

# Transforming Tucson

Presented by AZ State Senator Steve Farley

New Partners for Smart Growth Conference, 14 February 2014

# TUCSON 1854

**TUCSON**



MAP OF THE  
**GAUSDEN PURCHASE**  
**SONORA**  
and portions of  
NEW MEXICO, CHIHUAHUA & CALIFORNIA.

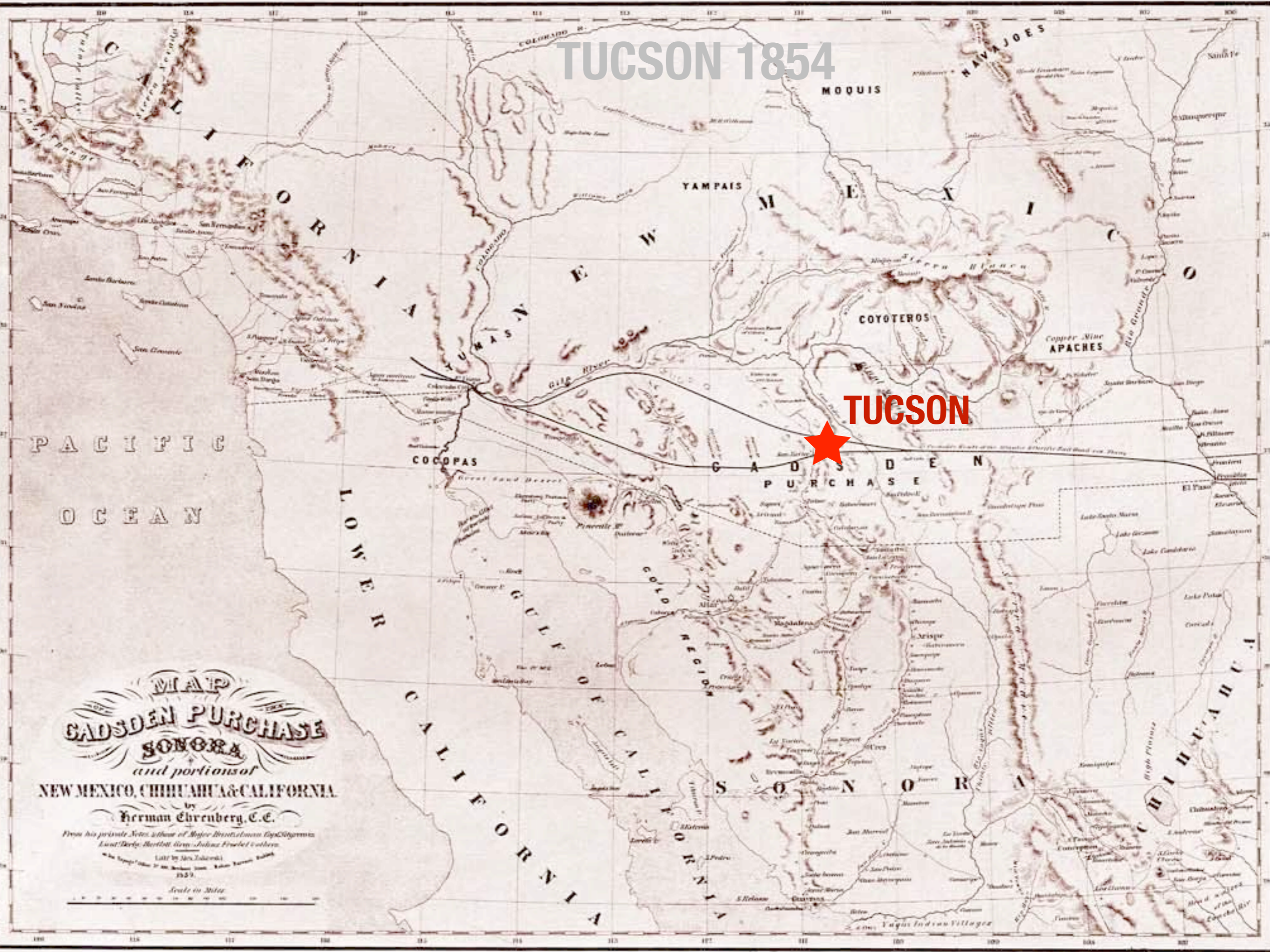
by  
**Herman Ehrenberg, C.E.**

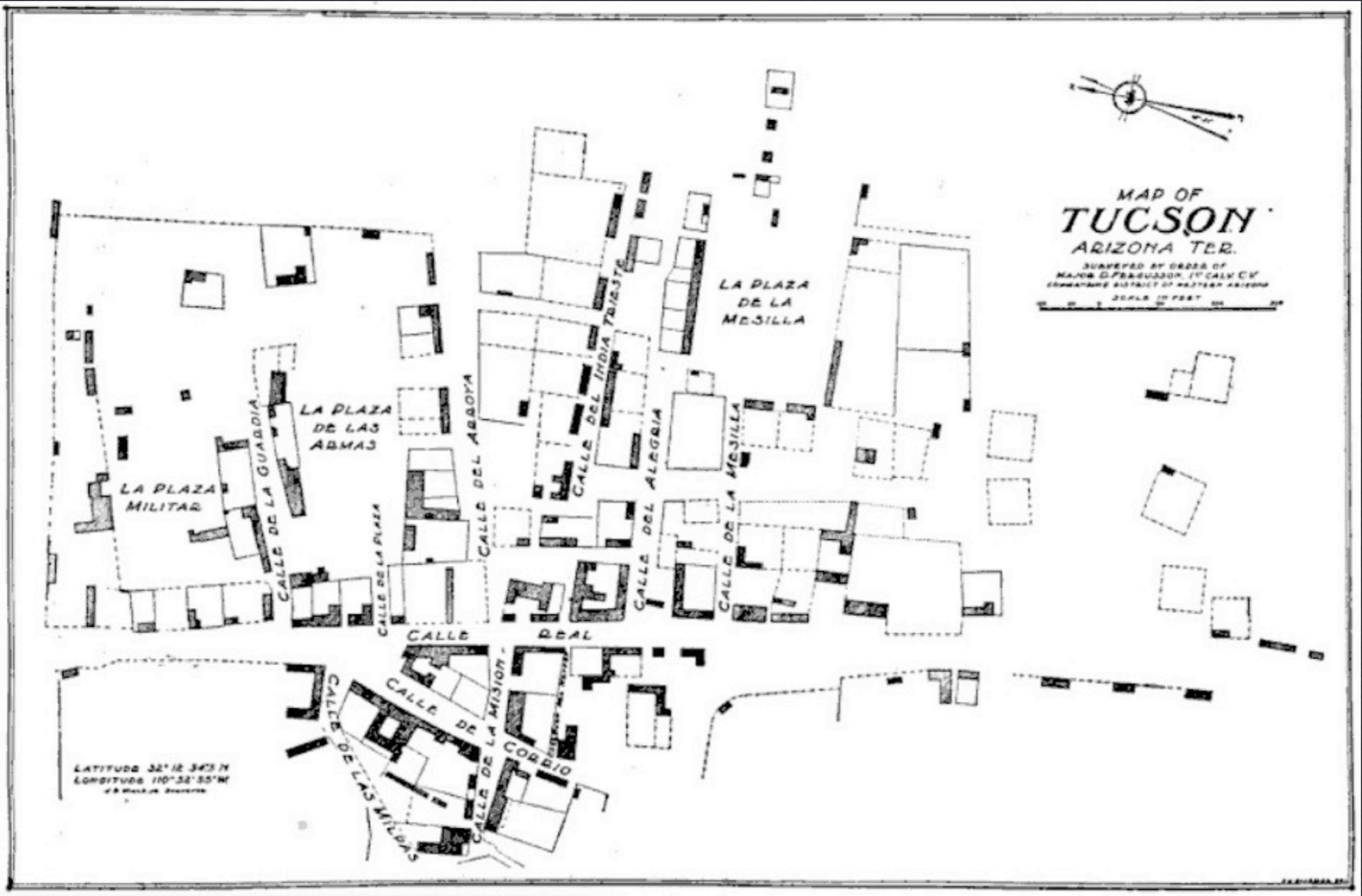
From his private Notes & those of Major Brant Stansbury, Esq. U.S. Army  
Lieut. David Beckett, U.S. Army, & John F. Frueh, U.S. Army

