

BROADWAY COALITION



*Broadway my way
not a highway!*

Destination - Broadway

The discussion of improving Broadway Boulevard from Euclid to Country Club as contemplated in the RTA's Broadway Boulevard project involves a definition of the goals of the project, which include retaining or enhancing Broadway as a **destination** with a sense-of-place, not just a roadway. If these terms remain undefined, they can mean many things to different people, resulting in their losing any specificity that can be used in the process of roadway design. It is thus not enough to assume that everyone knows what they mean. In this statement we hope to elucidate what is meant by these terms and what that implies in terms of assessment of performance measures and design of the roadway improvements.

A sense-of-place has meaning if enough people think of that area as one in which they would like to spend some time, conduct business, find services, do shopping, find something to eat and meet friends. (See the Broadway Coalition's paper on Sense of Place). It connotes some historical context as to why it is a 'place' for them; it implies a welcoming physical environment. This sense-of-place changes that portion of a street from 'just a roadway to somewhere else' into a **destination**. Thus, sense-of-place and **destination** are tightly coupled.

This has strong implications for how one would rate performance measures used to assess the various alternatives available in a roadway improvement project. In particular, retaining and enhancing Broadway Boulevard as a **destination** influences how improving vehicular, bicycle, pedestrian, and public transit happens. It becomes necessary to take a block-by-block approach, rather than treating the entire two miles in the same manner throughout. This is necessary to respond to the *context* along the street and to avoid the widespread destruction of existing businesses and structures that create this **destination**. This also implies that street cross-section designs that make it harder for pedestrians to cross Broadway are less acceptable. There is already a sense-of-place in this portion of Broadway Boulevard; the goal of the roadway improvement project should be to enhance that aspect while improving traffic flow, so that it can remain a **destination**. Thus, improving vehicular flow cannot be the prime consideration; it is just one of several important considerations.

Essentially every performance measure used to assess roadway design concepts will be affected by making a sense-of-place a priority so that this section of Broadway Boulevard can remain a **destination**.

Questions that need to be asked about each design concept:

- How will pedestrians rate their experience of being there shopping, or dining, or ..., on Broadway, if this design is implemented?
- How many of the businesses that make this area unique would be destroyed to implement this design?
- Is vehicular traffic moving so fast under this design that stopping at this area is difficult?
- Can pedestrians access businesses on both sides of Broadway relatively easily with this design?
- Do the transit improvements in this design also enable people to make this area their **destination**?
- Is the design pedestrian-, bicycle- and wheelchair-friendly, compared to current conditions?
- Does this design improve vehicular traffic flow in a way that makes Broadway as a **destination** likely?
- Is Broadway's sense-of-place enhanced or diminished by this design?

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