



TOWN OF ORO VALLEY

MAIN STREETS

CONCEPT PLAN

60% DRAFT - NOVEMBER 2016





Oro Valley Main Street locations

WHAT IT'S ALL ABOUT

Oro Valley Main Streets is a Town project to create **areas for gathering, dining and shopping that serve as a town center.** These walkable and unique areas will enhance the lifestyle and economy. For these reasons, the Town Council initiated the project. The planning process will take about two years.

The desires of Oro Valley residents have evolved over the years. When residents were surveyed in 2013, the thing they enjoyed least about Oro Valley was the distance to or lack of services. Comments included: “a lack of services, stores and amenities,” “doesn’t have a real downtown,” and “there’s no central location to meet people.” Residents also stressed the need for **employment opportunities, shopping opportunities and festivals or cultural events.** Main Streets will help realize the community desire for a **“place to go” that serves as the heart of the town.**

This **Concept Plan illustrates a possible future** and is a first step for the project. The Plan envisions multiple Main Streets in Oro Valley, starting with two locations. These areas were chosen because they already act as centers of activity and are close to diverse residential choices as well as many civic, recreational and retail assets. **Each Main Street has a different character.**

La Cañada Drive and Lambert Lane:

- A local community destination.
- Town-focused recreational amenities.
- Local restaurants and shopping.

Oracle Road and 1st Avenue:

- A regional destination.
- Large-scale shopping.
- Nearby regional attractions.
- A major state road - people come from all over.

HOW TO MAKE IT HAPPEN

Have you felt skeptical and wondered “Aren’t these areas already built out?” or “Is it possible to change the streets or parking areas?” or “Why do we even need to plan for this?” Check out the ideas below on how to make Main Streets a reality.

CREATIVITY IN DESIGN

Although both Main Streets locations are mostly developed, surprisingly about 85% of the land is dedicated to parking and circulation. **Thinking imaginatively** about the existing layout makes room for new services, shopping and attractions. For instance, creative parking options, along with better transit and bike connections would reduce the need for parking.

Other communities have seen similar growth and change in recent years. Some have **retrofitted** underutilized shopping centers, **redesigned** strip malls and even put their large roads on a “diet.” Although we can look to other communities, a unique package of tools will need to be created specifically for Oro Valley.

PUBLIC/PRIVATE PARTNERSHIPS

For Main Streets to be successful, the Town of Oro Valley will need to seek out private partners. In public/private partnerships, the Town, businesses and developers **share their skills and assets.** They work together to deliver something of use for the general public. Through joint effort **success becomes more attainable.**

For instance, the Town of Oro Valley could **incentivize development improvements and public amenities** by creating opportunities in the zoning code. The Town could allow more intense development on a site than previously permitted, increasing its value. A private developer could then build new buildings, while also putting in place desirable improvements. The Town could also provide revenue subsidies.

FINANCING ACTION

Although many years off, research has already begun on best ways to **finance improvements related to Main Streets.** Aside from public/private partnerships, other means include **regional bonds** and Town **capital improvement programs** that change road and parking infrastructure. Options will be refined in the Improvement Plan (see page 15).

ECONOMIC DEVELOPMENT

Lastly, Oro Valley Main Streets is integral to future **economic development.** To generate employment growth, the Town needs to be an **attractive place** for businesses and their workforce. National trends show that highly-skilled workers are just as interested in **job location and local amenities** as the job itself. Oro Valley Main Streets are where food, art, culture, shopping, community and identity come together. Investments in Main Streets will attract new workers and bring economic vitality.



WHAT'S IN THE CONCEPT PLAN?

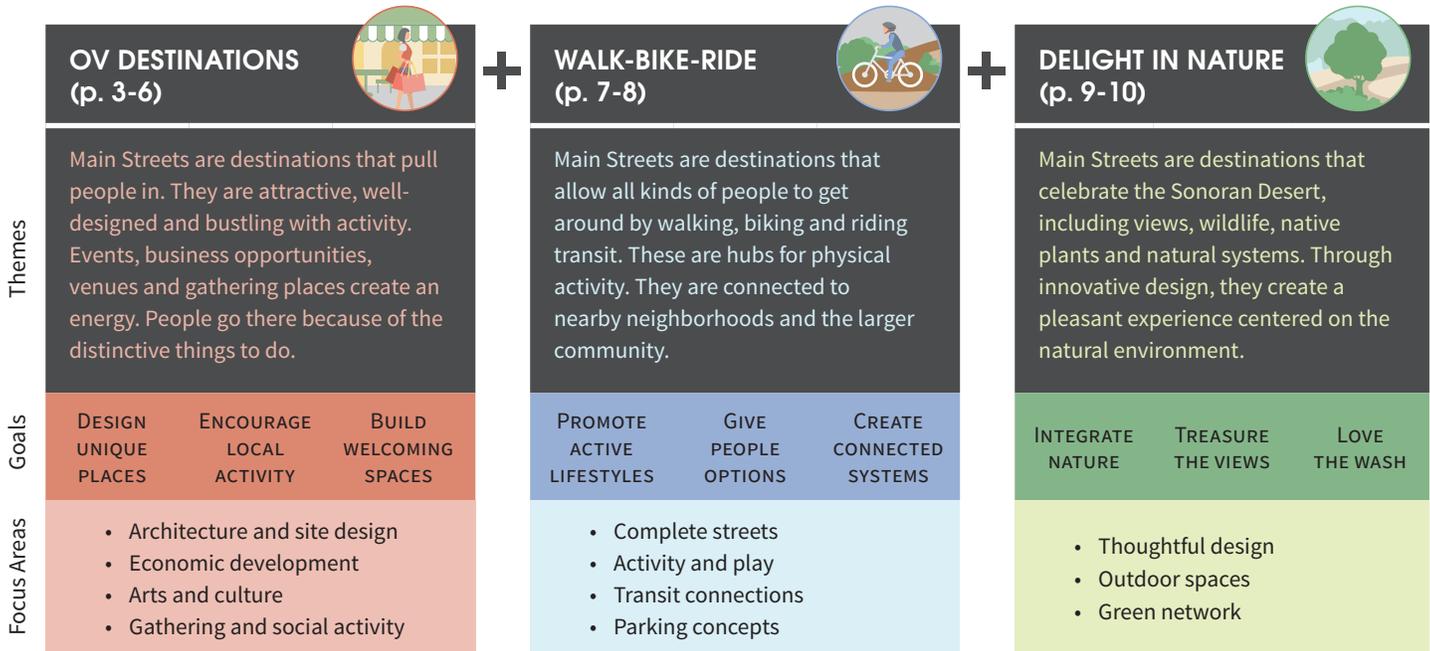
Using the Vision Statement as the high level guidance, this Concept Plan presents three core themes, which are each supported by goals. These themes and goals are explained through different focus areas. The pieces all work together and are visually represented as a complete idea on the Concept Plan Map.

We imagine Oro Valley Main Streets...

VISION

Oro Valley's unique Main Streets serve as the center of the town and reflect the community character. People come from near and far to walk around, check out local shops and grab a bite to eat. Visitors can meet locals, bring friends and share with family. Main Streets are inviting, walkable and vibrant and offer recreation, commercial, entertainment and cultural activity.

