

Appendix C

Event Display Boards

(A full color version of this appendix is available online at <http://cms3.tucsonaz.gov/broadway/public-meeting-2>)

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

- Station 1. Sign in & Welcome
- Station 2. General Project Information
- Station 3. Sustainable Multi-Modal Street Design
- Station 4. Mixed-use Business Districts and Neighborhoods
- Station 5. RTA MainStreet
- Station 6. Real Estate
- Station 7. Video Comment Booth
- Station 8. Public Input Wall

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.

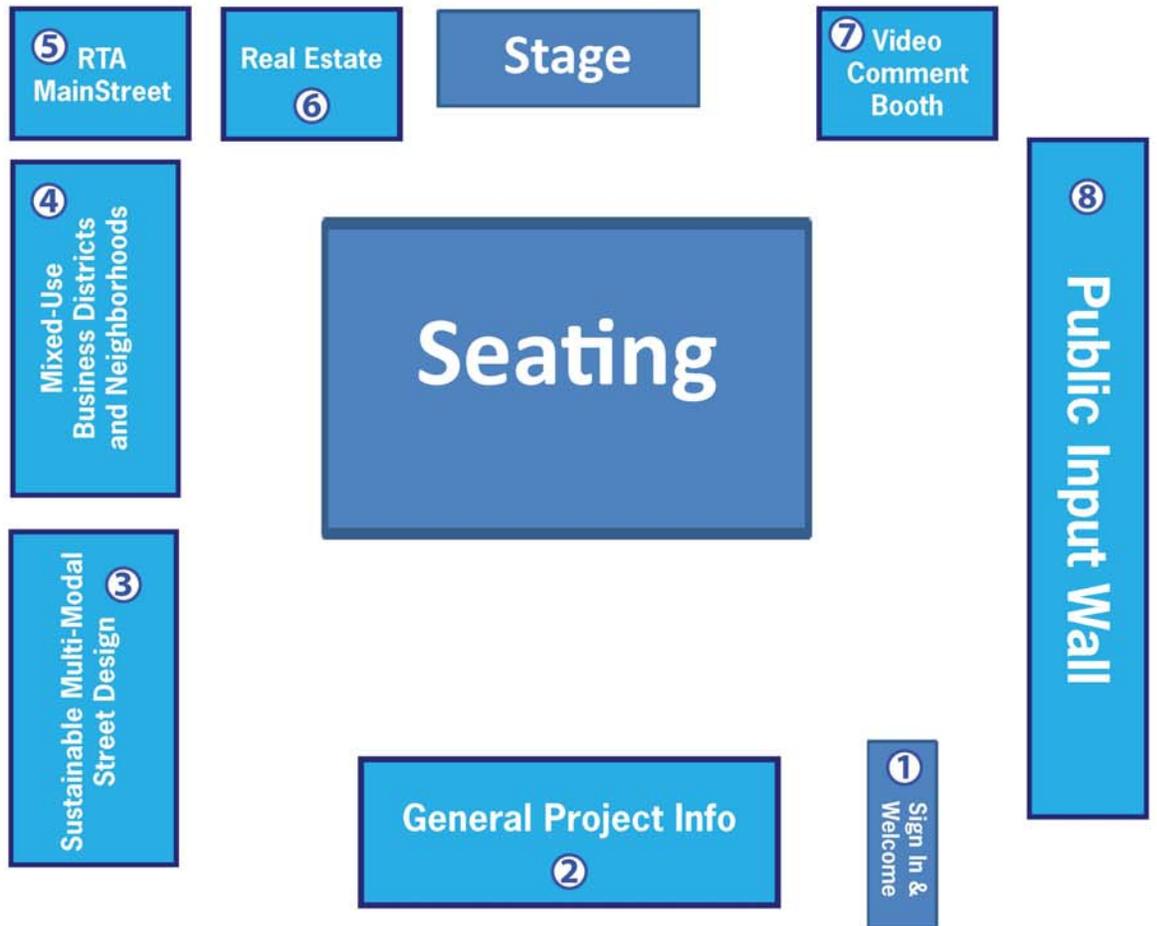
Progress Report and Community Input Event Agenda and Room Layout



February 28, 2013

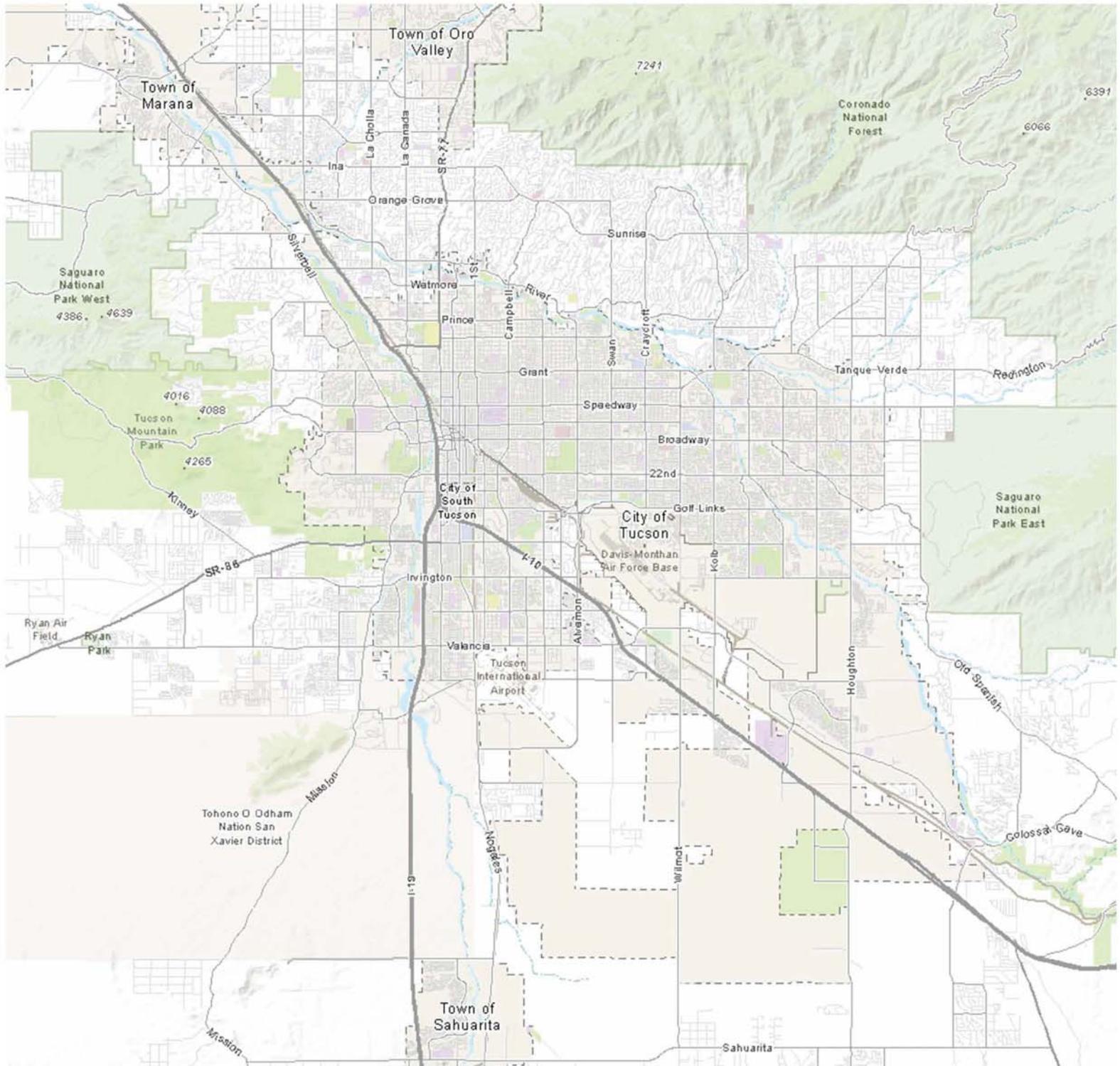
5:45-6:15 pm	Greeting and orientation at the door by project team, Citizens Task Force (CTF).
6:15-6:30 pm	Welcome, Brief Project Overview Presentation, Intro of CTF – Jenn Burdick
6:30-7 pm	CTF Member Introductions: Each CTF member will introduce themselves, who they represent and why they wanted to be a CTF member.
7-8 pm	Information Stations: Interact with the project team and CTF members to learn about the project, ask questions, and provide input.
8-8:30 pm	Wrap up. Each CTF member will briefly share their impressions of the evening/takeaways.

1. Sign In & Welcome
2. General Project Information
3. Sustainable Multi-Modal Street Design
4. Mixed-Use Business Districts and Neighborhoods
5. RTA MainStreet Business Assistance
6. Real Estate/Tierra Right-of-Way
7. Video Comment Booth
8. Public Input Wall



There are many ways to provide input about the project at the event: fill out a comment card, speak with a CTF member, record a comment at the Video Comment booth, and fill out a Sticky Note® and adhere on the public input wall or at one of the information booths.

Where Do You Live / Work?

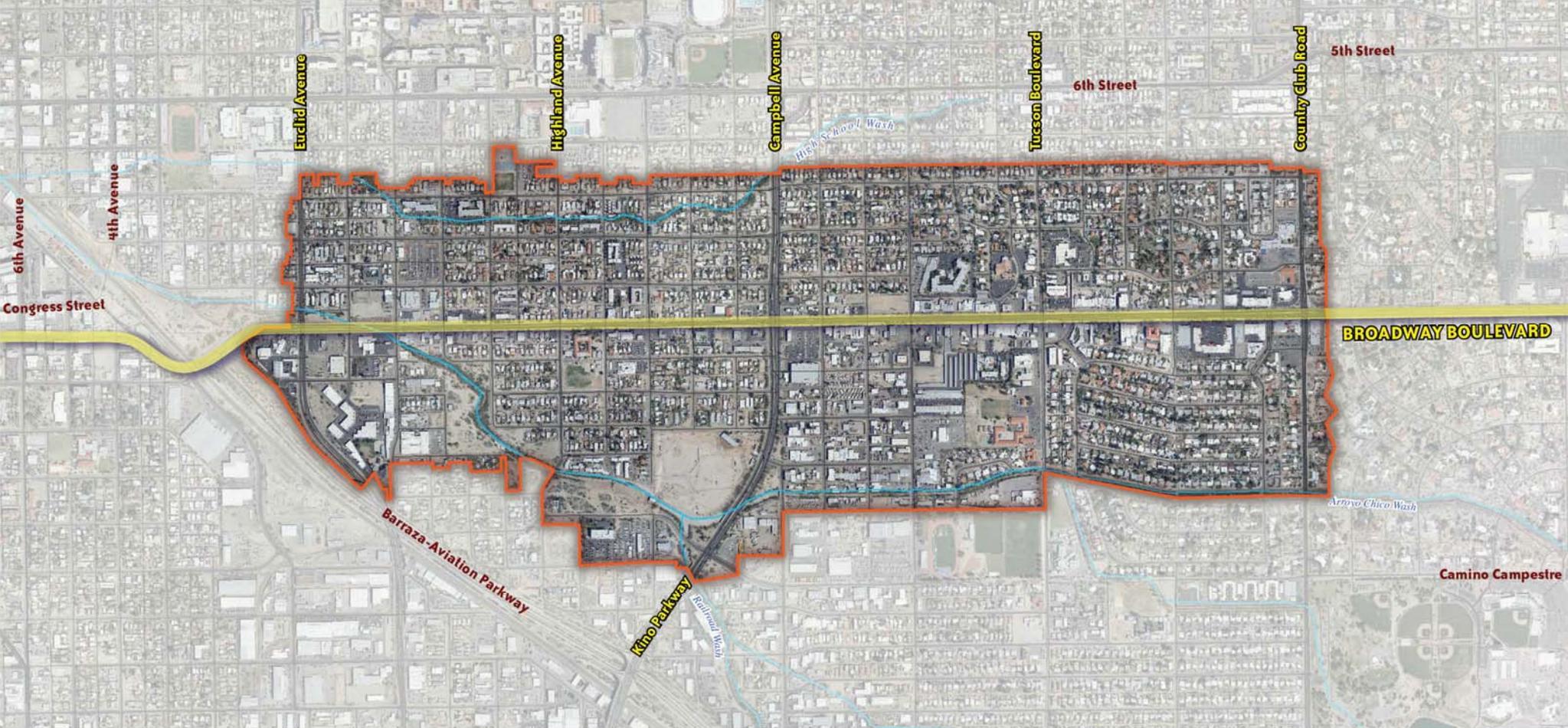


= Live

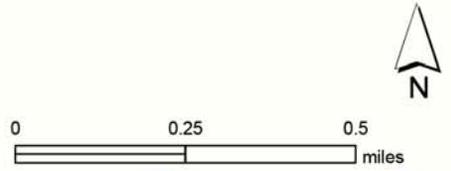
= Work



Broadway Project Study Area



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



How Do You Use Broadway?



