



# **BROADWAY BOULEVARD**

EUCLID to COUNTRY CLUB

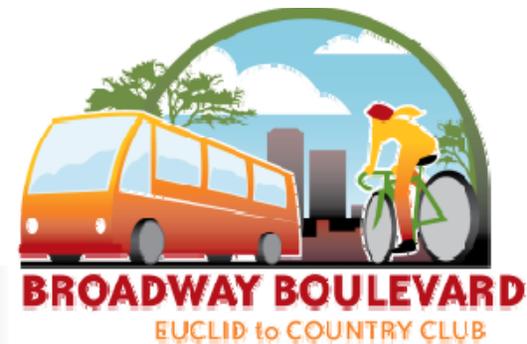
# Meeting Agenda

1. Call to Order/Agenda Review
2. Call to the Audience *10 min*
3. Representation and Public Participation *20 min*  
Worksheet
4. Discussion on Broadway Task Force Mission *5 min*
5. Lessons Learned From Grant Road Task Force *15 min*
6. Discussion on Broadway Task Force Process *15 min*
7. Decisions on Mission and Process *15 min*
8. Approve Meeting Summary *2 min*
9. Overview of Project Approach *25 min*

# Meeting Agenda

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|--|---------------|
| 10. Approve schedule of meeting dates            | <i>5 min</i>  |
| 11. Discussion on Listening Session Draft Report | <i>25 min</i> |
| 12. Approve Listening Session Draft Report       | <i>5 min</i>  |
| 13. Introduction of Vision and Goals Framework   | <i>15 min</i> |
| 14. Next Steps                                   | <i>10 min</i> |
| 15. Roundtable                                   | <i>10 min</i> |
| 16. Call to the Audience                         | <i>15 min</i> |
| 17. Adjourn                                      |               |

# Call to the Audience



# Call to the Audience Guidelines

- 2 Call to the Audience opportunities
- Must fill out participant card
- Participants called in order cards are received
- 2 minutes allowed per participant
- CTF Facilitator will call on speakers and manage time
- CTF members cannot discuss matters raised
- CTF cannot take action on matters raised
- CTF members can ask project team to review an item

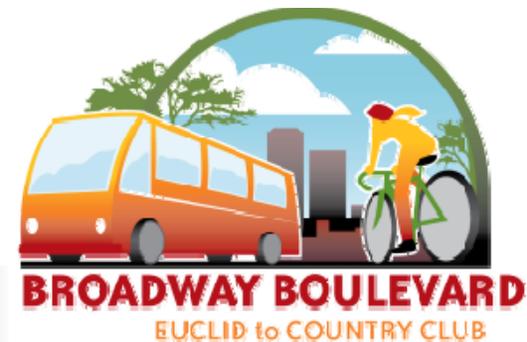
# 1<sup>st</sup> Call to the Audience

10 Minutes

**Please limit comments to 2 minutes**

- CTF members cannot discuss matters raised
- CTF cannot take action on matters raised
- CTF members can ask project team to review an item

# Representation and Public Participation Worksheet



# Representation & Public Participation Worksheet




**Broadway Citizens Task Force – Representation and Public Participation Worksheet**

Public participation in the Broadway: Euclid to Country Club project will be a critical factor to a successful design process and product. The Citizens Task Force is a critical component. In the coming months, and throughout the Planning & Design Phase, we will define and refine plans to support outreach and encourage involvement in this project.

This worksheet is designed to capture your initial thoughts as a newly appointed Citizens Task Force member about how you define your representational role, your stakeholders, and success. It is also designed to obtain your initial input on public participation. Your answers help the project team develop lists of impacted stakeholders and methods to inform and involve them.

Please fill this worksheet out by the next meeting, set for:

- The Broadway Citizens Task Force is comprised of 13 seats representing different interests. What were you appointed to represent on the Citizens Task Force?  


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- In your role, please describe what defines the stakeholders you represent.  


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- Imagine that you are successfully fulfilling your role as a CTF member.
  - Please describe how you would define success, or with what indicators or measures you would rate your success.  


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  - What tools will you need to be successful?  


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**DRAFT**

Table 2. Anticipated Perspectives of Selected Citizen Task Force Members (as of June 18, 2012)

		PROPERTY OWNER	TENANT (not owner)	LANDLORD	BUSINESS OWNER	NEIGHBORHOOD	ACCESSIBILITY	ALT. MODES	CRIME / SAFETY	DEVT / CONSTRUCTION	DOWNTOWN	ECON. DEVELOPMENT	ENGINEERING	HIST. PRESERVATION	INVESTMENT/FINANCE	LEGAL	PLANNING	PROP. MANAGEMENT	REAL ESTATE	REGIONAL	SOCIAL SERVICES	SPECIAL POPULATIONS	SUSTAINABILITY		
NEIGHBORHOOD	NW	1. Colby Henley, Rincon Heights NA (Historic District), current President																							
	NE	(Vacant)																							
	SE	3. Shirley Papuga, Broadmoor-Broadway Village NA, past president																							
	SW	4. Jamey Sumner, Miles NA																							
		<i>Perspectives Summary: Neighborhood</i>																							
BUSINESS	N	1. Anthony R. DiGrazia, Rocco's Little Chicago																							
		2. Dave Nasser, Realtor																							
	S	3. Bob Belman, Arizona Auto Refrigeration																							
		4. Diane Robles, Child & Family Resources, Inc																							
		<i>Perspectives Summary: Business</i>																							
NOMINATIONS/APPOINTMENTS	CTAC	Farhad Moghimi (Chair, Ward 3 appointee)																							
	Tucson Pima BAC	Elizabeth Scott (Parliamentarian, Ward 6 appointee)																							
	Planning Commission	Steven Eddy, AICP (Vice Chair, Ward 6 appointee)																							
	Special Needs	Jon Howe, NA																							
	Regional (RTA)	Michael Butterbrodt, Inglis Florists																							
		<i>Perspectives Summary: Nominations/Appointments</i>																							
		<b>PERSPECTIVES SUMMARY</b>																							
		Broadway: Euclid to Country Club Citizens Task Force Selections																							

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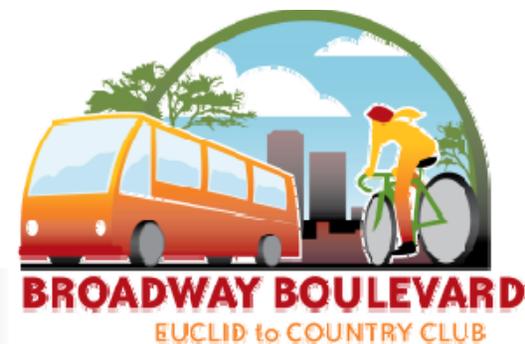
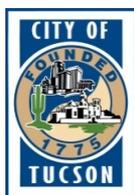
Discussion of representation and roles.