We can achieve the Vision by embracing 3 Themes



All Themes are then illustrated together...

THE CONCEPT MAP (p. 11-14)

The Concept Map is a big-picture view of Main Streets. It shows how the ideas of OV Destinations, Walk-Bike-Ride and Delight in Nature come together to create a complete picture of Oro Valley's heart.

THEME: OV DESTINATIONS



GOALS

DESIGN
UNIQUE
PLACES

ENCOURAGE
LOCAL
ACTIVITY

BUILD
WELCOMING
SPACES

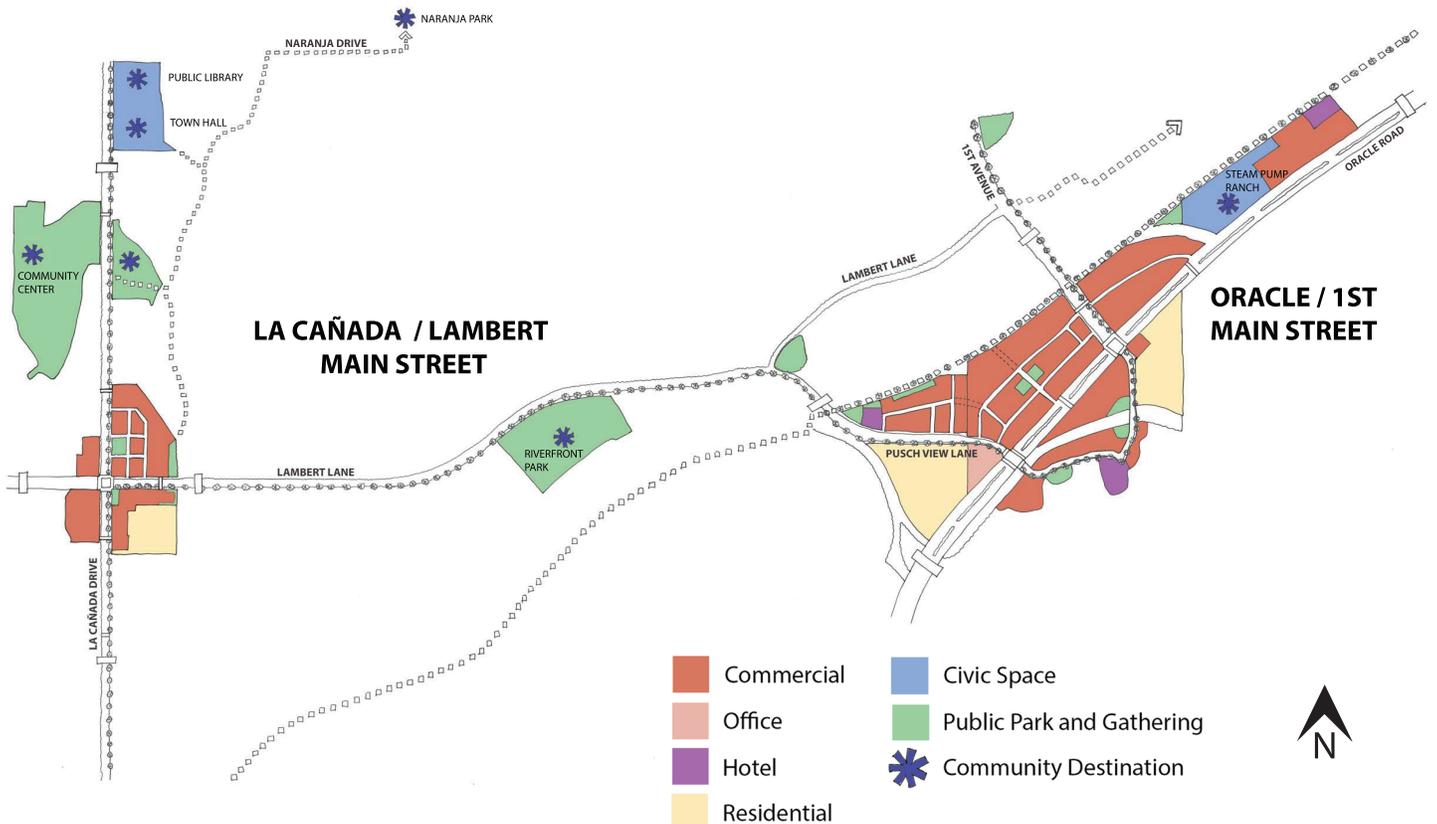
Oro Valley residents feel connected with their community and speak highly of the neighborly feel. Community members may run into a friend or acquaintance while on a walk, browsing the Farmers Market or at a community event. However, there is currently no central destination in Oro Valley that is the “place to go.”

Main Streets are successful because they are destinations that pull people in. They are not only attractive and well-designed, but also bustling with activity. Events, business opportunities, venues and gathering places create an energy. People go there because the things to do are unique and not found elsewhere in Oro Valley or the Tucson region.



Artistic concept of a newly redesigned La Cañada Drive.

OV DESTINATIONS CONCEPT MAP



- Commercial
- Office
- Hotel
- Residential
- Civic Space
- Public Park and Gathering
- * Community Destination



FOCUS AREA: ARCHITECTURE AND SITE DESIGN



Modern Southwest streetscape. Gilbert Road, Gilbert, AZ

Imagine a downtown that you have visited that has left a lasting impression on you. Maybe it was a small town with a traditional main street, or a newer community with a modern center. Why did you like this place? The architecture and design are likely key to your memorable experience.

Oro Valley Main Streets include unique architecture that is fitting to the place. Buildings are designed in a variety of modern Southwest styles and include materials such as stone, adobe, brick, metal, wood and glass. Common themes, vibrant colors and playful elements are used to create a sense of place and cohesion.

Additionally, the buildings are relatable to the pedestrian and encourage walking around and socializing. Building details include pleasant outdoor lighting, windows which encourage browsing, spots for resting and covered walkways and awnings for shade.

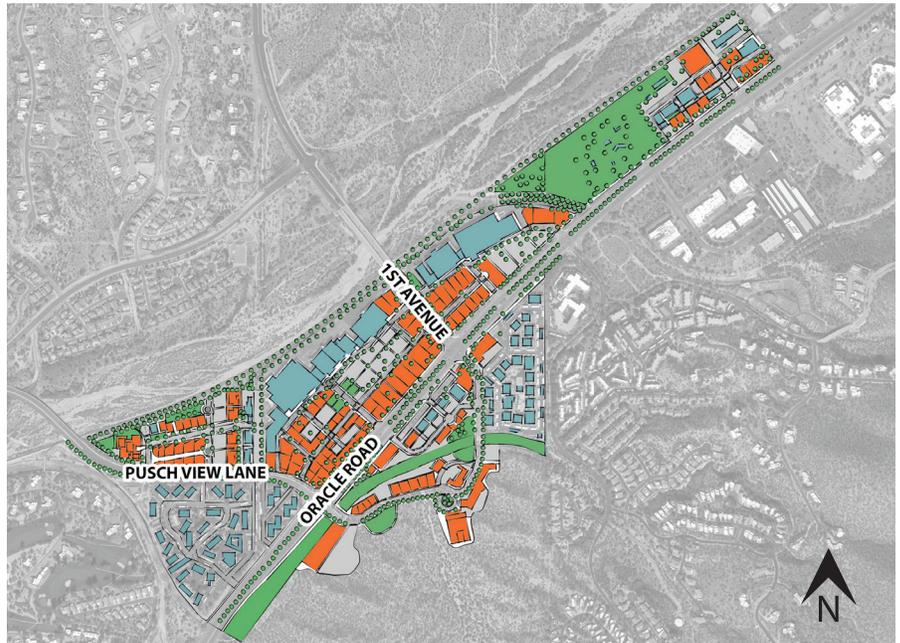
Well-designed buildings are connected together with the site as a whole. There is a cohesive layout that facilitates pedestrian activity, vibrancy and a sense of place. These standards apply to all buildings, even if part of different developments. Some examples of this include:

