



### Sense of Place

**Sense-of-place** means an area where people will want to live, shop, and play. It is in the street grid and width, the age and style of buildings, the size and shape of the gardens, whether businesses are local or chains, and where in town the area is located. How a major street like Broadway Boulevard connects with and is supportive to its surround neighborhoods, including downtown, is part of that **sense-of-place**. Implied is that development along Broadway should be human-scaled where people feel comfortable being there.

This understanding or definition of **sense-of-place** can be used to evaluate how well a particular cross-section option creates and maintains a **sense-of-place** for Broadway Boulevard (Euclid to Country Club).

The goals for the Broadway Boulevard project envision creating a **series of places** that include a mix of uses and which support, recognize and enhance the existing character and context of the corridor and its surrounding neighborhoods. (See the Broadway Coalition's paper on Destination.) The goals also recognize the importance of preserving both the historic buildings and significant places along the corridor, as well as supporting locally owned businesses.

Goals (CTF June 10, 2013) include:

- Recognize and support the distinct character of Broadway as a series of places, defined by their historic and significant structures, signage, landscape, and uses.
- Recognize and reinforce existing areas with distinct character and support the creation of complementary, locally-owned new places so that Broadway is a linked series of places, defined by their historic and significant structures, signage, landscape, and uses.
- Encourage a mix of businesses serving the neighborhood and region to support vibrant mixed-use districts along Broadway.
- Recognize the value of historic buildings and sites
- Recognize value of significant buildings and sites
- Encourage preservation, remodeling, adaptive reuse and new development that is scaled to and sympathetic to existing context while allowing for a mix and intensity of use to support walking, bicycling, and transit use.
- Respect the aesthetic character of Broadway and the destinations along it while encouraging maintenance and reinvestment to improve aesthetic appearance of existing development. Also, encourage new development that complements today's aesthetic character.
- Design the roadway, its streetscape, wayfinding signage, and the uses along it to give identity to the several gateways along Broadway - to neighborhoods, to Downtown, to the University, and others.
- Encourage the creation of public gathering places and provide for public places as feasible through design of the boulevard.
- Create an inviting pedestrian environment that encourages walking along Broadway and for crossing the Boulevard, and that links Broadway with the adjacent neighborhoods.

Evaluating the various cross-width options should focus on how each option provides opportunities for urban place making within the context of the current character of Broadway and the surrounding neighborhoods as well as downtown. It is important to retain and enhance a **sense-of-place** so that this portion of Broadway is a viable part of a sustainable, livable, vibrant Tucson.

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