

# ORO VALLEY MAIN STREETS BACKGROUND INVENTORY



This document provides readers with project background, prospective location information, examples of similar projects and regional examples of successful main streets and gathering places for use with the Oro Valley Main Streets project.

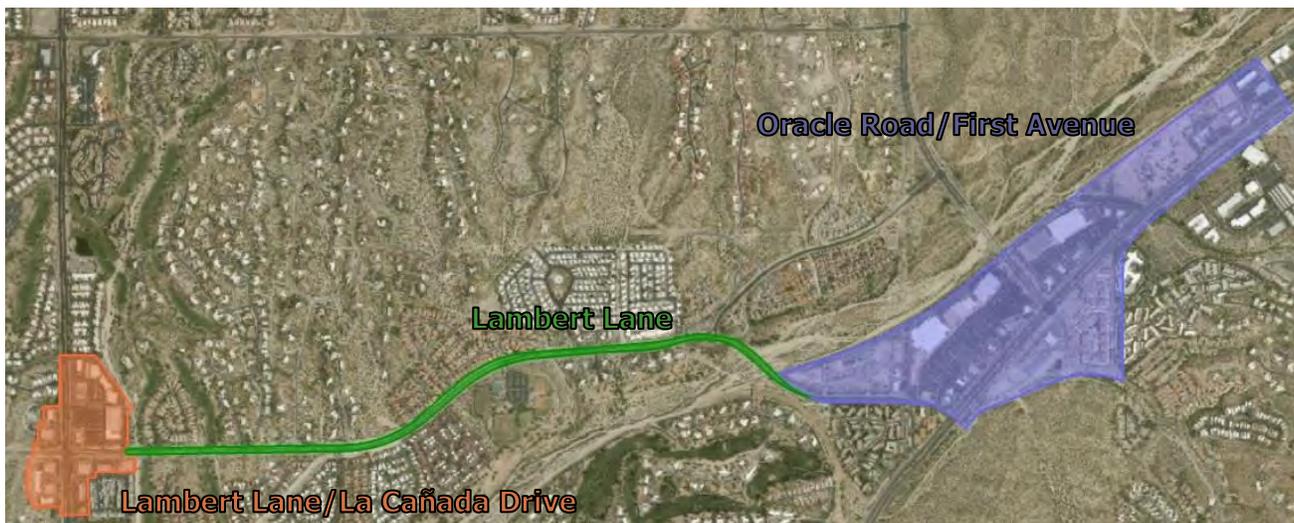
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## I. PROJECT INTRODUCTION

Residents have said that Oro Valley needs a heart: a place to walk, shop, eat and play, to be with friends and family, and that reflects the unique community character. In response, the Town of Oro Valley has launched the **Oro Valley Main Streets** project. Together residents, property owners, stakeholders and Town staff will craft and execute a collaborative long-range conceptual plan to promote unique areas of economic development and community gathering.

**Oro Valley Main Streets** will start by focusing on two local commercial areas (see map below). One is the area at La Cañada Drive and Lambert Lane, and the other is the area around Oracle Road and First Avenue. The project may also create a connection between the two commercial areas along Lambert Lane. After detailed planning is completed, gradual changes may impact roadways, sidewalks, parking lots and buildings to improve the safety, connectivity, sense of place, character and economic vibrancy of Oro Valley.



## II. ORO VALLEY MAIN STREETS BACKGROUND

### PROJECT ORIGIN

The creation of main streets or districts is supported in at least three Town plans, including the Council-directed 2015 Strategic Plan, the Planning and Zoning Commission's FY 15/16 – 16/17 Work Plan and the *Your Voice, Our Future* Plan, as summarized below.

#### Strategic Plan – Economic Development Focus Area

- Maximize the Town's visitor destination opportunities, through two strategies including *"Support cultural, entertainment, and sporting venues. . . Evaluate the development of an entertainment district that includes music, sports, museums, and private/nonprofit galleries."*

#### Planning and Zoning Commission Work Plan – Item 3: The District

- The Work Plan identifies the District project as a high priority and includes directions to include stakeholder outreach, the design and drafting of a plan and code implementation. The Work Plan also includes potential implementation measures of form-based code, a complete streets policy and mixed-use zoning.

*Your Voice, Our Future* Plan (to be voter ratified Nov. 2016) – Complete Community Section

- The *Your Voice, Our Future* project began by asking residents about their vision for Oro Valley’s future. Statistically valid surveys showed that residents felt Oro Valley lacks nearby services and needs local places to walk, shop, eat and play. The *Your Voice, Our Future* project created policies and actions that reflect the community’s desires.
- Policy CC.6. states *“Promote the creation of unique community gathering places that are inviting, walkable, attractive and vibrant and offer commercial, entertainment or cultural activity.”*
- Actions 10 and 11 offer direction to develop a plan to designate these areas and directs the updating of related Town programs, plans and regulations.

## PROJECT SCHEDULE

### CONCEPT PLAN (2016)

The project begins by creating a big-picture Concept Plan. The Concept Plan includes a high-level vision that will guide how Oro Valley Main Streets should look, feel and function. Here’s how the Concept Plan will be created:

1. Fact-finding: A series of fact-finding interviews with local business owners, property owners and subject matter experts were conducted in February-March 2016. See the Stakeholder Interviews Summary Report for more information.
2. Community visioning: This first workshop event (May 2016) will engage community members and stakeholders to brainstorm and imagine how Oro Valley Main Streets should look and feel.
3. Concept Plan drafting: The Concept Plan will be drafted from feedback of the community visioning process. It will be a high-level plan which will include a vision and themes. The Concept Plan is planned to be presented to the public and the Town Council toward the end of 2016.

### IMPROVEMENT PLAN (2017)

The Improvement Plan will outline improvements to two separate main street locations. The plan will describe the incremental long-range changes for each location that will achieve the Oro Valley Main Street vision over the coming years. This plan will be based on the Concept Plan and community and stakeholder input.

### III. STAKEHOLDER INTERVIEWS

As part of early fact-finding, a series of stakeholder interviews were conducted with residents, commercial property owners, developers, and local business representatives. The interviews were conducted during February and March 2016. They helped gather initial ideas and feedback associated with the Main Streets project.

The interviews were conducted by Planning Division staff, including:

- Elisa Hamblin, Long Range Principal Planner
- Michael Spaeth, Senior Planner
- Nora Campbell, Planner

A total of 26 interviews were completed with 34 individuals, which are listed at the end of this report. Prior to each interview, the participants were provided some basic project information. During each interview they were the same series of eight questions. These questions were designed to gather big picture as well as specific ideas. Participants also identified opportunities, concerns and clarified their interest in the project moving forward.

#### KEY TAKEAWAYS

Following is a list of major themes or takeaways which emerged from a majority of the interviews. One item of particular note is the overwhelming amount of positive support that stakeholders expressed for the work going forward. When asked if they could support the work and why they said things like **“Absolutely, I’d love to be a part of the future”** and **“Yes! The long-term success will help with property values and quality of life”**. Many expressed interest in helping with the process and project in the next stages.

- This is an important economic development project to support local businesses and will be essential to Oro Valley’s bright economic future
- A central destination or main street area is the next step for Oro Valley
- Make the main street area attractive, unique and multi-purpose
- Build off the identity of Oro Valley and maximize on existing assets
- Involve the community early on to gain support



#### SUMMARY OF INTERVIEW RESPONSES

Following the completion of the stakeholder interviews, all responses were combined and grouped for analysis. The following section includes each question and the general responses from interviewees. In order to encourage open conversation, all stakeholders were informed that their responses would remain anonymous in the final interview report.

1. **What do you think the Oro Valley economy looks like in the future? Do you anticipate any particular changes or economic development?**

Stakeholders see a positive economic future for Oro Valley. Many pointed to Oro Valley's biomedical and technical industries, strong local professional jobs, and the steady growth of the local economy. Many discussed opportunities for more economic diversity, tourism and arts, as well as the challenge of near buildout. Stakeholders emphasized that in order to draw visitors and new residents, **Oro Valley needs a central destination with cultural entertainment, recreational and retail attractions that reflect the unique community identity.** Stakeholders see Oro Valley as a desirable community to live and raise a family, and hope to attract more millennials and long-term residents in the future.

## 2. If you were to imagine a successful Main Street, what would it look like? What features would it have? Why would people want to go there?

Stakeholders imagine a successful Main Street to be an **attractive, walkable and connected area**, with **cultural attractions** that draw in community members of **all ages**. Many pointed to the need for a performing arts venue, museums, and spaces that engage kids, such as parks and water features. Stakeholders emphasized that in order to make the project unique to Oro Valley, it should be an **attractive multi-use retail and office area, where people can walk, bike or even take transit to.** Stakeholders see public art and unique visual signs as a way to make each location more visually appealing, while also working to create a sense of arrival. People identified that **supporting local shops, restaurants and cafes** in the Main Streets locations would help to make the areas more unique, and could even help attract people from other communities.

## 3. What are the top 3 opportunities you see for the Main Streets project?

When talking about opportunities for Oro Valley Main Streets, stakeholders talked about **building off of the identity of Oro Valley.** People identified local history, like Steam Pump Ranch, and the scenic beauty of Oro Valley as key to the success of the project. Stakeholders said the project should engage the existing energy and events at local parks, like Naranja Park, Riverfront Park, the Community and Recreation Center, and Catalina State Park. Stakeholders said that **connectivity is key**, and that the existing multiuse paths and proximity to the Hilton El Conquistador, Innovation Park, local parks and many neighborhoods and apartments should be connected to Oro Valley Main Streets. Stakeholders said that there is opportunity to **build off of the community's successful farmer's markets and special arts events** by focusing on future special events and performing arts spaces in the Main Streets. Overall, stakeholders were positive about the layout of existing commercial areas and the potential for their improvement.

