

# What's New at Broadway Village?

## **Recap**

In January 2008, CRI Broadway Village Partners, LLC (Owner) acquired Broadway Village Shopping Center from the Robert C. Murphey Trust. The Trust selected the Owner to purchase the historic shopping center based on its merits to serve as a responsible steward during its term of ownership. The Owner's vision is to restore the scenic beauty of Broadway Village, return it to the bustling retail hub reminiscent of the 1940s and preserve Josias Joesler's iconic Spanish mission architecture. Sustaining and enhancing Broadway Village will allow the shopping center to serve the neighborhoods of Broadmoor, Sam Hughes, Colonia Solano, El Encanto for many decades to come.

## **PAD Update**

Broadway Village is a historically established land use that does not fit neatly within any current district provided in City of Tucson Land Use Code. Therefore, the Owners have chosen to apply for a City of Tucson Planned Area Development (PAD) zoning designation. This designation will allow Broadway Village to expand and renovate its facilities, improve the overall circulation of the site, redesign and expand the parking areas, and provide enhanced landscape amenities while retaining its original and irreplaceable charm. Broadway Village's PAD will essentially become a zoning code tailored to match the special historical and cultural needs of this unique shopping center.

Two new commercial buildings are proposed on the south side of the site. Design guidelines relating to the existing historic and architectural character of Broadway Village will be included in the PAD. Special care will be taken to ensure that new development within Broadway Village is compatible with and complementary to the existing Joesler-designed buildings, as well as the surrounding neighborhoods. The construction and leasing of additional commercial buildings will help finance the restoration and preservation of Broadway Village.

We are still in the early stages of the PAD zoning process. The project team, which includes the Owners, The Planning Center, Kimley-Horn and Associates and Seaver-Franks Architects, has been working together on the PAD proposal since October 2009. The team met with City staff to discuss the project and PAD requirements, and we are now in the process of reaching out to our neighbors. The PAD will be submitted to the City of Tucson for review this Spring. At that time, various departments will have the opportunity to comment on our PAD application. After all reviewing departments and agencies have approved the document, neighbors will once again be invited to attend a public meeting for an update on the PAD project. Shortly thereafter, a public hearing will be scheduled with the City of Tucson Zoning Examiner, who will make a recommendation to the City Mayor and Council. Final approval will be granted by Mayor and Council.

Meanwhile, it is business as usual at Broadway Village. Read on for more news.

## Two New Boutiques—Tres Chic!

**Avenue Boutique** opened last December at 3050 East Broadway. With beautiful display windows facing Broadway, the boutique offers contemporary designer and vintage clothing, accessories, and one-of-a-kind furnishings and home accessories. Owner Alexis DeMaio says her boutique will be a constant evolution of unique apparel and accessories.

“It’s great to finally be open for business in this incredible landmark building,” said DeMaio. “Being in the heart of Tucson makes shopping very convenient for all my customers, no matter what part of town they work or live in,” she added.



This spring, Broadway Village will welcome **The Mahlia Collection**, relocating from downtown Tucson to the former ‘Clues Unlimited’ space on Eastbourne Drive. The boutique will feature women's fashions, furniture, accessories and jewelry.

Neighbors are cordially invited to stop in and visit with these newest Broadway Village neighbors. Negotiations are ongoing to fill remaining vacancies according to the Owner’s leasing plan, so stay tuned. Broadway Village is committed to creating even more exciting reasons for our neighbors to come out and enjoy Broadway Village more often.

## Friday’s Farmers Market

Every Friday from 10-2 you can find fresh local produce and products at Friday’s Farmers Market. If you’ve been a regular patron, we thank you! If you like the idea of being able to buy fresh produce and local products right in your neighborhood, please come out and show your support every week so we can continue providing this community service.



*Chef Doug Levy of Feast dishes out free samples of a savory Thanksgiving side dish at the Fall Harvest Festival at Broadway Village November 20. The special edition farmers market event also featured Native American dancers, KidzArt activities and raised 221 lbs of food donations for the Community Food Bank.*



*The Redhouse Dancers give and receive a cultural embrace at Broadway Village Fall Harvest Festival*

Broadway Village welcomes your insights and inquiries. Please visit [www.broadwayvillagetucson.com](http://www.broadwayvillagetucson.com). From there you can sign up for a weekly e-blast and/or send us an email.