



# **Revisiting the South Park Neighborhood**

**Prepared by  
The University of Arizona -  
Community Planning and Design Workshop**

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## **Executive Summary**

The South Park Neighborhood represents change. It is one of the most intriguing areas of Tucson as its diversity of population, land use, and issues create a vibrant community, which has received recent attention and investment after decades of neglect from the public and private sectors. This diversity, however, has also worked against the neighborhood and created problems which have restricted development, not allowing the neighborhood to take advantage of the progress it has made since the creation of the *South Park Area Community Development Plan* in 1991.

Many issues currently face the South Park Neighborhood. Those with ties to the neighborhood need a document to present facts and information regarding these issues. Much time has been lost due to a lack of understanding about situations and inaccurate data leading to disagreement on critical topics. This document is intended to be used as a reference tool for the neighborhood association, residents, business owners, and other interested parties in decisions regarding the South Park Neighborhood.

*Revisiting the South Park Neighborhood* was created by the University of Arizona's Community Planning and Design Workshop per the request of the South Park Neighborhood Association. Its purpose is to examine conditions in the South Park Neighborhood and update issues presented in the 1991 *South Park Area Community Development Plan*.

Similarly to the *South Park Area Community Development Plan*, this update will address the demographics, urban characteristics, and current issues facing South Park Neighborhood. The update will then evaluate goals and recommendations presented in the 1991 plan to show how the neighborhood has progressed over the last thirteen years. New considerations for the neighborhood are also presented regarding each subject examined in the 1991 plan.

# **TABLE OF CONTENTS**

<b>PROJECT PARTICIPANTS.....</b>	<b>1</b>
<b>ACKNOWLEDGEMENTS.....</b>	<b>2</b>
<b>INTRODUCTION.....</b>	<b>3</b>
PROJECT LOCATION.....	4
HISTORY.....	7
PROJECT BACKGROUND.....	9
PROJECT GOALS.....	10
METHODS AND DATA SOURCES.....	11
<b>DEMOGRAPHICS.....</b>	<b>13</b>
INCOME.....	16
RACE.....	18
EMPLOYMENT.....	20
HOUSING.....	25
BUSINESS.....	29
<b>URBAN CHARACTERISTICS.....</b>	<b>31</b>
LAND USE.....	34
ZONING.....	43
COMMUNITY ASSETS.....	63
TRANSPORTATION.....	65
LAND OWNERSHIP.....	69
<b>ISSUES.....</b>	<b>71</b>
LAND USE CONFLICT NORTH OF 22ND ST.....	72
“LITTLE AMERICA” SITE.....	75
EMPOWERMENT/ENTERPRISE ZONES.....	78
HOPE VI.....	79
SALVATION ARMY PROPERTIES - 22NDST./PARK.....	81
ICEHOUSE LOFTS.....	82
EXCESS RIGHT OF WAY - KINO/22ND ST.....	83
BACK TO BASICS GRANT.....	84
HOPE VI - SECTION 202/811 - ELDERLY HOUSING.....	85
QUINCIE DOUGLAS CENTER.....	87
CULTURE AND ARTS CENTER.....	89
HISTORICAL ADOBE STRUCTURES.....	90
RIPARIAN HABITAT.....	91
TUCSON URBAN LEAGUE.....	92
UNIVERSITY OF ARIZONA - EMPOWERMENT ZONE COPC GRANT.....	93



# **TABLE OF CONTENTS**

<b>1991 PLAN GOALS AND UPDATE SUGGESTIONS.....</b>	<b>94</b>
NEIGHBORHOOD PARTICIPATION.....	95
DRUGS AND SUBSTANCE ABUSE.....	97
SAFETY AND SECURITY.....	99
HEALTH CARE.....	102
SOCIAL SERVICES.....	104
RECREATION.....	106
EDUCATION.....	108
CHILDCARE.....	110
EMPLOYMENT AND TRAINING.....	112
ECONOMIC DEVELOPMENT.....	114
TRANSPORTATION.....	119
HOUSING.....	123
LAND USE.....	127
 <b>CONCLUSIONS.....</b>	 <b>129</b>
<b>REFERENCES.....</b>	<b>130</b>

## **PROJECT PARTICIPANTS**

*Revisiting the South Park Neighborhood:* was developed by the University of Arizona's Community Planning and Design Workshop.

Master's Candidate in Planning – Edward Bove  
Project Director – Corky Poster





## **ACKNOWLEDGEMENTS**

A project such as this could not have come together without the generous contributions and efforts of many individuals and organizations in the community. The South Park Area is such a complex and unique part of Tucson that performing any research on the area and creating an update of an award-winning plan required the gathering of large amounts of information from various sources.

Work on the project began in the fall of 2003 as Maggie Gerring, past president of the South Park Neighborhood Organization requested an update of the *South Park Community Development Plan* created in 1991 by the University of Arizona's Drachman Institute. The project director of the original plan and this update is Corky Poster. Below is a list of specific individuals and organizations that have made this update possible with their contributions of time, effort, and information.

Corky Poster, *University of Arizona*  
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Roger Carrillo, *Tucson Police Department Operations Division South*  
Carolyn Spikard, *Former Coordinator Quincie Douglas Center*  
Roberta Pryor, *South Park Neighborhood Resident.*  
Terry Melendez – *Principal, Borton Magnet School*  
Aimee Ramsay – *Sun Tran*  
City of Tucson Community Services Department  
Child and Family Resources of Tucson  
Arizona Department of Environmental Quality  
Arizona Department of Health

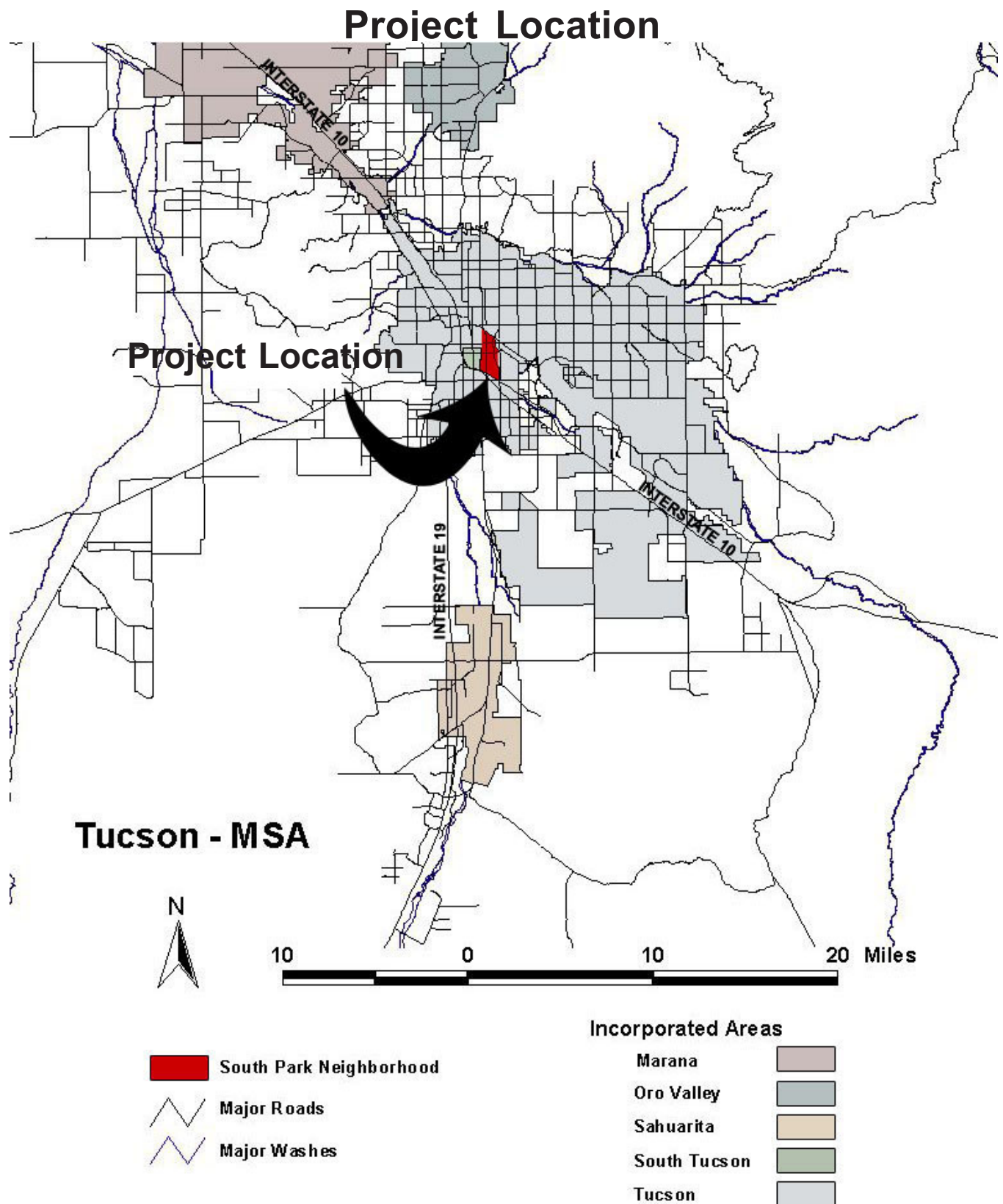
# INTRODUCTION



The South Park Neighborhood is located in central Tucson, in sections 18, 19, and 30 of Township 14E and Range 13S. The neighborhood has a population of approximately 4,500 residents, an area of 2.5 square miles and is located one mile south of the University of Arizona, two miles southeast of downtown Tucson, three miles west of Davis-Monthan Air Force Base, and five miles north of Tucson International Airport. The City of South Tucson adjoins the southern half of the western border of the neighborhood. The Southern Pacific Railroad tracks make up the north and west boundaries of the neighborhood and Kino Parkway traverses the eastern portion of the neighborhood. Interstate 10 forms the southern border.

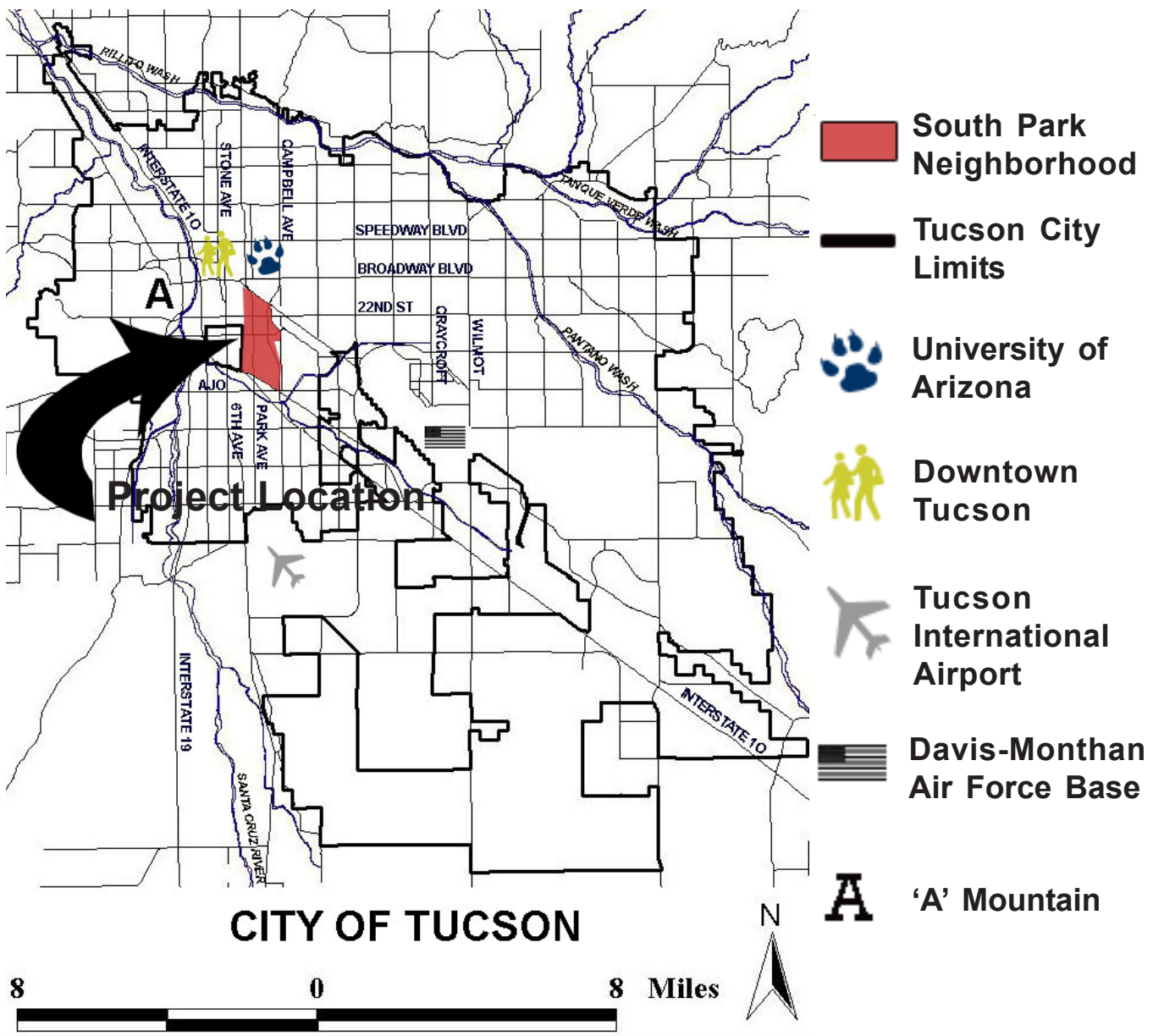






# Introduction

## Project Location





City centrality and proximity to nodes of development are advantages for South Park residents and business owners. The neighborhood is located within five miles of Tucson International Airport, the University of Arizona, and downtown Tucson. The South Park Neighborhood also is located near major transportation routes such as Interstate 10 and the Southern Pacific Railroad tracks.



## The South Park Neighborhood

### LEGEND

-  South Park Neighborhood
-  South Park Neighborhood Boundary



## History of the South Park Neighborhood

The story of the South Park Neighborhood begins in the early 1940s, when African Americans seeking decent housing for their families, moved to the area. Most moved to avoid the downtown slums, but also because this was one of two areas in Tucson African Americans could purchase real estate due to segregation (the other area near “A” mountain). The South Park Neighborhood was officially created by Frank and Lynne Peyton in 1943.

The Peytons created a real estate company and started selling lots along South Park Avenue to African Americans even though the land was outside city limits and no services were available. Lots sold for \$200 and home plots could be financed with \$10 down and monthly payments of the same amount. The community grew rapidly in the mid-forties when word spread that African Americans could buy inexpensive lots in the area. Other residents arrived from the states of Mississippi, Louisiana, Texas, and Arkansas, as most were on route to California to work as agricultural workers. Many met the local African American population while passing through Tucson and stayed in the South Park Neighborhood. The South Park Neighborhood during the 1940s is described as being pristine Sonoran desert, covered with wild grasses and Creosote shrubbery. South Park Avenue from 26th St. to the Benson Highway is described as being no more than a wagon trail with wild horses roaming the land.

Most of the early settlers of the neighborhood built their own homes and the development of structures in the neighborhood followed an evolutionary pattern: from tents or cardboard to wood, brick, or adobe homes. African Americans could not procure bank loans and therefore, had to pay for materials as they acquired them. Most families began in tents, as many could only work on their houses after work and on weekends; the title “tent city” was given to the area. Tents cost \$5-\$10 and were purchased from the military.

By 1948 tents were disappearing from the neighborhood, approximately 50-60% of the homes were made of adobe or slump block. The majority of these later houses had running water and electricity, but no evaporative cooling. There were no schools in the South Park Area and students were bussed to the all black Dunbar School (named for the African American poet Paul Lawrence Dunbar), even though 2 all-white schools were located closer to South Park.

During this period, African American men found employment in domestic work such as maintenance, landscaping, and in the cotton fields of Marana. Many were forced to join the military, however, due to lack of employment opportunities. World War II also opened up jobs at Davis Monthan Air Force Base and some residents worked at the University of Arizona as sanitation engineers.

Public transit arrived not long after the neighborhood began to grow. The Old Pueblo Bus Company began service to South Park Avenue in 1945. Services continued to improve due to the city's annexation of the area in 1955 which brought new roads and street lighting.

Businesses in the South Park Neighborhood were comprised of small cafes and grocery stores. Pryor's cafe and the Pick and Pay grocery store were staples of the community and served as gathering places for residents as segregation continued to limit opportunities. The neighborhood even had its own newspaper, the 'Negro Journal.'



**The Pryor Family, ca. 1950**

A sense of place and vibrant community was present in the South Park Neighborhood until the late 1960s, when residents say the neighborhood started to decline. Many say the first step in the decline came when the government targeted the South Park Neighborhood to be the recipient of the low-income, Robert F. Kennedy multi-unit housing projects, which was part of the Federal governments "urban renewal" program. It is conjectured that this area was targeted due to the lower incomes, and quickly precipitated a twenty year period of disinvestment and neglect from the public and private sectors.

While the sense of culture was strong in the neighborhood, it was being overrun by crime, gangs, and drugs. By 1980, 50% of the population was below the poverty level and the unemployment rate was approximately 15%, more than double the city rate. The South Park Neighborhood was known to some as the "Crack Cocaine" center of Tucson with Mirasol Park as the base.

It wasn't until the 1990s that the area began to rebound and the South Park Neighborhood Association emerged. Coordinated efforts from the government, the University of Arizona, and nonprofit organizations, along with grants-in-aid financial support, produced a coordinated effort to revitalize the neighborhood. The *South Park Area Community Development Plan*, created by the University of Arizona and the Tucson Urban League in 1991 was the first community oriented project designed to improve socio-economic conditions in the neighborhood. This plan enhanced the existing neighborhood organization and facilitated recent investments such as the Quincie Douglas Center, Silverlake Park, the Federal HOPE VI grant and Empowerment Zone designation. These efforts and others will be examined in this update.



## Project Background

In 1991, the University of Arizona (through the Drachman Institute), the Tucson Urban League, and the South Park Neighborhood Association developed the *South Park Area Community Development Plan*. The plan was designed around the community planning process which examined conditions in the South Park Neighborhood and provided recommendations for desired courses of action. The process took nearly eight months and was oriented around numerous community meetings, stressing active participation from residents and businesses in the area. The ideas generated from these meetings led to the creation of the plan and the document that has been influential to the neighborhood for the last thirteen years.

*The South Park Area Community Development Plan* was the winner of the “*Best Comprehensive/General Plan*” award in 1992 by the Arizona Planning Association and an *Award of Merit* by the National Association of Housing and Redevelopment Officials in 1994. The success of the South Park Community Development Plan can also be applied to a broader scale, as various plans in the Tucson area have been modeled after this one, such as the *Comprehensive Community Development Plan for the Greater Santa Rosa Area*, written in 1995.

The South Park Neighborhood had been the subject of the comprehensive planning process before the 1991 *South Park Area Community Development Plan* was created. In 1970, there was a plan created for the South Park Area by the City of Tucson and again, in 1984, the City created the *Greater South Park Plan*, which identified the issues facing the area and made broad land use recommendations. The 1991 plan provided a more detailed inventory and analysis of the neighborhood than the preceding plans and created specific goals and implementation techniques for further action, which had previously not been done.

### Project Goals

In the years since the creation of the *South Park Area Community Development Plan*, many pertinent issues have arisen and the neighborhood has undergone significant changes, demographically and physically. This document attempts to identify these changes and examine current and past issues affecting the neighborhood. After this analysis, goals from the 1991 plan will be evaluated to see where the neighborhood stands today and new considerations will be made.

The 1991 plan is currently outdated because demographics and land use have changed significantly in the area. For example, the neighborhood, which began as one of two segregated African-American neighborhoods in the city of Tucson, has an increasing Hispanic population and declining African-American population, which is not represented in the 1991 *South Park Area Community Development Plan*. The 1991 South Park Plan also relied on 11-year-old 1980 census to evaluate the demographics. This update has the benefit of using 2000 census data, which provides a more accurate representation of the neighborhood. Another benefit of using 2000 data is the ability to track the demographic changes that have occurred over the last twenty years. By combining 1980, 1990, and 2000 Census data, the update can identify how the neighborhood has changed over time, allowing predictions for future change. Some demographic indicators will be tracked back fifty years. For example, race data available from the 1960 census is incorporated into the Demographics section.

In addition, the original South Park Plan cannot represent the vast amounts of community development housing investments that have occurred and changed land use patterns. These land uses, however have not changed as significantly demographics, and many issues identified in the 1991 South Park Plan remain. For example, an issue addressed in the original plan was the amount of vacant parcels in the neighborhood. While some community development infill housing has ameliorated the problem, there are still large amounts of undeveloped vacant land in the neighborhood.

This update will reflect the layout of the 1991 South Park Area Community Development Plan. Demographics and urban characteristics will be presented first, followed by current issues in the neighborhood. The last section of the update will examine the goals presented in 1991 and offer further suggestions for the neighborhood. The project will be considered a success if it can be used as a tool for the Neighborhood Association and referenced along with the 1991 *South Park Area Community Development Plan* in all important neighborhood decisions.

## Methods and Data Sources

Methods used to gather data for this update are similar to those used to create the 1991 *South Park Community Development Plan*. Since this is only an update, however, the research was not developed around the community planning process, like the 1991 plan, and relied less on public participation.

Research for this update relied on interviews, observations, census data, case studies, and surveys. These methods of data collection have been successful in providing the update an accurate representation of the demographics, urban characteristics, and issues facing the South Park Neighborhood. The methods below first identify the data collection method and then whether the data is primary or secondary, qualitative or quantitative, and where it is used in the plan.

### *Interviews*

The interviews used to collect data for the South Park Plan were conducted both face-to-face and by phone. Approximately 15 face-to-face and 15 phone interviews were conducted and were semi-structured. This primary method of data collection provided qualitative and quantitative data.

### *U.S. Census Data*

Data from the US Census Bureau provided quantitative data for this update. Data was gathered on approximately 15 census topics, ranging from *race* to *average age of the structure* and is primarily used in the Demographics section of the plan. This data has strong internal validity and statistical conclusions can be made.

### *Observations*

Observations were a primary form of data collection, which resulted in both qualitative and quantitative data. Extensive data on conditions in the neighborhood was obtained by walking and windshield observations and through observing numerous neighborhood association meetings. Data from these observations is used extensively throughout the update.

## *Case Studies*

Examining similar case studies of previous plans was an essential part of creating a useful update. The data collected from the case studies is used throughout the update and has served as a template for the physical layout of the update. Five studies were examined:

- ***The South Park Community Development Plan***, 1991 – created by the University of Arizona (through the Drachman Institute for Regional Policy)
- ***The City of Tucson’s Greater South Park Area Plan***, 1984
- ***The Comprehensive Community Development Plan for the Greater Santa Rosa Area***, 1995 - created by the University of Arizona through the Drachman Institute
- ***The Barrio Santa Rosa Hope VI Plan***, 1999 – created by HUD
- ***The South Park Economic Development Plan***, 2003 – created by Ronin Business Services and property of the City of Tucson

## *Surveys*

Past surveys conducted in the South Park Neighborhood were used to gather information for the update. The following surveys were used:

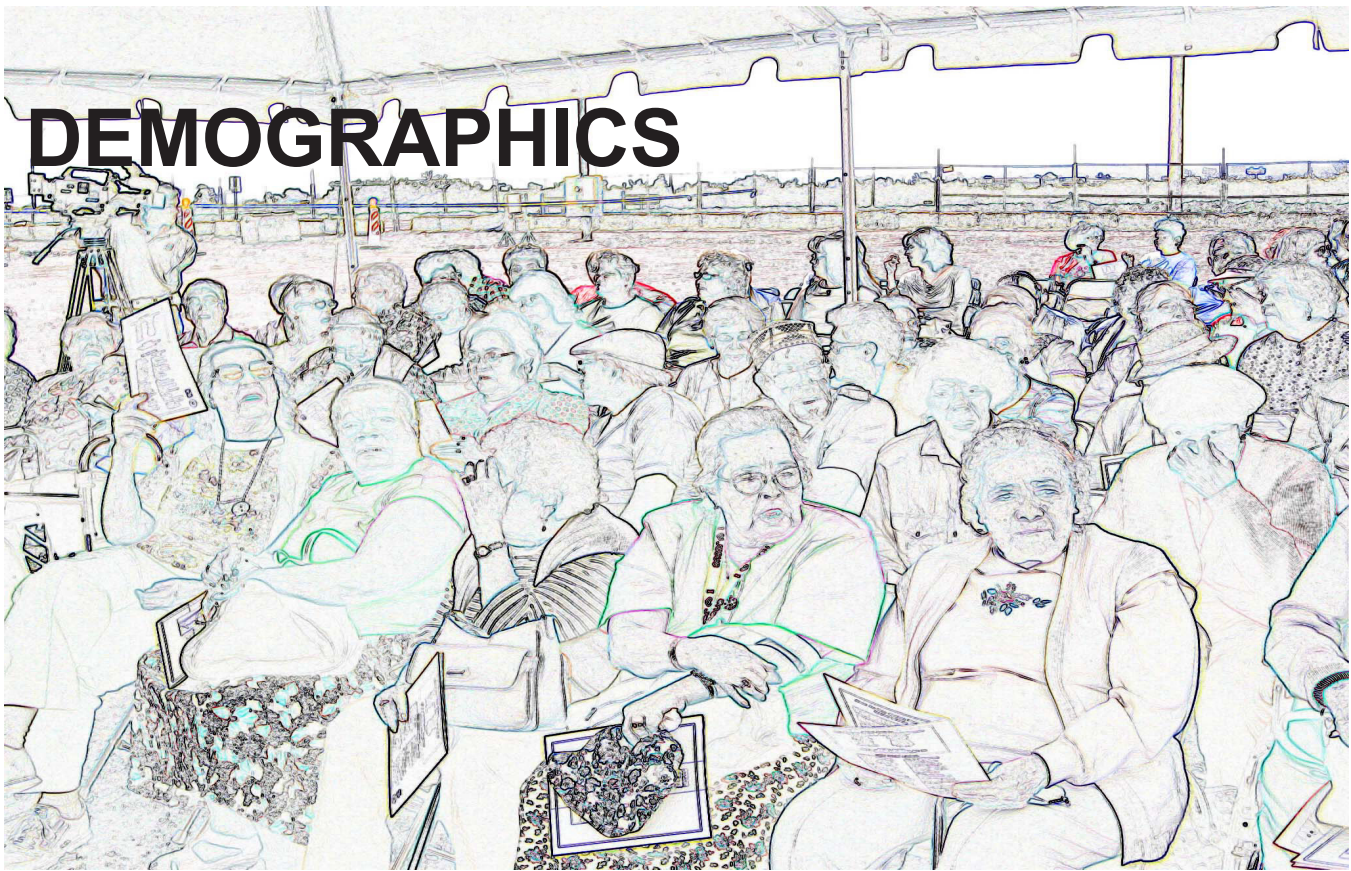
- **The South Park Area Community Development Plan survey, 1990**
- **The City of Tucson – Back to Basics survey, 2000**
- **The Hope VI South Park Community Revitalization survey, 2001**

These surveys were randomly distributed to residents of the South Park Neighborhood and the data collected provides both quantitative and qualitative data. Results from these surveys were used throughout this update, but specifically in the Goals and Considerations section.

## *City of Tucson and Pima County*

Secondary data was collected from the city and county in the form of quantitative and qualitative data. A majority of the quantitative data was used for the creation of graphic representations such as maps and charts of the South Park Neighborhood. In this process, the City and County’s map guide resources were invaluable in mapping the neighborhood. Also, technical data was used from the City of Tucson’s Land Use Code and the Pima Association of Government’s 2025 Plan.





The diverse mix of cultures in the South Park Neighborhood give the area personality and make it unique to the City of Tucson. This section is a demographic study of the area and provides a look at the current composition of neighborhood residents. Data gathered for this section is generated from the U.S. Census data from 1960-2000 and is broken down into six areas of study:

- ◆ Income
- ◆ Race
- ◆ Employment
- ◆ Population
- ◆ Housing
- ◆ Business

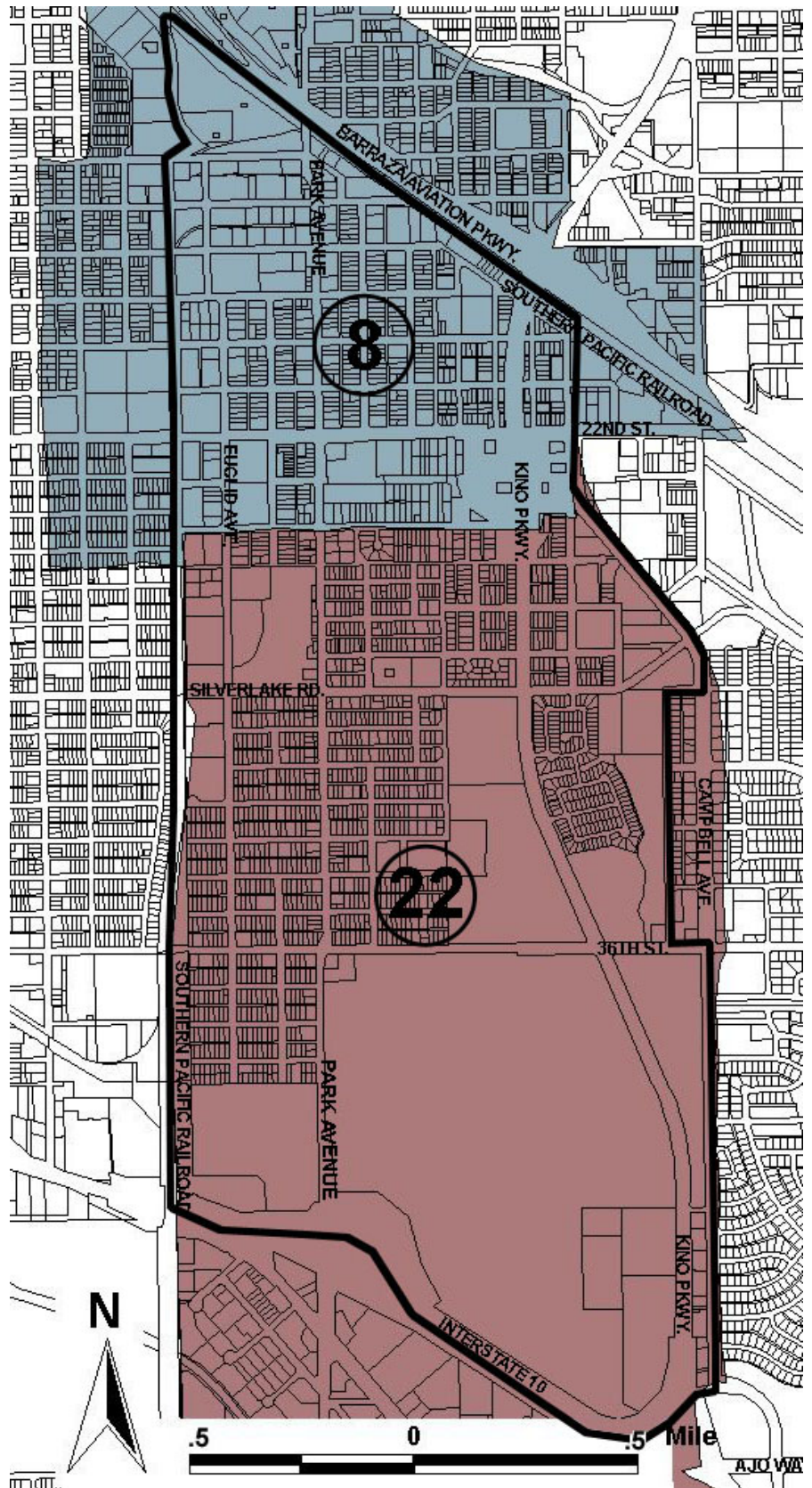
The South Park Neighborhood lies in Census Tracts 8 and 22, (See map 1.1). While Tract 8 slightly follows the northern neighborhood boundaries with some overlap, Tract 22 stretches further south into the Bravo Park Lane Neighborhood. Since 1990, census data is available at the block and block group level which allows an accurate description of the neighborhood since geographically, the block groups do not overlap into other neighborhoods. To represent the neighborhood, Block Groups 1 and 3 of Census Tract 8 and Block Groups 1,2,5, & 6 of Census Tract 22 were used. Comparisons between the South Park Neighborhood and the City of Tucson are provided to determine how residents of the South Park Neighborhood compare to other city residents.



## Census Tracts

### LEGEND

- Census Tract 8
- Census Tract 22

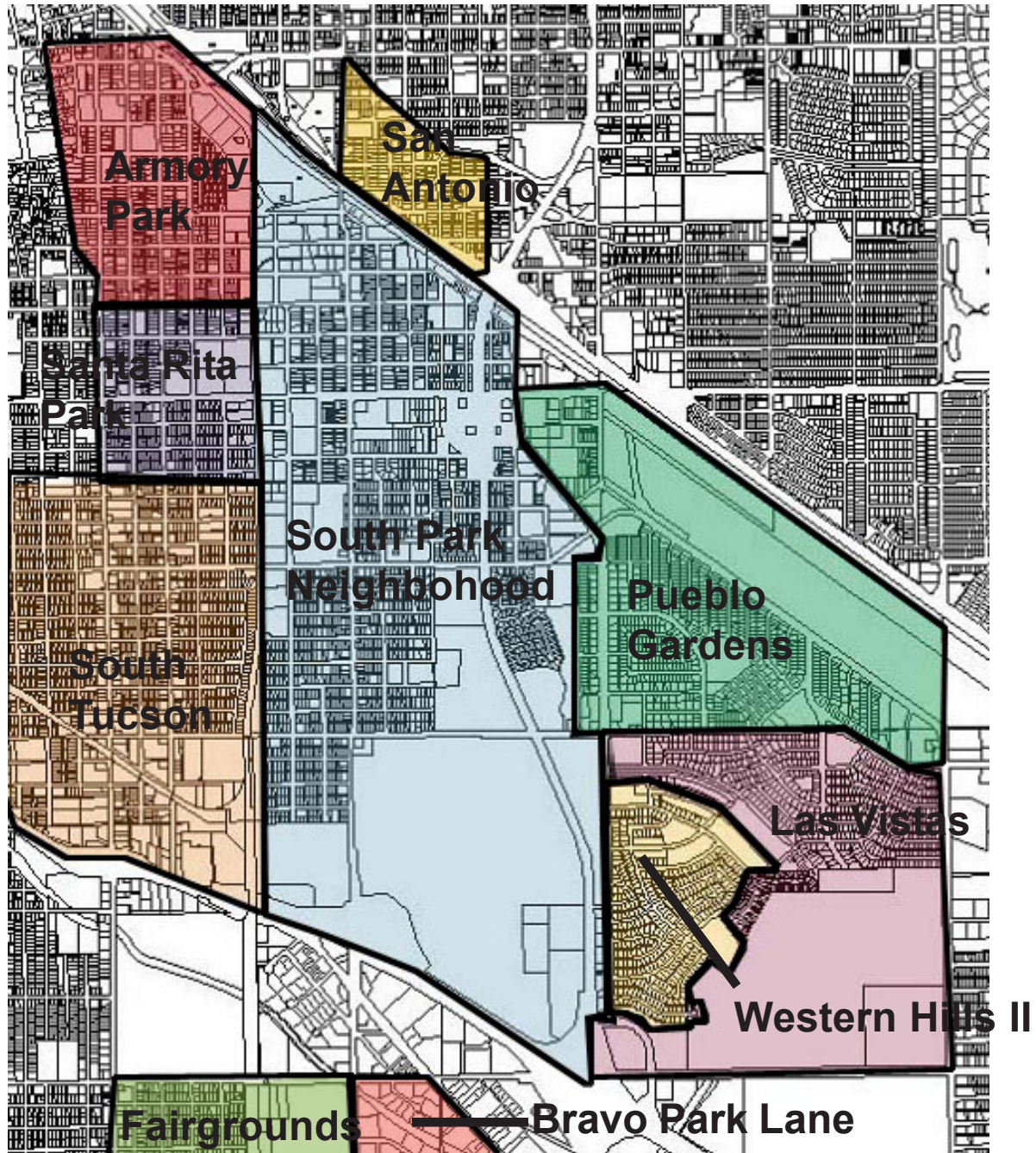


Map 1.1



## SURROUNDING NEIGHBORHOODS

Map  
1.2



- |                         |                         |
|-------------------------|-------------------------|
| South Park Neighborhood | Barrio San Antonio      |
| City of South Tucson    | Fairgrounds Neigh.      |
| Pueblo Gardens Neigh.   | Western Hills II Neigh. |
| Santa Rita Park Neigh.  | Las Vistas Neigh.       |
| Armory Park Neigh.      | Bravo Park Lane Neigh.  |

# Demographics - Income Characteristics

## MEDIAN HOUSEHOLD INCOME

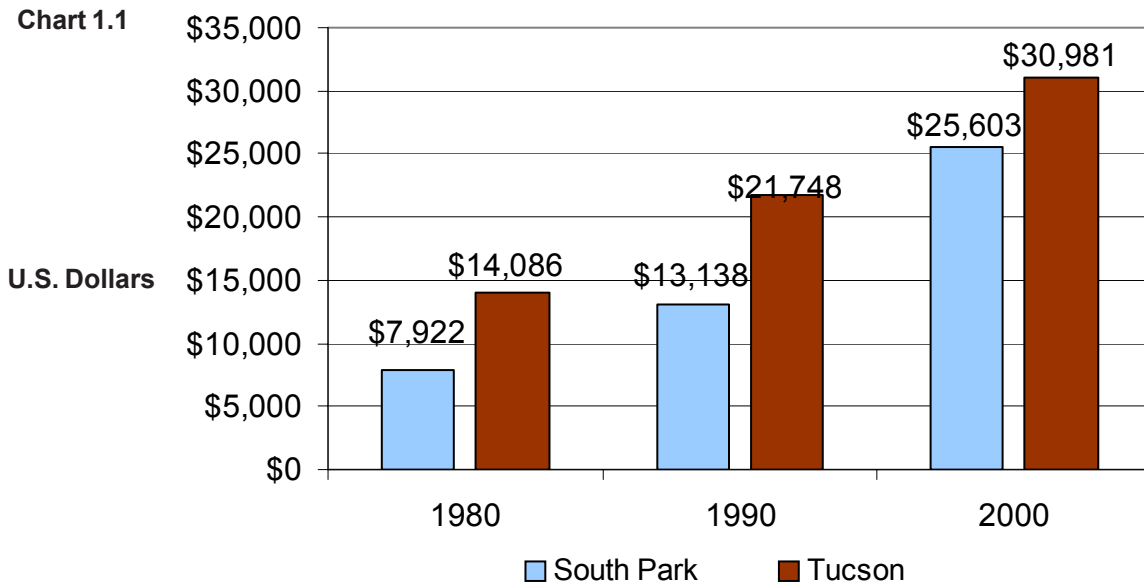
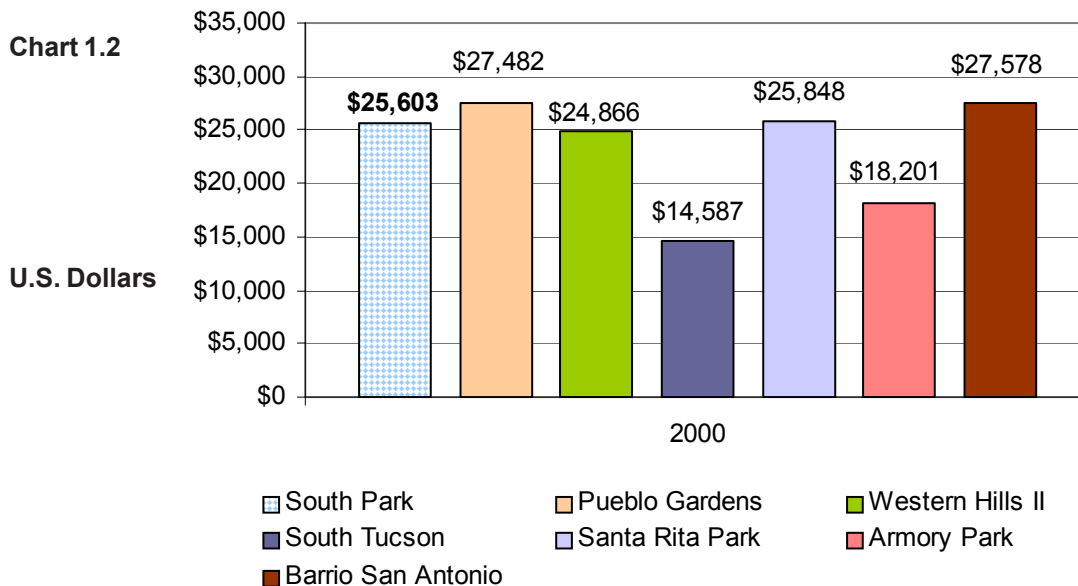


Chart 1 represents the Median Household Income (MHI) for the South Park Neighborhood and City of Tucson over the last twenty years. The South Park Neighborhood has increased its MHI closer to the city rate during this period. Chart 1.2 is a comparison of MHIs of neighborhoods in the South Park area. Among these neighborhoods, South Park ranks fourth following Barrio San Antonio, Pueblo Gardens, and Santa Rita Park. Map 1.2 shows the location of these neighborhoods.