# Participation Worksheet

1. What interests were you appointed to represent?
2. What defines the stakeholders you represent?
3. What would you like to accomplish? How do you define success in fulfilling your role?

# Draft Mission

The Broadway Boulevard CTF has been formed by Mayor and Council to work with the Project Team to evaluate and select alternatives and develop stakeholder supported recommendations regarding the project roadway alignment, roadway and streetscape design, and urban interface. Task force members will help provide effective communication between the neighborhoods and stakeholders they represent and the Broadway Boulevard Project Team.

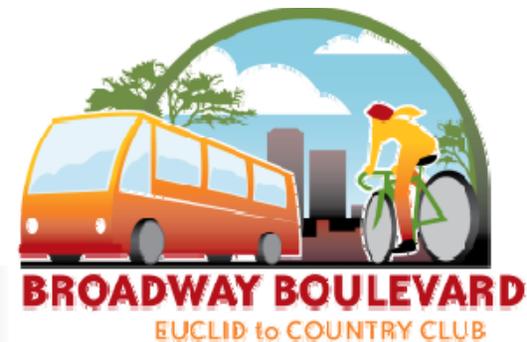


# Broadway CTF Meeting Process

- **Establish Ground Rules**
- **Determine Meeting Structure**
  - **Call to Audience**
  - **Setting Agendas**
  - **Consensus versus Traditional Voting Decision Making**
- **Determine CTF Organization**

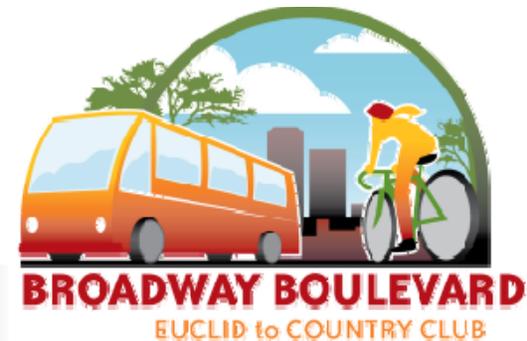
# Broadway CTF Ground Rules

*What rules do we want to impose on ourselves to create a climate in which this group can work together effectively to accomplish our Mission?*



# Lessons Learned – Grant Road CTF

1. What about the way you worked together helped you to accomplish your mission?  
What would you coach the BBCTF to adopt?
2. What would you do differently? How would you improve the meeting process (within the constraints of the open meeting laws)?

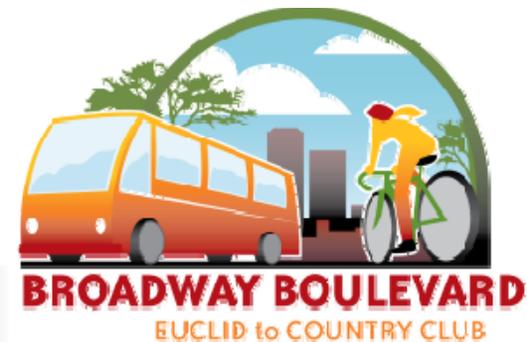


# Lessons Learned – Grant Road CTF

Grant Road CTF Uses a Consensus Based Model

VS

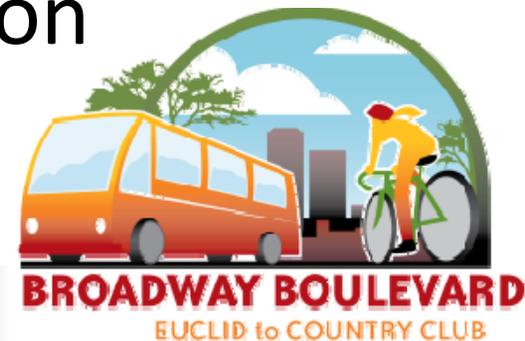
Parliamentary Procedure Model



# Broadway CTF Process- Consensus

## Project team recommends a consensus based decision making process

- Pro – Allows for continuum of responses vs. yes/no answers
- Pro – Contributes to a cohesive group
- Pro – Mirrors individual decision process
- Pro – Requires information and understanding
- Con – Can take time to reach a decision



# Consensus Decision Continuum

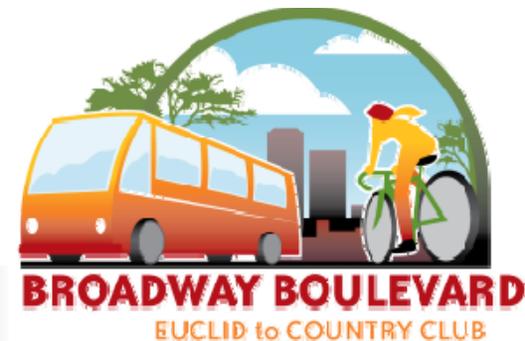
1. I can say an **unqualified 'yes'** to the decision.
2. I find the decision **perfectly acceptable**. It is the best of the real options available to us.
3. I can **live with the decision**; however, I am not especially enthusiastic about it.
4. I will **stand aside** and not block the decision; I do not fully agree and need to register my views.
5. I do not agree with the decision and feel the need to **block** the decision being accepted as consensus.

# Decisions on Mission and Process

Does the CTF approve the proposed Broadway Boulevard Citizen Task Force Mission?

