

Converting Brownfield Sites by Assessing Community Needs



Welcome Broadway PAD

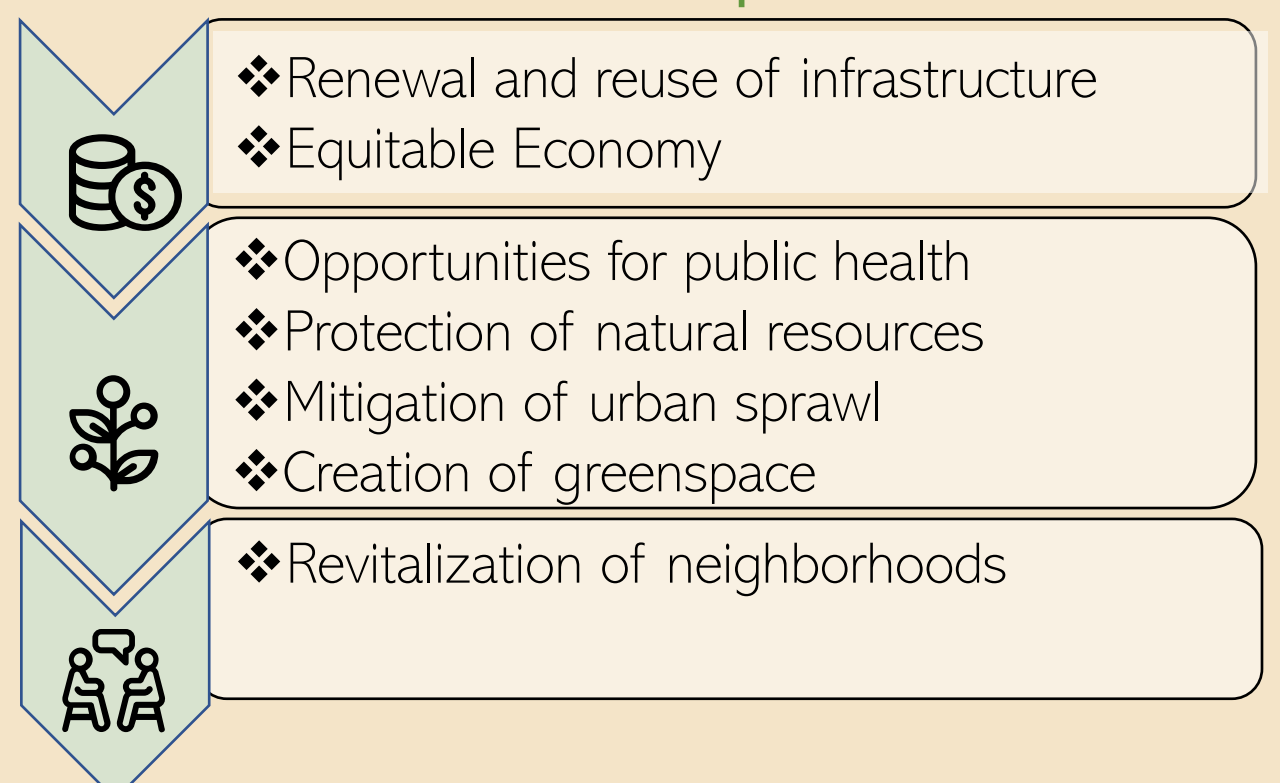
Introduction



A brownfield site is a “vacant, abandoned, or under-utilized commercial and industrial site [or] facilities where real or perceived environmental contamination is an obstacle to redevelopment” [1].

