

Concepts Derived from Area & Neighborhood Plans	CTF Member Goals Notes and Brainstorm Concepts	Listening Session Input
<b>Vision Statement</b>		
<p>Successfully manage and negotiate impending forces of change and turns these challenges into improvements to the quality of life.</p>	<p>Ensure that the project allocates sufficient funding to make the final design visually and functionally appealing (noise buffers, landscaping, etc.)</p>	<p>Turn Broadway into a beautiful street (1)</p>
	<p>Aspire for Broadway Boulevard to be a sustainable model urban corridor in the heart of Tucson that</p> <ol style="list-style-type: none"> <li>1) provides affordable, efficient transportation choices;</li> <li>2) is economically sustainable over the long term;</li> <li>3) enhances economic activity and competitiveness; and</li> <li>4) values communities and neighborhood character.</li> </ol>	<p>Change "All of it!" [could mean either the planned/potential improvements should be changed or that everything about existing condition should change] (1)</p>
	<p>What are forces of change?</p>	<p>"I don't want to change anything." (1)</p>
	<p>Who is most heard and why?</p>	<p><a href="#">Fear that community will be lost (1)</a></p>
	<p>What are the unchallenged processes in the vision statement?</p>	
	<p>What are the unchallenged values in the vision statement?</p>	
	<p>A well thought out and balanced approach will be required to address all the needs from the mobility and access perspectives to character and land use enhancements.</p>	
	<p>The statements on the right represent the full range of wants and concerns stated by stakeholders. With energy and effort, we will be able to find a balance to suit most people. However, "I don't want any change" will most likely not be a valid strategy. The end result will ultimately make some stakeholders unhappy.</p>	
	<p>Think as "destination" as apposed to "corridor"</p>	
	<p>Group discussion/sessions</p>	
	<p>Rely on the experts to determine if certain changes are feasible</p>	
	<p>Specific goals should address multimodal, neighborhood and business character, comfort, environmental quality/conditions such as shade,</p>	
	<p>Others? Safety is an obvious one, but it's relationship to overall comfort, ease of access and use can't be overlooked</p>	
	<b>Preservation Goals</b>	
<p>Recognize distinct neighborhoods and districts in the Project Area.</p>	<p>The plan should enhance the bordering neighborhoods, not segregate, diminish or devalue them. Historic and/or culturally significant structures need to be preserved. Businesses must be preserved, and in such a way that traffic or parking availability do not compromise customer access when the project is complete.</p>	<p>Preserve unique and diverse small and local businesses and services (17+5+1*)</p>
	<p>Key items from Listening Session:</p>	<p><a href="#">IT WILL KILL ALL OF OUR BUSINESS!!! (1*)</a></p>
	<p>Value neighborhood/districts in own right, not as a corridor/gateway to downtown (1)</p>	<p>Will become like Phoenix, and will lose small businesses, put current owners out of business (on both sides of street), increased "big box" businesses (8)</p>
	<ul style="list-style-type: none"> <li>• Preserve unique and diverse small and local businesses and services (17)</li> <li>• Strong sense of community between businesses/services and their patrons (2)</li> </ul>	<p><a href="#">Save buildings and businesses on both sides of the street (4)</a></p> <p>Strong sense of community between businesses/services and their patrons (2)</p>
	<p>Celebrate the distinct character of each area with district concepts that preserve and promote a sense of community. Then utilize the roadway network to attract and link the districts and the public spaces together.</p>	<p><a href="#">Preserve neighborhoods (1+1*)</a></p>
	<p>Unfortunately, many of these concerns cannot be protected, otherwise progress would be impossible. "Building a state of the art street" will require that major changes are necessary. When possible, it should be the goal to preserve the character of the existing businesses.</p>	<p>Distinct areas with old/unique homes fronting on Broadway (2)</p>
	<p>Aim to link north and south sides of street, rather than divide</p>	<p>Construction closures/schedule will hurt businesses (2)</p>
	<p>Look at what other cities have done when improving a main corridor</p>	<p><a href="#">Blight due to uncertainty of last 25 years, and uncertainty into the future (1+1)</a></p>
	<p>Need some sort of instrument (i.e. survey, etc.) to measure the level of importance a business is to the community if it is not in a historic building and in jeopardy of being demolished.</p>	<p>Value neighborhood/districts in own right, not as a corridor/gateway to downtown (1)</p>
	<p>Achieved/ acknowledged through design – signage, materials, plant choices (such as tree type), street/site furnishings, possibly gateway art.</p>	<p>No acquisition of homes or businesses (1)</p>