1854 by Mrs. Johnson

1859

Scale in Miles





**TUCSON 1862**

# TUCSON 1870s



# TUCSON 1870s



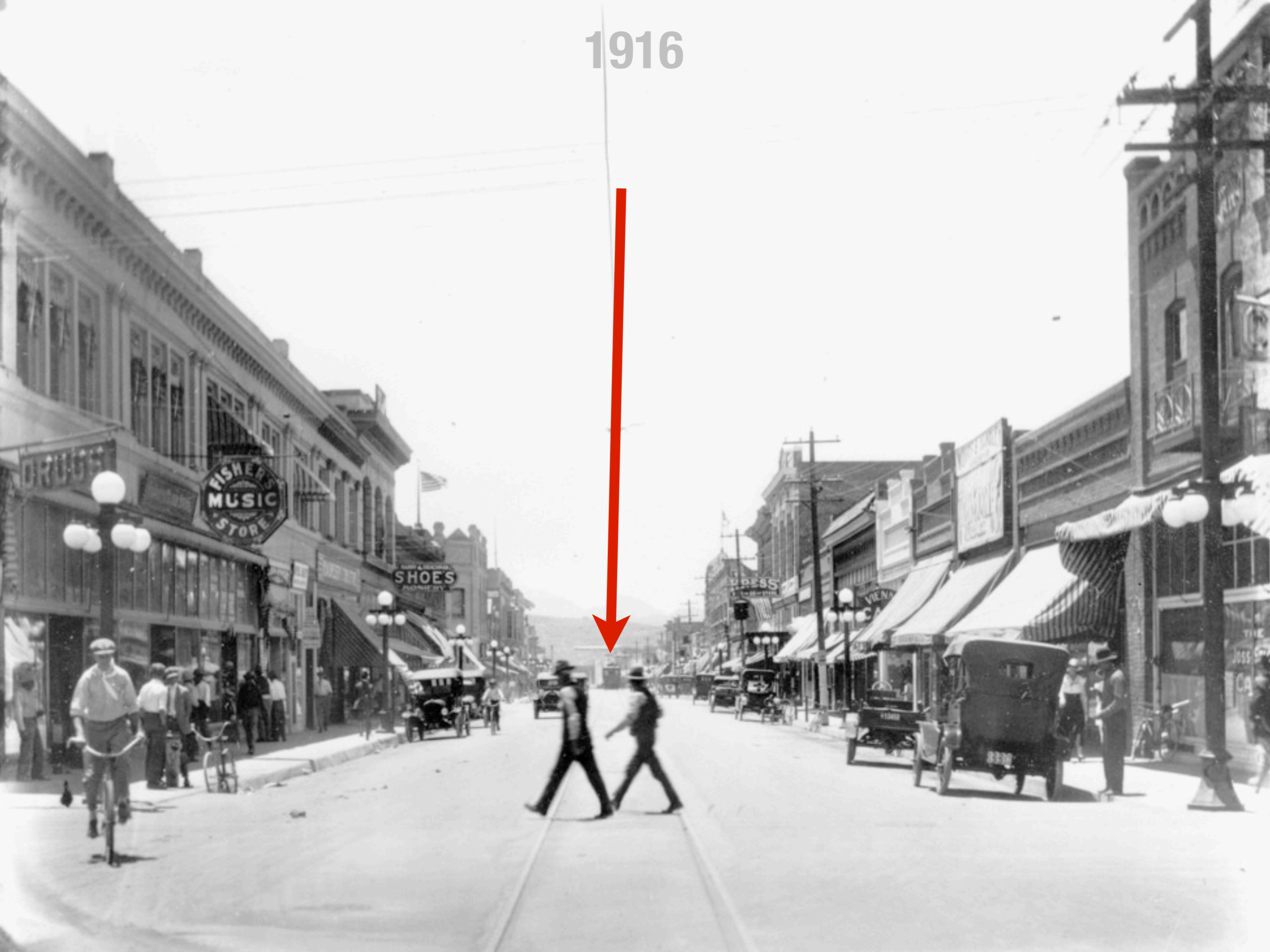
# TUCSON 1890s



MARCH 20, 1880

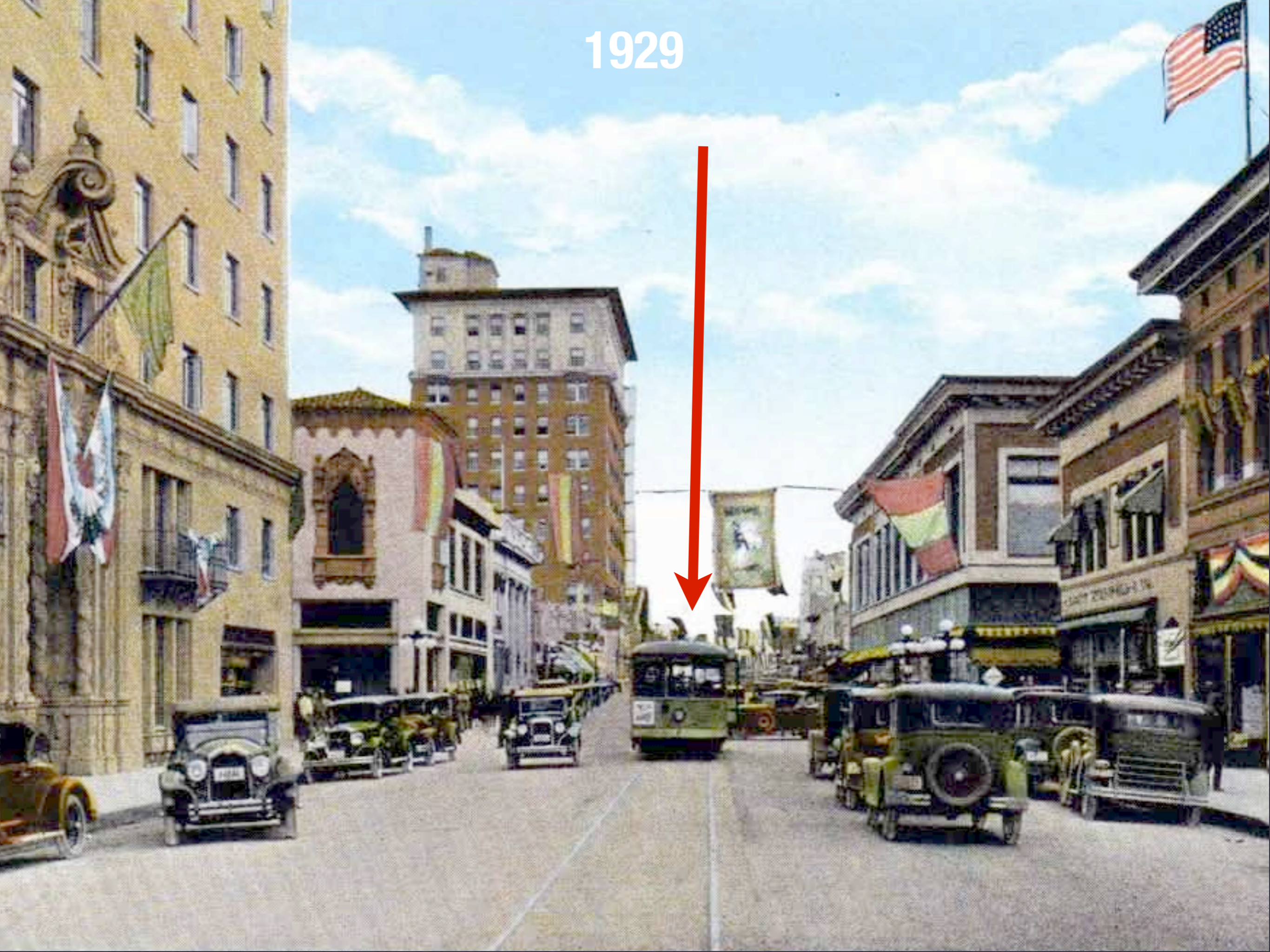


1916





1929



# EARLY 20th CENTURY

**F**ortify yourself  
in the warm desert sun...

You'll thrill at the country hereabouts. Everyone does. Its attractions are unique. Moreover, it's America's number one place to rest and recuperate... Tucson has everything! Up-to-date shops, theatres, golf courses (open to visitors), and splendid schools including the very fine University of Arizona... And we have ample hospital and sanatoria facilities at rates to suit every purse.