Does the CTF approve the proposed:

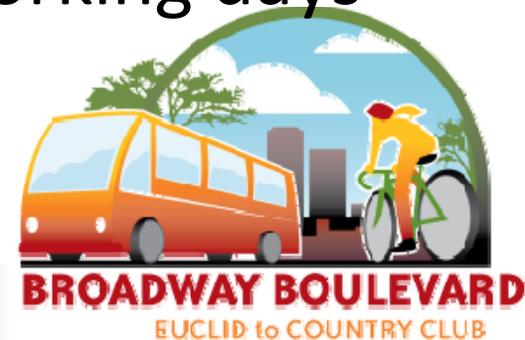
- **Ground Rules**
- **Meeting Structure**
  - Call to Audience
  - Setting Agendas
  - Consensus versus Traditional Voting Decision Making
- **CTF Organization**



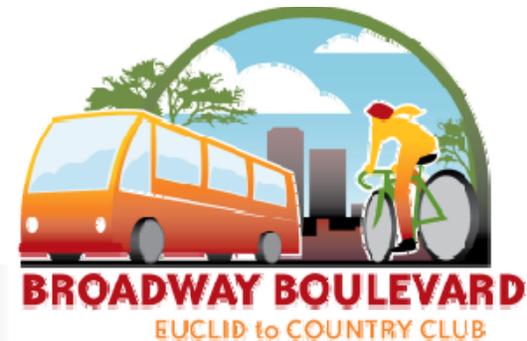
# Decision on Meeting Summary

- Meeting Summary covers action from June 20 2012 CTF Meeting (Meeting 1)
- Meeting Summary and Audio Recording comprise official minutes
- Only CTF can act on the meeting summary
  - CTF can disapprove meeting minutes requiring them to be tabled until a future meeting

Please note: prior meeting's summary and a Legal Action report of the current meeting will be posted to City Clerk's website within three (3) working days of CTF meeting

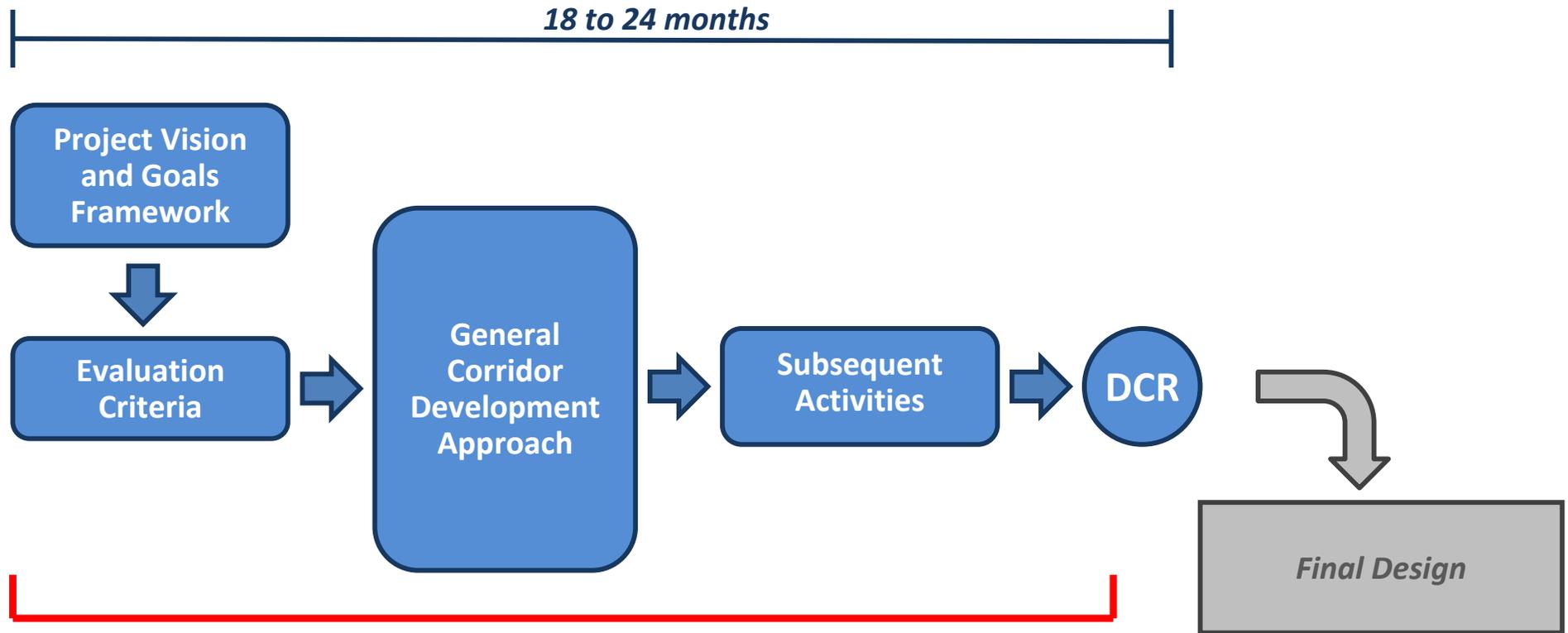


# Overview of Project Approach



# Overview of Project Approach

## The Two Stages of the Planning and Design Process



This is the “DCR Process” which is our current focus

# Overview of Project Approach

## *Sponsoring Agencies*

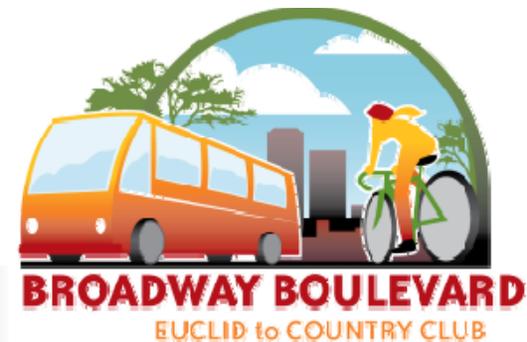
Responsible agencies for this project

City of Tucson:      Lead agency

Regional Transportation Authority:      Primary  
funding source

Pima County:      Major funding source

**The sponsoring agencies will make final decisions and adopt the final plan. We need to work closely with them throughout this process.**