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<p><b>Recognize distinct neighborhoods and districts in the Project Area. - continued</b></p>	<p>Maintain significant architectural integrity by developing / utilizing design guidelines that reflect, are compatible with specific stylistic features, materials, references, etc.</p>	<p>Create a state of the art street that preserves existing businesses and character (1)</p>
		<p>Bring the community together (1)</p>
		<p>No business has to be relocated (1)</p>
		<p>Existing buildings will be taken (1)</p>
		<p>Need to decide which side buildings will be removed from, [especially] between Miles School and Safeway, there are desirable buildings on both sides (1+1)</p> <p>Vacancies from loss of business activity (1)</p>
<p><b>Goals Concept Needed:</b></p> <p>Transportation issues related to distinct neighborhoods and districts.</p>	<p>Safe walking/biking are needed by neighborhoods. Design of roadway should ensure that neighborhood streets do not become traffic shortcuts.</p>	<p>Maintain business access, including linkages to neighborhoods for walking and bicycling (4+1+1)</p>
	<p>Maintain long-established connections between neighborhoods on both sides of Broadway and between residents and businesses.</p>	<p>Maintain ease and relative safety of crossings (short crosswalks) (3)</p>
	<p>Prevent Broadway from becoming a barrier between north &amp; south communities</p>	<p>More lanes, less revenue because of less businesses (3)</p>
	<p>Road as a facilitator of movement and communication</p> <ul style="list-style-type: none"> <li>a. Movement of cars</li> <li>b. Movement of pedestrians</li> <li>c. Movement of bicycles</li> <li>d. Movement between neighborhoods</li> <li>e. Movement to and from other parts of Tucson</li> <li>f. Interconnection of modes of transport</li> <li>g. Universal design</li> <li>h. Safety</li> </ul>	<p>Maintain existing width of roadway to preserve viability of existing businesses and services. (1+1)</p>
	<p>Help promote the business districts by creating a welcoming destination. Mitigate traffic impacts with traffic calming measures and by enhancing pedestrian and bicycling access for neighborhood linkages.</p>	<p>Demolition of all structures on the north side of Broadway takes away local businesses, reducing the number of local jobs and revenues; and revenues, including property taxes, sales taxes, TIFF revenues, and dollars based on heritage tourism (4)</p>
	<p>Maintaining existing width of roadway will be challenging, and is probably not realistic. Maintaining Business access will be an important goal.</p>	<p>Fewer parking lots, more parking structures (1)</p>
	<p>Work on walkability</p>	
	<p>Review what has worked/not worked in other areas of the city as well as other cities.</p> <p>Possible goal: Utilize roadway and streetscape design approaches that Maintain existing access and linkages while promoting additional development that is compatible in scale and character to existing uses along the corridor. Provide amenities to support existing and/or expanded user demographic. Might include seating, shelters, bike parking/corrals along with vehicle oriented amenities.</p> <p>Existing building style/scale/character, type of access, user group should be categorized, compared as part of design process</p>	
<p><b>Complement the existing scale, character, and identity of the surrounding neighborhood.</b></p>	<p>This is an opportunity for Tucson to become a leader in innovative, green design and historic preservation.</p>	<p>Will result in loss (death) of community; will become a thoroughfare not a place to be (5)</p>
	<p>Incorporate public gardens in the landscaping. Include heart-healthy exercise stations along the sidewalk/bike lane. This will enhance the current neighborhoods and attract others from outside the neighborhoods. (Broadway as a destination, not a means to get somewhere else.)</p>	<p>Sense of community/place, it's not generic (2+)</p>
	<p>Importance of affordable housing with a variety of types</p>	<p>Maintain scale and proportion (height) of existing buildings (2)</p>
	<p>Provide a variety of public gathering spaces</p>	<p>Provide noise mitigation, including with design of materials (2)</p>
	<p>Protect historic districts</p>	<p>Include public art (2)</p>
	<p>Create an environment that complements and enhances the existing character. Broadway Blvd. has the potential for becoming the most attractive and inviting activity center in the region.</p>	<p>Further deterioration of neighborhoods; negative impacts on adjacent neighborhoods (2)</p>
	<p>Lots of positive comments here, hard to imagine that the italic (negative) statements would materialize.</p> <p>Green infrastructure</p>	<p>More noise (2)</p> <p>Rents and cost of home ownership are relatively affordable in some areas (1)</p>

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<p><b>Complement the existing scale, character, and identity of the surrounding neighborhood - continued.</b></p>	Underground overhead utilities	Maintain existing width of roadway to preserve character (1)
	Again, what have other cities done? Do we have any reports to refer to?	Maintain housing for elderly and transit dependent (1)
	Add landscaping, nice lighting.	Maintain existing buildings, they give area character (1)
	If sound walls are needed, make decorative like walls going into downtown under overpass	Create a state of the art street that preserves existing businesses and character (1)
	See previous	Friendly to handicapped and elderly (1)
		Will make Broadway look even worse (1)
		Big sound walls next to homes (1)
		Could jeopardize owner-occupied homes (1)
<p><b>Recognize the nature and potential of the University and its immediate surroundings as a relatively compact, pedestrian-oriented regional activity center.</b></p>	Encourage alternate modes of transportation.	Maintain ease and relative safety of crossings (short crosswalks) (3)
	Consider Bike Boulevards in adjacent neighborhoods (9th Street/Arroyo Chico) as component of Broadway project	Sense of a walkable community (1)
	Provide for 'aging-in-place' of long time residents by providing adequate transportation choices and protecting local business connections	Maintain nature of accessibility to downtown and UofA (1)
	Agreed.	
	Placement of crosswalks will need to be well thought out, to consider University and Downtown venues.	
	It will be important to business stakeholders, that business accessibility is not hindered by too many stop and go crosswalks. People who are driving on Broadway to a business want to get there quickly.	
	Hawk lights. May be a pedestrian overpass? Creative walkways?	
	Goals might include managing access to balance ped needs with vehicle access – design guidelines include traffic calming or ped safety and comfort features.	
<p><b>Protect established residential areas from commercial encroachment and impacts.</b></p>	I liked the idea of using city-acquired properties to add parking, if parking is landscaped, and historical structures aren't destroyed. Maybe some park & ride, or park & bike lots to tie into UA CAT ran routes. This would also generate revenue.	Not enough parking will be available for commercial uses (2)
	Provide appropriate transition & buffering between neighborhoods and businesses while still providing bike/ped access from neighborhoods	
	Agreed. An overlay zoning process will be needed to address setbacks and buffer zones, etc.	
	Valid concern and the width of the roadway will play a part in the overall parking situation. If there roadway cuts too close to businesses, then alternative parking lots close-by may need to be considered.	
	Provide enough parking	
	Parking structures	
	Consider ped/bike path connections that create buffer with neighborhoods.	
	Consider introducing other types of landscape buffers to protect residential areas	
<p><b>Preserve the unique diversity and character of the planning area's historic and architectural value.</b></p>	Ensure project doesn't jeopardize existing or future NRHP Historic District designations	Overall related comments (21±)
	Road as a location	
	a. Distinct neighborhoods	
	b. Businesses	Losing historic character and structures (2)
c. Residential		
d. Structures		
e. Unique features		
Agreed.	Maintain and enhance historic character (1)	