## 4. What are the top 3 challenges?

The main challenges identified by stakeholders included the **transformation of the current built environment and transportation conditions**, the **funding** of the project implementation, and **gaining public support** for the idea. In particular, there was a strong concern for there being enough space for adequate parking accommodations and the economic impact that the construction process would have on existing businesses. Stakeholders viewed Oro Valley's zoning code as another potential challenge to making the project a reality, due to the complexities and limitations of the code. Overall, gaining public support for the project was a commonly mentioned challenge, but many stakeholders were optimistic

that if the Town **involved the community early on in the process and got the design right** that the community would be more welcoming to the idea.

**5. Based on this conversation, would you be willing to support the work of this project? Why or why not?**

Overall, the stakeholders interviewed supported the project due to the **positive long-term economic and social impacts** it could have on Oro Valley. Stakeholders thought that the project would improve property values and quality of life, while creating a **community identity** that helps to attract visitors and new businesses to the Town.

**6. Is there something you feel you could contribute? (time, expertise, etc.)**

Many stakeholders offered **contribute their expertise and community connections** to the Main Streets project. Several stakeholders also offered to participate in focus groups, as needed.

**7. Do you know anyone who would be helpful to talk to or could offer help with the project?**

The stakeholders interviewed provided leads among the business community and other community members that could provide additional insight for the project.

**8. Thank you for answering our questions. Do you have any other advice or comments to share?**

Stakeholders primarily reemphasized the main points mentioned in the previous questions, such as their **support and the positive economic benefits** this project would have for the community. They also stressed the importance to get the public’s support and **involvement early on** in the process to ensure the project moves forward smoothly. Stakeholders also noted the importance of **getting the project funding and design done right the first time** so that the Main Streets concept could be expanded to other locations in the future.

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INTERVIEWEES

The following list includes all individuals who were interviewed as part of the Main Streets stakeholder interviews. They are grouped by area of interest.

NAME	TITLE	COMPANY	REPRESENTATION/INTEREST
Commercial property owner – La Cañada area			
<b>Barry Kitay</b>	Manager and Broker	Whirlygig Properties	Mercado at Cañada Hills
<b>Alan Olsen</b>	CFO	Whirlygig Properties	Mercado at Cañada Hills
<b>John Galen</b>	Broker	Shenkarow Realty Advisors	Cañada Crossroads
Commercial property owner – Oracle area			
<b>Gary Best</b>	Commercial Broker	Keller Williams Commercial	Mercado del Rio
<b>John Hamner</b>	Commercial Broker	Keller Williams Commercial	Mercado del Rio

<b>Bill Kelley</b>	Chief Financial Officer	Diamond Ventures	Steam Pump Village
<b>Chris Brozina</b>	Vice President of Development	Mark Taylor Development	San Dorado
Local business representative – La Cañada area			
<b>Jacob Krusikis</b>	Owner	Breadsmith	Local business, Cañada Crossroads
<b>Aric Mussman</b>	Owner	Noble Hops	Economic development, local business
<b>Suzanne Kaiser</b>	Owner	Noble Hops	Economic development, local business
Local business representative – Oracle area			
<b>Bruce Baca</b>	Manager	Pima Federal Credit Union	Steam Pump Village
<b>Lynda Mahoney</b>	Financial Center Manager	Pima Federal Credit Union	Steam Pump Village
<b>Kathleen Stupp</b>	Director of Sales	Beztak Properties	Golf Villas and Oro Vista Apartments
<b>Cathy Valencia</b>	Director of Group Sales	Hilton El Conquistador	Economic development, tourism
Constituents/Residents			
<b>Bill Leedy</b>	Chair	Planning and Zoning Commission	Planning and community needs
<b>Bill Rodman</b>	Former-chair	Planning and Zoning Commission	Planning and community needs
<b>Bruce Wyckoff</b>	Architect	Conceptual Design Review Board	Design, community needs
<b>Dick Eggerding</b>	Chair and public art advocate	Conceptual Design Review Board	Public art
Developer or broker			
<b>Kit Donley</b>	Broker	Donley Commercial	Development community
<b>Keri Silvyn</b>	Partner	Lazarus, Silvyn & Bangs, P.C.	Development community
<b>Mike Carlier</b>	Broker	Carlier Company	Development community
Economic development			
<b>Dave Perry</b>	CEO	Greater Oro Valley Chamber of Commerce	Economic development and local business
<b>Daniela Gallagher</b>	VP Economic Development	Sun Corridor Inc. (TREO)	Economic development
Special interest			
<b>Warren Lazar</b>	President	Oro Valley Historical Society	Historic resources
<b>Mark Stark</b>	Owner	On Your Left Fitness	Special events

<b>Julie Stark</b>	Owner	On Your Left Fitness	Special events
<b>Don McGann</b>	President/ Landscape Architect	McGann & Associates	Parks, landscape design, community needs
<b>Darleen Showalter</b>	Project Manager/ Landscape Architect	McGann & Associates	Parks, landscape design, community needs
<b>Kate Marquez</b>	Executive Director	SAACA	Arts and culture, creative placemaking
Town staff			
<b>Amanda Jacobs</b>	Economic Development Manager	Town of Oro Valley	Economic development
<b>Paul Keesler</b>	Development and Infrastructure Services Director	Town of Oro Valley	Development and infrastructure
<b>Lynanne Dellerman</b>	Recreation, Cultural Services Manager	Town of Oro Valley	Historic resources
<b>Kristy Diaz-Trahan</b>	Parks and Recreation Director	Town of Oro Valley	Parks and recreation, community needs
<b>Aimee Ramsey</b>	Development and Infrastructure Services Assistant Director	Town of Oro Valley	Transit and infrastructure, community needs

#### IV. INVENTORY

This inventory provides maps and data for the prospective locations of the **Oro Valley Main Streets** project. This information should give readers a sense of what each area is like now, its opportunities, and potential future improvements.

#### SITE MAP



Map # 1

#### LAMBERT AND LA CAÑADA AREA

The area centered around Lambert Lane and La Cañada Drive has been identified as a potential main street. This area is home to many of Oro Valley's local shops and restaurants. It's also near local parks, the Oro Valley Community & Recreation Center, Town Hall and the local public library.

The Lambert and La Cañada area has considerable potential to become a more vibrant, walkable place in Oro Valley. This area has several vacant lots that could be transformed into gathering places or could allow for new business developments. The high levels of existing parking create opportunities to gradually transform the area, while also ensuring there's ample parking. Along the rights of way, there is room to create more walkable and complete streetscapes due to the large buffers between the curb and the parcels. The current built environment in this area allows for many possibilities to transform it into one of Oro Valley's main streets.

## PARCELS

The Parcels map shows how the La Cañada and Lambert area is divided into parcels. Parcels divide the land and illustrate ownership. Parcel size and boundaries help guide zoning requirements for slope, drainage, parking, and define the street line. This map is the starting point of site analysis.



Map # 2

**BUILDING FOOTPRINTS**

The Building Footprints map below shows where the existing structures and vacant pads are located at Lambert Lane and La Cañada Drive. The table compares percent existing building area to site acreage. This information illustrates how the land is currently being utilized.



Map # 3

Development Areas	Total Acreage	Existing Building Area
Mercado Cañada Hills (NEC)	16.26	12%
Shops at Oro Vista (SEC)	6.16	17%
La Cañada Crossroads (SWC)	6.17	14%
Walgreens (NWC)	2.79	19%
<b>Total</b>	<b>31.38</b>	<b>14%</b>

PARKING

The Parking map below shows overall parking, number of spaces and circulation in the Lambert and La Cañada area. The table compares the percent parking and circulation area to site acreage.