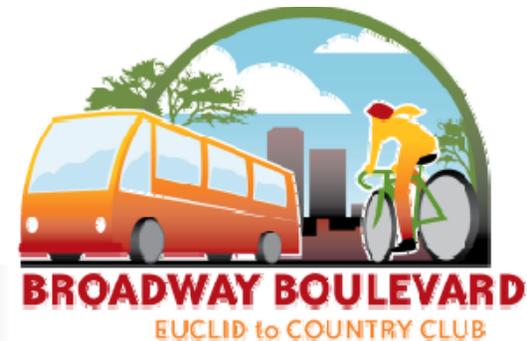
# Overview of Project Approach

## *Project Vision and Goals Framework*

The *Project Vision and Goals Framework* will

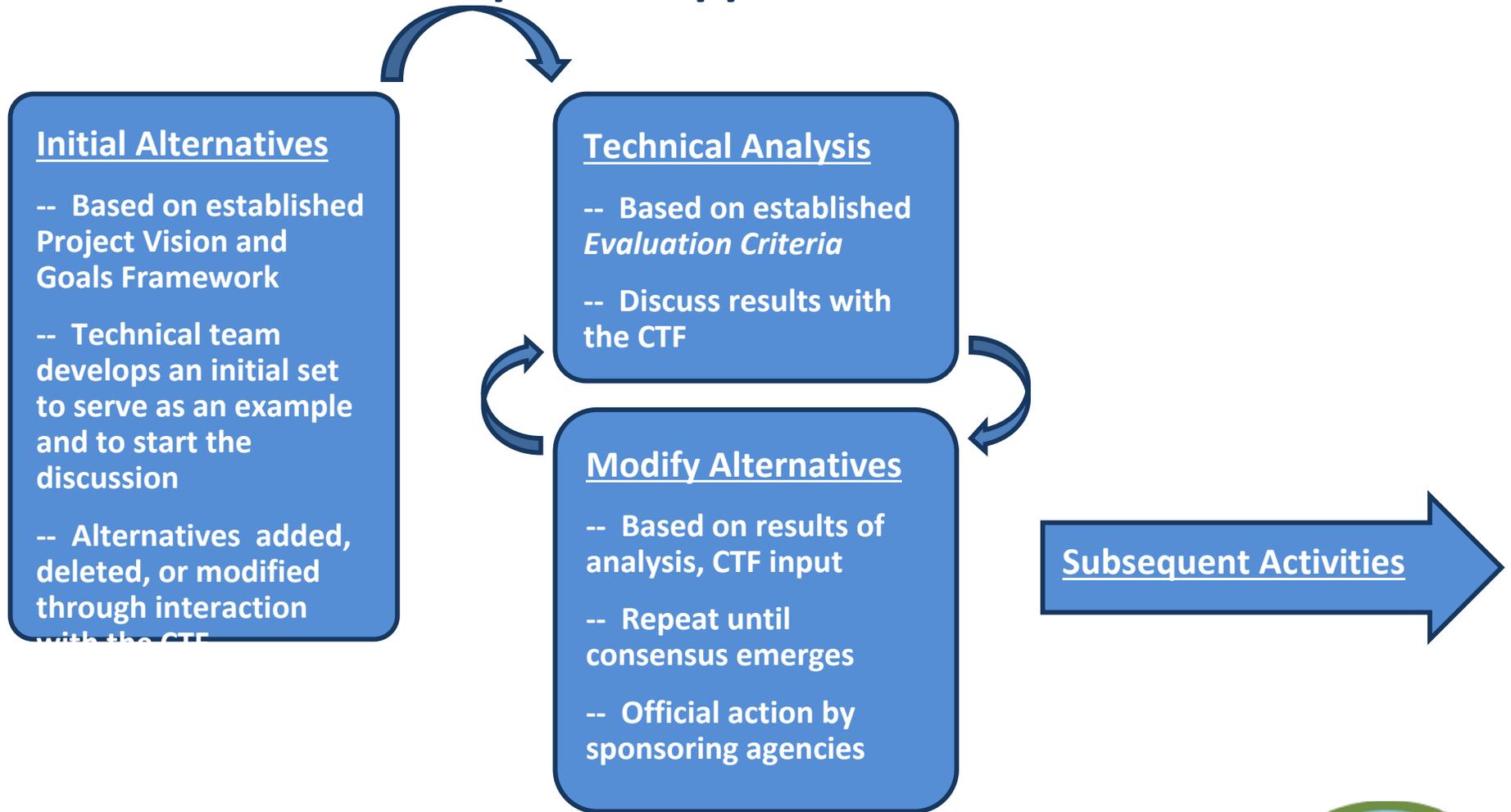
- reflect the values that stakeholders, sponsoring agencies, and the general community hold for this project
- guide the formulation and evaluation of alternatives including the evaluation criteria used
- provides a touchstone to keep our efforts focused and on track

**Work on *Project Vision and Goals Framework* begins tonight!**



# Overview of Project Approach

## General Corridor Development Approach



Arriving at a general approach is an iterative process

# Overview of Project Approach

## *Evaluation Criteria*

### The *Evaluation Criteria* will

- establish object processes and measures for comparing alternatives
- reflect the full range of corridor functions
- reflect the *Project Vision and Goals Framework*
- provide a technically sound , objective basis for decision making

**Evaluation criteria will include the process by which they will be applied**

# Overview of Project Approach

## *Evaluation Criteria*

### Examples of criteria

- Multi-modal transportation function
- Commercial/residential viability of adjacent parcels
- Pedestrian and bicycle friendliness
- Visual quality
- Protection of historic resources
- Impact on valued buildings
- Accessibility for disabled individuals
- Impacts to existing businesses and property owners
- Suitability for future high capacity transit
- Respect for Tucson history and culture
- Broadway's function as a downtown gateway
- Creating an identifiable sense of place
- Revisions to codes, ordinances, regional plans, and other regulations needed

**Evaluation criteria should cover the whole range of intended functions of the corridor**

# Overview of Project Approach

## *General Corridor Development Approach*

### Data available for technical analysis

- Topographic mapping and aerial photos
- Preliminary right-of-way survey
- Historic buildings survey
- Traffic study
- Land use, urban form

**Prior studies will be presented over next several meetings**

# Overview of Project Approach

## *General Corridor Development Approach*

### The evaluation process

- will provide hard, numerical comparisons where possible (number of historic structures impacted, construction cost, etc)
- Subjective judgments will be professional opinions with documented reasoning (visual quality, sense of place, etc)
- Drawings for each alternatives will be prepared that graphically illustrate the alternative and provide a basis for determining costs and impacts

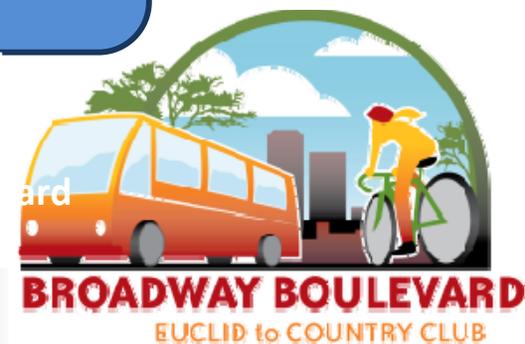
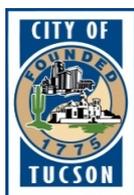
# Overview of Project Approach

## *General Corridor Development Approach*

Key issues will be addressed here such as

- The number, use, and width of lanes
- The accommodation of bicycles
- Width and placement of sidewalks
- Other pedestrian improvements such as shade, separation from traffic, and separate pedestrian or joint use pathway
- Enhancements to the commercial/residential environment (buffers, frontage roads, etc.)
- Measures to accommodate future high capacity transit
- The direction to which any widening will be made
- Type and extent of landscaping and other behind-the-curb features

