

Appendix D

Event Display Boards

(A full color version of this appendix is available online at <http://cms3.tucsonaz.gov/broadway/public-meeting-3>)

The following pages represent the display boards from the event in order, by station, as follows:

Entry Hall
Project Status Stations
Vision & Goals
Performance Measures
Street Section Alternatives

This project is funded by the City of Tucson, Pima County and the Regional Transportation Authority (RTA), and is part of the voter-approved, \$2.1 billion RTA plan that will be implemented through 2026. Details about the plan are available at www.RTAmobility.com.

Planning Update & Community Workshop

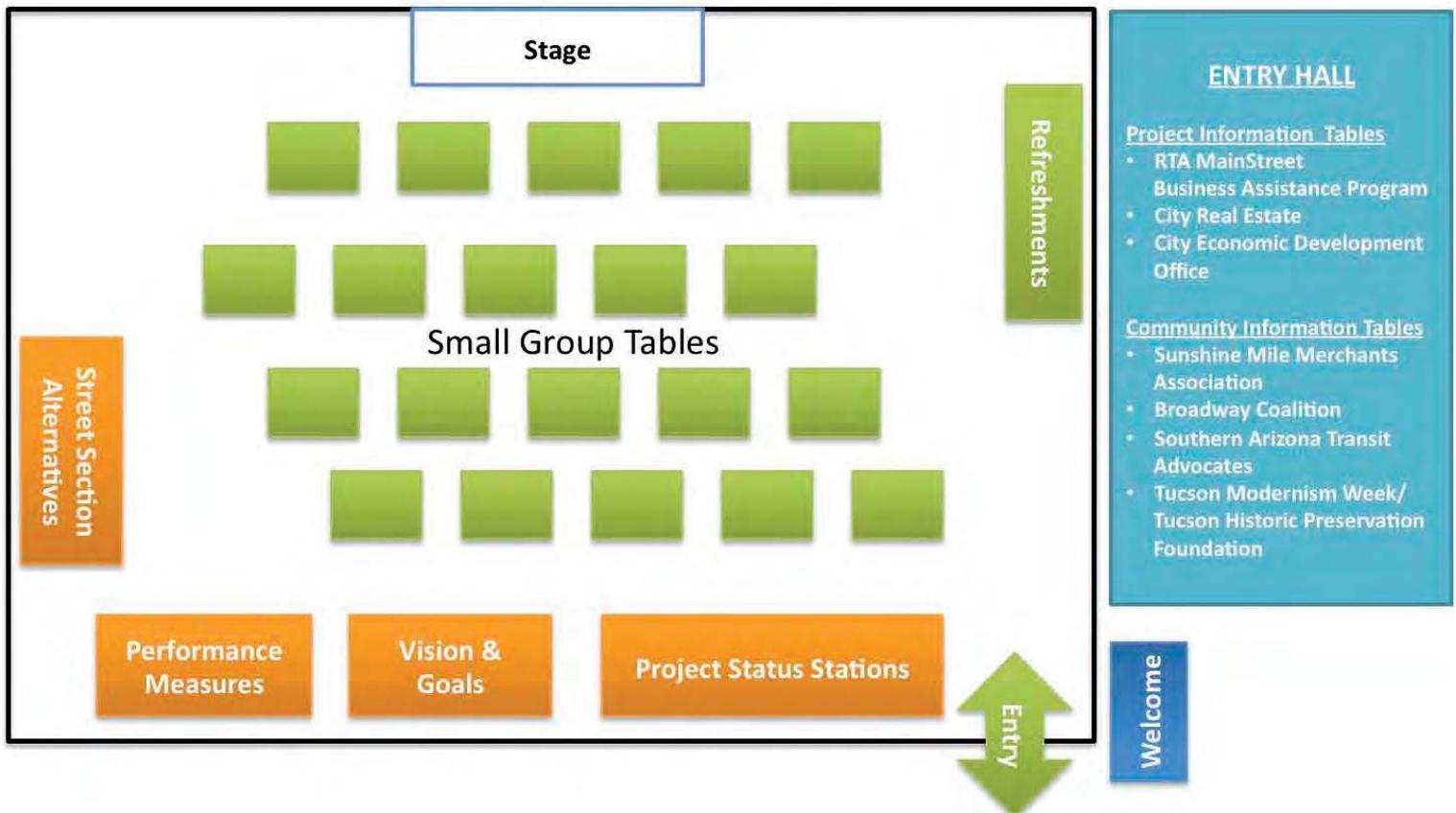
Event Agenda and Room Layout



September 26, 2013

6:05	Welcome / Brief Project Overview	10 min
6:15	CTF Introductions	10 min
6:25	Project Update Presentation & Small Group Activities Overview	20 min
6:45	Small Group Activities	60 min
7:45	Small Group Report Out	30 min
8:15	CTF Take Away Summary	15 min
8:30	Next Steps / Adjourn	5 min

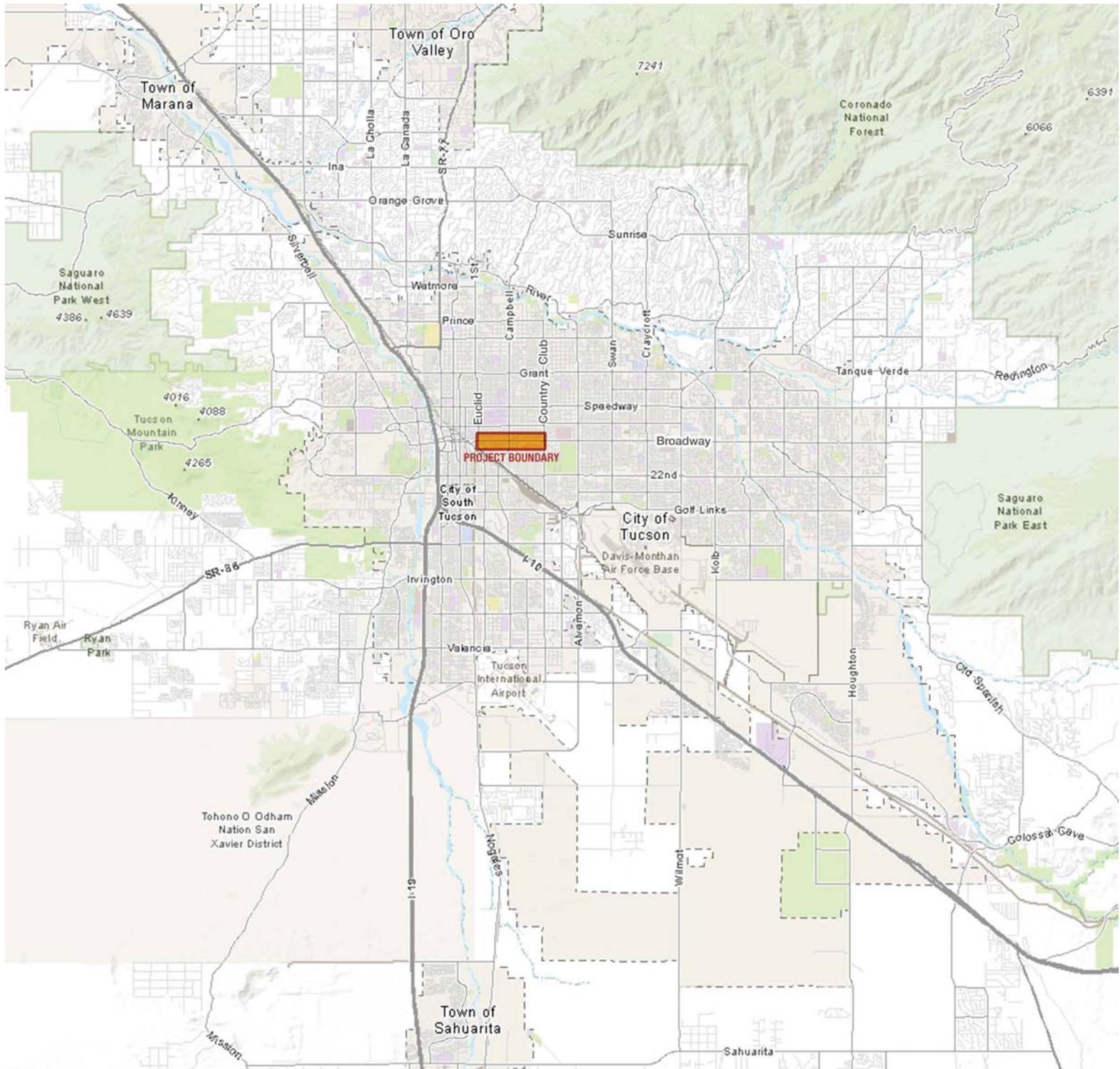
Community Meeting Room Layout



There are many ways to provide input about the project at the event: fill out a comment card, speak with a CTF member or write your comment on one of the easel pads stationed throughout the room.



Where Do You Live / Work?

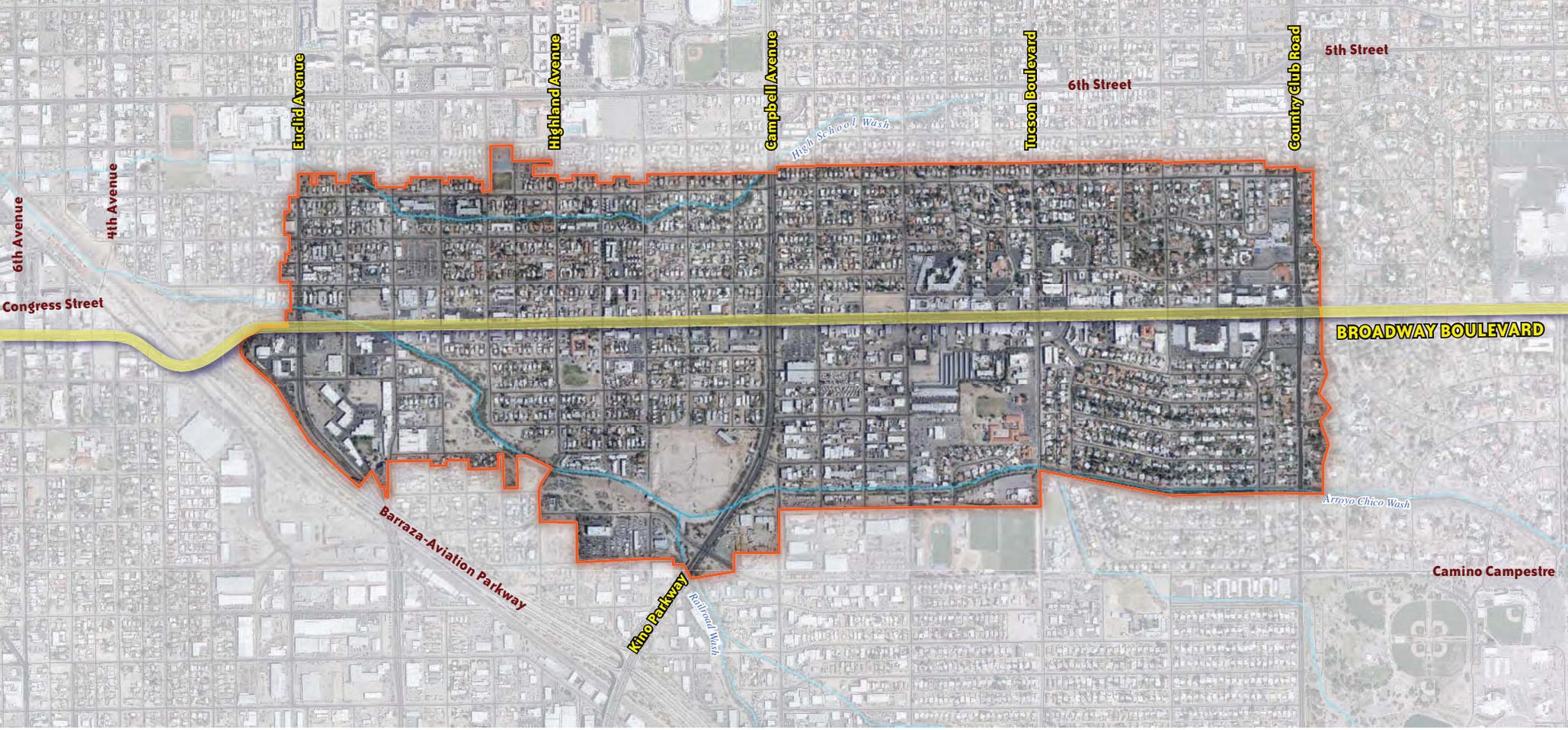


= Live

= Work



Broadway Project Study Area



- Legend**
- planning area boundary
 - washes
 - streets



The Citizens Task Force (CTF)



STAKEHOLDER GROUP REPRESENTATION	TASK FORCE MEMBER
Neighbor Interests - NW	Colby Henley, Rincon Heights NA (Historic District)
Neighbor Interests - NE	Mary Durham-Pflibsen, Sam Hughes NA (Historic District), CTF Chairperson
Neighbor Interests - SE	Shirley Papuga, Broadmoor-Broadway Village NA
Neighbor Interests - SW	Michael J. "Jamey" Sumner, Miles NA
Business Interests - North	Anthony R. DiGrazia, <i>Rocco's Little Chicago</i>
Business Interests - North	Bruce Fairchild, <i>Bruce's Lock Shop</i> , CTF Vice Chairperson
Business Interests - South	Bob Belman, <i>Arizona Auto Refrigeration</i>
Business Interests - South	Diane Robles, <i>Child & Family Resources, Inc.</i>
Citizens Transportation Advisory Committee (CTAC)	Dale Calvert
Tucson Pima County Bicycle Advisory Committee	Naomi Mclsaac
Tucson Planning Commission	Joseph Maher, Jr., AIA
Special Needs	Jon Howe, Sam Hughes NA
Regional Interests (RTA appointment)	Michael Butterbrodt, <i>Inglis Florists</i>

# SEATS	STAKEHOLDER GROUP REPRESENTATION (NOMINATING/APPOINTING AUTHORITY)
4	Neighbor interests along the project Corridor, TDOT Director, with input from Wards 5 & 6
4	Business interests along the project Corridor, TDOT Director, with input from Wards 5 & 6
1	Regional interests, Regional Transportation Authority (RTA)
1	Special needs and interests, TDOT Director, with input from Commission on Disability Issues (CODI)
1	Citizens Transportation Advisory Committee (CTAC) representative
1	Alternative modes of transportation representative, Tucson Pima Bicycle Advisory Committee
1	Tucson Planning Commission representative, TDOT Director



Project Team



- The project team mission is to develop a Design Concept Report based on feedback and direction from the Citizens Task Force and the public.
- Project prime and other experts selected through a competitive procurement process.

