

Goal Topics		Potential Goals		
Neighborhoods and Districts				
Recognize & Support distinct character of Broadway and its context	Broadway Boulevard is a series of places, not a corridor	Recognize and support distinct character of Broadway as a series of places	Recognize and reinforce existing areas with distinct character and support the creation of distinct new places so that Broadway is a linked series of places	Much of Broadway is an indistinct corridor today and needs to be reinvested in to create a series of distinct places along Broadway
	Visually enhance district identities	Develop identities segments and centers of activity along Broadway	Design the roadway, its streetscape, and the uses along it to give identity to the 'gateways' along Broadway - to neighborhoods, to Downtown, and to the University, and others	
	Appropriate mix of uses to support distinct districts			
	Special features ("Sacred Places")	Preserve and protect the existing special features and places along Broadway	Preserve and enhance key features of this segment of Broadway	Encourage creation of unique and special features and places along the new Broadway Boulevard
Use of Excess Property	Recreation and Open Space	<i>These topics do not lead to goals of their own, as the use of excess property should be what is needed to support other placemaking, economic, and transportation goals for the project.</i>		
	Rainwater harvesting			
	Reuse or new development			
Link neighborhoods to district uses		Maintain relationship between neighborhoods and districts on Broadway	Provide better integration of neighborhoods to districts on Broadway	
Link across Broadway		Preserve existing links across Broadway	Enhance existing links across Broadway	Create new links across Broadway
Improve quality of Broadway and its context	Overhead utilities	Maintain aesthetic appearance of Broadway and encourage any new development to reflect the existing appearance.	Improve aesthetic appearance of Broadway by enhancing existing appearance	Encourage new development with a unique appearance that complements today's
	Improvements to existing development			
	High quality new development			
	Public gathering places	Encourage the creation of public gathering places		
Protect Adjacent Neighborhoods	Noise protection	Minimize noise, light, air quality, and cut through traffic from Broadway Boulevard		
	Cut through traffic and overflow parking	Minimize overflow parking, cut through traffic, noise, light, and other impacts from development along Broadway into adjacent neighborhoods		
	Privacy from adjacent district development	Maintain and improve privacy between neighborhoods and development along Broadway		
	Transition intensity from corridor towards neighborhoods	Do not allow new intensity along Broadway	Design any new development along Broadway to transition to a lower intensity where it is adjacent to neighborhoods	
	Existing and potential National Register of Historic Places (NRHP) Historic District designations	Protect all contributing structures for existing and potential NRHP Historic District designations	Protect best examples of contributing structures to existing and potential NRHP Historic District designations	To extent feasible given needed transportation and other improvements along Broadway, protect the best examples of contributing structures to existing and potential NRHP Historic District designations
Businesses	Small and local businesses	Protect existing businesses	Encourage new small and local businesses	Encourage new businesses
	Affordable rents / potential for business to own property	Nurture Broadway's role as a place for small, local and incubator businesses.	...through preserving existing development and its lower rents	...through requirements on new development
	Neighborhood-serving uses	Encourage businesses that serve the neighborhoods	Encourage a mix of neighborhood and regional serving businesses	
	Viability of businesses before and after construction	Support the viability of businesses before, during and after construction.		

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Residences	Choice of housing types	Protect the diversity of housing types	Encourage the protection of existing and the creation of new housing to maintain diverse housing choice	
	Affordable rents and ownership	Preserve affordable rental and ownership housing	Encourage the preservation of existing and the creation of new affordable rental and ownership housing	
Buildings and Site Development				
Historic buildings and sites		Protect all individually historic and contributing buildings and sites	Protect best examples of individually historic and contributing buildings and sites	To extent feasible given needed transportation and other improvements along Broadway, protect the best examples of individually historic and contributing buildings and sites
Significant buildings and sites		Protect all significant buildings and sites	Protect best examples of significant buildings and sites	To extent feasible given needed transportation and other improvements along Broadway, protect the best examples of significant buildings and sites
Development appropriate to existing context	Appropriate to existing context (heights, setbacks, etc.)	Encourage preservation, remodeling, and new development that is scaled to existing context	Allow development at a scale that is more intense than what exists today if it transitions to the scale of existing context that is to be preserved and protected	Allow development at a scale to support the multi-modal, economic development, and affordability goals for Broadway
	Multimodal support (mix uses, pedestrian-oriented, intensity, etc.)	Allow for a mix of uses within a form and scale of development that is scaled to existing context		
Parking	Provide enough (but not too much)	Efficiently manage corridor's parking demand and supply		
	Manage efficiently			
	District parking lots / structures			
Signage	Complement desired character	Provide standards and guidelines to allow desired signage		
	Pedestrian and auto scaled			
Right-of-way Impacts				
Minimize physical impacts		Avoid physical impacts to all existing property and businesses along Broadway	To the extent feasible, minimize physical impacts to existing property and businesses along Broadway while achieving the transportation and other goals for improvement to Broadway Boulevard	
Minimize business/property viability impacts		Avoid impacts to the viability of existing businesses and property along Broadway	Avoid impacts to the viability of existing businesses and property along Broadway to the extent feasible, and otherwise maximize the viability of property and business through future redevelopment	
Multimodal Street Design				
Width of Broadway Boulevard		Do not widen Broadway Boulevard	Minimize widening of Broadway Boulevard	Widen Broadway Boulevard to the extent needed to achieve other goals
Balancing modes to create a 'Complete Street'		Optimize the use of the right-of-way to improve mobility and safety for all modes along and across Broadway		
Barrier effect of roadway design and function		The future design of Broadway should not create a barrier between the north and south sides of the street		
Broadway's role in the transportation network				
Safety for all users		Improve safety for all users of Broadway Boulevard		
Vehicular traffic	Through mobility	Improve vehicular mobility along Broadway through any means other than widening the roadway	Improve vehicular mobility along Broadway while minimizing widening of the roadway and otherwise minimizing impacts to adjacent property to the extent feasible	
	Corridor/neighborhood access	Provide high-quality access for vehicles to adjacent development and neighborhoods		