**Questions regarding the larger ideological issues will be resolved with the adoption of the *General Corridor Development Approach***



# Overview of Project Approach

## *Subsequent Activities*

With the *General Corridor Development Approach* established, specific components will be considered in more detail

- roadway geometrics including profiles
- landscape/streetscape plans will be advanced
- first look at drainage, utilities, other engineering issues
- initial access plan
- land use implementation strategies
- initial cost estimate
- 15% street design plans

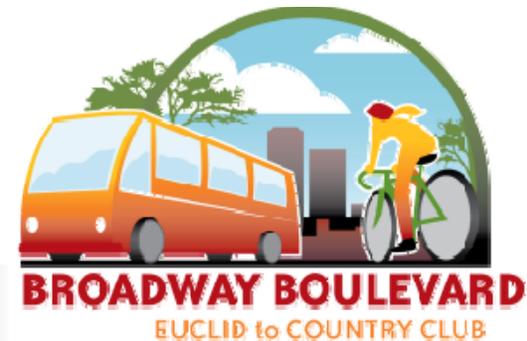
# Overview of Project Approach

## *Design Concept Report*

Entire effort will be documented in the *Design Concept Report (DCR)*

- alternatives considered
- decisions made and why
- initial (15%) street design plans
- initial cost estimate

**Action by sponsoring agencies anticipated on this document**



# Overview of Project Approach

## *Public Input*

### Multiple sources of community input

- CTF (primary source)
- Public meetings
- Stakeholders (groups and individuals with specific concerns about how this project is developed, both from within and outside the corridor)
- Agency staff
- Elected officials

# Approve Proposed Schedule of Meeting Dates through March 2013

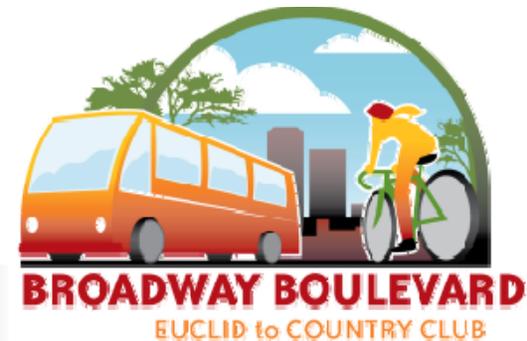
- August 30<sup>th</sup> – Approved CTF Meeting 3
- No September meeting
- October 4<sup>th</sup> – Proposed CTF Meeting 4
- October 18<sup>th</sup> – Public Meeting
- November 15<sup>th</sup> – Proposed CTF Meeting 5
- December 13<sup>th</sup> – Proposed CTF Meeting 6

# Approve Proposed Schedule of Meeting Dates through March 2013

- January 17<sup>th</sup> – Proposed CTF Meeting 7
- February 21<sup>st</sup> – Proposed CTF Meeting 8
- March 21<sup>st</sup> – Proposed CTF Meeting 9
- Early April 2013 – Public Meeting
- Late April– Proposed CTF Meeting 10

Results: CTF endorsement of tentative development approach

# Listening Session Draft Report



# Discussion of Listening Session Draft Report

1. What characteristics in the Broadway Boulevard project area should be preserved?
2. What characteristics in the Broadway Boulevard project area should be changed?
3. What do we fear and hope for in the Broadway Boulevard project area
  - 9 Tables with a total of about 57 participants, and 100-170 comments per question
  - 9 comment cards and 4 stakeholder group resolutions in report appendices



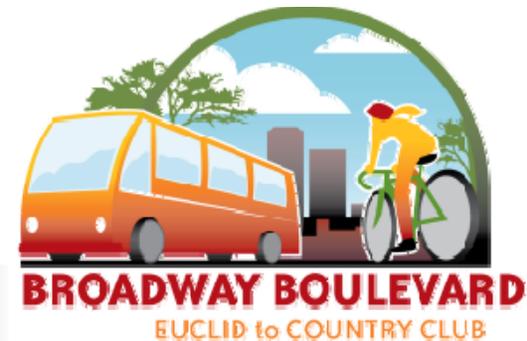


# Discussion of Listening Session Draft Report

- Key Issue Areas
  - Corridor Character
  - Transportation Function
  - Design of the Street
  - Economic Development
  - Process and Making the Vision Happen

# Corridor Character

Topic	Preserve	Enhance	Change
Businesses & Services	✓		✓
Neighborhoods	✓		
Building Height & Massing	✓	✓	
Land Use Character		✓	✓
Historic & Significant Buildings	✓	✓	
Overall Identity & Placemaking	✓	✓	✓

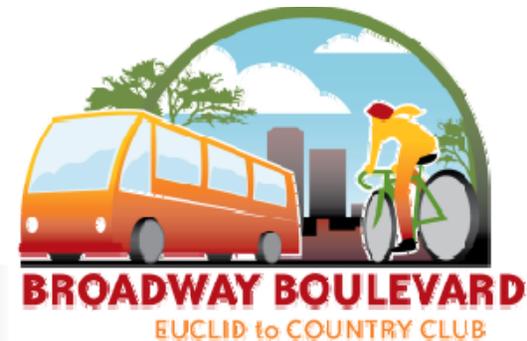


# Corridor Character

- Existing Identity and Placemaking
  - Result will be loss/death of community (5)
  - Value existing sense of community/place, “it’s not generic” (2+)
- Potential Identity and Placemaking
  - Turn Broadway into a place where people want to be; holistic sense of place (2)

# Transportation Function

Topic	Preserve	Enhance	Change
Business & Service Access	✓		
Traffic Volume & Mobility	✓	✓	✓
Pedestrian Access & Safety	✓	✓	✓
Bicycle Access & Safety	✓	✓	✓
Transit Access & Safety	✓	✓	✓
Overall Network	✓		✓
Overall Broadway Function		✓	✓



# Transportation Function

- Traffic Mobility and Volume
  - Improve efficiency of traffic flow, signal coordination (2)
  - Maintain business access (4)
- Pedestrian Access and Safety
  - Maintain business access (4)
  - More pedestrian friendly (17)
  - Provide more sidewalks and handicap access (2)

# Design of the Street

Topic	Preserve	Enhance	Change
Impact on Existing Uses & Community Character	✓	✓	✓
Noise Mitigation	✓	✓	
Street R.O.W.: sidewalks & number of lanes	✓	✓	✓
Overall Broadway Design & Condition	✓	✓	✓
Speed Management			✓
Streetscape and Landscape			✓
Sustainable Design			✓
Construction and Maintenance Costs		✓	✓

