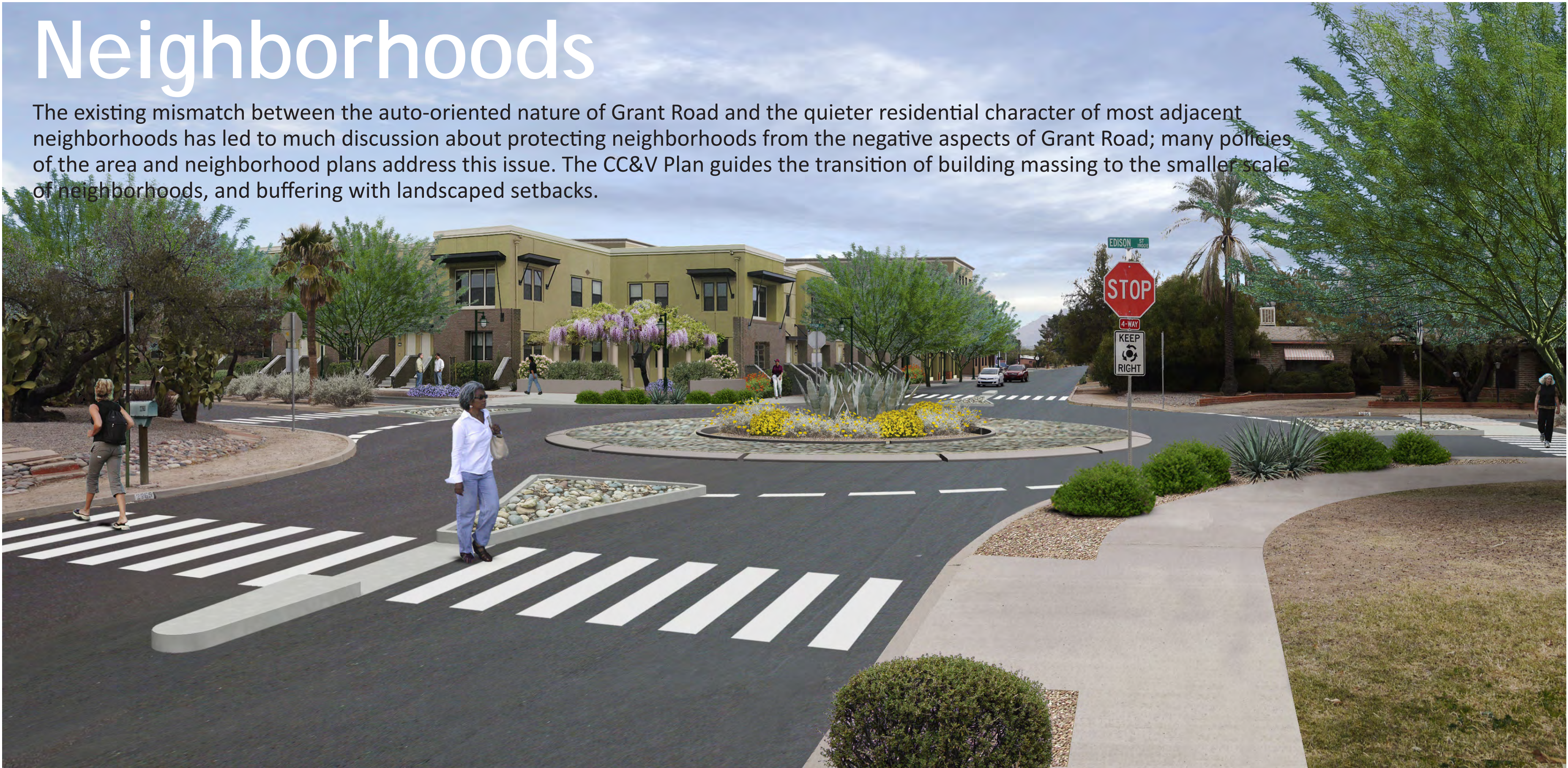
The Plan will also develop implementation strategies to help business owners stay in their buildings or have choices for space in new development, as well as center- or segment-wide strategies to encourage complementary clusters of businesses.

