

INTRODUCTION

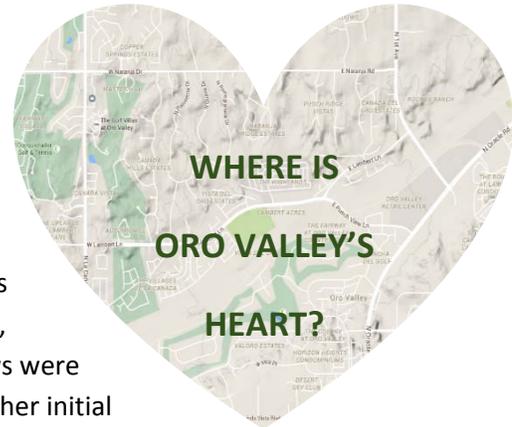
The Main Streets project will craft and execute a long-range plan to promote unique areas of economic development and community gathering in Oro Valley. It answers the question “Where is Oro Valley’s heart?” The need for this project has been identified in several Town Strategic Plans and other Town plans over the last several years.

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



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## SUMMARY OF INTERVIEW REPOSSES

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              |
|---|-------------------------------|--------------------------------|--------------------------------------|
| <b>Commercial property owner – La Canada area</b>     |                               |                                |                                      |
| <b>Barry Kitay</b>                                    | Manager and Broker            | Whirlygig Properties           | Mercado at Canada Hills              |
| <b>Alan Olsen</b>                                     | CFO                           | Whirlygig Properties           | Mercado at Canada Hills              |
| <b>John Galen</b>                                     | Broker                        | Shenkarow Realty Advisors      | Canada Crossroads                    |
| <b>Commercial property owner – Oracle area</b>        |                               |                                |                                      |
| <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                           |
| <b>Local business representative – La Canada area</b> |                               |                                |                                      |
| <b>Jacob Krusikis</b>                                 | Owner                         | Breadsmith                     | Local business, Canada Crossroads    |
| <b>Aric Mussman</b>                                   | Owner                         | Noble Hops                     | Economic development, local business |
| <b>Suzanne Kaiser</b>                                 | Owner                         | Noble Hops                     | Economic development, local business |
| <b>Local business representative – Oracle area</b>    |                               |                                |                                      |
| <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        |
| <b>Constituents/Residents</b>                         |                               |                                |                                      |
| <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                           |
| <b>Developer or broker</b>                            |                               |                                |                                      |
| <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 |