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<p>Preserve the unique diversity and character of the planning area's historic and architectural value - continued.</p>	<p>It may be difficult to preserve all of the historical buildings. There may be other ways to enhance the historic character such as using vintage looking light poles, bus benches, road signs, etc.</p>	<p>Grant money to redo/restore historic buildings (1)</p>
	<p>Same ideas/concepts as preservation section above.</p>	<p>Preserve historic buildings on both sides (1)</p>
	<p>Covered somewhat in previous comments, but specific goals can be established to address cohesive design guidelines that reflect/respect historic architectural features, character.</p>	<p>Demolition of all structures on the north side of Broadway takes away historic and architecturally significant buildings (4)</p>
		<p>Historic built environment (2+1)</p>
		<p>Fear that community will be lost (1)</p>
		<p>Fear which side of the roadway will need to be removed between Miles School and Safeway, there are desirable buildings on both sides (1) [Also see special features items below]</p>
<p>Safeguard special features such as: Arroyo Chico, Miles School, Broadway Village, Broadway Broadmoor pedestrian way.</p>	<p>These significant structures are the pulse-points of the surrounding community and need to be preserved to maintain community vitality.</p>	<p>Broadway Village (5+1)</p>
	<p>Protect key landmarks as noted</p>	<p>1st Assembly of God Church (3)</p>
	<p>Agreed.</p>	<p>Miles School (2+1)</p>
	<p>It does not appear from initial glance that Broadway village should need to be touched. With smart planning and slight bending of the roadway, we should be able to avoid these structures. This also holds true for the other structures. Roadway alignment will play a crucial role in saving buildings/businesses.</p>	<p>Chase Bank (1+1)</p>
	<p>Highlight?</p>	<p>Dovetail better with 1st Assembly of God Church (1)</p>
	<p>High importance! Will need to rely on experts to accomplish</p>	
	<p>Establish an inventory of "sacred places" a la Randy Hester / Manteo (don't think list at left is comprehensive). Commit to protecting these, or develop process for vetting potential changes that affect these places. Design approaches /guidelines, any potential land use changes, overlays will control potential impacts to these places.</p>	
<p>Discourage unnecessary traffic from using the residential streets by facilitating the safe flow of traffic along the perimeter of the neighborhood and along the main crossing streets.</p>	<p>This is essential</p>	
	<p>Balance desire for protecting neighborhoods from unnecessary traffic with benefits of maintaining the fine-grained street network</p>	
	<p>Neighborhood traffic calming measures may be necessary to address this concern and a monitoring process during and after the construction of the improvements.</p>	
	<p>This again goes back to not using too many crosswalks, traffic lights, etc. The slower the traffic moves, and the more stops there are, will encourage traffic to use the smaller arteries for movement.</p>	
	<p>Leverage existing or proposed pathways</p>	
	<p>Right and left turn lanes. This seems contradictory to promoting good permeability through the corridor; treats the corridor as something that must be segregated rather than integrated with the community. It would be more productive to consider development standards that allow for transition zones from areas of high intensity use to quiet residential areas.</p>	
<p><b>Goals Concept Needed:</b> Related to transportation function of Broadway (this is not directly addressed in the Area and Neighborhood Plans).</p>	<p>Current, relevant data is needed</p>	
	<p>Maximize efficiency of existing ROW by providing incentives for rebalancing mode share</p>	<p>Preserve current width of right of way (6+2) Design the roadway within the existing curb-to-curb. (4)</p>

