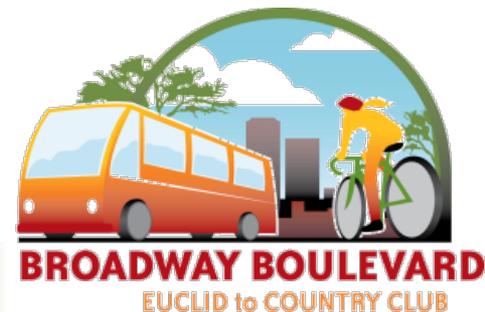


# Finalize Draft Vision and Goals

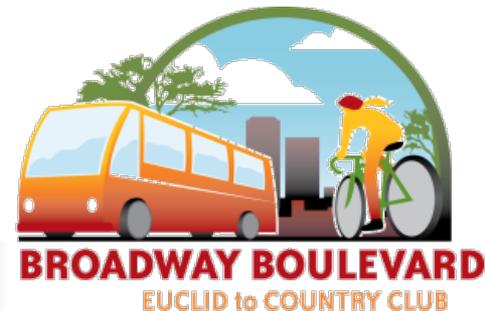
**Phil Erickson**

**Community Design + Architecture**



# “Finalizing” Draft Vision and Goals

- Remember this will still be a draft and there will be multiple and conflicting goals addressing some topics
- 1 potential Vision Statement addition
- 2 potential Goal modifications
- 4 potential new Goals
  
- Review proposals from Planning Team
- Decide which if any to add, modify, etc.



# Potential Revision to Vision Statement

## Vision Statement DRAFT

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

The recommended design will support future for Broadway that will—

- maintain and improve the provision of affordable, efficient, and sustainable transportation choices serving local and regional transportation needs for walking, bicycling, transit, and vehicles;
- provide improved safety and comfort for all users;
- support and improve the economic vitality and the valued character of development along the boulevard;
- improve the visual character of the street and the physical condition of the public realm in support of the unique character of the historic and unique character of the places along the boulevard;
- strengthen the relationship between transportation and uses along the boulevard to adjacent neighborhoods through appropriate access, visual and physical character, and encouraging supportive uses;
- provide opportunities for the improved public health of those within the planning area and the region; and,
- improve environmental sustainability in Tucson.

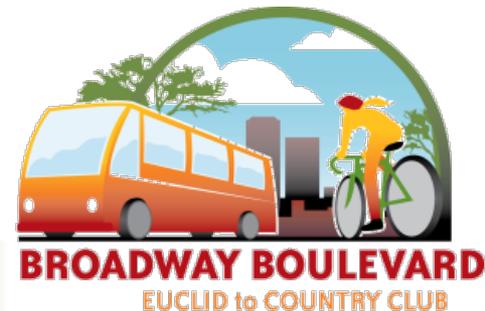
The Broadway Boulevard planning and design work will all be guided by a public participation process that actively seeks out and engages the full diversity of stakeholders in a substantive dialogue, and utilize a design process that aims for the change resulting from the transportation improvements to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

- Two choices for an additional “destination” bullet point:
  - Balance the Boulevard’s function as a major street serving citywide mobility with its function as an attractive destination; or
  - Design the street improvements to support making Broadway a stronger retail, service, and civic destination.

# Potential Goal Modification #1

- Comment regarding support for maintaining the viability of Historic Districts – proposed addition for clarifying goal purpose

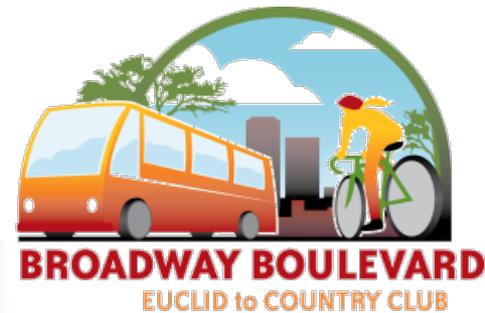
“To extent feasible given needed transportation and other improvements along Broadway, protect the best examples of contributing structures to existing and potential NRHP Historic District designations *while maintaining the viability of Historic Districts.*”



# Potential Goal Modification #2

- Comments regarding aesthetic character to clarify that the goal is about the combination of street and development aesthetics.