# Design of the Street

- R.O.W. Size— lanes number/width, sidewalks, landscaping
  - Provide landscape, trees, shade (13)
  - Provide bus pullouts (8)
  - Preserve current width (6)
  - Widen to some degree, varied opinions on number of lanes (4)
  - Provide light rail (4) or streetcar (3)
  - *8-lanes is too wide* (3)
  - Provide pedestrian sidewalks/walkways (4)
  - Turn Broadway into a place where people want to be; holistic sense of place (2)

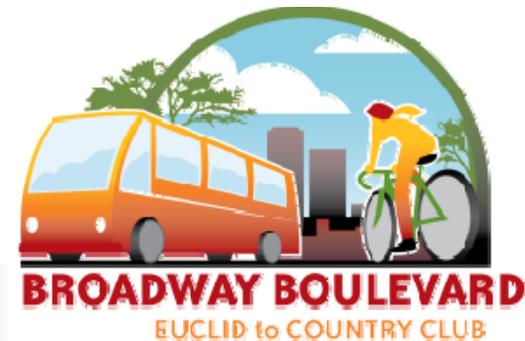
# Economic Development

Topic	Preserve	Enhance	Change
Affordable & Diverse Housing	✓		✓
Financial Impacts & Incentives		✓	✓

- Loss of property value who will buy property in the future?; blight (5)
- Tax incentives or grant money for façade enhancements and restoration of historic buildings (2)

# Process & Making the Vision Happen

Topic	Preserve	Enhance	Change
Efficiency of Delivering Project			✓
Stakeholder Involvement in Current and Future Decisions			✓
Veracity of Data and Analysis		✓	✓



# Process

- Stakeholder Involvement
  - Find a Plan that pulls community together (2)
  - *What is planned will happen regardless of public input (2)*
- Veracity of data and analysis
  - Need to address perception that transportation and growth projections are out of date (2)
- Construction and Maintenance Costs
  - *Estimates of construction/acquisition costs are inaccurate and funding won't be available (3)*

# Listening Session Experience Worksheet



## Broadway Citizens Task Force Members – Listening Session Experience Worksheet

Public participation in the Broadway, Euclid to Country Club project will be a critical factor to a successful design process and product. The Citizens Task Force is a critical component of this participation process. In the coming months, and throughout the Planning & Design Phase, we will define and refine plans to support outreach and encourage involvement in this project.

This worksheet is designed to help you put into a written format what you heard and experienced at the public Listening Session, as well as gauge your support for the Draft Listening Session Report. Please read the Draft Listening Session Report and then fill out this worksheet. Your answers help the project team effectively capture the input of stakeholders and develop methods to involve them in the Broadway Boulevard project.

Please fill this worksheet out by the next meeting, set for August 30, 2012.

1. After reading the Draft Listening Session Report, do you think the report accurately captures and conveys what you heard in the group discussion? Why or why not?

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2. Based on your experience at the Listening Session, is there anything you would add to or change about the report?

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3. When thinking about the stakeholders you represent and input that is documented in the Draft Listening Session Report:

a. Please indicate how well you think the views of your stakeholder group are represented in the report.

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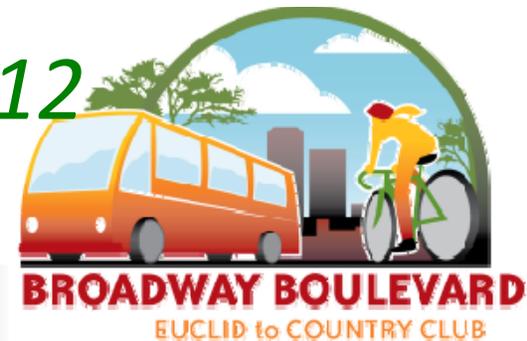
b. Do you think this report will help you represent your stakeholder group?

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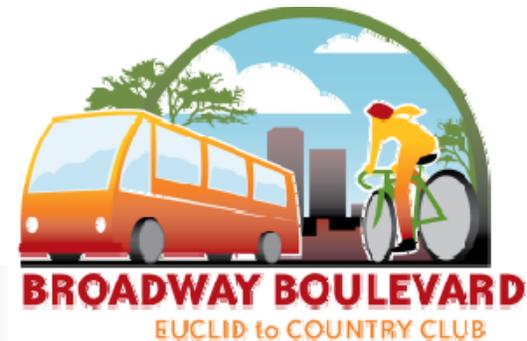
*Due at next Meeting 8/30/2012*



# Approve Listening Session Draft Report for Public Review

- Listening Session Report will act as minutes of publically noticed Listening Session
- CTF will be asked to approve Listening Session Report at August 30 Meeting
- Approval for public review gives CTF and public about 1 month to review the Listening Session Report
- Draft Report will be posted to the website