*We know how to cater to visitors. Send for information and booklets re: air, rail and road data, hotel and other accommodations. This non-profit civic club renders interested personal service without obligation.*

**TUCSON**  
SUNSHINE-CLIMATE CLUB  
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*Please send me your free literature*

Name \_\_\_\_\_

Address \_\_\_\_\_

TUCSON - ARIZONA



**MAN-BUILDING  
IN THE  
SUNSHINE CLIMATE**



This could be you  
in TUCSON now!

**Feel like a million in our sunshine climate**

TUCSON HAS MORE SUNSHINE than any other resort city. Come now... swim in open air pools... golf at fine country clubs... ride horseback over desert trails... visit historic missions, cactus forests. Shoot at Tucson's excellent trap and skeet club. Or, if you prefer, just relax and rest in the warm, dry sunshine and invigorating air that make Tucson the favorite winter vacation spot of thousands.

THIS WINTER YOUR PLACE IN THE SUN IS



COME EARLY, STAY LATE—lots to see and do. Big annual rodeo (La Fiesta de los Vaqueros) in February features nation's top cowboys. Inspiring annual

Tucson Festival runs April 10th through 20th. See Tucson's unique stores and shops, watch the desert burst into bloom. Clip and mail coupon today.

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TUCSON SUNSHINE CLIMATE CLUB  
5201-D Pueblo, Tucson, Arizona

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Tell me about ranch, resort, hotel, motel, apartment, accommodations for \_\_\_\_\_ people to stay \_\_\_\_\_ days. I plan to visit Tucson March \_\_\_\_\_

1942-1945



# Snapped on the Street

A COMMUNITY ARCHIVE OF PHOTOS AND MEMORIES FROM DOWNTOWN TUCSON 1937-1963



1970s-1990s





Seferino Flores was ecstatic at the dedication of a street-scenes mural depicting Tucson from 1937 to 1963. Fourteen separate scenes of Tucsonans make up the mural "Windows to the Past, Gateway to the Future," which is the result of artist Stephen Farley's vision and a \$172,000 grant.



Photos by David Sanders, The Arizona Daily Star

## All Tucsonans see themselves in mural

By L. Anne Nowell  
The Arizona Daily Star

Many people see themselves or their family members in the historic street-scenes mural along the Broadway underpass.

Some are right; some are wrong. Artist Stephen Farley drew laughs from more than 1,000 onlookers at a weekend dedication ceremony as he relayed the many inquiries he's received since the mural went up.

"I've gotten hundreds of calls from people convinced it was them or their families up there," he said. "None of them were right."

But, he said, the calls illustrate an important point: "People are really seeing themselves on the wall, and it makes me really happy because I was hoping all Tucson would see this as themselves."

For a few Tucsonans, the tiled photos are larger-than-life images.

"There are times in life that for one reason or another you feel like you're 10 feet tall," said Bill Carter, who now rests permanently on the second scene from the left.

"But never did I think I'd be 18 feet tall," he added, to the delight of the crowd Saturday night.

In another mural scene, Meeton Tuller and his then-wife Sylvia make for a sporting couple while walking down Congress Street in 1953.

The couple had just decided to turn their jewelry and trophy store into Tuller Trophy Factory and were walking to a drugstore to celebrate their decision.

At the time, the jewelry store had lost a lot of business because of a city decision to eliminate nearby parking. As a result, the Tullers were making more money from engraving mail-order trophies than from selling jewelry. Murt Tuller recalled at the dedication ceremony.

The couple moved the store to the corner of North Fourth Avenue and Broadway, where they

operated for six years before relocating at 505 N. Sixth Ave. The couple's son still runs the business from that location.

"This has enabled me to do exactly what I wanted: I've become a part of Tucson," Tuller said.

"I go to people's houses and see my (trophy) work or to the UA and see it there, but to be up there is just unbelievable."

The couple met in 1947 when Sylvia went to Chicago, Murt's hometown, for a vacation. After he came to Tucson to marry her, the couple moved to Chicago and then to Hollywood for a time before returning to Tucson in 1953.

Sylvia Tuller died in 1987. Murt Tuller attended the dedication ceremony with his second wife, Vera.

The mural also has a deep meaning to Tucsonan Blanche Cordova.

She and Joe Rodriguez, in the fifth mural from the right, were on their way to Daniel's Jewelers to buy their wedding rings in 1949 when a sidewalk photographer snapped their picture.

Cordova, who was 17 at the time and had just gained her mother's permission to marry, said her mother gasped when she saw the photo later.

"She said, 'He put his arm around you? And you let him?'" Cordova recalled.

The pair, both Tucson natives, married later that year and remained in Tucson.

Rodriguez died in 1984.

"I don't even have the words to describe how I feel," Cordova said before the ceremony. "I just feel so honored that with all the people living here they chose me. I almost fainted when I heard."

The murals have reunited long-lost friends, and rekindled memories of those who have



Gail Hill, Norma Felix and Irma Rendon in 1944 Tucson



See MURAL, Page 8A

Para nosotros,  
nuestros hijos,  
y nuestros nietos

Vote Sí  
en 200  
y 201

www.SaveTucson.org



pagada por Citizens for a Sensible Transportation Solution



2000-2014

Citizens For A Sensible Transportation Solution



a grassroots political committee  
for all Tucsonans who want a better future

www.TucsonLightRail.com

I'd Rather Be Riding Light Rail

# Arizona Daily Star

ARIZONA DAILY STAR WEDNESDAY, MAY 11, 2000

<p>Question 1: The \$2.1 billion Regional Transportation Authority plan for 10 projects in Pima County over the next 20 years, including road widening, intersection improvements, bus and bicycle lanes and sidewalks.</p> <p><b>YES</b></p> <p>60% 40% (75% reporting)</p>	<p>Question 2: The half-cent sales tax to pay for the RTA plan. If voters OK both the plan and the tax, the tax will be July 1 on all items except groceries, rent and prescriptions.</p> <p><b>YES</b></p> <p>59% 41% (75% reporting)</p>	<p>Question 3: Bonds to build an \$8 million psychiatric urgent care center at the New Hospital campus.</p> <p><b>YES</b></p> <p>54% 46% (75% reporting)</p>	<p>Question 4: Bonds to fund a new building for the \$10 million psychiatric treatment facility at the New Hospital campus.</p> <p><b>YES</b></p> <p>62% 38% (75% reporting)</p>
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## Voters greenlight \$2.1 billion road plan