Help us understand the kind of activities you engage in and how you travel in the project corridor. Apply one dot or star for each category that applies to you. Multiple answers may apply. For example, if you bike and walk in the project study area, you'll apply two stickers in the block to the right of the category. Thanks!

How I travel in the project zone:

Bike

Walk

Vehicle

Bus

Other

What I do in the project zone:

Entertainment, Shop, Dine

School

Commute

Work

Home

Professional Services

(bank, dog grooming, tax preparation, salon, etc)

Worship

Other



The Citizens Task Force (CTF)



STAKEHOLDER GROUP REPRESENTATION	TASK FORCE MEMBER
Neighbor Interests - NW	Colby Henley, Rincon Heights NA (Historic District), current President
Neighbor Interests - NE	Mary Durham-Pflibsen, Sam Hughes NA (Historic District), CTF Vice Chairperson
Neighbor Interests - SE	Shirley Papuga, Broadmoor-Broadway Village NA, past president
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>
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)	Farhad Moghimi, CTAC Chairman
Tucson Pima County Bicycle Advisory Committee	Elizabeth Scott
Tucson Planning Commission	Steven Eddy, AICP, CTF Chairperson
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

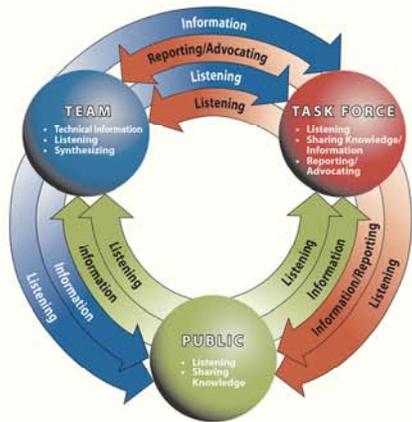


- The project team mission is to develop a Design Concept Report based on feedback and direction from the Citizens Task Force and the public.
- Project prime and other experts selected through a competitive procurement process.

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
Public Involvement	Kaneen Advertising & Public Relations, Inc. Joan Beckim, IAP2 certified Joshua Weaver
Traffic Engineering	Kittelson & Associates, Inc. Jim Schoen, PE, Principle
Architecture, Historic Assessment	Swaim Associates, LTD Phil Swaim, AIA Laura Vertes
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. DeGrood, PE, Director of Transportation Services
Business Assistance	MainStreet Program Britton Dornquast, Program Manager Jan Aalberts-Waukon

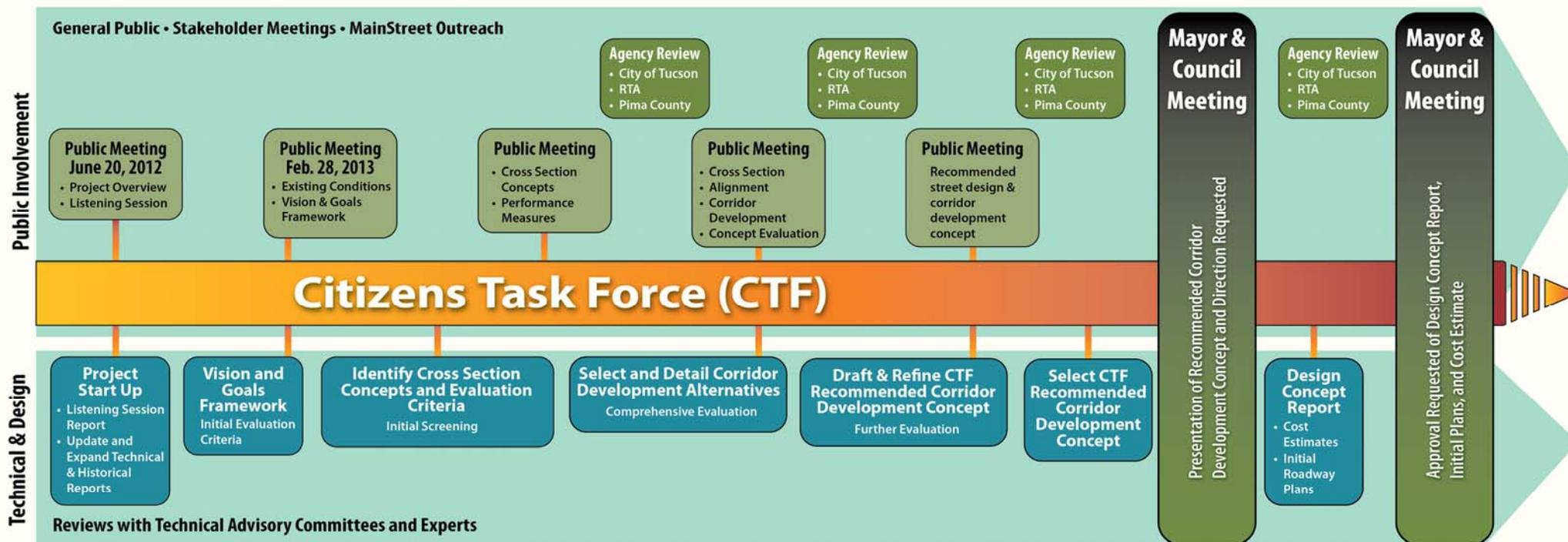


Planning & Design Phase: Key Input & Decision Points in the Public Participation Process



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.



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



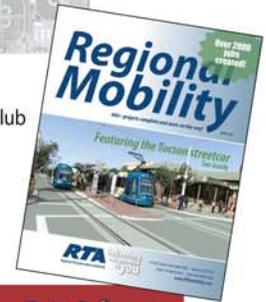
BROADWAY BOULEVARD EUCLID to COUNTRY CLUB



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.



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.

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).

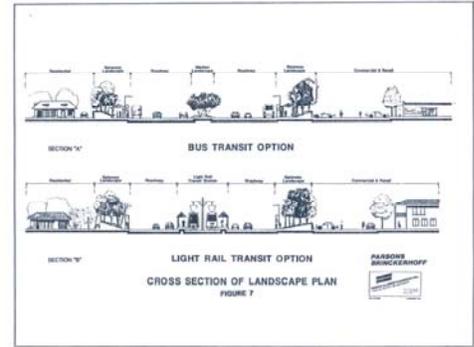
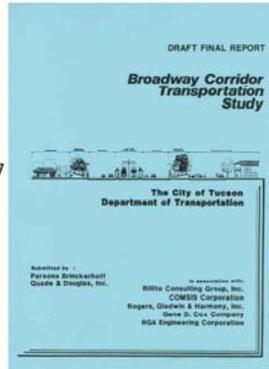
Because of its important east-west connection, it was designated an official Gateway Route by the City of Tucson in its Major Streets and Routes Plan and Land Use Code. And, Broadway has been a highly-used transit corridor for our region for decades.



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.

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



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.

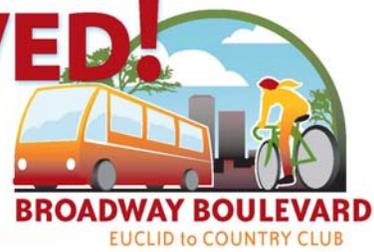
Collaborate

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.

LEARN, ASK, GET INVOLVED!



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.



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)

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!



Multi-Modal Street Design

Representative Task Force Comments and Issues Raised to Date

These and other issues and concerns that have been raised during the on-going planning dialogue, and that will continue to be raised through the public input process, will be addressed through further planning, design, and evaluation of alternatives as the Broadway Boulevard project moves forward.

TRAFFIC PROJECTIONS / TRAVEL BEHAVIORS AND CHOICES

"Community Plans cite we are an aging population, and transportation patterns are going to change. We want to be a multi-modal community with transit, density, transit-oriented development; we are not designing our roadways in a conducive manner. Why assume we will drive the same way we do now? Even if we do, how do we get 56,000 vehicle trips per day in corridor? Look at how models are developed for projected growth trends. Plans do not assume multi-modal travel; rather model used to design roads leads us to do the same thing we have been doing. How do these models arrive at numbers and assumptions behind them?"

Challenge these assumptions and reverse the order to start by saying what we want from the corridor and designing our roadways based off of this. Even if we assume that 56,000 people want to travel down the corridor every day, challenge the assumption that 98 percent of them will be using cars. "Handout was provided to address this information."

"The focus on the level of traffic in the corridor could misrepresent the situation as people being uninterested in improving it. It is surprising how much traffic there is given how hard it is to use the corridor. There is interest in making improvements."

INTERSECTION ENHANCEMENTS

"For intersection movements with LOS level F – would like to see modeling with intersection widening, but not widening throughout the entire corridor."

SIGNALIZATION

Based on quick study conducted by Task Force member (*to the right*):

"Conclusions: For levels of traffic up to 54 cars per minute number of stops required at traffic lights more predictive of transit time than number of cars on the roadway."

Implication: Signal design may be as important consideration as the size and width of roadway."

"Seems like intersections will be important for regulating traffic in corridor. Are there things we can look at for this information? Would like to know how intersection design affects traffic."

LEVEL OF SERVICE

"There are two jurisdictions that allow for LOS Level E. Would TDOT allow this? Would they allow a Level E just in urban areas?"

SAFETY

"Or sidewalk widths - people in wheelchairs certainly notice the difference in widths of sidewalks. The public does think about such issues."

"Living Streets Alliance website lets you report near misses between vehicles and bikes specifically relates to the modern streetcar tracks. However, bike crash reports are analyzed on Collin Forbes' excellent site: bikecolli.info (no www. preceding)."

"There is also an issue of shared use of lanes now that seems unsafe – for example, motorized wheelchairs using the bike lane because there are no sidewalks."

TRANSIT

"We need to know the alternatives for transit lanes."

"Transit lanes may not be on the same side of the road and may not be the same size for the entire alignment."

"Size of the bus pullouts unknown for Bus Rapid Transit vehicles. Would like to know this information."

BICYCLE / PEDESTRIAN

"A lot of pedestrians use the alley as walkway because it is not safe to walk along the roadway, so counting pedestrian numbers just on Broadway is not an accurate reflection of the amount of pedestrian activity in the corridor."

"The bike facilities on Broadway are not ideal. We may want to look into allocating resources to create Bike Boulevards in the surrounding neighborhoods."

"You are going to tend to have more experienced bicyclists on Broadway who want 5 to 7 foot widths for the bike lanes. Cycle tracks and shared use lanes do not make sense with so many access points to businesses and residences along Broadway."

"Would funding be provided if we designed parallel bike lanes to the neighborhoods or 6th Street? Would this be considered as part of the project?"

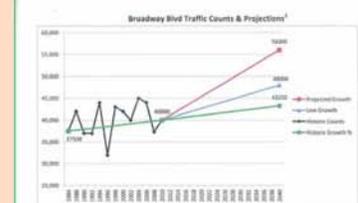
"Highland Avenue is used as a frequent crossing. Is there any way to identify it as a key gateway to the University of Arizona?"

"Area in between Campbell and Tucson Boulevard is horrible for bicyclists. Too many access points. This needs to be addressed."

"The 2010 Census map from the existing conditions report shows a pent up demand for alternative modes of transportation even with poor infrastructure. If we improve the conditions, it would increase the demand or at least capture the current demand."

