

SOUTH 12TH AVENUE CULTURAL & CULINARY CORRIDOR



WHERE IN THE WORLD IS SOUTH 12TH AVENUE?

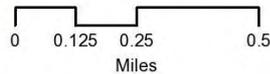


S. 12TH AVENUE

Pedestrian Safety and Beautification

-  S. 12th Avenue Project Area
-  Liberty Bike Boulevard

All improvements will be contained within existing City Right of Way



- Vibrant commercial corridor stretching 2.4 miles**

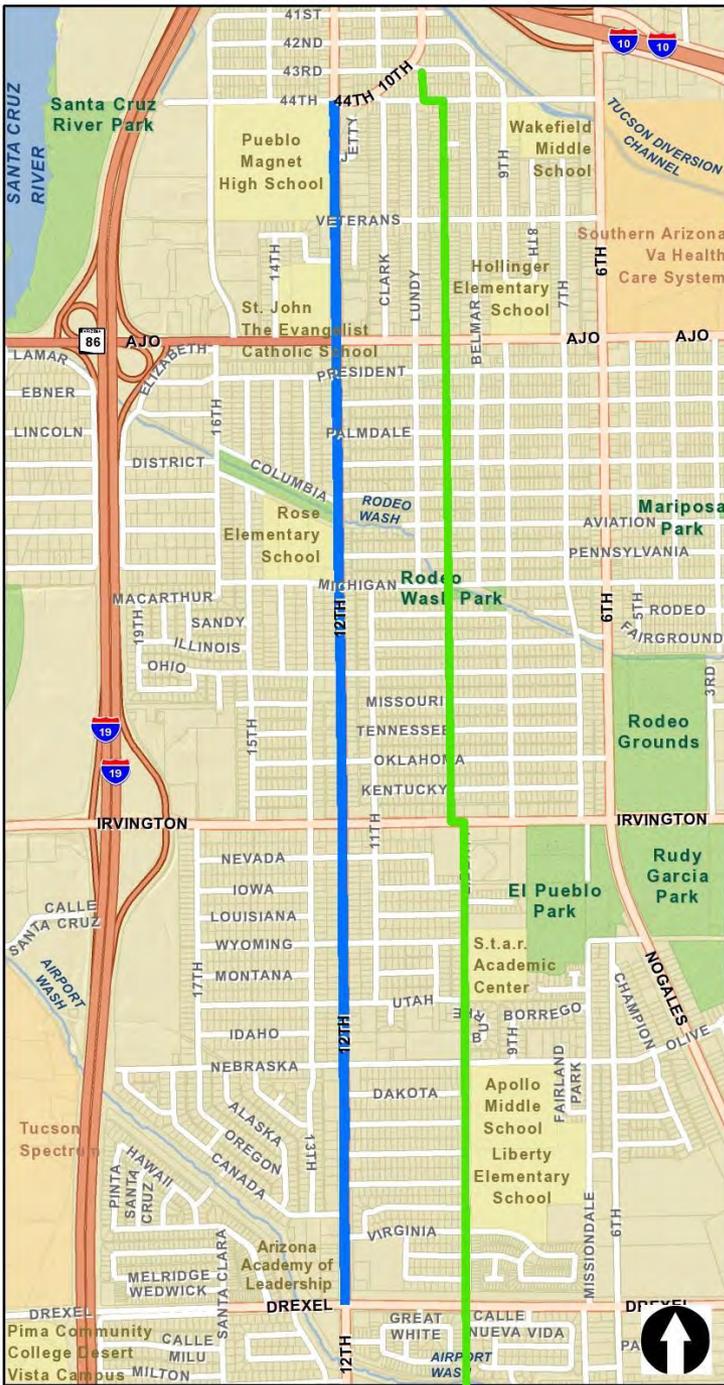
- 44th street to the north - Drexel to the south.**

- Tucson 40% Hispanic**

- 12th Avenue 90% Hispanic**

- 26% of residents live in poverty**

- SEVERE lack of pedestrian infrastructure**



12TH AVENUE - A BREAKDOWN

427 businesses registered on
S. 12th Avenue

- Retail – 181
 - Jewelry, grocery, general merchandise, party supply
- Service – 59
 - Beauty salon, auto service, banking, tailoring
- Restaurants – 31
- Rental, Real Property – 85
- Regulated Peddlers – 37



WHY IS 12TH AVENUE A PRIORITY?

- **Cultural Relevance**

- 90% Latino - Culinary and Cultural significance of authentic local stores and restaurants

- **Economic Development**

- Opportunity for self-determined area identification that will attract visitors drawn to unique cultural space and the BEST Mexican food.

- **Lack of past investment**

- Unfriendly to pedestrians – lack of defined walking spaces from schools, bus stops, & businesses

- **Safety concerns**

- High accident rates among pedestrians and cyclists

- **Heavy transit usage**

- 2nd most heavily utilized transit route in the city, averaging 150,000 users per month

WHAT MAKES 12TH AVENUE SPECIAL?