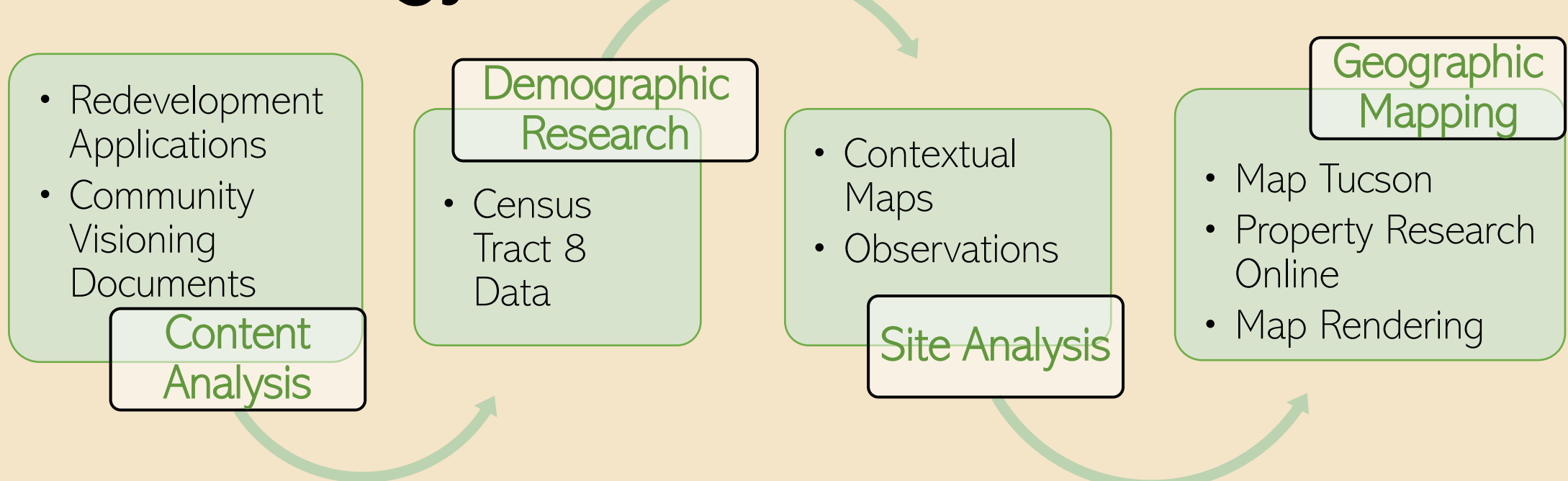
There are over **235** Brownfield Sites in Tucson, Arizona [2]

Sustainable Benefits of Site Redevelopment



How can a brownfield redevelopment site incorporate community engagement for effective and efficient sustainable development?

