

# STATION 2: VISION AND GOALS

## CITIZENS TASK FORCE DRAFT VISION

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

The recommended design will support future for Broadway that will—

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

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

## CITIZENS TASK FORCE POTENTIAL GOAL STATEMENTS

Goal Topics	Potential Goal Statements	Related Performance Measures
<b>Planning and Design Process</b>		
<b>Learn from best example practices (in Tucson and other places)</b>	<ul style="list-style-type: none"> <li>▪ Learn from exemplary multimodal and context sensitive transportation projects in Tucson and elsewhere in the planning and implementation of the Broadway Boulevard process.</li> </ul>	<i>The planning and design process goals do not vary based on the street design concepts</i>
<b>Public input</b> <ul style="list-style-type: none"> <li>– Take process to stakeholders and report back to CTF</li> <li>– Planning, Design, Construction, and Post Construction phases</li> </ul>	<ul style="list-style-type: none"> <li>▪ 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.</li> <li>▪ Continue the public process into the construction and post-construction phases of the project.</li> </ul>	
<b>Agency and organization coordination</b>	<ul style="list-style-type: none"> <li>▪ 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.</li> </ul>	
<b>More than transportation performance metrics</b>	<ul style="list-style-type: none"> <li>▪ Utilize more than just transportation performance measures in the decision-making process for the design and implementation.</li> </ul>	
<b>Be effective</b>	<ul style="list-style-type: none"> <li>▪ 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.</li> </ul>	
<b>Be efficient</b>	<ul style="list-style-type: none"> <li>▪ Be as efficient in terms of time and budget as possible in the planning, design, and construction process.</li> </ul>	
<b>Buildings and Site Development</b>		
<b>Recognize value of historic buildings and sites</b>	<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>	<ul style="list-style-type: none"> <li>▪ Potential Historic and Significant Buildings Impacts</li> </ul>
<b>Recognize value of significant buildings and sites</b>	<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>	<ul style="list-style-type: none"> <li>▪ Potential Historic and Significant Buildings Impacts</li> </ul>
<b>Support development scale and mix of use appropriate to context</b> <ul style="list-style-type: none"> <li>– Appropriate to existing context (heights, setbacks, etc.)</li> <li>– To support multimodal investment (mix uses, pedestrian-oriented, intensity, etc.)</li> </ul>	<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>	<ul style="list-style-type: none"> <li>▪ Potential Historic and Significant Buildings Impacts</li> <li>▪ Pedestrian Environment</li> <li>▪ Bicycling Environment</li> <li>▪ Through Traffic Movement</li> <li>▪ Economic Potential</li> </ul>
<b>Consider importance of parking supply and demand</b>	<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> </ul>	<ul style="list-style-type: none"> <li>▪ Pedestrian Environment</li> </ul>
	<ul style="list-style-type: none"> <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>	<ul style="list-style-type: none"> <li>▪ Pedestrian Environment</li> </ul>

