



**Draft Meeting Summary
BROADWAY BOULEVARD CITIZENS PLANNING TASK FORCE**

July 25, 2013

5:30 p.m.

Child & Family Resources Angel Charity Building
2800 East Broadway Boulevard
Tucson, Arizona 85716

The Broadway Boulevard Citizens Planning Task Force meeting summaries provide a brief descriptive overview of the discussions, decisions and actions taken at the meetings. The summary and the audio recording of the meeting comprise the official minutes of the Broadway Boulevard Citizens Planning Task Force Meeting.

Meeting summaries and audio recordings of the meetings are available online at the City Clerk's web page at:

<http://cms3.tucsonaz.gov/clerks/boards?board=100>.

Requests for CD copies of the audio recordings are taken by the City Clerk's Office at (520)791-4213.

MEETING RESULTS

1. Call to Order/Agenda Review/Announcements

The meeting was called to order by Meeting Facilitator, Nanci Biezer. A quorum was established and the agenda for the meeting was reviewed by Nanci Biezer.

Citizen Task Force Members

Present		Absent
Bob Belman	Farhad Moghimi	Michael Butterbrodt
Mary Durham-Pflibsen	Shirley Papuga	Anthony R. DiGrazia
Bruce Fairchild	Diane Robles	
Colby Henley	Jamey Sumner	
Jon Howe		
Joseph Maher Jr.		

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2. First Call to the Audience

Seven (7) members of the audience filled out a speaker's card and were called upon to address the task force:

Laura Tabili:

"I'm going to stand at the front because I think I'm... and I have here copies of my remarks because I probably won't get to them before Nancy lowers the guillotine. I'm here to talk about sense of place which is a phrase that has turned up a lot in materials, with members of the public. Members of the task force have talked a lot about how they want to preserve Broadway's sense of place so the Broadway Coalition, in fact Margot and Mark, specifically wanted to present to you what our definition of sense of place is, because it is a little vague and some people don't really have an idea about it.

So to us a sense of place means: that it's an area where people will want to live, shop, and play and a sense of place really should be something that distinguishes Broadway Boulevard in Tucson between Euclid and Country Club from say somewhere else on Broadway, or from Oklahoma City, or from London or Beijing. You should know you are in a particular place. How do you know that? Well you sense it, right? In the street grid, in the width, the age, the style of the buildings, the size and shape of gardens, or other types of infrastructure, whether businesses are local or chains right? You can tell where you are and sometimes you can't tell where you are because it's all chains like you could be anywhere in the world. That's not what we're aiming for here. How a major street like Broadway connects with others and is supportive of surrounding neighborhoods (and how it connects to downtown) is also part of that sense of place. Implied in that, is the development along Broadway should be human scaled, where people feel comfortable being there. The understanding or definition of sense of place then can in fact be used as a metric to evaluate the different options that you have before you. Whether and how much a particular cross section actually reinforces or maintains a sense of place is something that I think you can in fact measure it's not that intangible. The goals of the Broadway Boulevard project envision creating a series of places in fact that make some uses that take public participation and also from the task force themselves right. A series of places with a mix of uses that support, recognize and enhance the existing character and context of the corridor and its surrounding neighborhoods. That includes some remarks on destinations and direction in the document. The goals recognize the importance of preserving both the historic buildings and the significant places along the corridor, as well as supporting locally owned businesses. And in fact the task force goals, from the June 10 goals document, that apply to sense of place include the following:

- Recognizing and supporting the distinct character of Broadway as a series of places defined by their historic significant structures, signage, landscape and uses
- Recognizing and reinforcing existing areas with distinct character

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- Supporting the creation of complimentary, locally owned new places, so that Broadway is a linked series of places defined by their historic and significant structures, signage, landscape and uses
- Encouraging a mix of businesses serving the neighborhood but also the region
- To support vibrant mixed use districts along Broadway
- Recognizing the value of historic buildings and sites
- Recognizing the value of architecturally significant buildings and sites
- Encouraging the preservation and remodeling, adaptive reuse, or new development that is scaled to and sympathetic to existing context, while allowing for a mix and intensity of news to support walking, biking and transit
- Respecting the aesthetic character of Broadway and the destinations along it while encouraging maintenance and reinvestment to improve aesthetic appearance of existing developments
- Also encouraging new development that compliments today's aesthetic character so that it doesn't clash with it
- Designing the roadway and streetscape, way finding signage and uses along it to give an identity to several gateways along Broadway, neighborhoods, downtown, the University
- Encourage the creation of public gathering spaces
- And provide for public places as feasible through the design of the boulevard
- Finally create an inviting pedestrian environment that encourages walking along Broadway and for crossing the boulevard that links Broadway with adjacent neighborhoods across the street

So evaluating these various cross width options you can (I think) focus on how each of these options provides opportunities for replace making within the content of the current character of Broadway and the surrounding neighborhoods, as well as downtown. So I think that that's, again, a sense of place has come up over and over again and that's at least our vision of sense of place. Hopefully it's a conversation starter."

Margot Garcia:

"Good evening, my name is Margot Garcia and I am a member of the Broadway Coalition. For many months we have been talking about Broadway as a destination and many people have said that they agree with that idea. But do we all mean the same thing when we use that phrase? The Broadway Coalition has developed a one-page statement, which you're getting (and there are some more in the back) about what we mean when we say those words: "Broadway as a destination." We hope you can all agree with our definition and use it as a guiding goal as you face that very tough job of developing and evaluating cross sections for this street improvement project.