- **Connected sidewalks** and pedestrian areas between buildings.
- **Consistent elements** such as lighting, signs and landscaping that relate together.
- **Equally spaced amenities** for all users, such as bike racks and benches.
- **Four-sided architecture** that is unique and attractive from every viewpoint.
- **Attractive parking areas** that are screened and situated in areas away from pedestrian activity.
- **Buildings brought close to the street**, which connect public and private spaces and create a sense of place.



Unique architecture and use of materials. Casas Adobes Plaza, Pima County, AZ

A potential idea for the La Cañada / Lambert Main Street. This destination has a local feel which is supported by new park and gathering spaces. New buildings are creatively placed in conjunction with existing buildings to maximize access and the overall attractiveness. Pedestrian improvements and walkability are key to the success of this Main Street.



A potential idea for the Oracle / 1st Main Street. This destination has a regional feel which is supported by an abundance of new development dispersed throughout a large area. New buildings are sited in a way which creates new internal roadways, green space and ample parking in shopping areas.

MAP KEY

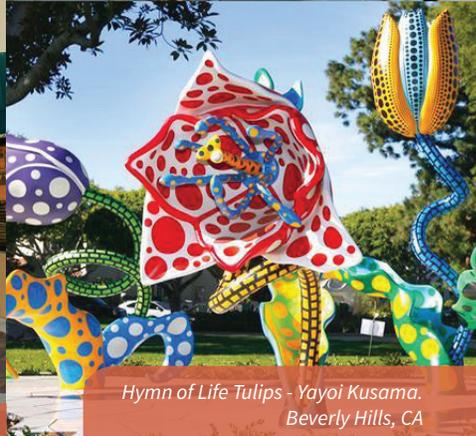
 New Buildings	 Green Space
 Existing Buildings	 Trees
 Parking Lot	 Crosswalk



Downtown shared signage. Chandler, AZ



Shared special event. South Jordan, UT



Hymn of Life Tulips - Yayoi Kusama.
Beverly Hills, CA



Outdoor amphitheater.
Springs Preserve, Las Vegas, NV

FOCUS AREA: ECONOMIC DEVELOPMENT

As special destinations, Main Streets offer economic vibrancy that is unique in Oro Valley. Main Streets attract diverse patrons and activity which sustains businesses. New businesses will want to locate in these areas because of the activity. Some of the ways this economic vibrancy is achieved is through:

- **Shared identity and branding**, used on promotional materials, signage, lighting and other prominent features.
- **Business districts**, operating as coordinated entities that organize events, improvements, maintenance, etc.
- **Shared events**, drawing users to the area, such as First Fridays, Second Saturdays or Meet Me at Maynard's type gatherings.
- **Local business activities and events**, which are coordinated with civic-sponsored events, such as holiday parades, 5K runs, etc.

The success of Main Streets is directly tied to the overall success and continued economic health of the whole Oro Valley community. Recent national trends have shown that younger people first choose a community they want to live in, then begin the job search. Main Streets make Oro Valley more attractive and therefore more competitive in the future job market. Additionally, Main Streets strengthens the Town's sales tax base.

FOCUS AREA: ARTS AND CULTURE

Oro Valley has long held a community focus on public art. This Concept Plan envisions Main Streets that continue that tradition and celebrate public art. Expectations for public art installations go above and beyond the requirements for other parts of Oro Valley. Art is used to create a sense of arrival and a unique identity. Public and private art installations are placed prominently throughout Main Streets.

Other arts and culture elements are also integrated throughout Main Streets. Arts and culture is included in buildings, integrated into the design of public spaces and supported through business activity. Examples of this include:

- **Attractions**, such as museums and historic sites.
- **Arts-related businesses**, such as galleries and studios.
- **Performance areas**, both indoor and outdoor, ranging in size.
- **Public art**, which is sometimes large and monumental, other times interactive and fun.
- **Ornamental signs and street elements.**



Artistic concept of an inviting plaza and wide sidewalk of a Main Street.

FOCUS AREA: GATHERING AND SOCIAL ACTIVITY

People are drawn to places with other people. Unfortunately, the kind of places where people can come together are hard to come by in Oro Valley. Many of the community’s shopping options and outdoor dining areas are convenient for the automobile user, but don’t create quality gathering places for people.

This Concept Plan envisions Main Streets that are welcoming and vibrant, with options for gathering and socializing. Diverse gathering spaces, businesses and events offer engaging options for all visitors. This creates activity throughout the day and especially on weekends.

Main Streets gathering spaces offer opportunities for rest, reflection, play and social interaction. All gathering spaces offer a mixture of amenities for those who desire different experiences, by including:

- **Diverse styles of landscape and design;** some spaces are traditional and formal while others are fun and informal.
- **Cultural amenities,** such as public art and outdoor performance areas.
- **Family-friendly features,** like play areas and educational elements.
- **A comfortable, relaxing experience,** with views of nature, lots of seating options, shade, signs and native vegetation.
- **Centralized activity,** accentuated by surrounding outdoor dining areas and patios.

Shops, restaurants and other businesses attract all community members to the area. For children, there is a toy store and the Children’s Museum. For teens, there is a smoothie shop and clothing stores. For adults, there is a book store, a bike shop and local restaurants. When located together, these businesses create an attractive destination with something for everyone.

Main Streets also host many different public and private events. This includes everything from book readings at the local book shop to outdoor concerts. These events are coordinated, well-planned and managed in a way that provide benefits to businesses and visitors alike.



