



06/11/2025

To: Pima County Board of Supervisors
Subject: Pima Prospers 2025: an Open Letter

From: Tanque Verde Valley Association Executive Staff/Board of Directors

Dear Board Members:

Tanque Verde Valley Association, Inc. (TVVA), dedicated to preserving the environmental and rural characteristics of the Tanque Verde Valley (TVV), wishes to provide feedback regarding Pima Prospers 2025. The TVVA, created in 1947, represents the population of an area of approximately 60 square miles or 40,000 acres, hosts unique features such as mesquite bosques and horse friendly neighborhoods in greater Tucson.

First, we commend Pima County for its efforts to provide plans for the future development and betterment of Pima County. We recognize that this has been no small undertaking.

Still, we would propose that Pima Prospers 2025 incorporate the recommendations provided below:

1. Set measureable, objective goals to monitor the effectiveness of any Pima Prospers project.
 - a. As far as we know, there have been no updates provided to the public on the success/failure of Pima Prospers 2015, and no means of evaluating PP 2025 has been established. It is imperative that measureable goals be established for any project worth pursuing.
 - b. Specifically include in requests for feedback, possible objective measures by which the project can be judged, especially in an ongoing, regular update to the residents of Pima County.
 - c. Provide not only regular (e.g. bi-annual) verbal updates on the project's progress, challenges, and intermediate adjustments to the Plan; but also provide these updates in reports posted publicly and delivered specifically to HOAs, neighborhood organizations, and other representative bodies within Pima County.
2. Clearly communicate how Pima Prospers plans coincide with or link to municipal plans such as Plan Tucson; evaluating the measure of success/failure in coordinating the various plans.
3. Engage directly with HOAs, neighborhood organizations, and other representative bodies within Pima County; seeking specific meetings if such bodies will engage, to consider inputs for their representative residents.
 - a. Many districts represent unique cultural and neighborhood characteristics of its residents. Pima County administration should not lose sight of the importance of collaboration and cooperation to achieve goals pertinent to the entire county.
 - b. For example, certain members of the Pima County staff and board are aware of discussions and research now under consideration to establish TVV as a designated equine friendly environment. Yet, no mention of this exists in the Plan, nor has any PC staff inquired into whether or not any portion of the document might benefit from such inclusion.
 - c. The current method of breaking out "East Side", "South Side", etc. is far too generic and current public notices are publicly posted in very limited media.
4. As part of Chapter 5-Rezoning Policies: Consider modifying or creating additional zoning categories which would lend themselves to maintaining the primarily rural or low-density urban areas, similar to the overall Tanque Verde Valley. These might limit commercial uses to those with highly limited hours of operation (e.g. 8am – 5pm daily, 6am-10pm, daily) with no illuminated signage functional after closing. And, residential limitations might be significantly larger than traditional "lot" sizes (e.g. ½ acre per residence).

Goals of this effort might be to determine the most beneficial use of parcels and what could be built that would be meaningful to current and future residents?

5. We recommend that Pima County, through Pima Prospers 2025, coordinate with TVVA to develop and implement a Special Municipal Area Policy for the area bounded by TVVA's geographic boundaries; the specifics of which would be jointly determined by Pima County representatives and TVVA.
6. Finally, as a whole, we invite those people who spearhead the Pima Prospers 2025 project to engage directly with the TVVA Executive Staff and/or Board of Directors at this time, as well as throughout the life of this and future Pima Prospers activities.

Thank you for your consideration, and we welcome any opportunity to interface with administrative components of Pima County.

Best regards,

Executive Staff and Board of Directors- Tanque Verde Valley Association



Tanque Verde Valley Association

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