Transportation measure passes on fifth trip to polls



# yes!!

VOTE FOR  
**1 and 2**

for REGIONAL TRANSPORTATION



Tucsonans  
for Sensible  
Transportation

2009



2013





2009



1931



2013



2009



2013



2008



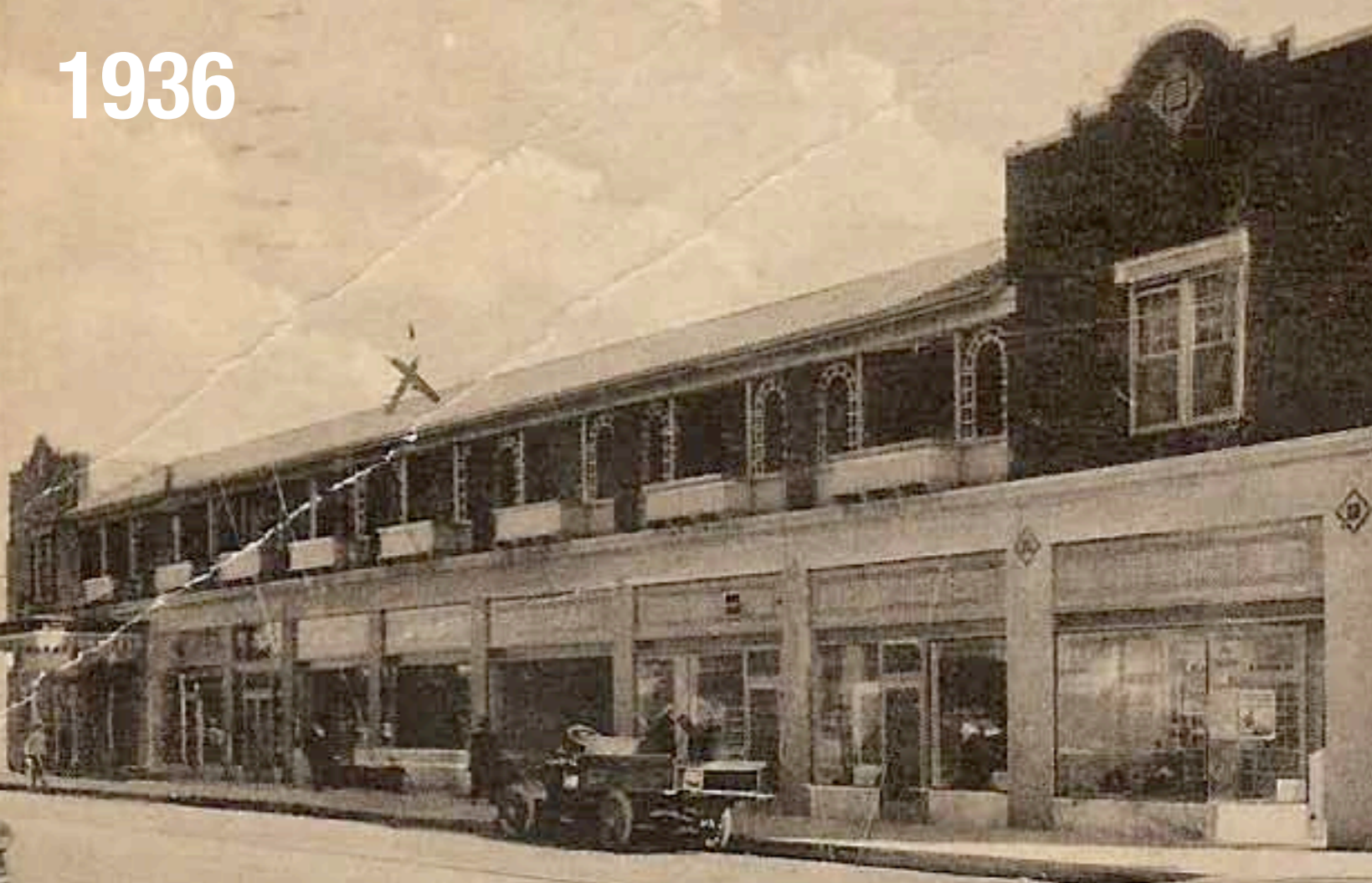
2014



2014



1936



2002



2014



2014





2009



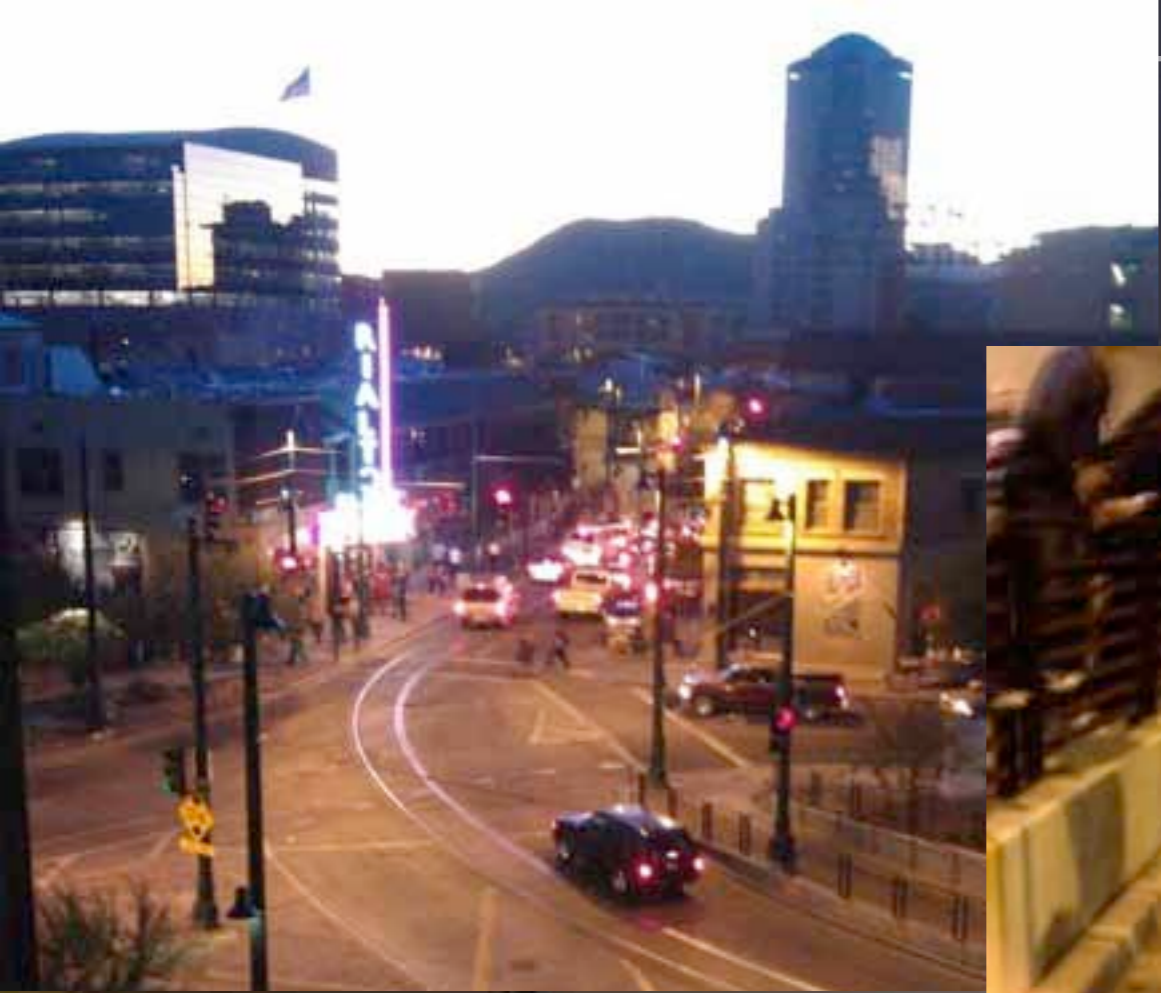
2012













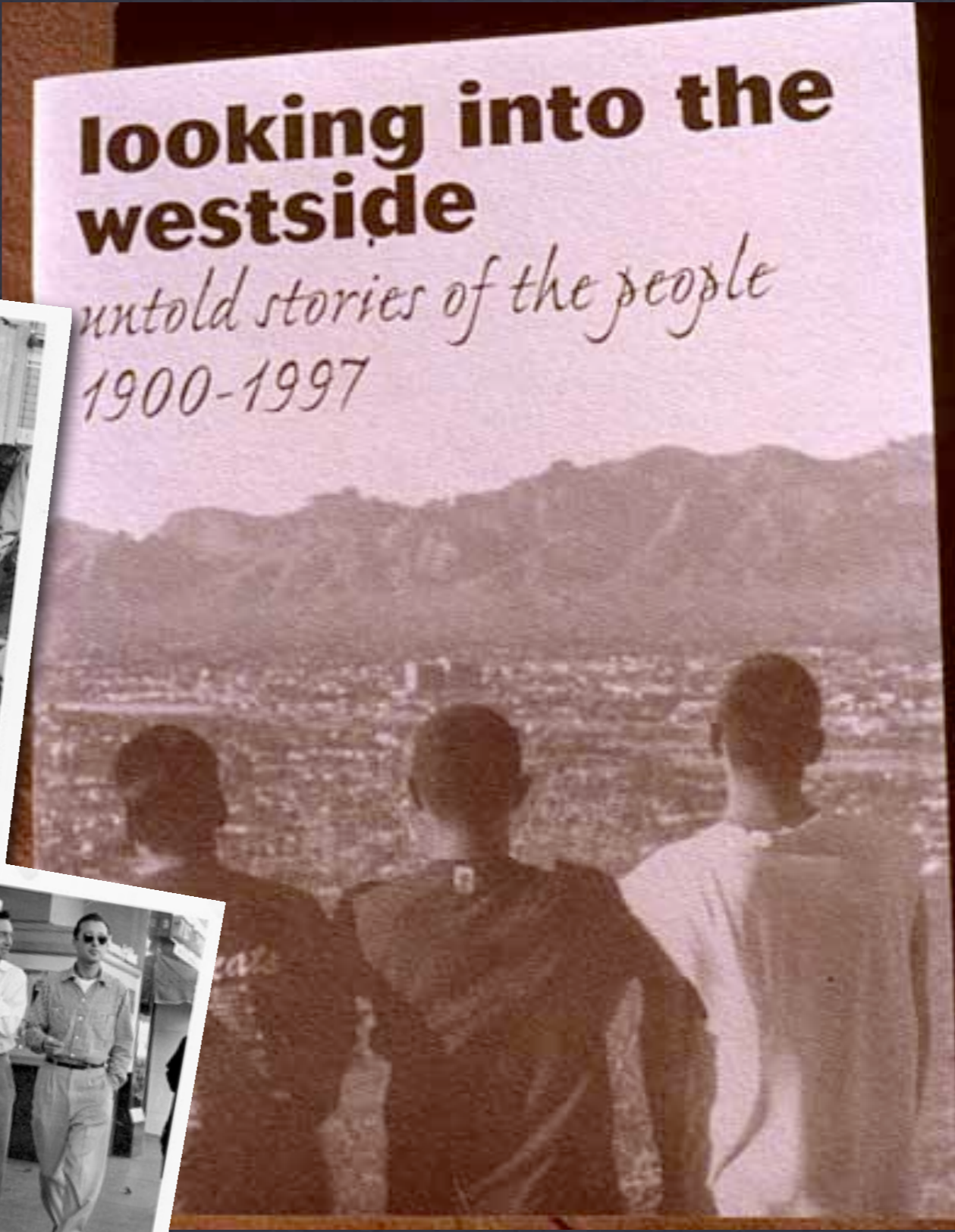
**WHERE'S THE TRANSIT?**



**TUCSON**  
★

**AND  
PEDESTRIANS?**

**FIRST IMPRESSIONS OF TUCSON**



# looking into the westside

*untold stories of the people  
1900-1997*

 **TUCSON**

**HERE THEY ARE!**



 **TUCSON**

**HOW TO GET THEM BACK...**

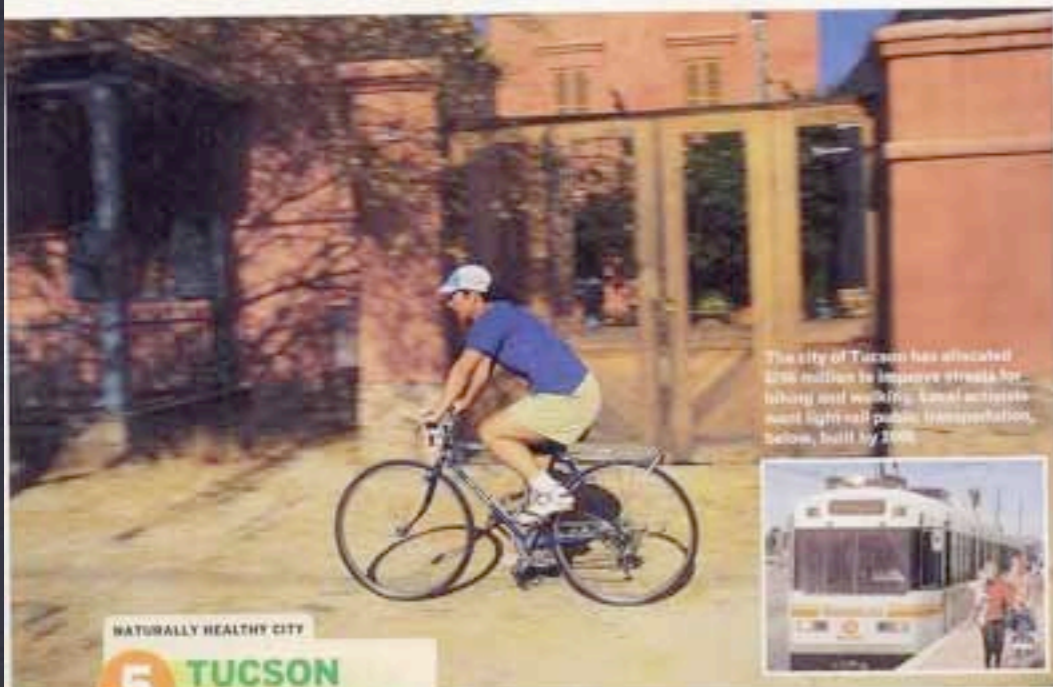


 **TUCSON**

**COMMUNITY THROUGH ART & TRANSIT**

# I'd Rather Be Riding Light Rail

## A Natural Oasis in the Desert



The city of Tucson has allocated \$200 million to improve streets for biking and walking. Local activists want light-rail public transportation, below, built by 2009.



### NATURALLY HEALTHY CITY

## 5 TUCSON ARIZONA [GRADE B+]

**VITAL STATS**  
Population: 466,591  
Size: 156 square miles  
Average Temperatures: 38° (Jan.), 99° (July)

**REPORT CARD**  
**Natural Offerings: D**  
\* One farm. The city has only one USDA-listed farmers market.

**Physical Health: B+**  
\* Tucson residents have a lower breast cancer death rate than residents of any other city except Honolulu.

**Emotional Health: A+**  
\* Only 16 percent of Tucson residents have high blood pressure.

**Spiritual Health: F**  
\* Subpar community spirit: There are only 124 public recreational spots—like aquariums, golf courses, movie theaters, and zoos—at which to gather.

**Environmental Health: A**  
\* The city boasts an impressive 1,343,427 acres of parkland.

**TUCSON RESIDENTS ARE AMONG the slimmest city dwellers.** One reason why is that Tucson makes it easy for residents to use their muscles to get around: Last year the city was named one of North America's most bicycle-friendly cities by the nonprofit group bicyclinginfo.org.

Although Tucson roads are bike-friendly, we found that residents do like their cars. Tucson residents drive 20 million miles total every day, according to the Environmental Protection Agency. To help curb air pollution resulting from so much traffic, a group of local activists is lobbying for more public trans-

portation. Currently, the group Tucsonans for Sensible Transportation (TST) is busy collecting signatures from residents who support light-rail, an electric train system that has been successful in other large cities and is estimated to reduce the number of cars on the road by 20 percent. The group needs 13,000 signatures to get the proposal on November's ballot. (To find out more about TST and the proposed light-rail system, visit [www.tucsonlightrail.org](http://www.tucsonlightrail.org).)