Shaded outdoor restaurant seating.
Casas Adobes Plaza, Pima County, AZ



Social seating options.
Philadelphia, PA

THEME: WALK-BIKE-RIDE



GOALS

PROMOTE ACTIVE LIFESTYLES

GIVE PEOPLE OPTIONS

CREATE CONNECTED SYSTEMS

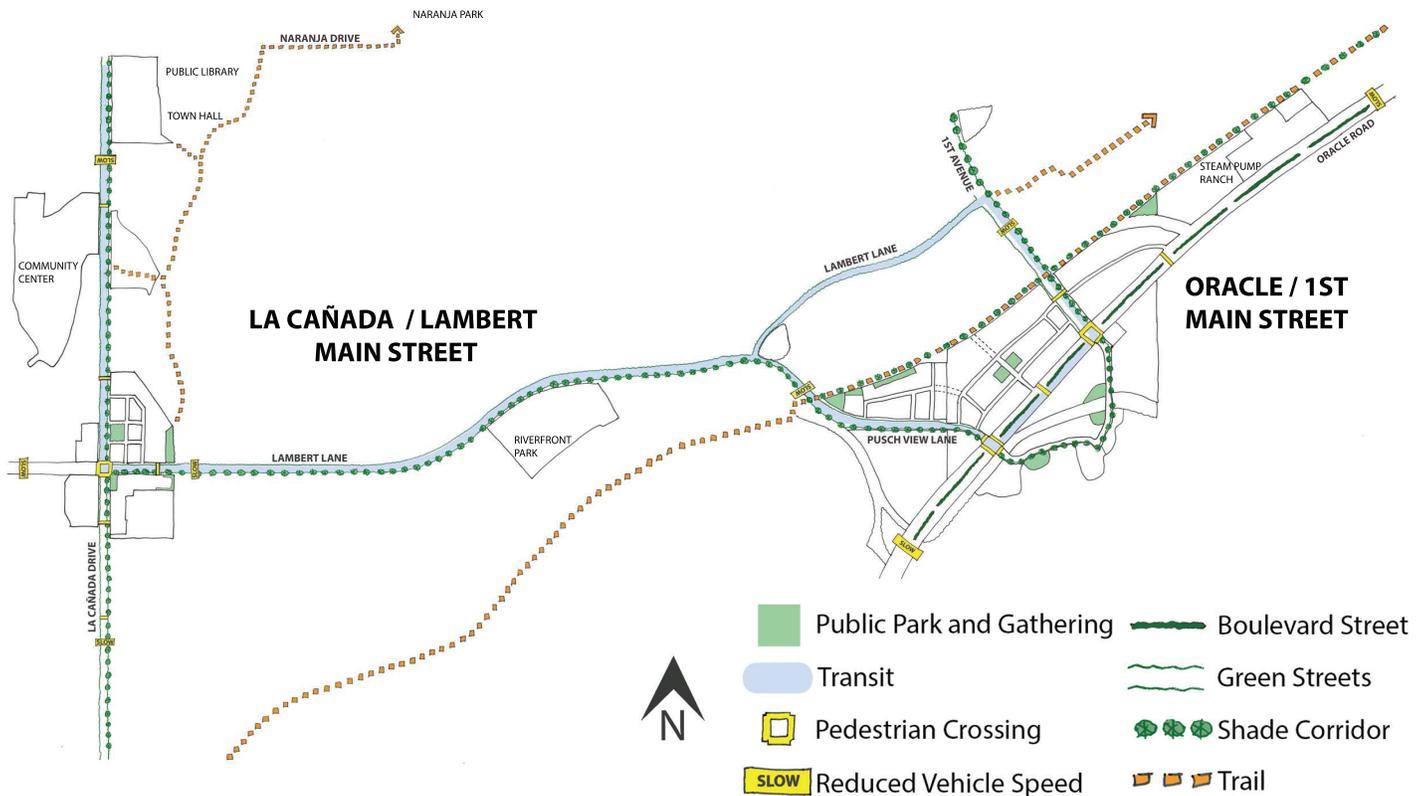
Oro Valley residents value the outdoors and an active lifestyle. However, most places in Oro Valley are accessible by car, with few truly hospitable to the pedestrian or cyclist. Limited transit service and traditional parking options constrain development and creativity.

Main Streets are attractive destinations supported by diverse transportation choices. Main Streets embrace the active and outdoor lifestyle valued by so many in Oro Valley. Complete streets with enhanced pedestrian, biking and transit facilities allow people from near and far to come together without driving. People who prefer or need to drive still have that option. However, parking is innovatively integrated into the built environment. All transportation options are designed together to create complete systems.



Artistic concept of a new interior street at the Oracle / 1st Main Street

WALK-BIKE-RIDE CONCEPT MAP



FOCUS AREA: COMPLETE STREETS

Complete streets creatively use the right-of-way to encourage all modes of transportation. Motorists, pedestrians, bicyclists and transit riders share a safe, inviting roadway. In Oro Valley, complete streets are created by redesigning the underutilized space within the right-of-way, but outside the existing travel lanes. Complete streets include:



Chandler's Arizona Avenue is an example of a nearby complete street. All the street elements ensure that traffic remains efficient and all users are safe and comfortable. Arizona Avenue is a state highway, like Oracle Road is in Oro Valley. The average daily traffic volume of Arizona Avenue (around 34,000) is comparable to Oracle Road (about 30,000) and La Cañada Drive at Lambert Lane (about 22,000).

FOCUS AREA: ACTIVITY AND PLAY

Main Streets provide safe, convenient and fun options for walking and physical activity. Redesigned streets and parking areas make pedestrians the priority. People can walk from nearby neighborhoods. If driving, you only need to park once. Green spaces and recreation amenities are connected, which promotes active lifestyles and play.

Pedestrian spaces include active and playful amenities, making Main Streets inviting and exciting for people of all ages, and include:

- **Wide, shaded sidewalks** which encourage strolling.
- **Playful amenities** like splash-pads or interactive art.
- **Plazas or pocket parks** which welcome active play.

These spaces and amenities connect to the larger recreational network via multi-use paths. By using the path along the Cañada del Oro Wash and other walkways, Naranja Park, the Oro Valley Community Center, Riverfront Park and Steam Pump Ranch all become connected. These paths also include signs, drinking fountains and other amenities.



FOCUS AREA: TRANSIT CONNECTIONS

Main Streets include a network of transit options which increase accessibility for all users to local destinations and the larger region. Transit connects people to where they live, work and play and improves mobility for everyone.

- **The local trolley or shuttle** circulates between Main Streets, nearby parks, the Community Center, Town Hall and other popular local destinations. It is part of the Main Streets experience and has local flare.
- **Bus transit or light rail** connects to existing and future transit systems in Oro Valley, Tucson and the larger Pima County area. It is a safe, clean, affordable and convenient way to get to, from and around Oro Valley.

Providing quality transit choices brings many benefits. Attractive, well-lit transit shelters with artistic elements improve the streetscape. By making transit a viable option and locating it in high traffic, convenient areas, ridership can increase. This will help relieve wider congestion.

FOCUS AREA: PARKING CONCEPTS

Shopping areas in Oro Valley today are surrounded by a sea of parking spaces. Though convenient, it's not a particularly safe or pleasant experience. Main Streets create more retail and public spaces by redesigning parking lots and providing alternative parking options. These parking options balance convenient car access and places that are active, vibrant and economically viable. Alternative parking options include:

- **On-street parking** to allow easy business access.
- **Small parking lots** that blend into the streetscape.
- **Shared parking** where businesses combine parking.
- **Attractive parking garages** with first floor shops.
- **Underground parking garages** where appropriate.