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<p><b>Goals Concept Needed:</b> Related to transportation function of Broadway (this is not directly addressed in the Area and Neighborhood Plans) - continued.</p>	Optimize the use of the right-of-way to improve mobility and safety for all modes along and across Broadway Blvd.	Preserve bus access, service, pull outs (3)
	Preservation of current roadway width is probably not realistic. There are a lot of concerns here, but I think most business stakeholders would benefit from widening and increased traffic flow. Most business will be helped by more traffic flow, not hurt by it.	Preserve bicycle lanes (2+1)
	Define BRT	Preserve east-west traffic (2)
	Provide multimodal facilities that maintain efficient traffic flow through the corridor.	Keep closer to existing width than twice width (1)
	Establish a multimodal corridor that creates, maintains effective linkages to neighborhoods, businesses and other destinations within the corridor.	Maintain current traffic volume (1)
		Maintain lower speed limit (1)
		Maintain left turns [may be a comment related to indirect left turns in Grant Road Plan] (1)
		Improve without widening (1)
		Use underutilized space [for alignment] instead of businesses having to move (1)
		Can parking be safely provided (1)
	Will encourage more driving (1)	
	Will still have 2 lanes with continuous center lane rather than 6 lane road (1)	
<b>Enhancement Goals</b>		
<p><b>Find a land use mix that enhances the character of the planning area.</b></p>	Support '20-minute neighborhood' concept	Visually enhance Broadway by controlling billboard, signage, etc. (2)
	Importance of affordable housing with a variety of types	Change ugly character of street and buildings (1)
	Provides a variety of public gathering spaces	Enhance unmaintained buildings and empty lots (many City-owned) (1)
	Protect historic districts	Land use planning tied into roadway; mixed land use (1)
	Agreed.	Maintain and enhance historic character (1)
	Roadway alignment will greatly reduce the need to eliminate businesses located within the project. zoning regulations can play a role in attracting more business to the area. It is not in the best interest of business stakeholders to have to modify their business aesthetics to conform to a new historic look.	Will keep what there is now and not get new stores, restaurants, etc. (1)
	Make a destination not a corridor	
Since Broadway is so close to U of A, may be incorporate similarities of Mill Road in Tempe, near ASU.		
Consider overlay district with design and development guidelines that comprehensively address many of these overlapping issues		
<p><b>Complete and tie together the multimodal transportation networks that run through the planning area.</b></p> <p><b>Improve quality multi-modal access to the UofA especially across Broadway.</b></p>	Improvements that facilitate walking, biking & public transportation will decrease the need for additional automotive lanes.	More pedestrian friendly (17)
	Provide affordable and attractive alternate mode choices	More bike friendly (5)
	Broadway should be the priority transit corridor in the city	Enhance pedestrian crossings and utilization of HAWK crossings and increase pedestrian crossing times (3)
	Maintain long-established connections between neighborhoods on both sides of Broadway and between residents and businesses.	Greater connectivity across Broadway and the entire area (3)
	Prevent Broadway from becoming a barrier between north & south communities	Better overall safety, including pedestrian safety (3)
	Consider Bike Boulevards in adjacent neighborhoods (9 <sup>th</sup> Street/Arroyo Chico) as component of Broadway project	Separate bikes and buses to avoid conflicts (1)
The roadway cross-section will need to address multimodal needs and include options for future transit and mobility needs.	Provide bus shelters with information on bus schedules/next bus, and shade trees (1)	

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<p><b>Complete and tie together the multimodal transportation networks that run through the planning area.</b></p> <p><b>Improve quality multi-modal access to the UofA especially across Broadway.</b></p>	<p>I understand the need to make the project more pedestrian and bike friendly, however, this balance will need to be done correctly, because if there are crosswalks everywhere, and traffic lights everywhere, it will lead to cars moving at a crawl through Broadway, and this will not be helpful to businesses located on Broadway. It will lead to a feeling of dread every time you need to get into your car and drive down Broadway. Many people will just give up and drive their cars on adjacent streets.</p>	<p>Achieve different types of transit including bus (1)</p>
	<p>Very Key !</p>	<p>Create a state of the art street that preserves existing businesses and character (1)</p>
	<p>HAWK lights, pedestrian overpass, transit pullouts, bike lanes</p>	<p>Provide bicycle paths off of Broadway (1)</p>
	<p>See previous comments</p>	<p>HAWK lights for seniors and children for pedestrian protection (1)</p>
	<p>This might include CatTran stops at Broadway</p>	<p>6 lanes = less safety for bicycles (1)</p>
	<p>Cycle tracks or shared use paths crossing Broadway at Park, Highland (something more robust than current bike lanes/routes that provide greater separation between cars and peds/bikes)</p>	<p>Won't get more than Bus Rapid Transit for transit improvements (1)</p>
<p><b>Ensure viability of properties that are impacted by the improvements to Broadway.</b></p>	<p>Careful construction planning to preserve customer access during improvements.</p>	<p>Loss of property value; who will buy property in the future?; blight (5)</p>
	<p>Provide certainty to businesses so they can make investment/improvement decisions</p>	<p>Don't remove parking, because that will kill businesses; if you take parking you might as well take the whole building (2)</p>
	<p>Façade program modeled on successful downtown effort</p>	<p>Tax incentives for businesses to preserve or enhance their buildings' facades like in downtown and Main Gate areas (1)</p>
	<p>Encourage formation of historic business district, bicycle-friendly business district or similar</p>	<p>As a property owner, my land is being held hostage; can't sell or lease it, because of uncertainty (1*)</p>
	<p>Policy issue.</p>	<p>IT WILL KILL ALL OF OUR BUSINESS!!! (1*)</p>
	<p>If the roadway is done right, including proper vegetation, trees, etc., then there should be no concern of lost property values, in fact, values should rise. Tax incentives are a great way to guide businesses to a specific cosmetic direction.</p>	<p>Vacancies from loss of business activity (1)</p>
	<p>Business &amp; tax incentives</p>	
	<p>Market business during construction.</p>	
<p><b>Enhance physical access between the UofA, Fourth Avenue, and Downtown Tucson while maintaining or reducing volumes of auto traffic.</b></p>	<p>Make it more convenient to walk, bike or take public transit in this area.</p>	<p>Improve efficiency of traffic flow, better signal coordination (2)</p>
	<p>Provide safe crossings and connections to existing bike/ped amenities</p>	
	<p>Improve way-finding signs for all modes to prominent destinations</p>	
	<p>Again, be aware not to overwhelm the roadway with crosswalks and traffic lights.</p>	
	<p>Right &amp; left turn lanes, transit pullouts, bike lanes Goals regarding creating and maintaining linkages especially for bike/ped and neighborhood circulation can address this.</p>	
<p><b>Goals Concept Needed:</b> Related to transportation function of Broadway.</p>	<p>Balance the transportation needs of those traveling locally with those passing through Grant Road</p>	<p>Better lighting, including pedestrian lighting (3)</p>
	<p>Provide affordable and attractive transportation choices that increase alternate mode share, increase vulnerable user safety, increase average vehicle occupancy, increase transit access and productivity, and decrease per capita VMT</p>	<p>Save money to Fix potholes (2+1)</p>
	<p>Broadway should be the priority transit corridor in the city</p>	<p>Don't let potholes just get worse (1)</p>
	<p>Consider Bike Boulevards in adjacent neighborhoods (9<sup>th</sup> Street/Arroyo Chico) as component of Broadway project</p>	<p>Two traffic lanes, each way, with ample turning lanes (1)</p>