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Goal Topics	Potential Goal Statements	Related Performance Measures
<b>Right-of-way Impacts</b>		
<b>Minimize physical impacts</b>	<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>	<ul style="list-style-type: none"> <li>Economic Potential</li> <li>Construction and Acquisition Cost</li> </ul>
<b>Width of Broadway Boulevard</b>	<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>	<ul style="list-style-type: none"> <li>Construction and Acquisition Cost</li> </ul>
<b>Neighborhoods and Districts</b>		
<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 ("Sacred Places")</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>	<ul style="list-style-type: none"> <li>Potential Historic and Significant Buildings Impacts</li> <li>Visual Quality</li> <li>Change in Economic Potential</li> <li>Pedestrian Environment</li> <li>City's Ability to Maintain Improvements</li> <li>Pedestrian Environment</li> <li>Bicycling Environment</li> <li>Historic and Significant Buildings Impacts</li> <li>Visual Quality</li> <li>Economic Potential</li> <li>Construction and Acquisition Cost</li> <li>City's Ability to Maintain Improvements</li> <li>Pedestrian Environment</li> <li>Bicycling Environment</li> <li>Transit Travel Time</li> <li>Accommodation of High Capacity Transit</li> <li>Visual Quality</li> <li>Economic Potential</li> <li>Historic and Significant Buildings Impacts</li> <li>Visual Quality</li> <li>Economic Potential</li> </ul>
<b>Link neighborhoods to district uses</b>	<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>	<ul style="list-style-type: none"> <li>Pedestrian Environment</li> <li>Bicycling Environment</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>Encourage high quality new development</li> <li>Provide and encourage public gathering places</li> </ul>	<ul style="list-style-type: none"> <li>Respect the aesthetic character of Broadway and the destinations along it while encouraging maintenance and reinvestment to improve aesthetic appearance of existing development. Also, encourage new development that complements today's aesthetic character.</li> <li>Encourage the creation of public gathering places and provide for public places as feasible through design of the boulevard.</li> </ul>	<ul style="list-style-type: none"> <li>Pedestrian Environment</li> <li>Bicycling Environment</li> <li>Historic and Significant Buildings Impacts</li> <li>Visual Quality</li> <li>Economic Potential</li> <li>Pedestrian Environment</li> <li>Bicycling Environment</li> <li>Visual Quality</li> <li>Economic Potential</li> <li>Pedestrian Environment</li> <li>Bicycling Environment</li> <li>Visual Quality</li> <li>Economic Potential</li> <li>City's Ability to Maintain Improvements</li> </ul>
<p><b>Protect Adjacent Neighborhoods</b></p> <ul style="list-style-type: none"> <li>From noise, light, and air quality impacts</li> <li>From cut through traffic and overflow parking</li> <li>Privacy from adjacent district development</li> <li>By transitioning intensity from corridor towards neighborhoods</li> <li>Particularly existing and potential National Register of Historic Places (NRHP) Historic District designations</li> </ul>	<ul style="list-style-type: none"> <li>Minimize noise, light, and air quality-impacts from traffic on 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> <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> <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 while maintaining the viability of Historic Districts</li> </ul>	<ul style="list-style-type: none"> <li>Pedestrian Environment</li> <li>Bicycling Environment</li> <li>Through Traffic Movement</li> <li>Transit Travel Time</li> <li>Accommodation of High Capacity Transit</li> <li>Through Traffic Movement</li> <li><i>This is a land use policy issue that is outside the scope of the project.</i></li> <li><i>This is a land use policy issue that is outside the scope of the project.</i></li> <li>Potential Historic and Significant Buildings Impacts</li> </ul>
<p><b>Protect existing businesses and enhance the business environment</b></p> <ul style="list-style-type: none"> <li>Small and local businesses</li> <li>Affordable rents / potential for business to own property</li> </ul>	<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>	<ul style="list-style-type: none"> <li>Pedestrian Environment</li> <li>Bicycling Environment</li> <li>Through Traffic Movement</li> <li>Visual Quality</li> <li>Economic Potential</li> </ul>
<ul style="list-style-type: none"> <li>Neighborhood-serving uses</li> <li>Viability of businesses before and after construction</li> <li>Economic connections</li> </ul>	<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> <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> <li>Improve the cultural, economic, and transportation linkages of Broadway and the uses along it with Downtown and the University of Arizona.</li> </ul>	<ul style="list-style-type: none"> <li>Pedestrian Environment</li> <li>Bicycling Environment</li> <li>Through Traffic Movement</li> <li>Visual Quality</li> <li>Economic Potential</li> <li>Pedestrian Environment</li> <li>Through Traffic Movement</li> <li>Economic Potential</li> <li>Construction and Acquisition Cost</li> <li>Pedestrian Environment</li> <li>Bicycling Environment</li> <li>Accommodation of High Capacity Transit</li> <li>Economic Potential</li> </ul>
<p><b>Protect residences and enhance the environment for residences</b></p> <ul style="list-style-type: none"> <li>Choice of housing types</li> <li>Affordable rents and ownership</li> </ul>	<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>	<ul style="list-style-type: none"> <li>Walking and Bicycling Health Benefits</li> <li>Economic Potential</li> <li>Pedestrian Environment</li> <li>Bicycling Environment</li> <li>Through Traffic Movement</li> <li>Transit Travel Time</li> <li>Walking and Bicycling Health Benefits</li> <li>Economic Potential</li> </ul>