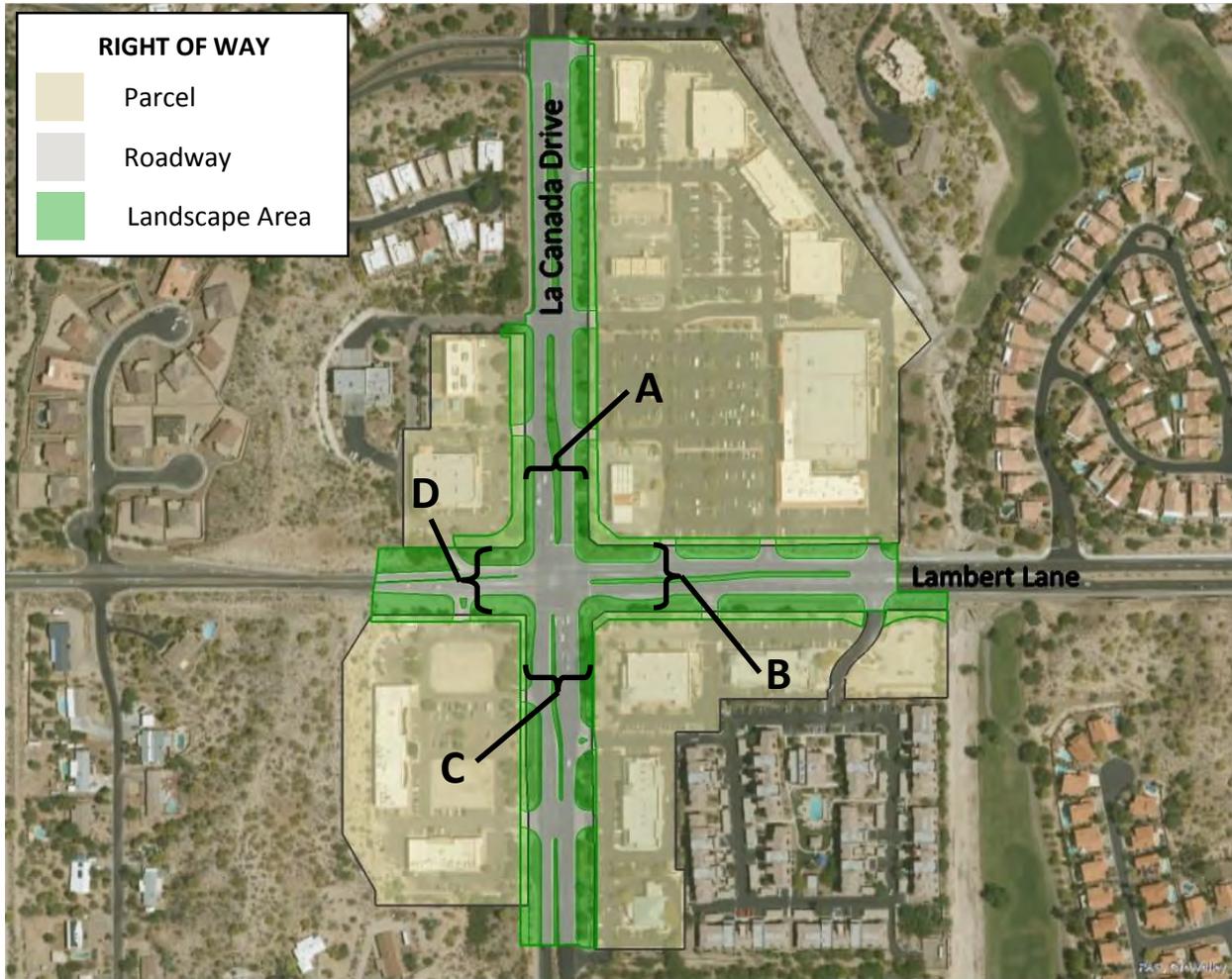


Map # 4

Development Areas	Total Acreage	Parking & Circulation Area	Parking Spaces
Mercado Cañada Hills (NEC)	16.26	88%	675
Shops at Oro Vista (SEC)	6.16	83%	243
La Cañada Crossroads (SWC)	6.17	86%	352
Walgreens (NWC)	2.79	81%	93
<b>Total</b>	<b>31.38</b>	<b>86%</b>	<b>1,363</b>

## RIGHT OF WAY

The Right of Way map below shows the public right of way boundaries and landscaped areas. The La Cañada Drive and Lambert Lane right of ways are owned and maintained by the Town of Oro Valley, and are defined by the parcel outlines. The landscaped areas in the right of ways are public. The landscaped areas within the parcels are private, and are not measured in the tables below. The tables show how the right of ways are currently being utilized.



Map # 5

**Table "A"**  
**La Cañada Drive, north of Lambert Lane**

Bike Lanes (x2)	6 feet
Lanes (x5)	12 feet
Curb to Curb	88 feet
Sidewalks (x2)	5 feet
Public Landscape Areas	57 feet
Crosswalk Length	90 feet
Right of Way	145 feet

**Table "B"**  
**Lambert Lane, east of La Cañada Drive**

Bike Lanes (x1)	6 feet
Lanes (x5)	11 feet
Curb to Curb	75 feet
Sidewalk (x1)	6 feet
Multi-Use Path (x1)	10 feet
Public Landscape Areas	75 feet
Crosswalk Length	90 feet
Right of Way	150 feet

**Table "C"**  
**La Cañada Drive , south of Lambert Lane**

Bike Lanes (x2)	6 feet
Lanes (x6)	12 feet
Curb to Curb	96 feet
Sidewalk (x1)	4 feet
Multi-Use Path (x1)	7.5 feet
Public Landscape Areas	54 feet
Crosswalk Length	103 feet
Right of Way	150 feet

**Table "D"**  
**Lambert Lane, west of La Cañada Drive**

Bike Lanes (x1)	4 feet
Lanes (x4)	11 feet
Curb to Curb	60 feet
Sidewalk (x1)	4 feet
Public Landscape Areas	92 feet
Crosswalk Length	73 feet
Right of Way	152 feet

## VEHICLE CIRCULATION

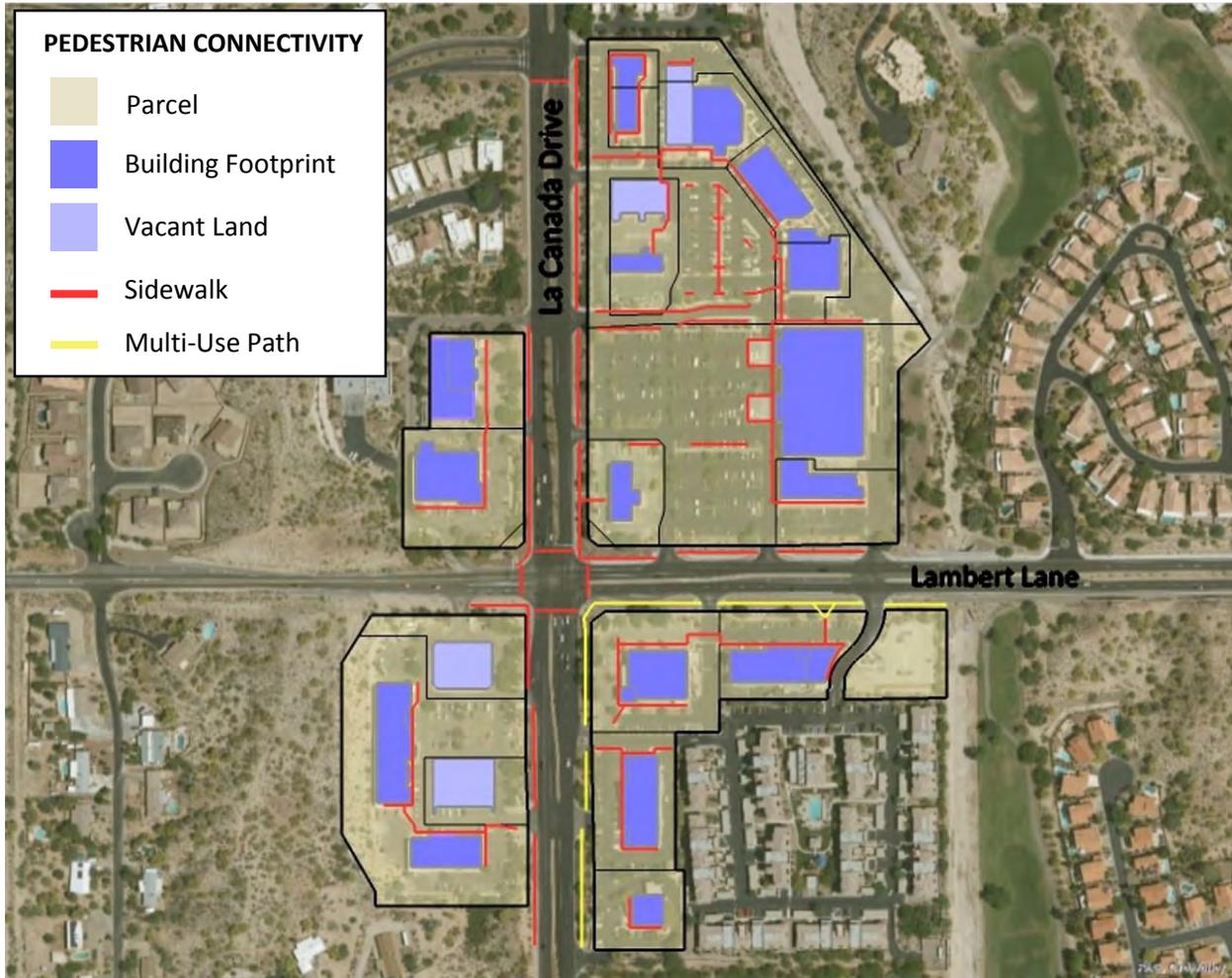
The map below shows the major vehicle circulation routes of each commercial area, and where they connect to the right of ways. This map gives an idea of the existing movement patterns for vehicles throughout the site.



Map # 6

## PEDESTRIAN CONNECTIVITY

The following map depicts pedestrian paths throughout the site, including sidewalks and the multi-use paths. This map illustrates the connections and missing links for pedestrian movement throughout the site.



Map # 7

VEGETATION

The map below shows the existing vegetation along the right of ways and throughout the parcels. This helps to describe where there are gaps in vegetation, which can make an area less pedestrian friendly.



Map # 8

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## EXISTING ARCHITECTURAL STYLES

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### MERCADO CAÑADA HILLS (NORTHEAST CORNER OF LAMBERT LANE AND LA CAÑADA DRIVE)

There are two major architectural styles in Mercado Cañada Hills. The older buildings, mostly located in the southern portion, are Mission style with campaniles and clay tile roofs (see Figure 1). The newer buildings, located in the northern section, are Contemporary Spanish Colonial style with angled roofs, straight lines, metal trellises and dentils (see Figure 2).



