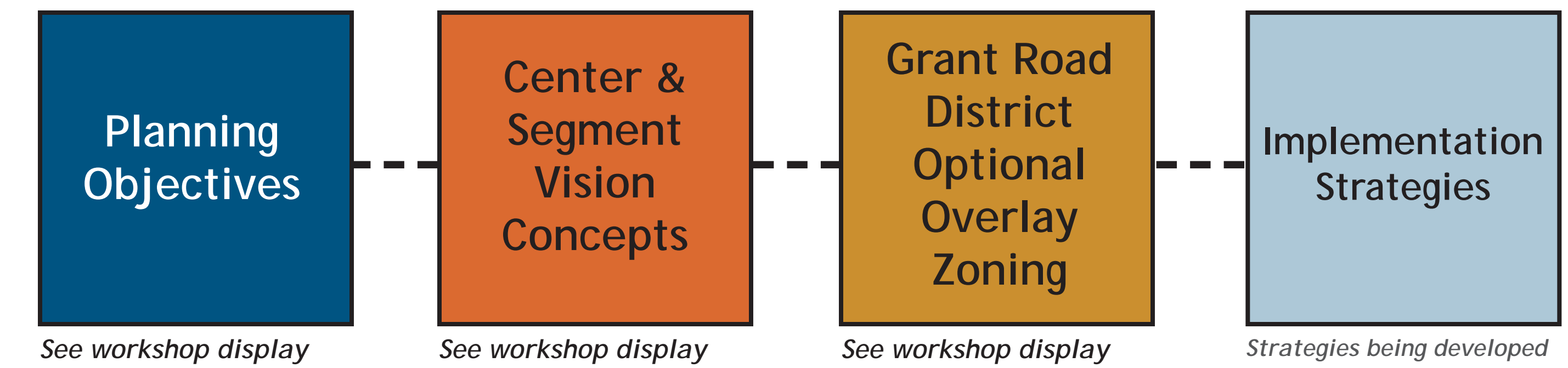


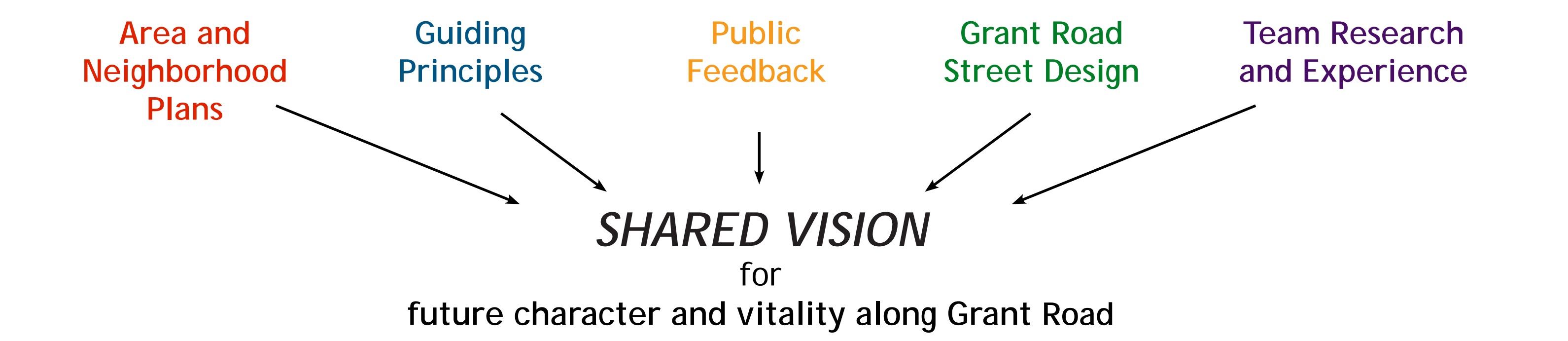
Grant Road Community Character and Vitality Plan

The Grant Road Community Character and Vitality Plan is a set of tools for the City of Tucson, property owners, and the communities along Grant Road and throughout greater Tucson to define and achieve a vision for the Grant Road corridor, and to facilitate the creation of great places that complement the street improvements of the Grant Road Improvement Plan, and meet the community's revitalization and livability goals. The CC&V Plan is comprised of four components: The Planning Objectives, the Center & Segment Vision Concepts, the Grant Road District Optional Overlay Zoning; and Implementation Strategies.



A Community Vision for Grant Road

The Project Team has synthesized feedback from four rounds of Community Character and Vitality workshops, Community Conversations, and other outreach, as well as from existing conditions and policy analysis (including a review of existing Area and Neighborhood Plans), work with the Grant Road Citizens Task Force, the Grant Road Guiding Principles, the Grant Road street design, and community character concepts, into a future vision for the places along Grant Road. A set of Planning Objectives provide the themes of the plan, while a set of Vision Concepts describe the shared visions for individual Centers and Segments along the corridor: the land uses, heights and massing, public open spaces, mountain views, economic vitality, key properties, and other aspects that will define the future character and vitality of Grant Road.



Achieving the Community Vision

To accomplish this shared vision for Grant Road, the Project Team has been working with the Grant Road Task Force to develop a Policy Framework that will be both flexible and effective for the greater community, property owners, and the City of Tucson.

