

The vision and goals will guide the development of criteria that will be used for the evaluation of the design alternatives for improvements to Broadway Boulevard. The current Citizens Task Force (CTF) draft vision and goals for Broadway is the result of the Public Listening session; additional public input; goals and policies in Broadway Boulevard project-encompassing area and neighborhood plans, public comment from the call to the audience opportunities at the CTF meetings, and several discussions and working sessions with the CTF.

This draft is a starting point for an on-going development and refinement of the community’s vision and goals for the future of Broadway Boulevard. The CTF will review comments received from the public at this open house and other on-going feedback as it continues to refine the 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;
- 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)
– Take process to stakeholders and report back to CTF		
– 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*)

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		
Bicycling – Provide east-west mobility for bicyclists of various skill levels	<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*)
– Broadway crossings / Bicycle network connections	<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	<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 elevated 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)
– Provide connections between districts and neighborhoods	<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	<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)
	- Water use and stormwater management	<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*)
	- Air quality	<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)
	- Shade	<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, TIFF 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)

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
Recognize & support the distinct character of Broadway and its context of Neighborhoods and Districts – Broadway Boulevard is a series of places along a corridor – Visually enhance district identities – Encourage an appropriate mix of uses to support distinct districts – Consider existing special features ("Sacred Places")	<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)
	<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*)
	<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)
	<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"> 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)
Link neighborhoods to district uses	<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)
Improve quality of Broadway and its context – Encourage improvements to existing development – Encourage high quality new development – Provide and encourage public gathering places	<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)
	<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"> "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)
	<ul style="list-style-type: none"> Minimize noise, light, air quality, and cut through traffic from Broadway 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)
Protect Adjacent Neighborhoods – From Noise – From cut through traffic and overflow parking – Privacy from adjacent district development – By transitioning intensity from corridor towards neighborhoods – Particularly existing and potential National Register of Historic Places (NRHP) Historic District designations	<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)
	<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)
	<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)
	<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)
	<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)

Mixed-Use Business Districts and Neighborhoods - continued

Goal Topics	Potential Goal Statements	Related Initial Public Comments
Protect existing businesses and enhance the business environment – Small and local businesses – Affordable rents / potential for business to own property – Neighborhood-serving uses – Viability of businesses before and after construction	<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)
	<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)
	<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 BUSINESS!!! (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 – Affordable rents and ownership	<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)
		<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 – Appropriate to existing context (heights, setbacks, etc.) – To support multimodal investment (mix uses, pedestrian-oriented, intensity, etc.)	<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)