Broadway Road Streetscape
City of Tempe
4 May 2010
Project Team

**City Staff**
- Robert Yabes  
  Project Manager
- Eric Iwersen  
  Senior Transportation Planner
- Shelly Seyler  
  City Traffic Engineer
- Sue Taaffe  
  Public Participation

**Consultant Team**
- Tom Hester  
  Project Manager
- Srinivas Goundla  
  Traffic Analyst
- Jennifer Love  
  Transportation Planner
- Terry Gruver & Coral Balcazar  
  Public Participation
- Tom Bennett  
  Urban & Landscape Designer
- Kevin Keller  
  Noise Analyst
Issues led to Goals

• Project Goals:
  – Reduces traffic noise
  – Protects community character
  – Improves safety
  – Provides bicycle lanes
  – Provides sidewalks
  – Retains Broadway lane
  – Improves streetscape character
  – Discourages cut-through traffic
  – Addresses congestion

Improves the quality of life for the community
• Identified challenges and opportunities.
• Iterative design planning process
  – BRAT,
  – City,
  – Neighborhood
• Obtained consensus:
  – walls,
  – bike paths,
  – Sidewalks
  – landscape treatments.
Public Involvement

• Public Meetings & Comments
  – (4) BRAT Meetings
  – (7) City Staff Meetings
  – (3) Neighborhood Meetings
    • Website
    • Phone/E-mail

• Broadway Road Walk
  – Written and verbal comments
  – Photos
Recommended Street Section

- North amenity zone = 30’
  - 6’ sidewalk on Broadway Lane
  - 11’ Broadway Lane
  - 8’ median w/ wall & landscaped amenity
  - 5’ bike lane on Broadway Road
- Travel lanes = 55’ (3/2 or 2/2 with median)
- South amenity zone = 18’
  - 13’ bike and sidewalk
  - 5’ tree lawn
Streetscape framework

Center lane is median for 2/2 option
Typical Mid-Block Section
Broadway Road Plan
ROW Issues

- East of Mill Ave
- West of College Ave
Wall criteria:
– 245’ from centerline of street
– 40’ from closest curb