Figure 1



Figure 2

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### SHOPS AT ORO VISTA (SOUTHEAST CORNER OF LAMBERT LANE AND LA CAÑADA DRIVE)

Shops at Oro Vista also has two architectural styles that vary between the older and newer buildings. The older buildings, are Territorial style with copper patina roofs and campaniles (see Figure 3). The newer buildings are Contemporary Spanish Colonial style with copper patina roofs and campaniles (see Figure 4). Both building types include stone veneer.



Figure 3



Figure 4

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LA CAÑADA CROSSROADS (SOUTHWEST CORNER OF LAMBERT LANE AND LA CAÑADA DRIVE)

The buildings in the La Cañada Crossroads shopping center are Pueblo style with bricks, columns, arches and dentils (see Figure 5 and 6).



Figure 5



Figure 6

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WALGREENS (NORTHWEST CORNER OF LAMBERT LANE AND LA CAÑADA DRIVE)

The Walgreens building is in a Southwest Traditional style with red clay tile roofs, turquoise tiles, and copper patina signage (see Figure 7).



Figure 7

THE WALK: CONNECTING MAIN STREET AREAS

GENERAL STREETScape

The General Streetscape map below serves as a “snapshot” of the street design and elements throughout a majority of Lambert Lane. The map shows pedestrian elements, vegetation, and basic information on the right of way.



Map # 9

Table "A"

Lambert Lane, east of La Cañada Drive

Bike Lanes (x2)	5 feet
Lanes (x4)	11 feet
Curb to Curb	75 feet
Sidewalk (x1)	6 feet
Multi-Use Path (x1)	10 feet
Public Landscape Areas	49 feet
Crosswalk Length	N/A
Right of Way	148 feet

## THE Y-INTERSECTION

The map below gives an overview of the y-intersection at Lambert Lane and Pusch View Lane. This map and the “General Streetscape” map show the basic features present throughout the area. These maps show a continuous multi-use path along Lambert Lane and the available space in the landscape areas of the rights of way.



Map # 10

**Table "A"**

**Lambert Lane, west of the intersection**

Bike Lanes (x2)	5 feet
Lanes (x5)	11 feet
Curb to Curb	95 feet
Sidewalk (x1)	6 feet
Multi-Use Path (x1)	10 feet
Public Landscape Areas	56 feet
Crosswalk Length	N/A
Right of Way	151 feet

**Table "B"**

**Lambert Lane, north of the intersection**

Bike Lanes (x1)	6 feet
Lanes (x3)	11 feet
Curb to Curb	52 feet
Sidewalk (x1)	5 feet
Multi-Use Path (x1)	10 feet
Public Landscape Areas	99 feet
Crosswalk Length	100 feet
Right of Way	151 feet

**Table "C"**

**Pusch View Lane, east of the intersection**

Bike Lanes (x2)	6 feet
Lanes (x4)	11 feet
Curb to Curb	80 feet
Sidewalk (x1)	4 feet
Public Landscape Areas	N/A
Crosswalk Length	N/A
Right of Way	90 feet

## ORACLE ROAD AND FIRST AVENUE AREA

The area centered around Oracle Road and First Avenue has been identified as a potential main street. This area is a larger scale than the Lambert and La Cañada area. It is home to regional draws, including “big-box” stores and restaurants, Steam Pump Ranch, and is near Catalina State Park. In addition to being on Oracle Road, a state highway, it’s also near larger amenities like the Hilton Resort, golf courses, and the Oro Valley Aquatic Center.

The large scale of the Oracle Road and First Avenue area creates many opportunities to gradually transform the site into an energetic and distinctive regional corridor. Like the Lambert and La Cañada area, there is room for new developments which can further enhance the area’s economic activity. The close proximity to the Cañada del Oro River Park creates an opportunity to make this regional hub into a walkable space that links to the Lambert and La Cañada area.

### PARCELS

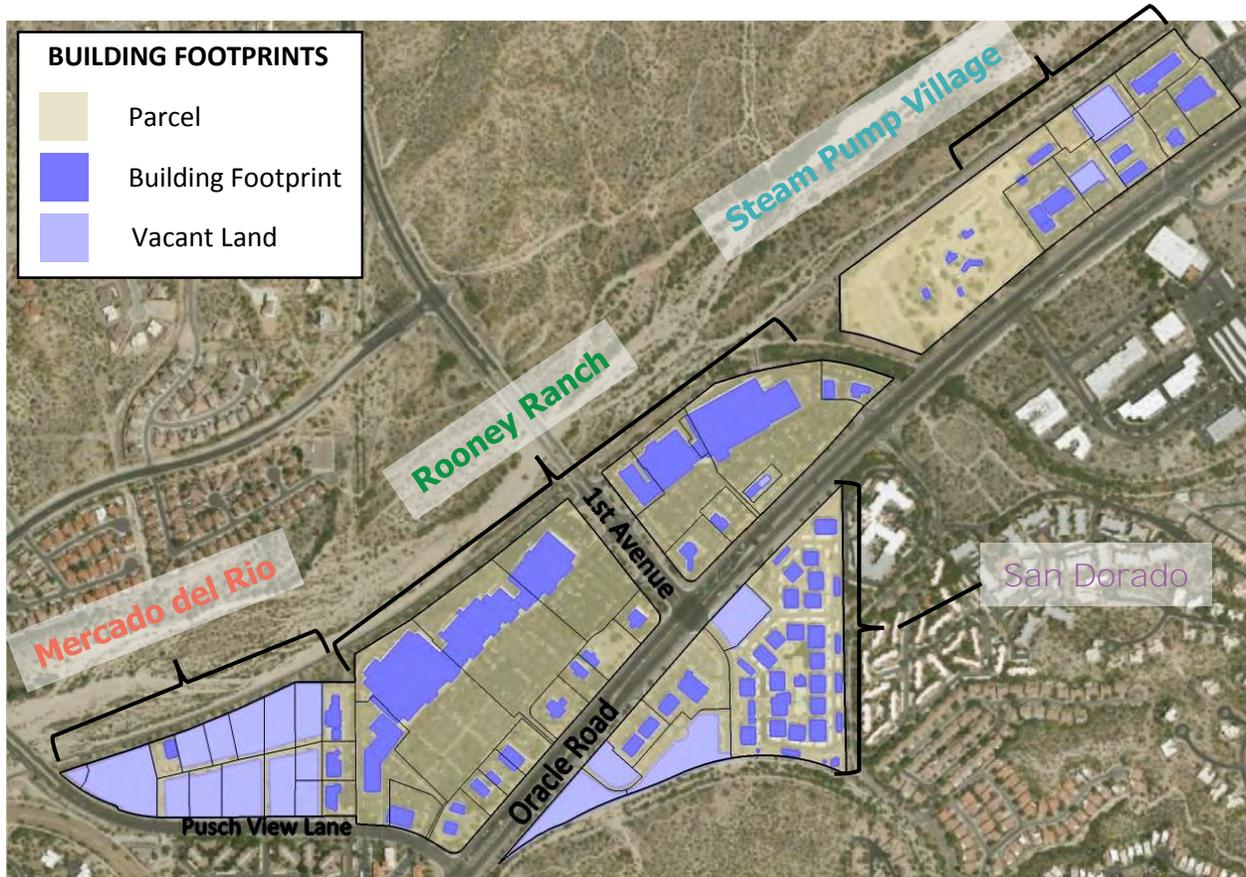
The Parcels map shows how the Oracle Road and First Avenue area is divided into parcels. Parcels divide the land and illustrate ownership. Parcel size and boundaries help guide zoning requirements for slope, drainage, parking, and define the street line. This map is the starting point of site analysis.



Map # 11

BUILDING FOOTPRINTS

The Building Footprints map below shows where the existing structures and vacant pads are located at the Oracle Road and First Avenue area. The table compares percent existing building area to site acreage. This information illustrates how the land is currently being utilized.