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<p><b>Goals Concept Needed:</b> Related to transportation function of Broadway - continued.</p>	<p>Compliment the theme of the neighborhood with the style of lighting. Maintenance costs should be taken into consideration, however, we do need a significant amount of greenery to beautify the roadway, and there will be ongoing costs to do this. A beautiful roadway will enhance business, and make Broadway the place to be and bring your business.</p>	<p>Two traffic lanes, each way, with bus pull outs (1)</p>
	<p>Yes</p>	<p>Curve alignment to avoid 1st Assembly of God Church [could also apply to other buildings people desire to protect] (1)</p>
	<p>Speaks to streetscape design quality.</p>	<p>Design to decrease maintenance costs (1) 10 minute transit frequency (1)</p>
	<p><b>Change Goals</b></p>	
<p><b>Leverage the strategic location of the Broadway corridor.</b></p>	<p>An attractive corridor with interesting businesses &amp; restaurants will draw people from downtown and the UA, and connect these areas with Reid park and beyond.</p>	<p>Thriving business corridor, improve business street appeal, that generates more tax revenue (2)</p>
	<p>Build on Broadway as a unique destination and gateway into the urban core/UA etc.</p>	<p>Turn Broadway into a place where people want to be; holistic design and sense of place (2)</p>
	<p>Focus on creating a destination.</p>	<p>Gateway to Tucson (1)</p>
	<p>Compliment the theme of the neighborhood with the style of lighting. Maintenance costs should be taken into consideration, however, we do need a significant amount of greenery to beautify the roadway, and there will be ongoing costs to do this. A beautiful roadway will enhance business, and make Broadway the place to be and bring your business.</p>	<p>Make Broadway a destination (1)</p>
	<p>Lots of landscaping.</p>	<p>Design Broadway with an understanding of its role in the region, particularly for transit (1*)</p>
	<p>Visually appealing roadway and walkways</p>	<p>Redesign of the project could keep the project under budget and preserve the unique area for generations to come. (4)</p>
	<p>LU issues which are best addressed through planning and control mechanisms like an overlay. Transportation goals can focus on creating/ maintaining multimodal networks that provide high efficiency and high quality access to destinations within the corridor; Creating / maintaining effective linkages to other destinations outside of the corridor.</p>	<p>Loss of sales tax (1)</p>
<p><b>Unify the Broadway frontage.</b></p>	<p>Unify with landscaping to preserve unique architecture of individual structures.</p>	<p>Build closer to the road (1)</p>
	<p>Don't completely sanitize the unique character of roadway for goal of uniformity</p>	<p>More architectural uniformity (1)</p>
	<p>This can be accomplished by creating inviting public spaces.</p>	<p>Project will further cut apart rather than integrate the planning area (1)</p>
	<p>Tax incentives are a useful way to try to guide architecture to building construction, but we should not force or complicate the building process with extra regulation on construction. This would hurt the efforts to attract new businesses.</p>	
	<p>Bury overhead wires</p>	
	<p>Think about greenery to separate traffic from pedestrians</p>	
	<p>Consider design guidelines, parking standards that minimize vehicle/pedestrian conflicts by setting storefronts closer to the road, moving parking to rear of property (for redevelopment, new development). Include pedestrian-scale signage, furnishings, etc. along corridor.</p>	
<p><b>Good transitions between land uses.</b></p>	<p>Need more info on how to accomplish</p>	
	<p>Consider noise, lighting, building heights especially at interface with residential areas</p>	
	<p>Agreed. See previous comments.</p>	
<p><b>Greener and shadier street environment.</b></p>	<p>Xeriscaping, low-water landscaping to offset CO2 emissions.</p>	<p>Provide vegetation (6)</p>
	<p>Make walking comfortable and attractive, reduce urban heat island, improve transit stop comfort/aesthetics</p>	<p>More greenery, make it more scenic, tree-lined streets (5)</p>
	<p>Agreed.</p>	<p>Provide shade for bus riders (3)</p>
	<p>Agree with all, except, be careful in telling businesses they have to "change ugly character of buildings"</p>	<p>More shade, more trees (2+1)</p>