First of all we embrace the idea that Broadway Boulevard, from Euclid to Country Club, is a destination with a sense of place. It's not just a roadway to roar down as you're on your way to some other place. To those of us who live here, it is a place

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to shop, to buy services, to meet friends and to enjoy restaurants. There's a unique combination of stores here unlike any other part of the city. There is Kismet with unique treasures, whose sales support humane treatment of animals, and just two doors down a vet's office to take care of those animals. There's an herb shop, a very fine day spa, Hirsh's shoe store that has been in our city for over forty years fitting people with special needs or those who just want a fine pair of shoes. We found the greatest toys for our grandchildren over at Yikes and very helpful service that's helpful to pick out something that is very age appropriate. There's the wonderful Deco store full of treasures. I don't want to forget the fine sushi restaurants, super pizza at Rocco's, the award winning tamales at the Tamale Factory, La Rua's, and Ethiopian food at Zemams. I could use my whole two minutes extolling the special nature, the unique part and nature of this part of our city and I didn't even mention the outstanding architecture. So by destination we mean a place that we choose to go to. A vital part of our midtown living experience and because it's right here we can walk or cycle to find what we need and want. We can find a locksmith's shop to help us; we can find Thomas Reproductions to reproduce maps or major projects. So please don't be fooled that these businesses can all go somewhere else they will lose the synergy of being together and being supported by the surrounding neighborhoods. So as you evaluate these cross sections keep in mind the goal; to enhance Broadway as a destination, this aspect of our life together in this really fine community of Tucson."

Marc Fink:

"I think you all know me by now; hopefully, you haven't gotten tired of me. At the last meeting you heard lots of reasons I want to talk about business vitality. He (Phil) provided several reasons why it was felt by some that you could not talk about business vitality relating to large degree, and the fact that it was felt that there was not enough guidance to determine what you mean by business vitality. All along we've been arguing that in conjunction with and maybe as opposed to looking at a whole 50-60 performance measures and you need to focus on the goals and visions that you, the task force has created, provide guidance and how to evaluate the various options. So we feel (the Broadway Coalition feels) that there's several goals that relate to business vitality and provide an overall definition and description of what is intended by business vitality as it relates to the Broadway Corridor. Generally speaking, these goals stipulate that Broadway should be a place where local independent business are protected and which provides an environment in which they can thrive within the larger context of place making that respects the existing character of the area. As such, the goals relating to business vitality include, this is not a total list:

- Recognizing support the distinct character on Broadway as a series of places defined by their historic and significant structure, signage, and landscape and uses
- Nurture Broadway's role as a place for new and existing small, local, and incubator businesses, to preserving existing development
- And by encouraging new policies to require new development to help break commercial space for small businesses

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- Recognize and reinforce existing areas with distinct character and support creation of distinct new places so that Broadway is a linked series of places, again for the reasons given above
- Respect the aesthetic character of Broadway and the destinations along it while encouraging maintenance and reinvestment to improve existing appearance of existing development. Also encourage new development that compliments today's aesthetic character
- And finally avoids impacts to the viability of existing businesses and property along Broadway and otherwise maximize the viability of property and businesses before, during, and after construction.

Again these are all goals that you have created. Evaluating the various options therefore, needs to be done through the lens of the above goals. In other words which options provide the best opportunities to enhance the existing businesses, promote local businesses, and enhance the existing context and character of Broadway? In terms of impacts of local businesses we know that dollar for dollar, and square foot for square foot, local businesses generate more jobs, 9 jobs per million dollars in sales to 5 jobs, and more money stays in the local economy both in terms of profits and secondary benefits. This is anywhere from 2 to 7 times more monies retained in the local economy with local businesses than with chains and there are lots and lots of studies that show this. We also know that often national chains create a net loss in jobs while even a 10% shift of spending from national chains to local businesses can create 1600 new jobs and 123 million dollars in additional revenue.

Finally, we know that wider roads and higher speeds have negative impacts on local businesses and that they thrive when places become destinations, feeding on what you have heard before and this would be for instance on 4th Avenue. If you widened Fourth Avenue to what some people would like you to do to Broadway, then Fourth Avenue would not be what it is today. On the other hand, development on remnant parcels, even if possible, will most likely be chains. Therefore, it is clear that any option that removes existing businesses will have a negative impact on business vitality because the options will then make the existing context of Broadway and its ability to nurture local independent businesses and therefore reinforce the areas existing character. Further extensive widening of the road will make it difficult for small independent businesses to thrive and in that the viability of local businesses will also have a negative impact on jobs, revenues, and taxes. So what I am suggesting is that you look at the options, look at those that clearly have severe negative impacts and do not meet the goals that you have developed, and concentrate on those options that conceivably could meet the goals that you have created. Thank you."

Linda Abrams:

"I just have a brief statement. I am in the neighborhood here I live right there on Manchester, I walked here. I just don't look forward to the trials and tribulations of having construction on Broadway, which will prevent me from getting in and out of my house. I would like to be one of those people that walks and bicycles

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everywhere (I think it's wonderful) but I don't walk and bicycle everywhere, I do take my car in and out. The results of having construction from Euclid to Country Club would be disastrous. And I agree with the previous statements being made and I would like to not see construction. You know the cost of construction is astronomical and the human costs of however many months or years it may take to tear up the roads and rebuild and so forth. So that's all I have. Thank you."

Ann Pattison:

"Hi, I'm Ann Pattison. I was born in Tucson in the mid 50's and I've lived here all my life and about 15 years ago when I bought a house in the neighborhood behind us, I did what one of my neighbors would later describe as buying the house I grew up in. My mom bought my shoes as a school girl, over at Hirsh's. So I really grew up in this place and that first speaker was talking about sense of place and I love it, I love that concept! My sense of place is a little different because it relates to the mid 50's and we have this street here that is an icon of mid 50's architecture. As a matter of fact, Hirsh's is one of those mid 50's buildings and I understand the need for transportation in Tucson.