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Protect and Enhance

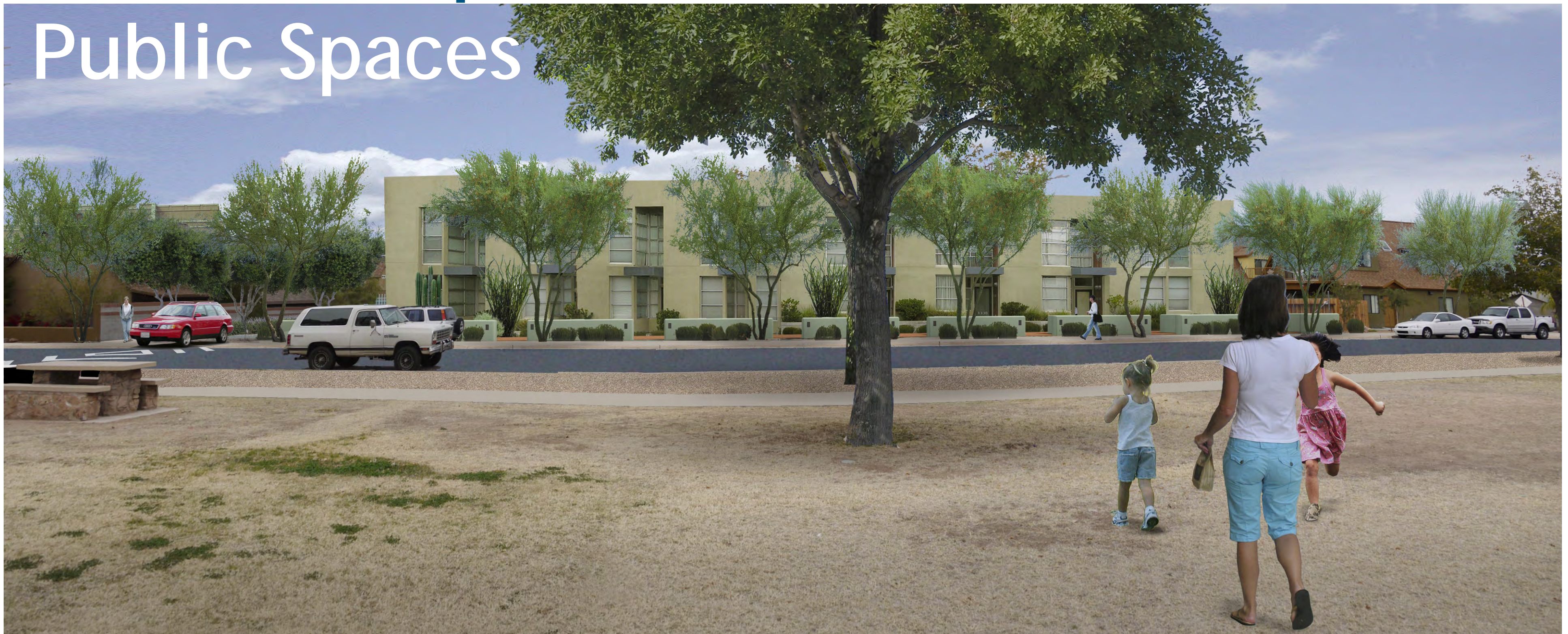
Neighborhoods

The existing mismatch between the auto-oriented nature of Grant Road and the quieter residential character of most adjacent neighborhoods has led to much discussion about protecting neighborhoods from the negative aspects of Grant Road; many policies of the area and neighborhood plans address this issue. The CC&V Plan guides the transition of building massing to the smaller scale of neighborhoods, and buffering with landscaped setbacks.



Provide, Improve, and Connect

Public Spaces



Grant Road, and many of the neighborhoods along it, lack public spaces such as parks and plazas. These public spaces can become the community hubs that help generate the vibrancy along streets or neighborhoods, and can be a key component of an area's identity. The few public spaces along and near Grant Road, such as the "Triangle" park near Campbell Avenue and Mansfield Park, lack sufficient connections to both Grant Road and the surrounding areas, and therefore they are not the community assets that they should be. The community has expressed the desire to augment existing public spaces and add new public spaces, especially parks. The Grant Road street improvements will create a more walkable environment which will enhance and connect existing open spaces and, along with the CC&V Plan, provide the opportunity for more public spaces. It is critical that these public spaces integrate with their surroundings in order to maximize their safety and value.

Balance Needs of Regional and

Local Serving Businesses

The successful revitalization of Grant Road will rely on investment from the private sector. The CC&V Plan catalyzes the flow of capital into economic activity along Grant Road in a way that balances the needs of the greater Tucson region and surrounding neighborhoods. Many of the conflicting desires for the future environment along Grant Road reflect the differing needs of these neighborhood and region-wide users. The design for Grant Road's improvements has addressed these types of conflicts in the roadway, but they are also present in the development fronting on Grant Road, such as in the mix of businesses that cater to different customer bases, and how people use different transportation modes to access those businesses. The CC&V Plan encourages patterns of development where these uses can be mutually supportive.