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<p><b>Greener and shadier street environment - continued.</b></p>	Water harvesting	Don't like lights, utility poles and lines (1)
	Trees, desert landscaping, center divider with landscape.	Unattractive power and other utility lines, bury power lines (1+1)
	Nice lighting.	Change ugly character of street and buildings (1)
	Again, speaks to design quality – Commit to “complete streets” approach to roadway design. For future discussion: several trends in urban planning and design can provide good ideas for how to address these issues – CSS, Main Street programs, complete streets, living streets (much overlap in these ideas). Possibly considering the corridor as the “Main Street” of this section of town, and applying appropriate design and LU controls should help resolve many of these issues - kind of a “When a Highway Runs Through It” approach.	Provide trees but not in medians; trees to separate traffic lanes and sidewalks, not in median (1+1)
		Landscaping will not be properly maintained (1)
<p><b>Green and sustainable development. [3]</b></p>	Make alternatives to driving through this corridor appealing and convenient.	Increased environmental sensitivity, green infrastructure, less pollution (3)
	Promotes equity within and between successive generations.	Provide green infrastructure to water trees, to provide beauty and shade (1+1*)
	Is affordable, operates fairly and efficiently, offers a choice of transport mode, and supports a competitive economy, as well as balanced regional development.	More pollution (2)
	Limits emissions and waste within the planet’s ability to absorb them, uses renewable resources at or below their rates of generation, and uses non-renewable resources at or below the rates of development of renewable substitutes, while minimizing the impact on the use of land and the generation of noise.	Improve drainage (1)
	See EPA Sustainable Transportation Performance Measures	Use pervious paving for sidewalks and paths (1)
	<a href="http://www.epa.gov/dced/transpo_performance.htm">http://www.epa.gov/dced/transpo_performance.htm</a>	Focus on people more than machines (1)
	Agreed.	The widening, as proposed in the 1987 Plan, does not support the local and regional goals of livability, sustainability, and walkable, bikeable streets. (4)
	Again, we need to be careful not to stifle the project by using overly green concepts that make it more difficult to drive a car through the roadway.	
<p><b>Complement historic preservation with compatible infill development.</b></p>	Solar panels	Don't create an 8-lane freeway denuded of its character and charm (1)
	High importance	Create an attractive streetscape, unique to Tucson, with sidewalks and retail, restaurant, and commercial builds close to the sidewalks (1*)
	Some of the same ideas from above apply here. Goals regarding on sustainability should also reflect existing ordinances (like rainwater harvesting). Can look at specific outcomes as well, like achieving 25-50% shade canopy coverage over sidewalk/paths. Others might include using solar panels to light bus stops, other features; using cool pavements for all non-travel related impervious surfaces, etc.	
	Ensure project doesn't jeopardize existing or future NRHP Historic District designations	
	Ensure new development fits in with historic building character/styles	
<p><b>Strongly encourage the development of vacant property throughout the University Area.</b></p>	Agreed.	
	How is this going to be achieved? it is a real sore spot to try to take existing private land through eminent domain, and use that land for new private development. Infill development needs to be done on partnership basis with existing land owners who are willing to use their land for development.	
	Covered by previous goals	
	Development must be context-sensitive.	Develop vacant parcels (1+1)
	Provide financial/permitting incentives for development of vacant parcels	
	Infill development should be compatible with historic character (facades, heights etc.)	
Development should encourage alternate mode access (no parking minimums) with bike/ped connections to surrounding neighborhoods		
Infill should include a mix of affordable residential		
By improving mobility and access and enhancing Broadway Blvd. as an activity center the market will support more infill.		