One of the few times I left Tucson was about 25 years ago, I went to grad school in El Paso. For any of you who have ever lived in El Paso, people from Tucson describe El Paso as being a lot like Tucson was 20 years ago. Except for one thing, El Paso has freeways that run North, South, East, West and you can really get anywhere you want to go in El Paso on freeways; unlike Tucson that has a freeway that kind of skims one corner of downtown & now there's been a lot of info. about the Southeast and Northwest, but it's still not a freeway that can get you anywhere in Tucson (it gets you out of town). Having said that, I don't think we'll solve our transportation needs by turning Broadway into a pseudo-freeway. I think we really need to {you've got Broadway as a corridor with historic neighborhoods on all sides (or soon to be historic neighborhoods)} try to get this neighborhood designated as a historic neighborhood. There's a lot of history downtown and I think the history of the neighborhoods emanating out of downtown, is a really important thing to maintain. So I encourage you to keep the cross section at Broadway as narrow as possible to maintain as much of the architecture on either side as possible, or once again the sense of place as the first speaker spoke of. Thanks."

Jude Cook:

"So I will be very brief. The one thing I have thought about since the last meeting I sat through was I really don't want us to do to Broadway and the architecture we have here, what we did to the Barrio when we built the convention center. That's really all I have to say. I hate to see us do to Broadway, what we did to the Barrio downtown when we built the convention center back in the 60's. Now we got a convention center that almost doesn't work anymore. So let's not repeat that mistake here. Thank you."

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Monica Cook:

"I have a store called Deco, on Broadway, but I also want to speak to the Sunshine Mile. It was Damian that came in my store one day and said: "This used to be called the Sunshine Mile." We are building momentum along there and before coming and saying, "oh tell me more about the sunshine mile" it's important that you know how it was started, and it was named in 1953 in a contest- I don't know if you already talked about this? But, it is very historic. It goes back (and I think Hirsh's goes back not 50 years but like 70 years when you look at the architecture). I know in our building, we're not one the fanciest ones but we are going to look at changing our front so we look more mid-century and hopefully other ones will too. We really want it to be a destination. Businesses along there are very concerned, they don't know what's going on, they come to me and you know I don't know what's going on? I thought proposals were going to come from this committee and I heard proposals that are being proposed that didn't come out of the committee, so it's really confusing what's going on. So I don't know what to tell businesses? They don't know whether to put money in their stores or not, whether they're going to be there or be gone. I mean I guess that's just what I have to say, you know, this is an area that is mid-century, it's a very important area and we need to preserve it. Also along there, I know it's controversial, but it's Rio Nuevo and the money generated from there goes to help Rio Nuevo. So I mean, we just really need to think about this area and that we maintain it."

3. Approval of CTF Meeting Summaries for the May 21, May 23, May 30, and June 20, 2013 Meetings

Draft summaries for the May 21, May 23, May 30, and June 2013 meetings were distributed to the Task Force as part of their pre-reading materials. Facilitator, Nanci Beizer asked the CTF for their approval of the summaries to submit into public record. The Task Force approved all four summaries with no requested changes. These summaries and other project materials can be found on the project website at www.tucsonaz.gov/broadway.

4. Public Input Report, and Reports on Project Presentations and Outreach

Jenn Toothaker reviewed the Public Input Report with the CTF. The report consisted of documentation of public input received from June 10, 2013 through July 15, 2013. Jenn also presented to the Task Force that the next Citizens Accountability for Regional Transportation (CART) Committee meeting would be on July 31, 2013 and that an update on the Broadway Project is planned to be presented. Additionally, Jenn mentioned that Beth Scott's replacement from the Bicycle Advisory Committee (BAC) would be discussed at the August 14, 2013 BAC meeting. The Task Force engaged in a brief discussion following this presentation and is summarized below.

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CTF Questions and Comments

- Regarding the PAG High Capacity Transit Study, would the streetcar be provided along Broadway in addition to high capacity transit (HCT)? How exactly would the streetcar fit in?

Summarized Project Team Responses

- After speaking with Deputy Director of the Tucson Department of Transportation (TDOT), Carlos de Leon, Phil and I can present the following information regarding high capacity transit, the possible extension of the streetcar and the relationship of HCT to the Broadway corridor.
 - Bus rapid transit (BRT) and the streetcar could operate along the same corridor; however, there are some challenges associated with both systems. For example, to provide HCT a funding source will have to identified for both the capital cost of building the system and future operations. BRT would be an easier system to identify federal funding for as the City has already received funding for the streetcar system and it is unlikely more would be provided.
 - Transit planners have looked at alternative routes and parallel corridors to Broadway for high capacity transit. A more appropriate environment for the streetcar maybe to run along 6th Street or 22nd Street.
 - When looking at design considerations the streetcar should be looked at in the same way as you would look at light rail along Broadway with dedicated transit lanes.
 - From a funding standpoint BRT is much more near term than the streetcar. As a side note when going through the federal grant process to apply for funding an alternative analysis will be performed that will establish what the best transit alternative would be for the corridor.
 - The SATA cross section alternative could be applied to the streetcar.
 - HCT is challenging from a timing standpoint with the corridor improvement project. However, we have been asked by TDOT administration to preserve the capacity for HCT. This does not necessarily mean a wider roadway, it simply means we have to incorporate the possible future expansion of transit into our design. We do not have all the answers to this now but as we move forward a more thorough answer will evolve.

