

Broadway Boulevard, Euclid to Country Club SUMMARY OF CITIZENS TASK FORCE TAKEWAYS AT FEBRUARY PUBLIC INPUT MEETING AND THE RELATIONSHIP TO THE DRAFT VISION AND GOALS

April 12, 2013

At the conclusion of the February 28 public meeting, Citizens Task Force (CTF) members summarized their interactions with the public over the course of the evening. A summary of these verbal “takeaways” is attached.

The takeaways generally aligned with the team’s summary and analysis of the public comments, *Progress Report and Community Input Event*, also contained in this package of materials. The goals that were most supported in the comment table were also supported by the Task Force members anecdotes of their conversations. For example, as one CTF member noted, “a lot of the conversations were centered around very serious concerns with the width of the road.” They were also focused on “making Broadway a destination.” Another CTF member noted “an interest to maintain some of the fabric that’s left” as well as the idea that people should “have options when they travel and it’s not just a personal vehicle dominated roadway.”

However, some themes were not represented in the Draft Vision and Goals nor in the written and video comments that were received at the meeting. These three themes are summarized below with quotes from the CTF takeaways.

Get it right for the long-term future

- “We really need to get this right... we have really one chance to do this right.”
- “[A lot of people] believe that if we are going to do this then it needs to be done right.”
- “Make this a quality change. So that the improvements that are made are the best that they can be and they last for 30-50 years and we aren’t asking these questions again in 10 years or so.”
- “Build this to accommodate future needs”

Get it done

- “We need to focus on what we can do now, make our plans and recommendations and get it done.”

Create certainty

- “...the uncertainty that’s lingered with the project is coming to an end.”

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The project team proposes a new goal that incorporates the ideas of “Get it right for the long-term future” and “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.”



Broadway Boulevard, Euclid to Country Club TRANSCRIPTION OF CITIZENS TASK FORCE "TAKEAWAYS" AT FEBRUARY 2013 PUBLIC INPUT MEETING

Mary Durham-Pflibsen:

Mary stated that she heard a lot of creating the project area as more of a destination as opposed to a corridor (that was a theme consistently repeated in the input received from the event).

Colby Henley:

Colby spoke about how he met some new neighbors tonight. He also met a couple who lived in their house for over 63 years and they were concerned with what may happen to their house. He stated that they don't want to move and they have been there a long time. He couldn't give them any assurances, but then said they were certainly trying to do the right thing for them, so that they can stay in their home.

Colby also said he heard many comments about reinforcing the idea that this is a unique roadway and a gateway into downtown and that we really need to get this right: "If we mess this up and just do this as a road and not think about what is around it with the land use then we can't go back... and we have really one chance to do this right."

Colby also stated that he heard many people mention aesthetics as an important aspect of the project.

He heard about making this project a showcase of alternative transportation, of what's possible in this city and also heard that "it's already really scary to cross as a pedestrian and widening the road would only make it that much scarier."

Anthony "Rocco" Digrazia:

Rocco first thanked everyone for talking to him.

The thing Rocco stated that he heard that was most resounding was "that if we do this half way and widen the road so that it encroaches on the footprint of the existing

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businesses it may be damaging for the businesses on the north side, so much so that it would be worse than just knocking down those businesses in the first place. So we do need to take that into account."

Diane Robles:

Diane stated that "I am going to ditto everything that I heard from fellow CTF members, because that is also what I heard."

She spoke about how great it was to meet some of her neighbors and business owners.

"The common theme that I was hearing, and I heard it from a number of people, when we had our first meeting at Randolph people did not feel like they were heard. They felt like they were told to just be quiet and to listen to the presentation about the project, but tonight I heard people from the public say they were very encouraged by meeting us (task force) and the task force members are very sincere about who they are representing."

Diane stated that "she represents businesses from the south side, but with that said, I will talk to any stakeholder that has an interest in the project and how important it is for us (task force) to hear the public's/stakeholders fears, input, and hopes."

Bob Belman:

Bob said that he had an interesting conversation with a business owner who pointed out that "this project has been going on for 25 years, and that the uncertainty that's lingered with the project is coming to an end."

Bob's main takeaway from the meeting was that "25 years is a long time, but 3 more years in comparison isn't that long of a time. We need to focus on what we can do now, make our plans and recommendations and get it done."

Bruce Fairchild:

Bruce stated that, in talking with people, the common question was "do we actually need 8 lanes?" and that "Most of the people would like a dedicated right lane for turn offs. They would like to see the image and to beautify this last stretch. A lot of people are unhappy with the way it looks there is a big cluster of buildings. They believe that if we are going to do this then it needs to be done right."

Elizabeth Scott:

Elizabeth stated that she thought Diane did a good job of saying that we are hearing a lot of different perspectives and it's important to hear them no matter what each task force member's specific interest is.

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She also stated that “there is a real sense that 150 ft. right of way is too wide.” Following this statement up with the comment she heard that “previous widening on Broadway had really destroyed some of the fabric that lied within the neighborhoods and that there is an interest to maintain some of the fabric that’s left.”

Elizabeth also said that people that she spoke with “were concerned with the speed along Broadway, providing transit, and even more important than just the transit connecting the modes so that people have options when they travel and it’s not just a personal vehicle dominated roadway.”

Elizabeth also stated the she heard interesting thoughts and concerns about doing a thorough economic analysis-maybe looking at different scenarios considering how demographic shifts and mode percent shifts (how many people are using bicycles or transit as opposed to their own vehicles) are changing and with rising gas prices how that might change in the future. She stated that the people she spoke to really want to see that considered strongly when we look at the design on Broadway.

Beth concluded by stating that “we need to make this a quality change. So that the improvements that are made are the best that they can be and they last for 30-50 years and we aren’t asking these questions again in 10 years or so.”

Jon Howe:

Jon made the following remarks: “I value and appreciate all the great conversations that I had with people. A lot of the conversations were centered around very serious concerns with the width of the road and also about making Broadway a destination and enhancing a lot of the functions that the road already provides.”

Jon stated that he heard concerns regarding accessibility and that the public should “feel free to keep sending me your thoughts/concerns about accessibility.”

Farhad Moghimi:

Farhad commented that many of the individuals who shared their thoughts with him represented businesses and the theme was very common as far as the concerns that people have, they really want to know and they want to know sooner than later, following this up by saying that “this was a conversation with the task force early on. We had conversations that at what point are we able to share some detailed information with the public, so that they have that sense of understanding and know what is going on? When it’s going to happen?”

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Farhad concluded by saying that “again many of the businesses that I talked to from a business perspective, wanted to know so that they can make some decisions. They wanted to encourage us as a community to get to a decision sooner than later.”

Michael Butterbrodt:

Michael stated that he “would like to echo Diane and Farhad they made some excellent comments. What I heard was everything from “don’t do anything” to “a 12-lane highway.” Which I am sure was slightly sarcastic.”

Michael also said that “I heard that indecision and procrastination has brought blight to the north side...so pull the plug and do what you are going to do. Which I know has already been said.”

Michael also heard the public mention was to “build this to accommodate future needs” which he think is important to think about, and that we need to take into consideration the generations to come.

Some other comments Michael heard were: “make it a destination not a through fair; so that Broadway is very pedestrian friendly, possibly adding trees for shade, shaded sidewalks, Etc.” And, that “We should remember that widening Broadway is not just for cars, but rather other modes of transportation which will provide a safer corridor.”