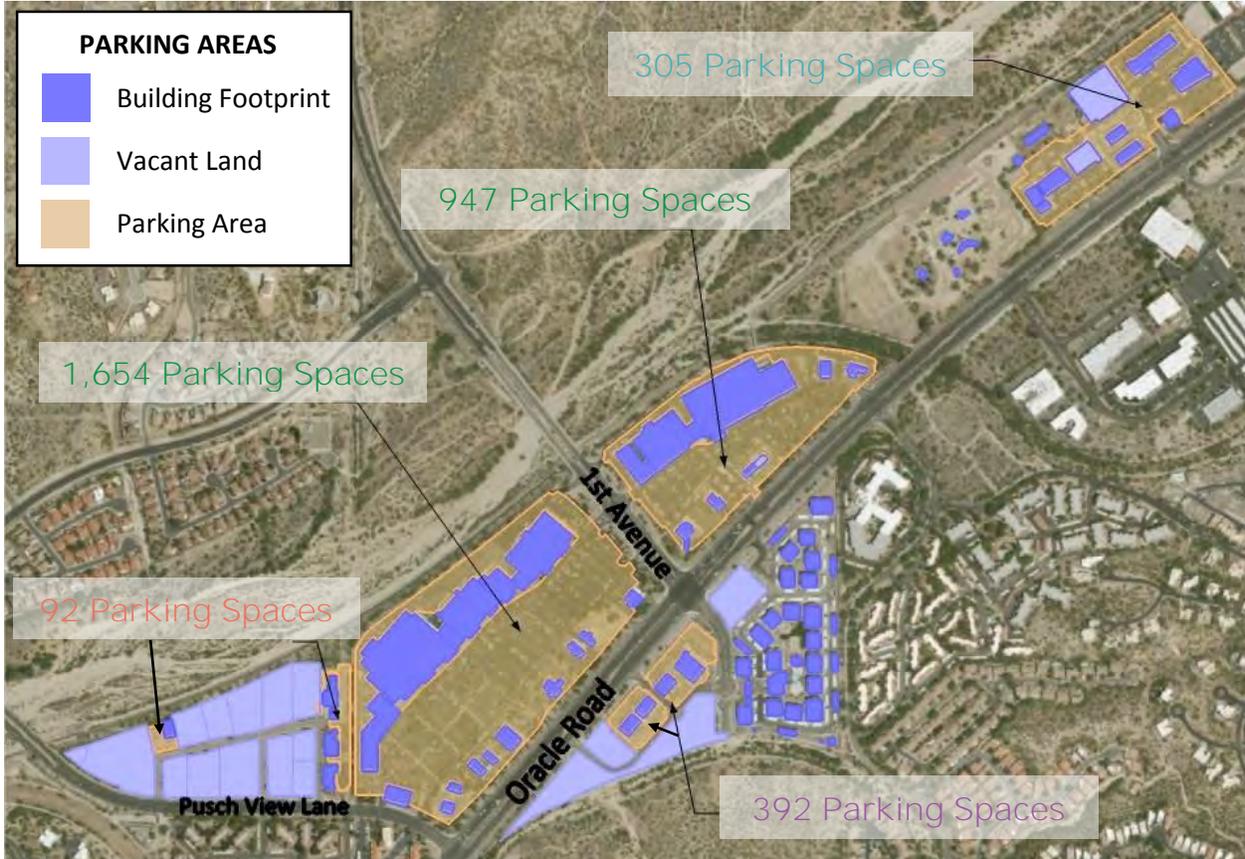


Map # 12

Development Area	Total Acreage	Existing Building Area
Mercado del Rio	17.07	4%
Rooney Ranch	61.48	19%
San Dorado	12.16	13%
Steam Pump Village	30.04	14%
<b>Total</b>	<b>120.75</b>	<b>15%</b>

PARKING

The Parking map below shows the overall parking, number of spaces and circulation in the Oracle Road and First Avenue area. The table compares the percent parking and circulation area to site acreage.

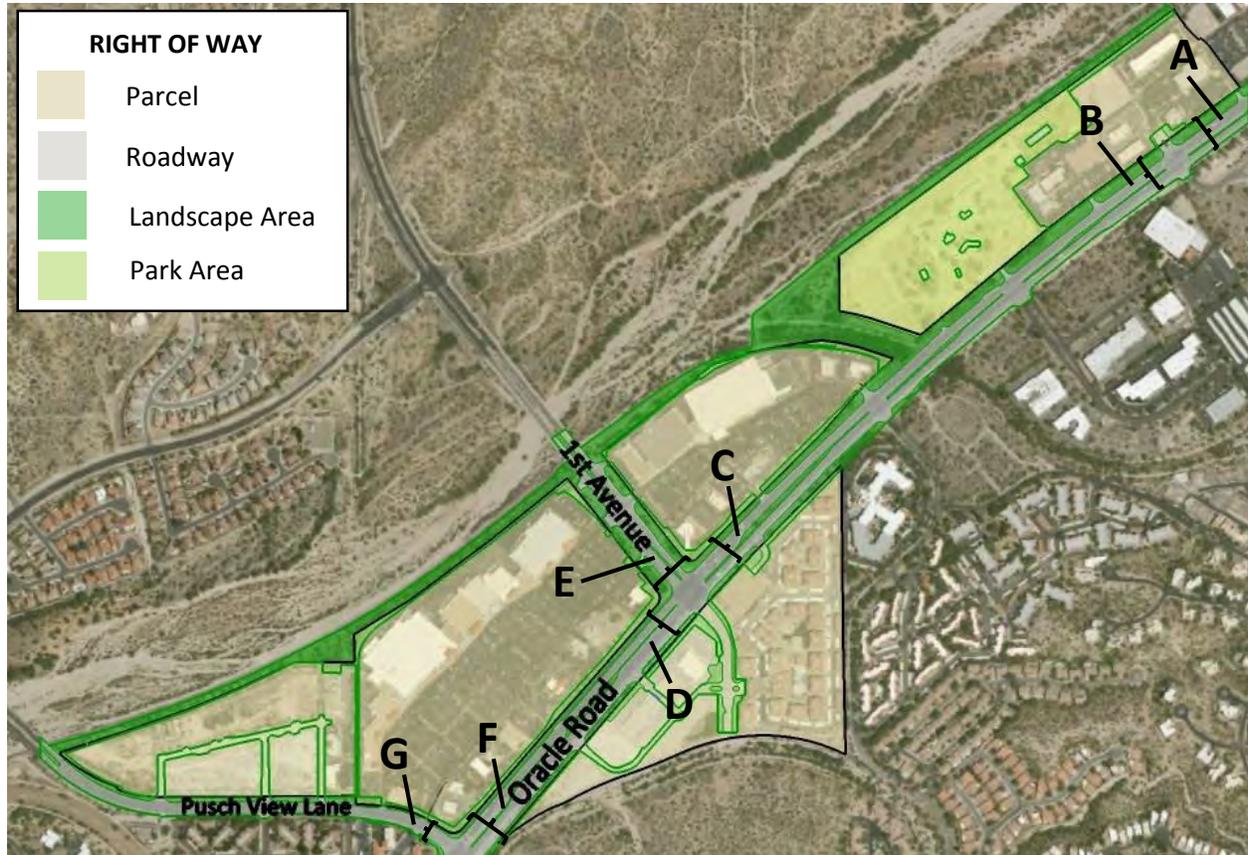


Map # 13

Development Area	Total Acreage	Parking & Circulation Area	Parking Spaces
Mercado del Rio	17.07	96%	92
Rooney Ranch	61.48	81%	2,601
San Dorado	12.16	87%	392
Steam Pump Village	30.04	86%	305
<b>Total</b>	<b>120.75</b>	<b>85%</b>	<b>3,390</b>

## RIGHT OF WAY

The Right of Way map below shows the public right of way boundaries and landscaped areas. The First Avenue and Pusch View Lane right of ways are owned and maintained by the Town of Oro Valley, and are defined by the parcel outlines. The Oracle Road right of way is owned and maintained by the Arizona Department of Transportation. The landscaped areas in the right of ways are public. The landscaped areas within the parcels are private, and are not measured in the tables below. The tables show how the rights of way are currently being utilized.



Map # 14

**Table "A"**  
**Oracle Road, north of Steam Pump Way**

Bike Lanes (x2)	4 feet
Lanes (x8)	11 feet
Curb to Curb	129 feet
Sidewalk (x0)	N/A
Public Landscape Areas	96 feet
Crosswalk Length	135 feet
Right of Way	225 feet

**Table "B"**  
**Oracle Road, south of Steam Pump Way**

Bike Lanes (x2)	4 feet
Lanes (x9)	11 feet
Curb to Curb	127 feet
Sidewalk (x0)	N/A
Public Landscape Areas	106 feet
Crosswalk Length	135 feet
Right of Way	233 feet

**Table "C"**  
**Oracle Road, north of First Avenue**

Bike Lanes (x2)	4 feet
Lanes (x10)	11 feet
Curb to Curb	142 feet
Sidewalk (x1)	5 feet
Public Landscape Areas	53 feet
Crosswalk Length	145 feet
Right of Way	195 feet

**Table "D"**  
**Oracle Road, south of First Avenue**

Bike Lanes (x2)	5 feet
Lanes (x10)	11 feet
Curb to Curb	150 feet
Sidewalk (x1)	5 feet
Public Landscape Areas	45 feet
Crosswalk Length	143 feet
Right of Way	195 feet

**Table "E"**  
**First Avenue, west of Oracle Road**

Bike Lanes (x1)	6 feet
Lanes (x7)	11 feet
Curb to Curb	100 feet
Sidewalk (x2)	6 feet
Public Landscape Areas	98 feet
Crosswalk Length	128 feet
Right of Way	198 feet