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5. Opportunity for CTF to Ask Questions Regarding Informational Update Memo for Rondstadt Transit Center Site Development and the Downtown Links Projects

During the May 2013 planning charrette meeting the Task Force requested information regarding these two projects. Broadway Project Manager, Jenn Toothaker, prepared a memo compiling information from the respective project managers. Tucson Department of Transportation staff member, Tom Fisher, was present at the meeting to answer questions from the CTF regarding both of these projects. A summary of this discussion is listed below.

CTF Questions and Comments

- Whose responsibility is it to take care of the Rondstadt Center (to prevent its deterioration)?
- Is the Ronstadt Transit Center used as a transfer station for the majority of users?
- Does the high percentage of transfer users mean that the center will not move?
- Will we lose Federal funds if the Center is moved or decreased in size? Is funding one-time or annual?
- On the Downtown Links (DTL) project, when will the flood basin be fixed?

Summarized Project Team Responses

- The initial idea for the renovation of the center (in 1999) was to make improve the facility to become a multi-modal hub with federal grants that were obtained. Many of the businesses in the area wanted the center relocated and developers submitted many different plans for the redevelopment of the area. The City studied several different options; however, things got put on hold. The FTA, then, came back to us and stated that we needed to use the funds. So, we utilized a portion of the funding to renovate and improve the center. Relocation and redevelopment are still up in the air, possibly, at least another 5 years to identify a plan that would work. There are challenges to moving the center as more than 862 buses enter the center per day and more than 20,000 bus riders utilize it. Additionally, the RTA plan calls for up to 1240 buses to utilize the center on a daily basis.
- A lot of the users who utilize the center are indeed transfers, I would say at least 50 percent. An operational analysis would need to be conducted to ascertain the exact numbers.
- No we would not lose the funding if the Center is moved or decreased in size, and the funding was a onetime allotment.
- We have been moving our way west to fix the flooding issues along the Downtown Links project. We began on 4th Avenue with the 8th Street Drainage project and will be incorporating improved drainage throughout the

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project. The final phase of the project still needs to be out, it probably be four or more years before that occurs.

6. Comprehensive Review and Discussion of Draft Performance Measures, Assessment Methodology, and Draft Assessments of Lane Configuration Alternatives, of Street Cross-Section Elements, and of Street Cross-Section Alternatives

New materials were provided to the Task Force based on the discussion at the June 20, 2013 CTF meeting. Project team member, Phil Erickson led the Task Force through a conversation that discussed the methodology being used to assess the different lane configuration and street cross section alternatives, and street cross section elements; reviewed the changes made to the materials since the June 20, 2013; and discussed potential approaches to present the information to the public. At the conclusion of this conversation the Task Force requested further changes to be made to the materials in preparation for the August 22, 2013 and September 2013 Public Meeting; however, they also endorsed the methodology the project has been using and expressed a higher level of comfort in moving forward with the materials to present to the stakeholder agencies and general public. This discussion is summarized below.

Performance Measures and Assessment Methodology

CTF Questions and Comments

- 8A: Change in Economic Potential- Can you explain the methodology used behind the evaluations?
- What is the definition of "impacted"?
- (Economic Vitality) For the long-term I can see the evaluation from '-' to '+' for re-development; I do not see this evaluation for short-term.

Summarized Project Team Responses

- We took an aerial map of the project area and look at it to see potential right-of-way (ROW) impacts to buildings. If the property was fully acquired it was deemed as a negative impact. We then associated a dimension of ranges to these potential impacts. This as a very rough high level look at things.
- Impacted = the future ROW in front of their building. As you get into the wider roadways and higher dimensions more buildings are impacted.
- Remember, short term just describes the corridor within five years of the completion of construction. The process of acquisition and redevelopment is likely to not be included in this time frame.
- Long-term looks at the reuse and setbacks.
 - The setback has to be 65 feet deep or more to be able to re-purposed.
 - If the setback is not at least 65 feet deep and is owned by the City it will most likely to become open space or district parking.

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- This then looks at the percentage of buildings that are not 65 feet deep.
- Three minus signs = no ability to reuse the property.
- To create the updated performance assessments we looked at the correlation between elements, concepts, and lane alternatives.

Taking the Alternatives to the Public for Review

CTF Questions and Comments

- I thought we talked about narrowing down the information and making what we take to the public simpler; I am concerned with going to the public with this much information.
- I want us to show the range of alternatives; we need to be realistic. Lane configuration should be there as long as we limit the range.
- I thought as a group we could throw out the 174 foot option but still keep it on the table when presented to Mayor and Council so they could see that it was evaluated but not a realistic option.
- Could we move the two options: the narrowest and the widest, into a "parking lot" so they are there for the record but not to move forward?
- Could we say: CTF looked at alternatives, prefer the ones presented; yet, all alternatives are still there?
- Is there a way to show a birds-eye view of Broadway Blvd with the alternatives, the number of feet, and illustrated in different colors?
- The discussion of alignment is the next phase.
- We need to communicate to the public that as CTF members we are not picking one alternative, we may need a mix of alternatives. We need to convey to the public that one size may not fit all.
- I am uncomfortable with the 174 foot option but we need to remember that many members of the public do want 6 lanes plus dedicated transit.
- I know we want to show the range of options; it's just that we have had so much public input stating that they did not want the 174 foot option and that option may be so costly that the project could not afford to construct it anyway.
- I would hate to take that option off the table as we have had public input that shows a desire to look at that option.
- I like the recommendation to show our "preferred options."
- 4 lanes to 6 lanes -the evaluation makes a significant change. Why is 6+T better than 4+T? If it is a dedicated lane; how could it change that much? Help me understand.
- Are the evaluations based on current PAG traffic projections that are inaccurate and outdated?
- Is the team planning on getting updated, realistic traffic projections?

