

## Mixed Use Business Districts & Neighborhoods

Goal Topics	Potential Goal Statements
<p><b>Recognize &amp; support the distinct character of Broadway and its context of Neighborhoods and Districts</b></p> <ul style="list-style-type: none"> <li>– Broadway Boulevard is a series of places along a corridor</li> <li>– Visually enhance district identities</li> <li>– Encourage an appropriate mix of uses to support distinct districts</li> <li>– Consider existing special features ("<i>Sacred Places</i>")</li> </ul>	<ul style="list-style-type: none"> <li>▪ Recognize and support distinct character of Broadway as a series of places, defined by their historic and significant structures, signage, landscape, and uses.</li> <li>▪ 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.</li> <li>▪ Develop identities for segments and centers of activity along Broadway.</li> <li>▪ 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.</li> <li>▪ Preserve and protect the existing special features and places along Broadway</li> <li>▪ Preserve and enhance key features of this segment of Broadway</li> </ul>
<p><b>Link neighborhoods to district uses</b></p>	<ul style="list-style-type: none"> <li>▪ Provide better integration of neighborhoods to districts on Broadway with a walkable circulation network and by encouraging policies for neighborhood-supporting uses</li> </ul>
<p><b>Improve quality of Broadway and its context</b></p> <ul style="list-style-type: none"> <li>– Encourage improvements to existing development</li> <li>– Provide and encourage public gathering places</li> </ul>	<ul style="list-style-type: none"> <li>▪ 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.</li> <li>▪ Encourage the creation of public gathering places and provide for public places as feasible through design of the boulevard.</li> </ul>
<p><b>Protect Adjacent Neighborhoods</b></p> <ul style="list-style-type: none"> <li>– From Noise</li> <li>– From cut through traffic and overflow parking</li> <li>– Privacy from adjacent district development</li> </ul>	<ul style="list-style-type: none"> <li>▪ Minimize noise, light, air quality, and cut through traffic from Broadway Boulevard</li> <li>▪ Minimize overflow parking, cut through traffic, noise, light, and other impacts from development along Broadway into adjacent neighborhoods</li> <li>▪ Maintain and improve privacy between neighborhoods and development along Broadway</li> </ul>

## Mixed Use Business Districts & Neighborhoods - *continued*

Goal Topics	Potential Goal Statements
<p><b>Protect Adjacent Neighborhoods (continued)</b></p> <hr/> <p>–By transitioning intensity from corridor towards neighborhoods</p> <hr/> <p>–Particularly existing and potential National Register of Historic Places (NRHP) Historic District designations</p>	<ul style="list-style-type: none"> <li>▪ Do not allow new intensity along Broadway</li> <li>▪ Design any new development along Broadway to transition to a lower intensity where it is adjacent to neighborhoods</li> </ul> <hr/> <ul style="list-style-type: none"> <li>▪ Protect all contributing structures for existing and potential NRHP Historic District designations</li> <li>▪ Protect best examples of contributing structures to existing and potential NRHP Historic District designations</li> <li>▪ 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</li> </ul>
<p><b>Protect existing businesses and enhance the business environment</b></p> <hr/> <p>–Small and local businesses</p> <hr/> <p>–Affordable rents / potential for business to own property</p> <hr/> <p>–Neighborhood-serving uses</p> <hr/> <p>–Viability of businesses before and after construction</p>	<ul style="list-style-type: none"> <li>▪ 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.</li> </ul> <hr/> <ul style="list-style-type: none"> <li>▪ Encourage a mix of neighborhood and regional serving businesses to support vibrant mixed use districts along Broadway.</li> </ul> <hr/> <ul style="list-style-type: none"> <li>▪ 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.</li> </ul>
<p><b>Protect residences and enhance the environment for residences</b></p> <hr/> <p>–Choice of housing types</p> <hr/> <p>–Affordable rents and ownership</p>	<ul style="list-style-type: none"> <li>▪ 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.</li> </ul>

# Buildings and Site Development

Goal Topics	Potential Goal Statements
<p><b>Recognize value of historic buildings and sites</b></p>	<ul style="list-style-type: none"> <li>▪ Protect all individually historic and contributing buildings, signage, and sites.</li> <li>▪ Protect best examples of individually historic and contributing buildings, signage, and sites.</li> <li>▪ To extent feasible given needed transportation and other improvements along Broadway, protect the best examples of individually historic and contributing buildings, signage, and sites.</li> </ul> <hr/> <ul style="list-style-type: none"> <li>▪ Protect all significant buildings and sites.</li> <li>▪ Protect best examples of significant buildings and sites.</li> <li>▪ To extent feasible given needed transportation and other improvements along Broadway, protect the best examples of significant buildings and sites.</li> </ul>
<p><b>Support development scale and mix of use appropriate to context</b></p> <p>–Appropriate to existing context (heights, setbacks, etc.)</p> <hr/> <p>–To support multimodal investment (mix uses, pedestrian-oriented, intensity, etc.)</p>	<ul style="list-style-type: none"> <li>▪ 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.</li> <li>▪ 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.</li> </ul>
<p><b>Consider importance of parking supply and demand</b></p>	<ul style="list-style-type: none"> <li>▪ Encourage efficient manage corridor’s parking demand and supply to provide enough, but not too much parking.</li> <li>▪ Encourage development of district parking lots and other methods to help maintain viability of existing businesses and properties and too help manage parking supply.</li> </ul>