Grant Road District Optional Urban Overlay Zoning

The key tool for achieving the Shared Vision for the future of Grant Road is the Grant Road District (GRD) optional overlay zone.

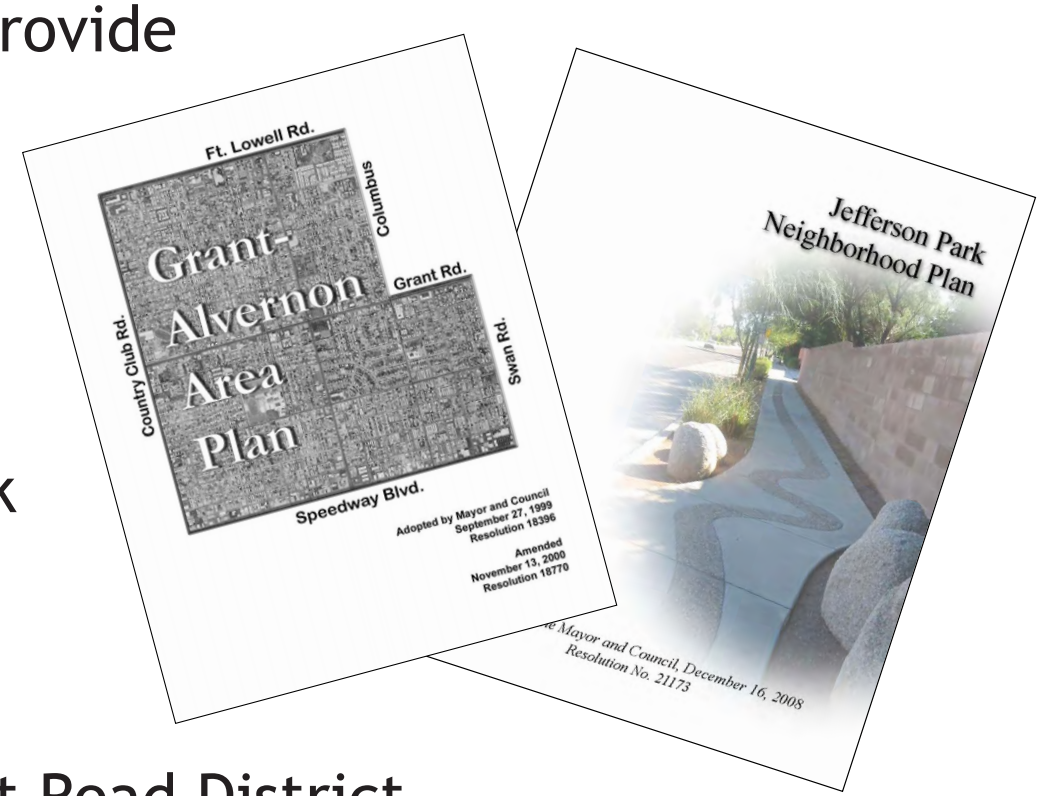
This new overlay zone will be an option for property owners within the boundaries of the GRD. It will provide more flexibility for property owners and developers, efficient and effective implementation, development incentives to encourage its use, a better walking environment along Grant Road, and more certainty for adjacent neighbors and businesses in regard to the design quality of future development. The GRD standards will focus less on land use and intensity and more on building form, street frontage character, and buffering existing neighborhoods.

The Grant Road Community Character & Vitality Planning effort will NOT rezone properties along Grant Road. The GRD will be an alternative to existing zoning that will be available to property owners within the GRD boundaries.

Please see the Grant Road District Optional Overlay Zoning explained in detail at the Grant Road District station

Area and Neighborhood Plan amendments

Area and Neighborhood Plans provide direction for the development of Tucson's neighborhoods and rezoning of properties. However, the plans' policy statements often leave too much to interpretation and lack specificity about places along Grant Road.



In order to implement the Grant Road District optional overlay zone, a set of amendments will be proposed to refine the plans and reference the Grant Road Improvement Plan Vision Statement and Planning Objectives, amend specific policies where needed to allow for the visions for Grant Road Centers and Segments, and to address how neighborhoods should relate to Grant Road in the future.

Please see the Area and Neighborhood Plan amendments display at the Community Character & Vitality Plan station.

Business Retention, Assistance, and Maintenance Program (RAMP)

The Business RAMP will bolster the Transportation Department's current business assistance program and complement the business strategy development activities of the RTA MainStreet Program by:

Developing new and enhancing existing programs that assist businesses in the time leading up to and during roadway construction;

Maintaining occupancy of buildings, ideally with the existing tenants/businesses, if a full acquisition of the site is planned, and researching opportunities for an incentive program to keep owners/tenants on site including use of leaseback option; and

Flexing development regulations after partial acquisitions to allow for site reconfiguration and improvement of property after right-of-way acquisition.

Implementation Strategies

The Planning Team is developing a set of Implementation Strategies that will assist both the public and private sectors in implementing the concepts and policies in the Community Character & Vitality Plan. This will be reviewed with city decision makers, the Grant Road Task Force, and the broader community in the summer and fall of 2012.