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- Revisit Modern Street Car as an option for BRT. Sense of Place/Destination was brought up in Call to Audience; we have not been talking the about Modern Street Car as area of focus for Broadway's long-term plan. The street car could promote sense of place and does not need dedicated lane. In short-term analysis could we shift the focus on BRT to the streetcar - place the streetcar along Broadway and move the BRT to a parallel corridor?
- If the HCT runs in center - how do bicyclists make left turns? This (safety) issue not reflected in performance measures (Bicycle Access & Mobility-2b. Bike Conflicts with Crossing Vehicles) and I feel that it is an issue because it could appear that center running transit is good but could cause conflicts with bicyclist trying to turn left.
- Back to the gateway to downtown performance measure, I have some impressions, I think we should add cultural element to build on retro vibe. It should be more of a definition about what kind of place, and the visual quality. It should refer to historic & significant buildings and the architectural timeline...Can we incorporate the cultural aspect, I do not want to lose the mid-modern cultural relevance of the corridor.
- As the city grew eastward, this was first development as the city expanded east of downtown.
- You mentioned at one point that it does not make to sense to have a certain cross section width if it does not have landscape. I would rather have historic/significant buildings than trees. Do we have to think of landscaping as a linear element? What about cluster landscaping? Does it have to have to be all or nothing? Is the public meeting time to broach this concept?
- We have heard strong sentiment from the public that the eight lane option is not desirable; but, I understand the political realizations that necessitate including it and need to keep all alternatives. I was advocating take off the lane configurations beyond 150 feet in width.
- The goal of the public meeting is to show all of public not in attendance at our CTF meetings all of the options, the eight lane configuration does represent some viewpoints out there.
- The regional contingency who want 8 lanes; we need to represent them too. It is too early in the process to cut it out.
- Grayed-out evaluation areas: is there a way to have a designation for expected impact, to pass over them and evaluate them somehow? I just do not want to leave them blank.
- Public Meeting Design: Would it make sense to present Vision & Goals and then Performance Measures against Vision to demonstrate the trade-offs. First, have public identify which performance measures are key to them individually, so they can apply them in the small group activity to the design to see impact on the road. This will let them take what is important to them in the project and translate it onto the roadway.
- We need to consider (add the impact of/interaction of) performance of first responders and lane widths.

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Summarized Project Team Responses

- For the public meeting we will be distilling the information into an easier to understand format for the public. But it is important that they see all the options so we can get a sense of what is important to them. It is important to get your endorsement tonight on the materials and methodology so we can move forward with more detailed analysis and plan the public meeting format.
- To clarify, are there changes we could make to the alternatives today? Perhaps, for example, renaming them, i.e. current ROW + transit rather than putting the width?
- Additionally, if you have lane configurations you should have completed concepts to go along with them; however, do you have to have two options per configurations? Perhaps we could reduce the options to one per lane configuration. You will have to reduce these options to reduce the amount of information we present.
- We fully plan on clarifying to the public that we do not plan on just picking one "one size fits all" option. We will be asking for prioritization of the alternatives to advance into further, more detailed, analysis.
- We can start with this goal but there are areas where it may change and there may be areas without landscaping, for example, that would reduce the cross section width for that section.
- When looking at things based on the traffic projections, both the PAG high and low, it is done based on lane configurations. What you are asking is why extra lanes provide a higher ranking when there is dedicated transit lanes added to the picture. This has to do with the overall congestion and vehicle traffic within the corridor, as well as signal time and signal priority as well as other factors, such as a queue jump where a bus can advance up to the intersection and be given higher priority other forms of traffic. So, the overall travel time in the corridor is still determined by the level of congestion so transit is affected as well - even it is has dedicated lanes. Finally, the signal priority and queue jump are accelerated when the overall congestion in the corridor is lower.
- We will be getting new projections within the next year. However, I am willing to bet that the projections that we receive will have a high and a low range. The more detailed analysis will take current projections into account and will also tell you how much of a mode shift you would have to have to get vehicles off the road and achieve the level of performance that is desirable.
- So what you are asking is, does it make sense for us to eliminate the streetcar from our analysis?
 - To a degree, we have looked at the streetcar as an option.
 - The streetcar could function like BRT as it runs in mixed flow traffic and any lane configuration that is developed could accommodate the streetcar; but, this is more of a detailed design option.

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- We could simply state “transit” as the design language but not specify what the mode of transit is.
- The streetcar is more of a medium capacity transit option - the cars are not coupled.
- We are struggling with the “what is the right atmosphere” question for the streetcar. Streetcars are looked at more as an economic tool than a mass transit option.
- Left turns, conflicts with bicyclists, and their relation to transit are somewhat all independent of each other.
- We could be more about what the visual quality of the “gateway” is. It is something where we should refer to history...The visual quality that is derived from historically significant buildings.
- The landscaping issue has to do with pedestrian access and mobility, and shade and the level of comfort that a pedestrian has when walking in the environment we design. This looks at tradeoffs. The extent of the landscaping affects the environment. We don’t want to completely disregard landscaping because it also saves ROW and we could do a lot with the lane configurations, etc.
- The CTF is comfortable, for reasons of the decision making process, that you want to expand the definition of functionality. In order to make that argument you need to assess the eight lane option and say to the public that you need to have this information to make the assessment; but what we really need to look at are the six lane and four lane plus transit options to advance into further analysis. The eight will advance but doesn’t necessarily need to be presented to the public.
- Based on this conversation it seems you are challenging the team to “show it all,” but not overwhelm the public with too much information.
- I would recommend not [analyzing the measures which we cannot do at this level of design] because I am not sure how a rough look would be meaningful. We would then have to communicate to the public even more - no distillation - with something that we are not confident about.
- We will be able to analyze these with level of detail in the next segment of work we will be doing. I am concerned with putting something out there without the data to back it up...We can analyze it more meaningfully later.