# Vision and Goals Framework

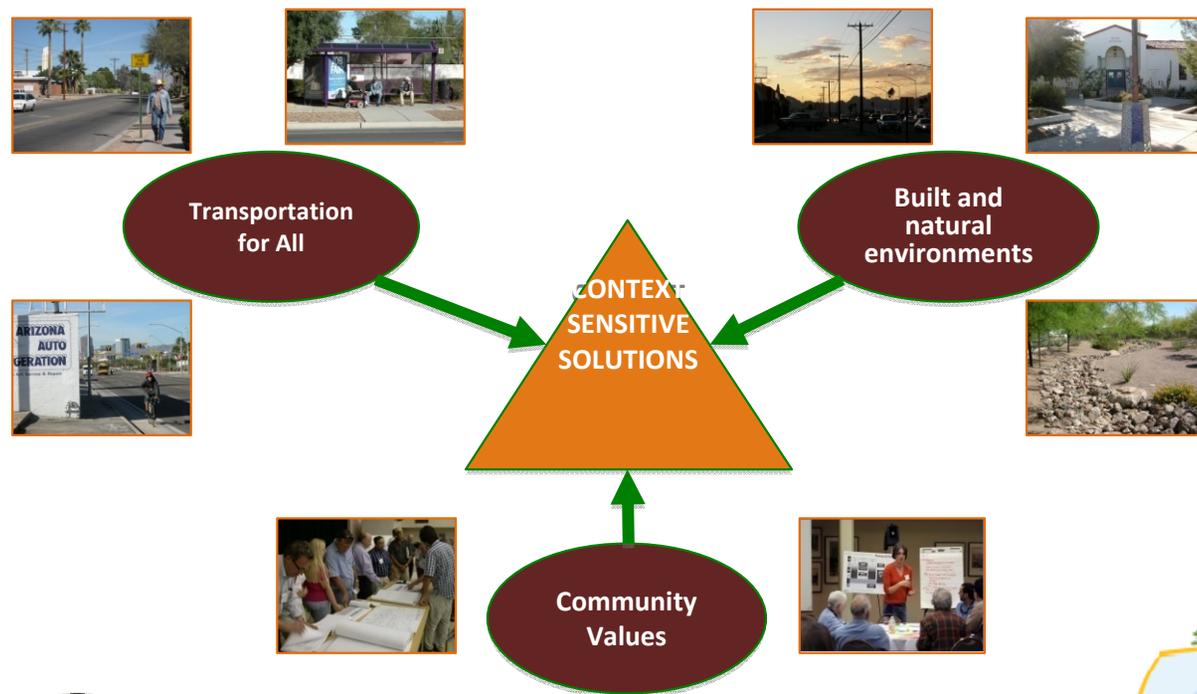


# Introduction of Vision and Goals Framework

- Purpose
  - Document public needs, wants, and expectations
  - Guide development of design strategies and alternatives concepts
  - Shape evaluation criteria and methods
  - Highlight key areas of tension in stakeholder opinions

# Introduction of Vision and Goals Framework

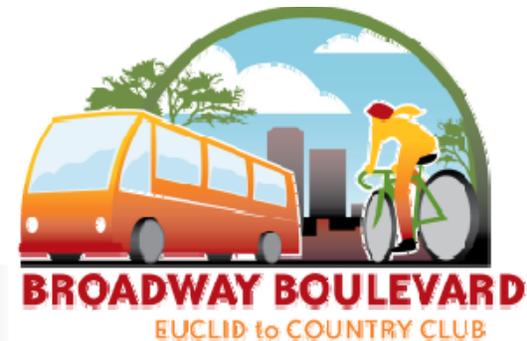
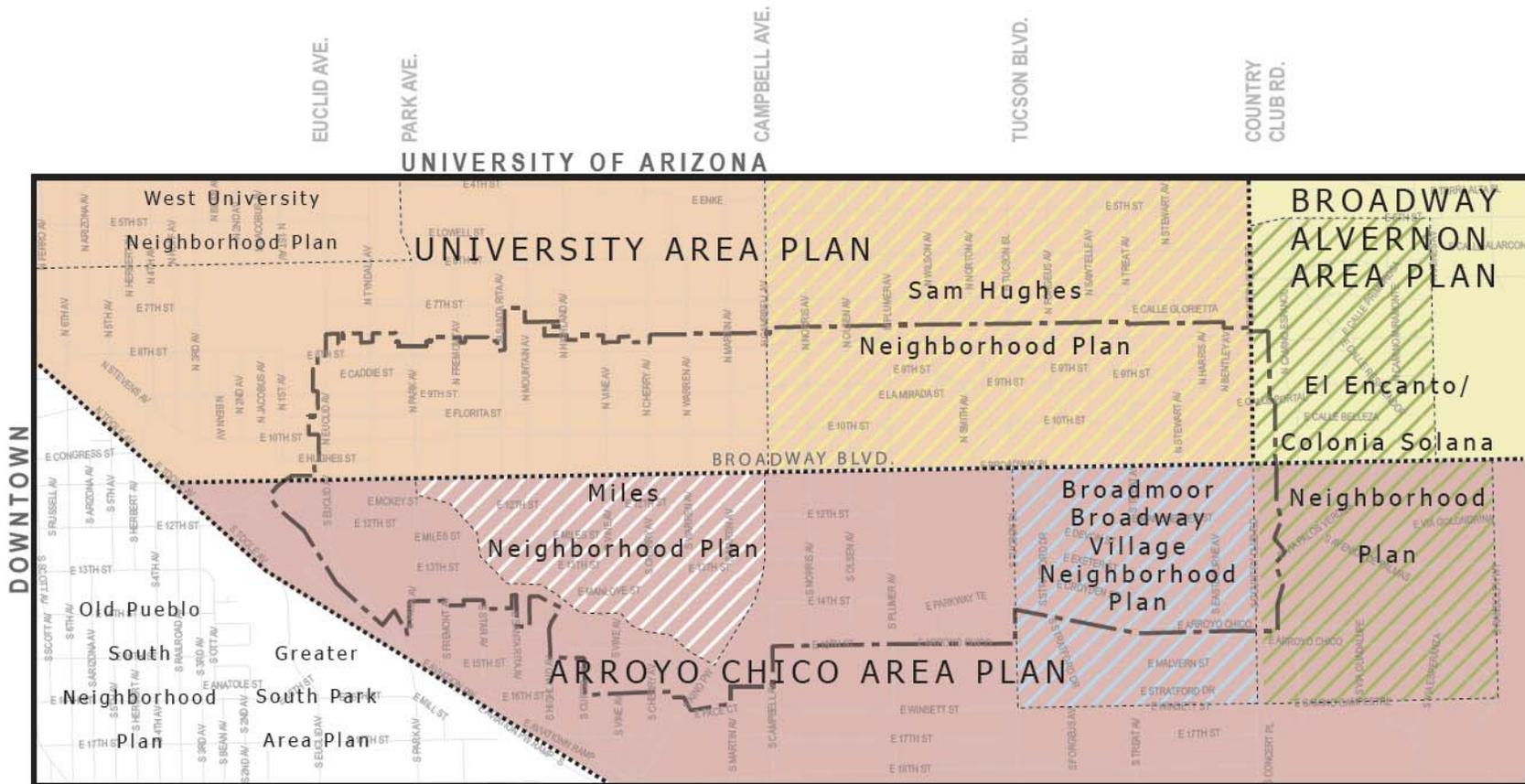
- Living document will be revised as project progresses
- Goal to define a consensus vision and goals for the future of Broadway Boulevard



# Introduction of Vision and Goals Framework

- Review of Listening Session feedback and goals from Area and Neighborhood Plans leads to 3 approaches to addressing issue areas:
  - Preserve
  - Enhance
  - Change

# Broadway Study Area Area & Neighborhood Plans



# Introduction of Vision and Goals Framework

- Preserve –  
recognize distinct neighborhoods and districts:
  - Small and local businesses and services
  - *Noise*
  - *Road becomes more of a divider*
  - Minimize acquisitions

# Introduction of Vision and Goals Framework

- Preserve –  
diversity and character of historic and significant buildings:
  - Special buildings – Broadway Village, Miles School, 1<sup>st</sup> Assembly of God Church
  - Enhance and complement historic character