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Contribute to Street Activity and Safety



The use of a context-sensitive design approach for Grant Road's roadway and streetscape improvements will result in a more pedestrian and transit-supportive environment. The CC&V Plan sets policies and standards to create the pedestrian-supportive context that will take best advantage of Grant Road's redesign.

Design concepts that the CC&V Plan will support include: providing "eyes on the street" by orienting buildings so that their entries and windows are in proximity to Grant Road; encouraging outdoor seating for restaurants and cafes and outdoor display for retail and service establishments in support of pedestrian activity; and providing on-site public gathering places with shade and shelter from the weather.

Provide Adequate and Well-Designed Parking



Parking is important for businesses along Grant Road, but the location of most parking spaces between the street and the buildings is an important factor that prevents Grant Road from being a walkable street. The improvements to Grant Road will impact the parking supply of many businesses that have spaces in front of their buildings, and the CC&V Plan contains strategies to replace this parking through techniques such as sharing parking with adjacent businesses, site reconfiguration, and district parking. The planning effort is also exploring making changes to city requirements for parking. For reconfigured sites and new development, parking can take forms and include design details that help support Grant Road objectives for walkability, vitality, and sustainability.

Increase Multi-Modal Access to Places along Grant Road



The Grant Road street improvements provide solutions for many of the access issues that have challenged motorists, bicyclists, pedestrians and transit riders along Grant Road. However, many of the properties fronting Grant Road also pose challenges to multi-modal access, in particular larger parcels that typically contain shopping centers.

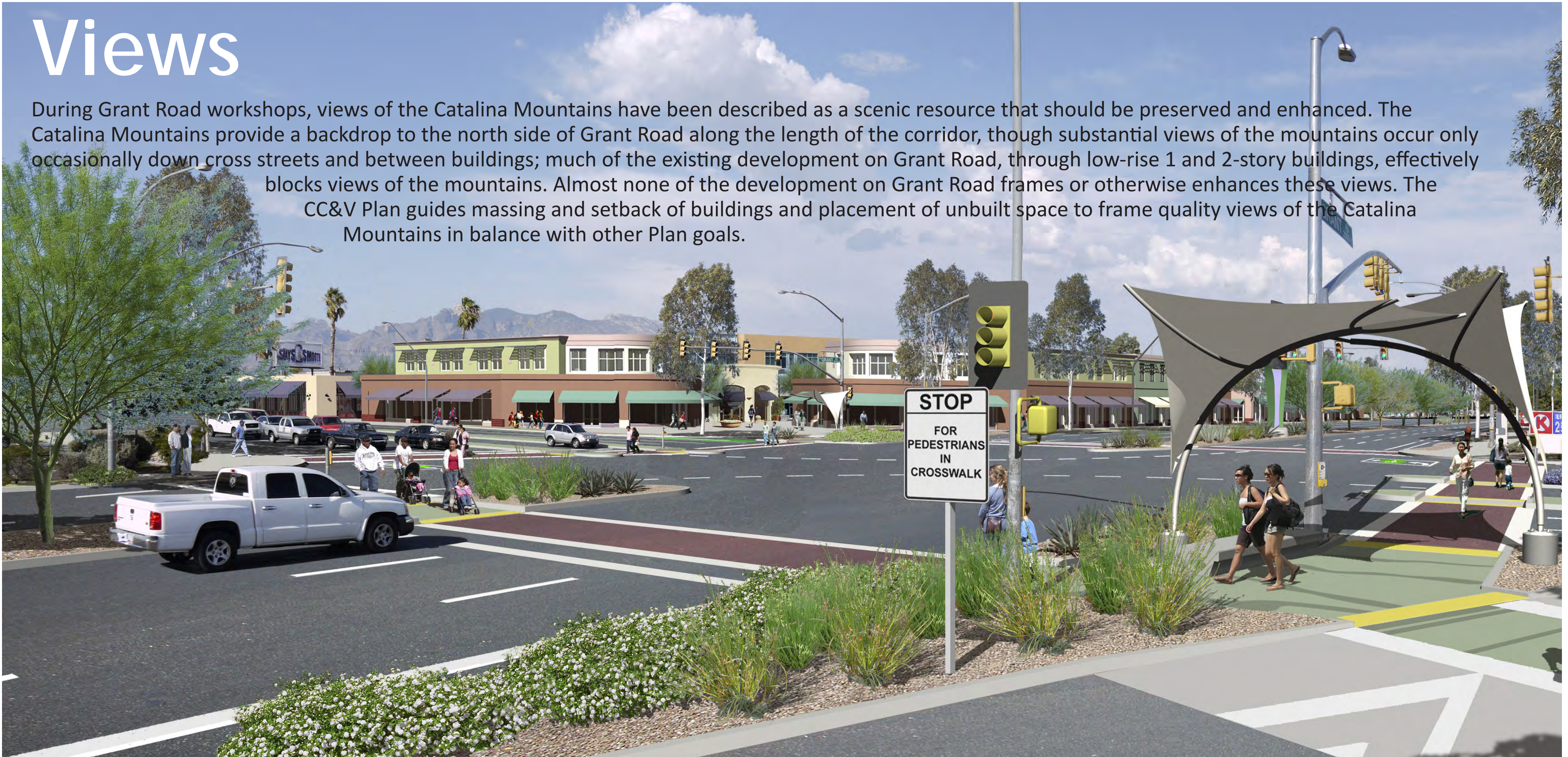
The CC&V Plan provides policies and standards to improve pedestrian circulation within these larger properties, particularly helping pedestrians navigate through their large surface parking areas and making pedestrians feel more comfortable. The CC&V Plan will also provide measures for connection of the surrounding street network to Grant Road while also reducing the impacts of through traffic in adjacent neighborhoods. As larger sites are revitalized with new development, they can be places to accomplish these circulation network improvements.