7. Second Call to the Audience

Six (6) members of the public filled out speakers cards and were called on to address the Task Force:

Laura Tabili

“Gosh I am sorry to take your time but, here I am again. I wanted to say two or three things, and you know I have prepared some remarks and then in the course of the meeting other things came up and there is no way that I am going to get through all of this so just cut me off. The first thing is the discussion of transit. It is

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now to be reminded that there is actually no money in the budget for this project for transit at all. That is not to say that we should rule out the possibility of having it in the future. Last October we were told that the PAG high capacity transit study was going to be presented so I actually plowed through the 200 something pages of it and one of the things that it said was that even where they have dedicated diamond lanes they are not going to use them for transit because people use those for deceleration and they were going to run (even if they have BRT) that in regular transit lanes even where they have dedicated lanes. So that is something to keep in mind I think.

What I was really going to talk about is some of these wider lane widths and I have heard various members of the task force keep saying why do we have to keep dealing with these? I echo that sentiment and after the overwhelming public sentiment that was expressed in the February 28th meeting, not to mention the one June 20th a year ago, I was shocked to see the nine cross widths produced particularly as the majority of those are so inappropriate to the context and incompatible with the vision and goals that the task force has developed. The other thing is that nine (and I am really glad to see that they are being narrowed down because in real life I am a teacher and no way would I throw 9 options at a classroom full of adult students and expect them to be able to meaningfully compare them). I really think you want to cut it down to 3 or 4 max., but more sequentially relating to Broadway I really think that you guys are working so hard and you brought up such great questions. Don't waste time and energy on these wider cross widths they are totally un-realistic there is no chance that they will be built. As Colby said, there is no money for 174 feet and there's probably not enough money for any of them that require acquisition and demolition. So, why waste your time and energy on them? More importantly public feedback has overwhelmingly supported preserving the businesses in historic buildings as opposed to widening the street significantly. The task force's own vision and goals developed a dialogue with the public also plays high priority on preserving the built environment.

I really think those prototype streetscapes that show how a particular cross width is going to encroach on a built environment - somehow the representation of the built environment - needs to be there. How is this road going to effect the building that's there? It's going to demolish it. I just urge the task force, by the way you guys are supposed to be in charge of this project. It's up to you, right? You are in charge: you are the citizens, and you are in charge. I urge you to concentrate your limited energy and time on the two or three most realistic cross widths and I would say that the most narrow one. I agree with Mary that should stay on the table. Gene Caywood's option that should stay on the table or the ones that actually preserve the built environment are the ones that you should put your time and energy into. I'm sure you will have your hands full just figuring those out to the kind of level of detail that has come out here. So thank you for your hard work. These are copies of my notes."

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Margot Garcia

"I wanted to also speak to the size of the road. My husband and I (JD) just drove to California recently. Everywhere we drove we were evaluating how wide the roads are there. We really were quite stunned by some of the things that we recognized. For instance, we drove on a four lane US Interstate which was only about 60 feet wide. And we are talking about doubling that, in the middle of a city? We would just shake our heads as we would look at some of these things. We looked at where there is broad landscaping up in Goodyear I think I mentioned before there was this gorgeous road that looked like some of the ones that Phil has been presenting to you. Why there is 24 foot landscaping on the side of a wall? Absolutely sterile: Nothing there, beautiful sidewalks and everything you would want, but no people in sight! No one wanted to be there. I also think that you need to keep the smaller roadway there.

We have people talking about road diets and people who are talking and that came to the meetings that said don't widen it and all of a sudden you are removing that very one alternative that people asked about. I think they are going to be angry at you. If you don't have that alternative there the first thing that they are going to say is: "Why are we here? We have been to two meetings and you are not listening to us" there is nothing up there that represents what it was that I told you last time. Are you guys deaf? What is it? What is the problem? I think that we need to emphasize that they are going to vary block by block. I just think that what Mary and Colby and some of the rest of you have been saying is that we need to we need to make sure that that is understood that when we show them one picture it's not going to be from Euclid to Country Club the same picture.

I did some analysis and Phil and I are actually pretty close in some of the analysis in trying to boil this down. I am a teacher also and I couldn't possibly present that many alternatives. I was going gaga trying to figure it out and I came down to eight which is essentially on the East side 4 lanes, 4 lanes plus transit, 6 lanes, 6 lanes plus transit on the West 4 lanes, etc. (the same pattern); and then just saying that the landscaping is going to vary whether by cluster, or whatever is attractive, or wherever there is extra road. The fact that there are going to be these little parcels and now open space. I mean 40 years ago, Jo Hawthorn worked on creating pocket parks and there is still one on Grant by Campbell and it's a lovely little triangle. Is that what you are talking about with the leftover land is little pocket parks? Who is going to maintain them? We can't even keep Reid Park cleaned and up to date and now we are going to have little pocket parks around the city. I think it's not very realistic for us. Also, I would like to say that I think that putting 24 feet of landscaping anywhere along Broadway that results in the taking out of a building, out of a business, or out of destruction of a historic building is unconscionable! It should be out, it shouldn't be discussed, it should be constantly stated that there has to be protection of those things. Honestly! I said to the Mayor do you want to be known as the Mayor who destroyed hundreds of buildings and businesses in this town? He blanched."