# Introduction of Vision and Goals Framework

- Enhance –  
complete and tie together multimodal network in the planning area:
  - More pedestrian and bicycle friendly
  - Enhance crossings of Broadway
  - Improve safety
  - Enhance transit

# Introduction of Vision and Goals Framework

- Enhance – leverage strategic location:
  - Turn Broadway into a place where people want to be; holistic sense of place
  - Improve appeal of businesses and roadway
  - Gateway to downtown
  - Strong relationship between businesses and patrons

# Introduction of Vision and Goals Framework

- Change:
  - Greener and shadier street
  - Corridor land uses
    - Support new development at perimeter of neighborhoods to protect and enhance quality of life
    - *Fear of overlay*
  - Make it a place that people want to be

# Introduction of Vision and Goals Framework

- Area and Neighborhood Plans do not adequately address Broadway Boulevard as it is the 'edge' of those planning areas
  - Need to examine community input to define goals
    - More pedestrian friendly (17)
    - Preserve and improve bicycle access (7)
    - Enhance transit (14)
    - Manage speed (6)

# Introduction of Vision and Goals Framework

- Vision Statement

- Preserve and enhance existing services and businesses (tension: how much change?)
- Preserve historic and significant buildings (tension: extent of street widening?)
- Enhance and change pedestrian, bicycle, and transit conditions (tension: minimize widening while enhancing)
- Stakeholder involvement in current and future decisions (tension: lack of trust and concerns about veracity of data and analysis)

# Introduction of Vision and Goals Framework

- Vision Statement – unique perspective from Miles Neighborhood Plan vision statement:

*Successfully manage and negotiate impending forces of change and turns these challenges into improvements to the quality of life*

# Vision and Goals Framework

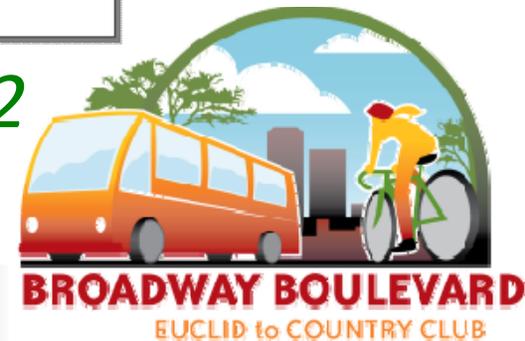
## CTF 'Homework'

**Broadway Boulevard Citizens Task Force — Vision and Goals Concepts Brainstorming Worksheet**

Concepts Derived from Area & Neighborhood Plans	CTF Member Goals Notes and Brainstorm Concepts	Listening Session Input
<p><b>Vision Statement</b></p> <p>Successfully manage and negotiate impending forces of change and turns these challenges into improvements to the quality of life.</p>	<p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<ul style="list-style-type: none"> <li>▪ Turn Broadway into a beautiful street (1)</li> <li>▪ Change "All of it!" [could mean either the planned/potential improvements should be changed or that everything about existing condition should change] (1)</li> <li>▪ "I don't want to change anything." (1)</li> </ul>
<p><b>Preservation Goals</b></p> <p>Recognize distinct neighborhoods and districts in the Project Area.</p>	<p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<ul style="list-style-type: none"> <li>▪ Preserve unique and diverse small and local businesses and services (17)</li> <li>▪ 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)</li> <li>▪ Strong sense of community between businesses/services and their patrons (2)</li> <li>▪ Distinct areas with old/unique homes fronting on Broadway (2)</li> <li>▪ Construction closures/schedule will hurt businesses (2)</li> <li>▪ Value neighborhood/districts in own right, not as a corridor/gateway to downtown (1)</li> <li>▪ No acquisition of homes or businesses (1)</li> <li>▪ Create a state of the art street that preserves existing businesses and character (1)</li> <li>▪ Bring the community together (1)</li> <li>▪ No business has to be relocated (1)</li> <li>▪ Existing buildings will be taken (1)</li> <li>▪ Vacancies from loss of business activity (1)</li> </ul>
<p><b>Goals Concept Needed:</b> Transportation issues related to distinct neighborhoods and districts.</p>	<p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<ul style="list-style-type: none"> <li>▪ Maintain business access, including linkages to neighborhoods for walking and bicycling (4)</li> <li>▪ More lanes, less revenue because of less businesses (3)</li> <li>▪ Maintain existing width of roadway to preserve viability of existing businesses and services. (1)</li> </ul>

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*Due at next Meeting 8/30/2012*

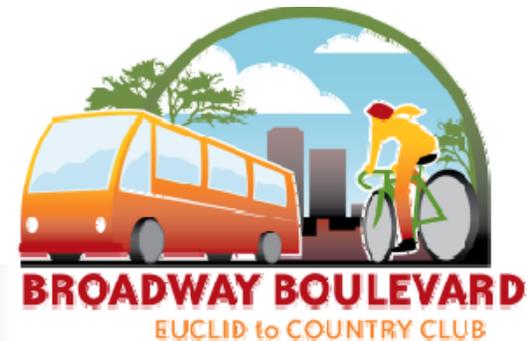


# Next Steps

- Next CTF Meeting:
  - Thursday, 8/30/2012, 5:30 p.m., Child and Family Resources
- Proposed Agenda Items:
  - Discussion and approval of the Draft Listening Session Report – ***Bring completed Listening Session Experience Worksheet***
  - Initial draft of Vision and Goals Framework – ***Bring completed Visions and Goals Brainstorming Worksheet***
  - Presentation RTA staff and discussion, including Project Charter
  - Presentations related to traffic analysis and transit
    - Broadway traffic studies to date
    - PAG high capacity transit study and other transit considerations

# Round Table

- Each CTF member gets a chance to share
- Feel free to share anything you want
- Feel free to ask any questions you want answered by staff



# 2<sup>nd</sup> Call to the Audience

15 minutes

**Please limit comments to 2 minutes**

- Called forward in order received
- CTF members cannot discuss matters raised
- CTF cannot take action on matters raised
- CTF members can ask project team to review an item

# Thank You for Coming – Please Stay in Touch!

## Broadway: Euclid to Country Club

Web: [www.tucsonaz.gov/broadway](http://www.tucsonaz.gov/broadway)

Email: [broadway@tucsonaz.gov](mailto:broadway@tucsonaz.gov)

Info Line: 520.622.0815

## RTA Plan

[www.rtamobility.com](http://www.rtamobility.com)

