



Broadway Boulevard, Euclid to Country Club

BACKGROUND FOR CITIZENS TASK FORCE SESSION TO BEGIN DRAFTING VISION AND GOALS FRAMEWORK

November 14, 2012

At the November 15th Citizens Task Force (CTF) Meeting there will be a 50-minute session during which the CTF will begin drafting the Vision and Goals framework for the project. This will build from the information we have received from project stakeholders through the June 20, 2012 Listening Session and additional input since the Listening Session, as well as input from the CTF. Input from the CTF includes discussions during the CTF meetings to date, comments regarding the Listening Session Report, and the Vision and Goals Brainstorming Worksheets that were filled out by many of the CTF members (a reporting of the responses to the worksheets is attached to this memorandum).

An initial set of Goal Topics have been distilled by the Broadway Planning Team from the stakeholder and CTF input. The CTF will review and discuss these during the November 15th session. The following is a listing of these initial Goal Topics. These are fairly detailed and individual goal statements will ultimately address multiple topics. ***If you have the time prior to the 15th meeting, please review the topics.***

Neighborhoods and Districts

- **Recognize / Support distinct character (A series of places, not a corridor)**
 - Special features ("Sacred Places")
 - Visually enhance district identities (*Gateway to Downtown, Sunshine Mile, ...*)
- **Use of Excess Property**
 - Recreation
 - Community Gardens
 - Rainwater harvesting
 - Reuse or new development
- **Link neighborhoods to district uses**
- **Link across Broadway**
- **Improve quality of Broadway and its context**
 - Overhead utilities
 - Improvements to existing development
 - High quality new development
 - Public gathering places
 - Appropriate mix of uses to support distinct districts
- **Protect Adjacent Neighborhoods**
 - Noise protection
 - Overflow parking
 - Cut through traffic
 - Privacy from adjacent district development
 - Transition intensity from corridor towards neighborhoods
 - Existing and potential NRHP Historic District designations

This project is funded by the City of Tucson, Pima County and the Regional Transportation Authority (RTA), and is part of the voter-approved, \$2.1 billion RTA plan that will be implemented through 2026. Details about the plan are available at www.RTAmobility.com.

- **Businesses**
 - Small and local businesses
 - Affordable rents / potential for business to own property
 - Neighborhood-serving uses
 - Viability of businesses before and after construction
- **Residences**
 - Choice of housing types
 - Affordable rents and ownership

Buildings and Site Development

- **Historic buildings and sites**
- **Significant buildings and sites**
- **Development appropriate to existing context**
 - Appropriate to existing context (heights, setbacks, etc.)
 - Multimodal goals (mix uses, pedestrian-oriented, etc.)
- **Parking**
 - Provide enough (but not too much)
 - Manage efficiently
 - District parking lots / structures
- **Signage**
 - Complement desired character
 - Pedestrian and auto scaled

Right-of-way Impacts

- **Minimize physical impacts**
- **Minimize business/property viability impacts**

Multimodal Street Design

- **Balancing modes to create a 'Complete Street'**
- **Barrier effect of roadway design and function**
- **Broadway's role in the transportation network**
- **Vehicular traffic**
 - Through mobility
 - Corridor/neighborhood access
 - Safety
- **Transit**
 - Through mobility
 - Corridor/neighborhood access
 - Safety
 - Define desired type of service, is it on Broadway or parallel
 - Improve transit stops
- **Bicycling**
 - Provide east-west mobility for bicyclists of various skill levels
 - Broadway crossings / Bicycle network connections
 - Safety
- **Pedestrian**
 - Provide for movement along Broadway
 - Provide buffer from roadway
 - Provide connections between districts and neighborhoods
 - Broadway crossings
 - Safety

- **Universal design (ADA access)**
- **Speed Management / Traffic Calming**
- **Landscape / Streetscape Design**
 - Plantings (Sonoran Desert, xeriscape, 'Modernist' palette, etc.)
 - Design aesthetic
 - Shade
 - Heat island effect
 - Pedestrian comfort
 - Rainwater harvesting
 - Lighting (safety and aesthetics)
 - Design to allow for effective maintenance
- **Public Art**

Planning and Design Process

- **Learn from best example practices (in Tucson and other places)**
- **Public input**
 - Take process to stakeholders and report back to CTF
 - Planning, Design, Construction, and Post Construction phases
- **Agency and organization coordination**
- **More than transportation performance metrics**
- **Be efficient**

Implementation

- **Final Design**
 - Sustainable materials
- **Construction**
 - Business and neighborhood impacts
 - Transportation network impacts
 - Sustainable construction techniques

For the November 15th session, the CTF will be provided with a table that provides an initial framework discussing how the Goal Topics relate to the Emphasis Areas that came out of the Listening Session discussions:

- **Preserve**
- **Enhance**
- **Change**

The table will also include a key to the relationship of the Goal Topics to the range of functions for the Broadway Boulevard project, which at this point include:

- **Multimodal Transportation**
- **Placemaking**
- **Economic Vitality**
- **Environmental Quality**

The session on the 15th will also provide the opportunity to discuss the initial range of functions and give the opportunity to revise and add to the list.