**Table "F"**  
**Oracle Road, north of Pusch View Lane**

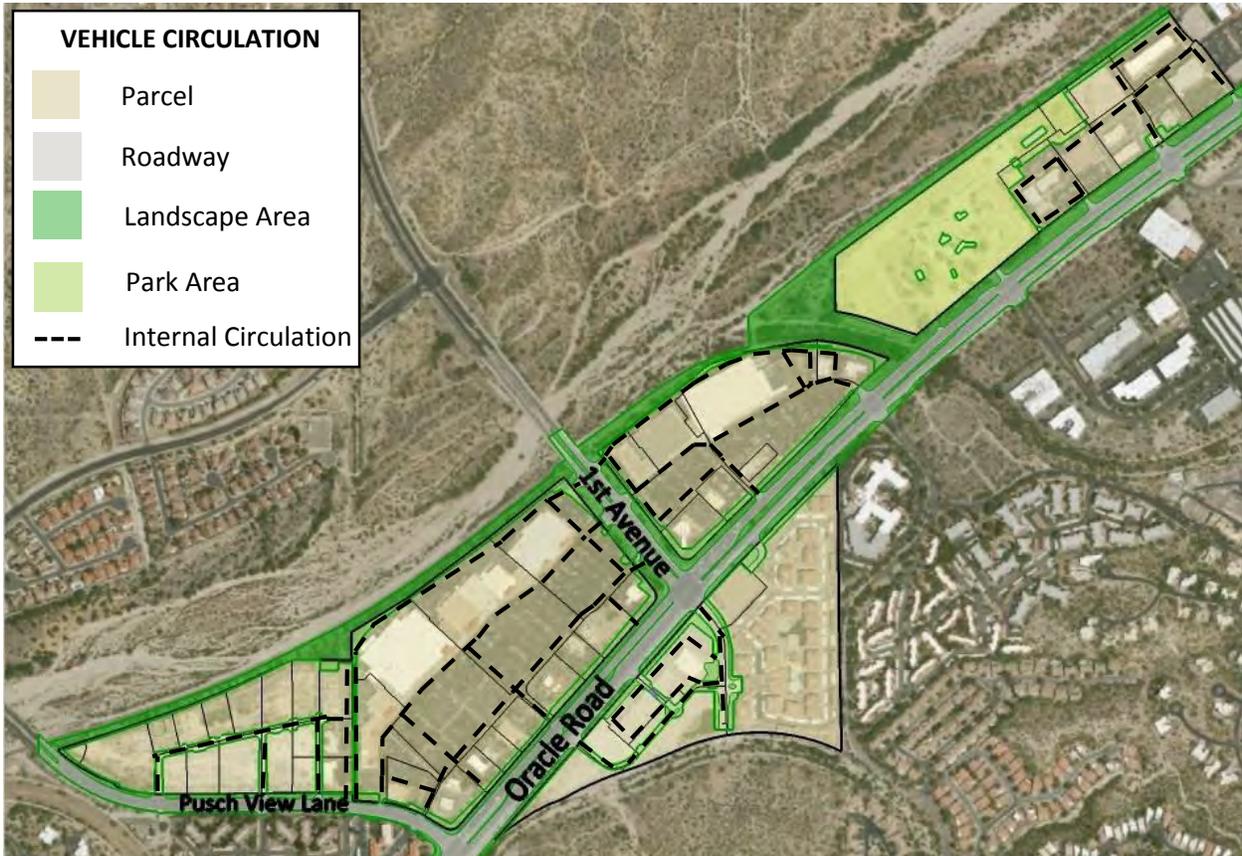
Bike Lanes (x2)	5 feet
Lanes (x8)	11 feet
Curb to Curb	151 feet
Sidewalk (x2)	5 feet
Public Landscape Areas	44 feet
Crosswalk Length	166 feet
Right of Way	195 feet

**Table "G"**  
**Pusch View Lane, west of Oracle Road**

Bike Lanes (x2)	4 feet
Lanes (x5)	11 feet
Curb to Curb	68 feet
Sidewalk (x2)	5 feet
Public Landscape Areas	22 feet
Crosswalk Length	95 feet
Right of Way	90 feet

## VEHICLE CIRCULATION

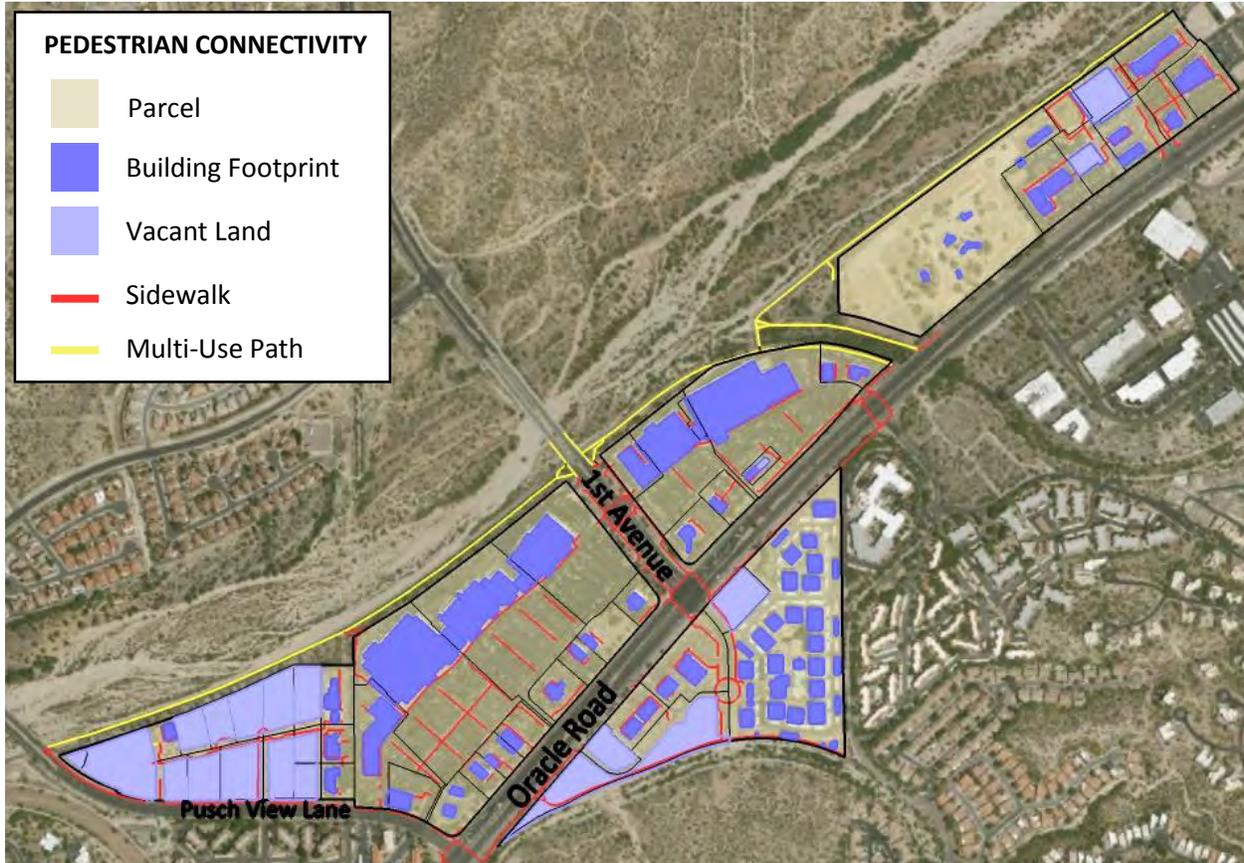
The map below shows the major vehicle circulation routes of each commercial area, and where they connect to the right of ways. This map gives an idea of the existing movement patterns for vehicles throughout the site.



Map # 15

## PEDESTRIAN CONNECTIVITY

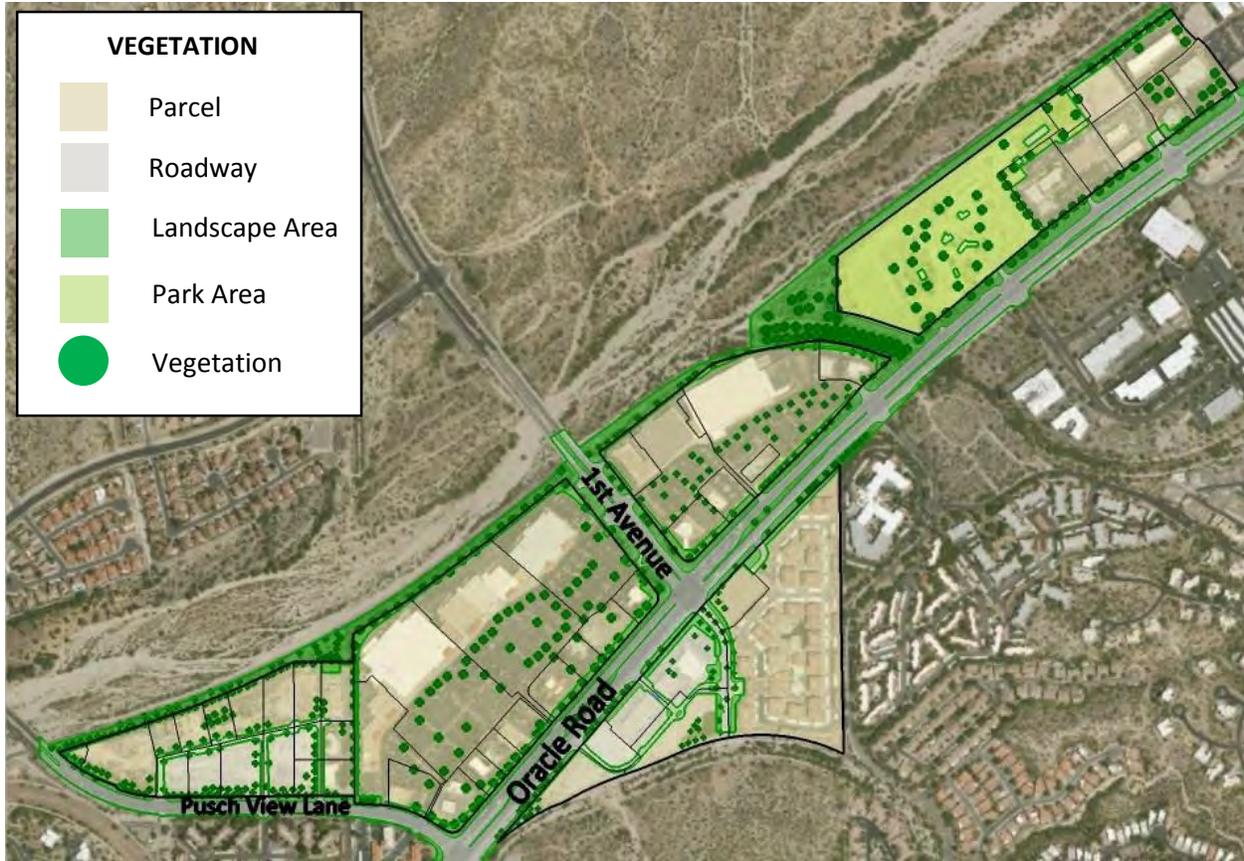
The following map depicts pedestrian paths throughout the site, including sidewalks and the multi-use paths. This maps illustrates the connections and missing links for pedestrian movement throughout the site.