THEME: DELIGHT IN NATURE



GOALS

INTEGRATE NATURE

TREASURE THE VIEWS

LOVE THE WASH

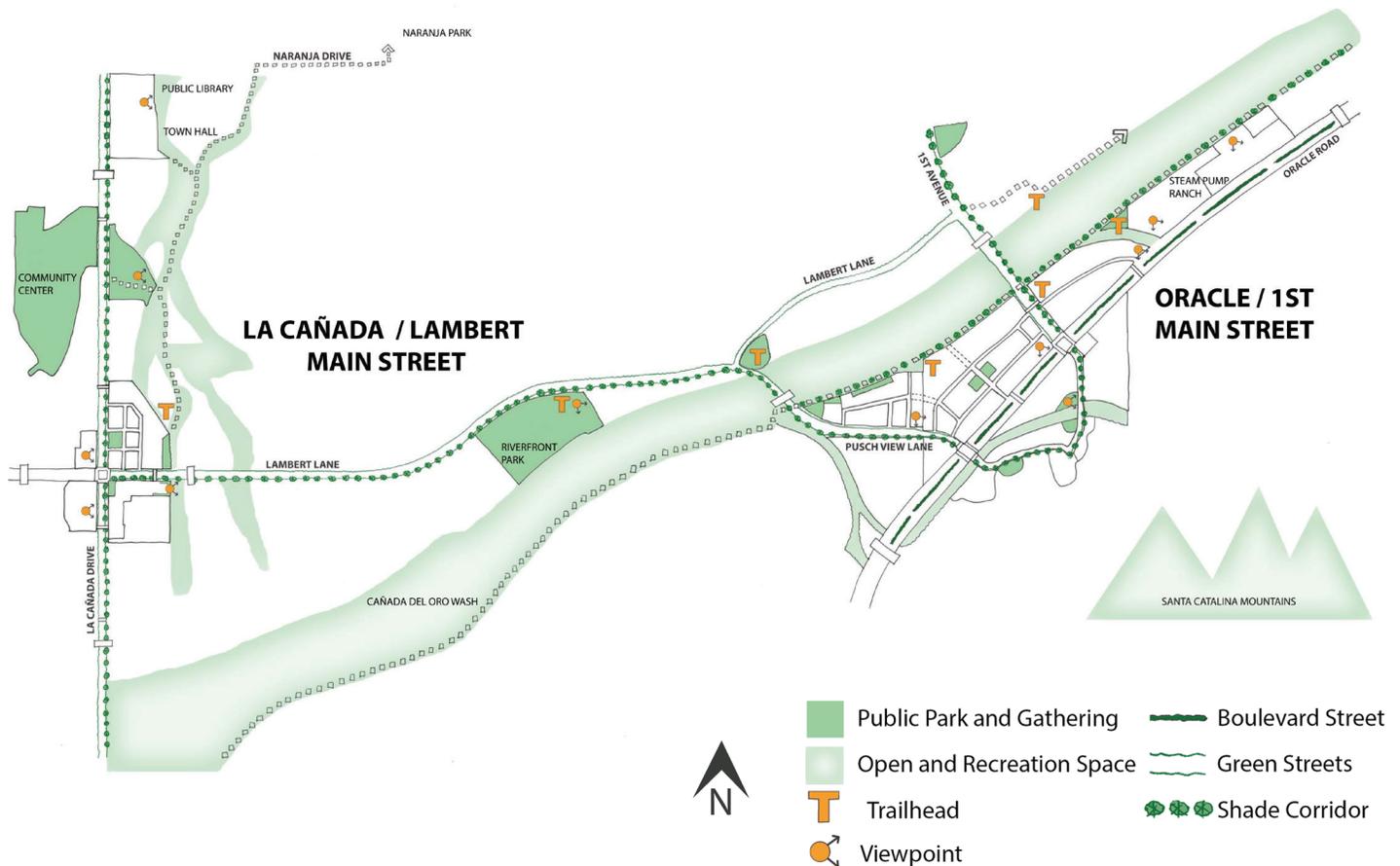
Oro Valley residents and visitors delight in the surrounding natural beauty. The Santa Catalina Mountain views are a staple of life in Oro Valley, as are the Cañada del Oro Wash trail and the Sonoran Desert wildlife and native plants. However, many shopping areas don't face the mountains, integrate gardens or connect to trails and open space.

Main Streets are successful because they are destinations to enjoy Oro Valley's moderate climate and beautiful scenery. Imagine walking through Main Streets, where sidewalk seating and patios look over the Cañada del Oro Wash or up at the Santa Catalina Mountains. Amenities like shade and water features cool off outdoor plazas and trail rest areas. A network of native trees and vegetation integrates nature into the Main Streets walking experience.



Artistic concept of commercial and pedestrian spaces that embrace the Cañada del Oro Wash.

DELIGHT IN NATURE CONCEPT MAP



FOCUS AREA: THOUGHTFUL DESIGN

The Main Streets experience is shaped first by the buildings. The design of the buildings celebrates nature through the following design practices:

- **Buildings oriented toward natural scenery**, including the Wash and mountains to reflect local pride in the natural landscape.
- **A grid layout** that allows stores, patios, sidewalks and gathering places to incorporate views.
- **Design that complements** the natural environment and is regionally appropriate.
- **Environmentally sensitive building practices** that also provide shade to visitors.

People come to Main Streets for views of Oro Valley's special scenery. A grid layout provides views of the Santa Catalina Mountains between buildings. Patios, sidewalk seating and public spaces are oriented toward views of the mountains and look over the Cañada del Oro Wash.

Environmentally sensitive building practices can make Main Streets cooler, more energy-efficient spaces to spend time outside. Awnings and solar panels provide shade to sidewalks, parking lots and buildings. Permeable pavements stay cooler than traditional pavements. These kinds of creative building practices make Main Streets comfortable places to enjoy Oro Valley's desert climate.

FOCUS AREA: OUTDOOR SPACES

Community members have said that they want more spaces to spend time outside. Main Streets provide outdoor spaces and connections to trails. These features invite people to wander, spend time outside and enjoy the views, native plants and wildlife.

Main Streets outdoor spaces are special places to walk, gather and enjoy the outdoors year-round because they have:

- **Patios, courtyards and sidewalk seating** are shaded, are oriented towards natural scenery and are places to gather, relax, or enjoy a meal.
- **Gardens of native plants and trees** that create a sense of place and areas to rest.
- **Shade** created by trees, awnings, structures, sails, sculptures or solar panels.
- **Water features** like fountains, splash pads and drinking fountains that create an oasis-like environment.



Patio view, Noble Hops.
Oro Valley, AZ



Drinking water station.
Grand Canyon, AZ



Courtyard.
Mercado San Agustin, Tucson, AZ



Tohono Chul Park
Oro Valley, AZ



Solar panel awning.
The Dalles, OR

FOCUS AREA: GREEN NETWORK

Oro Valley Main Streets reflect life in Oro Valley, which includes Sonoran Desert plants and wildlife integrated through the community. Oro Valley Main Streets support this feeling by weaving nature throughout the built environment:

- **A shade corridor** along key sidewalks, making walking newly redesigned complete streets more hospitable and a special experience.
- **Gardens** found between buildings, in parking lots and along streets and sidewalks that cool and beautify the environment, provide shade, and support a network of wildlife and bird habitats.
- **Rainwater harvesting** like cisterns, downspouts and rain gardens that irrigates and beautifies the landscape around buildings and parking lots.
- **Green infrastructure** that collects stormwater off of streets and into gardens, which reduces the need for irrigation, increases property values and decreases utility and maintenance costs.