Concepts Derived from Area & Neighborhood Plans	CTF Member Goals Notes and Brainstorm Concepts	Listening Session Input
<p><b>Strongly encourage the development of vacant property throughout the University Area - continued.</b></p>	<p>SEE ABOVE</p> <p>Grants</p> <p>Use vacant property for parking structures; make visually appealing</p> <p>Provide redevelopment incentives tied to a broader LU plan or overlay.</p>	
<p><b>Support new development on the perimeter of residential areas that serve to protect and enhance the quality of life for neighborhood residents.</b></p>	<p>Offices &amp; business that provide services for elderly and disabled.</p> <p>Infill development should be compatible with historic character (facades, heights etc.)</p> <p>Infill should include a mix of affordable residential</p> <p>More businesses will be a plus, and will generate more tax revenue, and enhance the neighborhoods.</p> <p>Offer incentives to businesses in other areas of the city to move to the new Broadway corridor.</p> <p>See previous comments</p>	<p>Develop vacant parcels (1)</p> <p>More businesses that can be used by neighborhoods (1)</p> <p>Nice new businesses (1)</p> <p>Project will occur in manner that leads to quick revitalization (1)</p> <p>Revise zoning to allow for medium-density development along full length of Broadway (1)</p> <p>Create an attractive streetscape, unique to Tucson, with sidewalks and retail, restaurant, and commercial builds close to the sidewalks (1*)</p> <p>[Repair the] blight due to uncertainty of last 25 years (1)</p>
<p><b>Discourage the extension of strip commercial as a pattern of development.</b></p> <p><b>Develop concentrated centers of pedestrian-oriented mixed use activity, integrating housing, employment, shopping, and related activities.</b></p>	<p>More housing such as Casitas on Broadway.</p> <p>Development should encourage alternate mode access (no parking minimums) with bike/ped connections to surrounding neighborhoods</p> <p>Consider development of transit nodes and pedestrian plazas/public spaces</p> <p>A mixed use overlay might be the best approach for addressing land use concerns.</p> <p>I think all forms of business concentration are necessary. There does not appear to be enough open parcels of land that could be used for "concentrated centers" Thus it will be difficult to remove businesses lining the roadway. And again, you will have problems applying eminent domain to private land, and re-using that land for commercial development.</p> <p>Small live, work, play populations along the corridor.</p> <p>Many of these statements speak to LU planning that should be done in conjunction with the transportation planning/design. Specific goals will need to tie to characteristics of individual "districts" along the corridor, which may or may not coincide with neighborhood boundaries. This needs a clear and detailed characterization of each of the segments of the corridor prior to developing specific goals.</p>	<p>Land use planning tied into roadway; mixed land use; walk and bike to work (3)</p> <p>Increase density of development in corridor (2)</p> <p>Build mixed use commercial and residential, if feasible (2)</p> <p>Build human-scaled development (1)</p> <p>Allow for redevelopment (1)</p> <p>Fewer parking lots, more parking structures (1)</p> <p>More vibrant businesses, 24 hours/day (1)</p> <p>Make it more enjoyable to travel down Broadway (1)</p> <p>"No Overlay!" (1)</p> <p>Fear of overlay (1)</p>
<p><b>Create neighborhood gateways, such as signage, monuments, and public art.</b></p>	<p>Involve neighborhood residents and UA community.</p> <p>Yes!</p> <p>Agreed.</p> <p>If tastefully done, then OK, and what is the cost etc.?</p> <p>Along [pathway]</p> <p>Create similar concept as wall under underpass going into downtown.</p> <p>See previous.</p>	
<p><b>Goals Concept Needed:</b> Related to transportation function of Broadway.</p>	<p>Need to consider all options &amp; think outside the box.</p> <p>Balance the transportation needs of those traveling locally with those passing through Grant Road</p> <p>Provide affordable and attractive transportation choices that increase alternate mode share, increase vulnerable user safety, increase average vehicle occupancy, increase transit access and productivity, and decrease per capita VMT</p> <p>Consider Bike Boulevards in adjacent neighborhoods (9th Street/Arroyo Chico) as component of Broadway project</p>	<p>Widen Broadway to some degree but not as much as plan calls for, less lanes (4 or 6 rather than 8) (4)</p> <p>Add left-turn arrows at Broadway-Tucson intersection (2+1)</p> <p>Solve bottleneck into downtown, west of Euclid, also unsafe for bicycles and pedestrians (3)</p> <p>Consistent speed limit (some want slower), needs to be calmed (especially near church and school), narrow lanes (6)</p>