ROLE / DISCIPLINE	MEMBER
Lead Agency/ Project Manager	City of Tucson Jennifer Toothaker Burdick, City of Tucson Department of Transportation
Prime Consultant/ Project Manager	HDR Engineering Michael T. Johnson, PE, RLS
Context Sensitive Boulevard Design	Community Design + Architecture Phil Erickson, AIA, Architect, President Tim Sullivan, AICP, Associate Kevin Saavedra, Planner
Public Involvement	Kaneen Advertising & Public Relations, Inc. Joan Beckim, IAP2 certified Joshua Weaver Genna Dreier
Task Force Facilitator	Nanci Beizer, President, MetaWest Training & Consulting
Traffic Engineering	Kittelson & Associates, Inc. Jim Schoen, PE, PTOE, Senior Principal Engineer
Architecture, Historic Assessment	Swaim Associates, LTD Phil Swaim, AIA, Principal Laura Vertes, AIA, LEED AP
Right-of-Way Cost Estimating	Tierra Right of Way Services, Ltd. Mack Dickerson, SR/WA, RW/RAC Myrlene Francis, SR/WA
Cooperating Agency	Pima County Rick Ellis, PE, Engineering Division Manager, Pima County Department of Transportation
Cooperating Agency	Regional Transportation Authority (RTA) James R. DeGroot, PE, Director of Transportation Services
Business Assistance	MainStreet Program Britton Dornquast, Program Manager Jan Aalberts-Waukon



Broadway Boulevard

Euclid Avenue to Country Club Road

PUBLIC PARTICIPATION

Citizens Task Force — The Planning and Public Participation Phase of the project started



in early 2012, with the formation of the Broadway Boulevard Citizens Task Force. The Citizens Task Force (CTF) is a 13-member committee representing neighbors, business interests, special needs groups, alternate mode users, regional users, the Tucson Planning Commission, and the Citizen Transportation Advisory Committee. The CTF will work with the project team to evaluate the appropriate alignment and cross section widths for the roadway and provide input, review and approval of land use and urban design concepts for Broadway Boulevard. Businesses, neighborhoods and other interested stakeholders will have a number of opportunities and a variety of methods to provide input and review and comment on design materials.

Public Involvement and Input — The CTF will meet regularly to help develop a design concept for the Broadway project corridor. At important intervals in the design development, input from the community will be invited through publicly noticed meetings. Throughout the project, general project information, announcements and public meeting dates and times will be posted online at www.tucsonaz.gov/broadway. An info line is available for project information. Interested individuals may sign-up for email updates by emailing broadway@tucsonaz.gov. Comments for consideration by project staff and the Task Force can be submitted at any time, either by using a comment card or by emailing comments to broadway@tucsonaz.gov.



Transit

The 2009 High Capacity Transit Study — Broadway is the number one route in the region's transit system by ridership. Some facts about Broadway's transit usage:

- Route 8 runs from Laos Transit Center near Irvington/6th Ave on the west, along 6th Ave to Broadway, then along Broadway to Harrison on the east, up to its eastside terminus at a Park & Ride at Speedway/Harrison.
- It has 161 stops along this route.
- Total FY2012 ridership was at 3,182,789.
- It leads all other routes in fare box revenues.
- It connects with 20 other regular routes.

Route 108 is the express route to Downtown along Broadway, from the Speedway/Harrison Park & Ride to Ronstadt Center downtown:

- 3 morning and 3 afternoon/evening trips.
- Total FY2012 ridership was at 49,378.
- 22 bus stops in each direction.
- Connects with 7 other regular routes.

The High Capacity Transit Study performed by Pima Association of Governments identifies Broadway as one of two locations for near-term implementation of future Bus Rapid Transit. It is also within the study area for a future extension of the modern streetcar, and light rail in the long-term.



BUSINESS ASSISTANCE

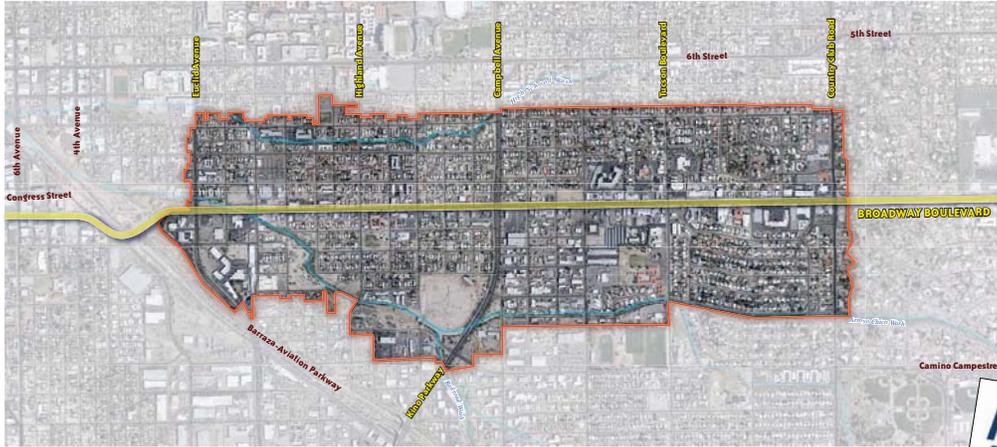
MainStreet is a regional small business assistance program focused on minimizing the

construction impact on businesses located along Regional Transportation Authority (RTA) roadway projects, such as Broadway Boulevard. All businesses located within a quarter mile of RTA-funded transportation projects are eligible for FREE services. MainStreet's mission is to help businesses struggle less and prosper more during transportation construction projects by providing information, facilitating communication (ombudsman services) and offering individual and group business consulting services. For additional information, including a list of MainStreet's Frequently Asked Questions (FAQs), please visit the MainStreet Web site at www.mainstreetinfo.org or call its small business hotline at (520) 838-4352.

MainStreet is a program of the Regional Transportation Authority managed by Pima Association of Governments.

• assisting small business
MainStreet

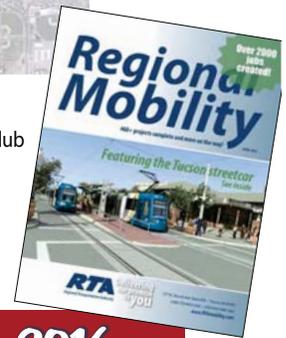
What is the Broadway Boulevard, Euclid to Country Club, Improvement Project?



The Broadway Boulevard, Euclid to Country Club, Improvement Project is a Corridor Transportation Project that encompasses a 1/4-mile wide corridor along both sides of Broadway Boulevard between Euclid Avenue and Country Club Road. The Project is one of 35 roadway improvement projects included in the 2006 Regional Transportation Authority (RTA) Plan.

The project scope is listed as: widen to 6 travel lanes plus 2 dedicated bus lanes, bike lanes, and sidewalks.

The project is broken out into three phases: Planning and Design, Final Design, and Construction.



Currently the project is in the planning and design phase. This planning and design process will utilize a Context Sensitive Solutions planning approach to ensure a roadway planning and design process that is transparent, involves the public early and often, and takes into account the entire design and mobility context for the area, not just the roadway itself. The planning approach will integrate roadway design with alternate mode use, and will evaluate economic development strategies and enhance community character through land use planning and urban design concepts.



Project Budget

FUNDING SUMMARY			
Funding Sources	Amount	Source	
A. RTA*	59.0%	\$ 42,125,000	Roadway Element
B. City of Tucson	4.2%	3,000,000	Development Impact Fees
C. Pima County**	35.0%	25,000,000	1997 Transportation Bonds
D. Regional	1.7%	1,222,000	PAG Regional Funds (previously expended)
		\$71,347,000	
* IGA with RTA executed February 1, 2007			
** IGA with Pima County executed September 7, 2004			

FUNDING

The total amount of funds allocated for the Broadway Boulevard, Euclid to Country Club, Improvement Project is \$71.3 million. Approximately \$42 million of project funding will be provided by the Regional Transportation Authority, with another \$25 million coming from the 1997 Pima County Transportation Bond Improvement Plan, and \$3 million from the City of Tucson.



Project History and Background

For decades, Broadway Boulevard has served as an important regional thoroughfare.

In 1951, it was identified as a regional east-west arterial in the *Regional Transportation Plan*, slated to be improved to a 6-lane roadway (identified by the green lines).

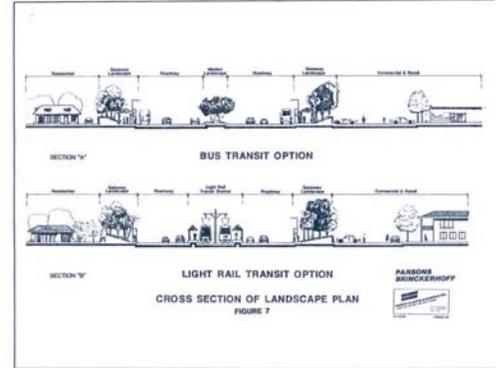
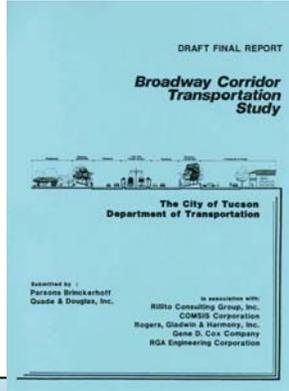
Because of its important east-west connection, it was designated an official Gateway Route by the City of Tucson in its Major Streets and Routes Plan and Land Use Code. And, Broadway has been a highly-used transit corridor for our region for decades.



The Broadway Corridor Transportation Study was completed in 1987 and included an extensive public outreach process that spanned several years. The Broadway Corridor Plan was adopted by Mayor and Council in 1989 and was one of the RTA projects approved by voters in May 2006. Over the past 20 years, significant public investment along the north side of Broadway has been made in anticipation of future improvements to the Broadway Corridor.

The 1987 Broadway Corridor Transportation Study

In the late 1980s, the *Broadway Corridor Transportation Study* was conducted with funding from the City of Tucson and the Federal Mass Transportation Administration. The study area focused on Broadway Boulevard from I-10 on the west to Houghton Road on the east. Traffic and transit usage, and the roadway's projected capacity needs, were analyzed and the resulting recommendations for future improvements to Broadway were to widen Broadway from Euclid to Camino Seco to 150' wide, which could accommodate a 6-travel lane and 2 Diamond lanes (bus and bike lane). This same configuration can be experienced today traveling east along Broadway from Columbus.



The Broadway Corridor Transportation Study recommendations, and the "Action Plan" for implementing the Study's recommendations, the Broadway Corridor Concept Plan, were both adopted by Mayor and Council in 1987.

In 1991, a Phase II Study was done to assess whether light rail would be warranted. Per federal standards and cost-effectiveness measures used at the time, it was determined that it would not be economically feasible to implement it then. Instead, investment in the City's existing bus transit system was recommended.

As part of the current planning and design process, the 1987 Study recommendations as well as other alternatives for the roadway are being considered.

The Broadway Corridor studies are all currently available on the project web site www.tucsonaz.gov/broadway



For more information about the project history and background

SCAN



VISIT



www.TucsonAZ.gov/Broadway

CALL

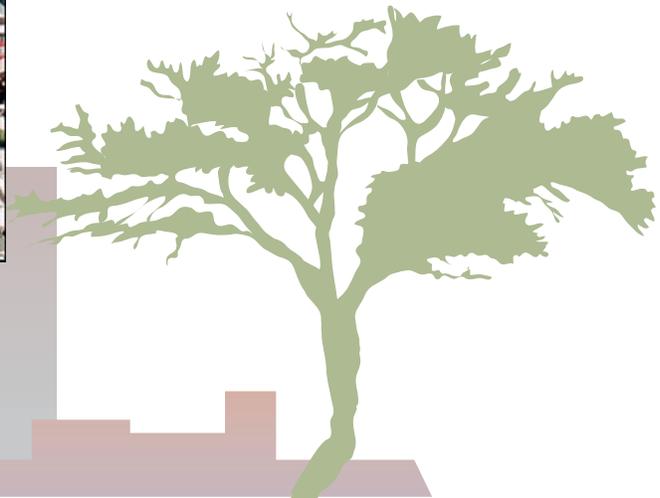


(520) 622-0815

EMAIL



broadway@tucsonaz.gov

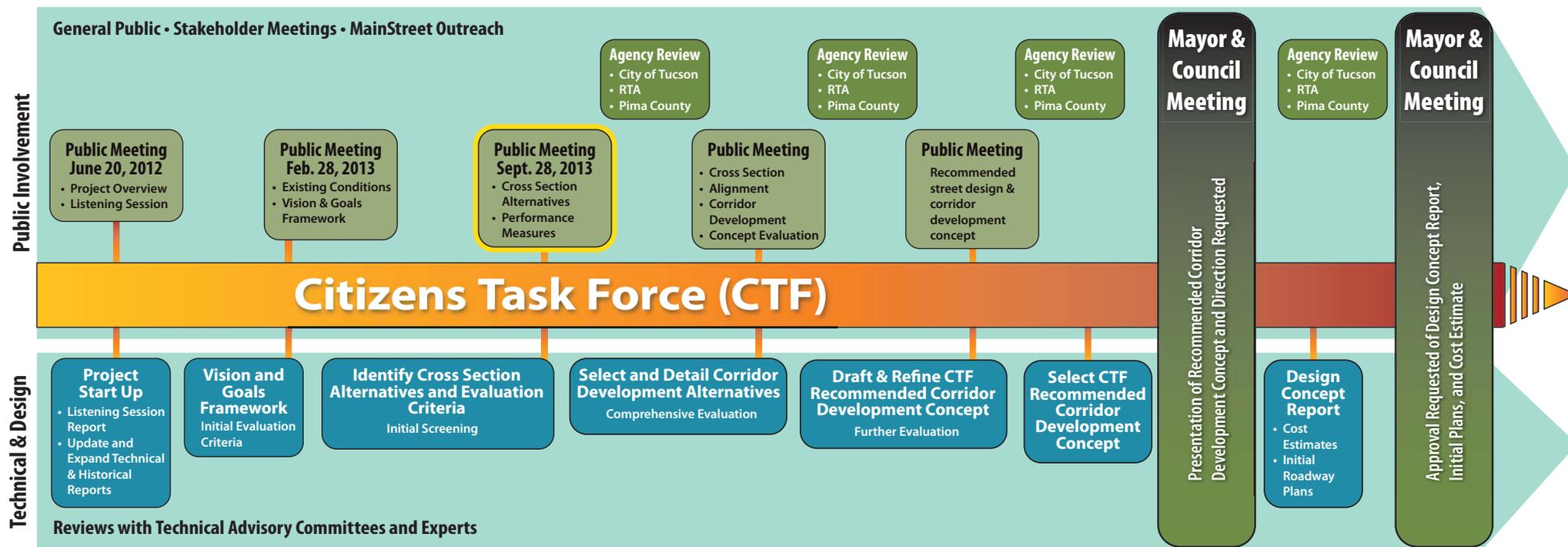


Planning & Design Phase: Key Input & Decision Points in the Public Participation Process



The Broadway Project's Planning and Design Phase provides the most opportunity for the public to inform and shape the resulting improvements. The project technical team has developed a process for the project that will be guided by Context Sensitive Solutions approach and the International Association of Public Participation (IAP2) 'collaborate' level of public participation, and will incorporate applicable recommendations from the U.S. Environmental Protection Agency's Guide to Sustainable Transportation Performance Measures.