Methodology



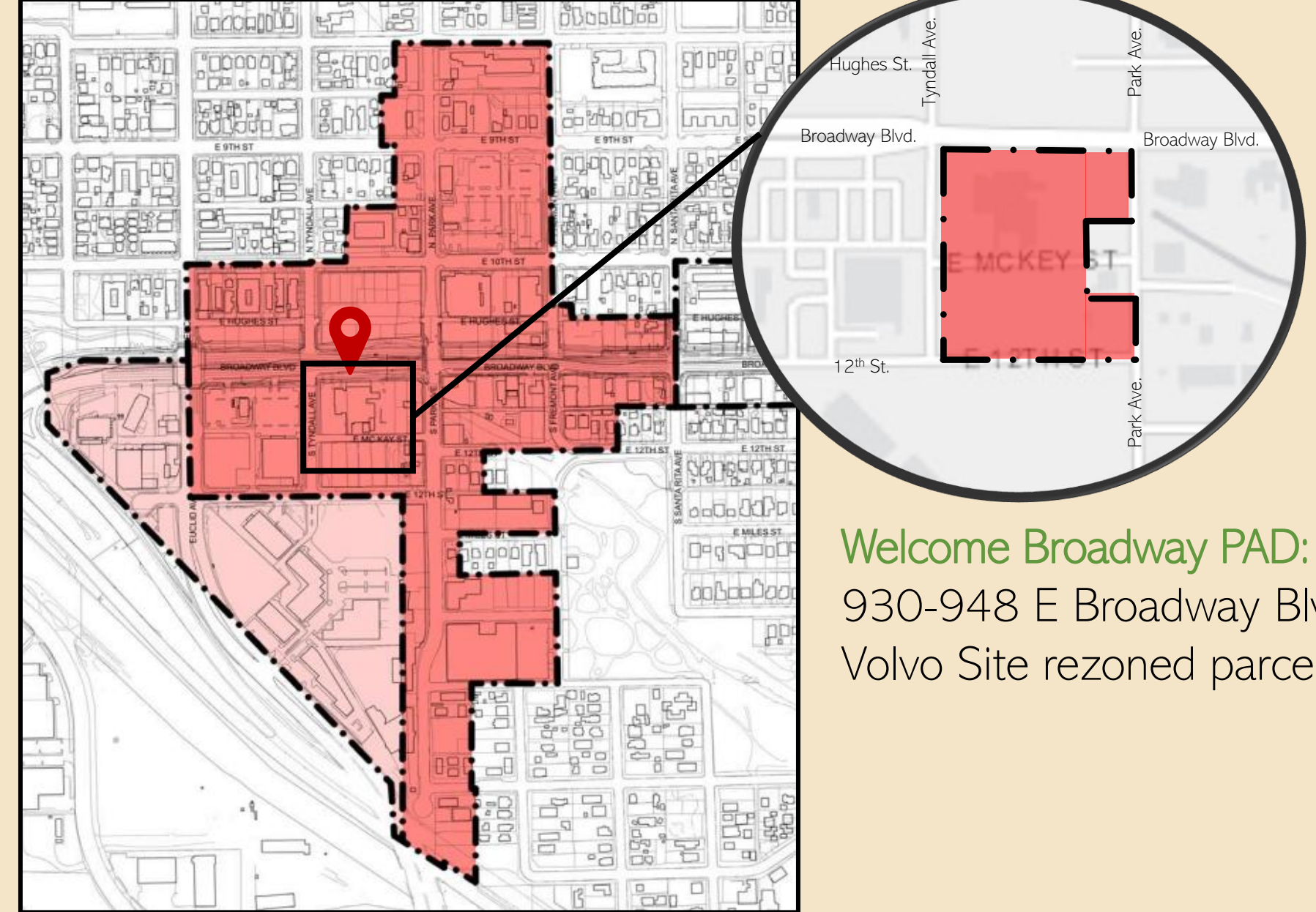
The Sunshine Mile Urban Overlay District (UOD-3) ordained 2020 [3]

- o Sustainable infill that supports urban pedestrian & transit-oriented development
- o Support diverse mix of uses to promote economic revitalization
- o Enhance the character by encouraging unique, high-quality design
- o Celebrate historic architectural styles and preservation of historic buildings

Welcome Broadway Planned Area Development Plan (PAD-39) rezoned 2019

- o Sustainable infill supporting transit- and pedestrian-oriented development
- o Gateway community entering the City's Downtown Area
- o Preserve historical significance and incorporate into surrounding developments

Case Study



Welcome Broadway PAD:
930-948 E Broadway Blvd.
Volvo Site rezoned parcels

The Sunshine Mile Urban Overlay:
Gateway Subdistrict

Community Involvement Opportunities in the Redevelopment of Brownfields (adapted from [4,5])

<ul style="list-style-type: none"> • Information on previous site use • Interests as a marketing perspective 	Planning Phase
<ul style="list-style-type: none"> • Environmental assessments • Defining appropriate end-uses 	Pre-Development Phase
<ul style="list-style-type: none"> • Carry out information and education efforts • Promotion of community benefits 	Construction and Reuse Phase
<ul style="list-style-type: none"> • Engaged space • Accumulation of resources 	Completed Project