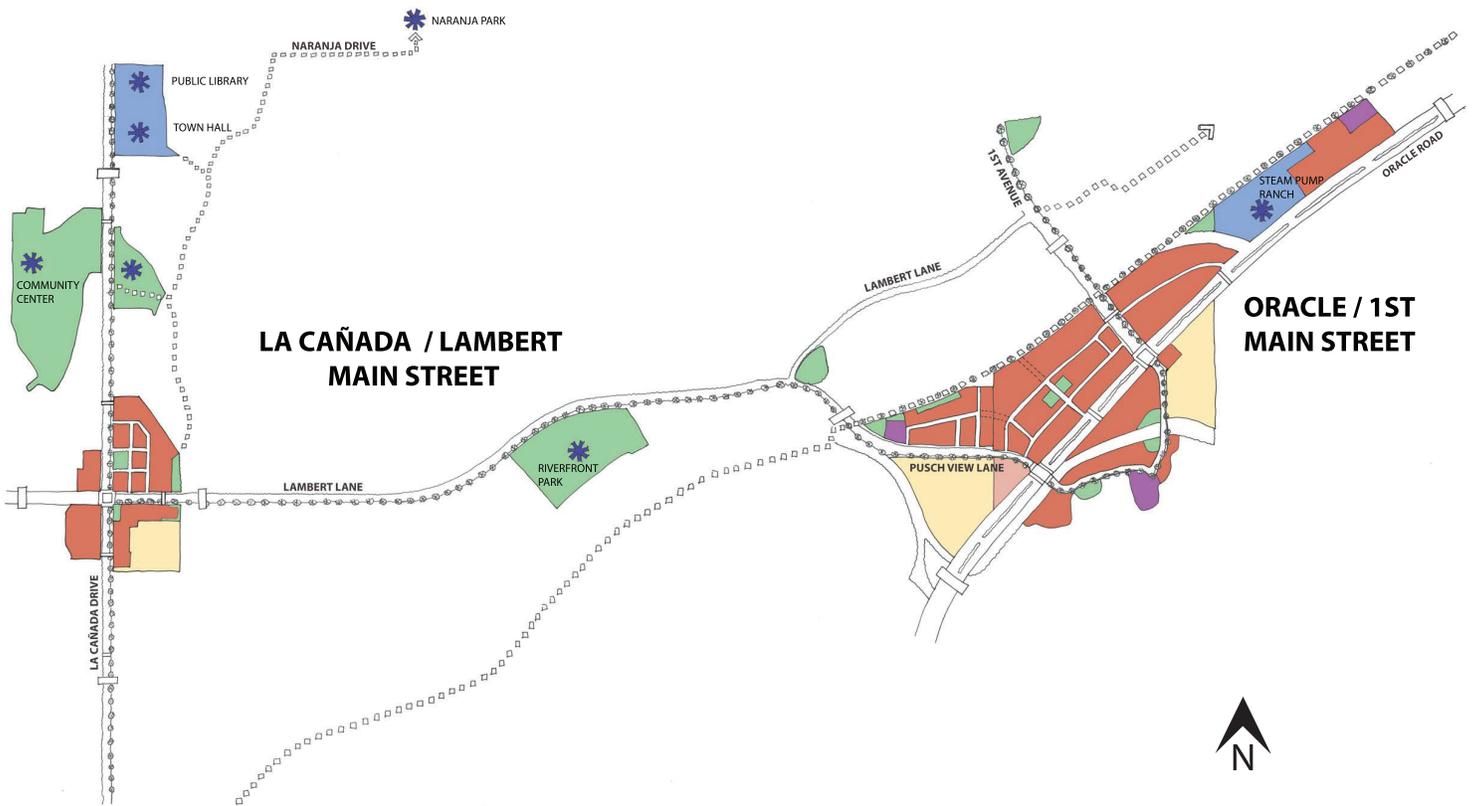
CONCEPT MAPS

The Concept Map is a big-picture view of Main Streets. It shows how the ideas of OV Destinations, Walk-Bike-Ride and Delight in Nature come together to create a complete picture of Oro Valley's heart.



OV DESTINATIONS

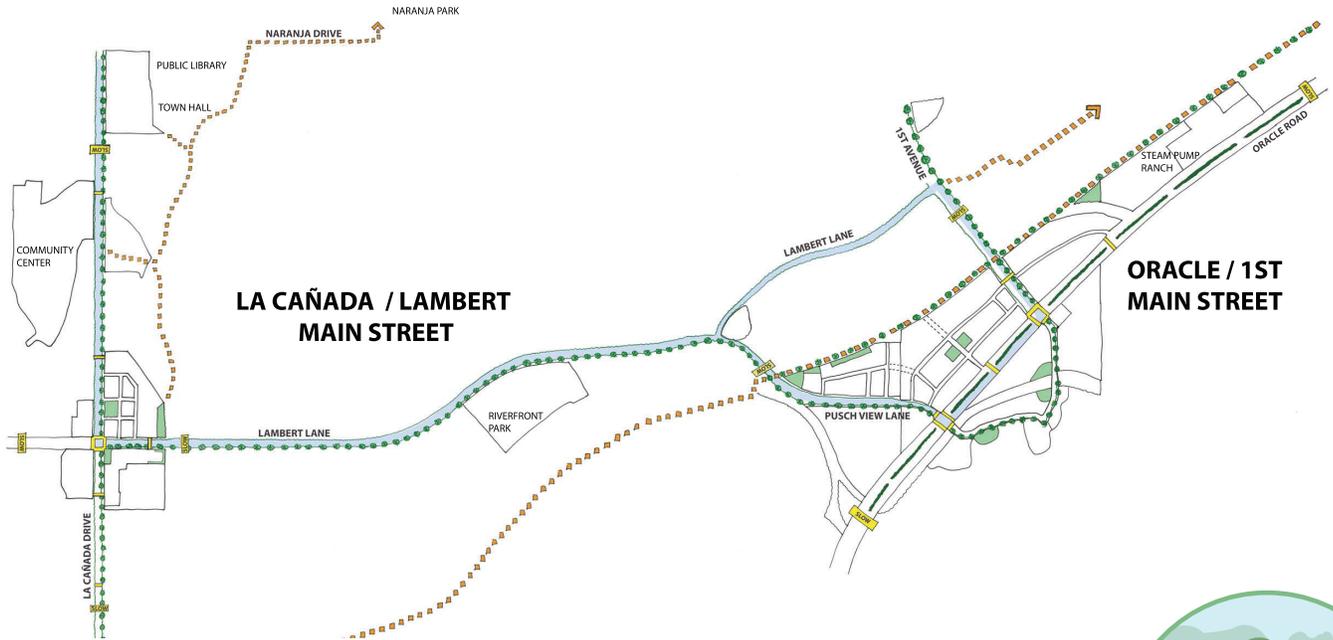
OV Destinations shows how people will enjoy the Main Streets built environment. This map highlights different uses in Main Streets and surrounding destinations. Community destinations, such as Steam Pump Ranch and the Oro Valley Library, show important local resources for activity, play, events, culture and coming together. Together these elements reinforce the activity and vibrancy of Main Streets.