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Goal Topics	Potential Goal Statements	Related Performance Measures
<b>Multimodal Street Design</b>		
<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>	<ul style="list-style-type: none"> <li>Pedestrian Environment</li> <li>Bicycling Environment</li> <li>Through Traffic Movement</li> <li>Transit Travel Time</li> <li>Accommodation of High Capacity Transit</li> <li>Walking and Bicycling Health Benefits</li> <li>Construction and Acquisition Cost</li> <li>City's Ability to Maintain Improvements</li> </ul>
<b>Broadway's role in the transportation network</b>		<i>See specific goals</i>
<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> <li>Increase capacity of Broadway to accommodate future growth in through and commute traffic</li> </ul>	<ul style="list-style-type: none"> <li>Pedestrian Environment</li> <li>Bicycling Environment</li> <li>Through Traffic Movement</li> <li>Accommodation of High Capacity Transit</li> <li>Construction and Acquisition Cost</li> <li>City's Ability to Maintain Improvements</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>	<ul style="list-style-type: none"> <li>Pedestrian Environment</li> <li>Bicycling Environment</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>	<ul style="list-style-type: none"> <li>Through Traffic Movement</li> <li>Transit Travel Time</li> <li>Accommodation of High Capacity Transit</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>	<ul style="list-style-type: none"> <li>Pedestrian Environment</li> <li>Bicycling Environment</li> <li>Construction and Acquisition Cost</li> <li>City's Ability to Maintain Improvements</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>	<ul style="list-style-type: none"> <li>Bicycling Environment</li> <li>Walking and Bicycling Health Benefits</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>	<ul style="list-style-type: none"> <li>Bicycling Environment</li> <li>Walking and Bicycling Health Benefits</li> </ul>
<b>Pedestrian</b> – Provide for movement along and across Broadway, include buffering pedestrians from the roadway	<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>	<ul style="list-style-type: none"> <li>Pedestrian Environment</li> <li>Walking and Bicycling Health Benefits</li> <li>Construction and Acquisition Cost</li> <li>City's Ability to Maintain Improvements</li> </ul>
– Provide connections between districts and neighborhoods	<ul style="list-style-type: none"> <li>Enable and provide quality connections between districts and neighborhoods</li> </ul>	<ul style="list-style-type: none"> <li>Pedestrian Environment</li> <li>Walking and Bicycling Health Benefits</li> </ul>
<b>Universal design (ADA access)</b>	<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>	<ul style="list-style-type: none"> <li>Pedestrian Environment</li> </ul>
<b>Speed Management / Traffic Calming</b>	<ul style="list-style-type: none"> <li>Design improvements to Broadway to encourage traffic to travel no faster than the speed limit</li> </ul>	<i>This is more related to design criteria and the detailed design of any of the street cross section concepts for speed management. Factors such as number of lanes and presence of landscaping do vary with the cross sections, but lateral shifting of lanes at intersections and to minimize negative property impacts will not be known until the later stage of the project when alignments are designed. Still "Accommodation of Speed Management" could be made a new Vehicular Access and Mobility performance measure</i>
<b>Landscape / Streetscape Design</b> – Improve the environment along Broadway	<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>	<ul style="list-style-type: none"> <li>Pedestrian Environment</li> <li>Construction and Acquisition Cost</li> <li>City's Ability to Maintain Improvements</li> </ul>
– Select context appropriate plants and other design elements	<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>	<i>This is more related to design criteria and the detailed design of any of the street cross section concepts and is open to qualitative interpretation. Does not seem appropriate to have a performance measure for this goal, but could try to develop one.</i>
<b>Public Art</b>	<ul style="list-style-type: none"> <li>Provide opportunities for public art that complement the aesthetic and placemaking goals for Broadway</li> </ul>	<i>This is a design detail that any design concept should be able to satisfy.</i>
<b>Sustainability</b>		
<b>Environmental</b> – General environmental impact	<ul style="list-style-type: none"> <li>Utilize materials and design techniques in the improvements to Broadway that minimize environmental impacts, including energy efficient lighting and other means.</li> </ul>	<i>There is much that can be achieved through design details, materials specifications, definition of construction technique, and other details as the project moves forward towards construction.</i>
<b>Environmental - continued</b> – Water use and stormwater management	<ul style="list-style-type: none"> <li>Emphasize use of water harvesting and storm water management techniques in landscaped areas and the use of permeable surfaces and paving to extent feasible</li> </ul>	<ul style="list-style-type: none"> <li>City's Ability to Maintain Improvements</li> </ul>
– Air quality	<ul style="list-style-type: none"> <li>Design the improvements to Broadway to help reduce air quality impacts from green house gases, particulates, and other emissions.</li> </ul>	
– Shade	<ul style="list-style-type: none"> <li>Reduce heat island effect through various design measures, such as shading and high albedo pavement, while also providing shade for pedestrian comfort.</li> </ul>	<ul style="list-style-type: none"> <li>Pedestrian Environment</li> <li>Construction and Acquisition Cost</li> <li>City's Ability to Maintain Improvements</li> </ul>
<b>Economic</b> – budget and cost of operations and maintenance	<ul style="list-style-type: none"> <li>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.</li> </ul>	<ul style="list-style-type: none"> <li>Construction and Acquisition Cost</li> <li>City's Ability to Maintain Improvements</li> </ul>