## MEDIAN HOUSEHOLD INCOME of South Park and surrounding neighborhoods

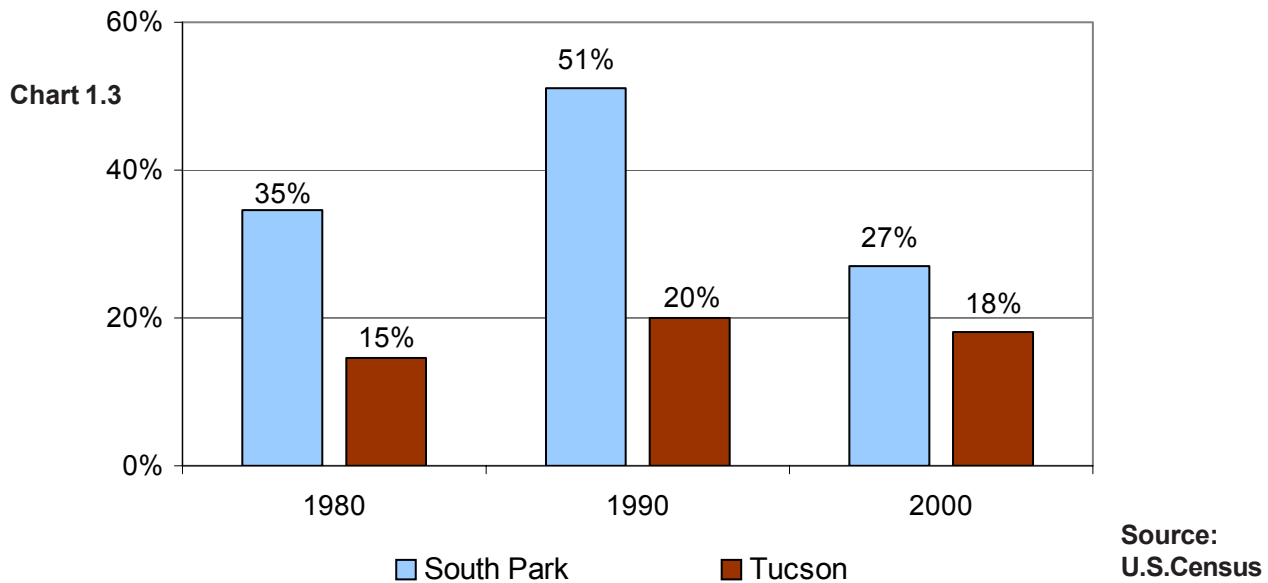


Source:  
U.S. Census



# Demographics - Income Characteristics

## PERCENT LIVING IN POVERTY



The percentage of people living in poverty has decreased significantly in the South Park Neighborhood since 1990. It is important to note, however, that the US Census changed its requirement for the poverty status in the 2000, making the requirements more stringent. Because of this, the 2000 figure may be under-representing the percentage of South Park residents living in poverty.

One of the complexities of the South Park Neighborhood is the change in demographic makeup that has occurred over the last thirty years. Once an all African American neighborhood, South Park is currently comprised of mostly Hispanics and Whites. Charts 1.4, 1.5, and 1.6 reflect the change since 1980.

## RACE

Chart 1.4

1980

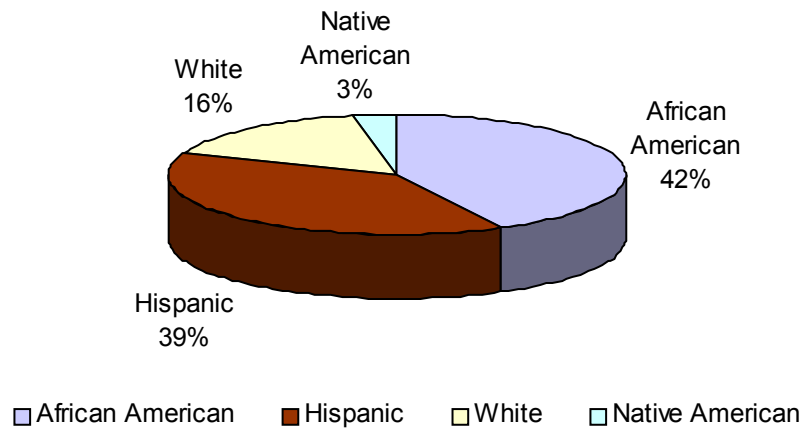


Chart 1.5

1990

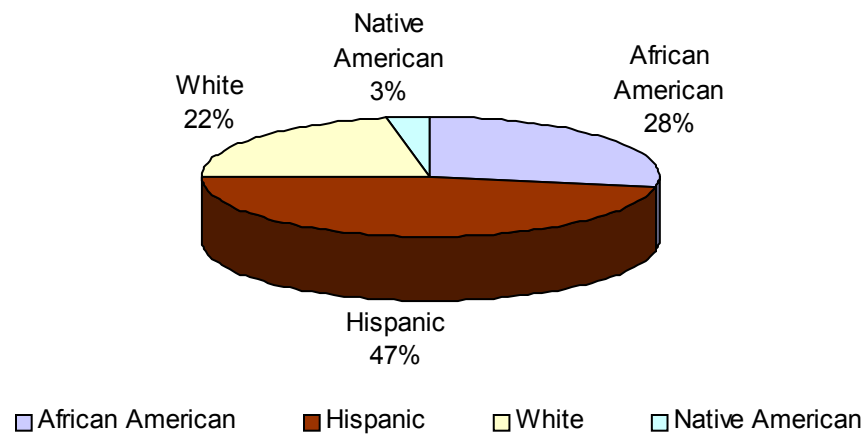
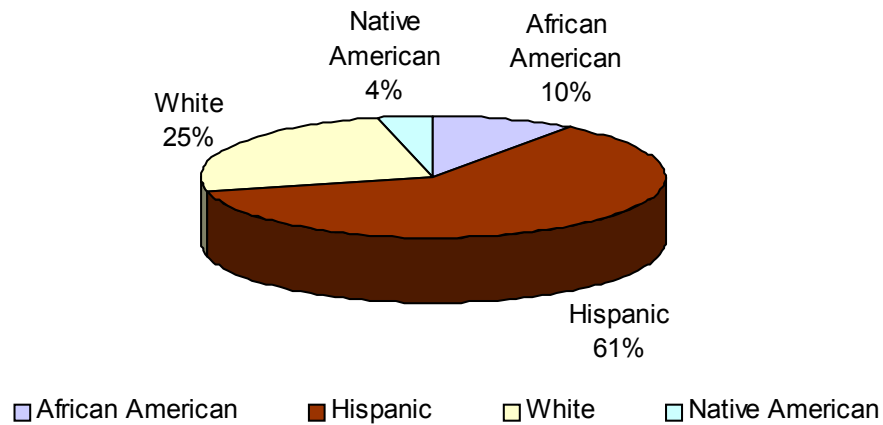


Chart 1.6

2000



Source: U.S. Census

## Demographics - Race

### RACE

Chart 1.7

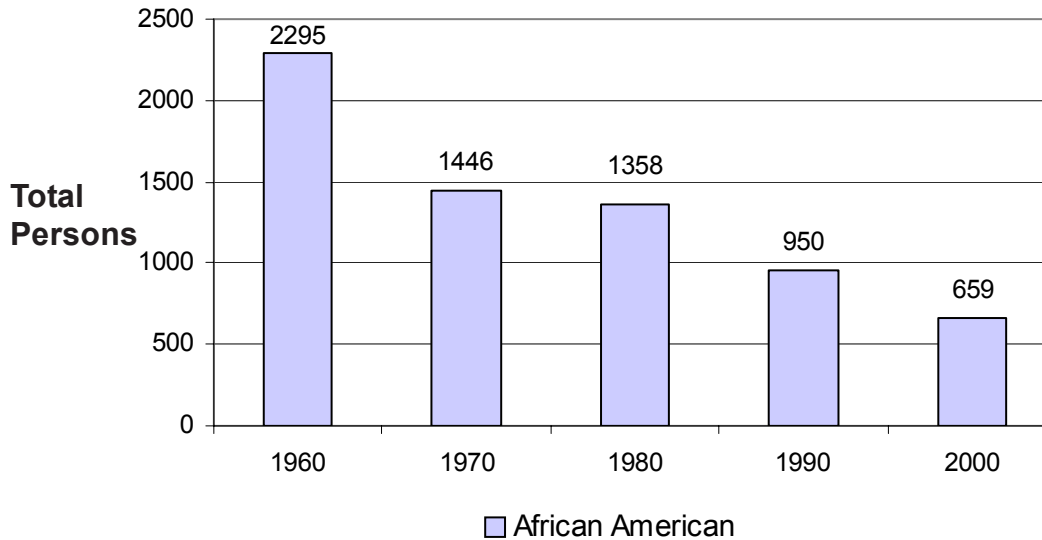
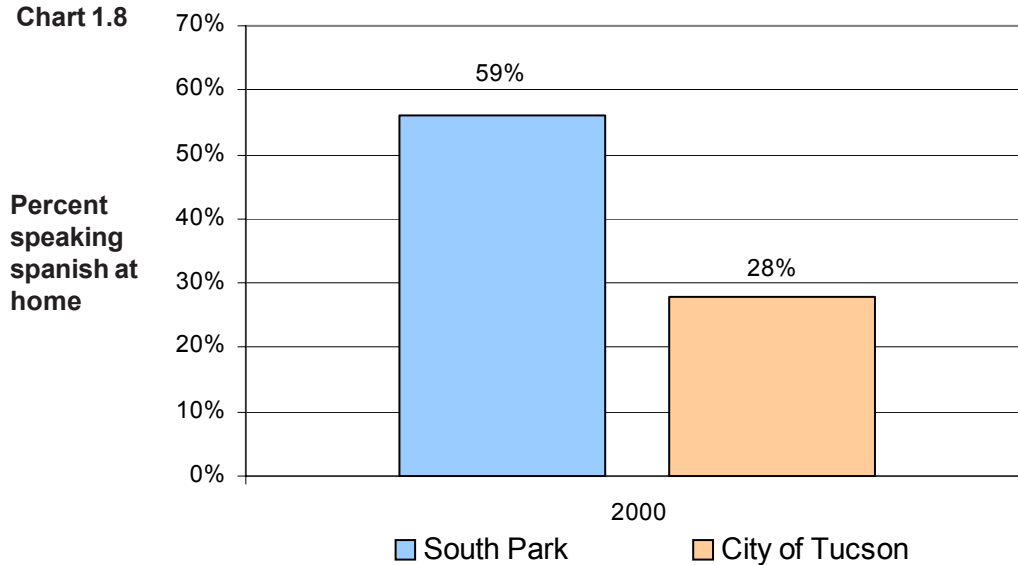


Chart 1.7 represents the shrinking African American population in the neighborhood which may be a result of the elderly African American population dying off or relocating. Chart 1.8 represents the percent of residents who speak Spanish at home, again showing the Hispanic character of the neighborhood.

### SPANISH AS THE PRINCIPAL LANGUAGE AT HOME

Chart 1.8

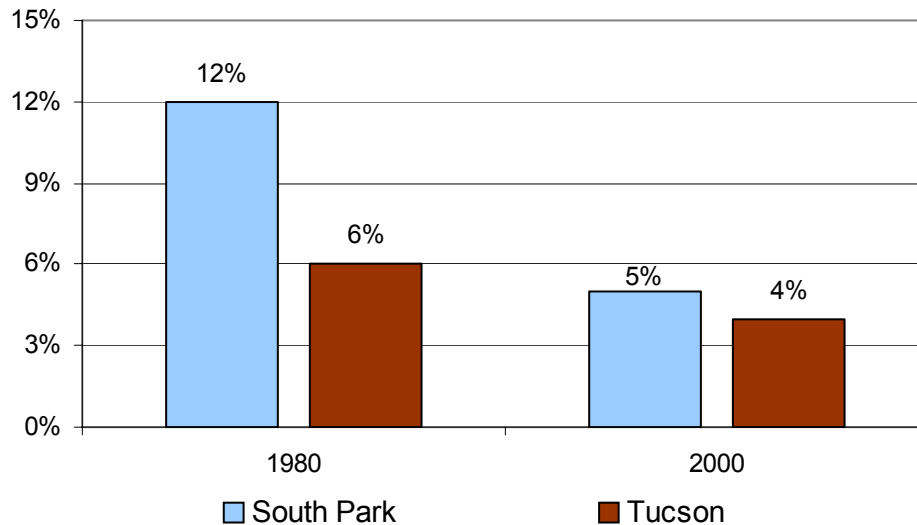


Source:  
U.S. Census

# Demographics - Employment

## PERCENT UNEMPLOYED

Chart 1.9

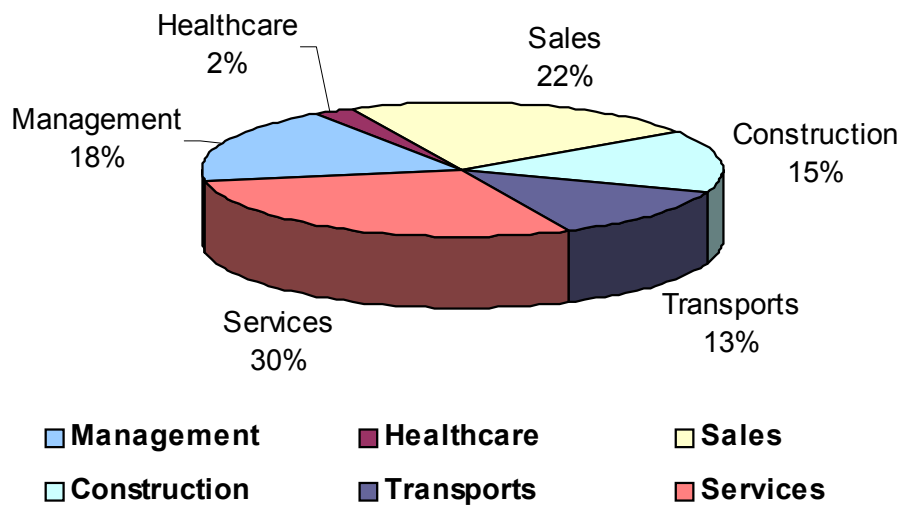


Source:  
U.S. Census

The employment figures for the South Park Neighborhood are encouraging. In the last twenty years the unemployment rate has dropped from being double that of the city to only one percent above the city rate. Unfortunately, as represented by chart 1.10, many of the jobs are in the service sector, which is often characterized by low-wages.

## OCCUPATION

Chart 1.10



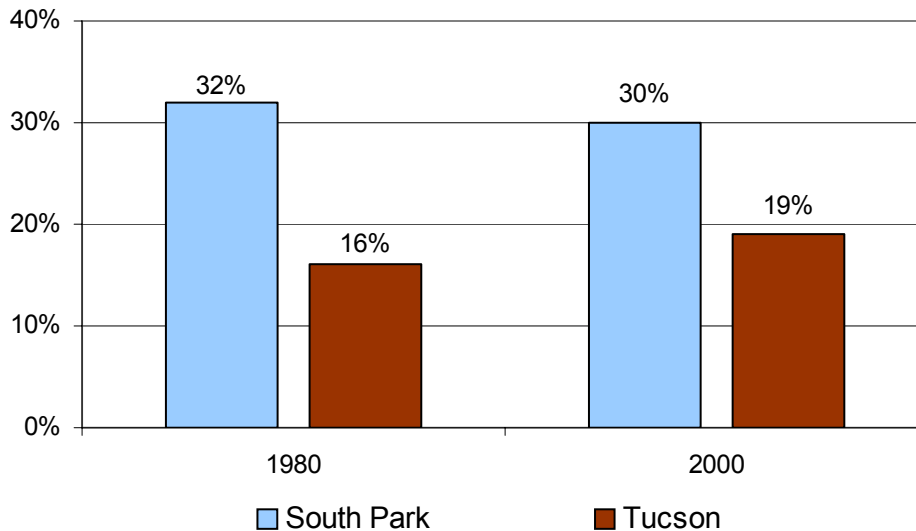
Source:  
Ronin Business  
Services



# **Demographics - Employment**

## **PERCENT IN SERVICE OCCUPATIONS**

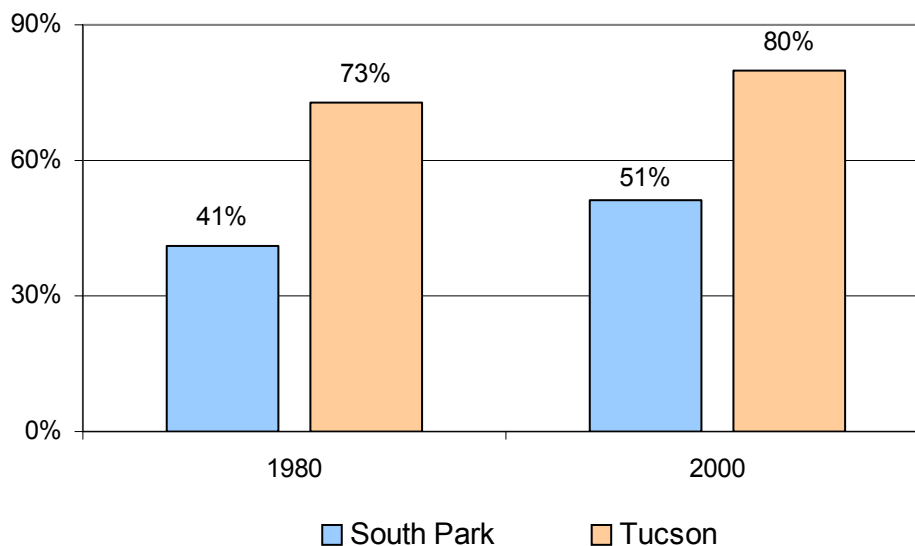
Chart 1.11



Even though 30% of South Park residents are employed in the service sector, the percentage has dropped since 1980. This is a rarity considering the proliferation of service jobs in the Tucson economy. Chart 1.12 represents the percentage of South Park residents above 25, with high school diplomas. While this percentage has improved slightly, South Park residents are still far from the city average.

## **PERCENT OF POPULATION ABOVE 25 WITH HIGH SCHOOL DIPLOMA**

Chart 1.12

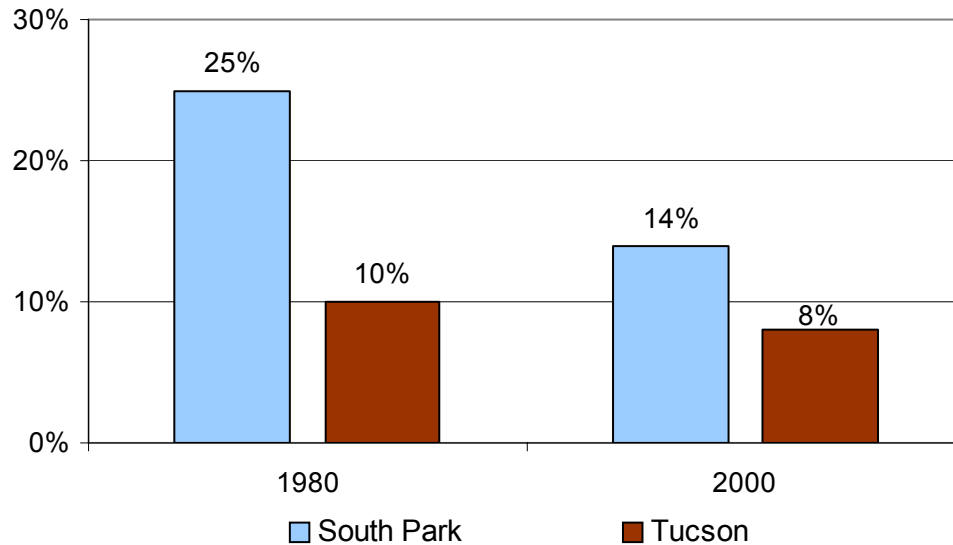


Source:  
U.S. Census

# Demographics - Population Characteristics

## FEMALE HEAD OF HOUSEHOLD

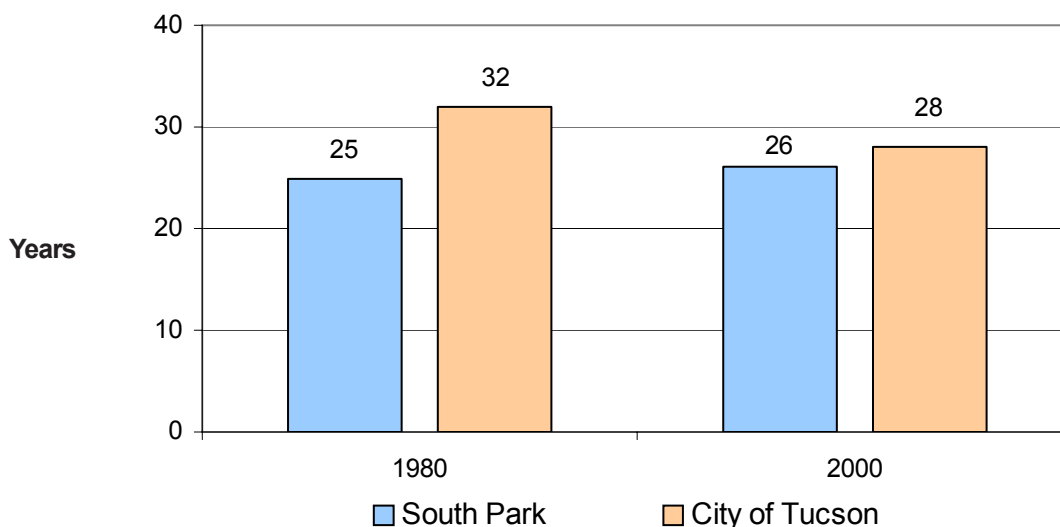
Chart 1.13



The percentage of female head of households has decreased significantly over the last twenty years for both the city and the South Park Neighborhood and is represented by chart 1.13. The median age of South Park residents has increased by one year since 1980, while the city average has dropped by 4 years. The city's average is still two years above the South Park average, however, and may be a result of the increasing number of young Hispanic families in the area.

## MEDIAN AGE

Chart 1.14



Source:  
U.S. Census

# Demographics - Population Characteristics

## POPULATION BELOW 18

Chart 1.15

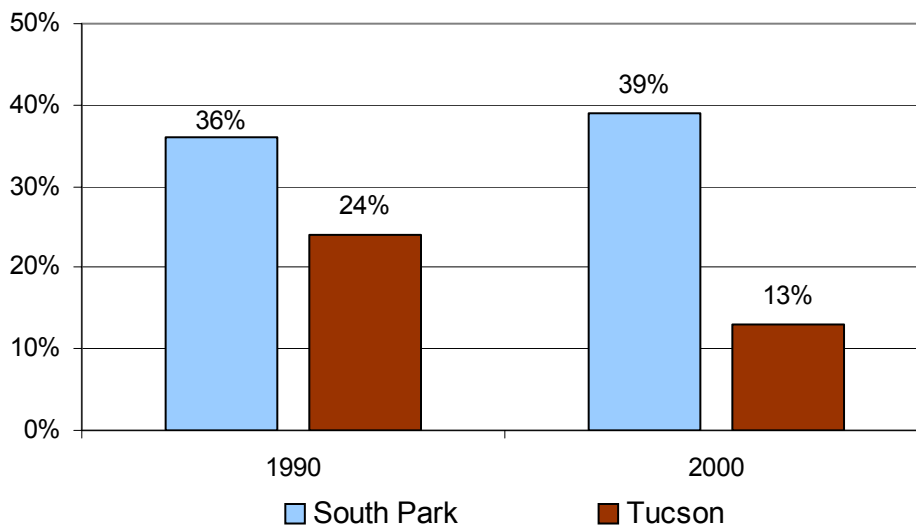
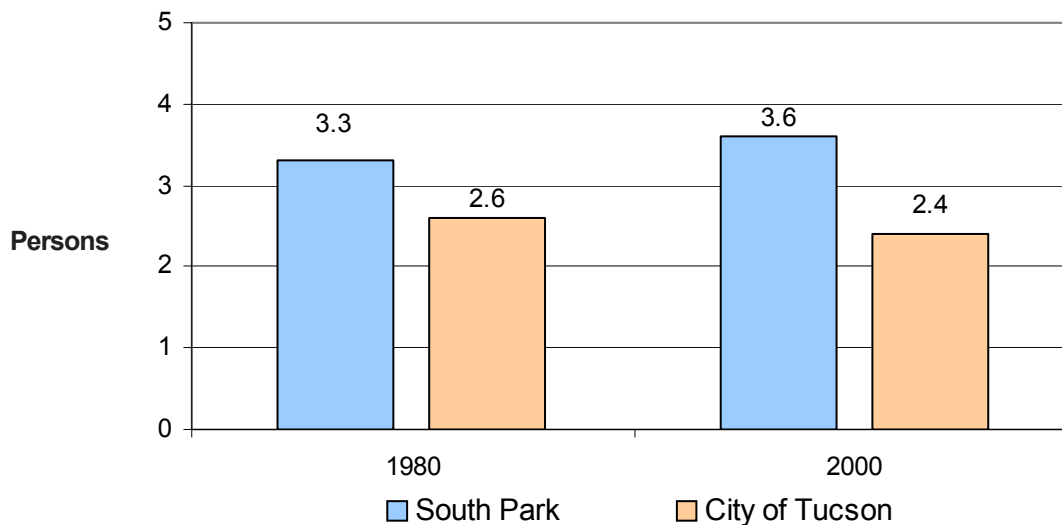


Chart 1.15 indicates that in the last ten years, the percentage of residents below 18 in the South Park Neighborhood has grown to triple the city rate, again representing the younger nature of the neighborhood. The South Park trend is reverse the city trend, as city households have become smaller, South Park households have grown in average size.

## PERSONS PER HOUSEHOLD

Chart 1.16

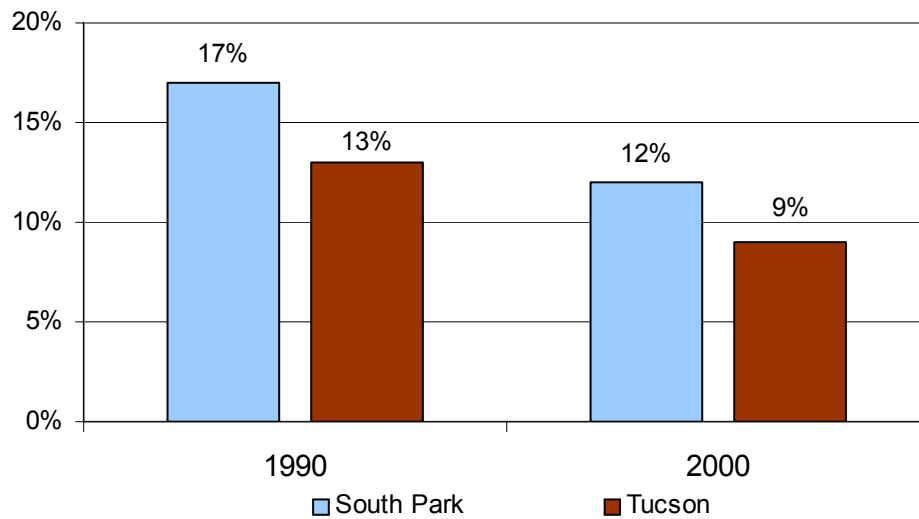


Source:  
U.S. Census

# Demographics - Population Characteristics

## POPULATION ABOVE 65

Chart 1.17



Source:  
U.S. Census

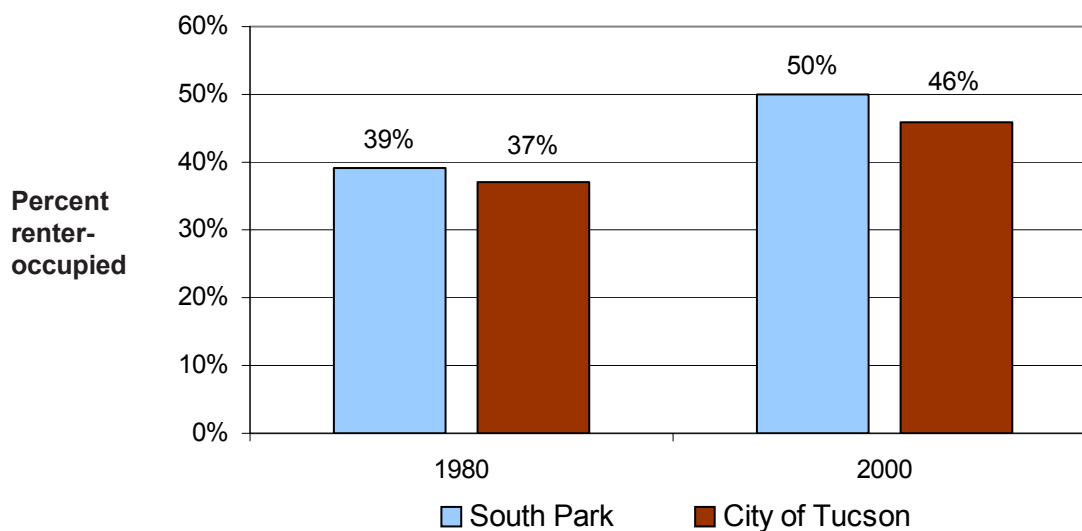
In the last ten years, both the South Park Neighborhood and City of Tucson's percentage of population above 65 has declined. The 5% decline in the South Park Neighborhood may be caused by the shrinking elderly African-American population and the influx of young Hispanic families.



# Demographics - Housing Characteristics

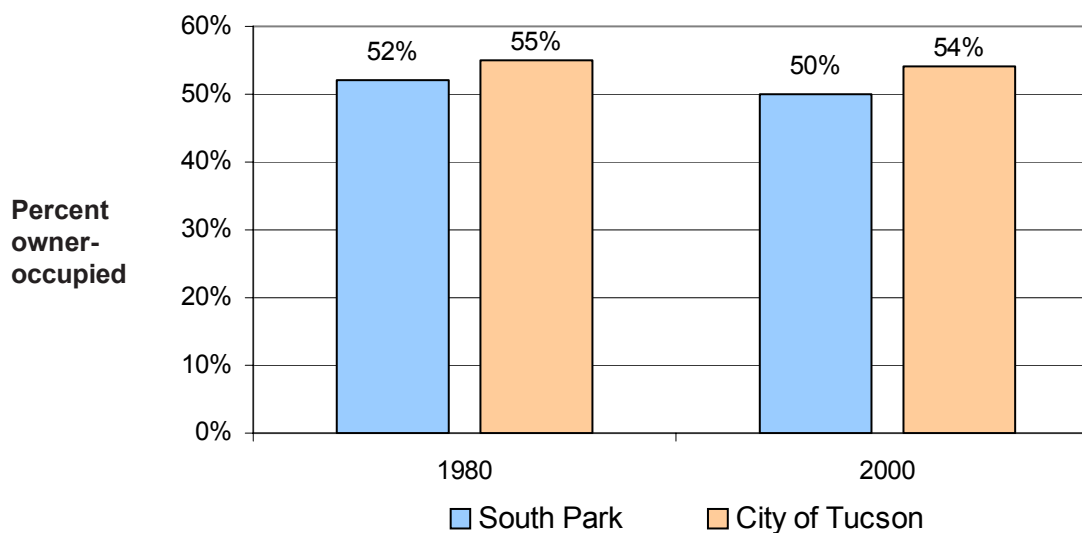
## RENTER-OCCUPIED HOUSING UNITS

Chart 1.18



## OWNER-OCCUPIED HOUSING UNITS

Chart 1.19



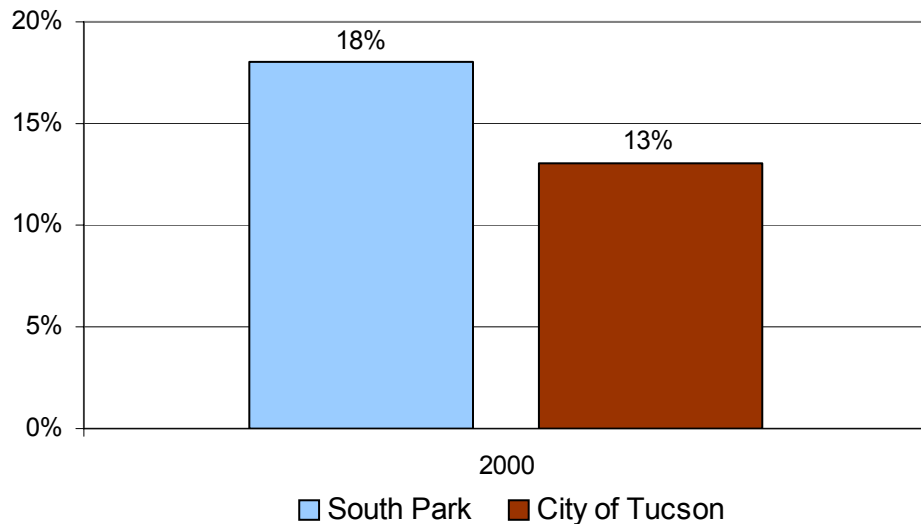
Source:  
U.S. Census



## **Demographics - Housing Characteristics**

### **PERCENTAGE OF RENTERS PAYING MORE THAN 30% OF INCOME ON HOUSING**

**Chart 1.20**



**Source:  
U.S. Census**

Charts 1.18 and 1.19 show the percentage of renter and owner occupied housing units in the South Park Neighborhood is in line with city averages. The percentage of renters paying more than 30% on housing (which is the HUD standard of affordability), however, is 5% higher in the South Park Neighborhood and is represented by Chart 1.20. This figure may be attributed to a lower Median Household Income in the South Park Neighborhood, compared to that of the city.