The diagram below represents the technical tasks that must be accomplished to develop the Design Concept Report and Initial Plans. The Citizens Task Force meetings and the Public Meetings will allow presentation of technical information and the gathering of public input, which can then be utilized in the design process. The Agency Reviews will keep the sponsoring agencies involved in the development of the design, and ensure that the project is "on the right track." The Mayor and Council meetings will provide action and direction on the resulting Design Concept Report.



Broadway Boulevard

Euclid Avenue to Country Club Road

PUBLIC PARTICIPATION

Citizens Task Force — The Planning and Public Participation Phase of the project started



in early 2012, with the formation of the Broadway Boulevard Citizens Task Force. The Citizens Task Force (CTF) is a 13-member committee representing neighbors, business interests, special needs groups, alternate mode users, regional users, the Tucson Planning Commission, and the Citizen Transportation Advisory Committee. The CTF will work with the project team to evaluate the appropriate alignment and cross section widths for the roadway and provide input, review and approval of land use and urban design concepts for Broadway Boulevard. Businesses, neighborhoods and other interested stakeholders will have a number of opportunities and a variety of methods to provide input and review and comment on design materials.

Public Involvement and Input — The CTF will meet regularly to help develop a design concept for the Broadway project corridor. At important intervals in the design development, input from the community will be invited through publicly noticed meetings. Throughout the project, general project information, announcements and public meeting dates and times will be posted online at www.tucsonaz.gov/broadway. An info line is available for project information. Interested individuals may sign-up for email updates by emailing broadway@tucsonaz.gov. Comments for consideration by project staff and the Task Force can be submitted at any time, either by using a comment card or by emailing comments to broadway@tucsonaz.gov.



Transit

The 2009 High Capacity Transit Study — Broadway is the number one route in the region's transit system by ridership. Some facts about Broadway's transit usage:

- Route 8 runs from Laos Transit Center near Irvington/6th Ave on the west, along 6th Ave to Broadway, then along Broadway to Harrison on the east, up to its eastside terminus at a Park & Ride at Speedway/Harrison.
- It has 161 stops along this route.
- Total FY2012 ridership was at 3,182,789.
- It leads all other routes in fare box revenues.
- It connects with 20 other regular routes.

Route 108 is the express route to Downtown along Broadway, from the Speedway/Harrison Park & Ride to Ronstadt Center downtown:

- 3 morning and 3 afternoon/evening trips.
- Total FY2012 ridership was at 49,378.
- 22 bus stops in each direction.
- Connects with 7 other regular routes.

The High Capacity Transit Study performed by Pima Association of Governments identifies Broadway as one of two locations for near-term implementation of future Bus Rapid Transit. It is also within the study area for a future extension of the modern streetcar, and light rail in the long-term.



BUSINESS ASSISTANCE

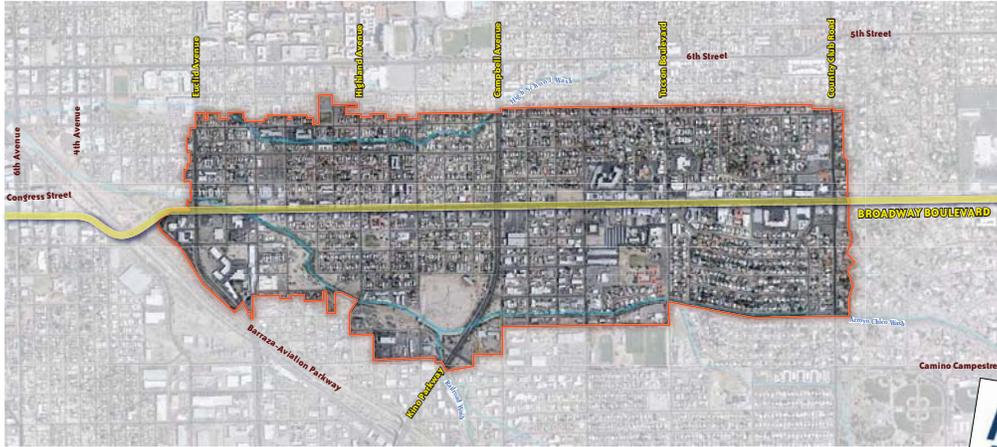
MainStreet is a regional small business assistance program focused on minimizing the

construction impact on businesses located along Regional Transportation Authority (RTA) roadway projects, such as Broadway Boulevard. All businesses located within a quarter mile of RTA-funded transportation projects are eligible for FREE services. MainStreet's mission is to help businesses struggle less and prosper more during transportation construction projects by providing information, facilitating communication (ombudsman services) and offering individual and group business consulting services. For additional information, including a list of MainStreet's Frequently Asked Questions (FAQs), please visit the MainStreet Web site at www.mainstreetinfo.org or call its small business hotline at (520) 838-4352.

MainStreet is a program of the Regional Transportation Authority managed by Pima Association of Governments.

• assisting small business
MainStreet

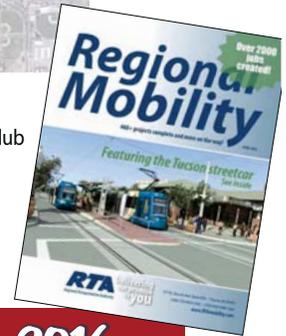
What is the Broadway Boulevard, Euclid to Country Club, Improvement Project?



The Broadway Boulevard, Euclid to Country Club, Improvement Project is a Corridor Transportation Project that encompasses a 1/4-mile wide corridor along both sides of Broadway Boulevard between Euclid Avenue and Country Club Road. The Project is one of 35 roadway improvement projects included in the 2006 Regional Transportation Authority (RTA) Plan.

The project scope is listed as: widen to 6 travel lanes plus 2 dedicated bus lanes, bike lanes, and sidewalks.

The project is broken out into three phases: Planning and Design, Final Design, and Construction.



2012			2016
PLANNING & DESIGN	FINAL DESIGN		CONSTRUCTION
<ul style="list-style-type: none"> • Formation of Citizens Task Force • Initiate Project & Background Assessment • Street Design Concept Development & Assessment • Corridor Development Options & Assessment 	<ul style="list-style-type: none"> • Draft Street Design • Draft Corridor Development Plan 	<ul style="list-style-type: none"> • Finalize Street Design • Approve Street Alignment • Approve Corridor Development Plan 	<ul style="list-style-type: none"> • Prepare Street Construction Documents • Construction Bidding • Finalize Right-of-Way Acquisition
Provide Business Support Through MainStreet Business Assistance Program ➔			

Currently the project is in the planning and design phase. This planning and design process will utilize a Context Sensitive Solutions planning approach to ensure a roadway planning and design process that is transparent, involves the public early and often, and takes into account the entire design and mobility context for the area, not just the roadway itself. The planning approach will integrate roadway design with alternate mode use, and will evaluate economic development strategies and enhance community character through land use planning and urban design concepts.



Project Budget

FUNDING SUMMARY			
Funding Sources	Amount	Source	
A. RTA*	59.0%	\$ 42,125,000	Roadway Element
B. City of Tucson	4.2%	3,000,000	Development Impact Fees
C. Pima County**	35.0%	25,000,000	1997 Transportation Bonds
D. Regional	1.7%	1,222,000	PAG Regional Funds (previously expended)
		\$71,347,000	
* IGA with RTA executed February 1, 2007			
** IGA with Pima County executed September 7, 2004			

FUNDING

The total amount of funds allocated for the Broadway Boulevard, Euclid to Country Club, Improvement Project is \$71.3 million. Approximately \$42 million of project funding will be provided by the Regional Transportation Authority, with another \$25 million coming from the 1997 Pima County Transportation Bond Improvement Plan, and \$3 million from the City of Tucson.



Project History and Background

For decades, Broadway Boulevard has served as an important regional thoroughfare.

In 1951, it was identified as a regional east-west arterial in the *Regional Transportation Plan*, slated to be improved to a 6-lane roadway (identified by the green lines).

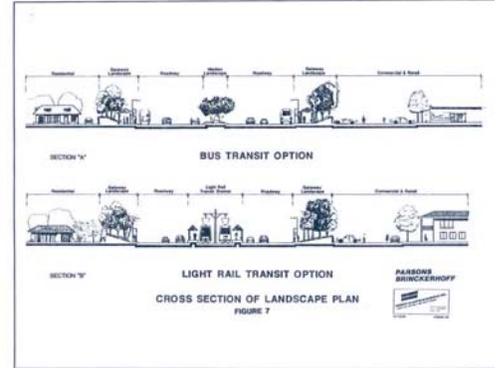
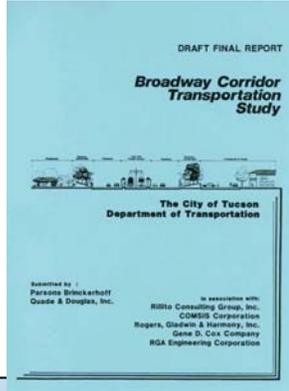
Because of its important east-west connection, it was designated an official Gateway Route by the City of Tucson in its Major Streets and Routes Plan and Land Use Code. And, Broadway has been a highly-used transit corridor for our region for decades.



The Broadway Corridor Transportation Study was completed in 1987 and included an extensive public outreach process that spanned several years. The Broadway Corridor Plan was adopted by Mayor and Council in 1989 and was one of the RTA projects approved by voters in May 2006. Over the past 20 years, significant public investment along the north side of Broadway has been made in anticipation of future improvements to the Broadway Corridor.

The 1987 Broadway Corridor Transportation Study

In the late 1980s, the *Broadway Corridor Transportation Study* was conducted with funding from the City of Tucson and the Federal Mass Transportation Administration. The study area focused on Broadway Boulevard from I-10 on the west to Houghton Road on the east. Traffic and transit usage, and the roadway's projected capacity needs, were analyzed and the resulting recommendations for future improvements to Broadway were to widen Broadway from Euclid to Camino Seco to 150' wide, which could accommodate a 6-travel lane and 2 Diamond lanes (bus and bike lane). This same configuration can be experienced today traveling east along Broadway from Columbus.



The Broadway Corridor Transportation Study recommendations, and the "Action Plan" for implementing the Study's recommendations, the Broadway Corridor Concept Plan, were both adopted by Mayor and Council in 1987.

In 1991, a Phase II Study was done to assess whether light rail would be warranted. Per federal standards and cost-effectiveness measures used at the time, it was determined that it would not be economically feasible to implement it then. Instead, investment in the City's existing bus transit system was recommended.

As part of the current planning and design process, the 1987 Study recommendations as well as other alternatives for the roadway are being considered.

The Broadway Corridor studies are all currently available on the project web site www.tucsonaz.gov/broadway



For more information about the project history and background

SCAN



VISIT



www.TucsonAZ.gov/Broadway

CALL

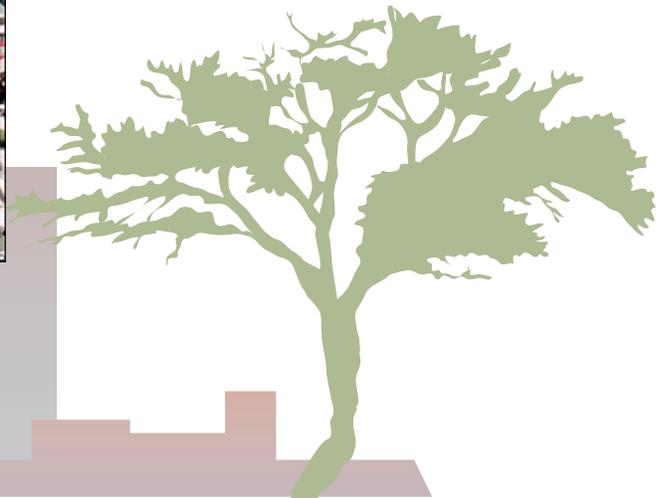


(520) 622-0815

EMAIL

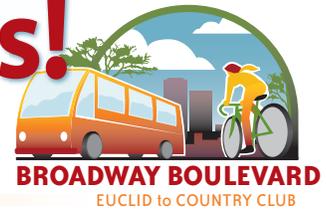


broadway@tucsonaz.gov



LEARN, DISCUSS, PROVIDE INPUT & IDEAS!

The Broadway project is now in the Planning and Design Phase, offering the public the greatest opportunity to shape future improvements.



Public Participation during Planning & Design



Attend a Citizens Task Force (CTF) meeting: The 13-member CTF is the primary vehicle for Broadway's public participation process and represents different stakeholder interests in the project area. Monthly meetings are public and offer at least one call to the audience.

Go to Community-wide Public Meetings: There are four key decision points in the design process, and community-wide public meetings are planned at each one. The meeting format will vary depending on the input needed.



Outreach and Support from the MainStreet Business Assistance Program:

This program provides support to businesses located on Broadway and within a quarter mile of the project area. MainStreet representatives provide information, facilitate communication and offer individual and group business consulting services free of charge to qualifying businesses.

The project team, in conjunction with MainStreet Business Assistance Program, will also be holding open houses periodically to update business and property owners of project progress and highlight key information regarding the potential acquisition process.

Reviews by Agency Decision-makers: The sponsoring agencies for the project – the City of Tucson, the Regional Transportation Authority (RTA) and Pima County – all have a role in approving the outcomes of this process. Regular updates will be provided to keep agencies informed about public participation, recommendations to date, and issues to be addressed.



The RTA's Citizens Accountable for Regional Transportation (CART)

Committee is a key partner in this process. The CART tracks the implementation of the RTA Plan and makes recommendations to the RTA Board. A CART member serves as a liaison to/ex-officio member of the Broadway CTF, and provides regular updates to the CART Committee.

For more information plus Task Force meeting materials and reports

SCAN



VISIT



[www.TucsonAZ.gov/
Broadway](http://www.TucsonAZ.gov/Broadway)

CALL



(520) 622-0815

EMAIL



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

Public Participation Guided by 2 Philosophies

1) Context Sensitive Solutions (CSS): CSS is a collaborative, interdisciplinary process that involves stakeholders to plan and design a roadway that fits its applicable setting and preserves scenic, aesthetic, historic and environmental resources, while maintaining safety and mobility. The CSS process is defined by these guiding principles.

- Strive towards a shared stakeholder vision to provide a basis for decisions.



- Demonstrate a comprehensive understanding of contexts.
- Foster continuing communication and collaboration among and within groups to achieve consensus.
- Exercise flexibility and creativity to shape effective transportation solutions, while preserving and enhancing community and natural environments.

2) International Association of Public Participation (IAP2): IAP2 has the primary mission of advancing public participation by providing tools, information, and educational resources to help facilitate and conduct high quality public involvement and participation programs. The Collaborate level of IAP2 participation is sought for the Broadway Project's Planning and Design Phase.



International Association
for Public Participation

IAP2 Spectrum of Public Participation

Increasing Level of Public Impact

**Public
participation
goal**

Inform

To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.

Consult

To obtain public feedback on analysis, alternatives and/or decisions.

Involve

To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.

Collaborate

To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.

Empower

To place final decision-making in the hands of the public.