Arizona Daily Star
SN www.azstarnet.com

90°
Few Clouds
Weekly Forecast

News Sports Opinion Entertainment Life Obituaries Get It! Classifieds

Apps Android iPhone iPad Kindle Fire E-edition/iPad Scan In Dine Out/iPhone Scan In Dine Out/Android

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South 12th Avenue has potential to be cultural hub in Tucson area

OUR VIEW: WITH SOME TLC, ITS EATERIES AND SHOPS COULD BE AN AREAWIDE DESTINATION

BEAUTIFYING A HISPANIC BUSINESS SECTOR

Tucson's 12th Avenue, mecca of ethnic stores, due face-lift

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NBC LATINO

PEOPLE PARENTING & FAMILY FOOD EDUCATION POLITICS NEWS VIDEO CELE

Enjoy BIG savings for your little bundle Shop now

NEWS Like 3 Tweet 0 +1 0 Pin It Email Print

TOPICS: Arizona, bakery, food, Hispanic, Latina, Los Angeles, mexican, Mexican food, Mexican-American, Tex-Mex, tourism, travel



Tucson, Arizona

Recommend 47

Tour part of effort to beautify South 12th Avenue corridor

Posted: Jun 26, 2013 6:41 PM MST
Updated: Jun 27, 2013 6:52 PM MST
By Barbara Grijalva - bio | email

TUCSON, AZ (Tucson News Now) - It's an attempt to beautify the south side--or at least part of South 12th Avenue.



Tucson: Best Mexican food in the US? CLICK HERE TO VOTE



ENTER THE BEST MILES OF MEXICAN FOOD

23

thebest2013ofmexicanfood.com

NEWS 4 TUCSON

Tucson turns to Mexican food to boost local tourism

SONORAN HOTDOGS



BK'S STORY - BENJAMIN GALAZ



BK's Carne Asada & Hot Dogs

- 70 employees
- 2 existing locations
- 2 locations soon to open

RODRIGUEZ SEAFOOD COMPANY



LA ESTRELLA BAKERY



ELOTEROS OF S. 12TH AVE



TRANSPORTATION HUB

- International Bus Terminals
 - Tufesa, TAP
 - Heavy transit usage
- 2nd most heavily utilized transit routes in the city
 - 150,000 users per month



ECONOMIC DEVELOPMENT

- **Cultural & Culinary Destination**
 - Corridor Branding
- **Small business incubator space**
 - BK's, Guero Canelo, La Estrella Bakery
- **Food Tourism**
 - Unique Sonoran style Mexican Food
 - Food Wars
 - Best of the Barrio Food Tours
 - Best 23 Miles of Mexican Food

ECONOMIC DEVELOPMENT OPPORTUNITIES

- **Potential site for Culturally relevant events**
 - Example: Tamale Festival, Mariachi Festival
- **Voter-Approved Plan Tucson**
 - Planning and Service Areas
 - South side commercial district
 - 12th Avenue, 6th Avenue, Ajo, Irvington

MISSION DISTRICT - SAN FRANCISCO



VALMAR MARKET
VALENCIA ST
DAYS A WEEK
TO 12AM
LIQUOR

VALMAR SUPERMARKET
16 VALENCIA ST
LIQUOR • BEER • WINE
OPEN 7 DAYS A WEEK 8AM TO 12AM
GROCERY LIQUOR BEER WINE ATM

ketama
14 VALENCIA ST



PACIFIC COAST
Corona Light
ATM
BEER

Budweiser
16 VALENCIA ST

Corona
VALMAR LIQUOR

LINK TO: MAMA BOP, FATE
NO YAVI'S, RANDI...
©2008
KNOB...