# Demographics - Housing Characteristics

## MEDIAN VALUE OF OWNER-OCCUPIED HOUSING UNITS

Chart 1.21

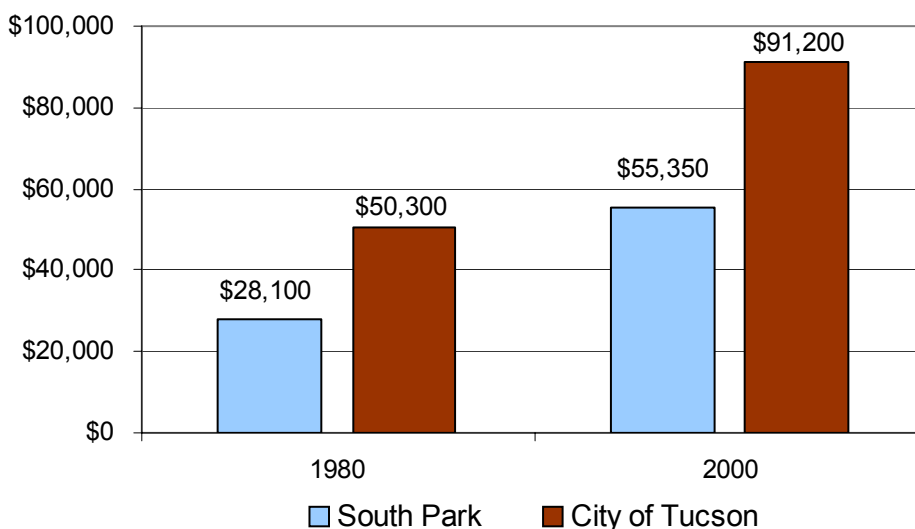
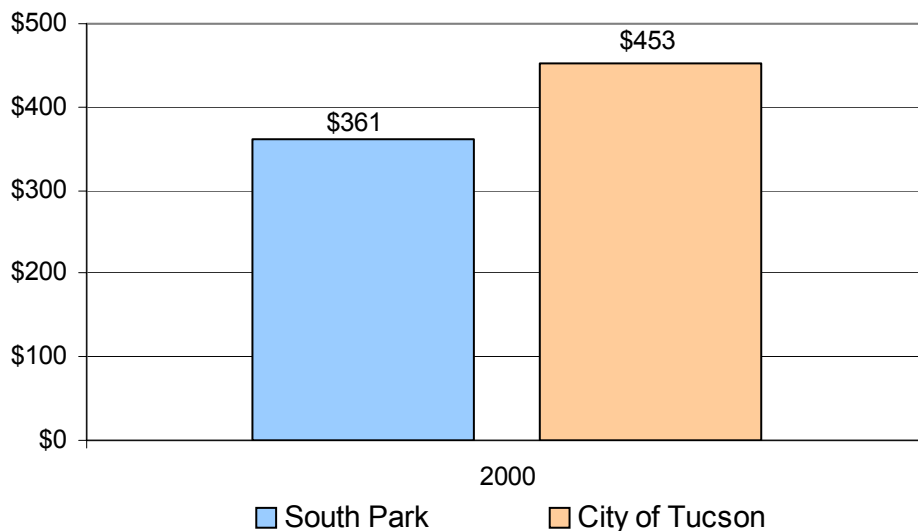


Chart 1.21 indicates that the median value of owner-occupied housing units has increased for both the City of Tucson and the South Park Neighborhood in the last twenty years, but the rate of increase is slightly greater for the South Park Neighborhood. The value of these units in the South Park Neighborhood, however, remains nearly \$40,000 less than those in the city. The median rent of South Park units is also nearly \$100 less than median rent of units in the city and represented by chart 1.22. This may be a result of the high number of below-market rental units in the neighborhood.

## MEDIAN CONTRACT RENT

Chart 1.22



Source:  
U.S. Census

# Demographics - Housing Characteristics

## HOUSING UNITS BUILT BEFORE 1960

Chart 1.23

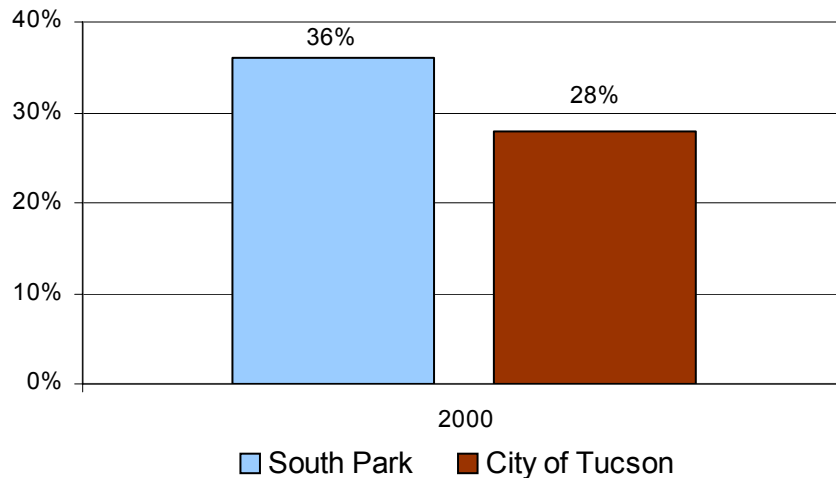
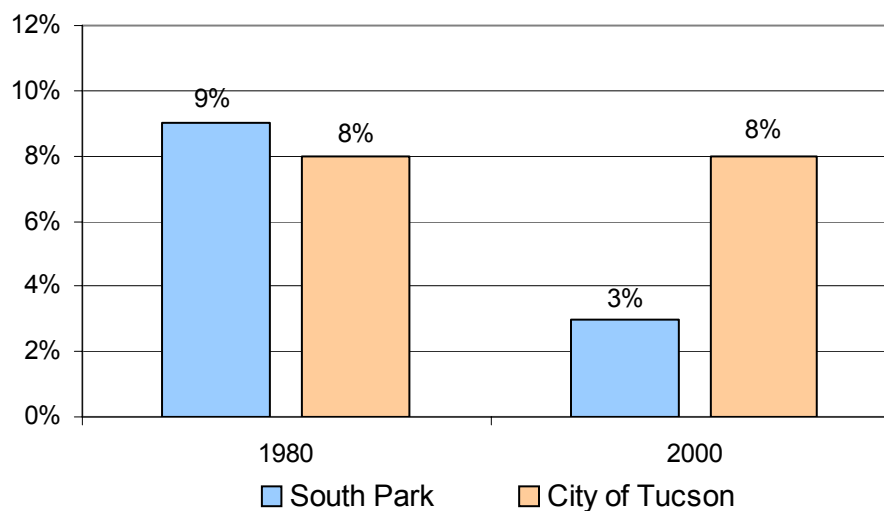


Chart 1.23 shows that there are eight percent more units built before 1960 in the South Park Neighborhood than the average. With the addition of the Casas de Kino subdivision, and numerous Community Development Housing Projects in the Neighborhood, the 2010 census figures might show the neighborhood closing this gap with the city. The South Park Neighborhood has reduced its percentage of vacant housing units by 6% in the last twenty years, as shown by chart 1.24. The city currently has 5% more vacant units on average than the neighborhood.

## VACANT HOUSING UNITS

Chart 1.24

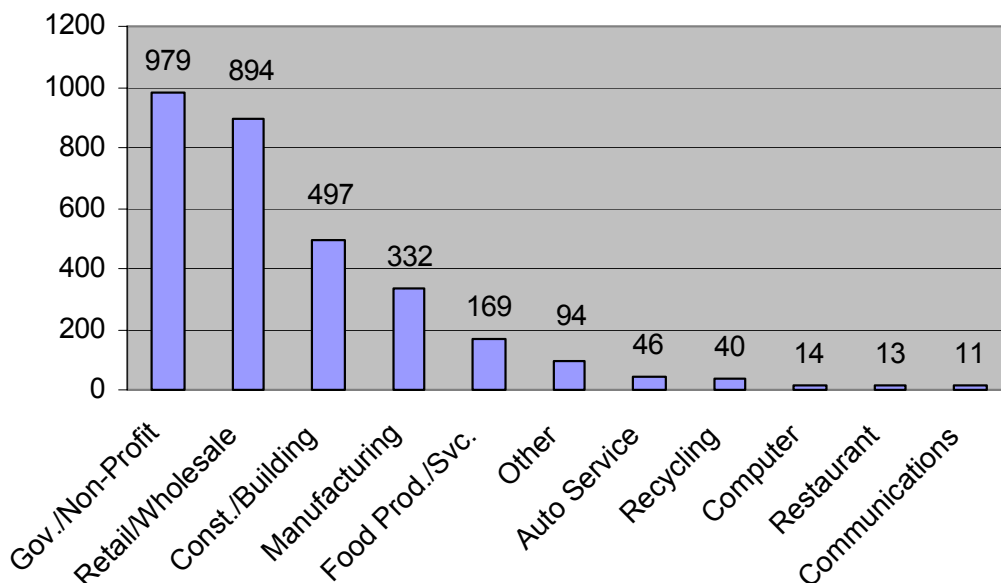


Source:  
U.S. Census

# Demographics -Business Characteristics

## EMPLOYMENT BY SECTOR

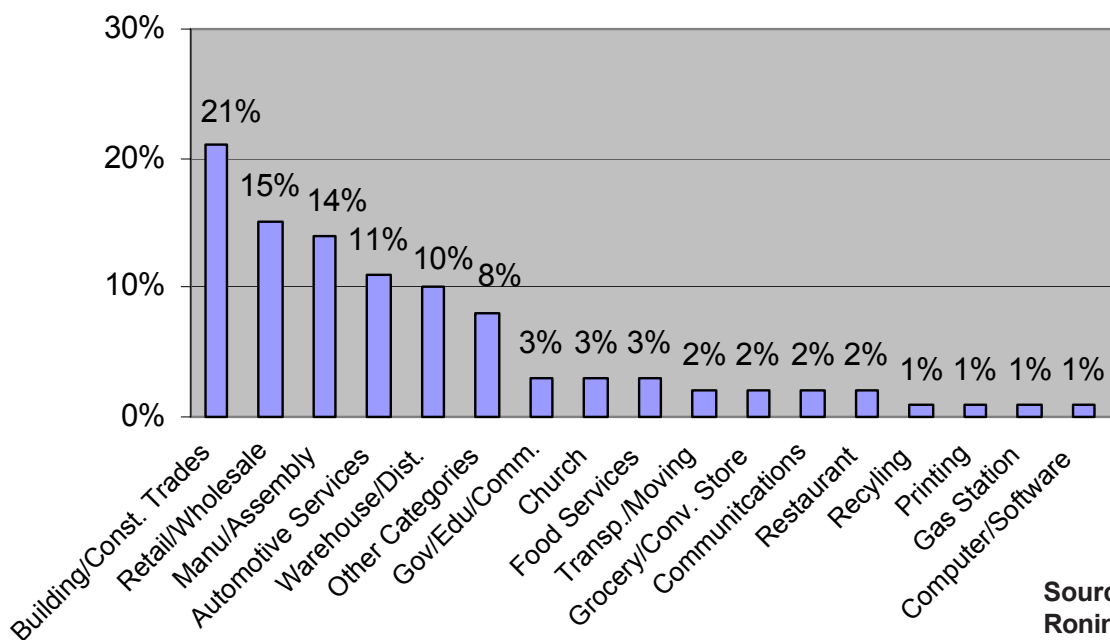
Chart 1.25



The data in the following charts is from the HOPE VI-South Park Neighborhood Economic Development Plan. Chart 1.25 indicates that a majority of the employment in the neighborhood is in the Government/Non-Profit and Retail/Wholesale sectors and the Building and Construction Trades represent a majority of business in the South Park Neighborhood.

## BUSINESS BY CATEGORY

Chart 1.26



Source:  
Ronin Business  
Services

# Demographics - Business Characteristics

## COMPANY BY EMPLOYMENT

Chart 1.27

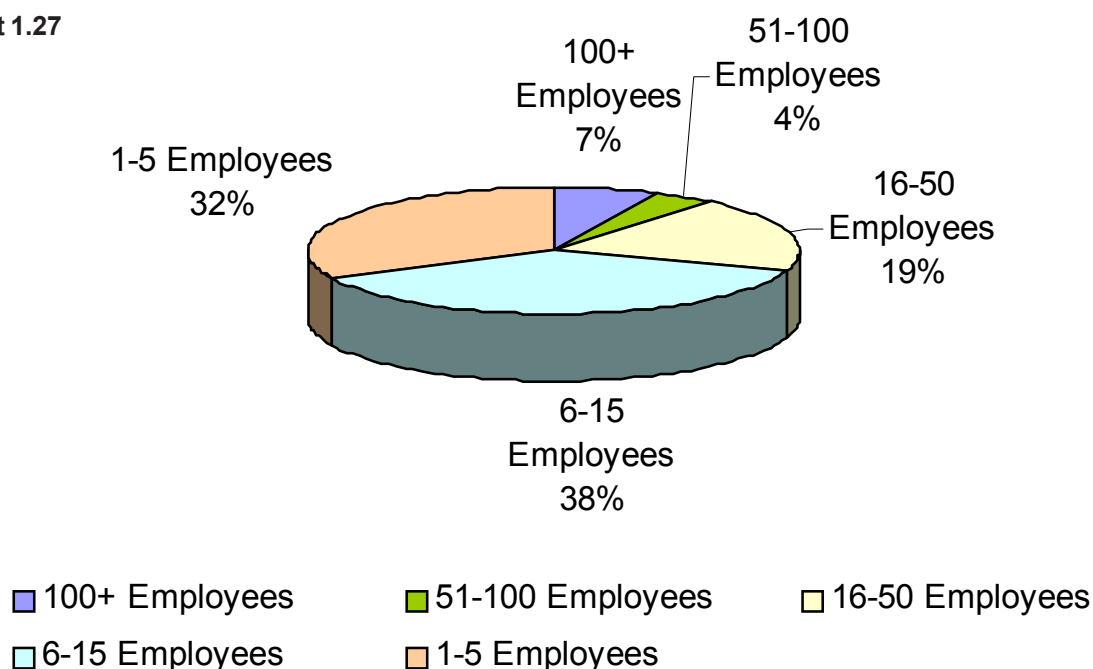
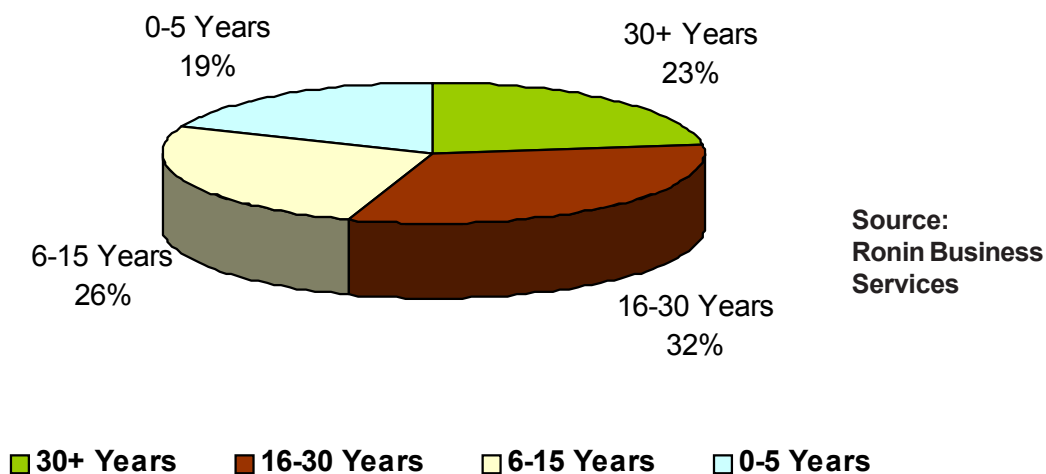


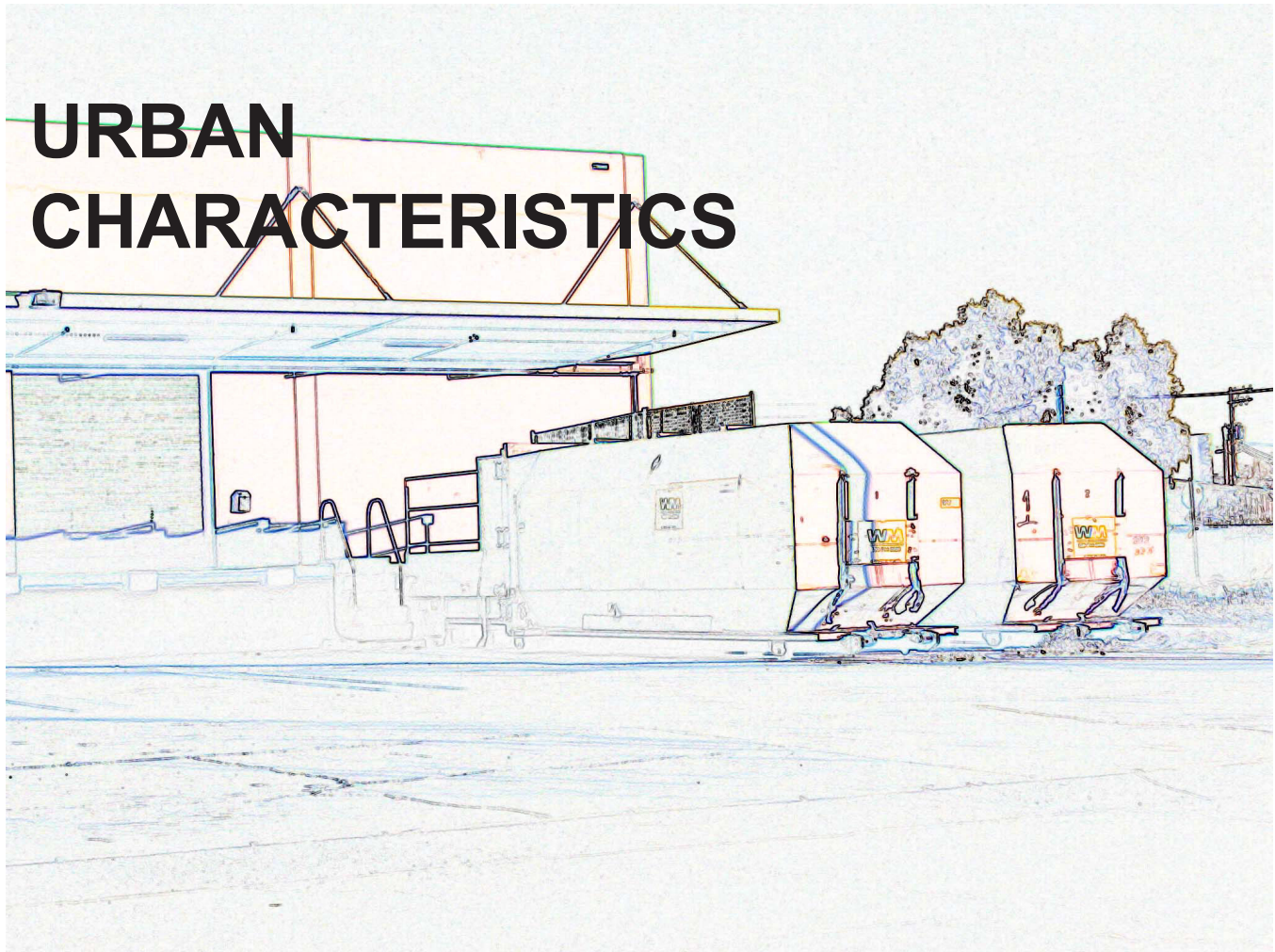
Chart 1.27 shows that a majority of companies in the South Park Neighborhood are small, as 70% of businesses have fifteen or fewer employees. While a majority of the businesses in the neighborhood are not large, most have been in the area for a while. Chart 1.28 indicates that 80% of neighborhood businesses have operated for over six years and 55% for more than 15 years. Employees of small firms, however, tend to have lower wages and fewer benefits, especially health insurance.

## YEARS IN BUSINESS

Chart 1.28







The unique South Park Neighborhood demographics has led to its distinct physical appearance. This section looks at physical characteristics of the neighborhood and is divided into five areas: (1) Land Use, (2) Zoning, (3) Community Assets (4) Transportation, and (5) Land Ownership.





### AERIAL PHOTOGRAPH

#### LEGEND

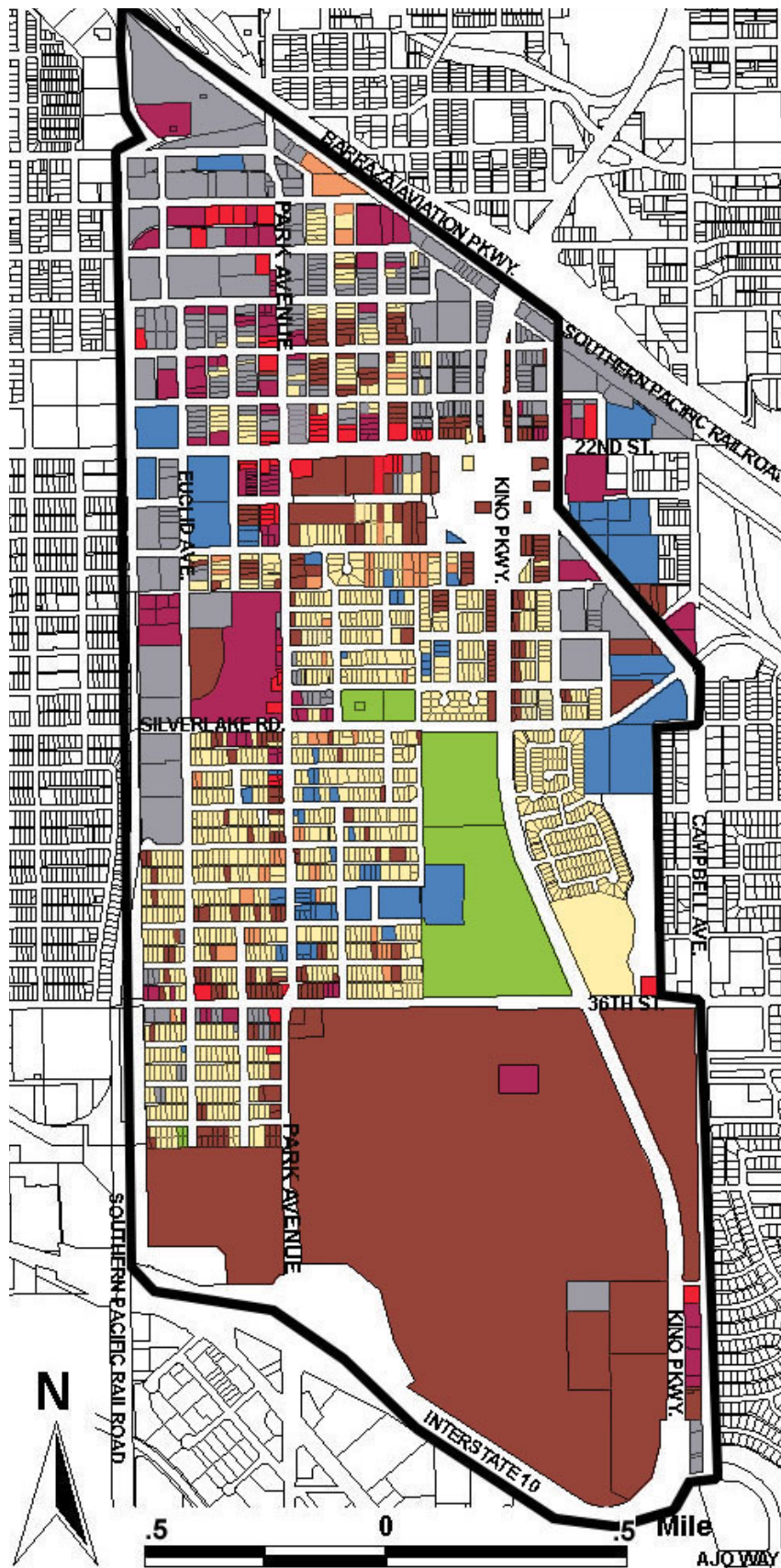
 **South Park  
Neighborhood  
Boundary**

South Park is one of the largest neighborhoods in terms of land area in the city. It has an area of approximately 2.5 square miles. At this writing, however, about 20% of the neighborhood's acreage is vacant, resulting from the presence of large and small undeveloped parcels.













## Urban Characteristics - Land Use



### COMPOSITE LAND USE MAP

#### LEGEND

-  Industrial
-  Single-Family Residential
-  Multi-Family Residential
-  Commercial
-  Retail
-  Vacant
-  Parks and Recreation
-  Institutional

Land uses in the South Park Neighborhood are quite mixed and vary at the block level. Each of the eight land uses is presented in turn on the following maps. The additional map details the xeroriparian habitat.

### INDUSTRIAL LAND USES

#### LEGEND

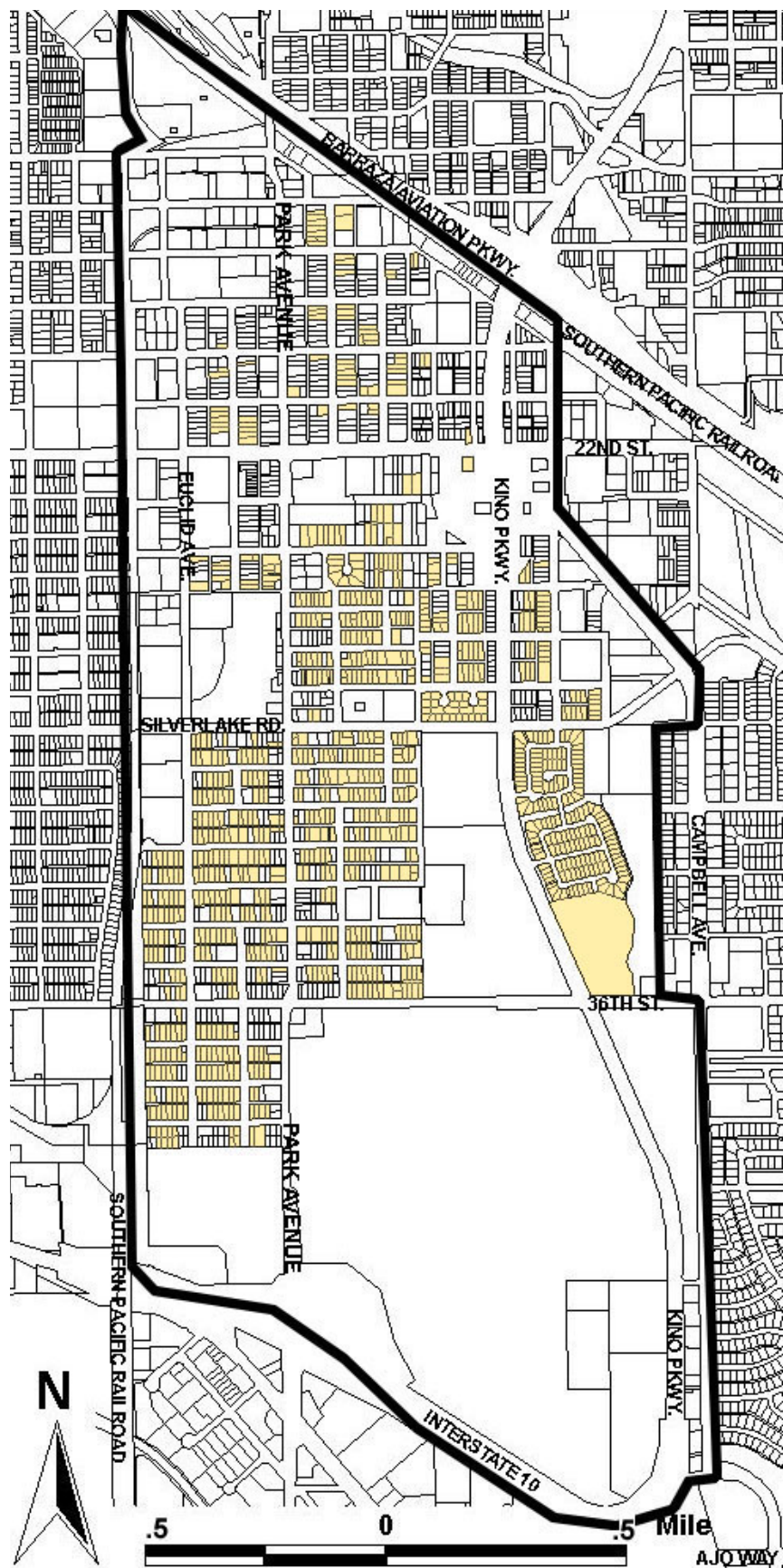
 Industrial

Industrial uses dominate the northern portion of the neighborhood and follow transportation routes such as the Southern Pacific Railroad tracks and Kino Parkway. The vacant land in the southern part of the neighborhood, bounded by Interstate 10, is also zoned industrial.





## Urban Characteristics - Land Use



### SINGLE-FAMILY RESIDENTIAL LAND USES

#### LEGEND

 Single-family Residential

Single-family residential land uses are concentrated in the middle of the neighborhood, predominantly between 22nd St. and 36th St. The pocket of residential uses north of 22nd St. in a mostly commercial area has caused conflicts with surrounding commercial and industrial uses.

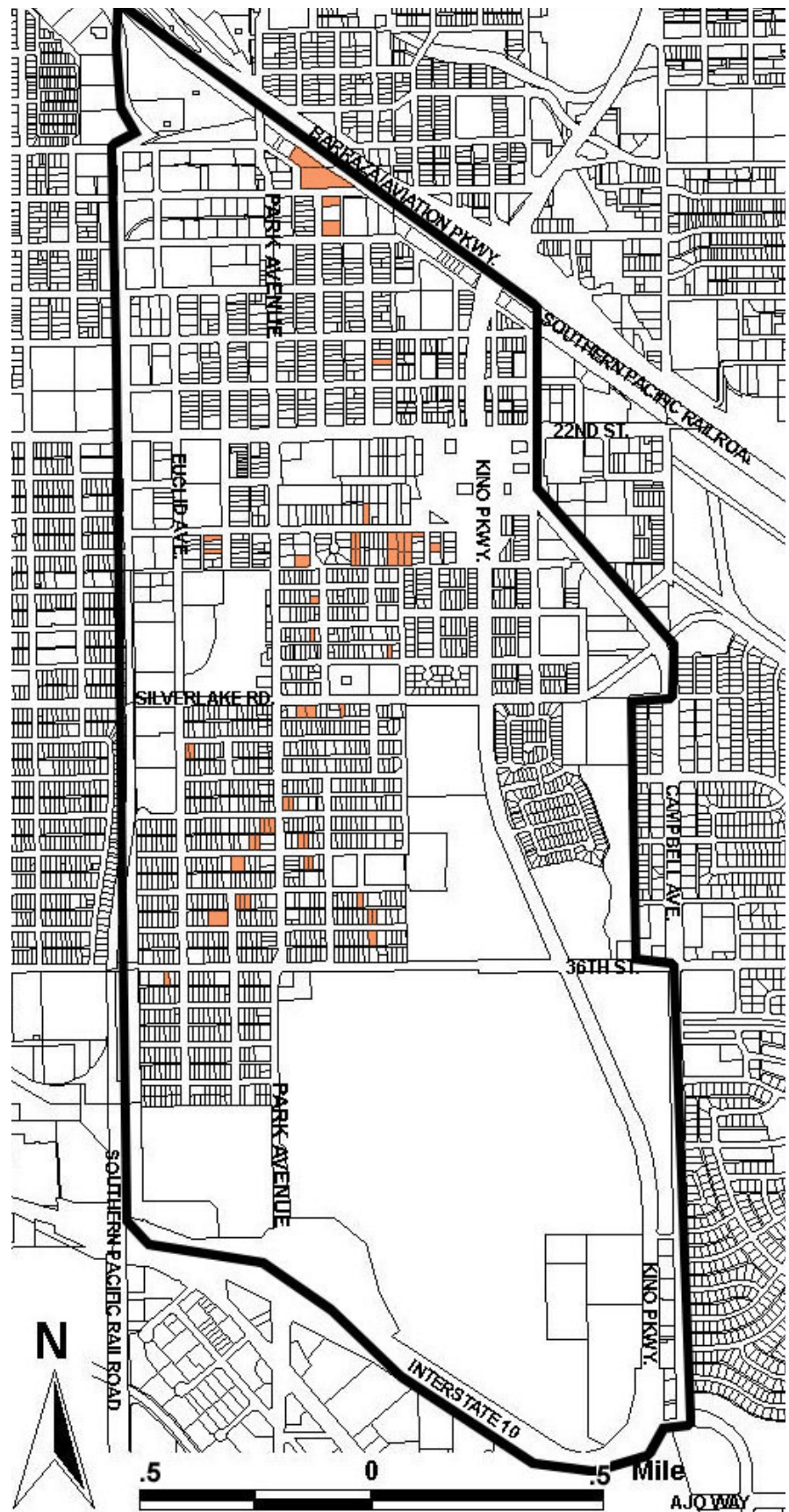


### MULTI-FAMILY RESIDENTIAL LAND USES

#### LEGEND



The quantity of multi-family land uses in the neighborhood has remained constant since 1991. While the number of affordable multi-family units has been reduced through the HOPE VI grant, new infill housing projects, especially in the northern part of the neighborhood, have provided more multi-family units.



## Urban Characteristics - Land Use



## COMMERCIAL LAND USES

### LEGEND

 Commercial

Most commercial land uses are located in the northern portion of the neighborhood. Similarly to the industrial uses in the area, commercial uses also follow major transportation corridors such as 22nd St. and Park Avenue.

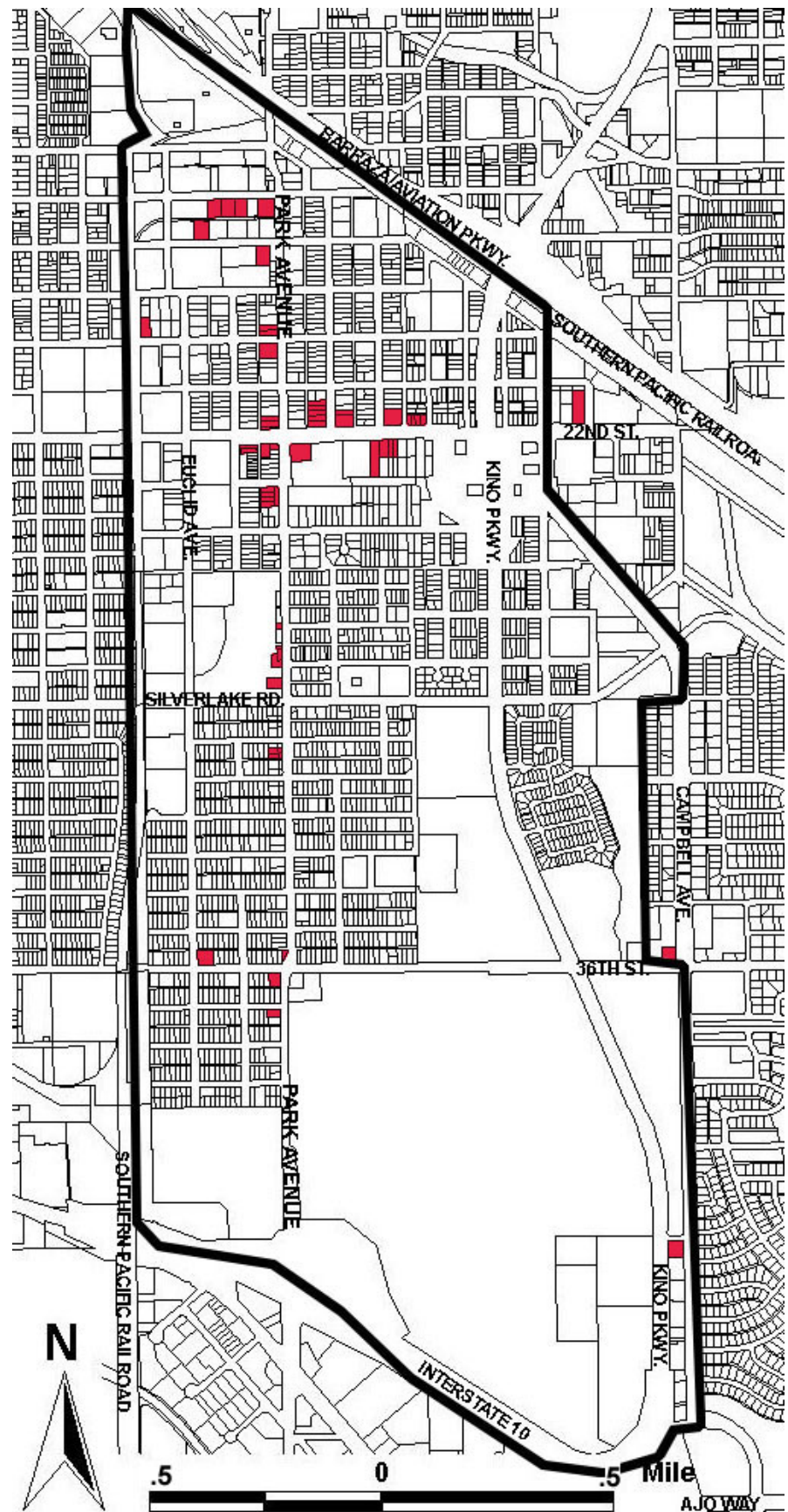


### RETAIL LAND USES

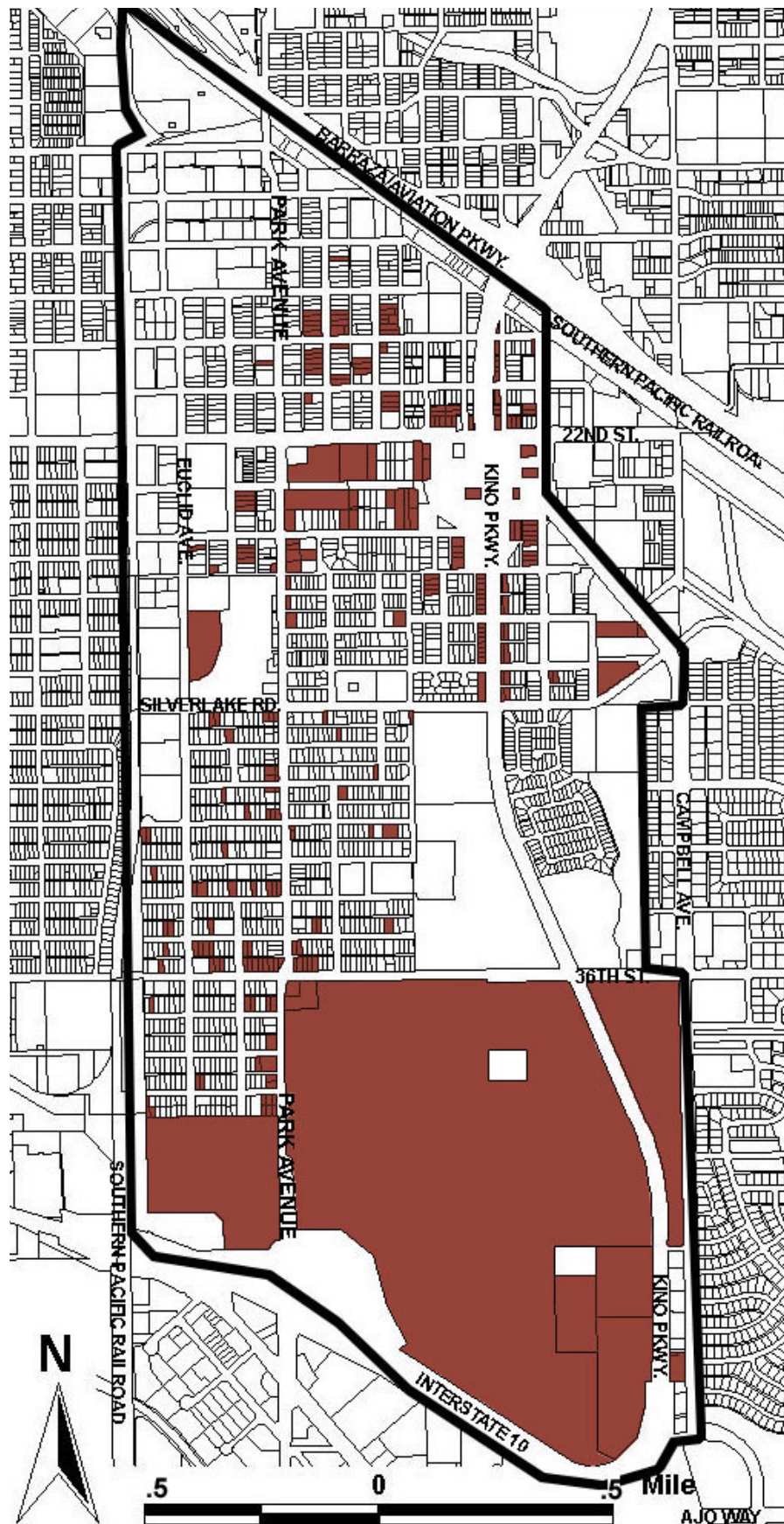
#### LEGEND

 Retail

There is not a high percentage of retail land uses in the neighborhood. These are located primarily in the commercial areas along 22nd St. and Park Avenue.