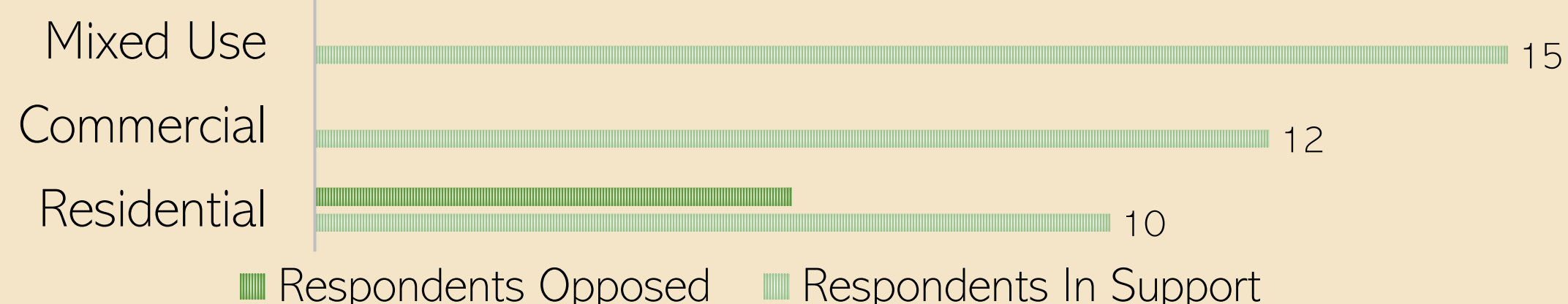
Results

Community Comments for Sunshine Mile Overlay District Community Visioning [3]

- o Local/incubator businesses
- o Encourage new & modern architecture
- o Protect and enhance existing neighborhoods
- o Creative uses of space – mixed use, live/work
- o Create a sense of place through landscaping, public spaces, pedestrian amenities, & architecture



Stakeholder comments from Welcome Broadway PAD (adapted from [6])



Issues Identified in Community Engagement for Welcome Broadway PAD Redevelopment (adapted from [4,5])

Broaden stakeholder representation	<ul style="list-style-type: none"> o Engage with a holistic demographic – especially marginalized communities
Understand the relationship between development and community concerns	<ul style="list-style-type: none"> o Community concerns involve all aspects of sustainability including Social, Health, Physical, Economic, and Environmental
Make visions and designs feasible	<ul style="list-style-type: none"> o Engage with developers and end users o Balance ambition with attainability o Provide realistic goals to guide communities
Barriers to accessibility	<ul style="list-style-type: none"> o Physical and technological limitations exist for many communities o Accessibility and ease of access for the public
Revitalize communication mechanisms	<ul style="list-style-type: none"> o Establish transparent and creditable process o Ensure the community has information and resources to participate
Reevaluation of engagement policies	<ul style="list-style-type: none"> o Identify the role of community preference o Find solutions to make community specified projects more desirable for development

Conclusion

- Community engagement in the Brownfield Redevelopment Process**
- o Sustainable alternative to urban sprawl
 - o Promotes more meaningful, efficient, and effective redevelopment
 - o Ensures the needs of developers and end users are met
 - o Proper assessment of community needs
- Suggestions for the Redevelopment of the Welcome Broadway PAD**
- o Mixed-use (split residential and commercial development)
 - o Activated space (festival site, market square, cultural corridor)
 - o Preservation of the historic character of the neighborhood

References

[1] Amekudzi, A. A., Attok-Okin, N. O., & Laha, S. (1996). Brownfields Redevelopment Issues at the Federal, State, and Local Levels. *Journal of Environmental Systems*, 25(2), 97–121. <https://doi.org/10.2190/B4WM-VGXE-7LV4-65DX>

[2] USEPA. (2017). *Cleanups in My Community (CIMC): Brownfields Properties*. Cleanups and Grants Listing Page; United States Environmental Protection Agency. [https://cimc.epa.gov/ords/cimc/f?p=121:10:::~:](https://cimc.epa.gov/ords/cimc/f?p=121:10:::)

[3] PPS Project for Public Spaces, INC. (2018, January). *A Placemaking Vision for the Broadway Corridor*. <http://rionu.evo.org/wp-content/uploads/2018/02/PPS-Sunshine-Mile-Report-1.pdf>

[4] Bartsch, C. (2003). *Community Involvement in Brownfield Redevelopment* (B. Wells, Ed.) Northeast-Midwest Institute.

[5] USEPA. (3023). *Community Needs and Concerns*. Revitalization-Ready Guide; United States Environmental Protection Agency. <https://www.epa.gov/land-revitalization/revitalization-ready-guide-chapter-2-community-needs-and-concerns>

[6] City of Tucson. (2014, October 13). *Broadway Volvo Site*. Connect Tucson; City of Tucson. <https://www.tucsonaz.gov/business/broadway-volvo-site>