ADA / UNIVERSAL DESIGN

"My focus during the field trip was paying attention to how the built environment would impact the vision, hearing, mobility, and cognitively challenged individuals. There are opportunities for improvement, people with impairments are negatively impacted by the current conditions; it is not intuitive or safe to get from place to place."



- Doesn't reflect recent research on new transportation trends
1. ADOT Study - Compact, Mixed-use Development Leads to Less Traffic (May 2012)
 2. Has the US Reached Peak Car? (Schwab's American, July 2012)
 3. Public Transportation Ridership Use Surged in First Quarter 2012 (American Public Transportation Association, June 2012)
 4. The Future Isn't What It Used To Be: Changing Trends and Their Implications for Transport Planning (Metrolink, Vision Transport Policy Institute, July 2012)
 5. Transportation and the New Generation: Why Young People are Driving Less and What It Means for Transportation Policy (Executive Summary, Frontier Group/US PBIG Education Fund, April 2012)
 6. Increase in number of Americans Working from home: Home-based Workers in Tucson increased (2000-2010) from 3.9% to 8.9% (U.S. Census Current Population Reports P70-122, October 2012)

Consulted to Tucson: 2011 Forum Broadband & 2012 Midwest & South (Summary Handout)

Revised by: Jill A. Reed, Steven, Cathy, Bradley, & Doreen, Consultants

Broadway Traffic Investigation

Jim Hines, Citizens Task Force

Purpose:

1. Learn more about the variability of traffic flow on Broadway
2. See how transit time between East and Country Club on Broadway is related to number of cars traveling on Broadway
3. See how transit time between East and Country Club on Broadway is related to the number of signals operation
4. Get an approximation of relative use of Broadway between for the and cars.

Summary Conclusion:

Options for intersection design should be given significant attention when functionality with regard to time of vehicle transit between East and Country Club is being addressed by CTF.

Method:

1. Drive from Country Club to East and then from East to Country Club at different times of day over 3 days.
 - a. Measure length of time for each transit
 - b. Count the number of stops at lights during each transit (a stop was counted if during a transit that to come to complete stop at an intersection length of time of stop was not measured)
 - c. Starting speed was determined by traffic around exit (Top speed ranged between 25 and 40 mph)
2. Count cars passing in each direction on Broadway for a 5 minute period following driving test.
 - a. Individual cars were counted. Clumps or groups of cars noted as well.
 - b. Pedestrians, bicycles, and non-motorized vehicles counted.
3. Measurements taken on Friday, October 11; Sunday, October 13; and Monday October, 14 2012.

Analysis:

1. Correlations between number of cars, transit time, car changing, and light stops calculated
2. Transit time modeled using light stops, car changing, and number of cars on position.
3. Differences between east and west flows analyzed using t-test.

Notes:

Speeds recorded on 25 of 30 trials

Other modes observed at CTF wheel chairs, stroller, walking, ATC, golf cart, and pedestrian.

Limitations:

Timing on weekend

Stop of lights recorded only once by length of stop

Conclusion:

For levels of traffic up to 54 cars per minute number of stops required at traffic lights more predictive of transit time than number of cars on the roadway.

Implication: Signal design may be an important consideration in the size and width of roadway.

Multi-Modal Street Design

Public Input Received to Date

"I would like to know if you have considered the possibility of creating an overpass that goes from Country Club to Euclid Ave? This would allow traffic to continue underneath and prevent business loss."

"Forwarding City of Portland's Request for Proposal for developing an alternative to traditional Level of Service measures of their transportation system."

Comments collected through Call to the Audience

BROADWAY COALITION
TRANSPORTATION RESEARCH SUMMARIES

The enclosed sampling of transportation research and reports, all from 2012, reflect how current demographic and economic trends are affecting the transportation choices people make.

An aging population, rising fuel prices, increasing urbanization, economic constraints, increasing health and environmental concerns, etc. are reducing automobile travel demand and increasing demand for alternatives. Although automobile travel will not disappear, many people would prefer to drive less and rely more on walking, cycling, public transport and telework, provided these options are convenient, comfortable and affordable.

The Broadway Business District Task Force should consider the trends and conclusions presented in the attached reports when evaluating the validity of traffic studies and deliberating future design options.

- ADOT Study - Compact, Mixed-Use Development Leads to Less Traffic (May 2012) <http://www.adot.wa.gov/2012/05/23/compact-mixed-use-development-leads-to-less-traffic>
- Has the US Reached Peak Car (Scientific American, July 2012) <http://www.scientificamerican.com/article/has-the-us-reached-peak-car-america/>
- Americans Support New Transit Tax: As Much As New Roads (Bretter Resources Defense Council, Feb. September 2012) <http://www.bretter.com/2012/09/13/transportation-tax-support/>
- Public Transportation Ridership Use Surged in First Quarter 2012 (American Public Transportation Association, June 2012) <http://www.apta.com/web/pressroom/pressreleases/2012/06/20120606 Ridership.aspx>
- Toward More Comprehensive Understanding of Traffic Congestion (September 2012) <http://www.pdot.state.nc.us/2012/09/12/toward-more-comprehensive-understanding-of-traffic-congestion/>
- The Future Isn't What It Used To Be: Changing Trends and Their Implications for Transport Planning (October, Victoria Transport Policy Institute, July 2012) abstract and table of contents only - copies of full report can be obtained at <http://www.vti.info/other.asp>
- Transportation and the New Generation: Why Young People are Driving Less and What It Means for Transportation Policy (Executive Summary, Frontier Group/US PIRG Education Fund, April 2012) executive summary only - copies of full report can be obtained at <http://www.uspirg.org/assets/files/transportation-and-the-new-generation-executive-summary.pdf>

Revised on 02/02/2012, links added by 10/01 on 02/23/2012

Comments Related to the Broadway Meeting at August 30, 2012 CTF Meeting
(Spoken during Call to the Audience by Mary Fink, submitted 10/23/12 electronically)

- The issue of functionality is the most important one. Before anything else, what the function of the Broadway Corridor needs to be determined. Is the corridor to be merely a transportation corridor for the movement of cars and other travelers OR is it to be a destination that also accommodates vehicular travel. It is clear from the start of the listening session in June that the overwhelming majority of people want Broadway to function as a place and destination (and many stated that they did not want any widening, so I would suggest that this is what the goal should be (i.e. make Broadway a destination). This also conforms to the language of the 1997 Bond, which calls Broadway Tucson's Main Street (emphasized in the bond language) which means that Broadway is something more than just a movement corridor.
- According to Mr. DeGroot, the pledge to functionality is only a policy of the RTA, not a legal requirement and functionality has not been defined. Merely leaving it up to the committee to decide. Further, RTA is legally required to consider changes in community desires. Also, RTA has a fiduciary responsibility to the taxpayers, which means that it needs to do a comprehensive cost/benefit analysis on various alternatives and to consider alternatives that are not as expensive, in terms of capital and operation costs, and that maintenance costs, and the loss of property and tax revenues.
- Regarding traffic studies:
 - A report on Phoenix by the Arizona Department of Transportation (Land Use and Congestion) Final Report #18, March 2012) states that smart growth will reduce congestion both locally and regionally. This means that by using Smart Growth principles, we can reduce congestion more than just widening roads and that smart growth needs to be incorporated into the project. This reinforces the need to define functionality in terms of creating places and destinations.
 - There have been numerous studies showing the impacts of reduced demand. Basically the idea is that if you build it, they will drive. What these studies show is that widening roads can often create a greater demand and use of those facilities, thereby creating more congestion and the need to continually widen roads and thus creating a downward vicious cycle. Three such studies are: 1) from the European Journal of Transport and Infrastructure Research (Volume 12, Issue 3), 2) a 2011 study out of the University of Toronto, which looked at both US and Canadian roads, and 3) an article by Todd Litman, a leading transportation planner for the last several years, entitled "Overstated Traffic Implications for Transportation Planning" in the April, 2007 issue of the ITE (Institute of Transportation Engineers) Journal.
 - Recent studies have shown that people are driving less and that this trend has been occurring over the last 5-10 years. This means that historical assumptions of driving behavior no longer apply and that the demand for increased transportation facilities is decreasing.
 - Most transportation models do a poor job of incorporating changes in use of alternate modes, biking, walking and transit. These models will see increased use with a greater use of Smart Growth. What this means for Broadway is that if it becomes a destination more people will use alternate modes and there will be less use of the individual auto. Therefore, it is important that the assumptions used in the PAG models be reviewed to insure that these changes are incorporated.
- The use of Levels of Service (LOS) is not a good tool to use to evaluate transportation planning. Firstly, LOS does not work well in evaluating alternate modes. Secondly, LOS gets used as if it is a grading system. A is good and F is bad (just like in school). However, an A level of service actually means that the road (or other infrastructure) is being used inefficiently. Release on LOS will invariably bias planning to provide more roads and not look at other options.

Comments on 2012 Traffic Engineering Study posted on Broadway Project website

Initially, the sign for the project appears to be having done on a bicyclist with very a car in front. This is itself is deceptive, as the report shows the expenditure of \$1 million and diversion of 2.7 million worth of property with very marginal improvement in bus times and wait times between 30,000 and 40,000, as in the 1980s.

The report admits, also on p. 1, that due to the horizontal at Country Club created by Broadway Village on the south and the Chase Bank on the north, the Country Club intersection is expected to fail within 7-10 years from the completion of this \$74 million project.

Quote: An Country Club Road, dual left turn lanes and right turn lanes are required to serve projected future turning demand, however due to constrained right-of-way, it is likely that only single left turn lanes can be provided. As such, it is expected that this intersection will become congested during the economic peak traffic period based on 2.0 years of projected traffic growth.

The report contains other dubious observations about traffic volumes, but what about other parts of the street?

WORSE FOR PEDESTRIANS

- The report admits the "improved" roadway will be worse for pedestrians, by forcing them to wait through 2 changes of lights to get across the street, creating pedestrian crossings at Cherry and Placer will be redesigned as "T" shape crossings" (p. 2, 23, 24).

As a pedestrian, I am continually amazed that Tucson traffic engineers think it is just awful for a motorist comfortably stuck in a signal-controlled vehicle to have to wait through 2 changes of lights to get across an intersection, but as a pedestrian, an elderly person, a child, a disabled person in a wheelchair - it's just too long for them to get halfway across the street in one change of lights, and then have to wait through a second red light while traffic volumes of around 4000 vehicles/cycle, waiting for another change of lights to get to the other side of the same intersection. That's what spending \$74 million of our money is expected to do for pedestrians.

MARGINAL IMPROVEMENT FOR BUS RIDERS

What about bus riders? Page 2 of the report projects a 12%-13% improvement in bus delays and

signed by: *Mildred M. O'Donoghue*
From: Laura Tackx, Brockway, Geraldine

A 5% improvement in bus travel times over this 2 mile stretch. After the expenditure of \$74 million!

LIP SERVICE TO IMPROVED TRANSIT

You may have observed that the transit study on the website dates from 1996. The COY's failure to renew the issue is over 2 decades suggests the demand for transit lanes is nearly as strong here for more lanes for cars.

WORSE FOR BICYCLISTS

The report finally gets around to bicyclists on p.27, and this is what it says:

The results, presented in Exhibit 10, indicate that a lane widening with 2 ft. of bike lane will provide good level of service for transit users and pedestrians, however bicyclists will experience poor level of service (LOS E). The primary reason affecting bicyclist level of service are high traffic volumes and high density of driveways and side streets. Further, multiple lane lanes may improve bicyclist level of service simply based on a more lateral clearance between a vehicle and adjacent traffic, however, the effects of conflicting turning vehicles and right turn traffic using the same lane could vary, and make it a more complex for cyclists.

That's what the expenditure of \$74 million is expected to do for bicyclists.