OLVERA STREET - LOS ANGELES













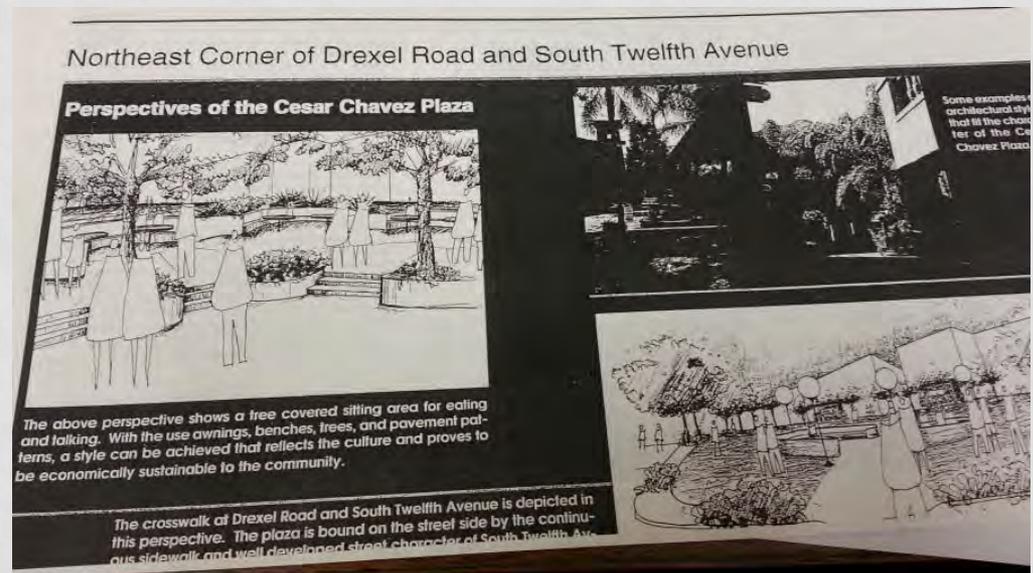
REGIONAL BENEFIT

- Thriving Latino Cultural Business District
- Small Minority Business Incubator
- Tourism Destination
 - Visit Tucson's Best 23 Miles of Mexican Food
 - Best of the Barrio Food Tour



PLANNING, BUT NO CONSTRUCTION

- 2013 Drachman Institute Study: Commercial Corridors & existing conditions
- Pima County 12th Avenue Revitalization & Infill Plan
- Pima County South 12th Avenue Plan
- City of Tucson Valencia Area Road Plan
- Sunnyside Neighborhood Plan



REGIONAL INVESTMENTS

- Liberty Bike Boulevard
- Julian Wash improvements
 - Link to the Urban Loop
 - Nexus of Tucson & South Tucson
- Landscape has been improved on roadways south of Drexel and north of 44th street



South of Drexel



North of Drexel



HEALTH AND SAFETY

TPD reports 2009 - 2013

- 3 pedestrian fatalities
- 8 hit and run accidents with bikes and pedestrians
- 16 injury accidents with pedestrians and cyclists





Much of the public right-of-way along 12th Ave. has been paved.



Right of way along this stretch of S. 12th is completely unpaved, making pedestrian and bicycle traffic dangerous

PARTNERSHIPS

- Visit Tucson – Best 23 Miles of Mexican Food
- South Side Business Coalition
 - Tucson Means Business Forums
 - Small Business Outreach
- Drachman Institute
- Pima County Supervisor Richard Elias - District 5
- PAG – Main Street

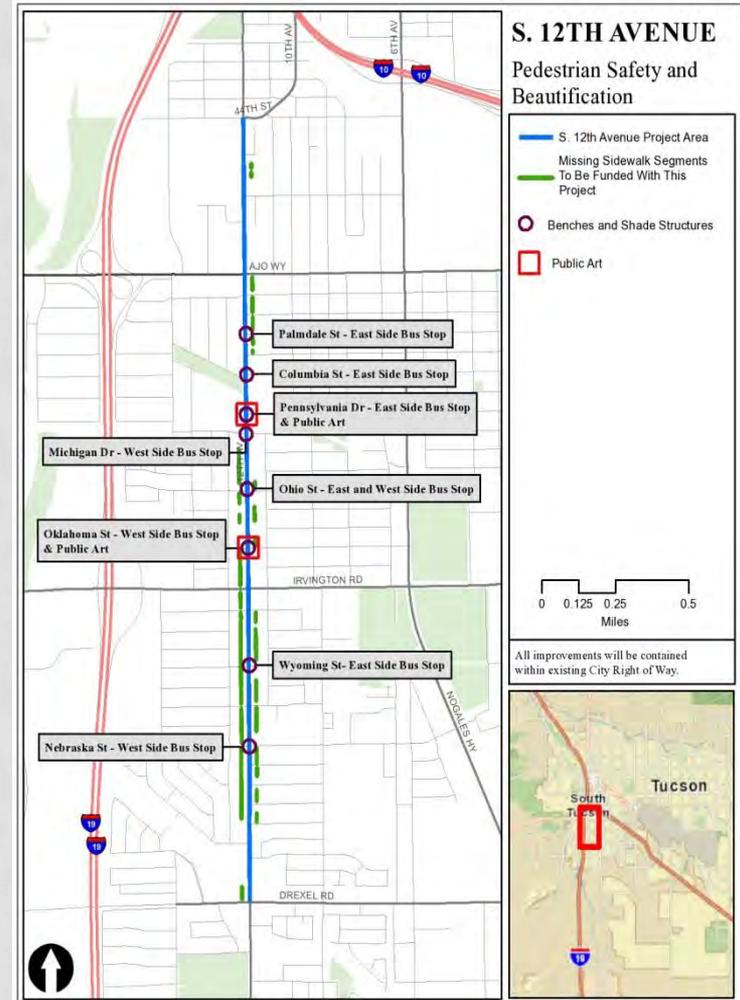


BOND PROJECT SCOPE ITEMS

Ajo to Drexel

\$3.1 Million Request

- Sidewalks
- Pedestrian refuge medians
- Right of way improvements
 - Landscaping
 - pedestrian nodes incorporating shade and art
- Public art
- Signage designating commercial district
- Bike lanes



CONCEPTS







street trees

bike lane

sidewalks

seating

Partner with business to create parklets



Median and Trees when possible
(apply water harvesting)

Enhanced Crosswalks

Bike Lanes