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Gene Caywood:

"Gene Caywood, Southern Arizona Transit Advocates, I thought that was a good discussion you all had about the Streetcar tonight. That's the kind of discussion you should be having I think, and I want to thank Shirley for bringing the subject up and for pursuing questions with Carlos and I also want to thank Phil for the response that he gave. I would like to comment on a couple of the things that Phil talked about. He mentioned that it is a question 'what the right environment is for the Streetcar?' I think that's a huge question and one that needs to be answered. Phil suggested that it would probably require a corridor analysis to do it and that it wouldn't be a part of this study; and I think that's a mistake. I think that, as I have said earlier, we need to make a decision now about whether or not we're going to put in a streetcar or a rail on Broadway. If it takes a corridor analysis to: "to do it," then TDOT should find the money and add it to this consultant fee and let's get it done, alright? But, you don't want to leave everybody in limbo for another 20 years (or 10 years or whatever) because you haven't made a decision in this process; and I don't care if it takes 50 years before you build it. You need to make a decision now and say this is what we are going to do and this is where we're going to put it, if and when we find the money to build it. That's my opinion. It is a huge question, I still go back - and think all of us in the Southern Arizona Transit Advocates were going back and forth in our minds between 6th Street and Broadway for the Streetcar and it's a huge question we haven't totally resolved it and we're the people that sit around on Saturday mornings or afternoons and think about it and talk about it. So it does need some attention and it needs to be a part of this study.

The other thing I would like to comment on is how he mentioned that you can treat the streetcar, more like BRT and run it down the center of the street or that you could put it in the slow lane or in the travel lane. I guess the example is sort of like what's being done with the Streetcar in the existing system we are building and I would like to say that I think that there really is only one choice and that's to put it in the center of the street. I don't think you want it in the slow lane on an arterial street like Broadway. It's one thing to put it on Fourth Avenue and hold up traffic, a relatively small amount of traffic compared to Broadway, or put it on University Boulevard or put it on 2nd Street, or put it even on Congress downtown for a very short distance. That's a big difference from 2 miles on Broadway and it just doesn't make any sense to me to put it in the travel lane and have it stopping there and that's why the alternative we developed had the travel lane in places (but it didn't stop in the travel lane) and it was only in the travel lane in order to get around enough so where it could get back into the median and then our whole goal was to keep the whole street narrow. So I think you can put it in a travel lane, but you don't want any stops in the travel lane. If you go back and look at the alternative we drew up, we had widenings at intersections and that's where the stops would be and that's where we want the stops. Not in the travel lane. I think it has to be some consideration for the through movement of traffic. That you know none of us want to see Broadway widened at all maybe or very much, but still it is an arterial street that runs 12- 15 miles to the East side and there's going to be a lot traffic

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using it and the traffic has to somehow be accommodated in the 4 lanes if you restrict it to 4 lanes. Thank you."

Les Pierce:

"Hi my name is Les, I just want to touch on some things that I heard tonight. As it was already addressed, Margot talked about open space. Performance measures that we are going to talk about (short term vs. long term economic impact). I think having a core plus-plus ranking for creating open space by eliminating a drive away/business is a bit disingenuous. Creating an open space is not always positive. Between Elm and Grant is very pretty but it is also desolate. Jay Jacobs had addressed the idea of public streets that people used to congregate on and go to businesses, and then having them demolished - where there are beautiful pedestrian boulevards but no places to go. Second, on the options, I like the idea of having a buffer bike lane, but I couldn't live with myself if a building had to be demolished to accommodate a 7 foot lane. I really like Bruce's idea about the public meeting having big aerials and having the folks look at it and decide where is what and what things are going to cost.

Marc Fink:

"Hi, I have several points which I may or may not get through which is normal. One, most importantly I am very nervous about this public meeting at all, doing it now when you are going to the public with only half of the performance measures. It seems pretty inappropriate to go and ask the public to start narrowing down options and giving you direction when they do not have all of the information. This relates back to what I said last time, it reminds me of the old forest service cost/benefit analysis where they said ok we can't analyze recreation, and recreation/conservation were just not going to be looked at, so we'll look at what the best alternatives are to build logging roads and clear cut forests. It seems inappropriate to say that later we will evaluate the options that were given for these other performance measures seems backward. It seems like you should be looking at your goals, looking at what you are trying to accomplish and evaluating the options you have and then going to the public and asking for their input. But to go and say here is half of it and then to come back and say what you told us may or may not work does do much for the credibility of the project and I think you will get bad information and probably waste a lot of time.

In terms of economic vitality and such, I would question that a 65 foot setback depth is deep enough to do anything viable. My wife owns a business on Fourth Avenue and I can guarantee you her business is definitely deeper than 65 feet and if it were reduced to under 65 feet there would not be an office there, she would be gone. If you did that to all of Fourth Avenue, Fourth Avenue would not be there. That depth may be good for Circle K's but I doubt you want to rename Broadway the Avenue of Circle K's. In addition, in looking at the goals, if the goal is to enhance existing business and enhance local businesses - or the likelihood of existing businesses - and you take out an existing business then you are not accomplishing your goal and I think that can be measured. This is a qualitative analysis not a quantitative analysis and you can measure it by looking at

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walkability, and looking at it as a gateway to downtown. As Mary stated you are looking at cultural aspects you're not just looking at trees and a wide road, you're looking at how the road connects to downtown. Downtown is an urban area and Broadway needs to reflect that. When people are traveling down Broadway they need to be thinking about that, that it is leading into downtown and there is a relationship and if Broadway doesn't reflect that then it is not a gateway.

I think in general, it was said that you might be able to get business even if you destroy existing ones and have the expanded right-of-way and some of the businesses will have an enhanced economic benefit. Theoretically that's probably possible but you have to look at what's the likelihood and the likelihood is if you have a wider right-of-way you will have a shallower setback depth the more likely it is that will not have an economically viable business and you will certainly not have local businesses and the business will not thrive on a big honking right-of-way, that's just a fact."