- | | | | |
|-------------|---------------------------|-----------------------|-----------------------|
| Commercial | Civic Space | Community Destination | Boulevard Street |
| Office | Public Park and Gathering | Trail | Green Streets |
| Hotel | Open and Recreation Space | Trailhead | Shade Corridor |
| Residential | Transit | Viewpoint | Pedestrian Crossing |
| | | | Reduced Vehicle Speed |

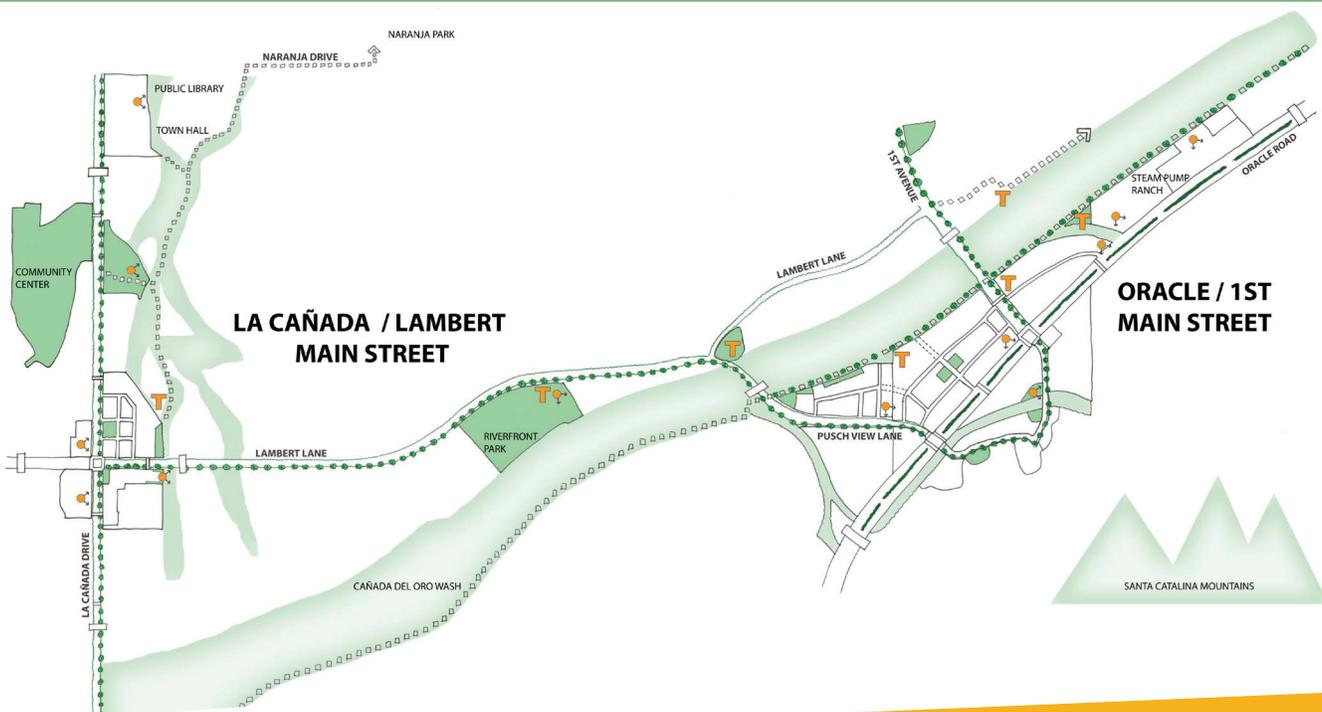
WALK-BIKE-RIDE

Walk-Bike-Ride shows how people will move around Main Streets. Trails connect walkers to Main Streets, green spaces and community destinations. Pedestrian crossings, reduced vehicle speeds, green streets and shade corridors make walking and bicycling safe and comfortable options. Part of Oracle Road is highlighted as a boulevard, which creates a sense of arrival to the Oracle/1st Main Street location. Transit, like a shuttle, moves people around the heart of Oro Valley.



DELIGHT IN NATURE

Delight in Nature shows how nature is connected to Main Streets. Green streets, shade corridors and the boulevard street create a network of trees, plants and gardens. Open and recreation spaces highlight the Cañada del Oro Wash, golf course and Santa Catalina Mountains as important amenities. Viewpoints identify places for benches, patios and sidewalk seating that take advantage of views of the Catalina Mountains.



ORO VALLEY MAIN STREETS CONCEPT MAP

LA CAÑADA / LAMBERT MAIN STREET

The La Cañada / Lambert Main Street is focused at the intersection of these two major roads. This area serves as the “local” Main Street. The scale of the area is welcoming for a range of users. This Main Street is characterized by the following features, as illustrated on the Concept Map:

Services that meet the needs of the Oro Valley community:

- A cluster of local restaurants
- Nearby major public amenities, such as the Community Center and Oro Valley Library
- A mix of commercial, such as grocery and specialty shops

Improved and new recreational assets:

- Connections to the larger recreation system through trails and trailheads
- An overall increase in park and gathering space

Amenities that embrace nature:

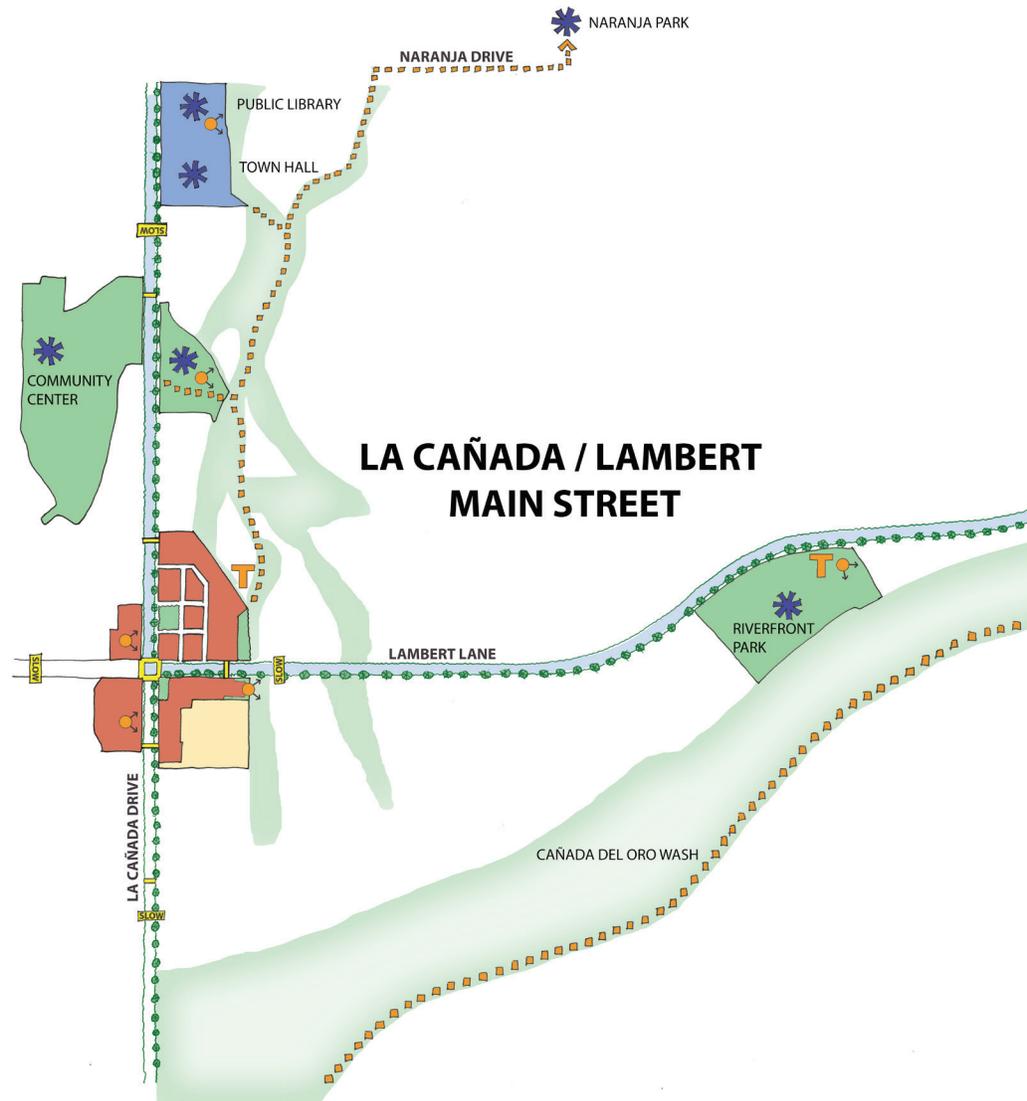
- Green streets and shade corridors linking recreation, shopping areas and community destinations
- Designated viewpoints to appreciate the mountain views