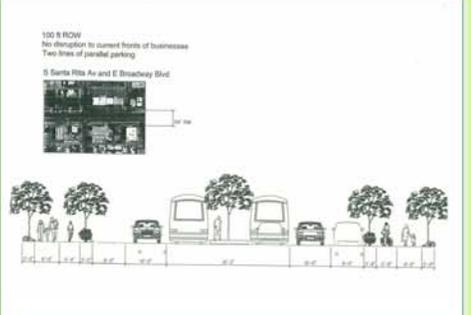
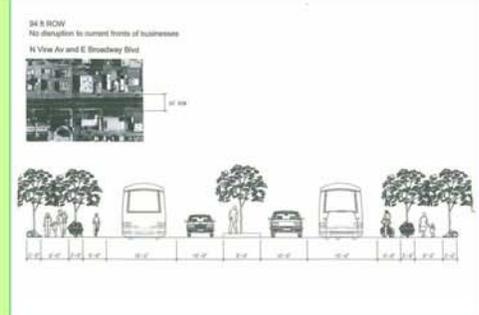
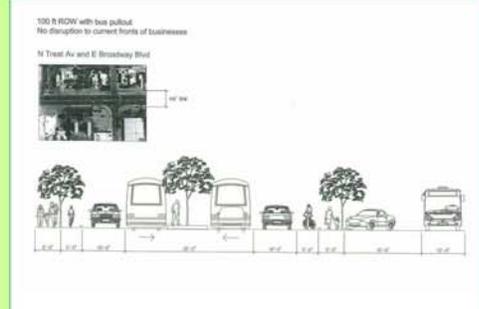
CONGESTION

Let's get back to cars, shall we? If I'm reading the table on p.6 correctly, 7% of Broadway traffic occurs during morning rush hour, 7:30-9:30 am, and 8% during evening rush hour, 4:30-7:30 p.m. This just confirms the observation of anyone familiar with the street that "rush hour" on Broadway is not all that congested, and is hardly worthy of the name. Further, delay times in this 4.2 minute drive amount to a whopping 17 seconds during nonrush morning rush hour to 88 seconds in nonrush evening rush hour - perhaps due to pedestrian crossing. (Delays are divided by section 1.2 as in HWAN signal & traffic flow which is missing from the report) But, the Director of the report might object, that's because I am failing to consider the 20%-25% rise in traffic in the next 10 years (p.14). And I replied, if traffic has not risen over the stretch of Broadway since 1984, 28 years ago, why should it rise in the next 28 years? "I've read that the cross-streets such as Euclid, Highland and Campbell will not fund enough traffic to produce these volumes (p.16) or the accident, another justification for widening, are actually higher on the "improved" cross-avenues (p.10).

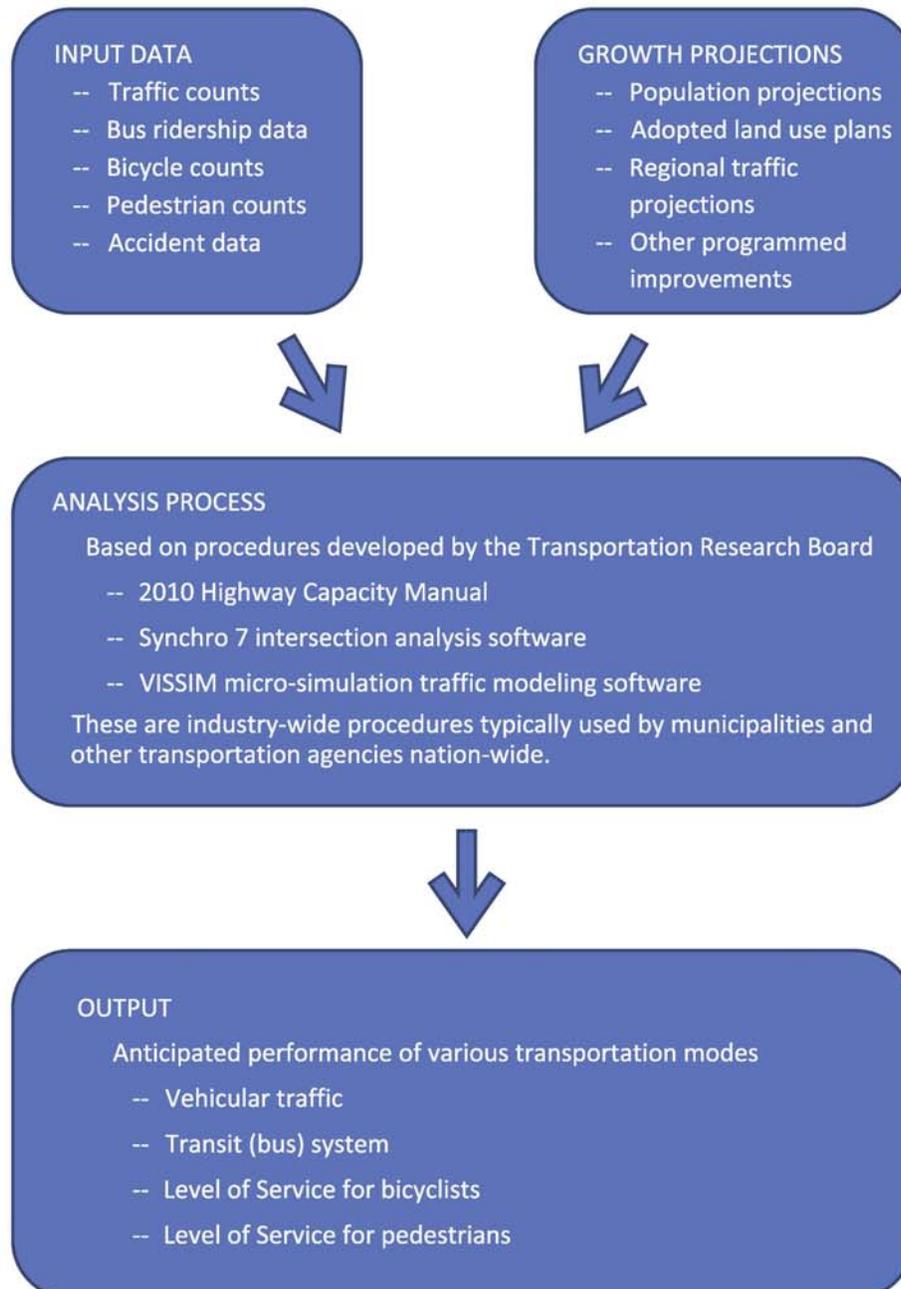
This is just a sample of the unfounded assumptions contained in this report.

The only conclusion to be reached is that the evidence contained in the 2012 Traffic study cannot justify widening the street.

Cross-sections submitted to the Task Force for consideration



TRAFFIC ANALYSIS PROCESS



TRAFFIC PROJECTIONS

	Current Average Daily Trips (ADT)	PAG Current Growth Projection			Lowered Growth Projection		
		2040 ADT	Change	Annual Increase	2040 ADT	Change	Annual Increase
West of Euclid	35,000	39,000	4,000	0.4%	37,500	2,500	0.2%
Euclid to Highland	34,000	41,000	7,000	0.7%	38,500	4,500	0.4%
Highland to Campbell	34,000	46,000	12,000	1.2%	42,000	8,000	0.8%
Campbell to Tucson Blvd	40,000	56,000	16,000	1.3%	50,500	10,500	0.9%
Tucson Blvd to Country Club	40,000	47,000	7,000	0.6%	44,500	4,500	0.4%
East of Country Club	41,000	53,000	12,000	1.0%	49,000	8,000	0.7%

Notes:

1. Current ADT (Average Daily Trips) based on most recent traffic counts available.
2. "PAG Current Growth Projection" is based on regional planning models currently in effect.
3. "Annual Increase" is based on equal annual rate increments over a 30-year period.
4. "Lowered Growth Projection" assumes that only 20-year projected volumes are reached in 30 years.

APPROXIMATE ADT THRESHOLDS FOR FOUR AND SIX LANE SECTIONS

Roadway Section	ADT Threshold
Four-lanes	34,000
Six-lanes	51,000

Lane requirements based on PAG experience in Pima County

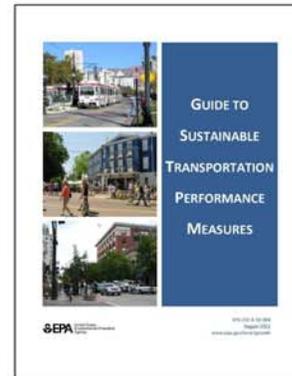
CTF COMMENTS, SUGGESTIONS, AND CONCERNS TO DATE

REMARK	RESPONSE
Disagree with project traffic volumes.	Evaluating the effect of lower growth rate indicates that a four-lane option would still not provide acceptable performance. A four-lane section widened to six lanes through major intersections is still to be evaluated.

EPA GUIDE TO SUSTAINABLE TRANSPORTATION PERFORMANCE MEASURES

Reference: *Guide to Sustainable Transportation Performance Measures*, U.S. Environmental Protection Agency publication EPA 231-K-10-004; August, 2011

Purpose: ". . . plan, build, and operate transportation systems that -- in addition to achieving the important goals of mobility and safety -- support a variety of environmental, economic, and social objectives."
(Page 3 of reference)



EPA Performance Measure	Description	Suggested Evaluation Metrics	Plausible Policy and Design Measures
1. Transit Accessibility	Reflects the relative convenience of transit as a mode choice	Distance to transit stops Destinations accessible by transit	Focus on transit-promoting policies when considering density and mix of jobs, housing, and commercial activity in developing land use planning
2. Bicycle and Pedestrian Mode Share	Bicycling and walking are core elements of a sustainable transportation system	Proportion of trips taken by bicycle and walking mode	Provide land use mix and density conducive to bicycle activity Consider separation from traffic, number of driveways and unsignalized crossings of the bike path, and other elements that influence bicycle level of service
3. Vehicle Miles Traveled (VMT) per Capita	VMT contributes to congestion and air pollution	VMT per capita	Identified by EPA as a regional issue not applicable to individual projects. Choices regarding development of the Broadway corridor are not likely to affect VMT.
4. Carbon Intensity	CO ₂ is the primary greenhouse gas emitted by transportation	Annual CO ₂ produced by vehicles using Broadway	Approaches that reduce congestion will produce less greenhouse gas and other tailpipe emissions.
5. Mixed Land Uses	Conventional zoning often segregates residential from commercial land uses necessitating longer commutes to and from work	Ratio of jobs to housing -- should be as close to 1:1 as possible	Develop land use plan and roadway design to support mix of uses, reduce commute
6. Transportation Affordability	The ability of transportation system users to pay for transportation based on cost and income level	Annual cost of transportation relative to annual income.	Provide viable transportation and residential options.
7. Benefits by Income Group	The transportation system should not disproportionately burden low-income and minority communities.	Factors supporting viability transit system such as - Distance to nearest transit stop - Travel time to work and other destinations - Availability of nighttime service - Available low-cost transit options - Frequency of service - Degree of crowding - Number and quality of bus shelters	Plan the corridor to support a viable transit system
8. Land Consumption	Compact development patterns and transportation investments that support these patterns use land more efficiently.	Net loss of residential property Net loss of commercial property Net loss of historic structures Net loss of significant structures	Consider innovative approaches such as combining streetside improvements with private sidewalks and landscaping EPA focuses on open space, natural habitat, and so forth, and does not consider this criterion applicable to corridor studies
9. Bicycle and Pedestrian Activity/Safety	Primarily used to determine where bicycle and pedestrian improvements are justified.	Bicycles per day Pedestrian per day	Utilize landscaping, buffering, sufficiently wide sidewalks and bike lanes street furniture, and other element to create an appealing streetside design
10. Bicycle and Pedestrian Level of Service (LOS)	Historically level of service measures for bicycles and pedestrians focused on speed and minimizing delay. The Transportation Research Board's 2010 Highway Capacity Manual significantly revises the approach to reflect comfort, safety and other factors that reflect the users' perspective.	Factors affecting bicycle LOS - Traffic volume - Directional and peak hour factors - Number of through lanes - Speed limit - Percentage of trucks - Surface condition - Width of outside lane - On-street parking - Distance to outside travel lane - Parking width (to right of bike lanes) Factors affecting pedestrian LOS - Traffic volume - Directional and peak hour factors - Number of through lanes - Traffic speed - Buffer widths - Sidewalk width - Outside lane width - On-street parking permitted - Distance to outside travel lane - Existence and spacing of trees	Utilize landscaping, buffering, sufficiently wide sidewalks and bike lanes street furniture, and other element to create an appealing streetside design
11. Average Vehicle Occupancy	Higher occupancy rates result in fewer vehicle on the roadway, reducing congestion.	Number of passengers per vehicle	Primarily depends on regional rather than individual project decisions and policies. Examples include car pooling programs, high-occupancy vehicle (HOV) lanes, tolls, and preferential parking.
12. Transit Productivity	Measures the return on investment in the transit system	Passenger miles traveled per vehicle revenue mile and other similar measures.	Plan the corridor to support a viable transit system (Same as 7 above)

Transportation performance measures applicable for this project:

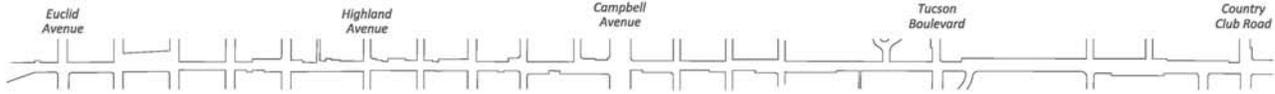
Transportation performance measures not applicable for this project:

Non-transportation measures applicable for this project:

CTF COMMENTS, SUGGESTIONS, AND CONCERNS TO DATE

REMARK	RESPONSE
Questions the use of traditional "Level of Service" to measure roadway performance.	Follow recommendations of EPA's "Guide to Sustainable Transportation Performance Measures" as indicated above. Note that the guidelines of that document supplement rather than replace standard capacity considerations.

