

Requestor: City of Tucson

Revised Date: February 19, 2014

Future Pima County Bond Election Proposed Project

Project Name: Sunshine Mile - Modernist Corridor Historic Facade Rehabilitation Program.

Location: This project is located along a two mile stretch of Broadway Boulevard between Euclid and Country Club Road (known as the Sunshine Mile). The boundaries of the anticipated Broadway Boulevard Mid-Century Modern Historic District) are within the incorporated jurisdiction of the City of Tucson (Ward 5 and 6), and therefore within Pima County (Districts 2 and 5).

Scope: Cultural and Historic Resource category. This Historic Preservation project creates a facade restoration project that leverages private dollars, enhances this critical commercial corridor and the eastern gateway of Downtown Tucson, and re-energizes a disinvested commercial corridor to build on the capital community goals as outlined in the recently adopted Plan Tucson. It is consistent with the community-selected performance measures identified as part of the RTA Project. (Report October 2013)

Benefits: Community and regional support for this project is large and growing. Broadway Boulevard, Tucson's most important modernist architectural corridor, expresses American optimism and the post-World War II economic boom which transformed the nation from the 1950s through the early 1970s. The recent renewed appreciation of modern architecture of the last few years has created expanding interest in protecting and enhancing this historic resource from the recent past.

During the Mid-Century Modern period, Broadway was the key automotive avenue connecting the suburban communities of Tucson to the urban core. Along its edge were constructed some of the region's most dynamic and innovative architecture of this era. The expressive structures built along its edge supported the new neighborhoods which understood the importance of the corridor as a destination. Broadway reflected the American Dream. An upscale shopping district with new stores met the new demands of the new economy. Furniture, lighting, photographic equipment, shoes, clothes and cars were just some of the businesses along Broadway.

Glass storefronts, geometric designs, new materials and evocative signage combined to create a vision of Tucson as a modern metropolis. In 1953, a contest was sponsored by the East Broadway Merchants to name the commercial strip between Campbell and Country Club. Over 5,000 ideas were submitted; the winning entry was "The Sunshine Mile."

Interest in this rediscovered historic corridor has grown significantly. In 2012 the Tucson Historic Preservation Foundation launched Tucson Modernism Week, a multi-day event celebrating our region's mid-century Modern era and Broadway's important part of this story. Thousands of Pima county citizens attended. The events and educational programs focused on the cultural and architectural significance of Broadway. In November 2012, the Arizona Preservation Foundation identified the segment of Broadway from Euclid to Country Club, adding it to its list of our state's most endangered historic places. That same month, the Broadway merchants officially re-launched the "Sunshine Mile." Private, public, and non-profit-sector partners have participated in various events and activities along the street. Broad-based support for preserving and revitalizing this corridor has emerged. In early 2013, the neighborhoods along Broadway came together to finally underwrite a National Register of Historic Places Nomination for the corridor (listing anticipated in 2014). In 2013, the second

Tucson Modernism Week attracted over 3,500 people to the corridor.

This project is designed to enrich and enhance the RTA Broadway Improvement project. It is critical that with investment into transportation elements, a parallel investment be made into the historic resources along the road so that Broadway becomes not merely a corridor, but a destination. In September 2013, as part of the Broadway Roadway Improvement project, over 250 members of the community attended a public forum. The performance measure voted number one, and most critical to the community, was Historic Preservation.

Cost: \$2,000,000

Bond Funding: \$2,000,000

Other Funding: The facade funding is conceived as 1 to 2 (private-public) matching grants for businesses and property owners along the corridor. Similar models have successfully been implemented in downtown Tucson for historic facades. \$2,000,000 in bond dollars leverage an additional \$1,000,000. This \$3,000,000 also leverages 20% federal historic tax credits for rehabilitation, and state Tax credits, which increases the overall investment to \$3,600,000.

In addition the street-scape, and multi-modal improvements funded by the RTA will significantly enhance bond funding to improve the retail district. To insure the longevity of public funding into the historic resources facade, easements and local historic designation will be convened in exchange for the matching grants.

Fiscal Year Project Start and Finish Date: TBD

Project Management Jurisdiction: The City of Tucson will have project management jurisdiction of this project.

Future Operating and Maintenance Costs: No Operating and Maintenance Costs are associated with this project.

Regional Benefits: This central corridor, the gateway to downtown Tucson, serves employees and students at the University of Arizona, and with revitalization, will regain its original identity as an extension of downtown with a focus on retail. This is the most important concentration of Mid-Century Modern storefronts and commercial buildings in Tucson and the Southern Arizona region. Collectively, the revitalization of this corridor will cultivate small businesses, expand the city's sales tax base and increase property values within the area, enhance the appearance of the district, facilitate multiple modes of transportation, and encourage heritage tourism, while celebrating our unique historic resources.

In addition, the historic buildings eligible for facade improvements are part of the catchment of the Tax Incentive Financing District that funds Rio Nuevo. The success of this item has broad implications and significant community return.

Supervisor District of Project Location: Districts 2 and 5: Ramon Valadez and Richard Elias