Map # 16

## VEGETATION

The map below shows the existing vegetation along the right of ways and throughout the parcels. This helps to describe where there are gaps in vegetation, which can make an area less pedestrian friendly.



Map # 17

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EXISTING ARCHITECTURAL STYLES

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STEAM PUMP VILLAGE (WEST SIDE OF ORACLE ROAD, NORTH OF STEAM PUMP RANCH)

Steam Pump Village features Southwest Contemporary styles with metal awnings, metal trellises, campaniles and streetlamps (see Figure 8).



Figure 8

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MERCADO DEL RIO (NORTH SIDE OF PUSCH VIEW LANE NEAR ORACLE ROAD)

Mercado del Rio features Southwest Contemporary styles with clay tile roofs and brick. It is painted with desert colors (see Figure 9 and 10).



Figure 9



Figure 10

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ROONEY RANCH (NORTHWEST AND SOUTHWEST CORNERS OF ORACLE ROAD AND FIRST AVENUE)

Rooney Ranch features two different types of architectural styles. The buildings south of First Avenue are Mission Style with clay tile roofs, columns, campaniles, dentils and medallions (see Figure 11). The buildings north of First Avenue are a mixture of Pueblo and Southwest Traditional styles with copper patina roofs and tower features that have small campaniles (see Figure 12).



Figure 11



Figure 12

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SAN DORADO (EAST SIDE OF ORACLE ROAD AT FIRST AVENUE)

The buildings in San Dorado features Mission style architecture with clay tile roofs, wood and metal awnings, and red brick (see Figures 13 and 14).



Figure 13



Figure 14

## V. EXAMPLES OF INCREMENTAL CHANGE

The purpose of this section is to show how communities can improve the existing built environment through incremental changes. Incremental changes happen to buildings, sidewalks, roads and vegetation to make a place unique, walkable and stimulating. The images below demonstrate some of the incremental changes that can transform roads and shopping centers into vibrant places.

### STREET IMPROVEMENTS



Example 1: Complete Street redesign for Union Street in Olean, NY

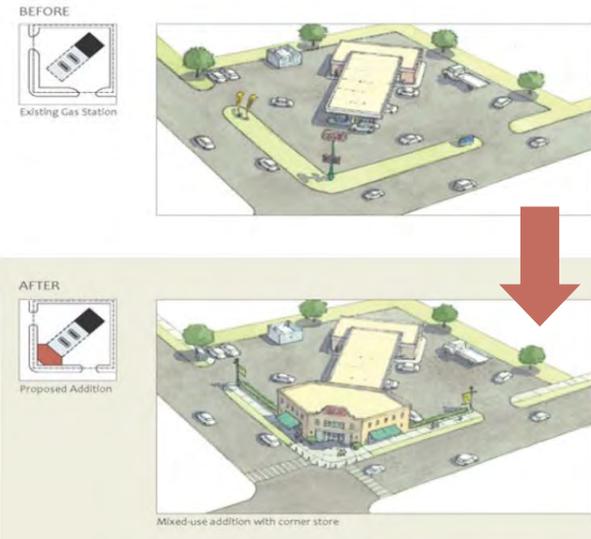
Improve pedestrian safety and experience, add bike lanes, maintain on street parking, create public park space and add shade trees.



Example 2 Complete Street redesign for Grand Avenue in Phoenix, AZ

Reduce travel lanes to add a bicycle lane, on street parking, planters, crosswalks and sidewalks. Traffic now runs smoother and more efficiently than previous configuration.

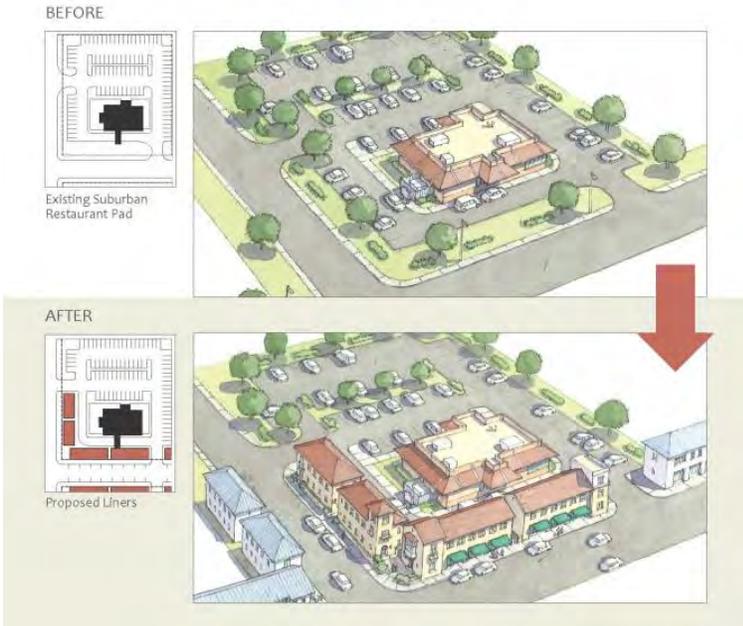
## BUILDING AND STREET IMPROVEMENTS



### Example 3: Retrofit concept for an imaginary suburban gas station

This image proposes an addition to an imaginary corner gas station. The addition comes up to the sidewalk, provides awnings and pedestrian-level features and interest, fills the unused space of the intersection corner. The addition also adds sidewalks, crosswalks, and buffer green features between the sidewalk and interior parking.





**Example 4: Retrofit concept for an imaginary suburban restaurant pad**

This image proposes mixed-use buildings around an imaginary suburban restaurant. The retrofit includes new sidewalks, pedestrian-level shade and green features. This retrofit concept allows for on-street parking to retain accessibility.



## VI. ARIZONA MAIN STREETS AND GATHERING PLACES

The purpose of this section is to provide regional examples of successful main streets and gathering places that have fostered economic development and community identity.

### TUCSON, AZ

#### BROADWAY VILLAGE

Broadway Village, located at Broadway and Campbell, is a small shopping area characterized by Mission style architecture, brick, clay roof tiles, and wood awnings.



CASAS ADOBES PLAZA

Casas Adobes Plaza, located at Oracle and Ina Road, is a shopping area characterized by Mission style architecture, arches, covered walkways, the use of brick and stucco, simple columns, and wood awnings.

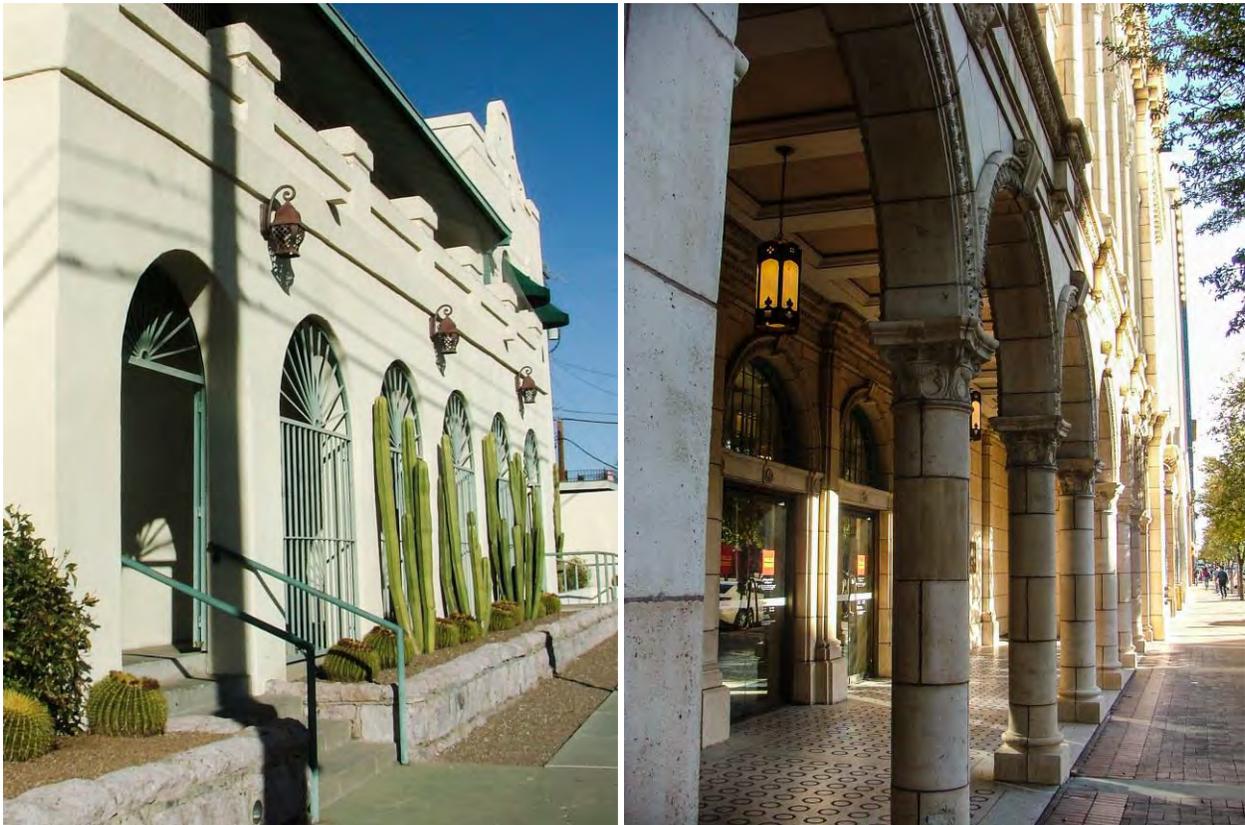




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## DOWNTOWN

Downtown Tucson is characterized by many different styles of architecture. The following images show examples of Mission, Neoclassical, Modern Industrial styles of architecture. Also pictured are local complete streets which are bike- and pedestrian-friendly, have on street parking, and feature rainwater harvesting systems that reduce stormwater runoff on streets and house native plants and trees.