MULTIMODAL TRANSPORTATION STUDIES RESULTS TO DATE



Delays (Seconds)	Euclid Avenue		Highland Avenue		Campbell Avenue		Tucson Boulevard		Country Club Road		Design Standard
	Intersection Average	Worst Movement									
Existing Conditions	45	n/a	31	n/a	48	n/a	24	n/a	42	n/a	Very Good Less than 35
Six Lane Section PAG 2040 Growth Projection	34	46	23	48	54	135	22	52	74	222	Design Target 35 to 55
Four Lane Section PAG 2040 Growth Projection	64	126	17	61	104	254	56	95	106	289	Acceptable in certain circumstances 55 - 80
Four Lane Section Lowered Growth Projection	45	83	24	48	93	244	46	76	92	174	Unacceptable Over 80

GENERAL CORRIDOR PERFORMANCE		
Based on Synchro results for two-mile length from Euclid to Country Club during PM peak hour		
	Travel Time (mins)	Average Speed (mph)
Existing Conditions	6.5	25.6
Six Lane Section -- Regional Growth Projection	6.7	18.9
Four Lane Section -- Regional Growth Projection	13.8	9.1
Four Lane Section -- Lowered Growth Projection	12.4	10.2

- CONCLUSIONS TO DATE**
- Broadway will function acceptably with six lanes except for some turn movements under current PAG 2040 traffic growth projections. It will not, however, function as well as currently.
 - Broadway will not function acceptably with just four travel lanes.
 - Providing dedicated transit lanes will marginally improve bus and arterial performance (15% ±)

Micro-Simulation of roadway extending from just west of Cherry to just east of Tucson Blvd	Arterial Traffic			Buses		
	With Transit Lanes (8-Lane Section)	Without Transit Lanes (6-Lane Section)	Percent Change	Transit Lanes (8-Lane Section)	Without Transit Lanes (6-Lane Section)	Percent Change
Average Delay Time (seconds)	78.8	79.3	0.6%	92.6	103.3	11.6%
Average Number of Stops	2.12	2.16	1.9%	1.37	1.58	15.3%
Average Speed (mph)	17.3	17.1	-0.2%	16.3	15.3	-6.1%
Average EB Travel Time (secs)	160	170	6.3%	262	263	--
Average WB Travel Time (secs)	142	161	13.4%	230	255	10.9%

Note that this simulation is based on PM peak hour traffic. An analysis for AM peak hour has not been performed but would be expected to produce an average EB travel time similar to the WB travel time shown here.

INITIAL EXPERIMENTAL APPLICATION EPA PERFORMANCE MEASURES ⁽¹⁾							
	Number of 11' Travel Lanes	Bike Lane Width	Sidewalk/Buffer Width	Traffic Score (LOS)	Transit Score (LOS)	Bicycle Score (LOS)	Pedestrian Score (LOS)
Six-Lane Section, 5' Bike Lane	6	5'	6' / 1'	2.65 (C)	1.27 (A)	4.45 (E)	3.20 (C)
Six-Lane Section, 6' Bike Lane	6	6'	6' / 1'	2.65 (C)	1.27 (A)	4.34 (E)	3.19 (C)
Eight-Lane Section	6	12' ⁽²⁾	6' / 1'	2.58 (C)	0.25 (A)	2.58 (C)	3.12 (C)

(1) Scores and levels of service calculated using procedures of the Transportation Research Board's 2010 Highway Capacity Manual as referenced by EPA's "Guide to Sustainable Transportation Performance Measures"

(2) Mimics effect of bikes separated from traffic by an outside transit lane.

REMARK	RESPONSE
Disagree with project traffic volumes.	Evaluate effect of lower growth rate to determine if lane requirements would be reduced. Analysis results presented above suggest that they would not for the configurations considered to date. (See following remark). See also accompanying board "TRAFFIC PROJECTIONS".
Try 6-lane section through intersections but narrow to four lanes elsewhere.	Project team to evaluate. See "TRAFFIC PROJECTIONS" board.
Questions the use of traditional "Level of Service" to measure roadway performance.	Other performance measures including those referenced by the EPA "Guide to Sustainable Transportation Performance Measures" are also being considered with some initial results shown above. See accompanying board.

Sustainability

Representative Task Force Comments and Issues Raised to Date

These and other issues and concerns that have been raised during the on-going planning dialogue, and that will continue to be raised through the public input process, will be addressed through further planning, design, and evaluation of alternatives as the Broadway Boulevard project moves forward.

ENVIRONMENTAL SUSTAINABILITY

"Arroyo Chico Improvements—Have hazard areas been identified where water pools? Can water harvesting be used to help with flooding? Need to look at various sources for water harvesting."

"Will discuss water harvesting and how to utilize drainage to benefit landscaping. Generally speaking, Broadway has good drainage. Water harvesting in medians can be diverted to the roadway. Don't have a great number of washes that cross Broadway – Arroyo Chico is one. Will have to look at what is feasible and what is not. James MacAdam, Mayor's office, is working on policy for green infrastructure, which would result in early consideration of how to implement it in the design process. Green streets policy presents an opportunity to look at various aspects of landscaping: water harvesting, maintenance, etc."

"Avoid utility conflicts and make the best use of them."

"Emphasize appropriate type and height of signage so non- motorists can see them as well."

"Would be so nice, at least block between Campbell and Country Club, utilities placed underground. They are visually obtrusive."

ECONOMIC SUSTAINABILITY / PROJECT FUNDING

"Would like a list of properties acquired by the City."

"Can RTA funds be used for consolidated parking?"

ECONOMIC SUSTAINABILITY / ECONOMIC DEVELOPMENT

"What is the viability of businesses before and after construction?"

"The continuum does not seem valid. New and affordable do not go together. Older tenants don't see new businesses as enhancing. New buildings that are only affordable and available for new startups with deep pockets may switch the character of the corridor from small local business to big franchises."

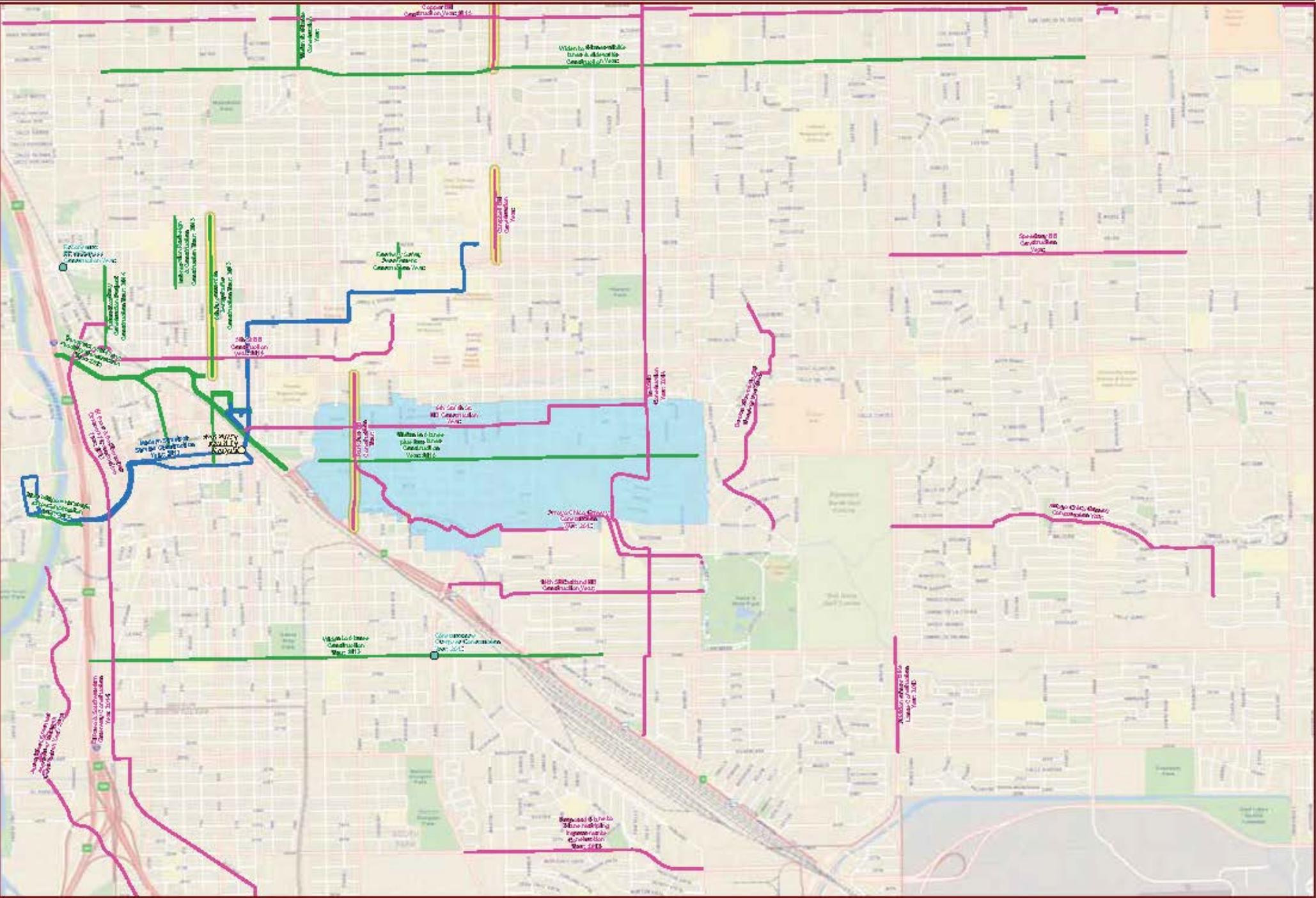
"Campbell to Country Club versus the rest of the corridor presents a dichotomy. The rest of the corridor may provide greater opportunity for new development that will increase the value of this section of Broadway. We need to think in those terms, there are different areas along the corridor that could present infill and redevelopment opportunities."

"There are many investment properties for rent along Broadway; could be turned into commercial properties and add to the continuum of the eastern portion."

PUBLIC HEALTH

"Add public health as a goal, promoting physical activity in the corridor."

"Add another column for public health— the bike and pedestrian score would be high."