Tapping into Community Stakeholders: A variety of stakeholders has been identified initially and include these broad categories:

- CTF applicants
- project area property owners, business owners, residents, neighborhood associations, and grassroots advocacy groups



- elected officials and agency public committee members
- community interest organizations and professional groups.

It is expected that this stakeholder list will grow as the project continues.

Project Area

Residents (including Wards 5 & 6; County Sup Districts 2 & 5)
 Neighborhood Associations and Historic Districts
 Rincon Heights Historic District
 Sam Hughes Historic District
 Broadmoor-Broadway Village Neighborhood Association
 Miles Neighborhood Association
 Arroyo Chico Neighborhood Association
 Broadway Coalition
 Businesses (All on north side & south side; within ¼ mile of Broadway project area)
 Property Owners (Residential & commercial)
 Specific Properties/Populations
 Citizens Task Force Applicants
 Broadway Project email listserv
 First Assembly of God Church
 Miles Elementary School
 Council house
 Casitas on Broadway
 Special Populations: Differently-abled, young children, families, senior citizens, elderly
 Multi-modal transportation users:
 Auto Commuters – Area and non-area residents
 Cyclists
 Walkers
 Runners
 Bus Riders
 Differently-abled populations
 Customers visiting businesses

Outside/Near Project Area

Neighborhoods along Broadway
 Businesses along Broadway

Public Agencies

City of Tucson (Mayor and Council, staff)
 City of Tucson Boards, Committees, Commissions
 Bicycle Advisory Committee, Tucson-Pima County (TPCBAC)
 Commission on Disability Issues (CODI)
 Planning Commission (PC)
 Transportation Advisory Committee, Citizen (CTAC)
 Historical Commission, Tucson-Pima County (TPCHC)
 RTA (CART, Technical/Management Committee, Board, staff)
 Pima Association of Governments (Working groups and committees, staff)
 Pima County (Board of Supervisors, Bond Oversight Committee, BCCs, staff)
 Tucson Unified School District (Board, staff)
 University of Arizona (President, CAPLA, Transportation Planning, Eller College)

Other Populations / Related Organizations

Downtown
 Downtown Tucson Partnership
 Downtown Neighborhoods & Residents Council
 Business
 Black Chamber of Commerce
 Green Chamber of Commerce
 Hispanic Chamber of Commerce
 Local First Arizona
 Metro. Tucson Chamber of Commerce
 NAWBO (Women's Business)
 Tucson Originals
 Planning, Development, Land Use, Engineering, Real Estate
 Arizona Planning Association
 American Institute of Architects (AIA)
 Imagine Greater Tucson
 Living Streets Alliance
 Metropolitan Pima Alliance
 Southern Arizona Home Builders Association (SAHBA)
 Southern Arizona Transit Advocates
 Tucson Association of Realtors
 Women in Transportation Seminars
 UA CAPLA & Drachman Institute
 Urban Land Institute
 Climate & Sustainability
 Sustainable Tucson

We want to expand the Stakeholder List. Who needs to know about this project? Who should be invited to be involved?

Sign Up Here!



High Capacity Transit Implementation Plan



Legend

- Express Bus
- Bus Rapid Transit (BRT)/ Light Rail Transit (LRT)
- Streetcar
- Commuter Rail (CRT)
-  Park & Ride
-  Transit Station
-  Arterial Road
-  Railroad

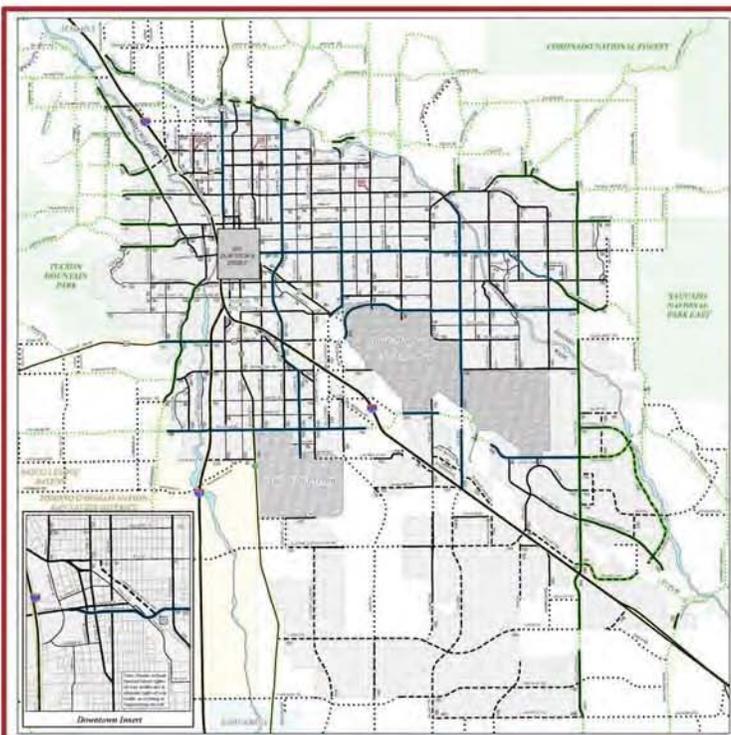
Implementation Period

- Near Term: 0 - 10 yrs
- Mid Term: 10 - 20 yrs
- Long Term: > 20 yrs

 
Pima Association of Governments

Data from PAG's June 2008 High Capacity Transit System Plan - Executive Summary

Various transportation improvement plans and studies exist for the region. The maps above depict different planned improvement projects and studies for the transportation network for the City of Tucson, Pima Association of Governments, and the Regional Transportation Authority that relate to or are near the Broadway project area.



City of Tucson Major Streets and Routes

*Map Official for City of Tucson Streets Only
Contact for Pima County for official street designations within the County

-  Arterial Street
-  Scenic Arterial Street
-  Gateway Arterial
-  Collector Street
-  Gateway Collector
-  Future Arterial Street
-  Future Collector Street
-  Parks and National Forests
-  Other Incorporated Areas
-  Native American Jurisdictions
-  Unincorporated Pima County
-  Tucson City Limits
-  Future Arterial Street
-  Future Collector Street

100 Planned Width SP Specific Engineering Plan - See Page 24 of MS&R Plan

-  County Scenic Route
-  County Scenic, Not Major Route
-  County Major Route
-  STATE & INTERSTATE ROUTE

NOTES

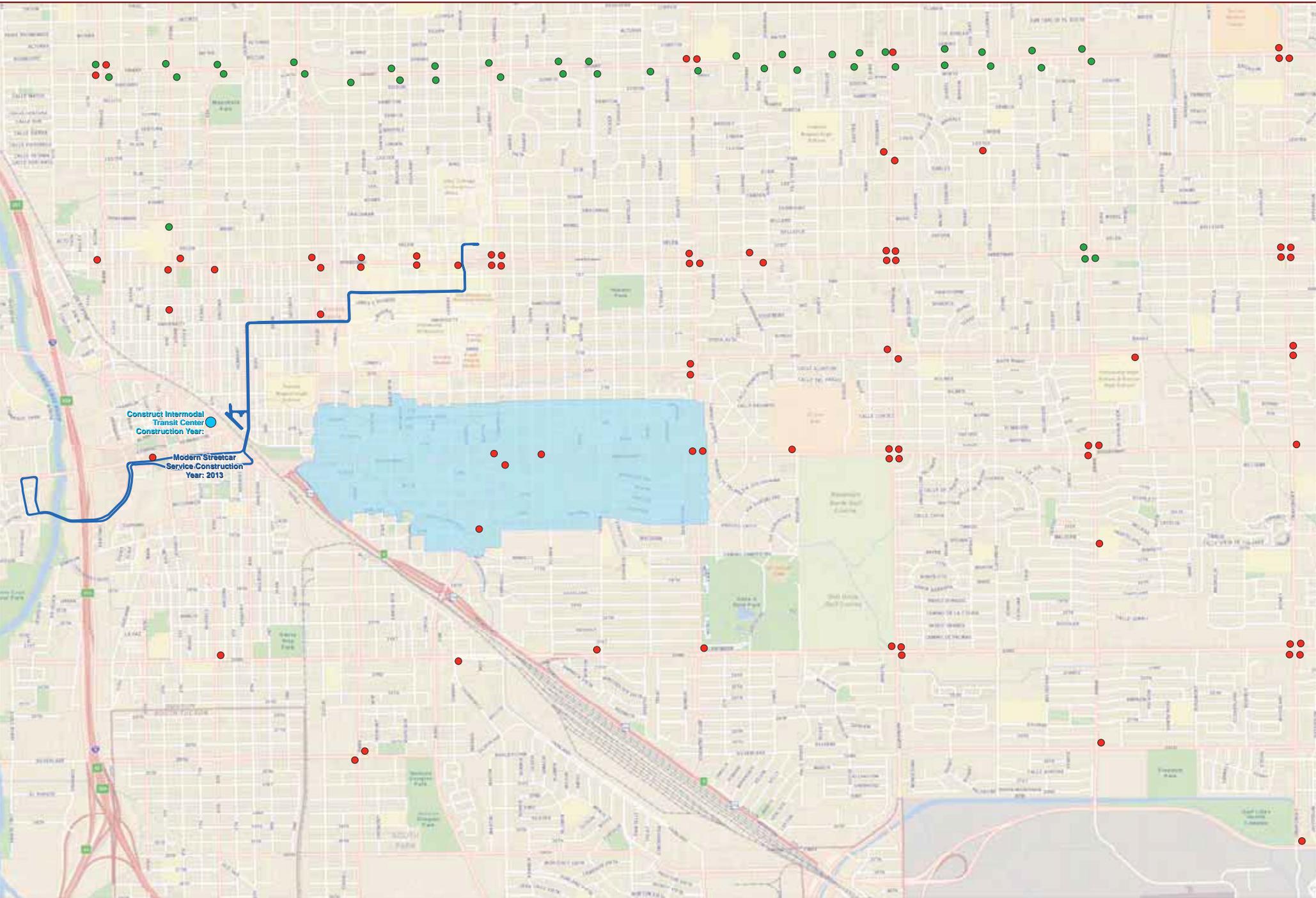
1. Right-of-way boundaries are shown in black and are not to be used for the purpose of determining the location of the proposed transit system. They are shown in the "as is" condition.
2. The right-of-way boundaries are shown in black and are not to be used for the purpose of determining the location of the proposed transit system. They are shown in the "as is" condition.
3. The right-of-way boundaries are shown in black and are not to be used for the purpose of determining the location of the proposed transit system. They are shown in the "as is" condition.
4. The right-of-way boundaries are shown in black and are not to be used for the purpose of determining the location of the proposed transit system. They are shown in the "as is" condition.
5. The right-of-way boundaries are shown in black and are not to be used for the purpose of determining the location of the proposed transit system. They are shown in the "as is" condition.
6. The right-of-way boundaries are shown in black and are not to be used for the purpose of determining the location of the proposed transit system. They are shown in the "as is" condition.
7. The right-of-way boundaries are shown in black and are not to be used for the purpose of determining the location of the proposed transit system. They are shown in the "as is" condition.
8. The right-of-way boundaries are shown in black and are not to be used for the purpose of determining the location of the proposed transit system. They are shown in the "as is" condition.
9. The right-of-way boundaries are shown in black and are not to be used for the purpose of determining the location of the proposed transit system. They are shown in the "as is" condition.
10. The right-of-way boundaries are shown in black and are not to be used for the purpose of determining the location of the proposed transit system. They are shown in the "as is" condition.

Legend

Arterial Street	100' - 120' wide
Scenic Arterial Street	100' - 120' wide
Gateway Arterial	100' - 120' wide
Collector Street	100' - 120' wide
Gateway Collector	100' - 120' wide
Future Arterial Street	100' - 120' wide
Future Collector Street	100' - 120' wide
County Scenic Route	100' - 120' wide
County Scenic, Not Major Route	100' - 120' wide
County Major Route	100' - 120' wide
STATE & INTERSTATE ROUTE	100' - 120' wide

Transit Improvements - I-10 to Swan Road

Planned / Programmed Improvement Projects



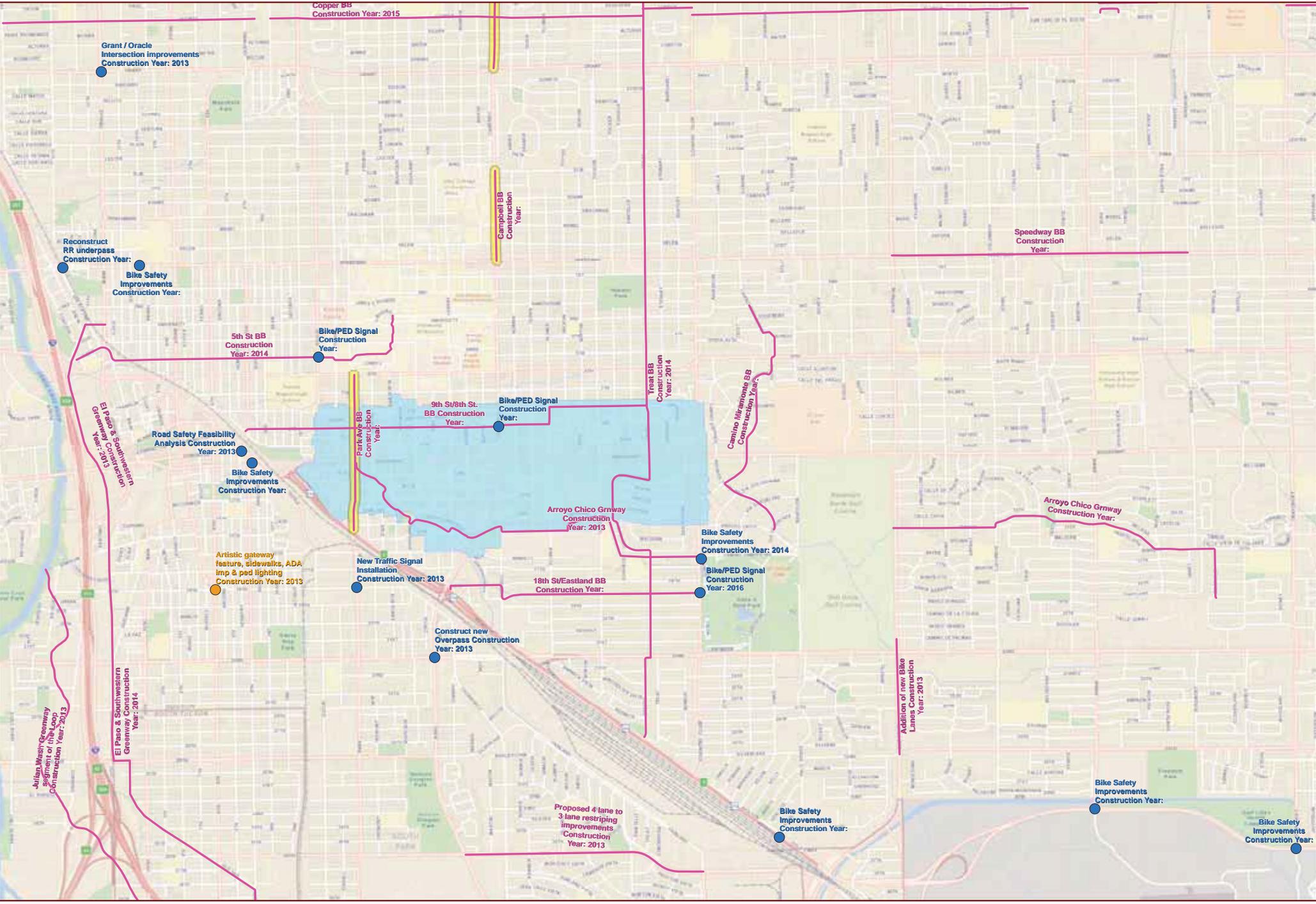
PAG/RTA Transportation Improvement Projects
 — Modern Streetcar & Maintenance Facility