Finally, Tucson turned an A+ in our Emotional Health category because its residents, like Albuquerqueans, have low depression and stress levels. It must be the Southwestern sun.

**Only 22 percent of Tucsonans are obese, compared to 35 percent of Detroit dwellers.**



# COMMUNITY THROUGH POLITICAL ACTION

# Citizens For A Sensible Transportation Solution



a grassroots political committee  
for all Tucsonans who want a better future

CNN.com./U.S.

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## Cities to vote on transit system

Friday, October 31, 2003 Posted: 6:38 PM EST (22:38 GMT)

TUCSON, Arizona (AP) -- In a city where choked streets are the norm from early morning through the evening rush hour, many believe a light rail system could be the answer for frustrated commuters.



Stephen Farley, a spokesman for Citizens for a Sensible Transportation Solution, brought the plan to the ballot.

Voters here will decide November 4 whether to approve two propositions that would put in place a new city transit plan to include a new 13-mile light rail system.

Tucson isn't alone in asking voters next month to pave the way to a better transit system. Voters in Houston and Kansas City, Missouri, will decide whether to approve funding for plans that include

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**✓ YES on 200 & 201**  
**it's about time!**  
www.SaveTucson.org

**TUCSON**  
★

**COMMUNITY THROUGH POLITICAL ACTION**





Possible improvement district boundaries for modern streetcar system in Tucson, AZ

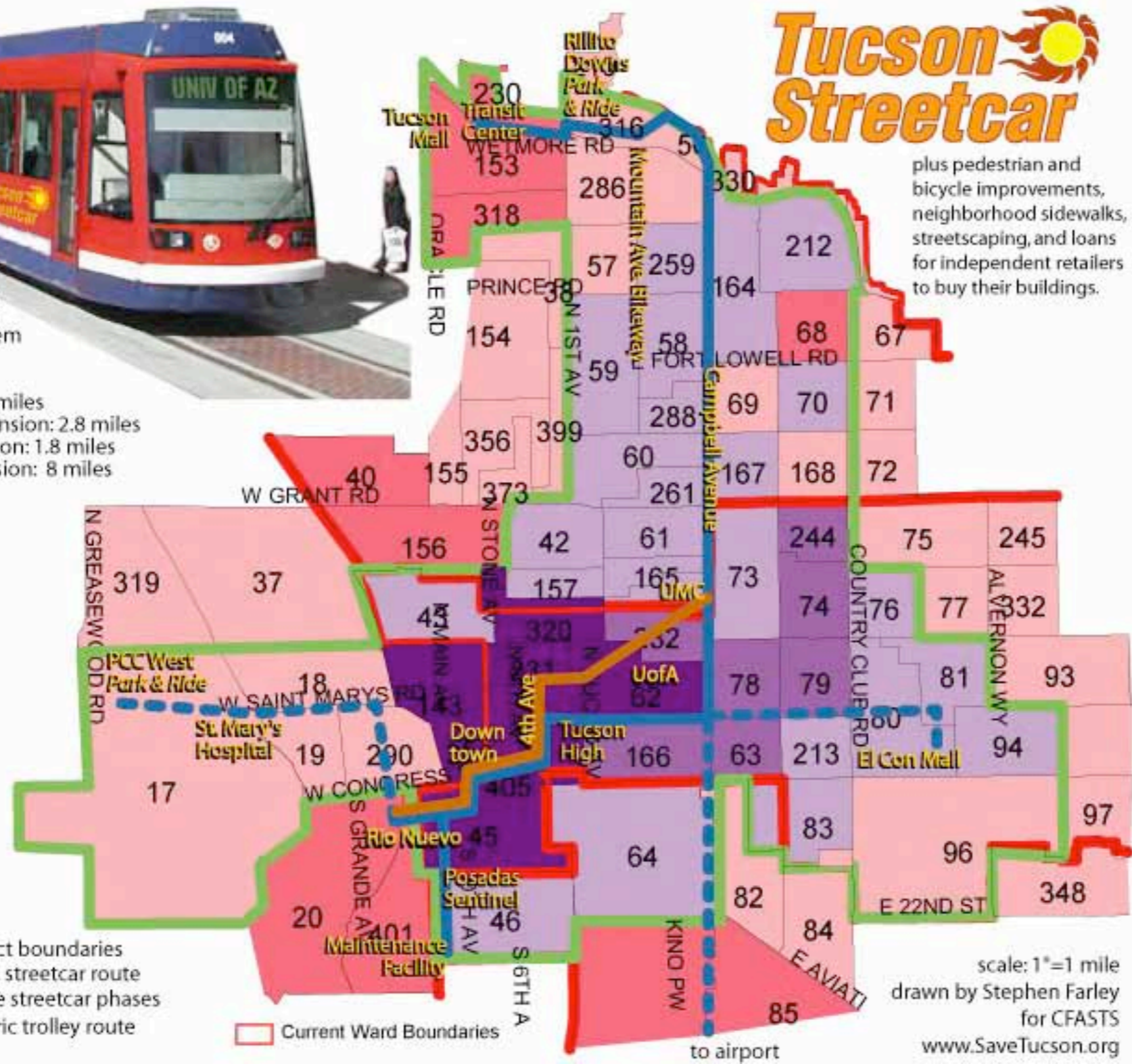
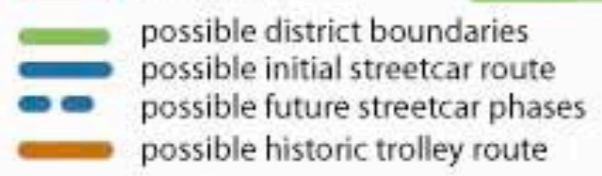
Basic route length: 10 miles  
 Phase 2: Westside extension: 2.8 miles  
 Phase 3: El Con extension: 1.8 miles  
 Phase 4: Airport extension: 8 miles

# Tucson Streetcar

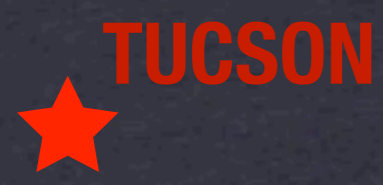
plus pedestrian and bicycle improvements, neighborhood sidewalks, streetscaping, and loans for independent retailers to buy their buildings.

## City of Tucson

November 4, 2003  
 General Election  
 Percentage of votes by precinct for Proposition 200