PACTRA Intersection - Over/Underpass Improvement Projects

- Overpass/Underpass Construction & Improvements
- Road Safety & Accessibility Analysis

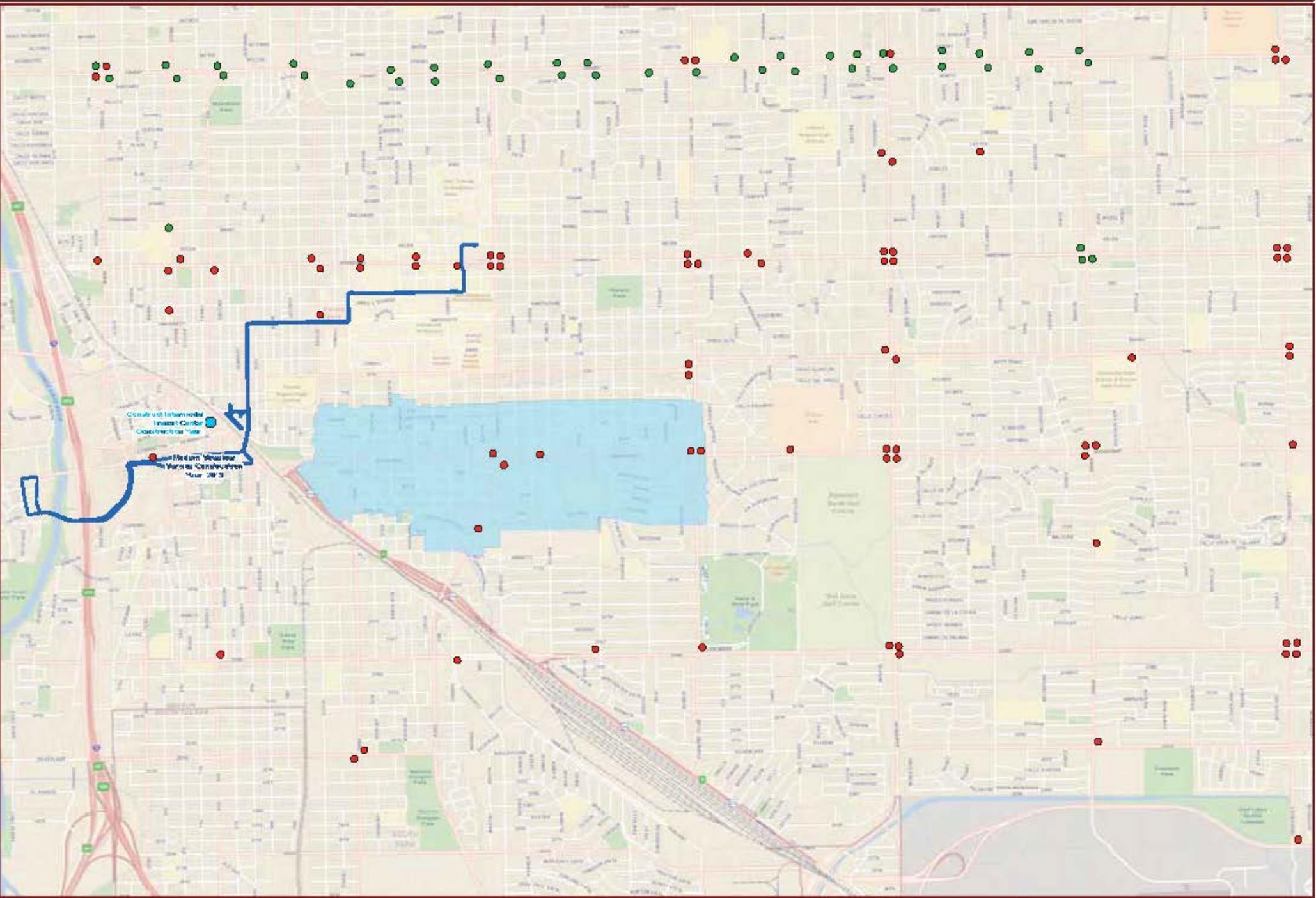
PACTRA Transportation Improvement Projects

- BIRPED Construction & Improvement Projects
- PACTRA Transportation Improvement Projects
- Modern Streets & Maintenance Facility, Modern Streetcar Service

Funding Status

- Planned Funding Secured
- Roadway Project Study Area





FAO/RTA Transportation Improvement Projects
 Modern Streets & Maintenance Facility

FAO/RTA Intermodal - Over/Underpass Improvement Projects
 Central Intermodal Transit Center

Bus Pullout / Pulloffs
 Status

- Planned
- Completed

Broadway Project Study Area



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



Broadway Study Area

Broadway Corridor

Opportunity to improve connection

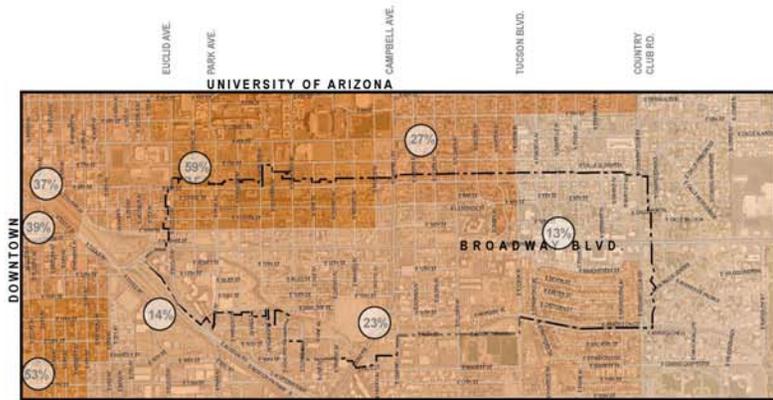
Key open space corridor opportunity

Recent community improvement

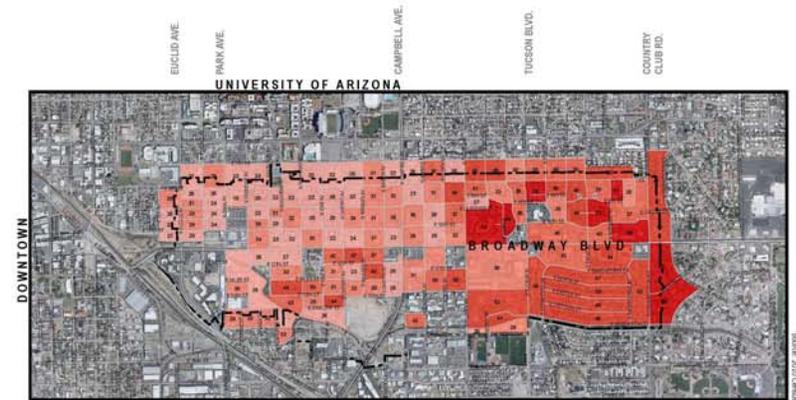
Planned future bus rapid transit

Planned future express bus (potential bus rapid transit)

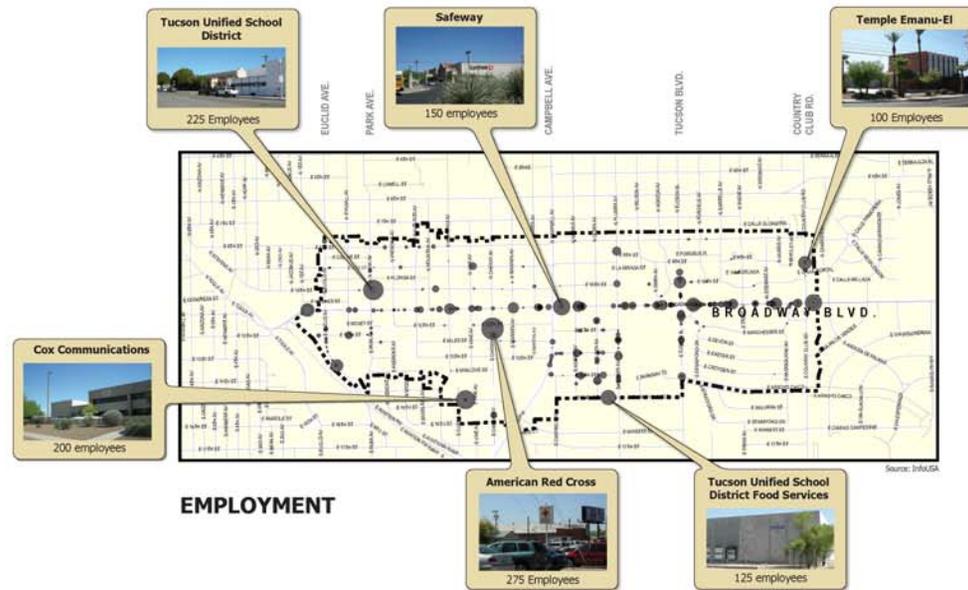
ASSETS AND OPPORTUNITIES



PERCENT OF COMMUTERS TAKING ALTERNATE MODES



AGE



EMPLOYMENT

Source: INRUSA



Study Area Boundary

LEGEND

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

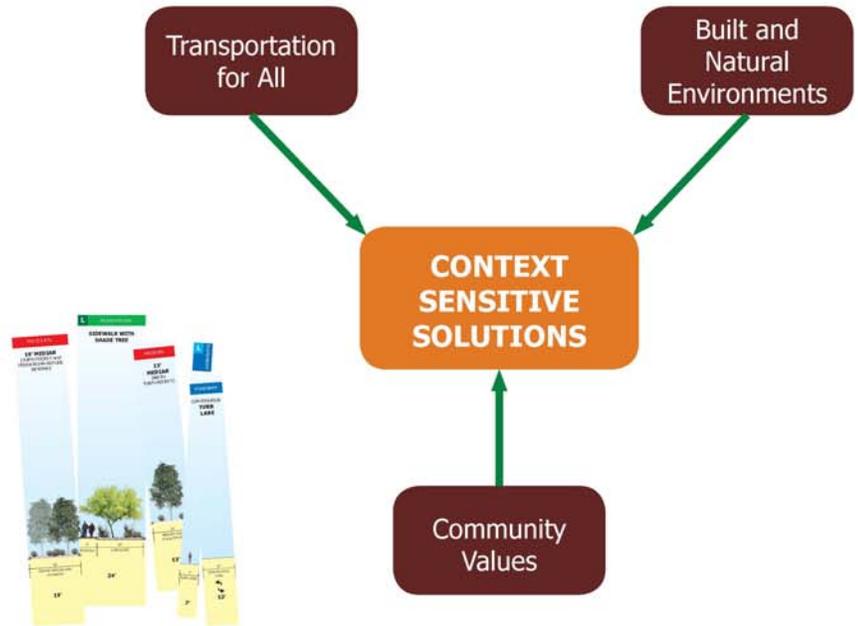
EXISTING LAND USE

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.

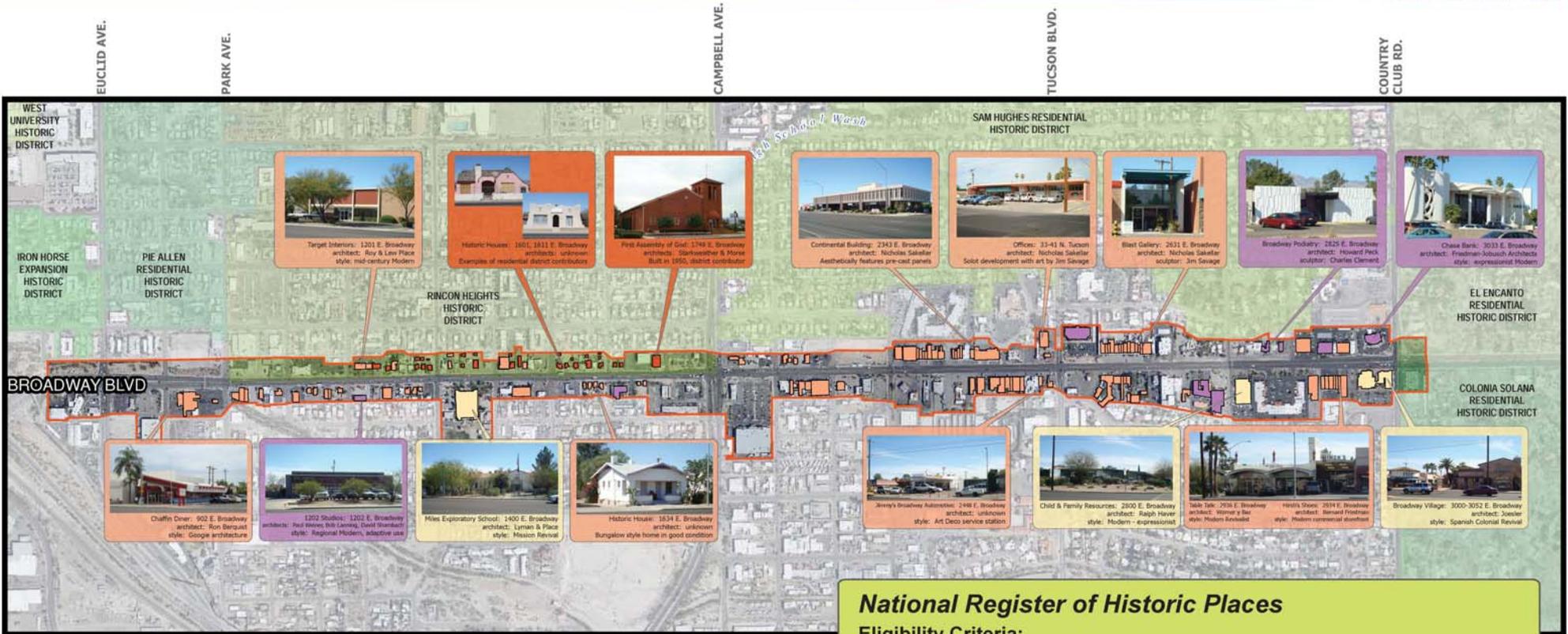
Contribution to Streetscape:
This category assessed the landscaping quality, shielding of parking, shade elements at sidewalks, and interest of building design from the street for each building.