Gathering areas that create energy and activity:

- A large gathering space near the Community Center
- Smaller pocket parks and gathering spaces throughout the area

Additional transportation options:

- A local transit system
- Reduced speeds into the heart of the Main Street
- Frequent and protected pedestrian crossings that facilitate access and walking



LA CAÑADA / LAMBERT MAIN STREET

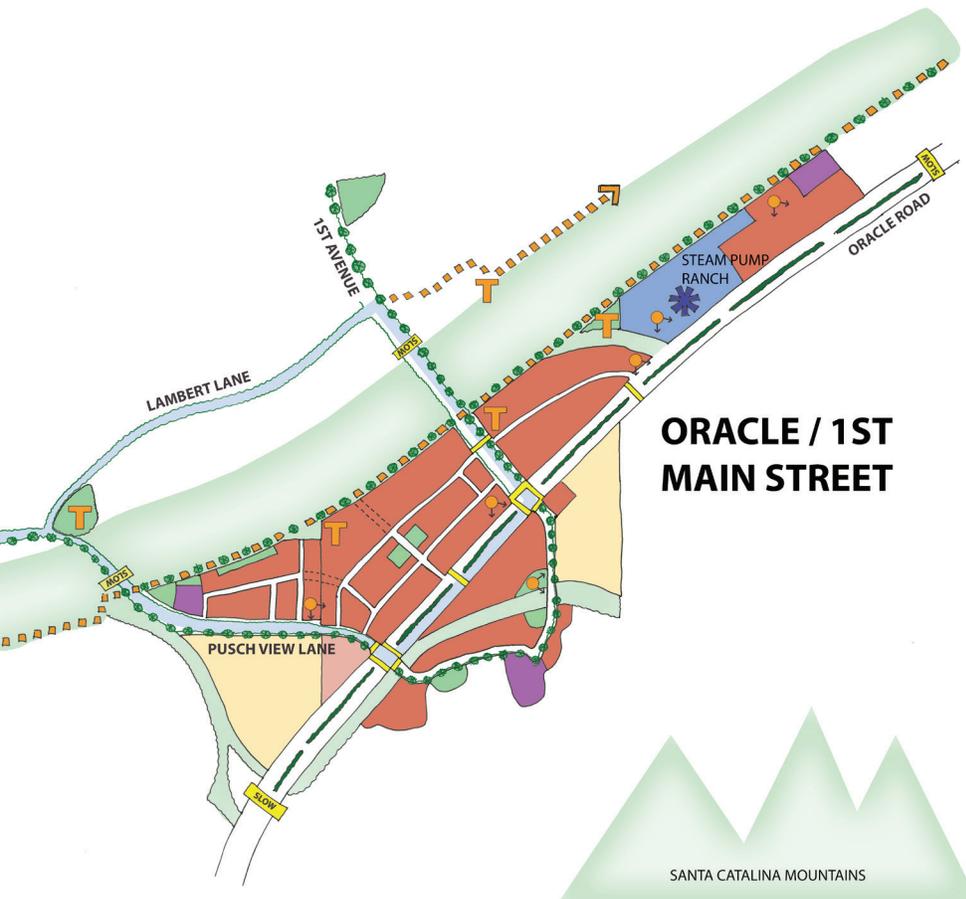


- | | |
|--|--|
| Commercial | Civic Space |
| Office | Public Park and Gathering |
| Hotel | Open and Recreation Space |
| Residential | Transit |



ORACLE / 1ST MAIN STREET

The Oracle / 1st Main Street is focused at the intersection of these two major roads. This area serves as the “regional” Main Street. The scale of the area lends itself to a lot of activity attracting users from distances near and far. This Main Street is characterized by the following features, as illustrated on the Concept Map:



A variety of uses that meet the needs of both the Oro Valley community as well as visitors:

- Hotels spread throughout the area
- Many commercial destinations, including regional “big-box” stores and smaller shops
- Nearby professional office space
- Large, adjacent residential developments

Destinations and recreational amenities attractive to a range of users:

- Steam Pump Ranch
- Multiple trailhead access points
- Designated viewpoints celebrating the local iconic mountain views
- Trails, trailheads, park space and businesses that celebrate the Cañada del Oro Wash

Additional transportation options:

- A local transit system linking both sides of Oracle Road
- Reduced speeds into the heart of the Main Street
- Frequent and protected pedestrian crossings that facilitate access and walking
- Oracle Road designed as a special green boulevard

-  Community Destination
-  Trail
-  Trailhead
-  Viewpoint
-  Boulevard Street
-  Green Streets
-  Shade Corridor
-  Pedestrian Crossing
-  Reduced Vehicle Speed

WHAT'S NEXT?

Oro Valley Main Streets has ongoing opportunities for community input. The Concept Plan is a tool for conversation. As the Concept Plan is presented to the community, the Planning and Zoning Commission and the Town Council, all are encouraged to join the conversation to help make Oro Valley Main Streets successful.

WANT TO LEARN MORE?

For more information about Oro Valley Main Streets and ways that you can get involved, contact us!

www.orovalleyaz.gov/mainstreets

MainStreetsOV@orovalleyaz.gov

(520) 229-4800

Any of the project staff are available to discuss:

ELISA HAMBLIN, AICP
Long Range Principal Planner

MICHAEL SPAETH, AICP
Senior Planner

NORA CAMPBELL
Planner