## Urban Characteristics - Land Use



## VACANT LAND

### LEGEND

Vacant Land

There are a large number of vacant parcels in the neighborhood. The largest are located south of 36th St. and comprise what is known as the “Little America” site. This site was the home of the former downtown airport.



### PARKS AND RECREATION

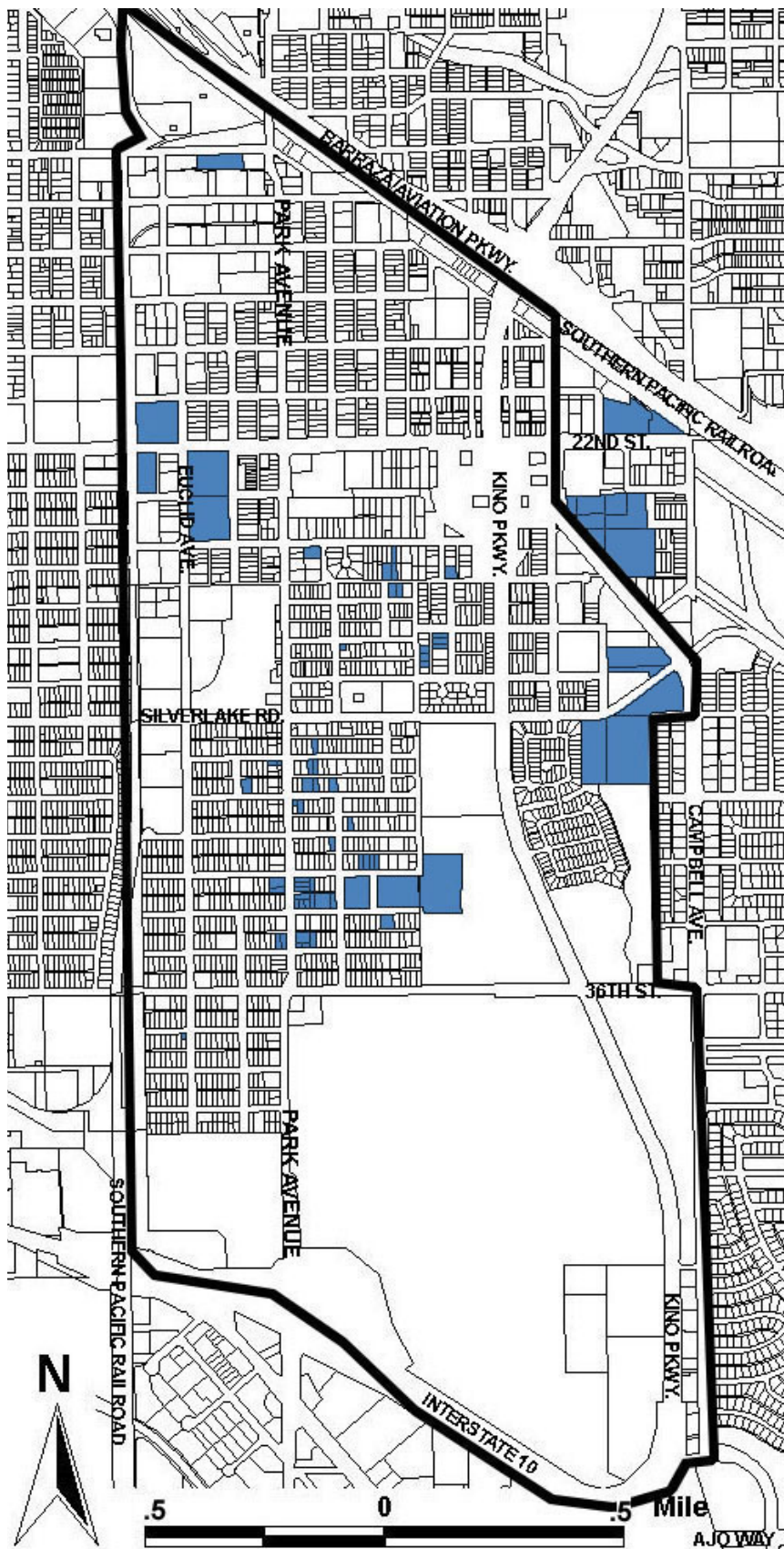
#### LEGEND

 Parks and Recreation

There are two parks in the South Park Neighborhood: Silverlake and Mirasol Park. Silverlake park is located along Kino Parkway, between Silverlake Road and 36th St., and is classified as a district park.



## Urban Characteristics - Land Use



## INSTITUTIONAL LAND USES

### LEGEND



 Institutional

A majority of the institutional land uses in the neighborhood are comprised of educational and religious centers. Borton Primary Magnet, Halladay Intermediate Magnet and the Tucson Urban League Academy are all located in the neighborhood. There are also two Head Start centers and space rented by the University of Arizona. There are approximately 15 religious centers in the neighborhood.

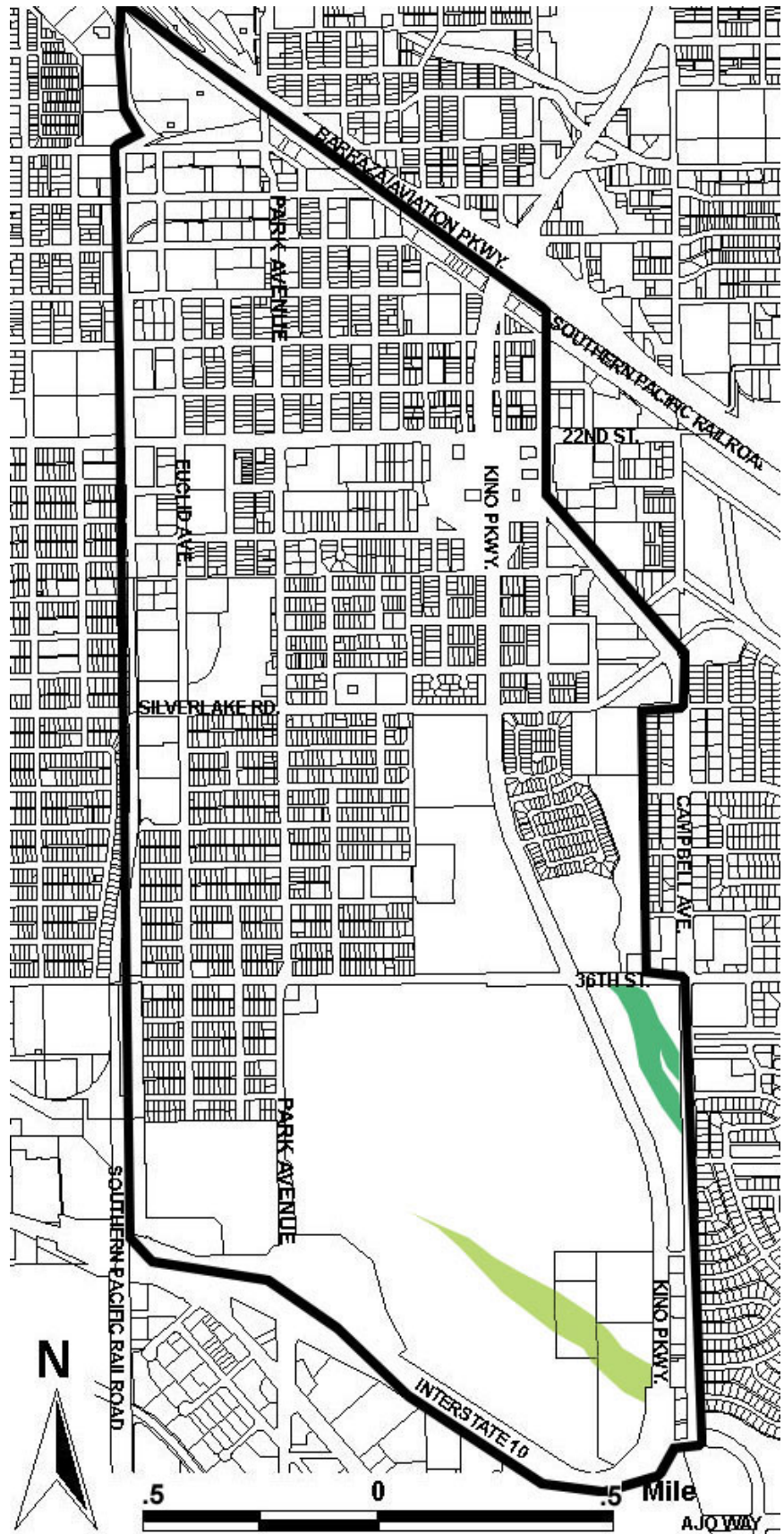


### XERORIPARIAN HABITAT

#### LEGEND

-  Xeroriparian High Habitat
-  Xeroriparian Low Habitat

There is a xeroriparian habitat located in the vacant land in the southern part of the neighborhood. Some of this habitat may be included in the 2005 City of Tucson bond election, to be purchased and preserved as open space.



## Urban Characteristics - Zoning

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There is a diverse mix of zoning classifications in the South Park Neighborhood. It is this mix of different permitted land uses which is the cause of many land use conflicts in the area, especially north of 22nd St., where there is a pocket of residentially zoned land surrounded by an industrial zone. In the neighborhood this mix of zones does not support a quality environment for either residential or commercial/industrial uses and has hindered growth for both these land uses.

The following section presents a composite zoning map and is followed by 9 maps detailing each zoning classification. There are 3 residential, 1 office, 3 commercial, and 2 industrial categories in the neighborhood.

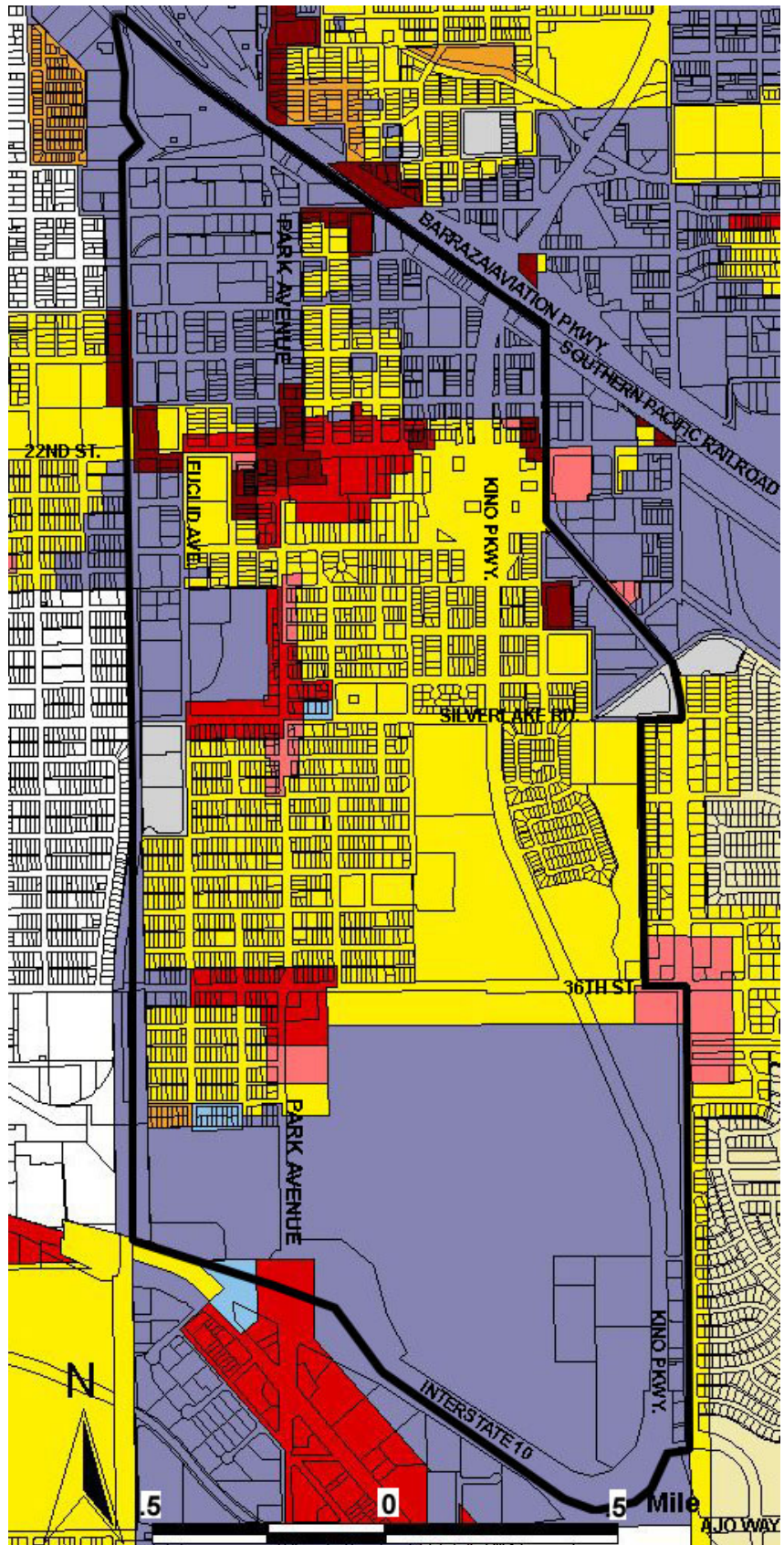




## COMPOSITE ZONING MAP

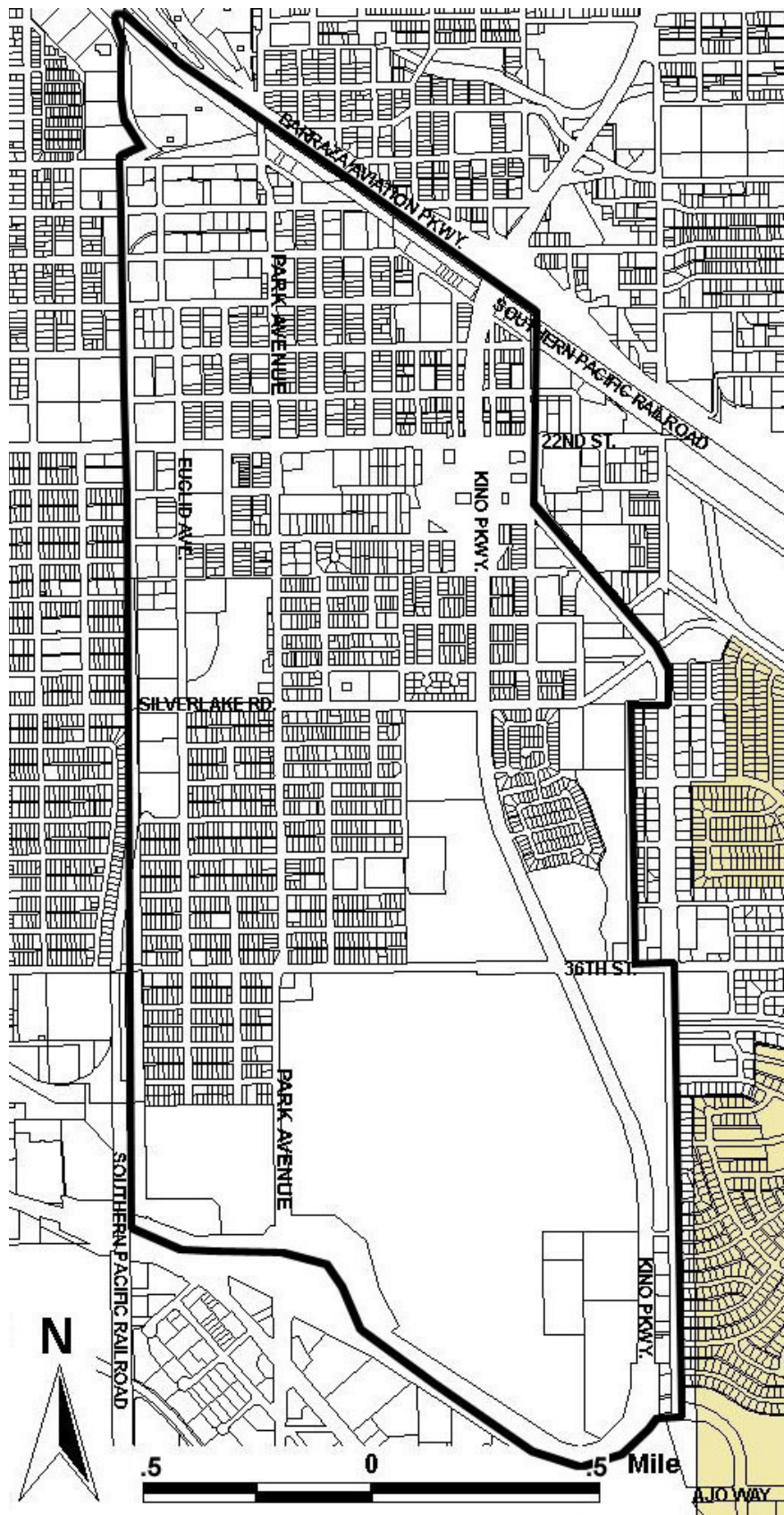
### LEGEND

-  **South Park boundaries**
-  **R-1 Zoning**  
Single-Family Residential
-  **R-2 Zoning**  
Multi-Family Residential
-  **R-3 Zoning**  
Multi-Family and Institutional
-  **O-3 Zoning**  
Mid-intensity Office
-  **C-1 Zoning**  
Low intensity Commercial
-  **C-2 Zoning**  
General Commercial
-  **C-3 Zoning**  
Major activity Commercial
-  **I-1 Zoning**  
Light Industrial
-  **P-I Zoning**  
Park Industrial





## Urban Characteristics - Zoning



### RESIDENTIAL ZONING MAP

#### LEGEND

-  R-1 Zoning
-  South Park boundaries

### **ZONING CLASSIFICATIONS: RESIDENTIAL**

#### **R-1 RESIDENCE ZONE**

**Purpose:** This zone provides for urban, low-density, single-family, residential development, together with schools parks and other public services necessary for a satisfactory urban residential environment.

**Allowable Uses:** Family dwellings, residential care services, crop production, elementary and secondary schools, protective services, religious uses, communications, adult day care, child care, and neighborhood recreation.

**Allowable Secondary Uses:** Home occupation, cemetery, salvaging, food service, alcoholic beverage service, and entertainment

<b>Maximum Building Height:</b>	<b>25 feet</b>
<b>Minimum Lot Area:</b>	<b>7,000 square feet or 10,000 square feet*</b>
<b>Maximum Lot Coverage:</b>	<b>70%</b>
<b>Units per Lot:</b>	<b>1 single family 2 multi-family</b>
<b>Floor Area Ratio:</b>	<b>None</b>

\* Depends on Development Designator provided in Land Use Code

DATA FROM CITY OF TUCSON LAND USE CODE

## Urban Characteristics - Zoning



### RESIDENTIAL ZONING MAP

#### LEGEND

- R-2 Zoning
- South Park boundaries



### ZONING CLASSIFICATIONS: RESIDENTIAL

#### R-2 RESIDENCE ZONE

**Purpose:** This zone provides for medium-density, single-family and multi-family, residential development, together with schools parks and other public services necessary for a satisfactory urban residential environment.

**Allowable Uses:** Family dwellings, residential care services, crop production, cemetery, elementary and secondary schools, postal service, protective service, administrative and professional office, adult day care, child care

**Allowable Secondary Uses:** Home occupation, cemetery, salvaging, food service, alcoholic beverage service, entertainment, and general merchandise sales.

<b>Maximum Building Height:</b>	<b>25 feet</b>
<b>Minimum Lot Area:</b>	<b>5,000 square feet</b>
<b>Maximum Lot Coverage:</b>	<b>70% or 75%*</b>
<b>Units per Lot:</b>	<b>1 or unlimited*</b>
<b>Floor Area Ratio:</b>	<b>None</b>

\* Depends on Development Designator provided in Land Use Code



DATA FROM CITY OF TUCSON LAND USE CODE

## Urban Characteristics - Zoning



### RESIDENTIAL ZONING MAP

#### LEGEND

-  R-3 Zoning
-  South Park boundaries



### ZONING CLASSIFICATIONS: RESIDENTIAL

#### R-3 RESIDENCE ZONE

**Purpose:** This zone provides for high density, residential development and compatible uses.

**Allowable Uses:** Family dwellings, group dwellings, residential care services, crop production, cemetery, civic assembly, elementary and secondary schools, postal service, protective service, administrative and professional office, adult day care, child care, neighborhood recreation, rehabilitation service or shelter care, medical service, distribution system.

**Allowable Secondary Uses:** Home occupation, cemetery, salvaging, hazardous material storage, food service, alcoholic beverage service, entertainment, and general merchandise sales.

<b>Maximum Building Height:</b>	<b>40 feet</b>
<b>Minimum Lot Area:</b>	<b>None</b>
<b>Maximum Lot Coverage:</b>	<b>70%</b>
<b>Units per Lot:</b>	<b>None</b>
<b>Floor Area Ratio:</b>	<b>None</b>


DATA FROM CITY OF TUCSON LAND USE CODE

## Urban Characteristics - Zoning



### OFFICE ZONING MAP

#### LEGEND

-  O-3 Zoning
-  South Park boundaries

## ZONING CLASSIFICATIONS: OFFICE

### O-3 OFFICE ZONE

**Purpose:** This zone provides for mid-rise office development and other land uses which provide reasonable compatibility with adjoining residential uses.

**Allowable Uses:** Administrative and professional office, communications, day care, adult day care, child care, medical services, research and product development, cemetery, civic assembly, cultural use, elementary and secondary schools, postsecondary institution, postal service, protective service, religious use neighborhood recreation, family dwelling, residential care services, and rehabilitation and shelter care service.

**Allowable Secondary Uses:** Home occupation, day care, travelers' accommodation, lodging, food service, personal service, general merchandise sales, cemetery, salvaging, alcoholic beverage service, and entertainment.

**General Restrictions:** Drive-through services and all activities, except vehicular use area, shall be conducted entirely within an enclosed building.

Maximum Building Height:	40 feet
Minimum Lot Area:	None
Maximum Lot Coverage:	None
Units per Lot:	None
Floor Area Ratio:	.75

DATA FROM CITY OF TUCSON LAND USE CODE

## Urban Characteristics - Zoning



### COMMERCIAL ZONING MAP

#### LEGEND

- C-1 Zoning
- South Park boundaries



### ZONING CLASSIFICATIONS: COMMERCIAL

#### C-1 COMMERCIAL ZONE

**Purpose:** This zone provides for low-intensity, commercial and other uses that are compatible with adjacent residential uses. Residential and other related uses are permitted.

**Allowable Uses:** Administrative and professional office, animal service, communications, day care, entertainment, financial service, food service, medical service, parking, technical service, trade service and repair, travelers' accommodation, lodging, food and beverage sales, general merchandise sales, cemetery, civic assembly, elementary and secondary schools, postsecondary institution, instructional school, membership organization, postal service, religious use, golf course, neighborhood recreation, family dwelling, group dwelling, residential care services, personal storage, alcoholic beverage service, automotive repair, distribution systems, perishable goods manufacturing.

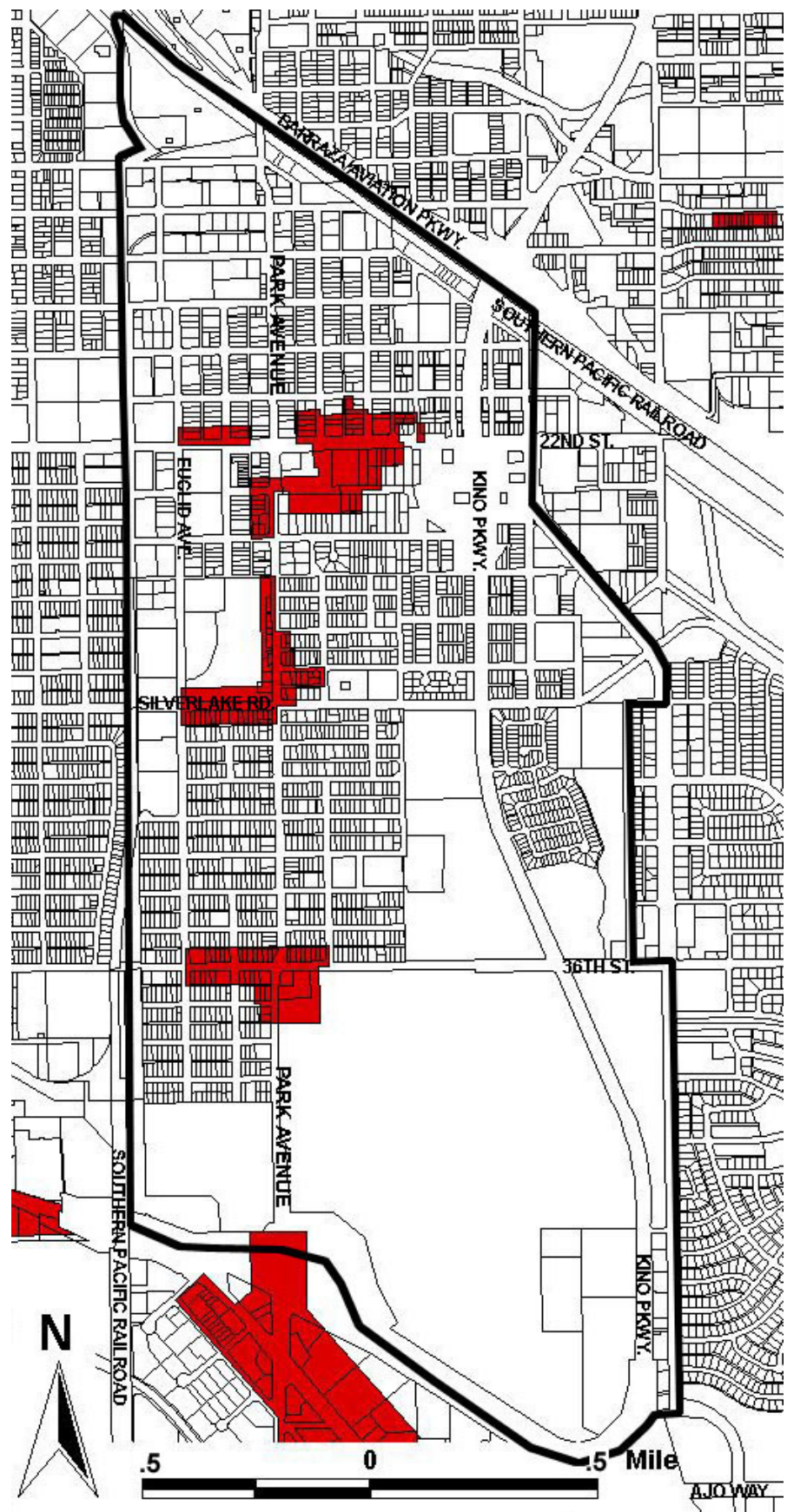
**Allowable Secondary Uses:** Alcoholic beverage service, automotive, home occupation, day care, cemetery, salvaging, hazardous material storage, perishable goods manufacturing.

**General Restrictions:** Drive-through services, all activity except vehicular use shall be conducted entirely within an enclosed building.

Maximum Building Height:	30 feet
Minimum Lot Area:	None
Maximum Lot Coverage:	None
Units per Lot:	None
Floor Area Ratio:	.35



DATA FROM CITY OF TUCSON LAND USE CODE

# Urban Characteristics - Zoning



## COMMERCIAL ZONING MAP

### LEGEND

-  C-2 Zoning
-  South Park boundaries

### **ZONING CLASSIFICATIONS: COMMERCIAL**

#### **C-2 COMMERCIAL ZONE**

**Purpose:** This zone provides for general commercial uses that serve the community and region. Residential and other related uses are also permitted.

**Allowable Uses:** Administrative and professional office, animal service, communications, day care, entertainment, financial service, food service, medical service, parking, technical service, trade service and repair, travelers' accommodation, lodging, food and beverage sales, general merchandise sales, cemetery, civic assembly, elementary and secondary schools, postsecondary institution, instructional school, membership organization, postal service, religious use, golf course, neighborhood recreation, family dwelling, group dwelling, residential care services, personal storage, alcoholic beverage service, automotive repair, distribution systems, perishable goods manufacturing, billboard, building and grounds maintenance, construction service, research and product development, personal service, transportation service, land carrier, construction material sales, heavy equipment sales, swap meets and auctions, funeral service, vehicle rental and sales, correctional facility, protective service, craftwork, processing and cleaning, salvaging, adult commercial service, adult recreation, adult retail trade, commercial storage, and business supply and equipment wholesaling.

**Allowable Secondary Uses:** Alcoholic beverage service, automotive, home occupation, day care, cemetery, salvaging, hazardous material storage, perishable goods manufacturing, general farming, general manufacturing, heavy equipment manufacturing, and primary manufacturing.

**General Restrictions:** Unless modified by specific performance criteria, all business shall be conducted entirely within an enclosed building.

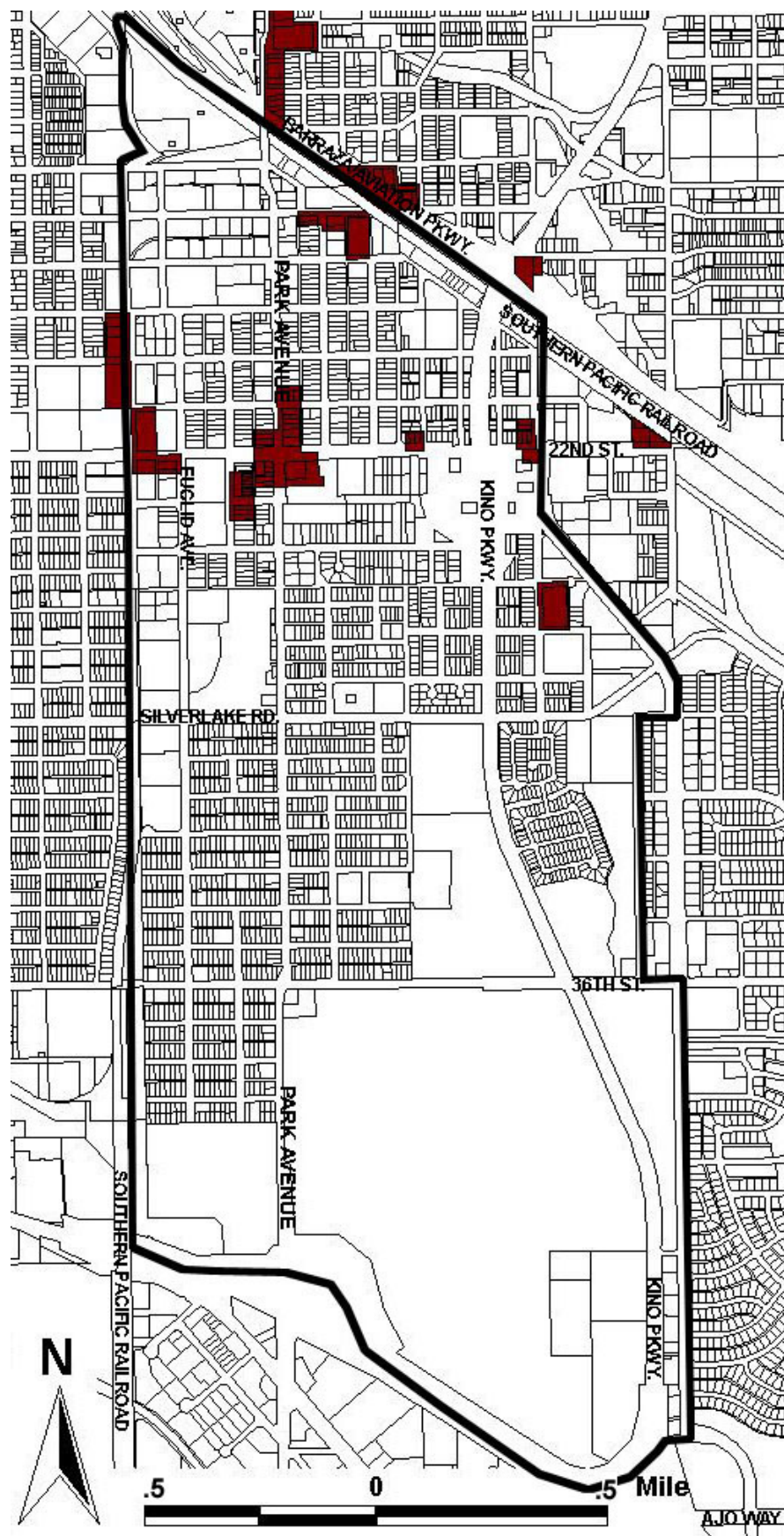
<b>Maximum Building Height:</b>	<b>40 feet</b>
<b>Minimum Lot Area:</b>	<b>None</b>
<b>Maximum Lot Coverage:</b>	<b>None</b>
<b>Units per Lot:</b>	<b>None</b>
<b>Floor Area Ratio:</b>	<b>.75 or .90*</b>

\* Depends on Development Designator provided in Land Use Code

DATA FROM CITY OF TUCSON LAND USE CODE





## Urban Characteristics - Zoning



### COMMERCIAL ZONING MAP

#### LEGEND

-  C-3 Zoning
-  South Park boundaries



## ZONING CLASSIFICATIONS: COMMERCIAL

### C-3 COMMERCIAL ZONE

**Purpose:** This zone provides for mid-rise development of general commercial uses that serve the community and region, located downtown or in other major activity center areas. Residential and other related uses are also permitted.

**Allowable Uses:** Administrative and professional office, alcoholic beverage service, animal service, automotive-service and repair, billboards, building and ground maintenance, communications, construction services, day care, entertainment, financial service, food service, medical service, parking, personal service, research and product development, technical service, trade service and repair, transportation service-land carrier, travelers' accommodation, lodging, construction material sales, heavy equipment sales, general merchandise sales, swap meets and auctions, vehicle rental and sales, civic assembly, correctional use, cultural use, elementary and secondary schools, instructional schools, membership organization, postal service, protective service, religious use, craftwork, processing and cleaning, salvaging, golf course, neighborhood recreation, recreation, family dwelling, group dwelling, residential care service, adult commercial service, adult recreation, adult retail trade, commercial storage, personal storage, distribution service, business supply and equipment wholesaling, construction/heavy equipment wholesaling, and food and beverage wholesaling.