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 Murphy
 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 Murphy 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

EUCLED 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!
 ONE'S 6 BLOCKS TO BE LEGALLY RESTRICTED
 UNIVERSITY HEIGHTS ADDITION
 STUDY THIS MAP

WE EXPECT TO RAISE THE PRESENT PRICES FROM \$800.00 TO \$1200.00 FOR BIDDING SLOTS, AND \$100.00 TO \$150.00 FOR CORNER SLOTS OR ON BEFORE COMPLETION OF BROADWAY SUBWAY.

UNIVERSITY REALTY CO.
 200 N. UNIVERSITY AVENUE, TUCSON, ARIZONA
 PHONE 2100

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 Wörner y Baz
- Target Interiors (1963): Roy & Lew Place
- Continental Building (1965): Nicholas Sakellar
- Chase Bank (1971): Bernard Friedman & Fred Jobusch, sculpture by Phillips Sanderson



Welcome to the Video Comment Booth



Videotape your comments and questions about the Broadway Project for the Citizens Task Force and the project team.

On-camera guidelines

- **State your first and last name only**
- **Focus comments or questions on the Broadway Project**
- **Keep video comments to a maximum of 3 minutes to allow others an opportunity to speak.**

Please be aware...

comments made in the Video Comment Booth, by email, on comment cards or letters submitted to staff, as well as associated contact information, are public record and may appear in Broadway Boulevard project materials.



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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;
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- strengthen the relationship between transportation and uses along the boulevard to adjacent neighborhoods through appropriate access, visual and physical character, and encouraging supportive uses;
- 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 the boulevard.

POTENTIAL GOAL STATEMENTS: Planning and Design Process

Planning and Design Process		
Goal Topics	Potential Goal Statements	Related Initial Public Comments
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. 	<ul style="list-style-type: none"> • The project charter constrains the process (4) • Don't unnecessarily spend our money based on obsolete old study (1) • If you do something, do it right the first time (1+1*)
Public input	<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. 	<ul style="list-style-type: none"> • Bring the community together (1) • Can find a plan that makes everyone happy (1) • What is planned will happen regardless of public input; will city really listen (2) • The CTF will survive [and thrive]! (1) • Broadway will be a template for other corridors – Grant and 22nd (1) • Citizens will be listened to (1) • The project charter constrains the process (4)
– Planning, Design, Construction, and Post Construction phases	<ul style="list-style-type: none"> • Continue the public process into the construction and post-construction phases of the project. 	<ul style="list-style-type: none"> • Construction closures/schedule will hurt businesses (2)
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. 	<ul style="list-style-type: none"> • Fear that delays in decision could lead to funding being spent elsewhere (1)
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. 	<ul style="list-style-type: none"> • Planning and design process needs to address perception that it is based on old [and no longer applicable] transportation and growth projection data (2) • Traffic projections have not come to pass, widening not needed (1)
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. 	<ul style="list-style-type: none"> • Blight due to uncertainty of last 25 years, and uncertainty into the future (1+1) • As a property owner, my land is being held hostage; can't sell or lease it, because of uncertainty (1*) • Fear that this drags on forever (1) • Provide certainty to allow businesses to grow (1) • If you do something, do it right the first time (1+1*)

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POTENTIAL GOAL STATEMENTS: Multimodal Street Design, Sustainability, Right-of-way Impacts

Multimodal Street Design		
Goal Topics	Potential Goal Statements	Related Initial Public Comments
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"> • Create a state of the art street that preserves existing businesses and character (1) • Improve without widening (1) • Use underutilized space [for alignment] instead of businesses having to move (1) • Will still have 2 lanes with continuous center lane rather than 6 lane road (1) • Better overall safety, including pedestrian safety (3) • Separate bikes and buses to avoid conflicts (1) • Achieve different types of transit including bus (1) • 6 lanes = less safety for bicycles (1) • Improve efficiency of traffic flow, better signal coordination (2) • Two traffic lanes, each way, with ample turning lanes (1) • Two traffic lanes, each way, with bus pull outs (1) • Design Broadway with an understanding of its role in the region, particularly for transit (1*) • Focus on people more than machines (1) • The widening, as proposed in the 1987 Plan, does not support the local and regional goals of livability, sustainability, and walkable, bikeable streets. (4) • Make it more enjoyable to travel down Broadway (1) • Design a smarter, more efficient road considering bus pullouts, turn bays, and timing of signalized lights; thereby encouraging bus ridership, biking, and walking (4) • Ask the RTA and the City to reconsider the 8 lane expansion and use the money instead to find ways that will improve traffic flow without the extreme, unnecessary destructiveness of that 8 lane expansion. (4) • Solve bottleneck into downtown, west of Euclid, also unsafe for bicycles and pedestrians (3) • Create a safe and pleasant street for pedestrians and shoppers, bicyclists, and local residents as well as cars (1)
Broadway's role in the transportation network		<ul style="list-style-type: none"> • Maintain left turns [may be a comment related to indirect left turns in Grant Road Plan] (1)
Vehicular traffic —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 	<ul style="list-style-type: none"> • Maintain nature of accessibility to downtown and UofA (1) • Preserve east-west traffic (2) • Maintain current traffic volume (1) • Will encourage more driving (1) • Improve efficiency of traffic flow, better signal coordination (2) • Add left-turn arrows at Broadway-Tucson Intersection (2+1) • [Fear] bottleneck at Country Club is catastrophic (1)* • Solve the Downtown traffic problem by widening access through Downtown (1) • Traffic projections have not come to pass, widening not needed (1) • Consider an elevated roadway from Country Club to Euclid to serve through traffic (1) • Transit focus on Broadway with increased vehicular traffic accommodated on Speedway and 22nd (1) • Traffic projections have not come to pass, widening not needed (1)
—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"> • Maintain business access, including linkages to neighborhoods for walking and bicycling (4+1+1) • Further deterioration of neighborhoods; negative impacts on adjacent neighborhoods (2)
Transit —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"> • Preserve bus access, service, pull outs (3) • Separate bikes and buses to avoid conflicts (1) • Achieve different types of transit including bus (1) • Won't get more than Bus Rapid Transit for transit improvements (1) • 10 minute transit frequency (1) • Design Broadway with an understanding of its role in the region, particularly for transit (1*) • Make Broadway a transit corridor with less frequent stops (6+) • Provide high-capacity transit connection between Downtown and eastern areas of Tucson (2+1) • Transit focus on Broadway with increased vehicular traffic accommodated on Speedway and 22nd (1) • This part of Broadway is key to Tucson having a modern transit system, highest bus ridership in the region, and connecting key elements of the transit system (1*) • Accommodate near-term light rail or BRT along full length of Broadway from Downtown to east side in dedicated center lanes (1) • Provide light rail on Broadway (3) • Provide streetcar [one comment specifically saying that doesn't need to be on Broadway but serve general corridor] (3) • Don't run streetcar down Broadway to Downtown (2)
—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"> • Preserve bus access, service, pull outs (3) • Provide bus shelters with information on bus schedules/next bus, and shade trees (1) • Provide shade for bus riders (3) • Provide bus pullouts (8+1)
—Improve transit stops		

Multimodal Street Design - continued		
Goal Topics	Potential Goal Statements	Related Initial Public Comments
Bicycling - Provide east-west mobility for bicyclists of various skill levels - Broadway crossings / Bicycle network connections	<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"> Preserve bicycle lanes (2+1) More bike friendly (5) Separate bikes and buses to avoid conflicts (1) Provide bicycle paths off of Broadway (1) 6 lanes = less safety for bicycles (1) Remove bike lanes, provide a bike path; or use existing east-west bike routes (1+1*)
	<ul style="list-style-type: none"> Improve crossings for bicyclists, including those that connect with bicycle network 	<ul style="list-style-type: none"> Maintain ease and relative safety of crossings (short crosswalks) (3) More bike friendly (5) Greater connectivity across Broadway and the entire area (3) Provide adequate pedestrian and bicycle crossing between Tucson and Country Club (crosswalk at Treat is dangerous and Treat bike boulevard needs to be extended to Aviation bikeway) (1) Accompanying improvements to 9th and Arroyo Chico bike boulevards to accommodate increasing bicycle use (1)
Pedestrian - Provide for movement along and across Broadway, include buffering pedestrians from the roadway - Provide connections between districts and neighborhoods	<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. 	<ul style="list-style-type: none"> Maintain ease and relative safety of crossings (short crosswalks) (3) Sense of a walkable community (1) More pedestrian friendly (17) Enhance pedestrian crossings and utilization of HAWK crossings and increase pedestrian crossing times (3) Greater connectivity across Broadway and the entire area (3) Better overall safety, including pedestrian safety (3) HAWK lights for seniors and children for pedestrian protection (1) Better lighting, including pedestrian lighting (3) Provide more and safer crosswalks, including HAWKS (2+1) Provide adequate pedestrian crossings (1) Provide adequate pedestrian and bicycle crossing between Tucson and Country Club (crosswalk at Treat is dangerous and Treat bike boulevard needs to be extended to Aviation bikeway) (1)
	<ul style="list-style-type: none"> Enable and provide quality connections between districts and neighborhoods 	<ul style="list-style-type: none"> Maintain business access, including linkages to neighborhoods for walking and bicycling (4+1+1)
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"> Friendly to handicapped and elderly (1) Provide more sidewalks and continuous handicap access (2+1+1)
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 	<ul style="list-style-type: none"> Maintain lower speed limit (1) Consistent speed limit (some want slower), needs to be calmed (especially near church and school), narrow lanes (6)

Sustainability		
Goal Topics	Potential Goal Statements	Related Initial Public Comments
Environmental - General environmental impact - Water use and stormwater management - Air quality - Shade	<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. 	<ul style="list-style-type: none"> Provide noise mitigation, including with design of materials (2) More noise (2) Big sound walls next to homes (1) The widening, as proposed in the 1987 Plan, does not support the local and regional goals of livability, sustainability, and walkable, bikeable streets. (4)
	<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 	<ul style="list-style-type: none"> Increased environmental sensitivity, green infrastructure, less pollution (3) Provide green infrastructure to water trees, to provide beauty and shade (1+1*) Improve drainage (1) Use pervious paving for sidewalks and paths (1) Study 3 alternatives - current layout with bus pullouts and green infrastructure, 6 lanes, and 8-lanes - which buildings would be affected? (1*)
	<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. 	<ul style="list-style-type: none"> Increased environmental sensitivity, green infrastructure, less pollution (3) More pollution (2) Focus on people more than machines (1)
	<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"> Provide shade for bus riders (3) More shade, more trees (2+1) Provide green infrastructure to water trees, to provide beauty and shade (1+1*)
Economic - budget and cost of operations and maintenance	<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"> Improve efficiency of traffic flow, better signal coordination (2) Save money to fix potholes (2+1) Don't let potholes just get worse (1) Design to decrease maintenance costs (1) Redesign of the project could keep the project under budget and preserve the unique area for generations to come. (4) Landscaping will not be properly maintained (1) Ask the RTA and the City to reconsider the 8-lane expansion and use the money instead to find ways that will improve traffic flow without the extreme, unnecessary destructiveness of that 8 lane expansion. (4) Don't unnecessarily spend our money based on obsolete old study (1) Fear that delays in decision could lead to funding being spent elsewhere (1) If you do something, do it right the first time (1+1*)