PAG/RTA Intersection - Over/Underpass Improvement Projects
 ● Construct Intermodal Transit Center

Bus Pullout / Pulloffs
 Status
 ● Planned
 ● Constructed

Broadway Project Study Area





PAG/RTA Intersection - Over/Underpass Improvement Projects

- Artistic gateway feature, Sidewalks, ADA improvements & Lighting
- Bike Safety / Intersection Improvements

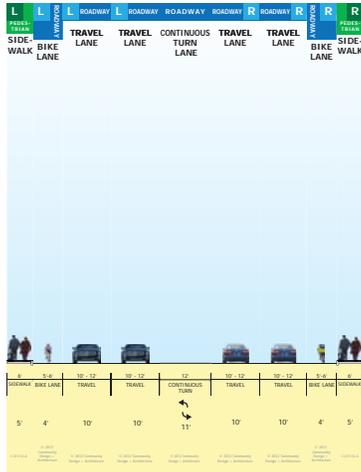
PAG/RTA Transportation Improvement Projects

- Bike/PED Construction & Improvement Projects

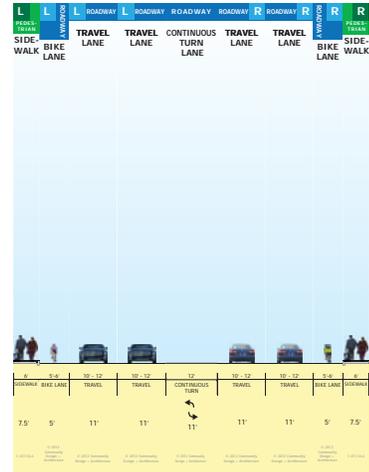
- Funding Secured - Construction within 5 years
- Broadway Project Study Area



**EXISTING CONDITIONS
70'-80' R.O.W**

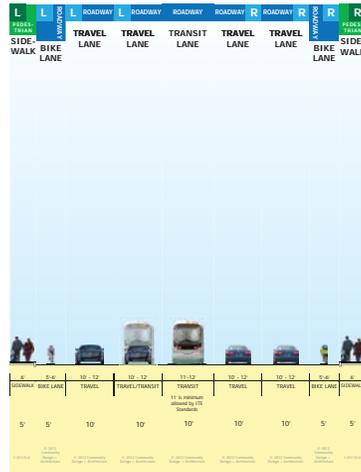


Typical Existing Condition West of Campbell
70' Right-of-Way

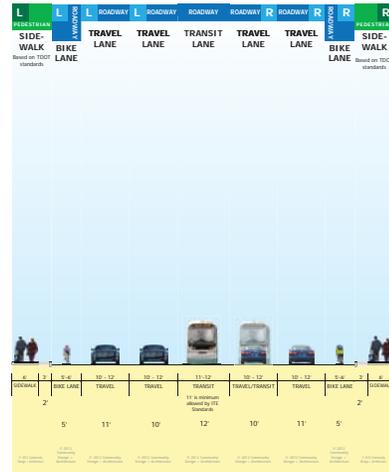


Typical Existing Condition East of Campbell
80' Right-of-Way

**4 LANE + DEDICATED TRANSIT
WITHOUT LANDSCAPING
70'-80' R.O.W**

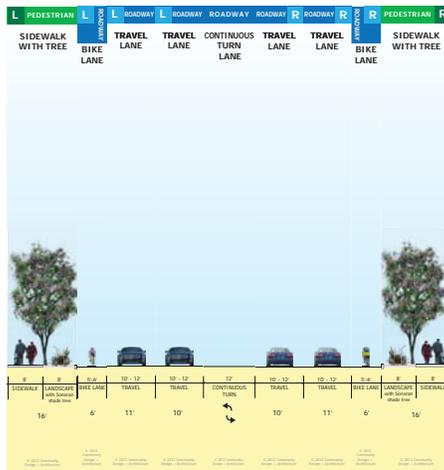


Option 4+T SATA: 70' Right-of-Way
(West of Campbell)

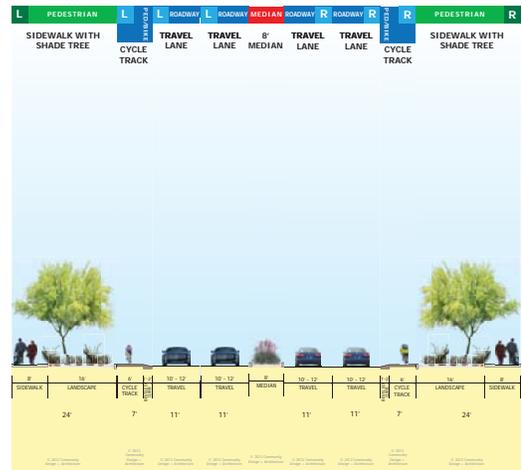


Option 4+T SATA: 80' Right-of-Way
(East of Campbell)

**4 LANE WITH LANDSCAPING
84'-138' R.O.W**

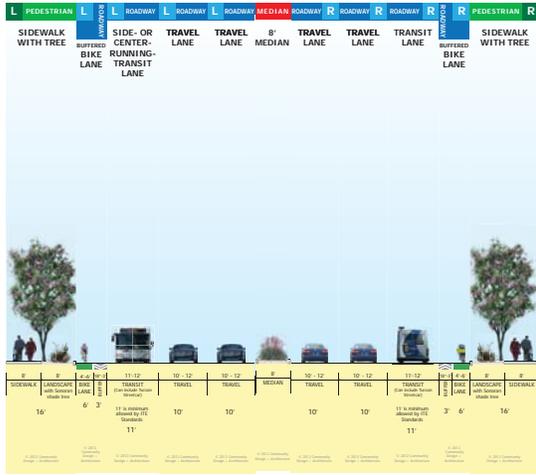


Option 4A: 98' Right-of-Way

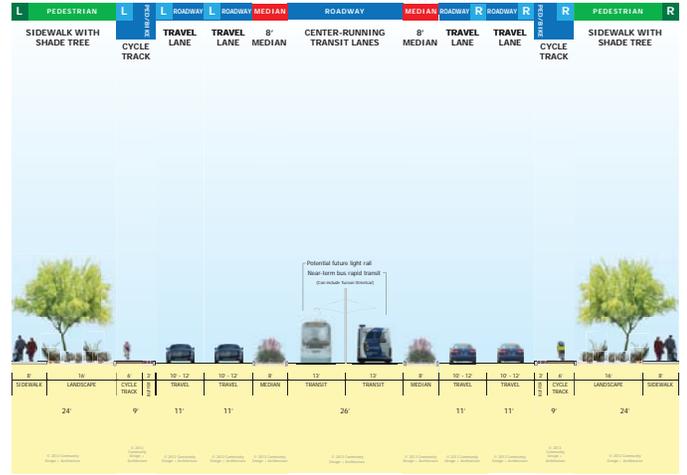


Option 4B: 114' Right-of-Way

4 LANE + DEDICATED TRANSIT WITH LANDSCAPING 106'-162' R.O.W

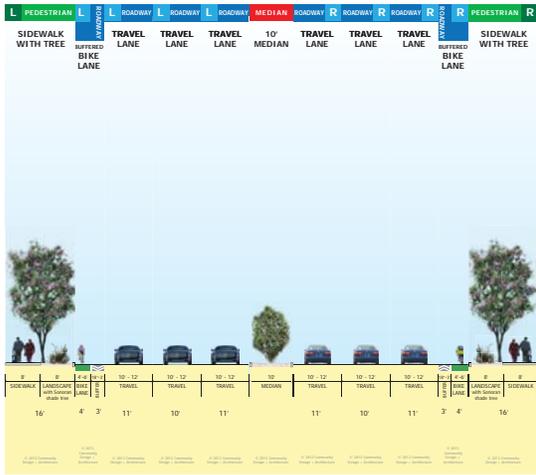


Option 4+T A: 124' Right-of-Way

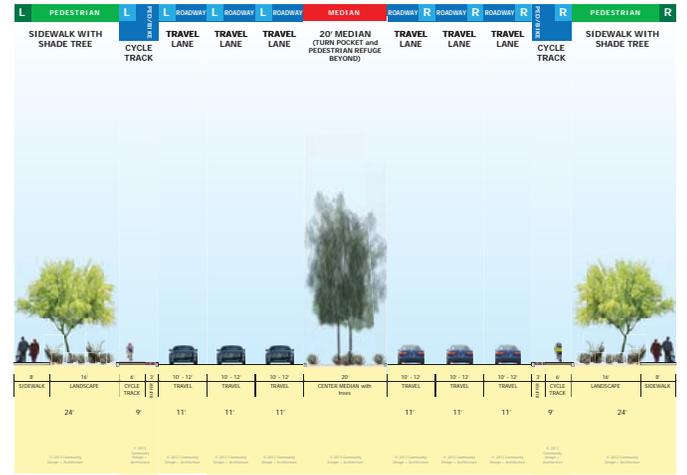


Option 4+T B: 152' Right-of-Way

6 LANE WITH LANDSCAPING 104'-162' R.O.W

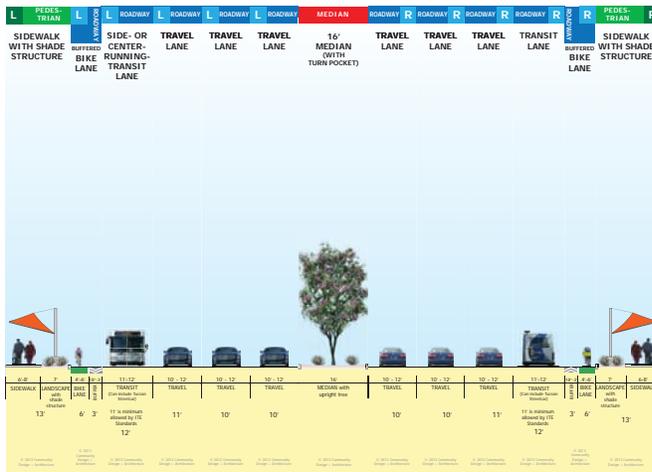


Option 6A: 120' Right-of-Way

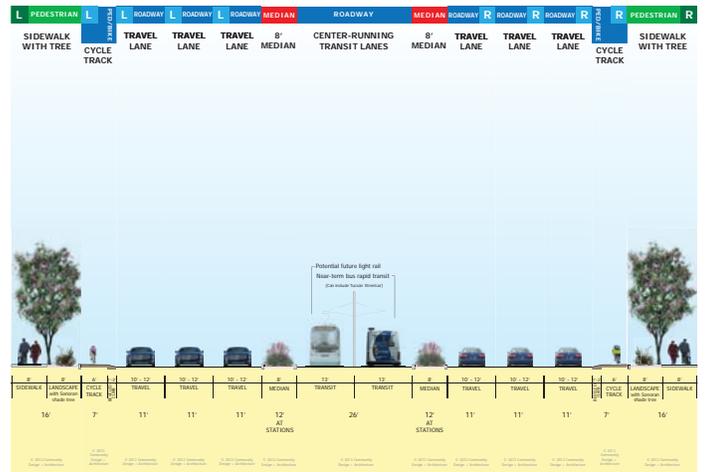


Option 6B: 152' Right-of-Way

6 LANE + DEDICATED TRANSIT WITH LANDSCAPING 126'-186' R.O.W



Option 6+T A: 146' Right-of-Way



Option 6+T B: 154' Right-of-Way

STREET CROSS SECTION ALTERNATIVES

STREET CROSS SECTION ALTERNATIVES	PERFORMANCE MEASURES													
	Pedestrian Environment	Bicycling Environment	Through Traffic Movement		Transit Travel Time		Accommodation of High Capacity Transit	Potential Historic and Significant Buildings Impacts	Visual Quality	Walking and Bicycling Health Benefits	Economic Potential	Construction and Acquisition Cost	City's Ability to Maintain Improvements	
EXISTING CONDITIONS 	to	to	Now	Now	Future (100% PAG)	Future (70% PAG)	-	+++	to	to	-	NA	to	
4 LANE + DEDICATED TRANSIT WITHOUT LANDSCAPING														
Option 4+T SATA (Existing R.O.W.) 	to	to	Future (100% PAG)	Future (70% PAG)	Future (100% PAG)	Future (70% PAG)	0	+++	to	-	0 to + Short term	0 to ++ Long term	\$\$	to
4 LANE WITH LANDSCAPING (84'-138' R.O.W.)														
Option 4A (98' R.O.W.) 	0	0	Future (100% PAG)	Future (70% PAG)	Future (100% PAG)	Future (70% PAG)	-	++	++	+	0 to ++ Short term	+ to ++ Long term	\$\$	to
Option 4B (114' R.O.W.) 	+++	++	Future (100% PAG)	Future (70% PAG)	Future (100% PAG)	Future (70% PAG)	-	+	++++	++	- to ++ Short term	0 to +++ Long term	\$\$\$	to
4 LANE + DEDICATED TRANSIT WITH LANDSCAPING (106'-162' R.O.W.)														
Option 4+T A (124' R.O.W.) 	+	+	to Future (100% PAG)	to Future (70% PAG)	to Future (100% PAG)	to Future (70% PAG)	++	0	+++	+	- to + Short term	- to +++ Long term	\$\$\$	to
Option 4+T B (152' R.O.W.) 	++	+++	to Future (100% PAG)	to Future (70% PAG)	to Future (100% PAG)	to Future (70% PAG)	+++	--	+	++	- to 0 Short term	- to ++ Long term	\$\$\$\$	to
6 LANE WITH LANDSCAPING (104'-162' R.O.W.)														
Option 6A (120' R.O.W.) 	+	+	Future (100% PAG)	Future (70% PAG)	Future (100% PAG)	Future (70% PAG)	0	0	+++	+	- to ++ Short term	0 to +++ Long term	\$\$\$	to
Option 6B (152' R.O.W.) 	++	++	Future (100% PAG)	Future (70% PAG)	Future (100% PAG)	Future (70% PAG)	0	--	++	++	- to 0 Short term	- to ++ Long term	\$\$\$\$	to
6 LANE + DEDICATED TRANSIT WITH LANDSCAPING (126'-186' R.O.W.)														
Option 6+T A (146' R.O.W.) 	--	0	Future (100% PAG)	Future (70% PAG)	Future (100% PAG)	Future (70% PAG)	++	--	-	0	- to 0 Short term	- to +++ Long term	\$\$\$\$	to
Option 6+T B (154' R.O.W.) 	+	+	Future (100% PAG)	Future (70% PAG)	Future (100% PAG)	Future (70% PAG)	+++	--	+	+	- to 0 Short term	- to ++ Long term	\$\$\$\$	to

LEGEND Best Performance ++++ Neutral 0 Worst Performance --- Highest Cost \$\$\$\$ Lowest Cost \$ September 26, 2013

Facilitator/Recorder Initials
Table #

PERFORMANCE MEASURES ASSESSMENT OF STREET CROSS SECTION ALTERNATIVES

Pedestrian Environment

- The overall quality of the pedestrian experience on Broadway. This includes improvements that influence the experience of people walking along Broadway such as:
- Width of the sidewalk and landscape buffer separating pedestrians from the roadway and how the width of the buffer area provides distance and landscape affects pedestrian comfort;
 - Ability of sidewalk and buffer width to provide space for shade, lighting, seating, drinking fountains and other features to serve pedestrian needs, and provide for visual interest;
 - Degree to which conflicts between pedestrians and vehicles exist at driveways; and,
 - Provision of access and mobility for people of all ages and abilities using design elements that go beyond base requirements of the Americans with Disabilities Act (ADA) federal design requirements.