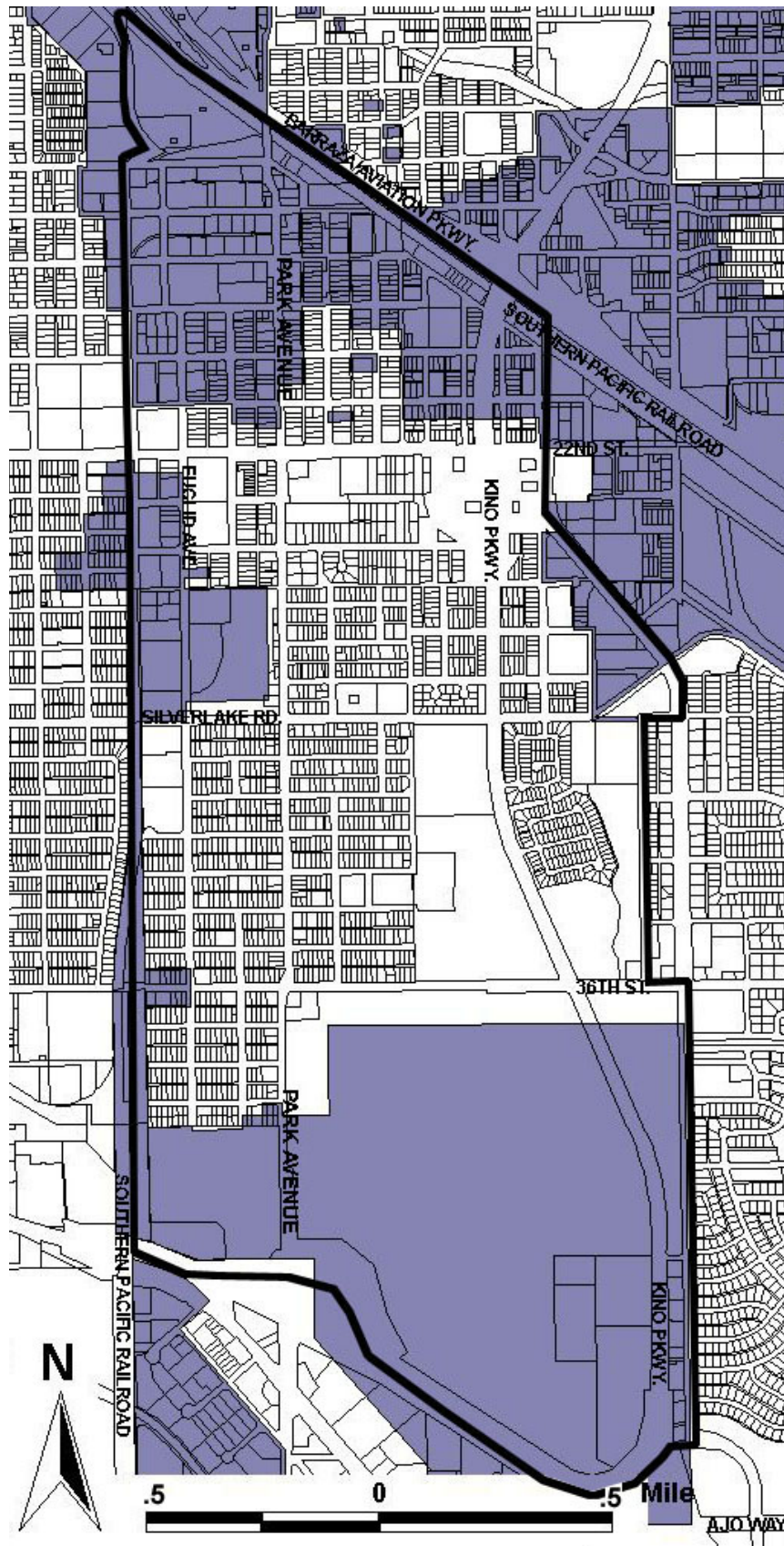
**Allowable Secondary Uses:** Home occupation, general farming, general manufacturing, heavy equipment manufacturing, perishable goods manufacturing, precision manufacturing, primary manufacturing, cemetery, and salvaging.

Maximum Building Height:	50 feet or 75 feet*
Minimum Lot Area:	None
Maximum Lot Coverage:	None
Units per Lot:	None
Floor Area Ratio:	1.50 or 2.00*

\* Depends on Development Designator provided in Land Use Code

DATA FROM CITY OF TUCSON LAND USE CODE

## Urban Characteristics - Zoning



### INDUSTRIAL ZONING MAP

#### LEGEND

-  I-1 Zoning
-  South Park boundaries

## ZONING CLASSIFICATIONS: INDUSTRIAL

### I-1 LIGHT INDUSTRIAL ZONE

**Purpose:** This zone provides for industrial uses, that do not have offensive characteristics, in addition to land uses allowed in more restrictive nonresidential zones.

**Allowable Uses:** Craftwork, general manufacturing, motion picture industry, precision manufacturing, processing and cleaning, salvaging, civic assembly, cultural use, instructional school, postsecondary school, membership organization, postal service, religious use, administrative and professional office, alcoholic beverage service, animal service, automotive service, billboard, building and grounds maintenance, communications, construction service, day care, entertainment, financial service, food service, funeral service, medical service, parking, personal service, research and product development, technical service, trade service and repair-major/minor, transportation service-land carrier, travelers' accommodation, lodging, golf course, recreation, residential care service, adult commercial service, adult industrial service, adult recreation, adult retail trade, construction material sales, food and beverage sales, general merchandise sales, heavy equipment sales, swap meets and auctions, vehicle rental and sales, commercial storage, personal storage, distribution system, business supply and equipment wholesaling, construction/heavy equipment wholesaling, food and beverage wholesaling, and correctional uses.

**Allowable Secondary Uses:** Hazardous material storage, family dwelling, salvaging, and perishable goods manufacturing.

**General Restrictions:** All traffic circulation must be designed so that access to the site is from a major street or from a local street which is not an internal residential neighborhood street and which does not provide access to residentially zoned areas unless no alternative exists.

Maximum Building Height:	75 feet
Minimum Lot Area:	None
Maximum Lot Coverage:	None
Units per Lot:	None
Floor Area Ratio:	2.00

DATA FROM CITY OF TUCSON LAND USE CODE





## Urban Characteristics - Zoning



### INDUSTRIAL ZONING MAP

#### LEGEND

-  P-I Zoning
-  South Park boundaries

### ZONING CLASSIFICATIONS: INDUSTRIAL

#### P-1 PARK INDUSTRIAL ZONE

**Purpose:** This zone provides for corporate business centers and for wholesaling and manufacturing activities that can be carried on in an unobtrusive, controlled manner.

**Allowable Uses:** Craftwork, general manufacturing, motion picture industry, perishable goods manufacturing, precision manufacturing, processing and cleaning, salvaging, administrative and professional office, communications, day care, financial services, food service, medical service, parking, personal service, research and product development, technical service, travelers' accommodation, lodging, residential care services, rehabilitation service or shelter care, vehicle rental and sales, commercial storage, distribution system, business supply and equipment wholesaling, construction/heavy equipment wholesaling, food and beverage wholesaling, swap meets and auctions, and elementary/secondary schools.

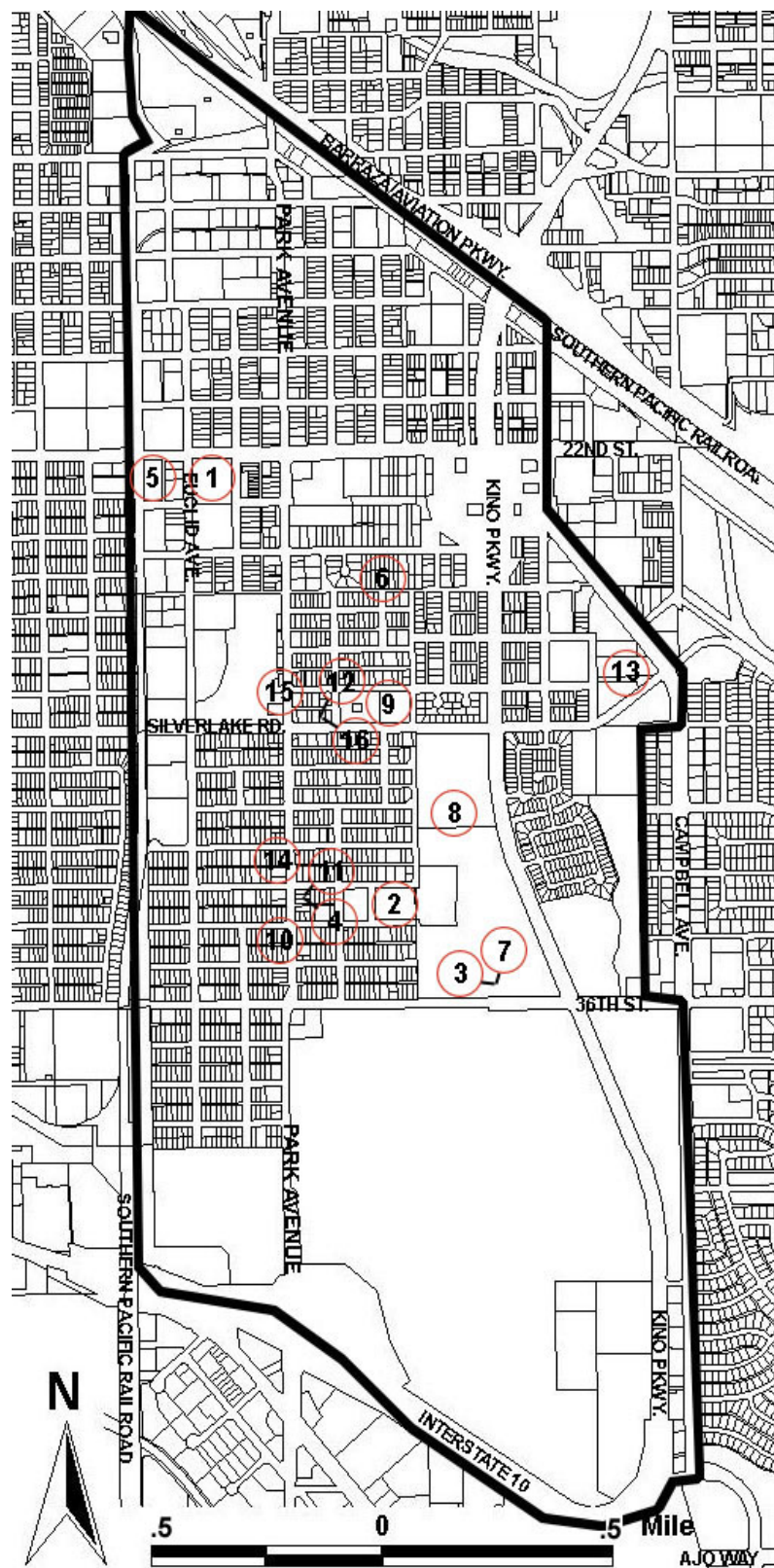
**Allowable Secondary Uses:** Construction materials sales, food and beverage sales, general merchandise sales, heavy equipment sales, alcoholic beverage service, hazardous material storage, family dwelling, and salvaging.

**General Restrictions:** All traffic circulation must be designed so that access to the site is from a major street or from a local street which is not an internal residential neighborhood street and which does not provide access to residentially zoned areas unless no alternative exists.

<b>Maximum Building Height:</b>	<b>50 feet</b>
<b>Minimum Lot Area:</b>	<b>None</b>
<b>Maximum Lot Coverage:</b>	<b>None</b>
<b>Units per Lot:</b>	<b>None</b>
<b>Floor Area Ratio:</b>	<b>1.50</b>

DATA FROM CITY OF TUCSON LAND USE CODE

# Urban Characteristics - Community Assets



## COMMUNITY ASSETS

This map identifies educational centers, parks, human services, and other community assets in the South Park Neighborhood. The map on the following page identifies the religious centers in the neighborhood.

### Educational Centers

1. Borton Primary
2. Holladay Intermediate
3. Tucson Urban League  
Oasis Alternative school
4. Tucson Urban League  
Academy
5. Child-Parent Centers  
Head Start
6. Morning Star Head Start

### Parks/Neighborhood Centers

7. Quincie Douglas Center
8. Silverlake Park
9. Mirasol Park
10. Culture and Arts Center

### Human Services

11. Tucson Urban League
12. CODAC Behavioral Center
13. Goodwill Industries

### Other

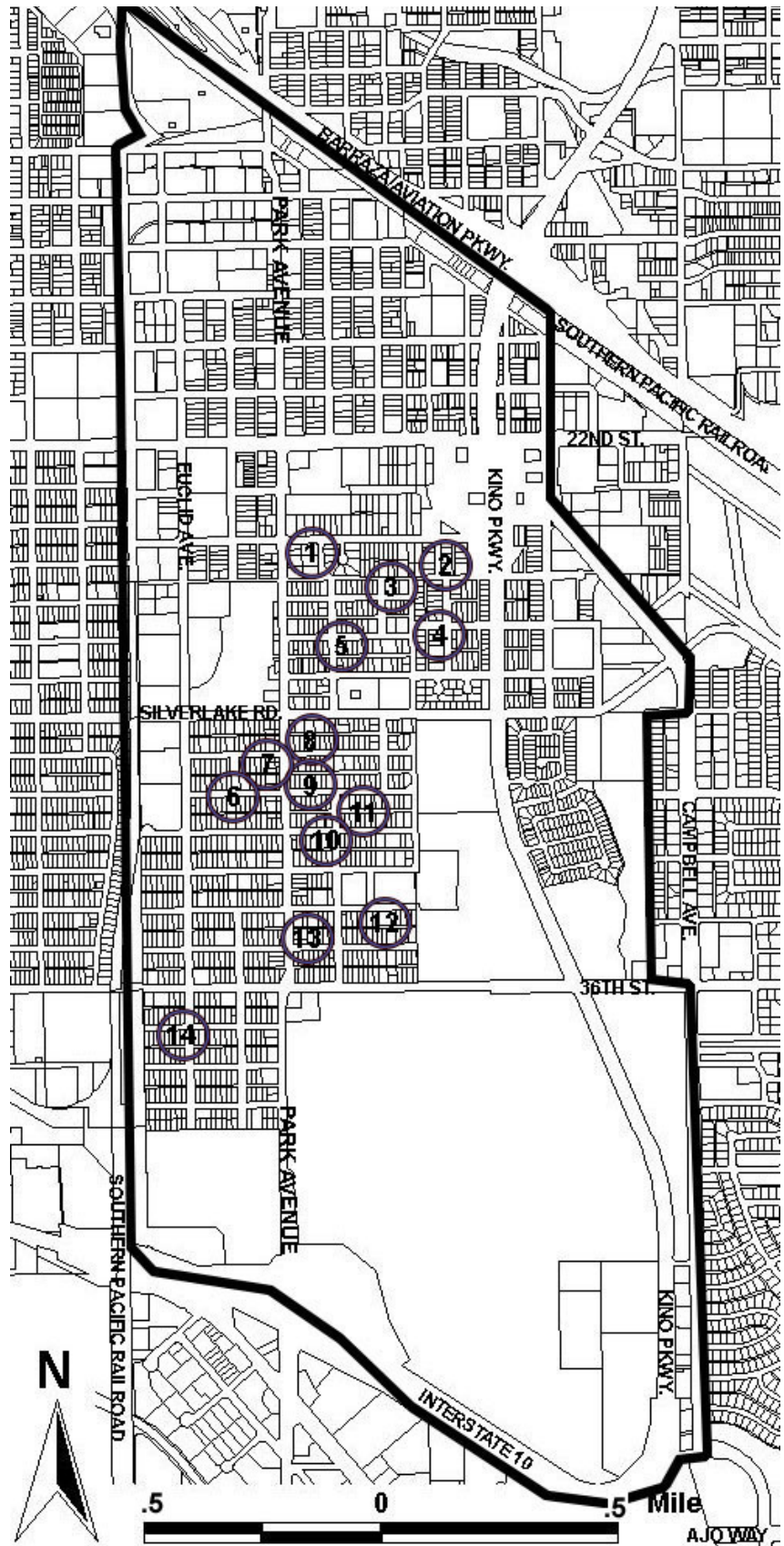
14. VFW Post No. 1713
15. African American Heritage  
Museum
16. Community Credit Union



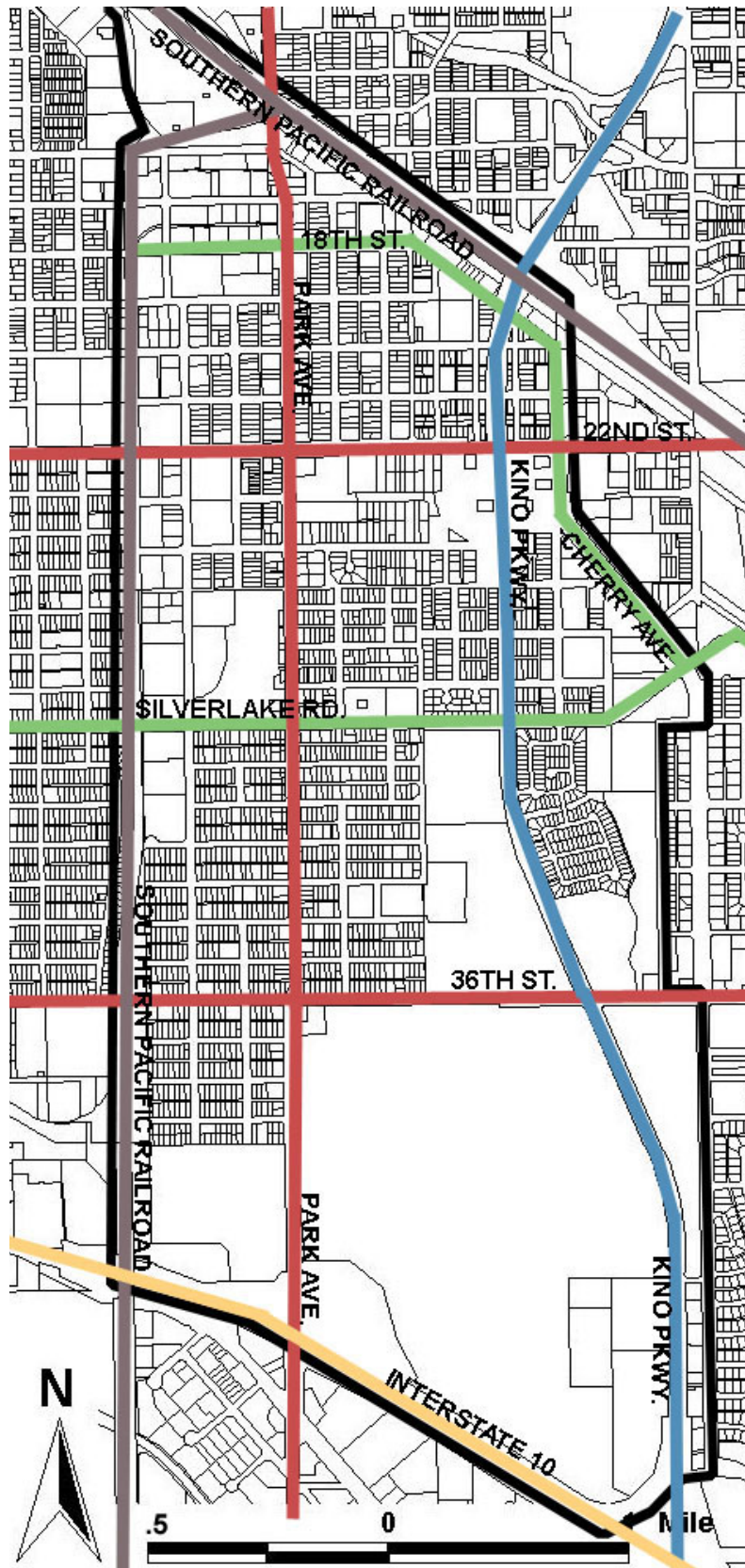
### COMMUNITY ASSETS

#### Religious Centers

1. Masonic Center
2. South Highland Church of God
3. Morning Star Missionary Baptist Church
4. Church of Christ
5. Way of the Cross Church
6. Apostolic Morning Light Church
7. Shield of Faith Christian Center
8. Trinity Temple Church
9. Grace Temple Baptist Church
10. House of Jacob
11. Dharma Flower Temple
12. St. James Missionary Baptist Church
13. Church of God in Christ
14. Revelation Church of God in Christ









## Urban Characteristics - Transportation



### MAJOR STREETS AND ROUTES

The next four maps identify transportation infrastructure in the South Park Neighborhood. The neighborhood is well served by various types of access routes, making the area desirable for businesses and residential uses.






#### LEGEND

-  South Park Boundaries
-  Gateway Route
-  Interstate
-  Arterial Street
-  Collector Street
-  Railroad

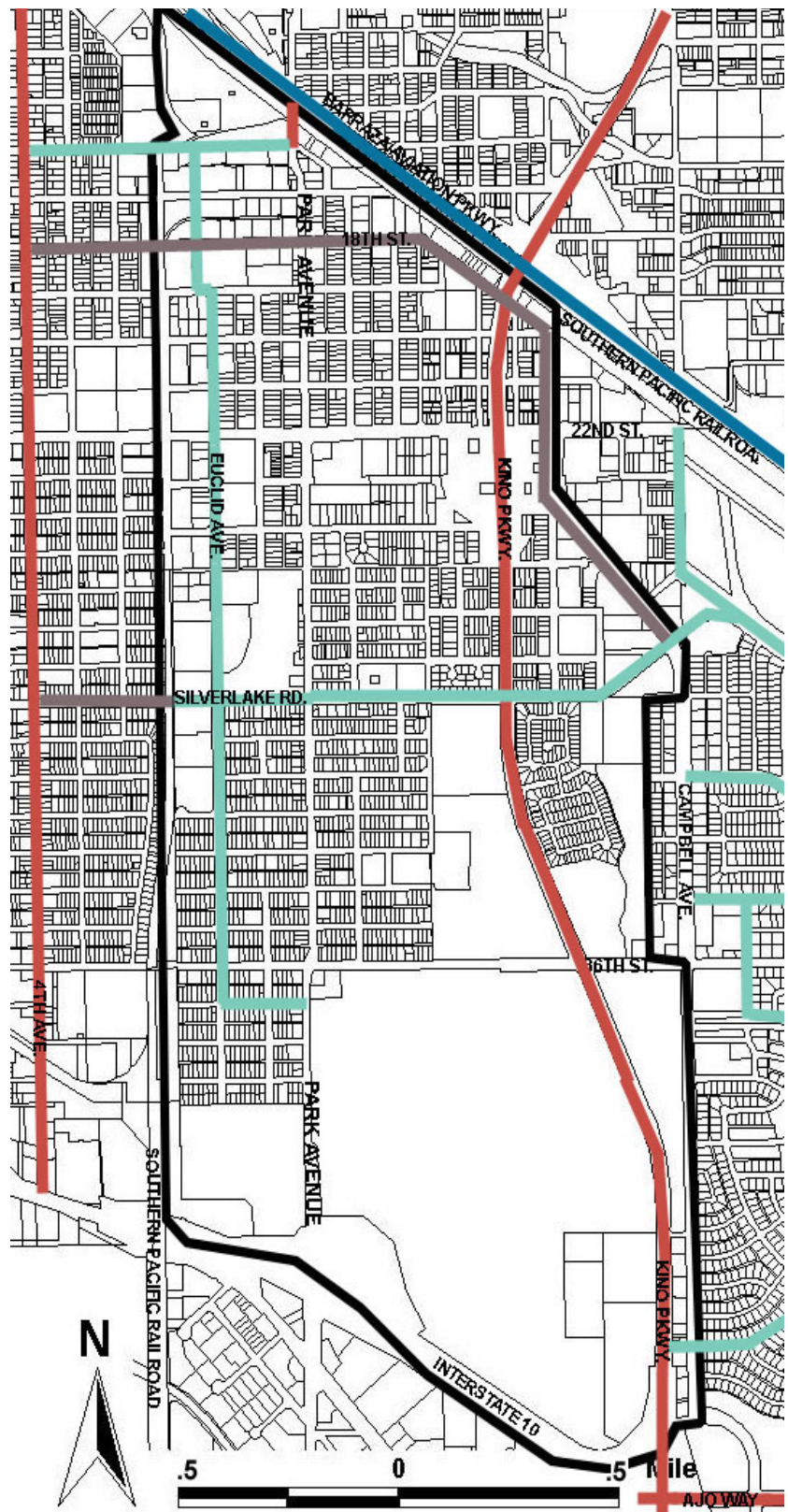


## BICYCLE ROUTES

### LEGEND

-  South Park Neighborhood Boundaries
-  Signed bike route with on-street bike lane
-  Multi-use path
-  Residential street
-  Signed bike route

Bike routes do exist in the South Park Neighborhood but are underutilized due to high levels of commercial traffic, which make bicycle travel dangerous. Also, poor signage, incorrectly marked bike routes and lanes, and lack of connectivity between paths have restricted bike travel in the neighborhood. This issue will be examined in the Transportation section of this update.





## Urban Characteristics - Transportation



### SUN TRAN ROUTES

#### LEGEND

-  South Park Neighborhood Boundaries
-  Route 6
-  Route 2
-  Route 7
-  Golf Links Express

The South Park Neighborhood is served by the city's public transit system, and Route 2 stops at the Quincie Douglas Neighborhood Center on 36th St. There is, however, a lack of service on Kino Parkway.

## Urban Characteristics - Transportation

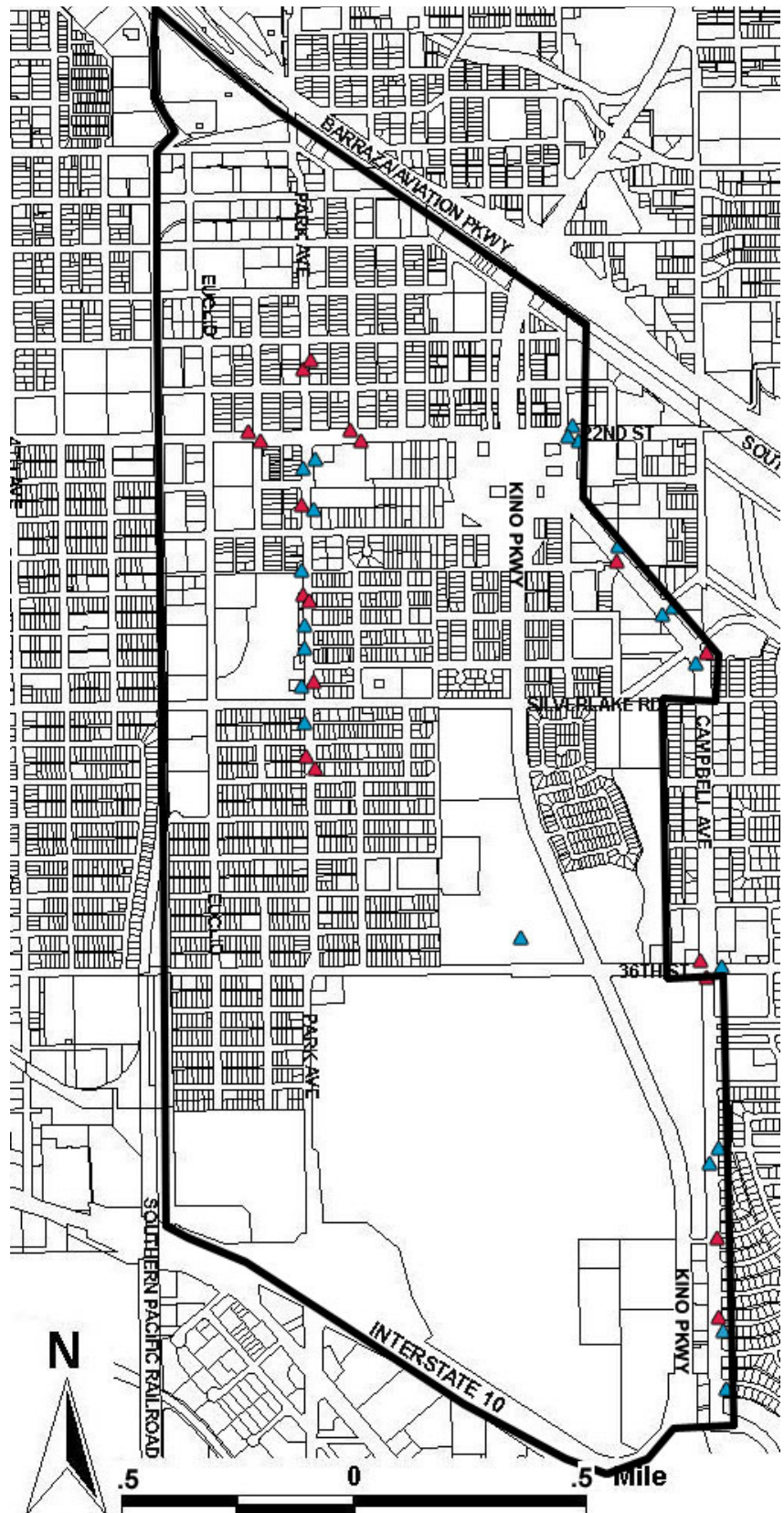
### SUN TRAN BUS STOPS

#### LEGEND

▲ No Shelter

▲ Shelter

This map identifies the Sun Tran bus stops with shelter. Many sheltered stops are currently being added to the neighborhood as Sun Tran contracts out the provision of these shelters with a private company, who in turn uses the space for advertising.

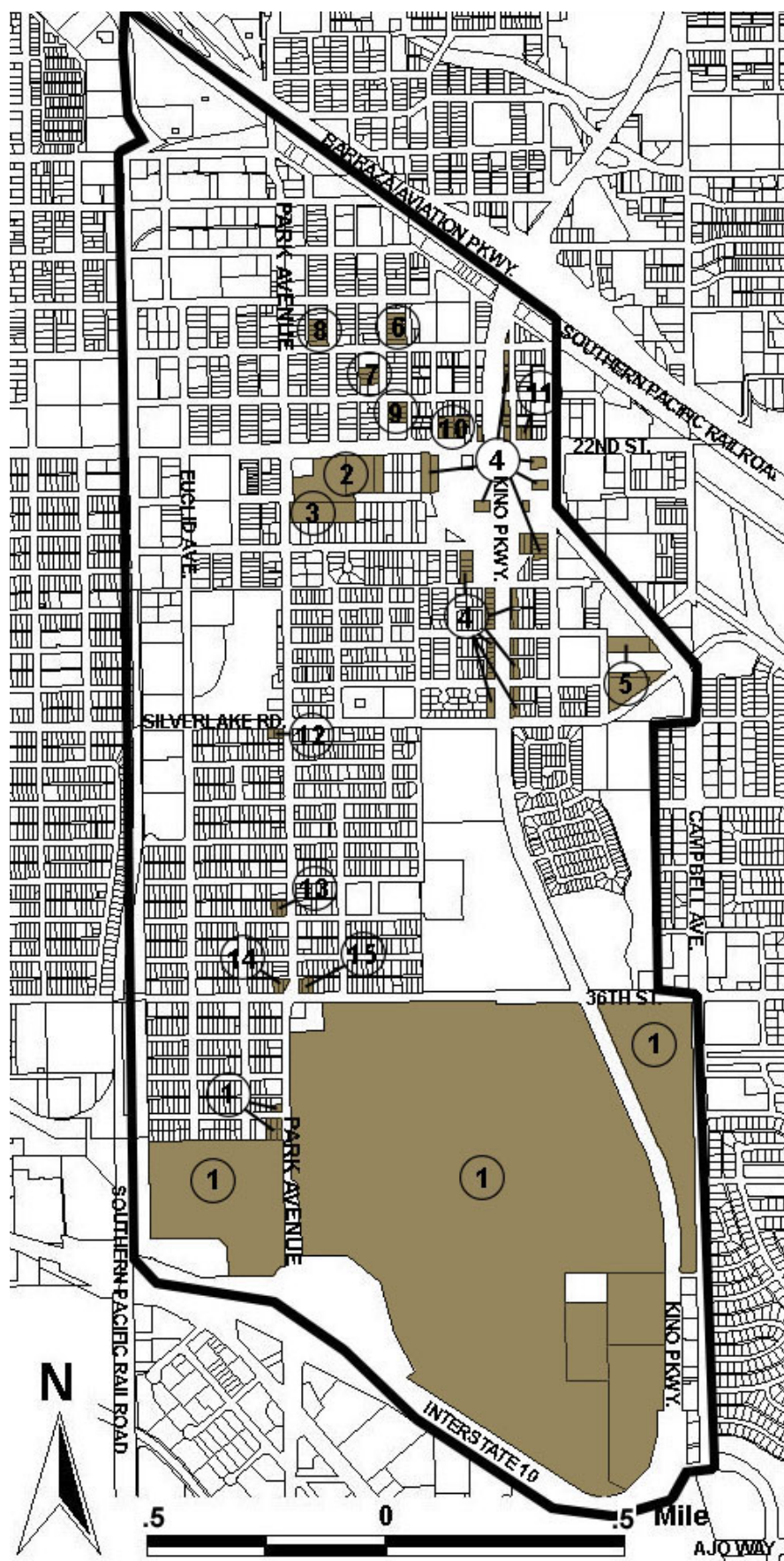




## Urban Characteristics - Land Ownership

### LAND OWNERSHIP

This map identifies significant vacant parcels in the South Park Neighborhood which will have an impact on the area if developed. The numbers on the map correspond to the addresses on the following page, which identify the owners of these properties.



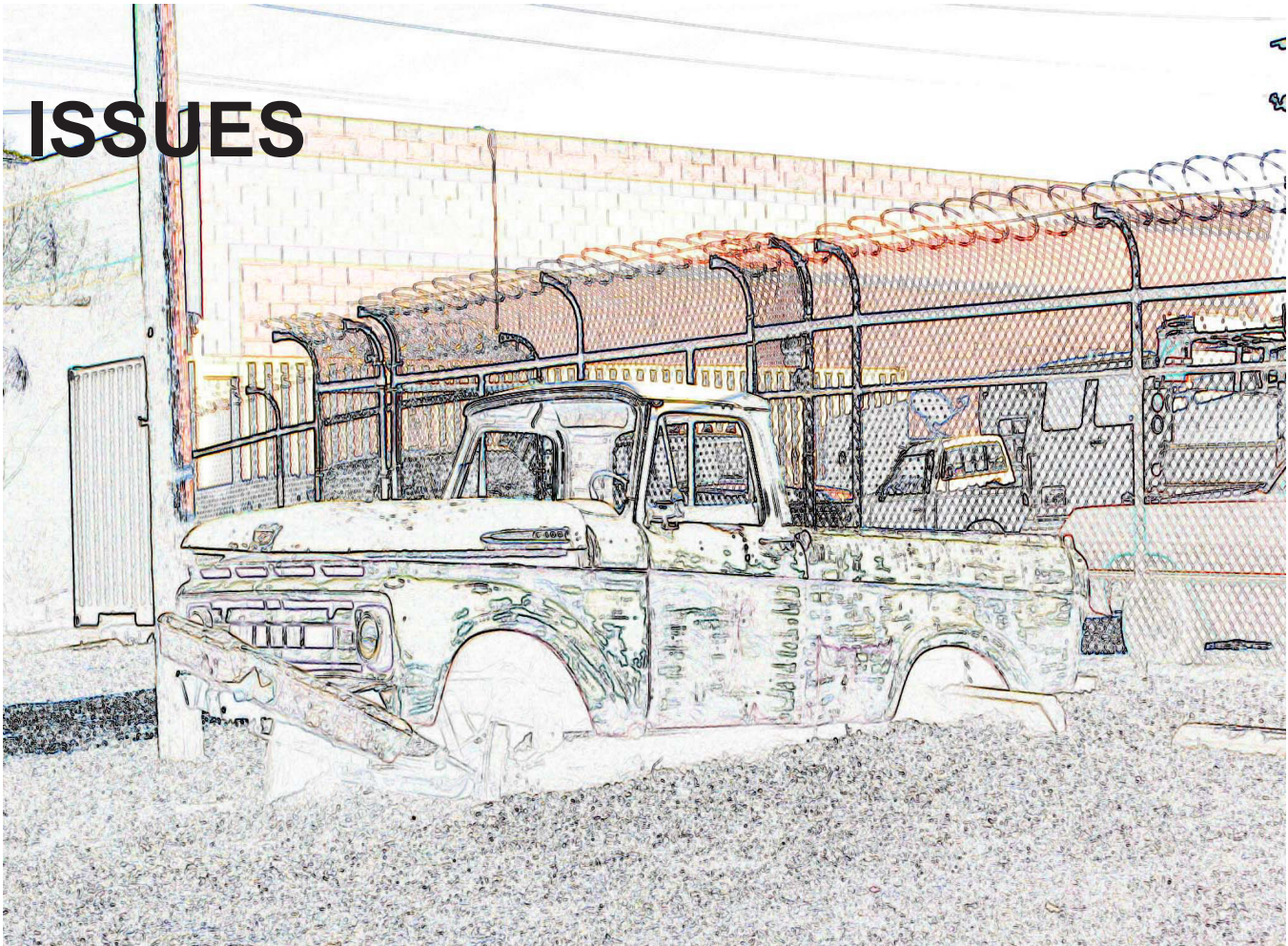


# **Urban Characteristics - Land Ownership**

## **Land Ownership of Significant Vacant Land**

1. LITTLE AMERICA REFINING CO & HOLDING  
ATTN: SINCLAIR OIL CORPORATION  
PO BOX 30825  
SALT LAKE CITY, UT 84130-0825
2. SALVATION ARMY (THE)  
2707 E VAN BUREN ST  
PHOENIX, AZ 85008-0000
3. PIMA ACCOMMODATION SCHOOL DISTRICT  
130 W CONGRESS  
TUCSON, AZ 85701-0000
4. CITY OF TUCSON
5. GOODWILL INDUSTRIES OF TUCSON INC  
1770 S CHERRYBELL  
TUCSON, AZ 85713-0000
6. KALIL BOTTLING CO  
931 S HIGHLAND AVE  
TUCSON, AZ 85719-0000
7. BECKSTED WARD J & HALLIE N TR 1/2 &  
BECKSTED ROGER G & JANE M TR 1/2  
1070 E 20TH  
TUCSON, AZ 85719-0000
8. RARIC PARTNERSHIP  
951 S PARK AVE  
TUCSON, AZ 85719-0000
9. LOFTIS ARTIE M & FISHEL BRET  
ATTN: M&B MECHANICAL  
PO BOX 17118  
TUCSON, AZ 85731-0000
10. M Y T PARTNERS  
4791 N PLACITA DEL SOL  
TUCSON, AZ 85749-0000
11. WALSH EDWARD J & MARJORIE JT/RS 50% &  
COLUNGA EVA 50%  
725 W IRVINGTON RD  
TUCSON, AZ 85714-0000
12. SYLVESTER NETA ESTATE OF  
ATTN: MONA BLACKBURN  
1021 S 5TH AVE  
TUCSON, AZ 85701-0000
13. DICOCHEA JOSE MANUEL & ROSA ARMIDA  
JT/RS  
4401 W TETON  
TUCSON, AZ 85746-0000
14. GONZALEZ JOSE D & YOLANDA JT/RS  
744 E 32ND  
TUCSON, AZ 85713-0000
15. ATYANI MOHAMMAD  
2531 S PARK AVE  
TUCSON, AZ 85713-5713

# ISSUES



There are many issues facing the South Park Neighborhood; some are new and some have been present for years. This section examines these issues and is presented in order of importance, as described by those involved with the neighborhood. The issues are:

**The land use conflict north of 22nd Street**

**The “Little America” site**

**The Empowerment/Enterprise zone**

**HOPE VI Grant**

**The Salvation Army site**

**Icehouse Lofts**

**Kino/22nd St. Intersection**

**City of Tucson Back to Basics Grant**

**Section 202 Elderly Housing**

**The Quincie Douglas Center**

**Culture and Arts Center**

**Historical Adobe Structures**

**Riparian Habitat on “Little America” site**

**The Tucson Urban League**

**The University of Arizona Empowerment Zone COPC Grant**





## **LAND USE CONFLICT North of 22nd St.**

A pressing issue affecting the neighborhood is the mix of residential and commercial land uses north of 22nd St. and east of Park Avenue. Geographically, there is a pocket of older residential units surrounded by commercial and light industrial uses. The mix of uses in this situation does not support a quality residential environment and many issues result, such as heavy truck traffic, low-levels of lighting, flooding, an industrial appearance, and noise.