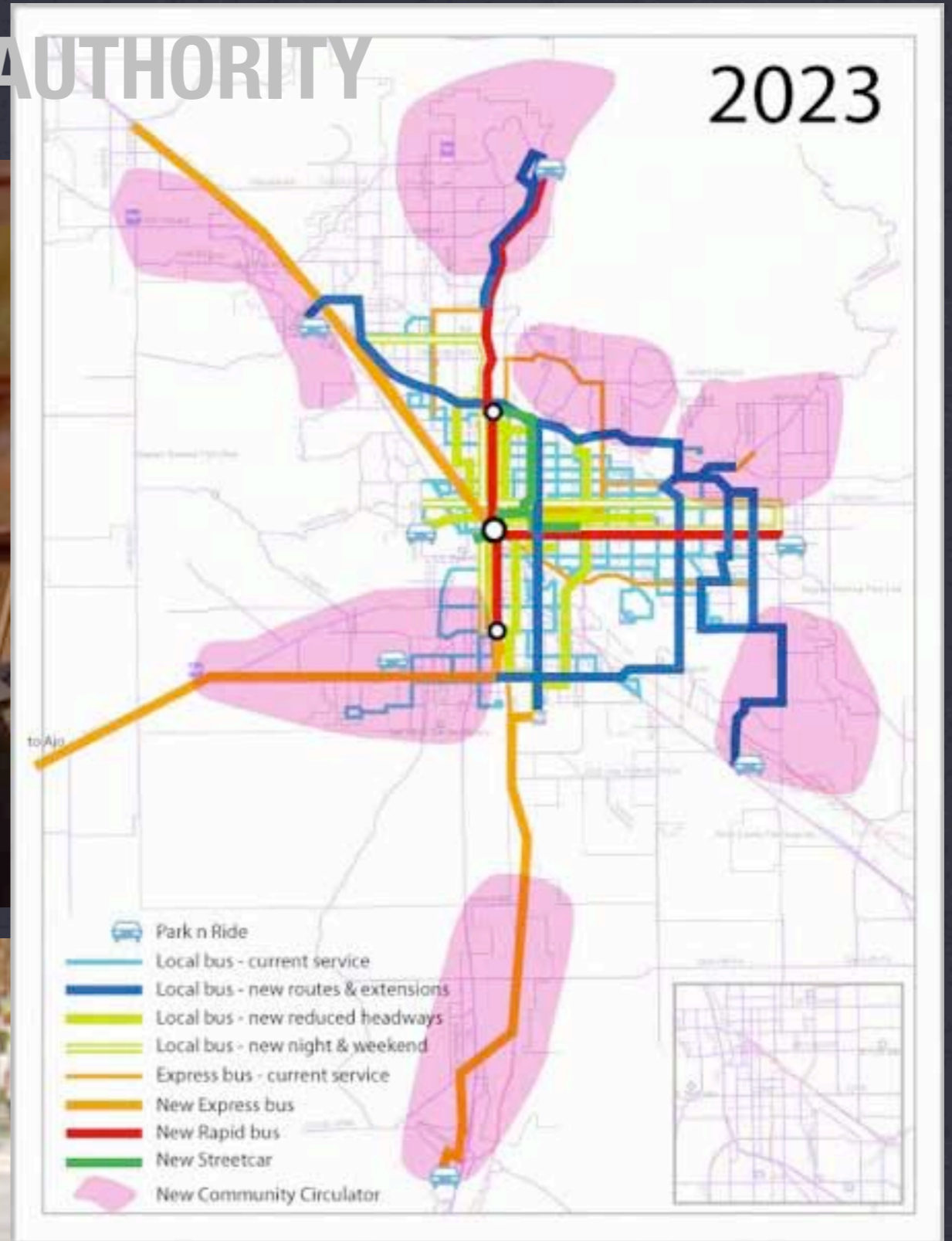
scale: 1"=1 mile  
 drawn by Stephen Farley for CFASTS  
 www.SaveTucson.org



# COMMUNITY THROUGH POLITICAL ACTION

# REGIONAL TRANSPORTATION AUTHORITY

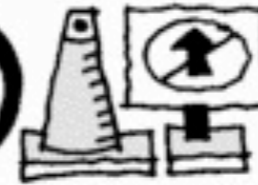
2023



 **TUCSON**

## COMMUNITY THROUGH POLITICAL ACTION

# TUCSON BOULEVARD



WHAT'S TODAY'S SPECIAL, ROSA?

"TUCSON POLITICS".  
SCRAMBLED EGGS,  
SCRAMBLED TOAST,  
and SCRAMBLED  
BACON.  
...WITH  
SALSA.

ANOTHER GROUP HAS COME OUT AGAINST THE PROPOSED REGIONAL TRANSPORTATION PLAN: T.R.A.P.. TUCSONANS RALLYING AGAINST PROGRESS. THEY SPLINTERED OFF FROM N.O.P.E. NITPICKERS WHO ARE OPPOSED TO PRACTICALLY EVERYTHING.

GREAT...

WANT TO JOIN MY GROUP? SOCIETY FOR THE PRESERVATION OF ENDLESS EGO CENTRIC DEBATE BOUND TO UNDERMINE MEANINGFUL PROBLEM SOLVING.

ARROYO CAFE

FITZSIMMONS  
©THEARIZONADAILYJERES

S.P.E.E.D.  
B.U.M.P.S.

**Question 1:** The \$2.1 billion Regional Transportation Authority plan for 51 projects in Pima County over the next 20 years including road widenings, intersection improvements, buses, bicycle lanes and sidewalks.

**YES**

60%-40% (75% reporting)

**Question 2:** The half-cent sales tax to pay for the RTA plan. If voters OK both the plan and the tax, the tax kicks in July 1 on all items except groceries, rent and prescriptions.

**YES**

58%-42% (75% reporting)

**Question 3:** Bonds to build an \$18 million psychiatric urgent-care center at the Kino Hospital campus.

**YES**

64%-36% (75% reporting)

**Question 4:** Bonds to go toward building an 80- to 100-bed psychiatric inpatient facility at the Kino Hospital campus.

**YES**

63%-37% (75% reporting)

# Voters greenlight \$2.1 billion road plan



A delighted Steve Farley, who helped draft the regional transportation plan as a member of the Citizens Advisory Committee, celebrates the victory with his 7-year-old daughter Genevieve during a gathering of transportation and psychiatric care bonds backers at La Cocina Restaurant Downtown.

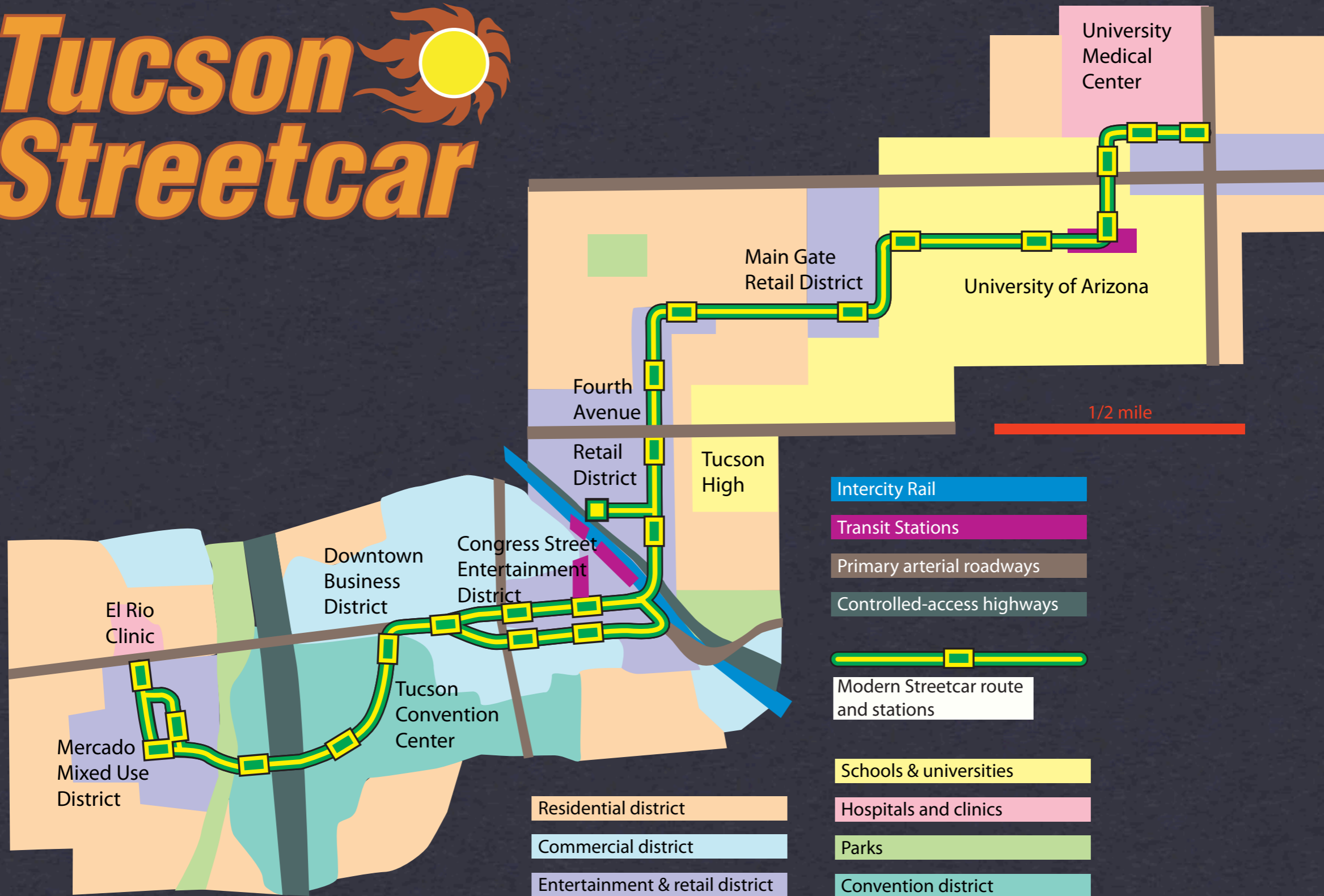
Transportation measure passes on fifth trip to polls