It also includes the ease of walking across Broadway and side streets intersecting with Broadway, which is influenced by both distance and presence of medians that can provide a refuge for crossing pedestrians.

PEDESTRIAN ACCESS AND MOBILITY



Bicycling Environment

- The overall quality of the bicycling experience on Broadway. This includes improvements that influence the experience of people bicycling along Broadway such as:
- Degree to which the street design elements allow horizontal and vertical separation of cyclists from vehicular traffic;
 - Frequency of points where vehicles cross the bike lane and the ability of the street design to make those potential conflicts evident to cyclists and motorists, and,
 - Ability of cross section design to provide space for bike racks, shade, drinking fountains, green pavement (bike boxes and other markings), and other features to serve bicyclists' needs.

It also includes the convenience and quality of bicycle crossings of Broadway and side streets intersecting with Broadway, as well as the safety of cyclists turning left off and onto Broadway.

BICYCLE ACCESS AND MOBILITY



Through Traffic Movement

The effectiveness of moving through vehicular traffic along Broadway in the project area, which affects a variety of other transportation, environmental, and economic factors.

VEHICULAR ACCESS AND MOBILITY



Transit Travel Time

The time it takes to travel the length of the Broadway project by transit.

TRANSIT ACCESS AND MOBILITY



Accommodation of High Capacity Transit

The ability of the roadway and roadside design to accommodate future high capacity transit. This can ultimately improve performance of design concepts in relation to other transit performance measures through a future improvement project.

Potential Historic and Significant Buildings Impacts

The number of historic and significant structures lost due to direct impact and loss of usefulness resulting from reductions to parking, setbacks, site access, and other conditions.

Visual Quality

The ability of Broadway's design to enhance the visual quality along it. This includes the width and design of median and streetside landscaping and number and location of placemaking features such as public art, wayfinding, lighting, and furniture. It also includes Broadway's relationship with and impacts to the existing and future visual character of adjacent uses.

SENSE OF PLACE



Walking and Bicycling Health Benefits

The degree to which the Broadway improvements can support increased frequency and length of walking and biking trips and the resulting positive effect on public health.

ENVIRONMENT AND PUBLIC HEALTH



Economic Potential

The suitability of parcels along Broadway to provide for current commercial or residential use, repurposing, adaptive reuse, and a future mix of commercial, residential, and open space uses that improves the economic value of uses along Broadway.

ECONOMIC VITALITY



Construction and Acquisition Cost

The total cost of the construction of improvements and the cost of purchasing property, relocation, and other costs associated with acquisition of property for the Broadway improvements.

PROJECT COST



City's Ability to Maintain Improvements

The assessment of relative cost and benefit, and ability of city budget to support costs for the operations and maintenance of the Broadway improvements.

CERTAINTY



PERFORMANCE MEASURES

CITIZENS TASK FORCE DRAFT VISION

The Citizens Task Force’s recommended design solution for Broadway Boulevard from Euclid to Country Club will balance the varied needs of the Boulevard’s users and surrounding neighborhood and districts. It will maximize benefits and minimize negative impacts.

The recommended design will support future for Broadway that will—

- maintain and improve the provision of affordable, efficient, and sustainable transportation choices serving local and regional transportation needs for walking, bicycling, transit, and vehicles;
- provide improved safety and comfort for all users;
- support and improve the economic vitality and the valued character of development along the Boulevard;
- improve the visual character of the street and the physical condition of the public realm in support of the unique character of the historic and unique character of the places along the Boulevard;
- strengthen the relationship between transportation and uses along the Boulevard to adjacent neighborhoods through appropriate access, visual and physical character, and encouraging supportive uses;
- balance the Boulevard’s function as a major street serving citywide multimodal mobility with its function as a stronger retail, service, and civic destination;
- provide opportunities for the improved public health of those within the planning area and the region; and,
- improve environmental sustainability in Tucson.

The Broadway Boulevard planning and design work will all be guided by a public participation process that actively seeks out and engages the full diversity of stakeholders in a substantive dialogue, and utilize a design process that aims for the change resulting from the transportation improvements to support positive improvement to the districts and neighborhoods along Broadway Boulevard.

CITIZENS TASK FORCE POTENTIAL GOAL STATEMENTS

Goal Topics	Potential Goal Statements	Related Performance Measures	
Planning and Design Process			
Learn from best example practices (in Tucson and other places)	<ul style="list-style-type: none"> • Learn from exemplary multimodal and context sensitive transportation projects in Tucson and elsewhere in the planning and implementation of the Broadway Boulevard process. 	<i>This and the following are planning and design process goals that do not vary based on the street design concepts.</i>	
Public input	<ul style="list-style-type: none"> – Take process to stakeholders and report back to CTF 	<ul style="list-style-type: none"> • Efficiently and effectively seek out public input to draw from stakeholders in the study area and throughout the city and region to provide input for the on-going Citizens Task Force process. • Continue the public process into the construction and post-construction phases of the project. 	
	<ul style="list-style-type: none"> – Planning, Design, Construction, and Post Construction phases 		
Agency and organization coordination	<ul style="list-style-type: none"> • Coordinate with other agencies and organizations that are project stakeholders so they can understand the on-going efforts and goals for the future of Broadway Boulevard. 		
More than transportation performance metrics	<ul style="list-style-type: none"> • Utilize more than just transportation performance measures in the decision-making process for the design and implementation. 		
Be effective	<ul style="list-style-type: none"> • Design and build Broadway as a long-term, quality improvement that will last and be effectively maintained for decades into the future; and create certainty for existing businesses and property owners and support investment. 		
Be efficient	<ul style="list-style-type: none"> • Be as efficient in terms of time and budget as possible in the planning, design, and construction process. 		
Multimodal Street Design			
Balancing modes to create a 'Complete Street'	<ul style="list-style-type: none"> • Optimize the use of the right-of-way to improve mobility and safety for all modes of travel along and across Broadway. 	<ul style="list-style-type: none"> • Pedestrian Environment • Bicycling Environment • Through Traffic Movement • Transit Travel Time • Accommodation of High Capacity Transit • Walking and Bicycling Health Benefits • Construction and Acquisition Cost • City’s Ability to Maintain Improvements 	
Broadway’s role in the transportation network			
Vehicular traffic	<ul style="list-style-type: none"> – Through mobility 	<ul style="list-style-type: none"> • 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 • Increase capacity of Broadway to accommodate future growth in through and commute traffic 	
	<ul style="list-style-type: none"> – Corridor/neighborhood access 		
	<ul style="list-style-type: none"> • Provide high-quality access for vehicles to adjacent development and neighborhoods. 	<ul style="list-style-type: none"> • Pedestrian Environment • Bicycling Environment 	
Transit	<ul style="list-style-type: none"> – Through mobility 	<ul style="list-style-type: none"> • Provide effective east-west high capacity transit through the Broadway study area on Broadway Boulevard and/or parallel routes. • Provide effective east-west high capacity transit on Broadway Boulevard. 	<ul style="list-style-type: none"> • Through Traffic Movement • Transit Travel Time • Accommodation of High Capacity Transit
	<ul style="list-style-type: none"> – Corridor/neighborhood access 	<ul style="list-style-type: none"> • Improve the quality, comfort, and convenience of transit access for the Broadway study area, including improved safety at transit stops. 	<ul style="list-style-type: none"> • Pedestrian Environment • Bicycling Environment • Construction and Acquisition Cost • City’s Ability to Maintain Improvements
	<ul style="list-style-type: none"> – Improve transit stops 		
Bicycling	<ul style="list-style-type: none"> – Provide east-west mobility for bicyclists of various skill levels 	<ul style="list-style-type: none"> • Provide east-west mobility for bicyclists of various skill levels on Broadway Boulevard and parallel streets 	<ul style="list-style-type: none"> • Bicycling Environment • Walking and Bicycling Health Benefits
	<ul style="list-style-type: none"> – Broadway crossings / Bicycle network connections 	<ul style="list-style-type: none"> • Improve crossings for bicyclists, including those that connect with bicycle network 	<ul style="list-style-type: none"> • Bicycling Environment • Walking and Bicycling Health Benefits

Goal Topics	Potential Goal Statements	Related Performance Measures	
Multimodal Street Design - continued			
<p>Pedestrian –Provide for movement along and across Broadway, include buffering pedestrians from the roadway</p> <p>–Provide connections between districts and neighborhoods</p>	<ul style="list-style-type: none"> • Create an inviting pedestrian environment that encourages walking along Broadway and for crossing the Boulevard. • Provide a buffer between pedestrians and traffic on Broadway that is effective given the speed and amount of vehicular traffic. <p>• Enable and provide quality connections between districts and neighborhoods</p>	<ul style="list-style-type: none"> • Pedestrian Environment • Walking and Bicycling Health Benefits • Construction and Acquisition Cost • City's Ability to Maintain Improvements <p>• Pedestrian Environment</p> <ul style="list-style-type: none"> • Walking and Bicycling Health Benefits 	
Universal design (ADA access)	<ul style="list-style-type: none"> • Exceed ADA minimum requirements where ever feasible to maximize the level of universal design, including enhanced wayfinding techniques. 	<ul style="list-style-type: none"> • Pedestrian Environment 	
Speed Management / Traffic Calming	<ul style="list-style-type: none"> • Design improvements to Broadway to encourage traffic to travel no faster than the speed limit 	<p><i>This is more related to design criteria and the detailed design of any of the street cross section concepts for speed management. Factors such as number of lanes and presence of landscaping do vary with the cross sections, but lateral shifting of lanes at intersections and to minimize negative property impacts will not be known until the later stage of the project when alignments are designed. Still "Accommodation of Speed Management" could be made a new Vehicular Access and Mobility performance measure</i></p>	
<p>Landscape / Streetscape Design –Improve the environment along Broadway</p> <p>–Select context appropriate plants and other design elements</p>	<ul style="list-style-type: none"> • Increase the amount and quality of landscaping and lighting along Broadway through an approach that is efficient in terms of capital and maintenance costs. • Use plants that are native to the Sonoran Desert or plants that are adaptive to the Tucson environment, and that along with other streetscape elements help to create the desired character for the districts along Broadway. 	<ul style="list-style-type: none"> • Pedestrian Environment • Construction and Acquisition Cost • City's Ability to Maintain Improvements <p><i>This is more related to design criteria and the detailed design of any of the street cross section concepts and is open to qualitative interpretation. Does not seem appropriate to have a performance measure for this goal, but could try to develop one.</i></p>	
Public Art	<ul style="list-style-type: none"> • Provide opportunities for public art that complement the aesthetic and placemaking goals for Broadway 	<p><i>This is a design detail that any design concept should be able to satisfy.</i></p>	
Right-of-way Impacts			
Minimize physical impacts	<ul style="list-style-type: none"> • Avoid physical impacts to all existing property and businesses along Broadway Boulevard. • To the extent feasible, minimize physical impacts to existing property and businesses along Broadway Boulevard while achieving the transportation and other goals for improvement to the Boulevard. 	<ul style="list-style-type: none"> • Economic Potential • Construction and Acquisition Cost 	
Width of Broadway Boulevard	<ul style="list-style-type: none"> • Do not widen Broadway Boulevard. • Minimize widening of Broadway Boulevard. • Widen Broadway Boulevard to the extent needed to achieve other goals. 	<ul style="list-style-type: none"> • Construction and Acquisition Cost 	
Sustainability			
Environmental	<p>–General environmental impact</p> <ul style="list-style-type: none"> • Utilize materials and design techniques in the improvements to Broadway that minimize environmental impacts, including energy efficient lighting and other means. 	<p><i>There is much that can be achieved through design details, materials specifications, definition of construction technique, and other details as the project moves forward towards construction.</i></p>	
Environmental - continued	<p>–Water use and stormwater management</p> <ul style="list-style-type: none"> • Emphasize use of water harvesting and storm water management techniques in landscaped areas and the use of permeable surfaces and paving to extent feasible <p>–Air quality</p> <ul style="list-style-type: none"> • Design the improvements to Broadway to help reduce air quality impacts from green house gases, particulates, and other emissions. <p>–Shade</p> <ul style="list-style-type: none"> • Reduce heat island effect through various design measures, such as shading and high albedo pavement, while also providing shade for pedestrian comfort. 	<ul style="list-style-type: none"> • City's Ability to Maintain Improvements <ul style="list-style-type: none"> • Pedestrian Environment • Construction and Acquisition Cost • City's Ability to Maintain Improvements 	
Economic	<p>–budget and cost of operations and maintenance</p> <ul style="list-style-type: none"> • Design improvements to deliver them within available budget, and to allow the roadway, its landscape, transit improvements, and other elements to fit the budget constraints for operations and maintenance. 	<ul style="list-style-type: none"> • Construction and Acquisition Cost • City's Ability to Maintain Improvements 	
Neighborhoods and Districts			
<p>Recognize & support the distinct character of Broadway and its context of Neighborhoods and Districts</p> <p>–Broadway Boulevard is a series of places along a corridor</p> <p>–Visually enhance district identities</p> <p>–Encourage an appropriate mix of uses to support distinct districts</p> <p>–Consider existing special features ("Sacred Places")</p>	<ul style="list-style-type: none"> • Recognize and support distinct character of Broadway as a series of places, defined by their historic and significant structures, signage, landscape, and uses. • Develop identities for segments and centers of activity along Broadway. • Preserve and protect the existing special features and places along Broadway <ul style="list-style-type: none"> • 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. • Design the roadway, its streetscape, wayfinding signage, and the uses along it to give identity to the 'gateways' along Broadway - to neighborhoods, to Downtown, and to the University, and others. • Preserve and enhance key features of this segment of Broadway 	<ul style="list-style-type: none"> • Potential Historic and Significant Buildings Impacts • Visual Quality • Change in Economic Potential • Pedestrian Environment • City's Ability to Maintain Improvements <ul style="list-style-type: none"> • Pedestrian Environment • Bicycling Environment • Historic and Significant Buildings Impacts • Visual Quality • Economic Potential • Construction and Acquisition Cost • City's Ability to Maintain Improvements <ul style="list-style-type: none"> • Pedestrian Environment • Bicycling Environment • Transit Travel Time • Accommodation of High Capacity Transit • Visual Quality • Economic Potential <ul style="list-style-type: none"> • Historic and Significant Buildings Impacts • Visual Quality • Economic Potential 	
Link neighborhoods to district uses	<ul style="list-style-type: none"> • Provide better integration of neighborhoods to districts on Broadway with a walkable circulation network and by encouraging policies for neighborhood-supporting uses 	<ul style="list-style-type: none"> • Pedestrian Environment • Bicycling Environment 	
Improve quality of Broadway and its context	<p>–Encourage improvements to existing development</p> <p>–Encourage high quality new development</p> <p>–Provide and encourage public gathering places</p>	<p>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.</p> <ul style="list-style-type: none"> • Encourage the creation of public gathering places and provide for public places as feasible through design of the boulevard. 	<ul style="list-style-type: none"> • Pedestrian Environment • Bicycling Environment • Historic and Significant Buildings Impacts • Visual Quality • Economic Potential <ul style="list-style-type: none"> • Pedestrian Environment • Bicycling Environment • Visual Quality • Economic Potential <ul style="list-style-type: none"> • Pedestrian Environment • Bicycling Environment • Visual Quality • Economic Potential • City's Ability to Maintain Improvements