Demion Clinco:

"I'm Demion Clinco with the Tucson Historic Preservation Foundation and there are a couple things I would like to share: I would like to reiterate what some of the speakers said and that it is that the widest right-of-way option should be eliminated. I think that it is inconsistent with the goals that have been outlined, it is inconsistent with the values, and it is inconsistent with the bulk of comments that the community has been saying since the beginning of this process. I think leaving it on the list as an option is disingenuous to the process and to the public's time. The second thing I would like to mention is I am extending an invitation to you all for Modernism week. We are gearing up for Modernism Week again; it's hard to believe that it's been a year that we have been doing this. Modernism Week this year is partnering up with AIA so it will be during Architecture Week and Architecture week is the first week in October; October 4, 5, and 6. We will be focusing on Broadway again with a variety of really interesting and dynamic programming. We have had national companies contact us who are interesting in participating including Herman Miller. We have been contacted by people as far away as England to come experience our mid-modern resources. So this really is about economic development and there is really is a power in this corridor if we do it right. So I just want to underscore the incredible importance of protecting the cultural heritage of this street because it really has an incredible economic potential for the community. Thank you very much."

8. Next Steps/Roundtable

During the next steps the Public Meeting date of September 26, 2013 was confirmed. The roundtable presents an opportunity for the Task Force to provide feedback on any aspect of the meeting or the project in general. The following comments were made:

- I like the area between Elm & Campbell. It is clean, unique.

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- There has been an assertion made several times now that there is not enough money for certain roadway widths; what's the factual basis behind this?
- There is X amount of dollars for project's design, what's the financial basis we can design for? Don't want to shop with more money than we have.
- Gene's comment in the Call to Audience mentioned new BRT study - is this study more relevant, different?

Adjourn

Nanci Beizer called meeting to a close at 9:18 p.m.

The presentations given at this meeting can be reviewed by visiting the Broadway Boulevard Citizens Task Force web page at:

<http://cms3.tucsonaz.gov/broadway/broadway-citizens-task-force>

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Comments on Business Vitality
Broadway Coalition July 25, 2013

There are several goals that relate to business vitality and provide an overall definition and description of what is intended by business vitality as it relates to the Broadway corridor. Generally speaking, these goals stipulate that Broadway should be a place where local, independent businesses are protected and which provides an environment in which they can thrive within the larger context of placemaking that respects the existing character of the area. As such, the goals relating to business vitality include:

- Recognize and support distinct character of Broadway as a series of places, defined by their historic and significant structures, signage, landscape, and uses.
- Nurture Broadway's role as a place for new and existing small, local and incubator businesses through preserving existing development and by encouraging new policies to require new development to help create commercial space for small, local businesses
- 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 defined by their historic and significant structures, signage, landscape, and uses.
- 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.
- 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 before, during and after construction.

Evaluating the various options, therefore, needs to be done through the lens of the above goals. In other words, which options provide the best opportunities to enhance the existing businesses, promote local businesses and enhance the existing context and character of Broadway.

In terms of the impact of local businesses, we know that dollar for dollar and square foot for square foot, local businesses generate more jobs (nine jobs per \$1 million dollar in sales to 5 jobs) and more money stays in the local economy (both in terms of profits and secondary benefits; anywhere from two to seven times more money is retained in the local economy). We also know that often national chains create a net loss in jobs, while even a 10 percent shift of spending from national chains to local businesses can create 1,600 new jobs and \$123 million in additional revenue. Finally, we know that wider roads and higher speeds have negative impacts on local businesses and that they thrive when places become destinations (such as Fourth Avenue). On the other hand, development on remnant parcels, if possible, will most likely be chains.

Therefore, it is clear that any option that removes existing businesses will have a negative impact on business vitality because these options will eliminate the existing context of Broadway, its ability to nurture local, independent businesses, and reinforce the areas existing character. Further, extensive widening of the road will make it difficult for small, independent businesses to thrive. And impacts to the viability of local businesses will also have a negative impact on jobs, revenues and taxes.

BROADWAY COALITION



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?

July 3, 2013

BROADWAY COALITION



*Broadway my way
not a highway!*

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.

July 22, 2013

24 July 2013

To: Broadway Citizens' Task Force

After the overwhelming public sentiment expressed in the February 28, 2013 Open House, I was shocked to see the nine crosswidths produced, particularly as the majority are so inappropriate to the context and incompatible with the Vision & Goals the CTF have established for this project.

—as a teacher, I would never expect a group to grapple with nine different options. It is impossible to do so in a meaningful way. I would recommend discarding all but 3 or 4 at the most and concentrating on these.

More specific to the Broadway project:

1. I urge the CTF not to waste any time or energy on the wider crosswidths as they are totally unrealistic and there is no chance they will be built:
 - a. There is no budget for a road that is over 170' wide, and it is unlikely the budget will accommodate even the 152' crosswidth. Indeed, most of the crosswidths demand unaffordable and fiscally irresponsible acquisition and demolition.
 - b. more importantly, public feedback has overwhelmingly supported preserving the businesses and historic buildings and opposes widening the street significantly.
 - c. The CTF's own Vision & Goals, developed in dialogue with this public input, are incompatible with demolishing businesses and historic buildings; thus most of the crosswidths produced are inappropriate.
2. I urge the CTF to concentrate your limited energy on the 2 or 3 most realistic crosswidths, e.g., the narrowest, including the one produced by Gene Caywood and SATA. You will have your hands full just figuring out placement of bus pullouts, width of bike lanes, etc. with the 2 or 3 realistic options.
3. As discussed in the July 25 meeting, the CTF should insist that any crosswidths presented to the public show clearly how each proposed crosswidth will affect the built environment, as in the "Prototypical Sections" documents.

Finally, thank you all for the hard work, time and commitment you are showing to this project.