# Regional Transportation Authority Plan

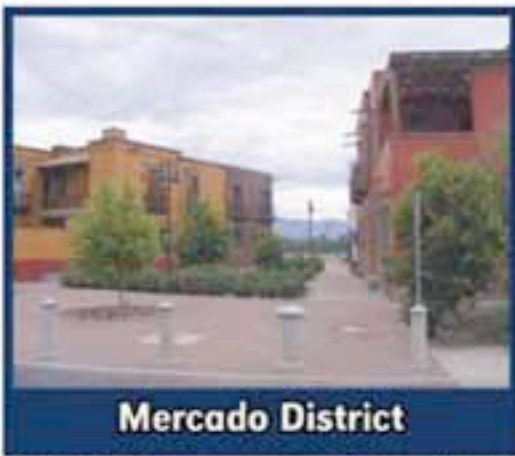
Greater cross-region mobility, safer travel, reduced congestion, new choices:

- expanded evening and weekend public transit service
- extended Sun Tran bus routes
- 250 linear miles of new sidewalks
- 200 new road lane miles
- 550 linear miles of new bike lanes and paths
- 7 east-west corridors
- new and improved express routes
- 200 new bus pullouts
- 6 new park-and-ride centers
- 10 new and improved railroad crossings
- 4 neighborhood transit circulators
- new high-capacity streetcar
- 200 intersection improvements
- 7 north-south corridors
- \$10 million for small business assistance
- expanded services for people with disabilities
- 80 new and improved pedestrian crossings
- Regional Transportation Authority logo
- \$45 million for critical wildlife linkages

# Tucson Streetcar



COMMUNITY THROUGH POLITICAL ACTION



### Destinations & Connections along the Streetcar Route



**TUCSON**

**COMMUNITY THROUGH POLITICAL ACTION**



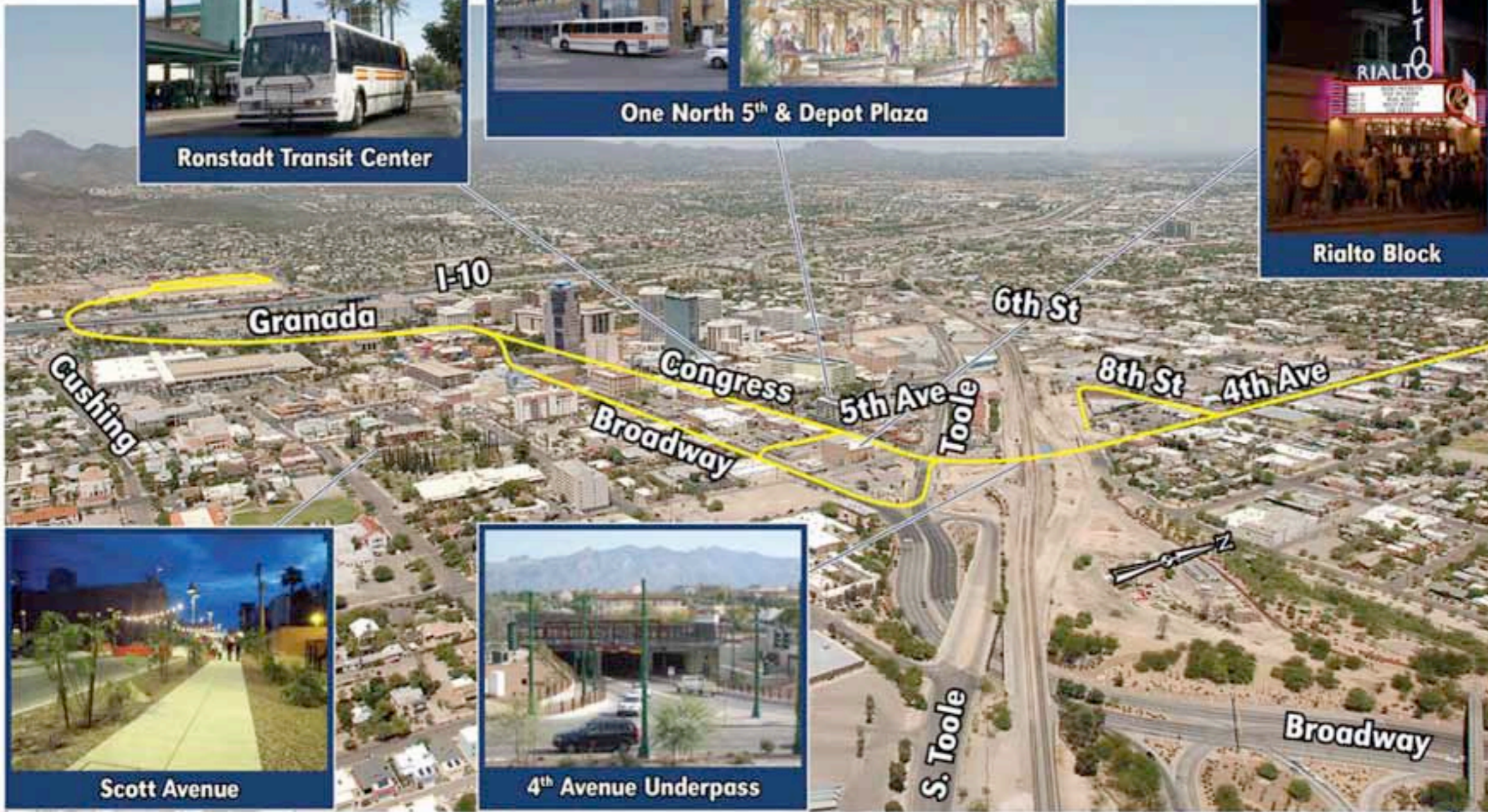
Ronstadt Transit Center



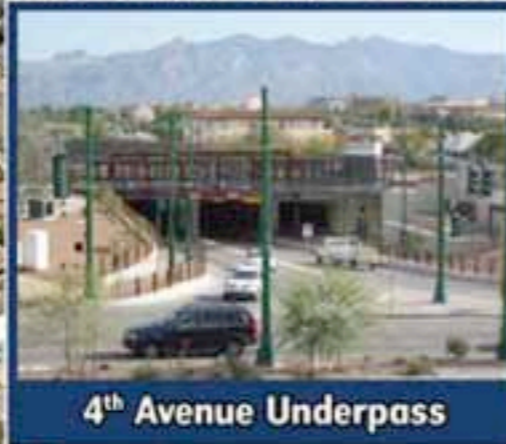
One North 5<sup>th</sup> & Depot Plaza



Rialto Block



Scott Avenue



4<sup>th</sup> Avenue Underpass

### Destinations & Connections along the Streetcar Route





Main Gate Square



Keatings BIO 5 Research & Medical Research



Drachman Hall



Arizona Health Sciences Center & University Medical Center



Destinations & Connections along the Streetcar Route



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**COMMUNITY THROUGH POLITICAL ACTION**





**FEBRUARY 18, 2010**



**TUCSON**

**COMMUNITY THROUGH POLITICAL ACTION**

APRIL 12, 2012



★ TUCSON

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SEPTEMBER 6, 2013



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