Goal Topics	Potential Goal Statements	Related Performance Measures	
Neighborhoods and Districts - continued			
Protect Adjacent Neighborhoods	– From noise, light, and air quality impacts	<ul style="list-style-type: none"> Minimize noise, light, and air quality—impacts from traffic on Broadway Boulevard 	<ul style="list-style-type: none"> Pedestrian Environment Bicycling Environment Through Traffic Movement Transit Travel Time Accommodation of High Capacity Transit
	– From cut through traffic and overflow parking	<ul style="list-style-type: none"> Minimize overflow parking, cut through traffic, noise, light, and other impacts from development along Broadway into adjacent neighborhoods 	<ul style="list-style-type: none"> Through Traffic Movement
	– Privacy from adjacent district development	<ul style="list-style-type: none"> Maintain and improve privacy between neighborhoods and development along Broadway 	<i>This is a land use policy issue that is outside the scope of the project.</i>
	– By transitioning intensity from corridor towards neighborhoods	<ul style="list-style-type: none"> 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 	<i>This is a land use policy issue that is outside the scope of the project.</i>
	<ul style="list-style-type: none"> Particularly existing and potential National Register of Historic Places (NRHP) Historic District designations 	<ul style="list-style-type: none"> 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 while maintaining the viability of Historic Districts 	<ul style="list-style-type: none"> Potential Historic and Significant Buildings Impacts
Protect existing businesses and enhance the business environment	– Small and local businesses	<ul style="list-style-type: none"> Nurture Broadway's role as a place for new and existing small, local and incubator businesses through preserving existing development and its lower rents and by encouraging new policies to require new development to help create commercial space for small, local businesses. 	<ul style="list-style-type: none"> Pedestrian Environment Bicycling Environment Through Traffic Movement Visual Quality Economic Potential
	– Affordable rents / potential for business to own property		
Protect residences and enhance the environment for residences	– Neighborhood-serving uses	<ul style="list-style-type: none"> Encourage a mix of neighborhood and regional serving businesses to support vibrant mixed use districts along Broadway. 	<ul style="list-style-type: none"> Pedestrian Environment Bicycling Environment Through Traffic Movement Visual Quality Economic Potential
	– Viability of businesses before and after construction	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> Pedestrian Environment Through Traffic Movement Economic Potential Construction and Acquisition Cost
	– Economic connections	<ul style="list-style-type: none"> Improve the cultural, economic, and transportation linkages of Broadway and the uses along it with Downtown and the University of Arizona. 	<ul style="list-style-type: none"> Pedestrian Environment Bicycling Environment Accommodation of High Capacity Transit Economic Potential
	– Choice of housing types	<ul style="list-style-type: none"> Encourage protection of existing and creation of new housing to maintain diversity of housing types and rental and ownership choices that are affordable to a range of households. 	<ul style="list-style-type: none"> Walking and Bicycling Health Benefits Economic Potential
	– Affordable rents and ownership		<ul style="list-style-type: none"> Pedestrian Environment Bicycling Environment Through Traffic Movement Transit Travel Time Walking and Bicycling Health Benefits Economic Potential
Buildings and Site Development			
Recognize value of historic buildings and sites	<ul style="list-style-type: none"> Protect all individually historic and contributing buildings, signage, and sites. Protect best examples of individually historic and contributing buildings, signage, and sites. To extent feasible given needed transportation and other improvements along Broadway, protect the best examples of individually historic and contributing buildings, signage, and sites. 	<ul style="list-style-type: none"> Potential Historic and Significant Buildings Impacts 	
Recognize value of significant buildings and sites	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> Potential Historic and Significant Buildings Impacts 	
Support development scale and mix of use appropriate to context	– Appropriate to existing context (heights, setbacks, etc.)	<ul style="list-style-type: none"> Encourage preservation, remodeling, and new development that is scaled to existing context while allowing for a mix and intensity of use to support walking, bicycling, and transit use. Encourage new development at a scale that is more intense than what exists today if it transitions at its edges to the scale of existing context, and if it supports the multi-modal, economic development, and affordability goals for Broadway. 	<ul style="list-style-type: none"> Potential Historic and Significant Buildings Impacts
	– To support multimodal investment (mix uses, pedestrian-oriented, intensity, etc.)		<ul style="list-style-type: none"> Pedestrian Environment Bicycling Environment Through Traffic Movement Economic Potential
Consider importance of parking supply and demand	– Encourage efficient manage corridor's parking demand and supply to provide enough, but not too much parking.		<ul style="list-style-type: none"> Pedestrian Environment
	– Encourage development of district parking lots and other methods to help maintain viability of existing businesses and properties and too help manage parking supply.		<ul style="list-style-type: none"> Pedestrian Environment

EUCLID AVE
PARK AVE
CAMPBELL AVE.
TUCSON BLVD.
COUNTRY CLUB RD.



Broadway Study Area

Broadway Corridor

Opportunity to improve connection

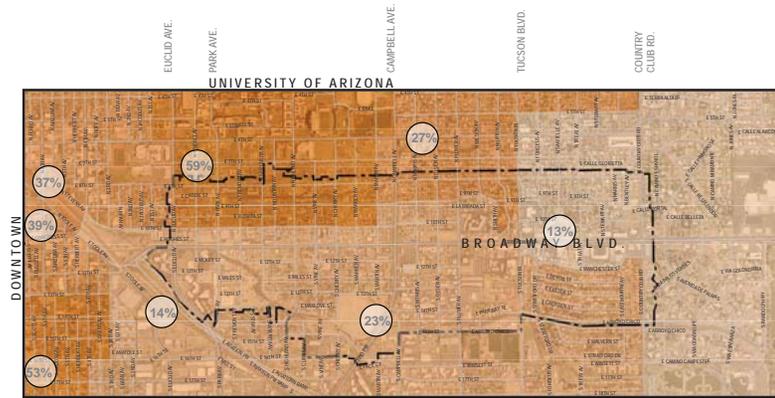
Key open space corridor opportunity

Recent community improvement

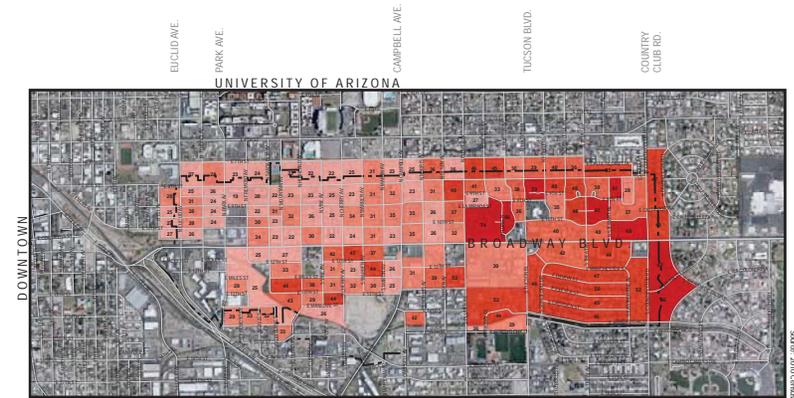
Planned future bus rapid transit

Planned future express bus (potential bus rapid transit)

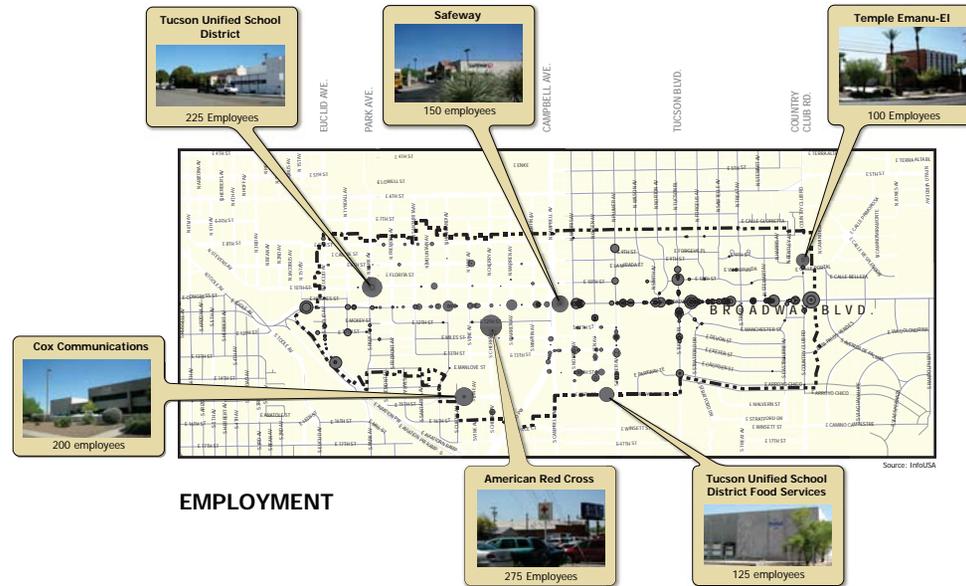
ASSETS AND OPPORTUNITIES



PERCENT OF COMMUTERS TAKING ALTERNATE MODES



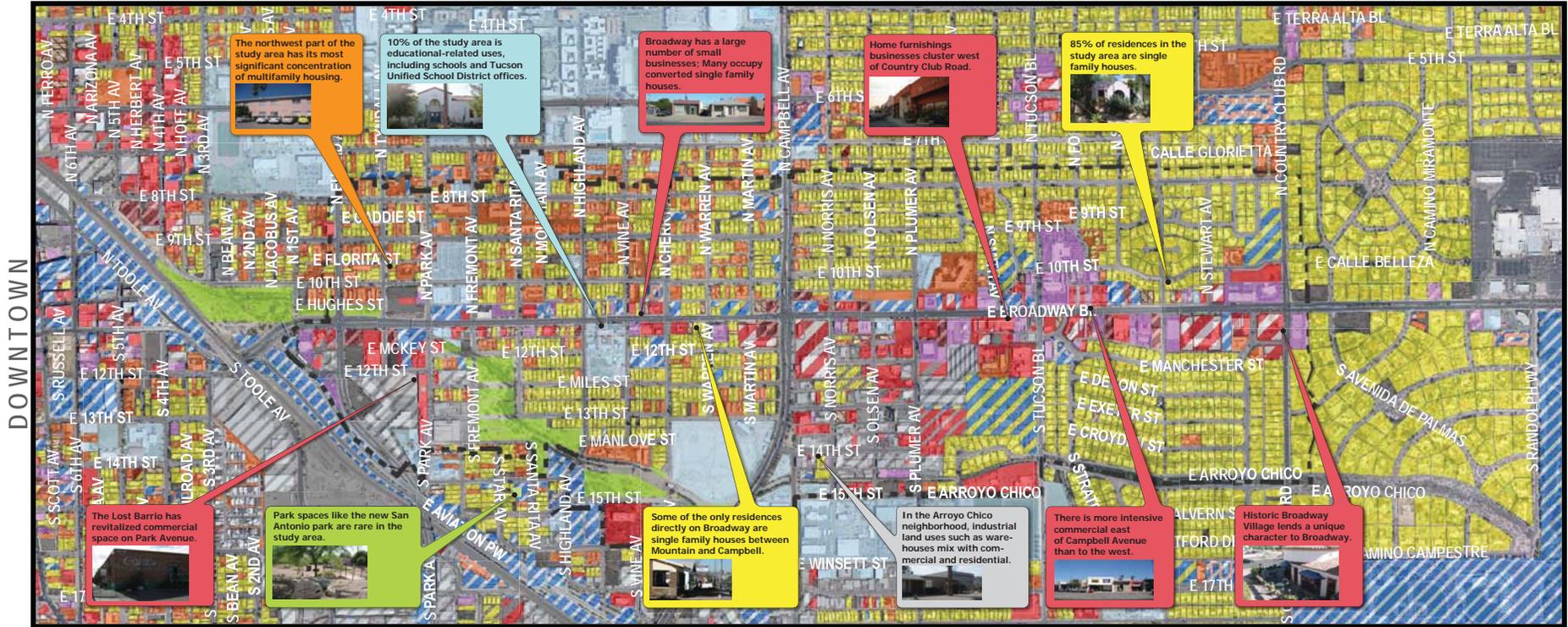
AGE



EMPLOYMENT

STUDY AREA CHARACTERISTICS

EUCLID AVE.
PARK AVE.
UNIVERSITY OF ARIZONA
CAMPBELL AVE.
TUCSON BLVD.
COUNTRY CLUB RD.