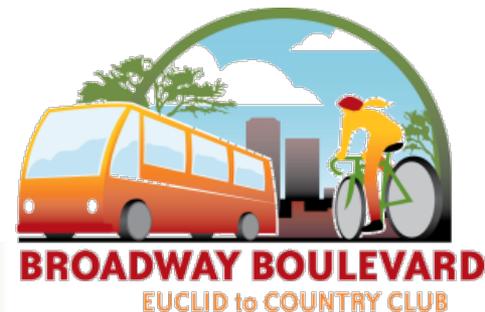
“Respect the aesthetic character of ***Broadway and the places along it*** while encouraging maintenance and reinvestment to improve aesthetic appearance of existing development. Also, encourage new development that complements today's aesthetic character.”



# Potential New Goal #1

- Comment “Broadway can become a vital extension of downtown and the U of A if it remains sensitive to the unique historic context and it encourages the economic development of small local businesses along the corridor.”

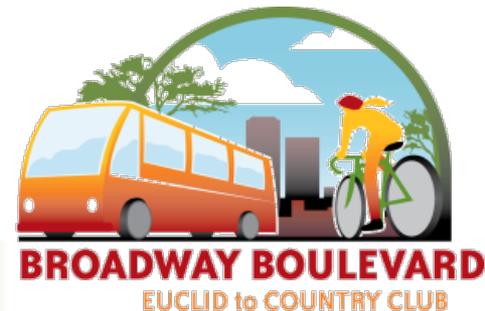
***“Improve the economic and transportation linkages of Broadway and the uses along it with Downtown and the University of Arizona”***



# Potential New Goal #2

- Comment “Broadway is the only East-West direct route to downtown and its current purpose is as commuter route. However no committee member has interests to the east or west of the small area and only 2 posters in entire presentation are traffic information. These stats show 50,000 daily trips will be impacted without representation. If you close road with bikers/light rail, what is the alternative for commuters, downtown, El Con, or points East?”
- Comment “Broadway needs widening to 6 lanes to avoid congestion on the 4 way street portion of Broadway.”

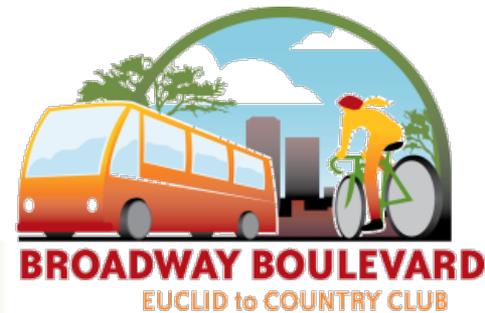
***“Widen Broadway to accommodate through and commute traffic ”***



# Potential New Goal #3

- Comment “There are so many awesome and creative ways to satisfy the bond that do not include widening road bed. We could have an exciting and fantastic improvement to Broadway to make it a place not a thru-way.”
- This is a clarification or refinement of the existing goal-  
“Do not widen Broadway Boulevard.”

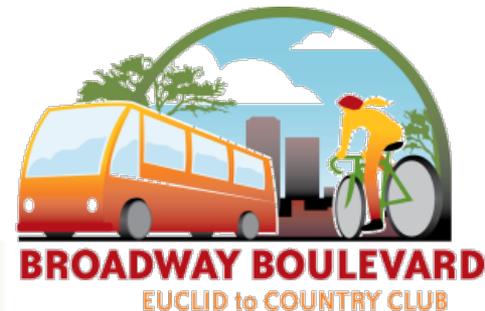
***“Do not widen Broadway beyond the existing curbs ”***



# Potential New Goal #4

- Based on the following CTF “Take Away” Themes:
  - Get it right for the long-term future
  - Create certainty

***“Design and build Broadway as a long-term, quality improvement that will last and be effectively maintained for decades into the future; and create certainty for existing businesses and property owners and support investment.”***



# Next Steps for Vision and Goals

- Based on your input tonight the project team will update the current Draft Vision and Goals Statements and redistribute them to you for comment.
- These Draft Vision and Goals Statements will guide the development of the evaluation criteria and will continue to be refined as the project progresses.