While being a residential area for railroad workers in Tucson's early history, over time the area's land uses have shifted to mostly commercial and light industrial, having taken advantage of the strategic central location and easy access to transportation corridors. Currently, 77% of the industrial land in the neighborhood is north of 22nd St., while 82% of the residential land is located south of 22nd St.

### **Aerial Photo of Area**



22nd St. forms the southern border of this area and the Southern Pacific Railroad tracks and Barraza/Aviation Parkway bound the north.

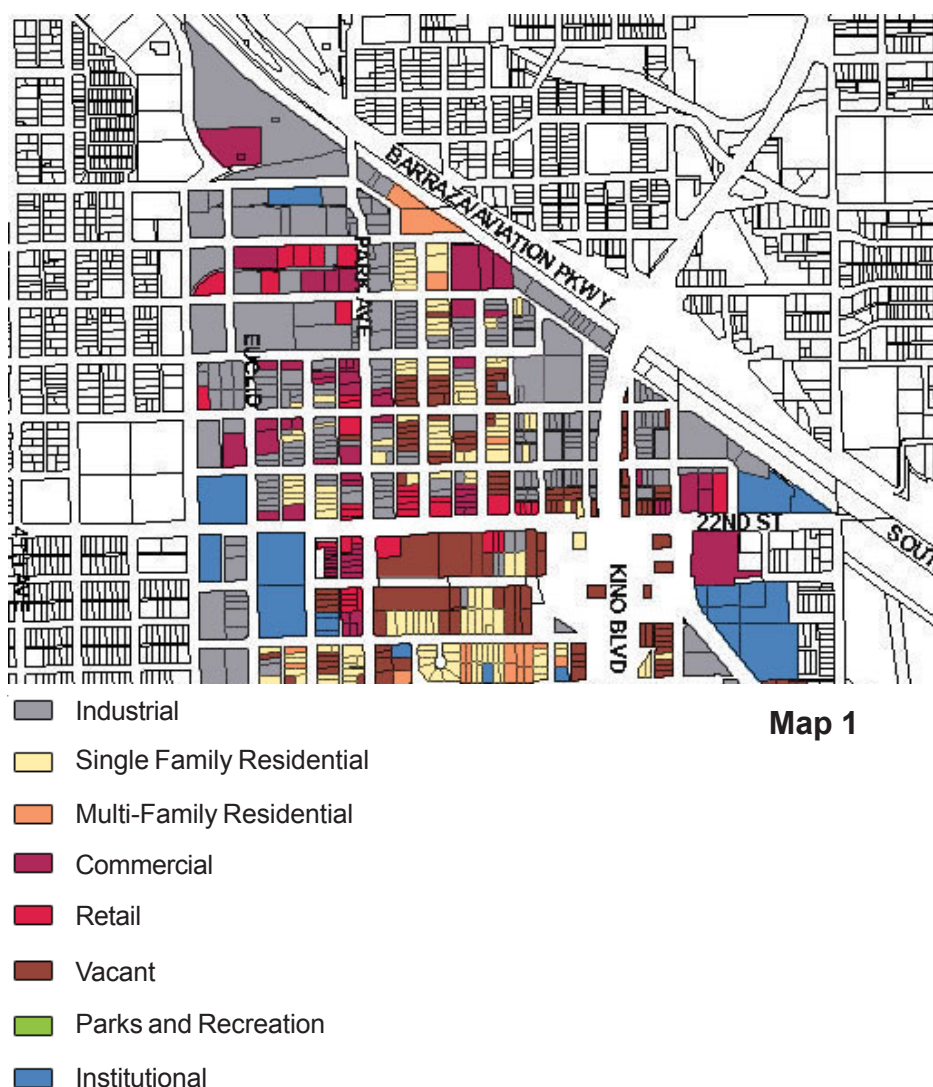


# Issues

Aggravating the situation is the disconnect between what past plans have recommended for the area and what the Ward V office and many residents want. The Ward V office and many residents would like to see more infill single-family detached units in the area, while business owners in the area feel the area should be commercial, as it has been in the recent past. In the 1984 *Greater South Park Plan*, the city stated that the area should be commercial, with all residential uses being encouraged to locate south of 22nd St. This point was later reemphasized in the 1991 *South Park Community Development Plan*, where it was recommended to continue the existing sub-area policies of the City of Tucson, 1984 *Greater South Park Plan*, which allows additional commercial and light industrial uses in the area, while protecting existing residential uses from new development through appropriate screening, buffers, landscaping, air pollution, etc. City staff expressed verbally the current sentiments are that the area be commercial and light industrial, again focusing residential south of 22nd St.

Recently, it appears that some momentum in the area has shifted toward residential uses. The renovation of the Arizona Cold Storage Building into the Icehouse lofts, the multi-unit “Barrio Metalico” housing project, the denial of commercial rezonings by the neighborhood association, and all Back to Basics city projects being located south of 22nd St., in residential areas, has reversed decades of transformation of residential to commercial interests.

## Land Use of Area



A strong debate is emerging. Commercial interests argue that even though there is a current push for residential, the area is still prime for commercial and industrial development. The economies of scale from there being other businesses in the area, the central location, quality access routes, the empowerment zone tax incentive program, and 18th St. being classified as a collector street all support the area being attractive to business. Also, the vacant land in this area is zoned residential with a high percentage owned by the surrounding businesses. In many cases, however, the owners of these vacant properties have not been granted commercial rezonings leading to the restriction of commercial expansion and the continued vacancy of these parcels. Map 2 identifies the zoning and property owners of parcels in this area. It can be seen that commercial uses dominate and would even be greater if certain areas were allowed to be rezoned commercial.

This has been the most contentious issue at the South Park Neighborhood Association meetings and it is not uncommon for the two sides to argue for extended periods of time. On one hand, this fosters debate, but many are fed up with the situation as it takes time away from other topics. The neighborhood, commercial interests, City of Tucson Planning Staff, and ultimately the Mayor and City Council need to resolve this issue by coming to a consensus on what types of land uses they would like to see in the area and decide, fundamentally, where residential and commercial land uses should be located in the neighborhood. An update to the *1984 Greater South Park Plan* is essential to success.



**Residential/Commercial mix on Santa Rita Avenue**



# THE “LITTLE AMERICA” SITE

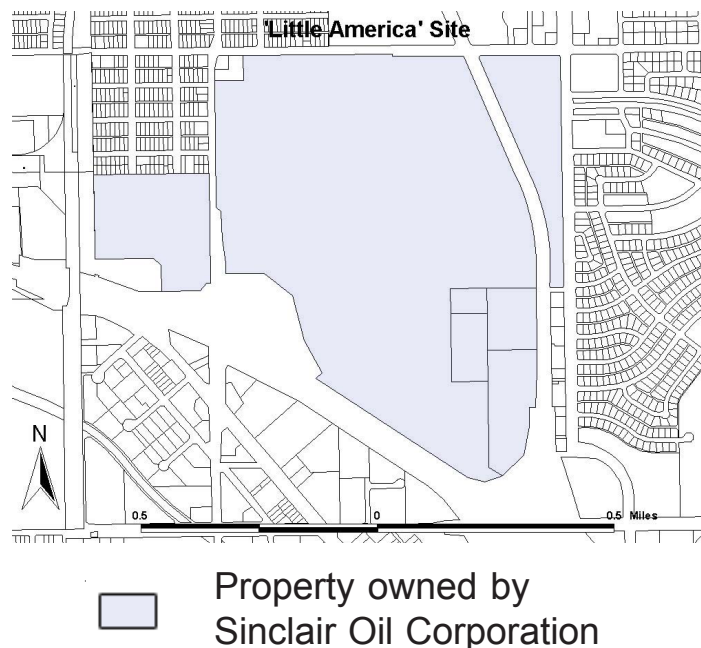
The “Little America” site could potentially redefine the South Park Neighborhood. It is a 350-acre property in the southern part of the neighborhood made up of three large parcels, overlapping Park Avenue and Kino Pkwy.

The property was formerly owned by Howard Hughes and was the site of the old downtown airport, located on the center parcel, and the Park Avenue drive-in, located on the western most parcel. The airport hangars are still present and in use. In the areal photograph, the runways of the airport are still visible.

The properties were purchased in the 1960s by Sinclair Oil Corporation, with intentions of creating a theme park/resort. In addition, the University of Arizona considered buying the site for their International campus. These plans never materialized, however, and the site has remained undeveloped, operating only two small commercial businesses.



**Aerial Photo of site**





### **Sewerage handling facility operating in former airplane hangar.**

Currently, one of these small operations has caused contention with neighborhood residents. A sewerage handling business, operating out of the old airplane hangars, has created noxious odors which are present in the neighborhood. The owner of the operation has attended neighborhood association meetings and offered assistance to resolve the situation, but the smells still persist. Since it is a legal business, conforming to regulations, however, there is not much that can be done except try to confine the smell.



The site also has issues with crime, as the landscape provides a discrete setting for illegal activities such as prostitution, drug use, and dumping. Transients and stray dogs also inhabit the properties.

### **Transient Camp on western parcel**



# THE “LITTLE AMERICA” SITE

According to the HOPE VI *South Park Economic Development Plan*, this location boasts several distinct advantages that make this site a prime candidate for development:

- ◆ One mile of interstate frontage, with interchange access at Park Avenue and Kino Pkwy.
- ◆ Rail spur access
- ◆ I-1 zoning on the majority of the parcel allowing for a diverse mix of uses
- ◆ A central location with geographical proximity to Tucson International Airport, the University of Arizona, and downtown Rio Nuevo zone.
- ◆ Traffic counts adjacent to the property rank the highest in the South Park Area
- ◆ Excellent visibility and exposure characteristics

Also based on market evaluation criteria, the South Park Economic Development Plan states the site “possesses the necessary characteristics to support a true ‘power center’ development incorporating commercial, retail, light industrial, residential use, and a greenway/multi-use path.

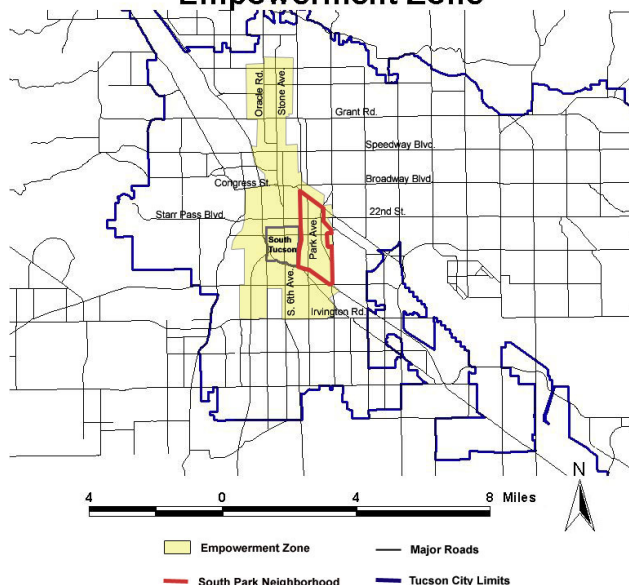
There has recently been a preliminary environmental survey conducted on the property by EEC consultants, hired by the City of Tucson Department of Environmental Quality. While they were not permitted to enter the site, a visual exterior analysis showed that there were no obvious environmental conditions present. The study did, however, note the presence of underground storage tanks, some of which could be leaking fluids. It is up to the next owner of the land to determine if the site is contaminated or not, as the city can only do an off-site preliminary analysis. This could be a critical issue in the development of the site. If the site is determined a “brownfield,” there are funding opportunities available from the Environmental Protection Agency, the Arizona Department of Environmental Quality, and HUD.

This site is critical to the future of the South Park Neighborhood but its development is likely to have an impact at the city scale. The South Park Neighborhood Association needs to make sure that it has a seat at the table as plans for the sites development emerge in the decade ahead. It needs to ensure that development occurs in harmony with the goals and objectives of the neighborhood.

## EMPOWERMENT/ENTERPRISE ZONES

Potential tools for economic development are the Federal Empowerment and Enterprise zone designations, in which the South Park Neighborhood lies. In 2000, HUD awarded 16 square miles in central Tucson with an Empowerment Zone designation offering \$17 billion in tax incentives to stimulate job growth, promote economic development, and create affordable housing opportunities. Tax incentives are provided to businesses that reside in the zone and/or employ persons living in the zone. There are six main incentives within the program: employment tax credit, work opportunity tax credits, business investment incentives, issuance of tax exempt bonds, bonus points for Federal grant applications, and a welfare to work tax credit. The Empowerment zone designation expires in 2009.

**Tucson - Pima County - South Tucson Empowerment Zone**



Getting companies to participate in the program has apparently been difficult. It is estimated that only 20% of local businesses have utilized the tax incentives available. According to Ronin Business Services, there also has not been much of an effort to communicate the benefits of the zone to residents of the South Park Neighborhood by the city. By hiring South Park residents, local businesses can qualify for additional tax incentives.

The empowerment zone also offers \$130 million in tax-exempt bonds to be used for making loans to businesses in the zone. This has also gone unutilized as many businesses do not need the minimum loan requirement of \$2 million per loan and according to the *South Park Economic Development Plan*, it is still cheaper for businesses to borrow from the private market than use the program. For detailed information on the empowerment zone visit <http://www.hud.gov/offices/cpd/economicdevelopment/programs/rc/tour/az/>

Complementing the Empowerment Zone, a potential economic development opportunity for the South Park Area is the State of Arizona Enterprise Zone. The enterprise zone provides an Arizona state income tax credit for qualified employees over a 3 year period and sets minimum wages at a certain amount for all full-time permanent jobs in the zone. The cost of health insurance is also defrayed for employees residing in the zone. Other benefits of the zone include property tax reclassification for minority/women small business owners. For more information on the enterprise zone visit <http://azcommerce.com>. More on these programs will be presented in the Employment and Training and Economic Development sections of this update.



## HOPE VI Grant

In 2001, the City of Tucson was awarded a 12.7 million dollar HOPE VI grant from HUD for the South Park Neighborhood. This was designed to create a revitalization plan for the neighborhood and divided into two components: a Housing plan and a Community and Supportive Services plan. Since this time, the grant and matching fund contributions have invested over \$37 million into the neighborhood.

The most visible HOPE VI program in the South Park Neighborhood is housing. Through the housing plan, 20 affordable rental units and 50 infill home ownership units are being constructed by various community development housing organizations. 52 of 80 Robert F. Kennedy multi-housing units, will be demolished and reworked into 28 new affordable units. The grant also enhances the city-wide HOME funds used for housing repair and rehabilitation. There have been 105 homeowner rehabs in the neighborhood since the grant was awarded.

The HOPE VI grant dedicates one quarter of the grant (\$1.7 million) to the Community and Supportive Services Plan, with programs focusing on education, youth empowerment, community building, and crime reduction. The Tucson Police Department, through HOPE VI, has been able to place additional officers on the street and pay for new police equipment, such as tasers and speed guns. Also, the Tucson Urban League, is operating an entrepreneurship program designed to aid in the economic development of business in the South Park Neighborhood.

Through the grant, funds were allocated to create the *South Park Economic Development plan*, created by Ronin Business Services, which identifies economic and workforce development in the neighborhood. A copy of this plan can be obtained through the City of Tucson's Community Services Department.



**Demolished Robert F. Kennedy public housing on 39th St.**



**Renovated public housing on 34th St.**



**Construction on Park Avenue and 30th St**

HOPE VI funds are used to operate the University of Arizona/CODAC mobile Health and Wellness clinic at the Quincie Douglas Center providing health care services to residents. Also, other programs at the Quincie Douglas center such as after-school and childcare services use HOPE VI funding and address many issues presented in the 1991 *South Park Area Community Development Plan*.

The HOPE VI grant has had an enormous impact on the development of the South Park Neighborhood. It is important to realize, however, that this funding will not last in perpetuity, as some funding will begin to expire next year. For example, CODAC only has funding, through HOPE VI until February 2005 to operate the Health and Wellness clinic. New funding sources for programs currently offered through HOPE VI need to be located to ensure the same level of services.



**Renovated public housing on 34th St.**



**Completed HOPE VI housing on Tyndall and 34th. St.**





# SALVATION ARMY PROPERTIES 22nd St./Park Avenue

The parcels near the southeast corner of Park Ave. and 22nd St., owned by the Salvation Army of Arizona have been vacant for some time. Early last century, the site was the location of the Union Park and the name Park Avenue derives from this use. The parcels housed the Watson Chevrolet Car Dealership until the 1980s when the dealership relocated to AutoMall Drive. Since this relocation, there had been plans to develop the site into a commercial center, including retail, which never materialized, and the site remains vacant.

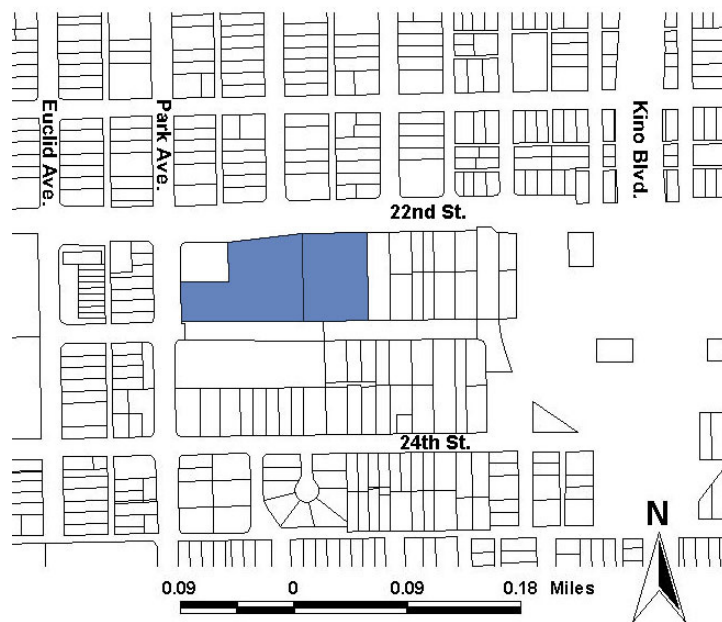
The Salvation Army of Arizona had plans to build a homeless food center/shelter on the property, but due to neighborhood resistance, the shelter was moved to another location.

The location of the site makes it a prime candidate for development into a small to mid-sized commercial center, an office plaza, and residential uses. Also, the future widening of 22nd St. and new bridge over the railroad tracks will influence future land use on the property. The South Park Neighborhood Association needs to be involved with the development of this site.

Aerial Photo of site



Salvation Army Site



 Property owned by the  
Salvation Army of Arizona

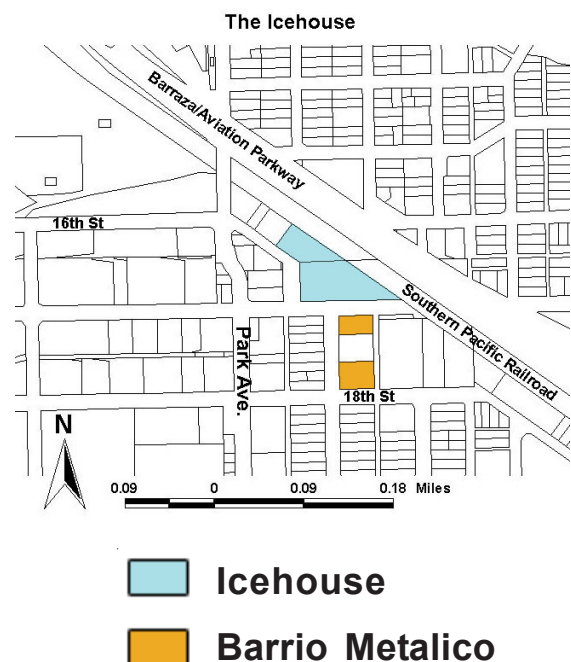
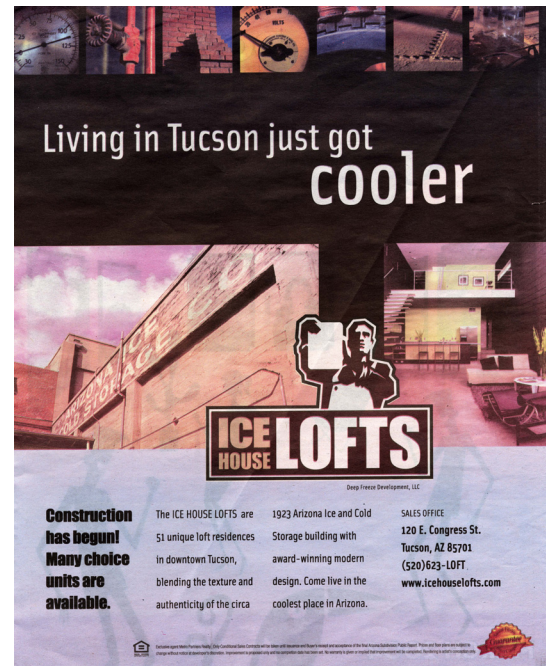


## ICEHOUSE LOFTS

In 2003, Deep Freeze Developments began to renovate the old Arizona Ice and Cold Storage building into a future multi-unit residential development featuring upscale loft residences. The building, originally constructed in 1923 will retain its exterior red brick cladding, but the lofts will sport a modern interior.

The project is located in the area where, as previously discussed, land use is a contentious issue. This influx of high density residential to the neighborhood adds to the conflict over whether this area should be residential or commercial/industrial. Even though the City's 1984 plan state that the area should be commercial, there is strong sentiment from residences and the Ward V office to keep and encourage new residential units in the area.

The Icehouse Lofts, plus the "Barrio Metalico" multi-unit development, across the street is going to significantly change the demographics of the area and will create more traffic and add to the infrastructure problems in the area such as poor road conditions, drainage, and lack of lighting.



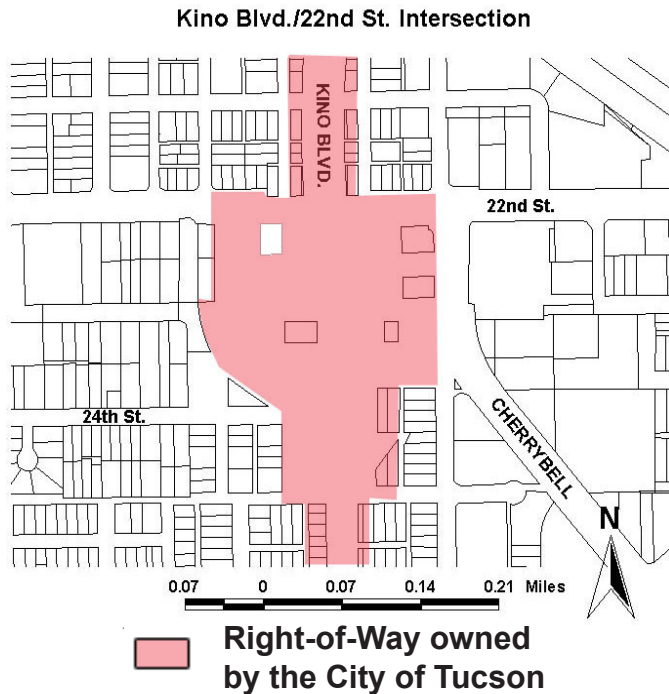
"Barrio Metalico" on  
Freemont and 18th St.

# EXCESS RIGHT OF WAY Kino Pkwy./22nd St.

In the last thirty years the City of Tucson has purchased a large amount of right-of-way at the Kino Pkwy./22nd St. intersection. This intersection, however, has remained mostly unchanged, as many transportation propositions which would have altered the site have been rejected by voters. The most recent election, in November 2003, did not have any major plans for this intersection, but in the previous election, the intersection was the potential site for one of three grade separated traffic interchanges.

Currently, the city is sitting on the land and site is being used to handle and store gravel. There are also issues with garbage dumping in the right-of-way, which creates an eyesore and projects a depressed image of the South Park area. The City of Tucson needs to come up with plans to develop the land in a way that benefits the neighborhood and the city.

One possibility would be to allow the neighborhood to use part of the site to place gateway signage into the community. All the surrounding neighborhoods have signs signaling the entrance or exit to the neighborhood, creating a distinct sense of place. This would be a good place to put these signs for the South Park Neighborhood as the intersection is the fifth busiest in the city, making the signage highly visible. There may still be plans to carry Kino Parkway over 22nd St. and make an Aviation off-ramp to 22nd St. West. The transportation issues are not yet resolved and this land many have a future transportation use.



### Dumping in Right-of-Way



### Gateway signage





## CITY OF TUCSON BACK TO BASICS GRANT

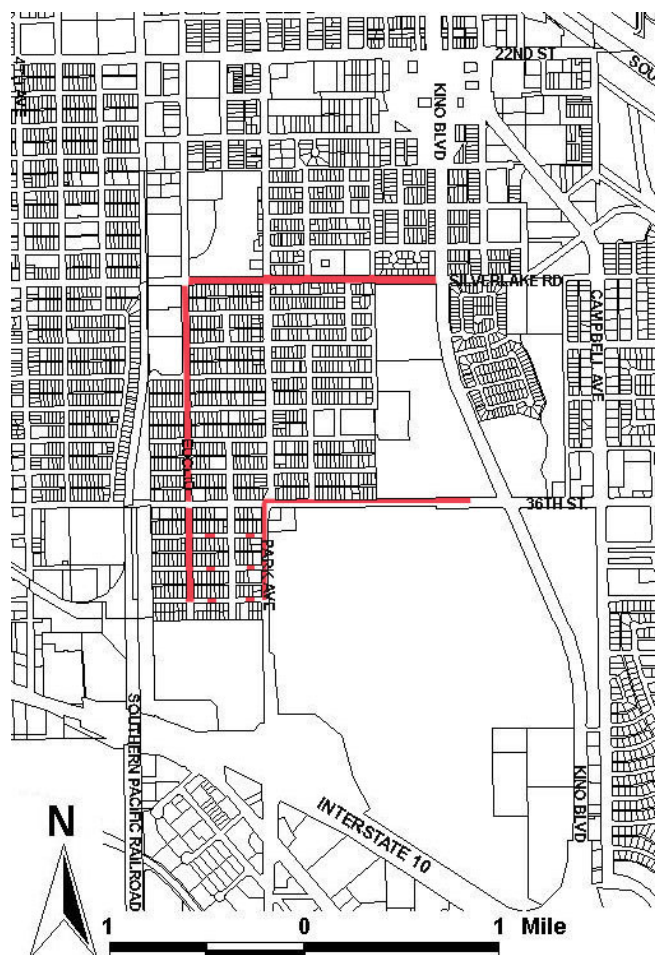
One public investment project which has shaped the character of the South Park Neighborhood is the \$700,000 City of Tucson back to Basics grant awarded in 1999. Money from this grant, in conjunction with HOPE VI funds was used for infrastructure improvements in the southern portion of the neighborhood, such as lighting, sidewalks, curbing, and street surface improvements.

According to the City, there is still \$85,000 left in the Back to Basics fund. The remaining money could be used for further infrastructure improvements north of 22nd St., mosaics in South Park Underpass, landscaping improvements along Park Avenue or gateway signage into the neighborhood.

The neighborhood must make wise choices on how to spend this money, as Back to Basics grants are distributed evenly throughout city neighborhoods and will not be awarded to South Park for some time. \$85,000 is not a lot, however, and will not be able to solve major infrastructure issues such as road conditions and drainage. Smaller projects such as landscaping and artwork could be completed with this money.



**Sidewalk Construction on 33rd St.**



■ **Back to Basics Projects**



# HOPE VI SECTION 202/811 Elderly Housing

As part of the HOPE VI Grant Housing plan, 30-60 units of elderly/disabled affordable rental units will be constructed in the South Park Neighborhood.

A list of 10 potential sites was narrowed to 4 by the neighborhood association. The pros and cons of each site are examined on the next page and provided by Poster Frost Associates, Inc.

Site 4 is currently being pursued most aggressively, as an application for the elderly housing on this site has been submitted to HUD. The housing will actually be located south of the site, along 36th St., while the recreation used proposed for this area on the Silverlake Park Master Plan will be located on site 4.

 **Section 202/811 possible sites**



## **SITE 1**

### **PROS:**

Large site with high density allowed; may be able to sell off portion of site  
Adjacent to residential  
Close to amenities  
Publicly owned (Pima County)

### **CONS:**

Would have to be purchased; cost of site may cause difficulties due to legal constraints  
Uncertainty of future (Salvation Army owns property to the north)

## **SITE 2**

### **PROS:**

Close to many amenities  
Ample utilities on site  
Already owned by City of Tucson

### **CONS:**

Well site and easement through center of property  
Loss of neighborhood park space  
Small site size - ten units short of program goal; possibility of using entire park site

## **SITE 3**

### **PROS:**

Large, open site  
Available utilities  
Near amenities and parks

### **CONS:**

On edge of residential area  
Not currently owned by the city, would have to acquire land from Clear Channel Broadcasting

## **SITE 4**

### **PROS:**

Large, open site  
Adjacent to Quincie Douglas Center and the Tucson Urban League  
Bus route comes into adjacent Quincie Douglas Center  
Possible connection/coordination with Holladay School

### **CONS:**

Not currently owned by the city, would have to acquire land from T.U.S.D.  
Utilities would have to be extended into site.

# QUINCIE DOUGLAS CENTER

The Quincie Douglas center is the centerpiece of the South Park community, offering a wide array of social services to the neighborhood. Along with outstanding parks and recreation programming, the Quincie Douglas center provides services in the areas of education, health care, childcare, social services, a central meeting place for neighborhood activities, and services for seniors. The center is used by numerous organizations, such as CODAC, T.P.D., Tucson Parks and Recreation, Girl Scouts of America, Tucson and Pima public library, The University of Arizona and Pima College.

The addition of the center, which previously operated at Mirasol Park has resolved many issues presented in the 1991 *South Park Area Community Development Plan*.



**Looking northeast from 36th St.**



**Looking northwest from 36th St.**



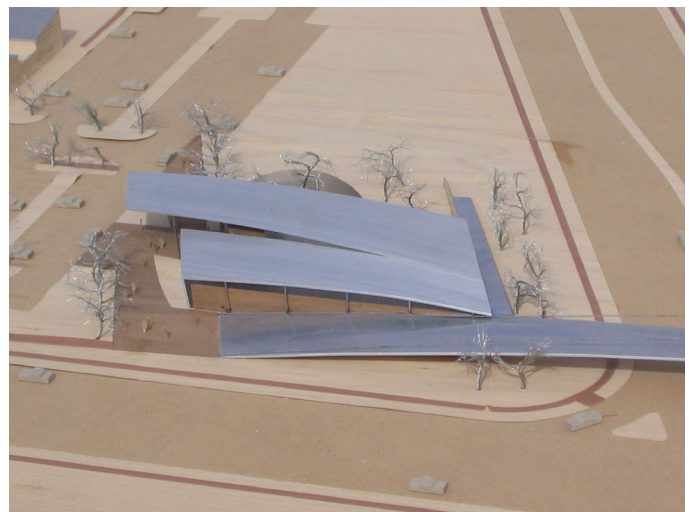
The Quincie Douglas Center is currently beginning phase II of its development and has just broken ground on the new library which will be completed in 2005. The structure will sit between the main building and Kino Pkwy. on 36th St. Phase III of Quincie Douglas construction will include a pool, basketball, racquetball and hardball courts and a building for seniors and teens.

The HOPE VI grant has also funded many of the programs offered at the Quincie Douglas Center. Many of the programs, however, will not have funding after the grant begins to expire in 2005. Again, the University of Arizona's health and wellness mobile clinic, funded through HOPE VI might cease operations after the funding expires in February 2005.

For a complete list of programs offered at the Quincie Douglas Center call 791-2507 or visit the City's parks and recreation guide.



**Quincie Douglas Library Groundbreaking,  
March 2004**



**Future Library at intersection of  
Kino Pkwy. and 36th. St.**

# CULTURE AND ARTS CENTER

As part of the HOPE VI Grant, the city of Tucson has dedicated a building in the South Park Neighborhood for use as an arts and culture center. The former multi-unit residential five-plex will provide artist housing and studio space, as well as a community art space, gallery, and meeting area.

The Tucson Urban League will support the project by involving youth from its charter school and after school programs; offering space and technical support. The architectural plans for the renovation of the building were provided by Poster Frost Associates and construction will be completed in early 2005. The cost of the project is approximately \$460,000.

There has been skepticism from some people about the project in neighborhood association meetings, as concerns over the financial sustainability, building vacancy, and need for the space have arisen. Since, the building will be leased by the city through HOPE VI and all other funding must come from an outside source, some voices have questioned the practicality of the project. There have also been concerns that the building will become inhabited by transients from the “Little America” site.



**Arts and Culture Center, on the northwest corner of 35th and Park Ave.**



**View from Park Ave. looking southwest.**

## **HISTORICAL ADOBE STRUCTURES**

An issue presented in the 1991 *South Park Area Community Development Plan* was the presence, and need for preservation of historical Sonoran-style adobe row-house structures on Freemont between 17th and 18th Streets. These structures had remained unaltered until recently, when some of the structures were demolished by Deep Freeze Developments to make room for the “Barrio Metalico” multi-unit housing project.

While there are no current plans for the parcels containing the remaining row houses, the area is not located in a historic district and the structures could be subject to further demolition. Attention must be paid to the preservation of these structures, as they represent a piece of South Park’s and Tucson’s history.