Study Area Boundary

LEGEND

EDUCATION	GROUP HOMES	MOTOR VEHICLE SALES	RESTAURANT BAR	SOCIAL SERVICES
ACCOMMODATION	INDUSTRIAL	NEIGHBORHOOD SERVICES	SERVICE STATIONS	STORAGE
ARTS ORGANIZATIONS	COMMERCIAL	OPEN SPACE	SERVICES	UNCATEGORIZABLE
MULTIFAMILY	SINGLE FAMILY	PARKING	SHOPPING CENTER	UTILITIES
DUPLEX	GOVERNMENT	MOBILE HOME	SOCIAL CLUBS AND ORGANIZATIONS	VACANT
	RELIGIOUS			

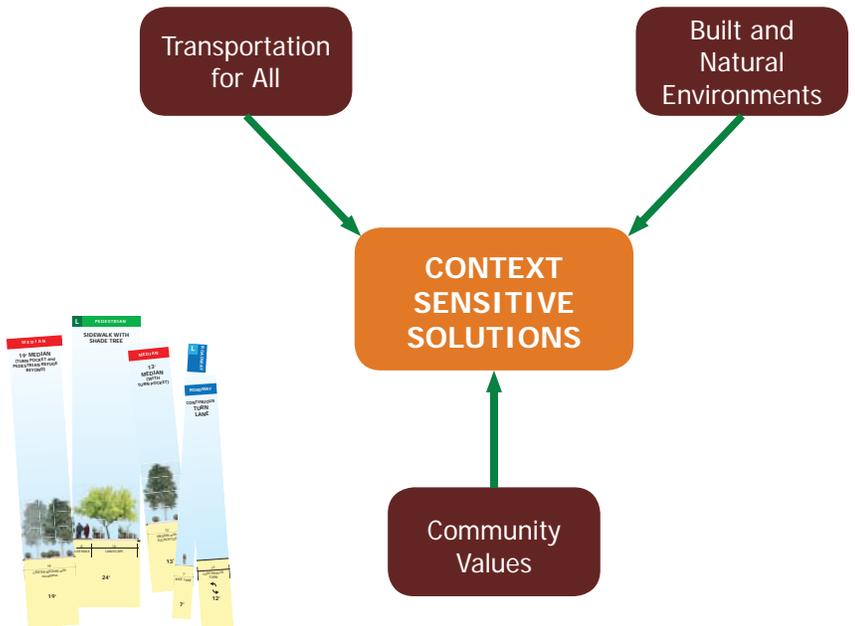
EXISTING LAND USE

CONTEXT SENSITIVE SOLUTIONS is a collaborative, interdisciplinary, holistic approach to the development of transportation projects that involves both the process and end result. The Broadway Boulevard project is using a CSS approach and the project's team includes members who are experienced in applying CSS principles in transportation projects.

What CSS is:

- SHARING DECISION MAKING
- BALANCING TRAVEL AND OTHER NEEDS
- EMBRACING COMMUNITY VALUES
- MULTIMODAL, BENEFITING ALL USERS
- SUSTAINED, ITERATIVE, AND PARTICIPATORY
- PLACEMAKING—BRINGING TOGETHER COMMUNITY DESIGN AND STREET DESIGN

An Integration of:



What CSS is NOT ?

- DESIGNER/ENGINEER KNOWING BEST
- IMPROVING TRAVEL PERFORMANCE ONLY
- SACRIFICING SAFETY OR GOOD DESIGN
- JUST AESTHETICS
- PUTTING NEEDS OF A SINGLE MODE FIRST
- ADD-ON TO CONVENTIONAL APPROACH
- "US AGAINST THEM"

CSS Decision Making

- SOLVE MULTI-DIMENSIONAL PROBLEMS
- FRAME CHALLENGES/TENSIONS EARLY
- CONFRONT TRADE-OFFS AND SUPPORT A COMMON OUTCOME
- IDENTIFY EVALUATION CRITERIA BASED ON GOALS
- OPEN, HONEST, AND RESPECTFUL





Design Quality Ranking Legend

National Register of Historic Places Listed or Eligible Buildings*	National Register of Historic Places Ineligible Buildings	Design Quality Ranking
Ranked 5	Ranked 5	
Ranked 4	Ranked 4	
Ranked 3	Ranked 3	
Ranked 1-2		

* The listed or eligible buildings are shown in a separate color in order to reference their status or eligibility only, as determined by the Historic Buildings Inventory, according to the National Register of Historic Places guidelines. This ranking has no relation to, or impact on, the historic designation for a property.

Ranking Categories Explored

Design Quality:

This category assessed the architectural significance, character-defining features, and design integrity of each building. **This rank is reflected on the maps in the Existing Conditions report and on this board. This ranking has no relation to, or impact on, the historic designation for a property.**

Condition:

This category assessed the level of disrepair from a visual inspection of each building.

Contribution to Streetscape:

This category assessed the landscaping quality, shielding of parking, shade elements at sidewalks, and interest of building design from the street for each building.

Site Functionality:

This category assessed both current function of the site and future site function, if partial acquisition is required, for each building.

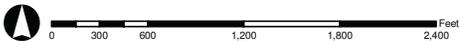
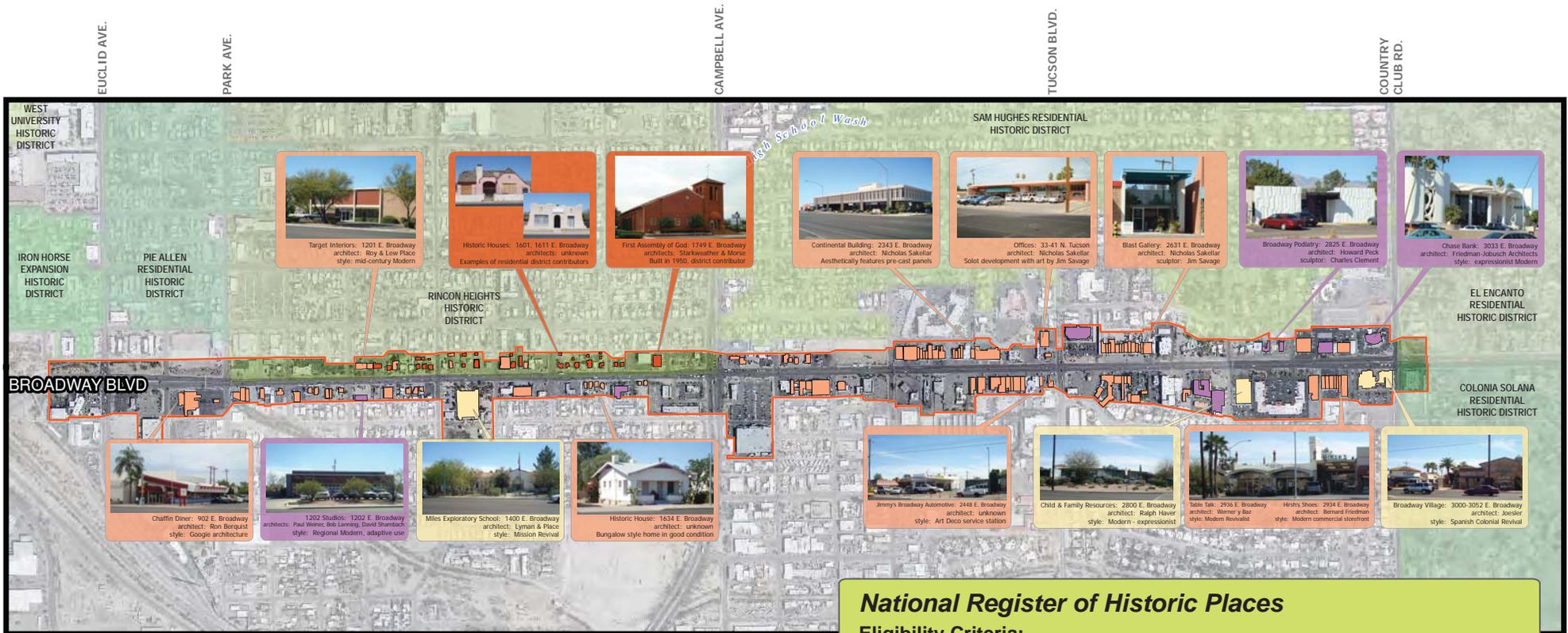
Economic Value:

This category assessed previous investments made into a property, including successful renovations, construction, landscaping, and building improvements for each building. It did not look at revenue generated by the business.

Community Function:

Based on the use at the time of evaluation, this category attempts to assess the importance of each building to the surrounding communities, as well as the difficulty of relocation of the use.

Historic Buildings Inventory



National Register of Historic Places Status

- Listed as District Contributor
- Eligible as District Contributor
- Individually Eligible
- Architecturally Significant (Future Eligible)

National Register of Historic Places

Eligibility Criteria:

1. Must be 50 years old at time of project start (built prior to 1965 for this project)
2. Must convey significance related to one of the following:
 - American history, architecture, archaeology, engineering, culture
3. Must possess integrity of location, design, setting, materials, workmanship, feeling, and association

Methodology:

This roadway improvements project is voluntarily complying with federal regulations regarding historic properties. State of Arizona Historic Property Inventory Forms were completed for all properties on both sides of Broadway within the project area. Evaluations of eligibility for historic designation--either individually, or as contributing to pending or potential historic districts--were based on the National Register of Historic Places criteria for age, significance, and integrity. Properties currently too young for National Register listing, but otherwise eligible, were categorized as Architecturally Significant. The Historic Buildings Inventory and its National Register eligibility evaluations were reviewed and approved by the State Historic Preservation Office as meeting the standards for compliance with federal regulations.

Broadway Boulevard: Euclid to Country Club



Historical Development Timeline

1880-1920

Period of rapid growth and expansion after arrival of Southern Pacific Railroad.
1881: Rincon Heights (Buell's Addition) platted by attorney James Buell
1885: University of Arizona is established.
1891: University becomes magnet for growth, spurring residential development
1920: Miles neighborhood platted by real estate developer Walter Murphey
 Miles School designed in Mission Revival style by Lyman and Place

1920-1930

Period defined by changing demographics, from seasonal and invalid to constant and healthy residents. Chamber of Commerce works to attract affluent visitors and residents with upscale marketing and development.
1925: Randolph Park (named for Southern Pacific Railroad executive Epes Randolph) is deeded to City of Tucson.
1928: El Conquistador Resort Hotel opens, designed by architect Annie Rockfellow. Fashionable neighborhoods spring up around the park and resort including El Encanto Estates and Colonia Solana, which pulls development eastward. This rapid growth continued until the beginning of the Great Depression.

1930-1940

Period defined by limited commercial and residential development. Broadway still unpaved, but was one of few oiled streets extending east to Alvernon Way.
1930: The most significant infrastructure improvement along Broadway, an underpass below the Southern Pacific Railroad main line near Broadway and Park is constructed, linking the downtown central business district to the eastern developments.
1939: John Murphey contracts architect Josias Joesler to design the Broadway Village Shopping Center at the southwest corner of Broadway Boulevard and Country Club Road. This is considered the first shopping center in Tucson and helped create a commercial appearance for Broadway.

1940-1950

Period defined by a population boom, aided by the invention of air conditioning and the establishment of military aviation facilities, including Davis-Monthan Airfield.
1944: Serviceman's Readjustment Act (GI Bill) encouraged a jump in attendance at the University of Arizona and demanded new housing to accommodate returning veterans.
 Tucson grew from a "small town" to a "bustling metropolis" over the decade.

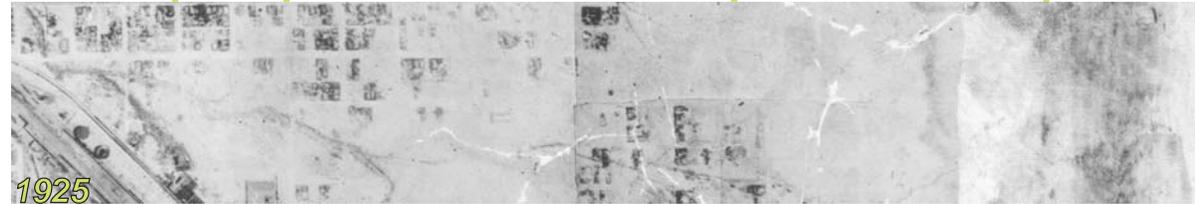
1950-1960

Period further defined by the population boom. Tucson's population grew from 45,454 to 212,892 over the decade. In the 1950s the City expanded to 9.6 square miles.
1953: East Broadway Boulevard acquires new moniker, The Sunshine Mile. The Sunshine mile stretched from Euclid to Country Club and featured a hodge-podge of commercial architecture, from converted pre-war residential buildings to new, single-story commercial blocks. The Sunshine Mile included clothing stores, furniture stores, gift shops, pharmacies, offices, auto body shops, and grocery stores. Many of the businesses listed their addresses as "located on the Sunshine Mile".
1960: City annexes an additional 60 square miles to accommodate the growing population.
 Residents began moving to suburbs and business followed. New subdivisions emerged along edges of older neighborhoods or filled in vacant land along arterials, including Broadway Boulevard.

1960-1970

Period defined by suburbanization of Tucson, shifting commercial development away from downtown.
1960: El Conquistador Hotel is demolished to make way for El Con Mall. By the middle of the decade, 38 national and local shops were established at El Con Mall, including JC Penny, Levy's, and Steinfelds from previous downtown locations.
1970: Tucson is a thoroughly modern American city and local architectural styles change to reinforce this new image and appearance.

Historic Aerial Photographs



end of historic aerial image

EUCLID AVE.

PARK AVE.

CAMPBELL AVE.

TUCSON BLVD.

COUNTRY CLUB RD.



El Conquistador Hotel, 1928



Aerial Photograph ca.1950 showing East Broadway Boulevard, view west to downtown

WORK TO START AT ONCE ON GREAT BROADWAY SUBWAY!

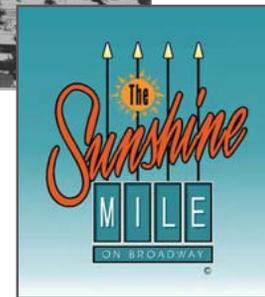
ONLY 3 BLOCKS TO HEAVILY RESTRICTED UNIVERSITY HEIGHTS ADDITION

STUDY THIS MAP

WE EXPECT TO RAISE THE PRESENT PRICES FROM \$800 TO \$1500 PER SQUARE FOOT, AND \$100 TO \$200 PER SQUARE FOOT ON OR BEFORE COMPLETION OF BROADWAY SUBWAY.

UNIVERSITY REALTY CO.
 REAL ESTATE SALES DIRECTOR
 100 COMPLETED BANK BUILDING
 TUCSON, ARIZONA
 PHONE 2783

University Heights Addition Advertisement, 1930



Re-launch of Sunshine Mile, 2013

Notable Architects & Architecture

Many of the buildings located along East Broadway Boulevard were designed by locally or nationally renowned architects. The popularity of modernist architecture of the mid-to-late 20th century is readily visible between Campbell Avenue and Country Club Road. During the 1950s, the frontage along this portion of the road was built out with modernist commercial buildings featuring the latest building technologies, cantilevered overhangs, large expanses of glass, and integral sculptural features. Within the project corridor, East Broadway Boulevard displays a spectrum of historic and contemporary building types and styles. In effect, it provides an architectural representation of the story of Tucson's urban development. Listed below are several of the most significant structures and the architects that designed them.

- Miles Exploratory School (1920): Roy Place & John Lyman
- Broadway Village (1939): Josias Joesler
- Hirsh's Shoes (1954): Bernard Friedman
- Child & Family Resources (1957): Ralph Haver
- 33-41 N Tucson Blvd (1957): Nicholas Sakellar, sculpture by Jim Savage
- Blast Gallery (1958): Nicholas Sakellar, sculpture by Jim Savage
- Table Talk (1961): Juan Wornor y Baz
- Target Interiors (1963): Roy & Lew Place
- Continental Building (1965): Nicholas Sakellar
- Chase Bank (1971): Bernard Friedman & Fred Jobusch, sculpture by Phillips Sanderson