Right-of-way Impacts		
Goal Topics	Potential Goal Statements	Related Initial Public Comments
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"> Save buildings and businesses on both sides of the street (4) No acquisition of homes or businesses (1) No business has to be relocated (1) Existing buildings will be taken (1) Need to decide which side buildings will be removed from, [especially] between Miles School and Safeway, there are desirable buildings on both sides (1+1) Demolition of all structures on the north side of Broadway takes away local businesses, reducing the number of local jobs and revenues; and revenues, including property taxes, sales taxes, TIF revenues, and dollars based on heritage tourism (4) [Don't change anything] NOTHING!!! STOP IT!!! (1) Fear which side of the roadway will need to be removed between Miles School and Safeway, there are desirable buildings on both sides (1) Use underutilized space [for alignment] instead of businesses having to move (1) Don't remove parking, because that will kill businesses; if you take parking you might as well take the whole building (2) Improve efficiency of traffic flow, better signal coordination (2) Curve alignment to avoid 1st Assembly of God Church [could also apply to other buildings people desire to protect] (1) Build closer to the road (1) Study 3 alternatives - current layout with bus pullouts and green infrastructure, 6 lanes, and 8-lanes - which buildings would be affected? (1*)
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"> More lanes, less revenue because of less businesses (3) Maintain existing width of roadway to preserve viability of existing businesses and services. (1+1) Maintain existing width of roadway to preserve character (1) Preserve current width of right of way (6+2) Design the roadway within the existing curb-to-curb. (4) Keep closer to existing width than twice width (1) Improve without widening (1) Two traffic lanes, each way, with ample turning lanes (1) Two traffic lanes, each way, with bus pull outs (1) Don't create an 8-lane freeway denuded of its character and charm (1) Ask the RTA and the City to reconsider the 8 lane expansion and use the money instead to find ways that will improve traffic flow without the extreme, unnecessary destructiveness of that 8 lane expansion. (4) Widen Broadway to some degree but not as much as plan calls for, less lanes (4 or 6 rather than 8) (4) 6 lanes for cars, 2 for transit and 2 for bike lanes seems reasonable (1) Study 3 alternatives - current layout with bus pullouts and green infrastructure, 6 lanes, and 8-lanes - which buildings would be affected? (1*) Fear that widening will be continued to the east past Country Club (1) Traffic projections have not come to pass, widening not needed (1)

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POTENTIAL GOAL STATEMENTS: Mixed-Use Business Districts and Neighborhoods, Buildings and Site Development

Mixed-Use Business Districts and Neighborhoods		
Goal Topics	Potential Goal Statements	Related Initial Public Comments
<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>	<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. • 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. 	<ul style="list-style-type: none"> • Turn Broadway into a place where people want to be; holistic design and sense of place (2) • Fear that community will be lost (1) • Value neighborhood/districts in own right, not as a corridor/gateway to downtown (1) • Create a state of the art street that preserves existing businesses and character (1) • Will result in loss (death) of community; will become a thoroughfare not a place to be (5) • Sense of community/place, it's not generic (2+) • Maintain existing width of roadway to preserve character (1) • Maintain existing buildings, they give area character (1) • Will make Broadway look even worse (1) • [Don't change anything] NOTHING!!! STOP IT!!! (1) • Gateway to Tucson (1) • Make Broadway a destination (1) • Project will further cut apart rather than integrate the planning area (1) • Don't create an 8-lane freeway denuded of its character and charm (1)
<p>– Visually enhance district identities</p> <p>– Encourage an appropriate mix of uses to support distinct districts</p>	<ul style="list-style-type: none"> • Develop identities for segments and centers of activity along Broadway. • 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. 	<ul style="list-style-type: none"> • Will become like Phoenix, and will lose small businesses, put current owners out of business (on both sides of street), increased "big box" businesses (8) • Visually enhance Broadway by controlling billboard, signage, etc. (2) • Change ugly character of street and buildings (1) • Create an attractive streetscape, unique to Tucson, with sidewalks and retail, restaurant, and commercial builds close to the sidewalks (1*)
<p>– Consider existing special features ("Sacred Places")</p>	<ul style="list-style-type: none"> • Preserve and protect the existing special features and places along Broadway • Preserve and enhance key features of this segment of Broadway 	<ul style="list-style-type: none"> • Land use planning tied into roadway; mixed land use (1) • Nice new businesses (1) • Revise zoning to allow for medium-density development along full length of Broadway (1) • Land use planning tied into roadway; mixed land use; walk and bike to work (3) • Build mixed use commercial and residential, if feasible (2) • Build human-scaled development (1) • Distinct areas with old/unique homes fronting on Broadway (2) • Redesign of the project could keep the project under budget and preserve the unique area for generations to come. (4)
<p>Link neighborhoods to district uses</p>	<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"> • Strong sense of community between businesses/services and their patrons (2) • Bring the community together (1) • Maintain business access, including linkages to neighborhoods for walking and bicycling (4+1+1) • Sense of a walkable community (1) • Project will further cut apart rather than integrate the planning area (1) • More businesses that can be used by neighborhoods (1)
<p>Improve quality of Broadway and its context</p> <p>– Encourage improvements to existing development</p>	<ul style="list-style-type: none"> • Respect the aesthetic character of the districts along Broadway while encouraging maintenance and reinvestment to improve aesthetic appearance of existing development. Also, encourage new development that complements today's aesthetic character. 	<ul style="list-style-type: none"> • Change "All of it" [could mean either the planned/potential improvements should be changed or that everything about existing condition should change] (1) • Vacancies from loss of business activity (1) • Will make Broadway look even worse (1) • Visually enhance Broadway by controlling billboard, signage, etc. (2) • Change ugly character of street and buildings (1) • Enhance unmaintained buildings and empty lots (many City-owned) (1) • Maintain and enhance historic character (1) • Tax incentives for businesses to preserve or enhance their buildings' facades like in downtown and Main Gate areas (1) • Project will occur in manner that leads to quick revitalization (1)
<p>– Encourage high quality new development</p>		<ul style="list-style-type: none"> • "I don't want to change anything." (1) • Build closer to the road (1) • More architectural uniformity (1) • Provide vegetation (6) • Develop vacant parcels (1+1) • Nice new businesses (1) • Revise zoning to allow for medium-density development along full length of Broadway (1) • Land use planning tied into roadway; mixed land use; walk and bike to work (3) • Increase density of development in corridor (2) • Build mixed use commercial and residential, if feasible (2) • Build human-scaled development (1) • Allow for redevelopment (1) • "No Overlay" (1) • Fear of overlay (1)
<p>– Provide and encourage public gathering places</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"> • Turn Broadway into a place where people want to be; holistic design and sense of place (2) • Project will further cut apart rather than integrate the planning area (1)

Mixed-Use Business Districts and Neighborhoods - continued			
Goal Topics	Potential Goal Statements		Related Initial Public Comments
Protect Adjacent Neighborhoods	- From Noise	<ul style="list-style-type: none"> Minimize noise, light, air quality, and cut through traffic from Broadway Boulevard 	<ul style="list-style-type: none"> Provide noise mitigation, including with design of materials (2) More noise (2) Big sound walls next to homes (1)
	- 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"> Not enough parking will be available for commercial uses (2)
	- Privacy from adjacent district development	<ul style="list-style-type: none"> Maintain and improve privacy between neighborhoods and development along Broadway 	<ul style="list-style-type: none"> Further deterioration of neighborhoods; negative impacts on adjacent neighborhoods (2)
	- 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 	<ul style="list-style-type: none"> Further deterioration of neighborhoods; negative impacts on adjacent neighborhoods (2)
	- 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 	<ul style="list-style-type: none"> Preserve neighborhoods (1+1*) Ensure project doesn't jeopardize existing or future NRHP Historic District designations (21±) Historic built environment (2+1) Maintain and enhance historic character (1)
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"> Preserve unique and diverse small and local businesses and services (17+5+1*) Will keep what there is now and not get new stores, restaurants, etc. (1)
	- Affordable rents / potential for business to own property		
	- 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"> Will keep what there is now and not get new stores, restaurants, etc. (1) More businesses that can be used by neighborhoods (1)
	- 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"> IT WILL KILL ALL OF OUR BUSINESSES!!! (1*) Construction closures/schedule will hurt businesses (2) Blight due to uncertainty of last 25 years, and uncertainty into the future (1+1) No business has to be relocated (1) Vacancies from loss of business activity (1) More lanes, less revenue because of less businesses (3) Maintain existing width of roadway to preserve viability of existing businesses and services. (1+1) Loss of property value; who will buy property in the future?; blight (5) Don't remove parking, because that will kill businesses; if you take parking you might as well take the whole building (2) Tax incentives for businesses to preserve or enhance their buildings' facades like in downtown and Main Gate areas (1) As a property owner, my land is being held hostage; can't sell or lease it, because of uncertainty (1*) Thriving business corridor, improve business street appeal, that generates more tax revenue (2) Loss of sales tax (1) Project will occur in manner that leads to quick revitalization (1) More vibrant businesses, 24 hours/day (1) Provide certainty to allow businesses to grow (1)
Protect residences and enhance the environment for residences	- 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"> Preserve unique and diverse small and local businesses and services (17+5+1*) Preserve neighborhoods (1+1*) Maintain housing for elderly and transit dependent (1)
	- Affordable rents and ownership		<ul style="list-style-type: none"> Rents and cost of home ownership are relatively affordable in some areas (1) Could jeopardize owner-occupied homes (1)

Buildings and Site Development			
Goal Topics	Potential Goal Statements		Related Initial Public Comments
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"> Distinct areas with old/unique homes fronting on Broadway (2) Maintain existing buildings, they give area character (1) Demolition of all structures on the north side of Broadway takes away historic and architecturally significant buildings (4) Losing historic character and structures (2) Maintain and enhance historic character (1) Grant money to redo/restore historic buildings (1) Preserve historic buildings on both sides (1) Historic built environment (2+1) Broadway Village (5+1) Miles School (2+1) Maintain and enhance historic character (1)
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"> Distinct areas with old/unique homes fronting on Broadway (2) Maintain existing buildings, they give area character (1) Demolition of all structures on the north side of Broadway takes away historic and architecturally significant buildings (4) Fear which side of the roadway will need to be removed between Miles School and Safeway, there are desirable buildings on both sides (1) 1st Assembly of God Church (3) Chase Bank (1+1) Dovetail better with 1st Assembly of God Church (1) Curve alignment to avoid 1st Assembly of God Church [could also apply to other buildings people desire to protect] (1)
Support development scale and mix of use appropriate to context	<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"> Maintain scale and proportion (height) of existing buildings (2) Land use planning tied into roadway; mixed land use (1) Turn Broadway into a place where people want to be; holistic design and sense of place (2) Build closer to the road (1) More architectural uniformity (1) Develop vacant parcels (1+1) Revise zoning to allow for medium-density development along full length of Broadway (1) Land use planning tied into roadway; mixed land use; walk and bike to work (3) Increase density of development in corridor (2) Build mixed use commercial and residential, if feasible (2) Build human-scaled development (1) Allow for redevelopment (1) "No Overlay!" (1) Fear of overlay (1)
Consider importance of parking supply and demand	<ul style="list-style-type: none"> Encourage efficient manage corridor's parking demand and supply to provide enough, but not too much parking. 		<ul style="list-style-type: none"> Not enough parking will be available for commercial uses (2) Can parking be safely provided (1)
	<ul style="list-style-type: none"> 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"> Fewer parking lots, more parking structures (1) Don't remove parking, because that will kill businesses; if you take parking you might as well take the whole building (2)