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Respect Important

Views

During Grant Road workshops, views of the Catalina Mountains have been described as a scenic resource that should be preserved and enhanced. The Catalina Mountains provide a backdrop to the north side of Grant Road along the length of the corridor, though substantial views of the mountains occur only occasionally down cross streets and between buildings; much of the existing development on Grant Road, through low-rise 1 and 2-story buildings, effectively blocks views of the mountains. Almost none of the development on Grant Road frames or otherwise enhances these views. The CC&V Plan guides massing and setback of buildings and placement of unbuilt space to frame quality views of the Catalina Mountains in balance with other Plan goals.



Complement the Tucson Environment



A successful and sustainable Grant Road will integrate with the natural Sonoran Desert environment and climate of the Tucson Basin. The development along Grant Road today has paved over many of the washes and natural features that define this environment, but new development along Grant Road can incorporate aspects of the natural environment such as native plants, fauna, mountain views, and the watershed, as well as of the climate with ample sunlight, solar heat, and wind. New development can also use resource-efficient techniques to mitigate the summer heat such as shading and buildings with courtyards, and the design of major rainwater harvesting features as shaded and usable “oases” along Grant Road. The CC&V Plan includes policies and guidance to increase sustainability.

Strengthen Community Identity



Participants in the Grant Road public workshops emphasized the desire to use Grant Road to communicate who they are as communities. Grant Road currently poses challenges to this goal, but each of the communities along Grant Road contains unique history and demographics that can be brought to Grant Road and contribute to its revitalization. This objective also means preserving and enhancing particularly valued businesses and institutions. Community members have expressed interest in drawing from various local traditions. The Public Art Master Plan provides ideas on how to incorporate history, ecology and other local aspects into both the street improvements and the built environment along Grant Road.

The Plan’s Centers and Segments are defined by concepts and standards that are scaled and characterized for their location along Grant Road.

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Evoke Tucson's History and Culture

Tucson's history and culture makes its imprint throughout the Grant Road corridor, whether in the motel architecture of the Oracle area, the carts serving Sonoran street food, the city's specialty home furnishings businesses, or in the eclectic front yards of properties along Grant Road. The corridor can evoke more from the area's rich history and culture, at a variety of scales: Tucson architectural elements such as motorcourts, courtyards, and walls provide the time-tested development patterns that can be expressed through a variety of modern styles and uses.



Integrate

Watershed Management in Site Design



Rainwater creates both an environmental benefit and a liability in the Grant Road corridor. Rainwater "runoff" that is often conveyed into storm drains largely results from the impervious surfaces created by buildings, roads and parking lots. This water is exposed to the introduction of pollutants and can make management of stormwater more challenging. At the same time, rainwater presents opportunities for irrigation. In recent years, the City of Tucson has developed policies that encourage and mandate water "harvesting," or management of rainwater onsite. The new Grant Road likewise incorporates water harvesting into its design. The CC&V Plan also supports water quality and reuse of rainwater in the Grant Road corridor in a number of ways, including guidelines for permeability of parking areas, well-designed onsite infiltration and retention, incorporation of water harvesting into open space areas, and education about the watershed through public art.

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