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Transit Through mobility	Corridor/neighborhood access	Provide effective east-west high capacity transit through the Broadway study area	Provide effective east-west high capacity transit on Broadway Boulevard
	Improve transit stops	Maintain existing quality, comfort, and convenience of transit access for the Broadway study area	Improve the quality, comfort, and convenience of transit access for the Broadway study area
		Improve the quality, comfort, and safety of transit stops along Broadway	
Bicycling Provide east-west mobility for bicyclists of various skill levels	Broadway crossings / Bicycle network connections	Maintain existing bike lanes on Broadway and provide east-west mobility for bicyclists of other skill levels on parallel streets	Provide east-west mobility for bicyclists of various skill levels on Broadway Boulevard and parallel streets
		Improve crossings for bicyclists, including those that connect with bicycle network	
Pedestrian Provide for movement along Broadway	Provide buffer from roadway	Provide at least minimum city standard pedestrian sidewalks	Create an inviting pedestrian environment that encourages walking along Broadway
	Provide connections between districts and neighborhoods	Enable and provide quality connections between districts and neighborhoods	Provide a buffer between pedestrians and traffic on Broadway that is effective given the speed and amount of vehicular traffic
	Broadway crossings	Provide safe, comfortable, and efficient crossings	Provide safe, comfortable, and efficient crossings where ever feasible
		Satisfy ADA requirements	Exceed ADA minimum requirements where ever feasible to maximize the level of universal design
Universal design (ADA access)			
Speed Management / Traffic Calming		Design improvements to Broadway to encourage traffic to travel no faster than the speed limit	
Landscape / Streetscape Design	Increase amount of landscape	Increase the amount and quality of landscaping along Broadway	
	Plant selections (Sonoran Desert, xeriscape, 'Modernist', etc.)	Use plants that are native to the Sonoran Desert	Use plants that are native to the Sonoran Desert or plants that are adaptive to the Tucson environment
	Water harvesting and sustainable stormwater management	Emphasize use of water harvesting and storm water management techniques in landscaped areas and the use of permeable surfaces and paving to extent feasible	
	Lighting (safety and aesthetics)	Provide lighting to complement the design aesthetic of Broadway Boulevard and its context as well as providing for improved safety along the roadway	
	Design to allow for effective maintenance	Design street improvements to allow for effective maintenance from cost and aesthetic standpoints	
	Shade Heat island effect	Reduce heat island effect through various design measures, such as shading and high albedo pavement	
	Pedestrian comfort	Provide shade at transit stops, pedestrian crossings, and along sidewalks	
Public Art		Provide opportunities for public art that complement the aesthetic and placemaking goals for Broadway	
Planning and Design Process			
Learn from best example practices (in Tucson and other places)		Use best practices and lessons learned from exemplary multimodal and context sensitive transportation projects in Tucson and elsewhere	
Public input	Take process to stakeholders and report back to CTF	Utilize an efficient and effective public input process that draws from stakeholders in the study area and throughout the city and region to complement and inform the on-going process with the Citizens Task Force.	
	Planning, Design, Construction, and Post Construction phases	Continue the public process into the construction and post-construction phases of the project	
Agency and organization coordination		Coordinate with other agencies and organizations who are project stakeholders so that they have an understanding of the on-going efforts and goals for the future of Broadway Boulevard	
More than transportation performance metrics		Utilize more than just transportation performance measures in the decision-making process for the design and implementation	
Be efficient		Be as efficient in terms of time and budget as possible in the planning, design, and construction process	
Implementation			
Final Design	Sustainable materials and construction techniques	Utilize materials and design techniques that minimize environmental impacts of the Broadway Boulevard project	
Construction	Business and neighborhood impacts	Minimize and manage impacts to businesses, neighborhoods, and the functioning of the transportation network during construction	
	Transportation network impacts		