WHERE IN THE WORLD IS SOUTH 12TH AVENUE?
- 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
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?

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

Tour part of effort to beautify South 12th Avenue corridor

Posted: Jun 26, 2013 5:41 PM MST
Updated: Jun 27, 2013 5:52 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.
SONORAN HOTDOGS
BK’S STORY – BENJAMIN GALAZ

BK’s Carne Asada & Hot Dogs
• 70 employees
• 2 existing locations
• 2 locations soon to open
LA ESTRELLA BAKERY
ELOTEROS OF S. 12TH AVE

El Rey Del Elote

FREE DELIVERY
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
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 44\textsuperscript{th} street
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
Partner with business to create parklets

- street trees
- bike lane
- sidewalks
- seating
Median and Trees when possible (apply water harvesting)
Enhanced Crosswalks
Bike Lanes
12th Ave. Improvements