Concepts Derived from Area & Neighborhood Plans	CTF Member Goals Notes and Brainstorm Concepts	Listening Session Input
<p><b>Goals Concept Needed:</b> Related to transportation function of Broadway.</p>	Broadway should be the priority transit corridor in the city.	Replace continuous center turn lane with raised median and left turns (1)
	Consider the greater traffic network and study the impact of each alternative on 6th/5th Street as well as 22nd street, etc.	Provide elevated pedestrian crossings (1)
	All are great ideas, except if the roadway is not wide enough, it will not be a great enhancement for the overall vision of the project. Also, a streetcar running down Broadway seems unlikely, and tremendously expensive.	Provide more sidewalks and continuous handicap access (2+1+1)
	Define BRT difference from normal bus activity.	Provide more and safer crosswalks, including HAWKS (2+1)
	Balance traffic efficiency with non-vehicular circulation efficiency within the corridor.	Design a smarter, more efficient road considering bus pullouts, turn bays, and timing of signalized lights; thereby encouraging bus ridership, biking, and walking (4)
	Provide effective linkages to other routes and destinations outside of the corridor.	Ask the RTA and the City to reconsider the 8 lane expansion and use the money instead to find ways that will improve traffic flow without the extreme, unnecessary destructiveness of that 8 lane expansion. (4)
	Create safe and comfortable environment for bikes and pedestrians within the corridor, and provide an increased level of streetscape amenities in areas of intensive bike/ped use.	Create a safe and pleasant street for pedestrians and shoppers, bicyclists, and local residents as well as cars (1)
		6 lanes for cars, 2 for transit and 2 for bike lanes seems reasonable (1)
		Study 3 alternatives – current layout with bus pullouts and green infrastructure, 6 lanes, and 8-lanes – which buildings would be affected? (1*)
		Don't create an 8-lane freeway denuded of its character and charm; fear of widening to 8-lanes (1+1)
		Fear that widening will be continued to the east past Country Club (1)
		[Fear] bottleneck at Country Club is catastrophic (1)*
		NOTHING!!! STOP IT!!!; KILL IT!!! (1+1)
		Solve the Downtown traffic problem by widening access through Downtown (1)
		Traffic projections have not come to pass, widening not needed (1)
		Design Broadway with an understanding of its role in the region, particularly for transit (1*)
		Consider an elevated roadway from Country Club to Euclid to serve through traffic (1)
		Trees to separate traffic lanes and sidewalks, not in median (1)
		Provide adequate pedestrian and bicycle crossing between Tucson and Country Club (crosswalk at Treat is dangerous and Treat bike boulevard needs to be extended to Aviation bikeway) (1)
		Remove bike lanes, provide a bike path; or use existing east-west bike routes (1+1*)
		Accompanying improvements to 9th and Arroyo Chico bike boulevards to accommodate increasing bicycle use (1)
		Make Broadway a transit corridor with less frequent stops (6+)
		Provide bus pullouts (8+1)
	Provide high-capacity trans connection between Downtown and eastern areas of Tucson (2+1)	
	Transit focus on Broadway with increased vehicular traffic accommodated on Speedway and 22nd (1)	
	This part of Broadway is key to Tucson having a modern transit system, highest bus ridership in the region, and connecting key elements of the transit system (1*)	
	Accommodate near-term light rail or BRT along full length of Broadway from Downtown to east side in dedicated center lanes (1)	
	Provide light rail on Broadway (3)	
	Provide streetcar [one comment specifically saying that doesn't need to be on Broadway but serve general corridor] (3)	
	Don't run streetcar down Broadway to Downtown (2)	

Concepts Derived from Area & Neighborhood Plans	CTF Member Goals Notes and Brainstorm Concepts	Listening Session Input
<b>Process and Making the Vision Happen Goals</b>		
<b>Full and meaningful involvement of stakeholders in current and future decisions.</b>	Ensure ample opportunity for public input at all phases. Outreach should include going to residents, as they may not have the means to attend CTF & public meetings. Provide easy Stakeholder access to CTF representatives and mechanism for CTF to report back to Stakeholders Agreed. Yes More discussion groups More listening sessions. Not sure how to word this, since there is already a public process in place. ? Commit to communication with potentially affected residents to develop planning/design/construction/maintenance strategies that address their concerns.	Can find a plan that makes everyone happy; bring community together (2) What is planned will happen regardless of public input; will city really listen (2) The CTF will survive [and thrive!] (1) Broadway will be a template for other corridors – Grant and 22nd (1) Citizens will be listened to (1) Fear that widening will be continued to the east past Country Club (1) Fear that this drags on forever (1)
<b>Build relationships between organizations that will affect the future of the planning area – neighborhood associations, University of Arizona, the Tucson Unified School District, City of Tucson, Pima County, RTA, others...</b>	Agreed. Yes More discussion groups Go to them. Don't wait for them to come to us. Communication is the key to the success of the project. Seems like this should already be happening within existing boards and committees. Probably ought to discuss to explore what this really means.	
<b>Goals Concept Needed:</b>  Addressing need for up to date analysis and creating confidence in successful implementation.	Need current, accurate data. Also need to consider data & approaches modeled by other communities. Use performance metrics beyond just LOS and vehicle delay Use EPA Sustainable Transportation Performance Measures <a href="http://www.epa.gov/dced/transpo_performance.htm">http://www.epa.gov/dced/transpo_performance.htm</a> Consider new research on transportation trends Support regional goals of reducing sprawl/auto-dependent travel/increased alt-mode travel (Plan Tucson & Imagine Greater Tucson) Agreed. A lot has changed and will most likely continue to impact how we model and make projections. If businesses don't know if their properties are going to be raised, then they will not want to invest into their businesses. The sooner they know what is going to happen, the better it is for the business, and community. Yes - as of now, data seems raw or "subjectively" sorted. Commit to re-evaluating planning basis for transportation projects every 5 years.	Planning and design process needs to address perception that it is based on old [and no longer applicable] transportation and growth projection data (2) Provide certainty to allow businesses to grow (1) The project charter constrains the process (4) Traffic projections have not come to pass, widening not needed (1) Don't unnecessarily spend our money based on obsolete old study (1) Fear that this drags on forever (1+1+1*) Fear that delays in decision could lead to funding being spent elsewhere (1) If you do something, do it right the first time (1+1*)

**NOTES:**

[1] Comment counts following plus sign are answers to separate questions, this reporting method is used as comments could be from the same person.

[2] Comments and numbers with \* are comments from responses to the "other comments" question on the comment forms, not the three questions that were asked of the small groups, and comments from other correspondence, including emails

[3] Including: water harvesting, energy conservation, alternative energy sources, alternative transportation modes; and the use of native and/or drought tolerant plant materials.