

# EXECUTIVE SUMMARY

The Tucson Historic Warehouse Arts District Master Plan is the product of an intensive community planning effort in downtown Tucson in 2003 and 2004. The plan grows out of the existing community of artists, arts organizations, and public officials dedicated to preserving and growing this thriving and productive arts district. This plan's goal is **to develop the Tucson Historic Warehouse Arts District as a center for incubation, production and exhibition of the arts, with artists at its heart.** The plan sub-goals include: mixed-use, diversity, realistic economics, sustainability, neighborliness, historic preservation, safety, conversion of surface parking lots to compatible arts-related uses, pedestrian and bicycle-friendliness, reduced pass-through automobile traffic, public parking and resolution of environmental problems.

The plan proposes 8 simple recommendations:

1. Discard the current Barraza-Aviation alignment. Study a north-side-of-tracks route.
2. Use an artist-centered management organization to manage district public properties.
3. Improve building facades and safety.
4. Create an "urban artwalk" on Toole Avenue.
5. Strengthen pedestrian/bicycle connections
6. Develop an activities/programming plan.
7. Develop a marketing/publicity plan.
8. Develop four vacant parcels to mixed use:
  - the parking lot west of MOCA.
  - the "Platforms Site" (Stone and Toole).
  - the lot south of the Steinfeld Warehouse.
  - the parking lot at COPE on 7th Ave.