**Exterior wall of demolished row house on Freemont Ave.**



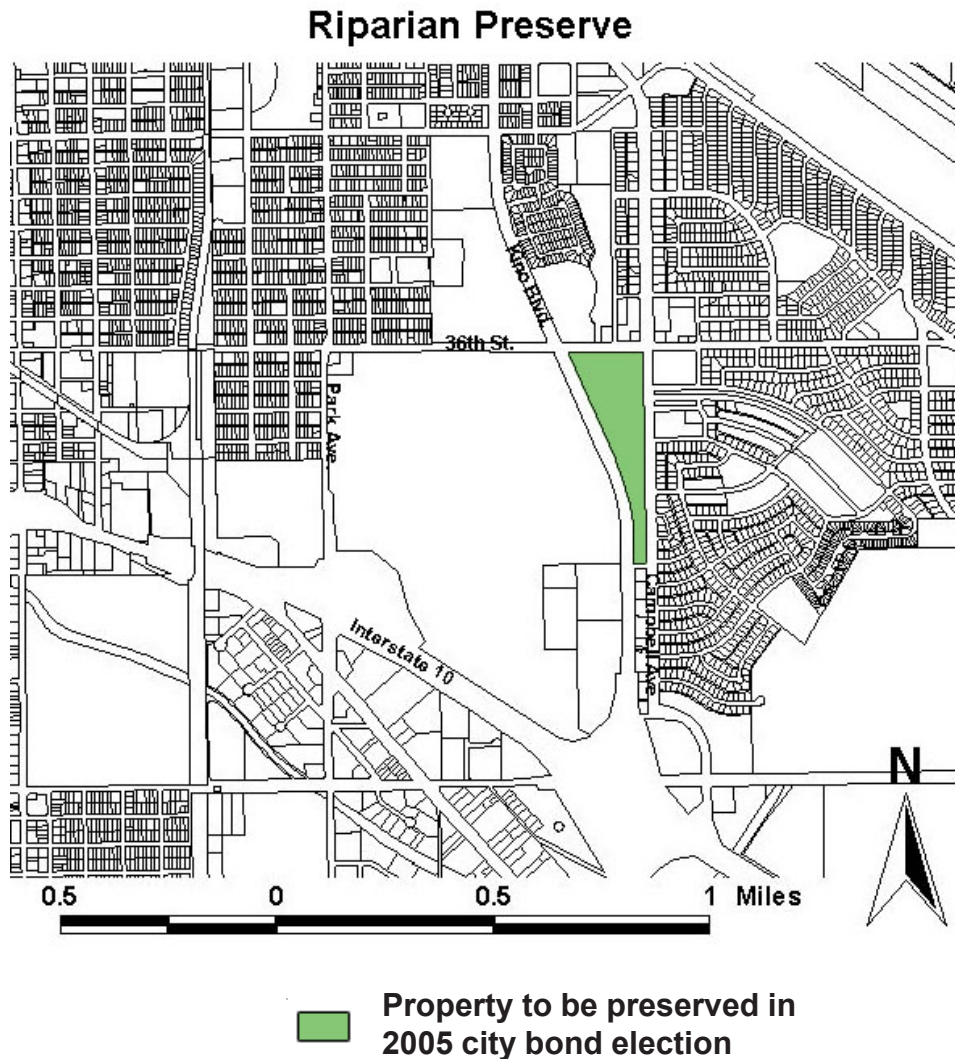
**“Barrio Metalico” on Freemont between 17th and 18th Streets.**



# RIPARIAN HABITAT ON SINCLAIR OIL PROPERTIES

The easternmost parcel of the “Little America” site contains the only natural remaining high riparian zone in central Tucson. This parcel is approximately 50 acres with C-2 and I-1 Zoning.

In the 2005 City of Tucson bond election, this parcel may be proposed to be acquired for an open space preserve protecting this habitat. The property could also incorporate a multi-use path to connect to the city network and pedestrian bridge across Kino Pkwy to future development on the “Little America” site. It is important that the neighborhood association keep involved in this process to preserve and protect a riparian habitat in the city center.



## THE TUCSON URBAN LEAGUE

The Tucson Urban League, founded in 1970, is a nonprofit organization designed to assist and empower minorities. The Urban League is a staple of the South Park community offering a continuum of services, addressing social and economic issues and has been a catalyst for public investment in the area.

The Urban League operates five departments, offering 28 programs in the areas of case management, technical assistance, housing, employment and training services, and education.

Included in these departments are educational programs for youth and adults, workforce development programs such as the micro-enterprise and prosperity programs designed to aid small businesses and entrepreneurs, health care programs such as the “seniors program” done in collaboration with Pima Council on Aging, and substance abuse programs such as the “Check Yourself” program designed for youth 13-16 years old. The Urban League also operates two educational centers: the Tucson Urban League Academy and the “Oasis” alternative school.



**Tucson Urban League, located on Park Avenue.**

Currently, through the HOPE VI project, the Urban League is constructing seven affordable housing units on 39th st., the site of the demolished Robert F. Kennedy multi-unit public housing project and has provided over 25 housing units to the neighborhood since 1991.

In addition, the Urban League offers many programs at the Quincie Douglas Center such as a day care, adult education and GED classes in conjunction with Pima College, and a senior nutrition program.

### U of A /HUD Empowerment Zone Grant

The Roy P. Drachman Institute, (an outreach arm of the College of Architecture and Landscape Architecture at the University of Arizona), has created the *Community Outreach Partnership Planning and Design Center* and the *Community Futures Demonstration Project in Housing Design*. This HUD grant of \$400,000 is designed to use the resources of the University to facilitate the development of innovative new housing in the Tucson Empowerment Zone. Over the three year period the project will:

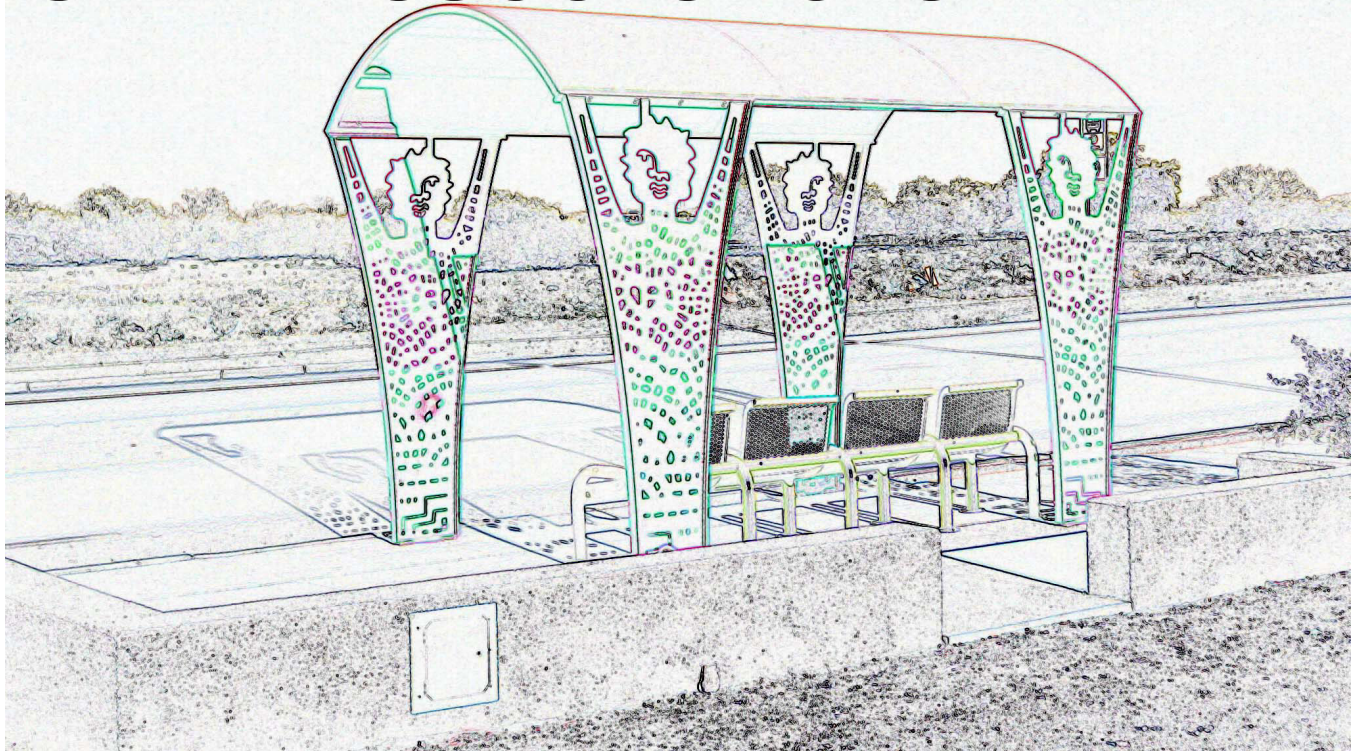
- ◆ Create a residential market study of the Empowerment Zone
- ◆ Develop capacity for housing development in the zone
- ◆ Work with neighborhoods to develop strategic housing plans
- ◆ Design housing for the zone
- ◆ Obtain commitments from both non-profit and for-profit developers to construct housing

Concerns in neighborhood meetings have surfaced regarding how the project will effect the land uses north of 22nd St. Many business owners feel there is too much emphasis being placed on housing in the area and not enough on advertising the economic development benefits of the Empowerment Zone.





# 1991 PLAN GOALS AND UPDATE SUGGESTIONS



The following 13 areas were examined in the “Goals and Implementation Techniques” of the 1991 *South Park Area Community Development Plan*. This section will reexamine these areas in the same order they were presented in the 1991 plan and offer further considerations for neighborhood action. Most of the suggestions have resulted from discussion with neighborhood leaders and residents and are incremental next steps in the planning process. Some considerations, however, will be difficult to achieve and require resources that may not be available locally. From this section it will be determined which areas have made progress since the 1991 plan and which areas continue to lag behind. The areas examined are:

- |                               |                            |
|-------------------------------|----------------------------|
| 1. Neighborhood Participation | 8. ChildCare               |
| 2. Drugs and Substance Abuse  | 9. Employment and Training |
| 3. Safety and Security        | 10. Economic Development   |
| 4. Health Care                | 11. Transportation         |
| 5. Social Services            | 12. Housing                |
| 6. Recreation                 | 13. Land Use               |
| 7. Education                  |                            |



# Goals and Update Suggestions

## 1. NEIGHBORHOOD PARTICIPATION

The following goals were presented in the 1991 *South Park Area Community Development Plan*:

- ◆ **Residents, property owners, and businesses will be effectively informed about issues, events, and facts concerning the neighborhood.**
- ◆ **All sectors of South Park, including residents, property owners, and businesses will have an active voice in decision affecting the neighborhood.**
- ◆ **The South Park community will network and coordinate with adjoining neighborhoods and seek out common issues and concerns.**

Citizen participation in the South Park Neighborhood has been high since the *South Park Area Community Development Plan* was created in 1991. This continues to be the case, as neighborhood association meetings are well attended and spirited, with representation from all sectors of the neighborhood, especially residents and business owners. According to the HOPE VI survey “Wonderful Neighbors/ people in the neighborhood” was the number one response to the question regarding what residents liked best about the neighborhood. Recently, participation has been extremely high due to the number of contentious issues facing the neighborhood such as the conflict of land uses north of 22nd St. and odors emitting from the “Little America” site.

Since 1991 there have been numerous accomplishments resulting from strong participation and an organized neighborhood association:

- A neighborhood credit union, formed in 1995
- The creation of Silverlake Park and the Quincie Douglas Center
- Organization of the Fiesta de los Barrios



**Fiesta de los Barrios at Silverlake Park**

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## Goals and Update Suggestions

Pro Neighborhoods of Tucson has also encouraged recent neighborhood participation in South Park by organizing the Fiesta de los Barrios and beginning a door-knocking campaign to profile residents and encourage participation in neighborhood activities. A sign of commitment to the neighborhood is that the city's 28 new renovated public housing units are being occupied by residents who had previously lived in these units but were relocated during construction.

Strong neighborhood participation has improved South Park over time and rescued the neighborhood from the blight it faced only twenty years ago. The following are further suggestions for improving participation the neighborhood may want to consider:

- According to the 2000 US Census, 61% of South Park Residents are of Hispanic origin and the median age in the neighborhood is 26 years. This portion of the population, however, is under-represented in neighborhood association meetings. The neighborhood association needs to encourage participation from this demographic group.
- Participation needs to increase at Weed and Seed meetings or funding for the program could be lost. This is constantly stressed at neighborhood association meetings but turnout continues to be low. More participation in this program needs to be encouraged as many agencies that provide services to the neighborhood rely on these funds.
- Utilize space at the Quincie Douglas center to distribute South Park Neighborhood information to residents. These materials should be printed in English and Spanish.
- Continue support for creation of websites for the Neighborhood Association and the South Park Employers Association. Back to Basics money could be used to cover fees which would amount to approximately \$30 a month for each group.
- Encourage more participation from local religious organizations at neighborhood meetings, as they have little representation.



# **Goals and Update Suggestions**

## **2. DRUGS AND SUBSTANCE ABUSE**

The following goals were presented in the 1991 *South Park Area Community Development Plan*:

- ◆ **The environment for drugs will be eliminated and positive alternatives provided.**
- ◆ **There will be no drugs sold in the neighborhood.**
- ◆ **Non-drug users will stay drug free.**
- ◆ **Drug users will receive sufficient support and treatment to become drug free.**

Drug activity in the South Park Neighborhood over the last decade has been reduced, yet according to the survey information, drugs are still a concern of South Park Residents. Many responded “Drug abuse and drug dealing” as what they liked least about living in the South Park Neighborhood. The Tucson Police Department (TPD) reports that the best-seller in the neighborhood is still crack cocaine, but the area is no longer the crack cocaine center of Tucson, as it had been referred to in the past.

The reduction in drug use and substance abuse has been a result of increased efforts by the Tucson Police Department’s Operations Division South. This has been accomplished through increased funding from federal programs such as the HOPE VI Grant, which provides funding for additional officers and equipment, and the Kino coalition Weed and Seed Grant, funded through the Department of Justice. The Weed and Seed coalition includes the South Park, Pueblo Gardens, Las Vistas, and Western Hills II neighborhoods. In the “weed and seed” program, the police department does the “weeding” and social service organizations “seed” the community with social service programs. Some of TPD’s new weeding tools include tasers and speed guns.

As mentioned, HOPE VI and Weed and Seed funding has provided additional resources to the police department which has drastically reduced substance abuse in the area and contributed to the decline in crime rates for the neighborhood. In 2001, a TPD sting operation arrested 39 suspected drug dealers in the neighborhood. TPD also runs the “cub” program where 18-20 year olds try to buy alcohol. As a test of policy, this was tried in the South Park Neighborhood in the Spring of 2004 and only seven of nine stores sold to the minors.

The success in the reduction of drug use in the area can be attributed to the increased visibility of TPD in the neighborhood and positive relationships between neighbors and officers, resulting from open communications at neighborhood association meetings. At these meetings officers from TPD-Operations Division South give poignant and informative reports on crime in the neighborhood and listen to issues brought up by neighborhood residents. Also, drug recognition experts, visiting local schools like Halladay magnet have helped educate children on the topic of substance abuse.

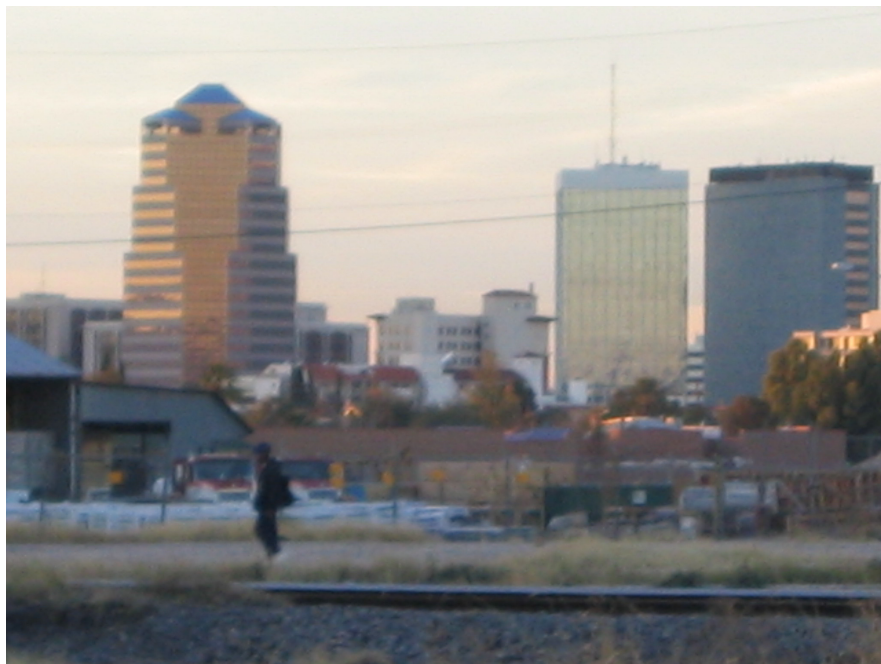
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## Goals and Update Suggestions

While there has been considerable success in the removal of drugs from the neighborhood, there is still an issue with the lack of drug treatment centers. Currently, there are centers which provide counseling on drug use, such as the Tucson Urban League's 'Check Yourself Youth Team' (ages 13-15) and the various religious institutions in the neighborhood, but there are no certified facilities specifically designated for drug treatment.

Even though there has been progress in the reduction of drugs and substance abuse from the neighborhood, some suggestions for consideration are:

- Since there are no treatment centers in the area, it is encouraged that the neighborhood association reserve space for drug and alcohol treatment service at the Quincie Douglas Center. This space should also include an informal drop-in prevention center easily assessable to area youth.
- Coordinate with TUSD Substance Abuse Coordinator to develop and strengthen drug attitude programs in area schools and continue TPD's program of sending Drug Prevention Officers to local schools.
- Again, "weed and seed" funds could be revoked because of the lack of participation at meetings. If this occurs current funding for police equipment and social services that deal with drugs and substance abuse would be cut and the situation may reverse itself again. More resident participation is needed.



# Goals and Update Suggestions

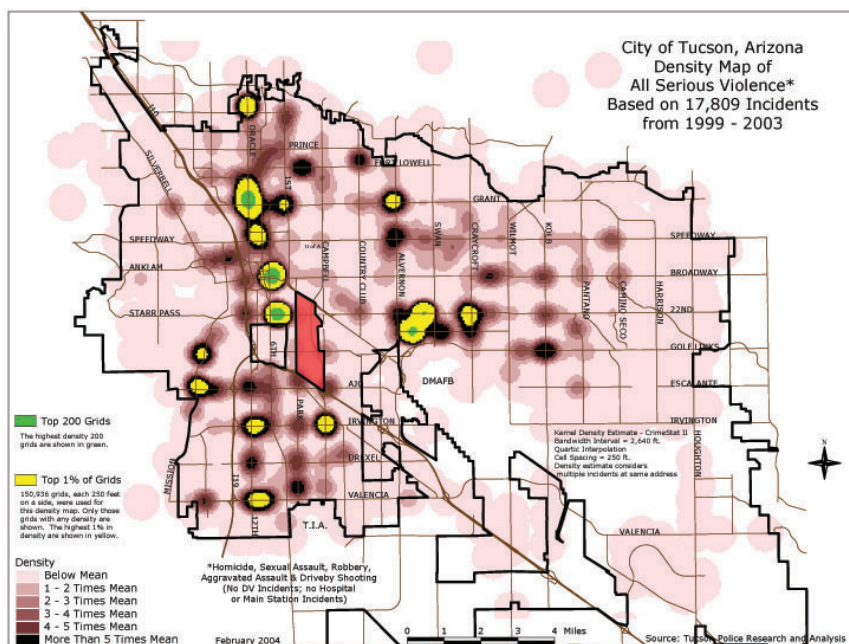
## 3. SAFETY AND SECURITY

The following goals were presented in the 1991 *South Park Area Community Development Plan*:

- ◆ **The level of crime in the South Park Neighborhood will be reduced by utilizing neighborhood participation, crime prevention, education, and other appropriate programs.**

As mentioned in the “Drugs and Substance Abuse Section,” crime in the South Park Neighborhood has been reduced since the 1991 *South Park Area Community Development Plan* was created. TPD currently reports that South Park has one of the lowest violent crime rates in the city and can be attributed to programs such as the Kino Coalition Weed and Seed and HOPE VI money. Operation Spotlight, which is a collaboration with other social service and crime prevention agencies has also been successful in keeping open communications between agencies fighting crime in the area. From 2002 to 2003, crime was down in the neighborhood 25%, and violent crime down 30%.

Interestingly, crime still ranks second on the list of what residents liked least about living in the neighborhood and only 44% of residents agree that they feel safe living in the neighborhood. The maps show, however, that the South Park Neighborhood is no longer a center for crime and the problem may be perceptual. On the below map, the yellow and green areas show the areas with the highest crime rates over a five year period. In Map 3.2, the areas outlined in blue represent violence prone areas and Map 3.3 shows five-year violence trends. Again, the yellow and green areas represent the highest rates. Notice that in all three maps the South Park Neighborhood is not located in the high crime areas.



Map 3.1

### Five-year Crime

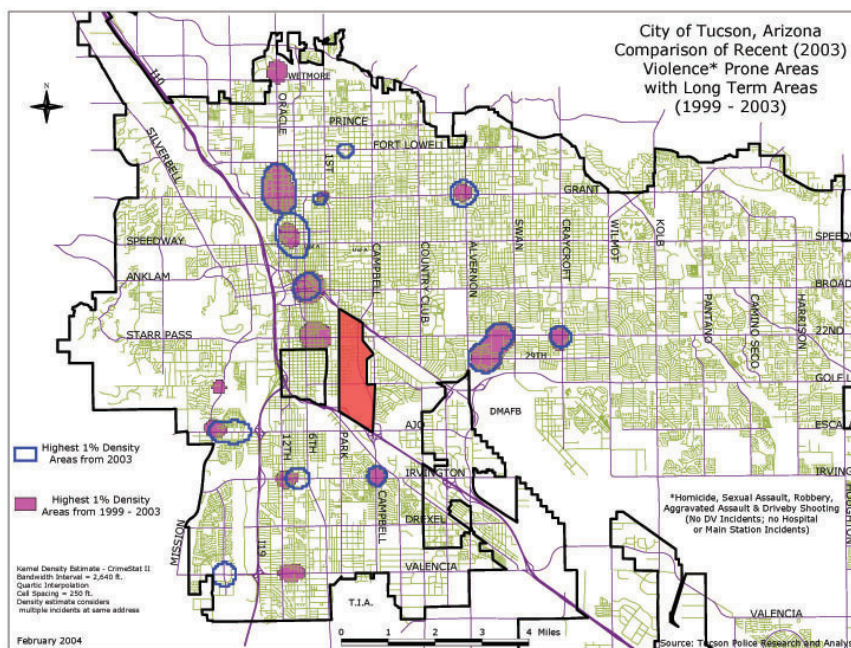
 **South Park Neighborhood**

Source: Tucson  
Police Department



## Violence Prone Areas

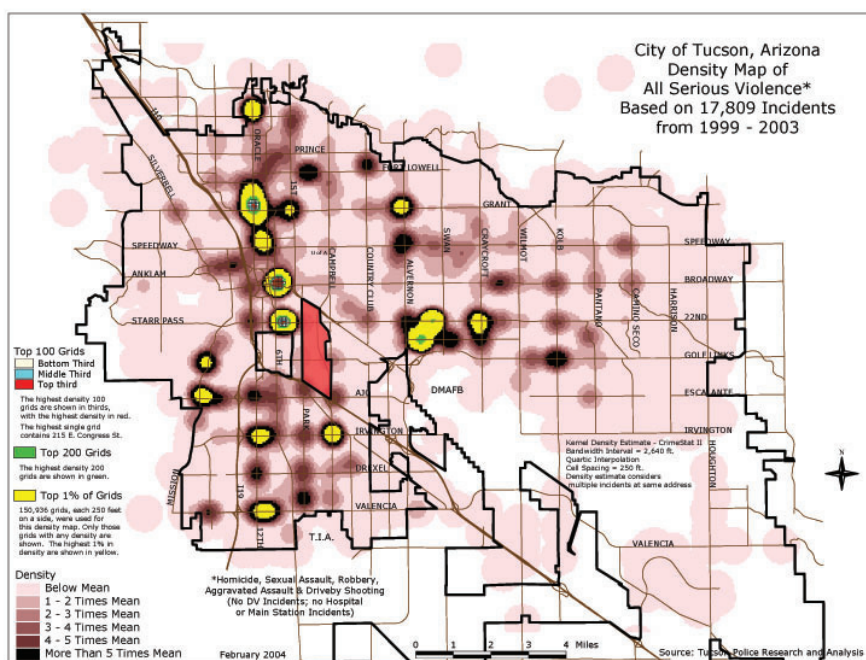
### Map 3.2



 **South Park Neighborhood**

## Five-year Violence

### Map 3.3



Source:  
T.P.D.

# Goals and Update Suggestions

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While the South Park Neighborhood has improved in the areas of violent crime, smaller issues still persist in the neighborhood such as, junked cars, stray dogs, speeding and transients. Recently, 113 residents of the neighborhood got citations for junked motor vehicles and TPD is constantly removing transients from camps erected on the “Little America” site.

Even though crime rates have declined in the South Park neighborhood over the last decade there is still improvement to be made, judging by survey results confirming that residents are still concerned about crime. The following are suggestions for improving safety and security in the neighborhood.

- Form a Neighborhood Watch to improve crime awareness and increase neighborhood participation.
- Encourage neighborhood residents to participate in Crime Prevention Workshops offered by TPD including information on:
  - a. Home safety
  - b. Personal Safety
  - c. Locks
  - d. Consumer fraud
  - e. Shop lifting prevention
  - f. Gun Safety
  - g. Bicycle safety
  - h. Stray dogs
  - i. Junked cars.
- Explore new funding sources for TPD after “Weed and Seed” and HOPE VI money starts expiring in less than two years.



**Roaming dogs on Euclid Ave.**

**Junked cars on Tyndal, north of Silverlake Rd.**



### 4. HEALTH CARE

The following goals were presented in the 1991 South Park Area Community Development Plan:

- ◆ **The following health and dental services will be accessible and affordable to all members of the neighborhood, including elderly, children, and those with special needs:**
  - a. general medical and dental care**
  - b. health education**
  - c. nutrition education**
  - d. adequate nutritious food**
  - e. preventive medicine**
  - f. mental health and counseling**
  - g. pre- and postnatal care**
  - h. family planning and teen pregnancy issues**
  - i. environmental health**

The South Park Neighborhood is located in the Tucson Central Primary Care Area (PCA), as determined by the State of Arizona Department of Health and is designated ‘medically underserved.’ Statistics on the area reveal that the Infant Mortality Rate in this PCA is 10.1% per 1000 births, compared to 8.1% for the county and 8.3% in the state. The area also reports high levels of teen births and low-weight births and is characterized by high Premature Mortality rates. The Department of Health reports that 61.8 percent of deaths are premature, compared to 51.5% for the county and 53% in the state. The leading cause of death in the area is chronic ischaemic heart disease but it is not known if this is related to neighborhood factors.

There has been an increased level of health care provided to the neighborhood, however, through the HOPE VI grant. Currently, CODAC Behavioral Health Services contracts the University of Arizona’s Mobile Health and Wellness Clinic to operate at the Quincie Douglas Center. The clinic operates many of the health care services outlined in the 1991 South Park Plan once a week. While not a permanent health care center, the services provided have enhanced health care in the area.

There is still a lack of health education, preventive medicine, and environmental health education in the neighborhood and according to the HOPE VI survey, 72% of residents were interested in having a Family Primary Care Center in the neighborhood or located at the Quincie Douglas Center.



## Goals and Update Suggestions

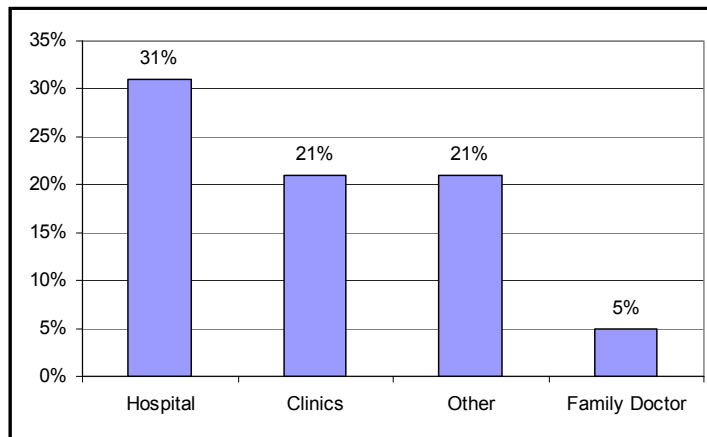
The data in the charts was generated from the 'La Salud Llama,' a health fair conducted by the University of Arizona's Services Research Office in 2003 to profile South Park residents.

The first table shows where respondents went to get health care. Since there are few health care centers in the neighborhood, most residents had to travel out of the neighborhood for health care. In the South Park Neighborhood, many residents are taken to Kino Hospital. There are also many barriers to getting health care for South Park residents, the most significant being financial.

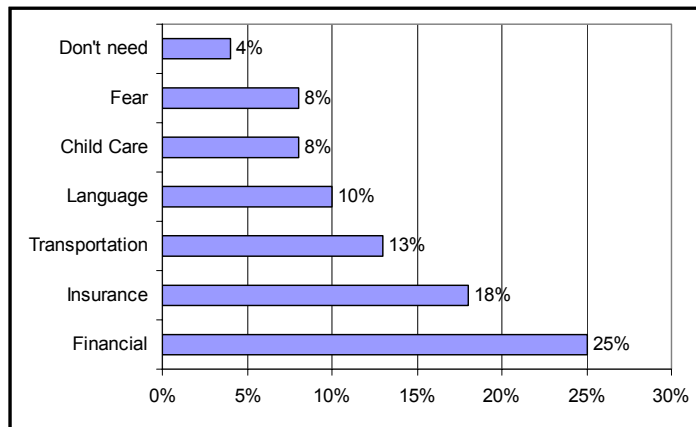
Some suggestions for improving health care in the South Park Neighborhood are:

- Secure funding to operate health care services currently provided through HOPE VI after the grant expires in February 2005.
- Reserve permanent space in the Quincie Douglas Center to provide health services similar to what the University of Arizona's Mobile Health Clinic currently provides.
- Coordinate awareness on environmental health issues in the South Park area, including waste disposal, recycling, clean-up, pest control, water quality, and industrial wastes.

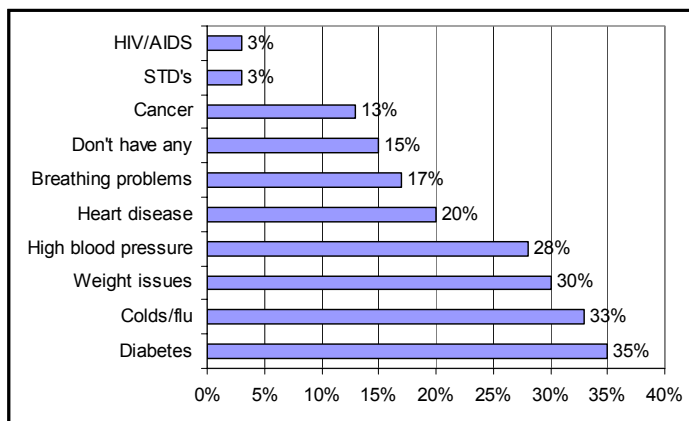
### Where do you go for health care?



### What are your barriers to getting health care?



### Current health concerns for you and your family?



### 5. SOCIAL SERVICES

The following goals were presented in the 1991 *South Park Area Community Development Plan*:

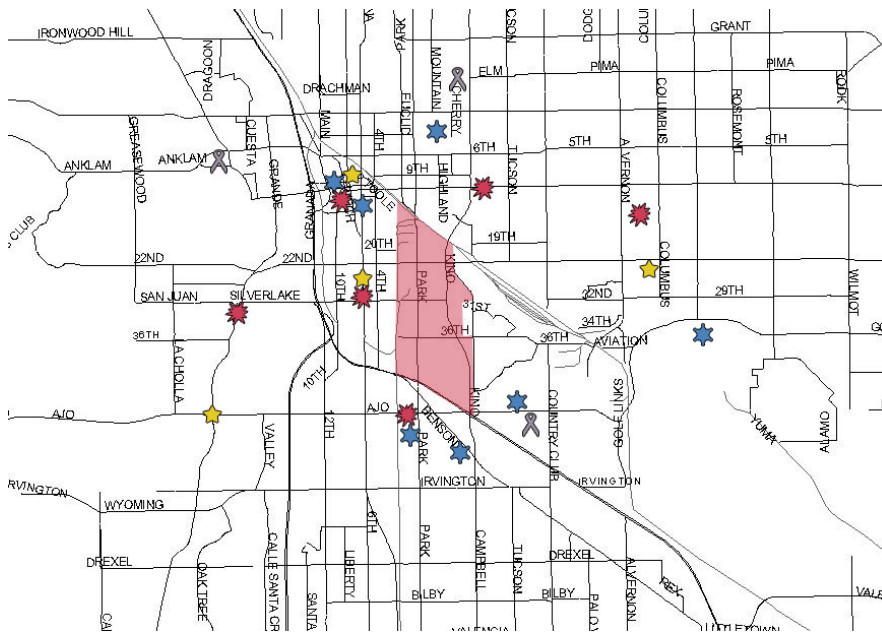
- ◆ **Appropriate and centralized social services will be available to neighborhood residents .**
- ◆ **Establish an effective screening and case management system at the Quincie Douglas Center to more effectively utilize the available social services in the following areas:**
  - a. Income**
  - b. Food**
  - c. Health**
  - d. Housing**
  - e. Employment and Training**
  - f. Childcare**
  - g. Education**
  - h. Substance Abuse**
  - i. Counseling and life skills**
- ◆ **Provide an effective outreach program to identify individuals and families in need of services.**

With the construction of the Quincie Douglas Center in 1998 and Silverlake Park in 2001, many social service goals outlined in the *South Park Area Community Development Plan* have been realized and are now provided from a central neighborhood location. Many organizations such as Pro Neighborhoods, CODAC-Behavioral Health Services, and the United Way of Arizona all offer services at the Quincie Douglas Center.

The South Park Neighborhood is also home to the Tucson Urban League and Goodwill Industries. The Tucson Urban League provides many social services from its location on South Park Avenue and at the Quincie Douglas Center. For example, the Urban League offers the Community Service Program, which integrates youth into collaborative relationships with community service agencies. Goodwill industries also provides social services from its location on Silverlake Rd. and Cherrybell. See Community Assets map for these locations. The Hope VI Grant has also impacted social services in the neighborhood, as its Community and Supportive Services Plan provides funding for programs in the areas of education (child and adult), recreation, job training, family self-sufficiency, entrepreneurial training, economic development, health, and arts and culture.

The future of services in the South Park Neighborhood is promising, as phase II of the Quincie Douglas Center, has begun. This phase of construction will include a new public library and more recreational facilities. Phase III will include a pool and senior center and will be completed in 2008. The Arts and Culture Center funded through HOPE VI will also provide additional social services to the neighborhood and will be opened in 2005.

# Goals and Update Suggestions



## Public Services in proximity to the South Park Neighborhood

-  **Police Stations**
-  **Fire Stations**
-  **Hospitals**
-  **Libraries**

## Construction of the new Quincie Douglas Library on 36th St. and Kino Pkwy.



Some suggestions for keeping the level of social services high in the neighborhood are:

- Encouraging more volunteerism from South Park residents. At neighborhood association meetings, there is always a call for volunteers to aid in social service programs. For example, The Pima Council on Aging is currently looking for volunteers to help its “Neighbors Care Alliance,” which helps the elderly live at home through volunteering. The South Park Neighborhood needs to elect a volunteer coordinator who would be in charge of organizing all volunteering efforts for social service programs in the neighborhood.
- Encourage more communication between religious organizations and the neighborhood association, as religious groups also provide services to the area. This would increase neighborhood participation and ensure that duplicate services were not being provided.
- YO! Youth Opportunity Movement is a Department of Labor, five-year \$35 million grant designed to create a youth service delivery system, employment and training, and community services network for at-risk youth in neighborhoods that are located in the Empowerment Zone. Since South Park is in this area, opportunities available to youth should be advertised and explored.



### 6. RECREATION

The following goals were presented in the 1991 *South Park Area Community Development Plan*:

- ◆ **There will be quality and variety of recreational opportunities for all residents, young and old.**
- ◆ **Access to new and existing facilities and programs will be increased providing transportation and financial, organizational, and individual support as needed.**

Recreational facilities have been greatly improved in the South Park Neighborhood since the writing of the *South Park Area Community Development Plan* in 1991. The most significant tangible improvement in this area was the construction of the new Quincie Douglas Neighborhood Center in 1998 and the 54-acre Silverlake Park in 2001.



Silverlake Park



## **Goals and Update Suggestions**

The Quincie Douglas Center offers recreational activities for youth, teens, and seniors. The center's facilities include: a ceramics room, weight room, full kitchen, dance room, and multi-purpose rooms. Outdoors, the facility offers Soccer Fields, 3/4 mile walking track, playground, little league baseball/softball complex, and a TPD ropes course. The facilities continue to expand, as phase II of construction has begun, which will include a new library and computer lab. Phase III will include a pool and a building for teens and seniors. There are currently three full-time recreation coordinators employed at the center.

The construction of the center and parks were made possible through the implementation techniques suggested in the 1991 South Park Plan. The Quincie Douglas Center is located on the former "Behco" site, which was under conditional commercial zoning and scheduled for a zoning extension when the plan was written. Following the goals laid out in the plan, the neighborhood put pressure on the city to allow the land to revert back to its former R-2 zoning, which would allow the neighborhood to achieve a more beneficial use of the land. Because of the R-2 zoning, half of the site developed into a neighborhood center and district park, and the other half into the Casas de Kino subdivision.

Some suggestions for improving recreation:

- Again, as HOPE VI funding will begin to expire in 2005, it is up to neighborhood groups to secure funding for recreational projects currently provided through the grant. Programs such as Sonoran Soar (an outdoor adventure program designed for youth) operates with HOPE VI funds and will cease in new funding sources are not located or provided by the city.