MERCADO SAN AUGUSTINE

Mercado San Augustine, located west of Downtown Tucson off of Congress Street, is a small shopping area characterized by Mission style architecture, clay tiles, wood awnings, and a central courtyard that functions as restaurant seating and event gathering space.



ST. PHILIPS PLAZA

St. Philips Plaza, a shopping plaza located at Campbell and River, is characterized by Mission and Modern Mission style architecture with brick detail, clay tiles and many trees and plants in seating areas.



CHANDLER, AZ

Below are images from Arizona Avenue in Downtown Chandler. Arizona Avenue is part of State Route 87 and has recently been turned into a large-scale complete street. The travel lanes have been reduced from six to four, a segmented center turn lane, street parking and rainwater harvesting features. The wide sidewalk has public art, trees and seating down the center. Some buildings come up to the sidewalk edge. In other areas, a linear park separates the sidewalk from parking areas and shopping areas. In the center of downtown is a plaza with covered stalls, seating and water features.





GILBERT, AZ

The images below are of Gilbert's local main street on Gilbert Avenue. This is an eclectic area, with Contemporary Industrial style architecture, Mission style architecture, historic features and a water tower splash pad. This area has many shaded patios both the main street and behind the buildings. Although there is no on-street parking along Gilbert Avenue, all side roads have accessible angled parking.



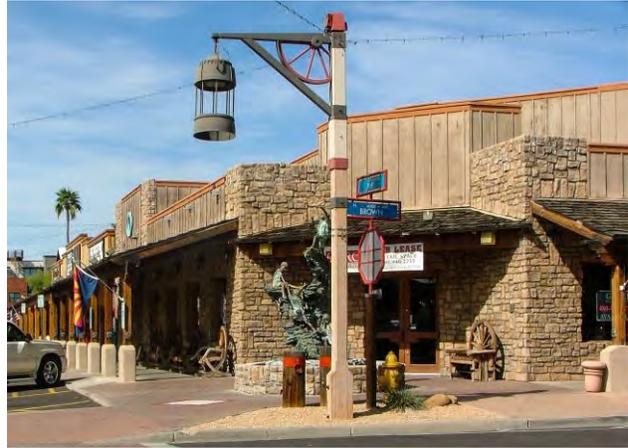
## TOLLESON, AZ

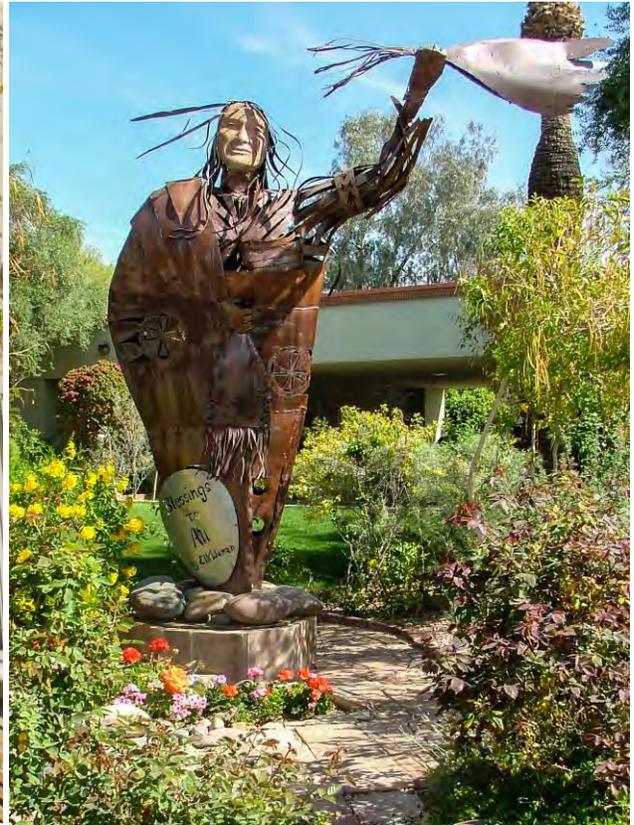
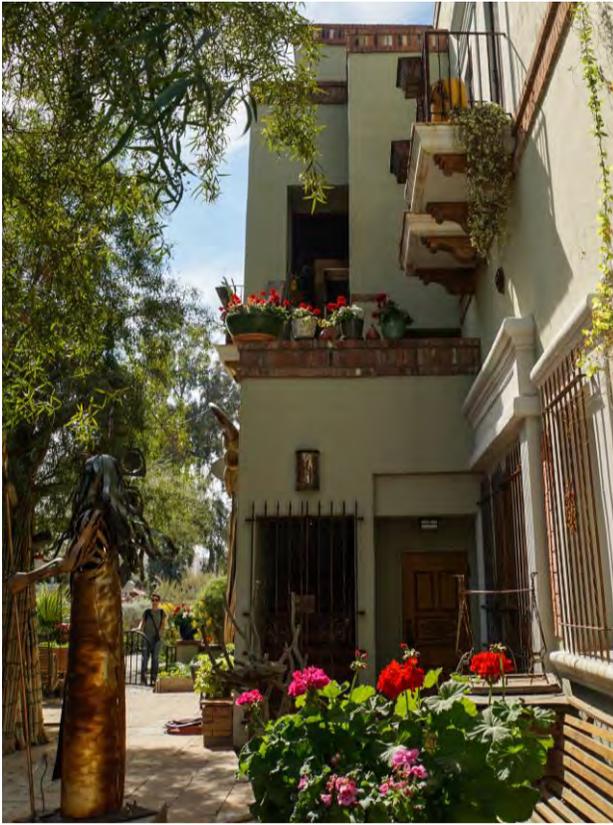
The City of Tolleson created a main street through the heart of the city by improving Van Buren Street. Van Buren, originally six travel lanes with a center turn lane, has been transformed into a complete street. It has two travel lanes, a center turn lane, on street parking, rainwater harvesting systems, public art, unique wayfinding signs, seating and other unique features that add character to the pedestrian experience.



SCOTTSDALE, AZ

Old Town Scottsdale is characterized by Territorial architecture style buildings, signs and lampposts, wood awnings, many styles public art, and other features that celebrate the history of the area.





APPENDICES

APPENDIX A: LAMBERT LANE AND LA CAÑADA DRIVE DEVELOPMENT AREA INFORMATION

Development Area	Total Acreage	Total Square Footage	Existing Building Area (SqFt)	Existing Building Area
Mercado Canada Hills (NEC)	16.26	708,317	83,628	12%
Shops at Oro Vista (SEC)	6.16	268,712	44,894	17%
La Canada Crossroads (SWC)	6.17	268,836	38,150	14%
Walgreens (NWC)	2.79	121,525	22,690	19%
<b>Total</b>	<b>31.38</b>	<b>1,367,390</b>	<b>189,362</b>	<b>14%</b>

APPENDIX B: ORACLE ROAD AND FIRST AVENUE DEVELOPMENT AREA INFORMATION

Development Area	Total Acreage	Total Square Footage	Existing Building Area (SqFt)	Existing Building Area
Mercado del Rio	17.07	743,697	26,036	4%
Rooney Ranch	61.48	2,677,986	516,209	19%
San Dorado	12.16	529,681	66,880	13%
Steam Pump Ranch Village	30.04	1,308,584	189,166	14%
<b>Total</b>	<b>120.75</b>	<b>5,259,948</b>	<b>798,291</b>	<b>15%</b>

APPENDIX C: TRAFFIC COUNTS

La Cañada Drive	Year	AM Peak	PM Peak	Total
Naranja Drive to Lambert Lane	2013	1,523	1,809	21,100
Lambert Lane to Overton Road	2013	1,860	2,053	21,304

Lambert Lane	Year	AM Peak	PM Peak	Total
La Cañada Drive to 1st Avenue	2013	881	1,068	12,162
La Cholla Boulevard to La Cañada Drive	2011	781	722	8,704

Oracle Road	Year	AM Peak	PM Peak	Total
1st Avenue to Hardy Road	2008	No data	No data	23,000
Tangerine Road to 1st Avenue	2008	No data	No data	12,500

Pusch View Lane	Year	AM Peak	PM Peak	Total
Oracle Road to Lambert Lane	2014	380	576	5,568

1st Avenue	Year	AM Peak	PM Peak	Total
Lambert Lane to Oracle Road	2012	1868	1938	24,466