# Multimodal Street Design

Goal Topics	Potential Goal Statements
<b>Balancing modes to create a 'Complete Street'</b>	<ul style="list-style-type: none"> <li>Optimize the use of the right-of-way to improve mobility and safety for all modes of travel along and across Broadway.</li> </ul>
<b>Broadway's role in the transportation network</b>	
<b>Vehicular traffic</b> – Through mobility	<ul style="list-style-type: none"> <li>Improve vehicular mobility along Broadway through any means other than widening the roadway</li> <li>Improve vehicular mobility along Broadway while minimizing widening of the roadway and otherwise minimizing impacts to adjacent property to the extent feasible</li> </ul>
–Corridor/neighborhood access	<ul style="list-style-type: none"> <li>Provide high-quality access for vehicles to adjacent development and neighborhoods.</li> </ul>
<b>Transit</b> – Through mobility	<ul style="list-style-type: none"> <li>Provide effective east-west high capacity transit through the Broadway study area on Broadway Boulevard and/or parallel routes.</li> <li>Provide effective east-west high capacity transit on Broadway Boulevard.</li> </ul>
–Corridor/neighborhood access	<ul style="list-style-type: none"> <li>Improve the quality, comfort, and convenience of transit access for the Broadway study area, including improved safety at transit stops.</li> </ul>
–Improve transit stops	
<b>Bicycling</b> –Provide east-west mobility for bicyclists of various skill levels	<ul style="list-style-type: none"> <li>Provide east-west mobility for bicyclists of various skill levels on Broadway Boulevard and parallel streets</li> </ul>
–Broadway crossings / Bicycle network connections	<ul style="list-style-type: none"> <li>Improve crossings for bicyclists, including those that connect with bicycle network</li> </ul>

## Multimodal Street Design - *continued*

### Goal Topics

### Potential Goal Statements

<p><b>Pedestrian</b> – Provide for movement along and across Broadway, include buffering pedestrians from the roadway</p>	<ul style="list-style-type: none"> <li>▪ Create an inviting pedestrian environment that encourages walking along Broadway and for crossing the Boulevard.</li> <li>▪ Provide a buffer between pedestrians and traffic on Broadway that is effective given the speed and amount of vehicular traffic.</li> </ul>
<p>– Provide connections between districts and neighborhoods</p>	<ul style="list-style-type: none"> <li>▪ Enable and provide quality connections between districts and neighborhoods</li> </ul>
<p><b>Universal design (ADA access)</b></p>	<ul style="list-style-type: none"> <li>▪ Exceed ADA minimum requirements where ever feasible to maximize the level of universal design, including enhanced wayfinding techniques.</li> </ul>
<p><b>Speed Management / Traffic Calming</b></p>	<ul style="list-style-type: none"> <li>▪ Design improvements to Broadway to encourage traffic to travel no faster than the speed limit</li> </ul>
<p><b>Landscape / Streetscape Design</b> – Improve the environment along Broadway</p>	<ul style="list-style-type: none"> <li>▪ Increase the amount and quality of landscaping and lighting along Broadway through an approach that is efficient in terms of capital and maintenance costs.</li> </ul>
<p>– Select context appropriate plants and other design elements</p>	<ul style="list-style-type: none"> <li>▪ Use plants that are native to the Sonoran Desert or plants that are adaptive to the Tucson environment, and that along with other streetscape elements help to create the desired character for the districts along Broadway.</li> </ul>
<p><b>Public Art</b></p>	<ul style="list-style-type: none"> <li>▪ Provide opportunities for public art that complement the aesthetic and placemaking goals for Broadway</li> </ul>
<h2>Right-of-way Impacts</h2>	
<p><b>Minimize physical impacts</b></p>	<ul style="list-style-type: none"> <li>▪ Avoid physical impacts to all existing property and businesses along Broadway Boulevard.</li> <li>▪ 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.</li> </ul>
<p><b>Width of Broadway Boulevard</b></p>	<ul style="list-style-type: none"> <li>▪ Do not widen Broadway Boulevard.</li> <li>▪ Minimize widening of Broadway Boulevard.</li> <li>▪ Widen Broadway Boulevard to the extent needed to achieve other goals.</li> </ul>