**Silverlake Park**



### 7. EDUCATION

The following goals were presented in the 1991 *South Park Area Community Development Plan*:

#### YOUTH

- ◆ **Quality education will be available to all young people in the neighborhood.**
- ◆ **Parents will be involved in the education of their children.**
- ◆ **Young people will stay in school and the high school graduation rate will equal or exceed the city-wide rate.**
- ◆ **More young people will pursue higher education or advanced training beyond high school and receive the necessary support to do so.**

#### ADULTS

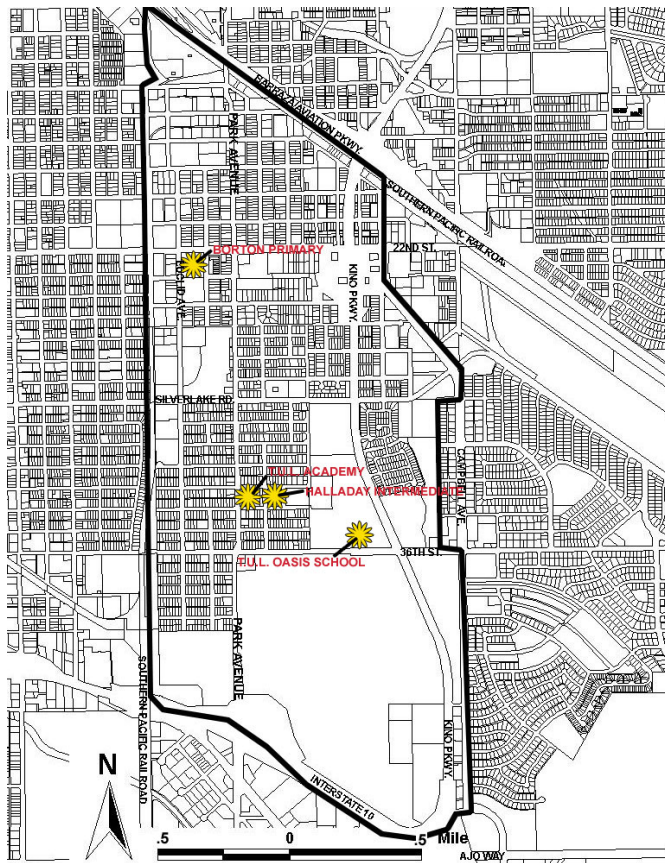
- ◆ **Increased opportunities and job placement will be available to improve basic academic skills.**
- ◆ **There will be an increase in the apparent and actual access (including financial support) to higher education and advanced training for adults in the neighborhood.**

The South Park Neighborhood is located in the Tucson Unified School District and home to four schools: Borton Primary Magnet (K-2), Holladay Intermediate Magnet (grades 3-5), The Tucson Urban League Charter Academy (grades 6-12), and the Tucson Urban League “Oasis” Alternative High School (grades 9-12). Two Head Start centers are also located in the neighborhood.

Due to desegregation laws, many neighborhood elementary students are bussed to schools, such as Kellond, Howell and Safford Elementary. High School students attend Tucson, Pueblo, Cholla, and Rincon High Schools. Bussing is done to ensure that 50% of local school students are minority. It is estimated that 80-100 neighborhood children are bussed out of the neighborhood and the Halladay and Borton schools have approximately 40% enrollment from the South Park Neighborhood. According to the HOPE VI survey, only 34% of residents said they were happy with their children’s school. Only 40% of neighborhood children attend neighborhood schools, however, and this is reflecting on all the schools South Park students are bussed to, not the ones in the neighborhood.



## Goals and Update Suggestions



### Schools in the South Park Neighborhood



**Borton Primay Magnet on 22nd St.**

Some suggestions for improving education in the South Park Neighborhood:

- It has been repeatedly stated that schools and neighborhood participation suffer if there are no neighborhood students in the schools because parents only get involved with PTA meetings, not neighborhood activities. In the South Park Neighborhood only 40% of students stay in the neighborhood for schooling and thus, many parents are not involved in neighborhood events. After the third grade, however, children can return to magnet schools of their choice and it is recommended that some method for retaining these students in the neighborhood after the 3rd grade be investigated.
- The lack of career workshops available to South Park residents is mentioned as a problem by neighborhood residents. It is recommended that the neighborhood association coordinate with Pima College, The University of Arizona, and private sector to set up career workshops and job fairs at the Quincie Douglas Center.
- Both Schools report very little communication with the two neighborhood Head Start Centers and the Quincie Douglas Center. It is encouraged that these educational centers use these resources available to them in the neighborhood to enhance services available to students.

### 8. CHILDCARE

The following goals were presented in the 1991 *South Park Area Community Development Plan*:

- ◆ **The need in the neighborhood for child care will be determined and appropriate, safe, high quality care will be provided.**
- ◆ **Access to child care will be ensured for all who have the need.**
- ◆ **School age childcare will be provided to assist working parents .**

As the population in the South Park Neighborhood has increased, so has the need for quality childcare in the Area. Since the *South Park Area Community Development Plan* was written in 1991, there has been a substantial increase in childcare centers and home-care providers in the neighborhood. The following is a list of childcare providers in the South Park Area provided by Child & Family Resources, INC.

**Childcare providers in the South Park Neighborhood**

NAME	ADDRESS	TYPE OF CARE	LICENSE TYPE	AGES SERVED	LANGUAGES
Kids Forever- Quincie Douglas	1575 E 36th St.	Child Care Center	Center	1 year - 6 years	English, Spanish
Alma A.	2912 S 5th Ave.	Family Child Care	Home	3 months - 12 years	English, Spanish
Guadalupe	2914 S Tyndall	Family Child Care	Home	1 week - 12 years	Spanish
Martha A.	726 E 33rd St.	Family Child Care	Home	1 week - 12 years	Spanish
Southside Day Care Center	900 E 31st St.	Child Care Center	Center	1 month - 12 years	English
Head Start - Morning Star	1201 E 26th St.	Child Care Center	Center	4 years - 5 years	English, Spanish
Guadalupe G	825 E 37th St.	Family Child Care	Home	1 week - 7 years	English, Spanish
Barinedum	1470 S American Dream PL	Family Child Care	Home	1 week - 2 years	English, Other

## Goals and Update Suggestions

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Childcare for school aged children in the South Park Neighborhood has also been enhanced by the extended day programs offered by Barton and Halladay schools. Also, the after-school programing offered by the Quincie Douglas Center to compliment their own childcare center has helped school aged children and assisted working parents in the neighborhood.

- Since there is childcare being provided by both the public and private sectors in the neighborhood, the best recommendation for improving this area is to provide a complete listing of childcare providers in the area, such as on the previous page. This list should be provided from a central neighborhood location, such as the Quincie Douglas Center and printed in English and Spanish.





### 9. EMPLOYMENT AND TRAINING

The following goals were presented in the 1991 *South Park Area Community Development Plan*:

- ◆ **Employment and wage rates for neighborhood residents will increase to equal or exceed city-wide rates.**
- ◆ **Neighborhood businesses will be responsive to employment and training needs of the neighborhood residents.**
- ◆ **Appropriate education and training programs will be provided to allow neighborhood residents to effectively compete for city-wide employment opportunities.**

The South Park Neighborhood has many amenities that make it prime to develop a strong workforce, such as the empowerment zone designation, close proximity to access corridors, and city centrality. In the area of education/job training of the HOPE VI survey, however, “increasing job training opportunities” was by far the leading request. This was followed by the response, “offer more basic education classes,” suggesting that in the area of employment and training, there is room for improvement.

It is surprising that many in the neighborhood do not utilize the programs available, as a local businesses in the Empowerment Zone can receive tax benefits from hiring workers residing in the zone. It is estimated that only 30% of firms in the area employ South Park Residents and in these firms, the average percentage of overall workforce is less than 8%. A problem, as mentioned in the *South Park Economic Development Plan*, is the lack of knowledge by both businesses and workers about the benefits of the zone.

According to the Economic Development Plan, a significant number of companies within the South Park Neighborhood stated that they have positions currently available but have difficulty filling them with quality workers. The highest demand among South Park employers is for workers who are dependable and will show up for work each day. In terms of specific skills, the highest demand is in construction trades.



## **Goals and Update Suggestions**

The South Park Entrepreneur Project and Prosperity Program offered through the Tucson Urban League has a focus on small business development and is designed to help business owners and residents gain skills they need to market, operate, and finance their businesses. The program offers a fifteen week course with a variety of workshops and seminars that are delivered in partnership with local business organizations. While this program is beneficial to small businesses and those wishing to start their own business, there are few programs in the neighborhood that deal with adult workers who do not have a business or wish to start their own. The only current training program for workers in the neighborhood is the “Ready to Earn” program cooperatively offered by Goodwill, The Tucson Urban League, and the City of Tucson Office of Economic Development.

Through the HOPE VI grant, Goodwill Industries in cooperation with the Tucson Urban League and the City of Tucson Office of Economic development is offering a work ethics class. The “Employment Essentials” class is a four month program teaching ethics and communications in business. The program is free for South Park residents.

As employment and training in the South Park Neighborhood is not progressing as well as other areas, some suggestions are provided.

- The empowerment zone has the potential to energize the workforce in the South Park Neighborhood, but unfortunately, has not been utilized by local businesses. Many feel the low participation in the program is due to a lack of understanding of the tax incentives and the benefits generated from hiring workers that reside in the zone. Somehow the neighborhood needs to advertise these benefits to local businesses so South Park residents will be hired, augmenting workforce development.
- According to the demographic information, the population in the South Park Area with high school diplomas is low. GED classes available need to be advertised to assist residents obtain their diploma and enter the workforce.
- The Prosperity Program, offered through the Tucson Urban League is designed to aid all workers, but there is more of an emphasis on entrepreneurialism, rather than basic skills. There needs to be more training for those in the neighborhood who do not own, or wish to start a business. One possibility is to model a program after Primavera Works training program in providing training and placement services in the area of construction trades, which employ many South Park residents.
- Further develop and advertise programs such as the “Employment Essentials” and “Everyday Business Etiquette” developed by Goodwill Industries, which educate the local workforce on current business issues.
- Take advantage of the Workforce Investment Act-administered through the Pima County Workforce Development Board and One-Stop system. This program provides information access to all residents and funds training and job placement services.

## 10. ECONOMIC DEVELOPMENT

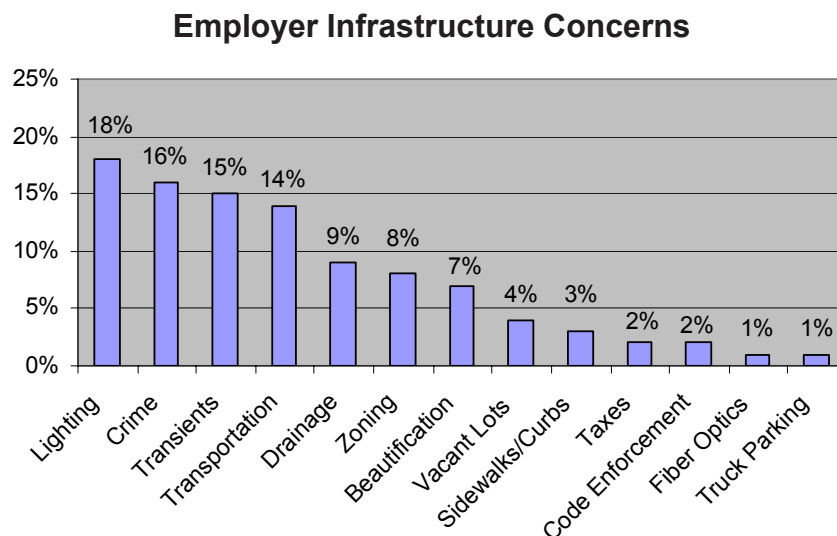
The following goals were presented in the 1991 *South Park Area Community Development Plan*:

- ◆ **Opportunities for expansion of existing businesses and creation of new businesses in the South Park area will be increased, consistent with other goals of this plan.**
- ◆ **A positive working relationship between area businesses and residents will be established and maintained to promote economic development.**
- ◆ **A climate conducive to economic development in the neighborhood will be fostered consistent with the other goals of the community development plan.**

The South Park Neighborhood has the potential to be an economic engine for the city of Tucson. Proximity to access routes, centrality to nodes of development, a commercial past, and the availability of intense zoning uses make the neighborhood attractive to business. Even though there are more businesses today (226) than in 1990 (211), the area has not reached its economic development potential as concerns over land use, crime, and infrastructure have stagnated development.

The neighborhood also has the benefit of being located in both the Federally designated Empowerment and Enterprise zones. It appears, however, that the lack of knowledge about the tax incentives to businesses and a requirement that all loans for each business must equal \$2 million, has reduced participation in the program.

Through the HOPE VI grant, funds were allocated to the city to contract an economic study of the neighborhood. *The South Park Economic Development Plan*, developed by Ronin Business Services provides a detailed look at economic conditions in the neighborhood. Table 10.1, from the economic development plan represents infrastructure concerns as mentioned by employers in the area.

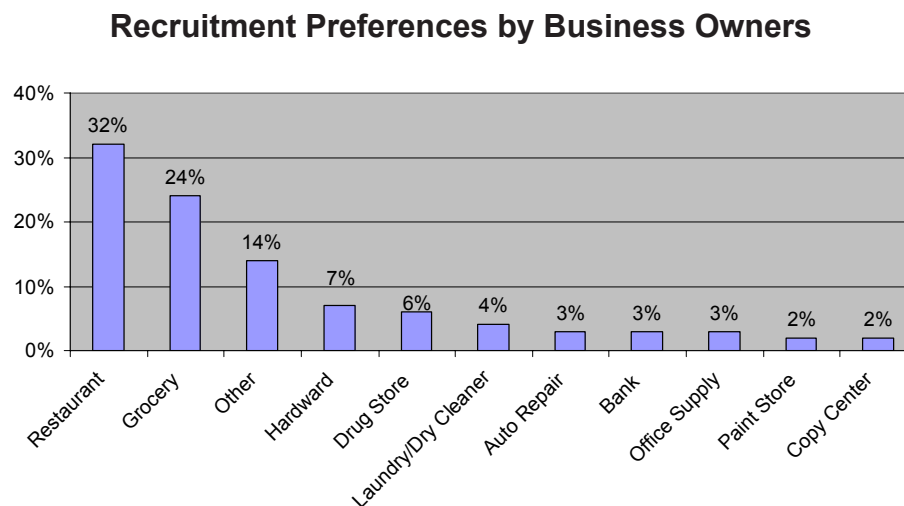


**Table 10.1**



## Goals and Update Suggestions

Table 10.2 shows the responses of businesses to the types of commercial operations they would like to see in the neighborhood. These responses are similar to those provided by neighborhood residents in the Hope VI and Back to Basics surveys.



**Table 10.2**

*The South Park Economic Development Plan* also looks at the possibility for different types of development in the neighborhood: industrial, retail, residential, office, and hotel. Of these types of development, the plan states that the retail and industrial categories show the most promise for growth and it is recommended that the neighborhood recruit locally owned chains and cultivate entrepreneurship efforts, as existing demographics limit the likelihood of any national chain recruitment. The plan also states that the best opportunity for economic development lay in the expansion of existing industrial uses and the recruitment of new manufacturing, warehousing, and distribution companies into the zone. This expansion and recruitment is currently being hindered, however, by the land use conflict, especially in the commercial/industrial areas north of 22nd St.

In response to the land use conflict between residential and commercial interests, the *South Park Economic Plan* reaffirms the recommendations of the City's 1984 *Greater South Park Plan* to segment the industrial/commercial uses and residential development with 22nd street as the defining line. This again contradicts the sentiments of the Ward V office and many neighborhood residents who are encouraging residential development in the area.

In the HOPE VI survey regarding economic development, reduction of crime was the leading response to the question of what would be most important to economic development in the neighborhood. Second to this response was for additional jobs to be created through business creation, business expansion, and business recruitment.

## Goals and Update Suggestions

Even though the neighborhood is still far from its economic development potential, there has been investment flowing into the neighborhood over the last decade. Below is a chart of large-scale public and private projects which have invested money into the neighborhood and subsequently benefited economic development. This chart signifies that while there are factors restricting economic development, the area is still prime for commercial and industrial expansion as improvements provided in the below investments only make the area more attractive toward business. Table 10.3 shows that over \$89 million has been invested in the South Park Neighborhood since 1990.

**Table 10.3**

<b>INVESTMENT IN THE SOUTH PARK NEIGHBORHOOD SINCE 1990</b>				
<b>PROJECT</b>	<b>DATE</b>	<b>INVESTMENT</b>	<b>STATUS</b>	<b>DESCRIPTION</b>
US Department of Housing and Urban Development- HOPE VI Grant and Matching Funds	2001	\$37,500,000	in progress	Housing and Community services
U.S. Department of Transportation - Livable Cities Grant	1995	\$1,750,000	completed	Park Avenue infrastructure improvements
Pima County- Neighborhood Reinvestment Grant	1993	\$150,000	completed	Park Avenue infrastructure improvements
U.S. Department of Justice Weed and Seed Grant	2002	\$3,500,000	in progress	Funding for Social Services and Crime Prevention
Casas de Kino (180 units)	2001	\$22, 000,000	in progress	U.S. Homes subdivision
Quincie Douglas Center (phase I and II)	1998-2004	\$6,475,000	completed	Quincie Douglas Center, Library, Pool,
Quincie Douglas Center (phase III)	2005	\$2,000,000	future	Basketball/Handball Courts and Senior center
Silverlake Park	2001	\$4,152,000	completed	District park
Community Development Housing Organization Housing projects (approximately 155 units)	1990-2004	\$11,625,000	completed	Constucted by Habitat for Humanity, Chicanos por la Causa, Tucson Urban League, and Primavera.
<b>TOTAL</b>		<b>\$89,152,000</b>		

# Goals and Update Suggestions

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The following are suggestions for helping economic development in the South Park Neighborhood reach its potential.

- Many land use issues are effecting economic development in the neighborhood. The most notable are concerns over the commercial/residential mix north of 22nd St. and infrastructure deficiencies, such as lighting and flooding. These issues do not just effect economic development, however, residential and other land uses also suffer from these issues and their lack of predictability. The neighborhood association needs to make a decision on what types of land uses they would like and where. They need to decide if they want to follow most recommendations and allow the commercial areas to remain commercial, or if they want to encourage the mixture of residential and commercial uses which has led to the current problem the neighborhood faces. Without an assurance of future land uses in the neighborhood, the area will continue to stagnate economically.
- Survey results show that crime is an issue restricting development. It is suggested that the neighborhood create a neighborhood watch to help reduce crime. This will benefit all aspects of the neighborhood, not just economic development.
- It is estimated that only 50% of businesses in the neighborhood use the internet and there is currently no webpage for the South Park Employers Association (SPEA). It is recommended that the SPEA create a webpage for themselves advertising their businesses, the advantages of locating in the South Park Neighborhood, and economic development programs such as the Empowerment Zone. The SPEA should also create a web-based directory listing sources of capital, a possible network of investors, local venture fund (pooling of local available funds), and other contacts and resources.
- As many businesses individually do not need the minimum \$2 million required for loans in the Empowerment Zone program, it is recommended that South Park businesses create a loan pool fund that combined will exceed \$2 million. Then, as needed, businesses can draw from this fund for necessary improvements.
- Infrastructure is mentioned as a concern regarding economic development. It is recommended that the businesses in the area set up an improvement district, apply for city CDBG funds, or use the remaining balance in the Back to Basics grant to improve infrastructure issues such as flooding, lighting, and street surfacing. A combination of the three programs will be necessary, as infrastructure improvements in the neighborhood will be expensive.
- The surveys state that a depressed image of the neighborhood is a concern regarding economic development. The overall appearance and impression of the South Park Neighborhood, especially the areas north of 22nd St., can be improved if SPEA members encourage other members to clean up business properties that downgrade the appearance of the neighborhood, or create an improvement district strictly for aesthetic improvements in the area.



## Goals and Update Suggestions

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- Keep in contact with the owners of significant vacant properties such as the “Little America” site and the Salvation Army site. These sites hold tremendous promise for commercial development which would drastically improve economic development in the neighborhood.
- Trade with Mexico is likely to be strong for years. Businesses in the South Park Neighborhood should take advantage of their access to transportation routes, especially Interstates 10 and 19, and explore possibilities in this market. Local businesses can work with the U.S. Department of Commerce Export Assistance Center which fosters export trade opportunities, by counseling and assisting local small manufacturing companies with international business development strategies.
- Stay in contact with the City of Tucson’s Office of Economic Development (OED) and nonprofit organizations such as the Greater Tucson Economic Council (GTEC). The OED’s Manufacturing Development Program focuses on small-to medium-sized manufacturing companies and provides guidance associated with all aspects of business operations as well as specific support assistance.



# Goals and Update Suggestions

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## 11. TRANSPORTATION

The following goals were presented in the 1991 *South Park Area Community Development Plan*:

- ◆ **Any future widening in or adjacent to the South Park Neighborhood will be consistent with the other goals of this plan.**
- ◆ **There will be increased availability of safe and convenient bicycle and pedestrian travel within the neighborhood and connecting with a city-wide bike route network**
- ◆ **Any future decisions regarding Sun Tran routes and schedules will include effective input from the South Park Neighborhood.**
- ◆ **There will be improved bus service, bus stop facilities, and improved access to bus stops within the neighborhood.**
- ◆ **Any future transportation projects that impact the South Park Neighborhood will be responsive to neighborhood goals and include the active participation of residents in the decision-making process.**
- ◆ **Transportation infrastructure in the neighborhood will be improved to help both businesses and residents.**

The South Park Neighborhood has undergone three large-scale transportation projects since the creation of the 1991 *South Park Area Community Development Plan*. The Kino Parkway realignment and the Park Avenue Underpass were both completed shortly after the 1991 plan was created and through the US Department of Transportation ‘Livable Cities’ Grant, South Park Avenue received infrastructure improvements. These projects have improved transportation through the neighborhood, but have also served to land-lock the area and hinder some businesses. South Park is now bounded by railroad tracks on the north and west, Interstate 10 on the south, and Kino Pkwy. on the east. Some transportation issues from the 1991 plan still persist in the neighborhood, however. The 22ndSt/Kino Pkwy. intersection is the fifth busiest in the city and still causes delays during peak hour traffic. In 2000, the intersection had the highest delay rates in the city.

### **Landlocked business on Park Avenue near underpass**



However, there have been small-scale transportation projects in the neighborhood. In 1994 Pima County invested \$150,000 in roadway improvements to Park Avenue. Also, through the HOPE VI grant combined with back to basics funds, the city has made infrastructure improvements such as the construction of sidewalks and speed humps in the southern part of the neighborhood. Roadway improvements have also occurred through the federal Intermodal Surface Transportation Efficiency Act (ISTEA) and are illustrated in map 11.1. According to the Pima Association of Governments (PAG) 2025 regional plan, 22nd St. will be widened to six lanes and a new bridge over the railroad tracks will be constructed.

## Goals and Update Suggestions

Currently, Sun Tran provides transit service to the neighborhood as there are many stops along Park Avenue and a bus stop at the Quincie Douglas Center. There is a desire, however, to get service along Kino Parkway, as it is a primary access route and classified as an arterial street.

Another issue continually brought up by business owners and residents and one that continues to hinder transportation in the neighborhood is the lack of decent infrastructure. Poor road conditions, drainage, and lighting dominate the commercial areas north of 22nd St. and continue to restrict transportation and economic development. Map 11.2 represents the flood prone areas in the neighborhood.

The lack of a connected bicycle network has also restricted bicycle traffic in the neighborhood. Bike lanes end abruptly in some places, most notably on South Park Avenue near interstate 10. Granted, the area is commercial and there is a high percentage of truck traffic, there still should be bicycle travel in the neighborhood as there continues to be an increase in residential development. The city of Tucson bicycle improvement plan has this area as part of their subject area, but as of yet, there has not been any improvement to the system.



**Infrastructure concerns: Flooding**



**Flooding on Euclid and 32nd St.**



**Abruptly ending bike lanes on South Park Ave. near the “Little America” site.**



# Goals and Update Suggestions

## ROADWAY IMPROVEMENTS

Map 11.1



### Active Construction

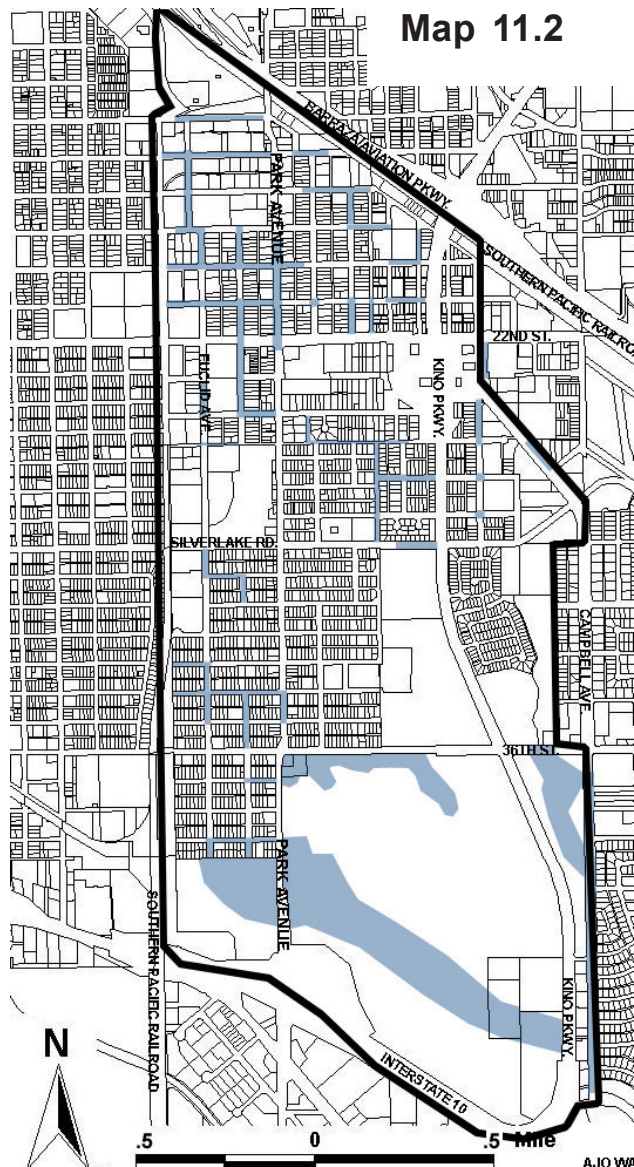
- ◆ Hope IV/Back to Basics
- ◆ TEA-21

### Future Construction

- X Proposed Widening in PAG 2025 Plan
- X TEA-21

## FLOOD PRONE AREAS

Map 11.2



- Flood Prone Areas
- South Park boundaries

AJO WP

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## Goals and Update Suggestions

Transportation is a recurring issue in the South Park Neighborhood. Some suggestions for improving this area are:

- Improve transportation infrastructure such as road surfacing, bicycle and pedestrian paths, and flood mitigation in the northern part of the neighborhood. As these improvements are costly, the creation of an improvement district, use of CDBG funds, or the remaining Back to Basics Money can be used. A combination of the three may be necessary to fund these improvements.
- Keep informed and in touch with the City and State transportation departments on transportation issues that will effect the South Park Neighborhood. Specifically, attention needs to be paid to the widening of 22nd St., a possible grade separated interchange at Kino and 22nd, and a new 22nd St. bridge over the railroad tracks.
- Push for all new development to have pedestrian and bicycle access. This should especially be considered on the “Little America site,” where there could be a multi-use path that follows the riparian area connecting the Park Avenue bike lanes and the Kino Parkway lanes.
- The Pima Association of Government’s 2025 plan calls for the Sun Tran Bus Fleet to be doubled from approximately 200 to 400 busses. With these additions probable, it is important for the neighborhood to keep pressure on Sun Tran to develop a route and stops along Kino Pkwy.
- Currently not all bus stops are wheelchair accessible and need to be. Back to Basics and CDBG funds can be used to provide access to the few bus stops that are not accessible.

**Non-wheelchair accessible bus stop on Park Ave.**



# Goals and Update Suggestions

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## 12. HOUSING

The following goals were provided in the 1991 South Park Area Community Development Plan:

- ◆ **The quantity of housing will be increased and the quality improved, while affordability is maintained.**
- ◆ **New affordable residential construction will be encouraged on property zoned of planned for residential use.**
- ◆ **Home ownership will be encouraged.**
- ◆ **Technical and financial assistance will be available for home improvements in the neighborhood.**
- ◆ **The participation of nonprofit and community development housing organizations in the development of housing opportunities in the area will be encouraged.**

One of the most visible improvements in the South Park Neighborhood over the last thirteen years has been the proliferation of residential housing development. In 1990, there were 731 housing units in the neighborhood, today there are nearly 1100. With numerous Community Development Housing Organizations (CHDO's), a strong University community development outreach program, and a committed city staff, housing in this area has received much attention and changed the perception of the South Park Neighborhood being a dumping ground for housing projects, to a viable area for infill housing and homeownership. Since the 1991 South Park Plan was developed, over 350 units of new housing have been constructed by the private sector and CHDO's such as Habitat for Humanity, Chicanos por la Causa, The Tucson Urban League, and Primavera Builders.

One of the great successes of the 1991 South Park Plan was the recommendation to allow the conditional zoning on the Behco Site (on both sides of Kino Pkwy., from Silverlake Rd. to 36th St.) to revert back to its former R-2 zoning. With this zoning the neighborhood was able to attract a private developer (US Homes) to construct the Casas de Kino subdivision, which has provided approximately 160 units of single-family detached units. The final phase of this subdivision has just begun construction and will provide 17 more single-family detached units. The other half of the Behco site (west of Kino) was developed into a district park and the new Quincie Douglas Center, which has enhanced the neighborhood and provided many services requested by the 1991 plan, particularly in the areas of recreation, childcare, and social services.

**Casas de Kino  
construction, phase 4**





## Goals and Update Suggestions



A recent catalyst to the development of housing in the neighborhood has been the HOPE VI grant. Through this grant, 70 new housing units are being constructed by local CHDO's. When completed in 2005, 45 units will be affordable, 20 will be lease-purchase, and 5 will be market rate. 82 units of multi-unit public housing has also been reworked into 28 units. The HOPE VI grant also provides services such as the homeowner rehab assistance to low-income South Park homeowners faced with critical housing repair situations.

### RECENT HOUSING CONSTRUCTED THROUGH HOPE VI

-  Hope VI Renovated Public Housing
-  Habitat for Humanity
-  Chicanos por la Causa
-  Tucson Urban League
-  Primavera Builders
-  Barrios Unidos Land Trust

## Goals and Update Suggestions

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In addition, there are many housing services provided by the City of Tucson's Community Services Department and non-governmental organizations. Examples of these services include the city's residential demolition program which targets and demolishes residential properties that have been vacant for six months, the Tucson Urban League's Home Start program for first time home buyers, addressing issues such as predatory lending practices, and the Sonoran Institutes Tucson Community Design Academy, which focuses on proper planning and design of new development in the southwest.

The future of residential development and housing in the South Park Neighborhood is bright. With large tracts of land available in the southern part of the neighborhood and current residential momentum in the neighborhood, even in commercial areas, it is likely that there will be more residential development. A concern for this development, however, is its location in the neighborhood. Residential construction occurring in primarily commercial areas has caused much contention between residents and business owners in the area, as the growing momentum for residential development has put pressure on the local businesses ability to expand, especially as the neighborhood has recently blocked commercial rezonings north of 22nd St. Adding to the conflict in the northern part of the neighborhood is the recent private multi-unit residential construction in the area. The Icehouse Lofts, as described in the Issues section and the new Barrio Metalico housing units will significantly effect the dynamics of the area and create new issues such as increased automobile traffic to go along with the already high levels of truck traffic. There is no definite solution to which land use belongs where, but this issue of conflicting land use has been present since the 1984 South Park Plan and will not go away without neighborhood action.

**Barrio Metalico on  
Freemont and 18th St.**



The University's Empowerment Zone Grant and Community Futures Demonstration Program in Housing Design will facilitate the design and development of new housing in the Empowerment zone. It is unlikely, however, that the neighborhood will see any changes resulting from this program in the near future, as the grant is still in the research stage and is focused on the entire Empowerment Zone, not just the South Park Neighborhood.

## Goals and Update Suggestions

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Housing in the South Park Neighborhood has made extraordinary advances since the creation of the *South Park Area Community Development Plan* in 1991. Many of these improvements can be linked to the goals and implementation techniques suggested in the plan and projects are still occurring today. Some further suggestions for improving housing in the neighborhood:

- The neighborhood is full of young Hispanic adults, many of whom are first-time homebuyers. Services regarding homeownership issues and predatory lending practices should be advertised in English and Spanish and distributed to neighborhood residents or available at the Quincie Douglas Center.
- Much controversy has been generated by the “barrio metalico” housing projects regarding their appearance. The neighborhood association would benefit from creating a set of design guidelines that would encourage appropriate design for future projects.
- The South Park Neighborhood is located in Pima County’s Mortgage Revenue Bond (MRB) program area. This program is developed to increase Hispanic homeownership in the zone area which covers most of central Tucson. As a result of the 2004 Pima County Bond Election, the program will receive additional funding and as demographic trends suggest that Hispanics are making up more of a percentage of the population, programs like this should be utilized to encourage and assist Hispanic homeowners wishing to reside in the South Park Neighborhood.





# Goals and Update Suggestions

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## 13. LAND USE

The following goals were presented in the 1991 *South Park Area Community Development Plan*:

- ◆ **Resolve the conflict between industrial and residential uses in the area north of 22nd Street.**
- ◆ **Create a new image and role for South Park Avenue as an attractive and functional central artery of the South Park Neighborhood.**
- ◆ **The residential nature of the area south of 22nd Street will be protected and reinforced.**
- ◆ **The development of vacant land will be encouraged in the neighborhood.**

Of the issues mentioned by South Park residents and business owners, land use appears most frequently. The high number of vacant parcels, the conflict of land uses north of 22nd St., and infrastructure are cited as negative land use aspects of the neighborhood. In the surveys examined, these issues appear on the list of what residents don't like about the neighborhood. "Few street lights and sidewalks" ranked third on the list of what residents liked least about the neighborhood. These issues also were raised in the 1991 South Park Plan.

Even though there have been infrastructure improvements such as sidewalks and landscaping along Park Avenue resulting from the Pima County Grant and HOPE VI projects, the infrastructure deficiencies in the neighborhood, especially regarding road conditions, lighting, and flooding in commercial areas have contributed to the restriction of residential and economic development. These issues are especially prevalent in the areas north of 22nd St.

It was thought that the empowerment zone designation would help develop the area. The lack of understanding about the program and conflict between residential and commercial land uses in the northern part of the neighborhood has not allowed businesses to take advantage of the benefits of the zone, as they are unsure whether they will be able to stay in the area due to the restrictions on expansion mentioned earlier. This in turn has led to another land use, the high number of vacant parcels in the neighborhood, which was an issue mentioned in the 1991 plan.

By far, land use issues generate the most energy at neighborhood association meetings. It is not uncommon at meetings for the issue of residential versus commercial development to take up significant time from both sides. It is important to note that while there is a strong pressure for residential development in the neighborhood and arguments for residential are valid, the City's 1984 *Greater South Park Area plan* recommends that the area north of 22nd St. be allowed additional commercial and light industrial uses to develop, focusing residential development south of 22nd St.

Another land use issue is the development possibility of the "Little America" and Salvation Army sites. While there are no current plans for the sites, it is critical to realize that any development will drastically effect land use in the neighborhood. This is particularly true for the 350-acre "Little America Site."

# Goals and Update Suggestions

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Suggestions for improving land use in the neighborhood:

- The mix of current land uses and uncertainty about future uses in the northern part of the neighborhood is restricting both residential and commercial development. The neighborhood association needs to reserve time at meetings to discuss this issue and debate on the most appropriate land use they would like to see in the area. The South Park Neighborhood Association needs to work with City Planning and the Mayor and Council. Do they want the area to remain mostly commercial, as it predominantly has been, or allow additional infill residential units, which creates a volatile mix? Either way, a decision will provide assurance and predictability to businesses and residents regarding land use in the area. This, hopefully, will permit the area to develop to its potential.
- Infrastructure improvements are key to improving land use in the neighborhood and will benefit other areas examined in this plan. The neighborhood can utilize the remainder of the Back to Basics balance, the city's CDBG program, or create an improvement district to resolve infrastructure concerns, such as flooding and street surfacing. As mentioned earlier, the cost of these projects may require a combination of the programs.
- Keep in touch with the owners of large vacant properties in the neighborhood to determine possible future land uses.
- Poor aesthetics and lack of "sense of place" are issues continually mentioned regarding land use. The neighborhood would benefit from installing gateway signage near major intersections and entry points that announce arrival to South Park. Also, mosaics in the South Park underpass could be used to create a sense of place for the neighborhood. The remaining Back to Basics money could be used for this purpose.
- With the neighborhood's industrial past, there is the possibility that many of the vacant sites are contaminated. The EPA, ADEQ, and HUD all offer brownfield clean-up and development grants and should be pursued if a brownfield is discovered.
- As neighborhood appearance is a concern, residents should stay in contact with the city of Tucson solid waste department for issues concerning illegal dumping, vegetation overgrowth, junk, litter and debris, and junked motor vehicles.



**Gateway signage for Pueblo Gardens Neighborhood**



**South Park Underpass, possible mosaic location**

## **Conclusion**

Life in the South Park Neighborhood has come full circle from where it was just twenty years ago. Once a center for drug activity and crime, the neighborhood now exudes a sense of community that has not been present since the area was settled nearly sixty years ago by African Americans migrating from the southeast.

Even though the neighborhood has improved its situation over the last decade, the area has not yet reached its potential, as nagging issues continue to restrict socio-economic development. Issues such as poor infrastructure and uncertainty regarding land use have restricted growth in an area that is prime for development and taken steam away from progress made in other areas, such as social services, crime reduction and housing.

The good news for the Neighborhood Association, however, is that these issues can be resolved through an organized neighborhood association working closely with City and private decision makers. The South Park Neighborhood Organization can encourage participation on these subjects, using this Update as a reference tool and coming to a consensus on how they want to approach these issues. It is hoped that clarity will provide an environment of certainty regarding the neighborhood's stance on critical topics and allow the neighborhood to reach its potential.

It must be noted that the neighborhood is still changing demographically and many commercial and residential projects are currently underway. These factors and future decisions on land use will further change the face of the neighborhood and create new issues. All future decisions need to take into account these general factors and the fact that the neighborhood will continue to evolve. It is recommended that a new update be created after the release of the 2010 census data to incorporate the changes currently occurring and those which will result from future neighborhood decisions.



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