



# Broadway Road Bicycle, Pedestrian & Streetscape Project

Issue Review Session  
Tempe City Council  
November 21, 2013

# Project Location & Intent

- Broadway Road (Rural - Mill)
- 1 mile length
- Daley Park, University Park, University Heights & Broadmor
- Tempe High School
- Commercial businesses & single family on street front
- Provide stronger multi-modal facilities, access for all users, & support neighborhood and business stability/success

# Project History & Funding

- 2001 Corridor Study
- 2004 Tempe Comprehensive Transportation Plan
- 2005-2007 Federal Grant Applications
  - \$3.57Million
- 2008 - 2010 Initial Public Process
- 2013 Reconfigured Project Team & New Public Process
  - Feb, June, October - Public Meetings
  - May – City Council

# Current Conditions

- 5 lane arterial (3 EB / 2 WB with center turn lane, 35-40 MPH speed limits)
- Broadway Lane Frontage Road (north side)
- 4-8 ft. sidewalks, some ADA issues
- No bicycle lanes
- Vehicle volume decline (35%)
  - ▣ 2004: 38,594 VPD
  - ▣ 2012: 25,209 VPD

# Right-Of-Way Limits



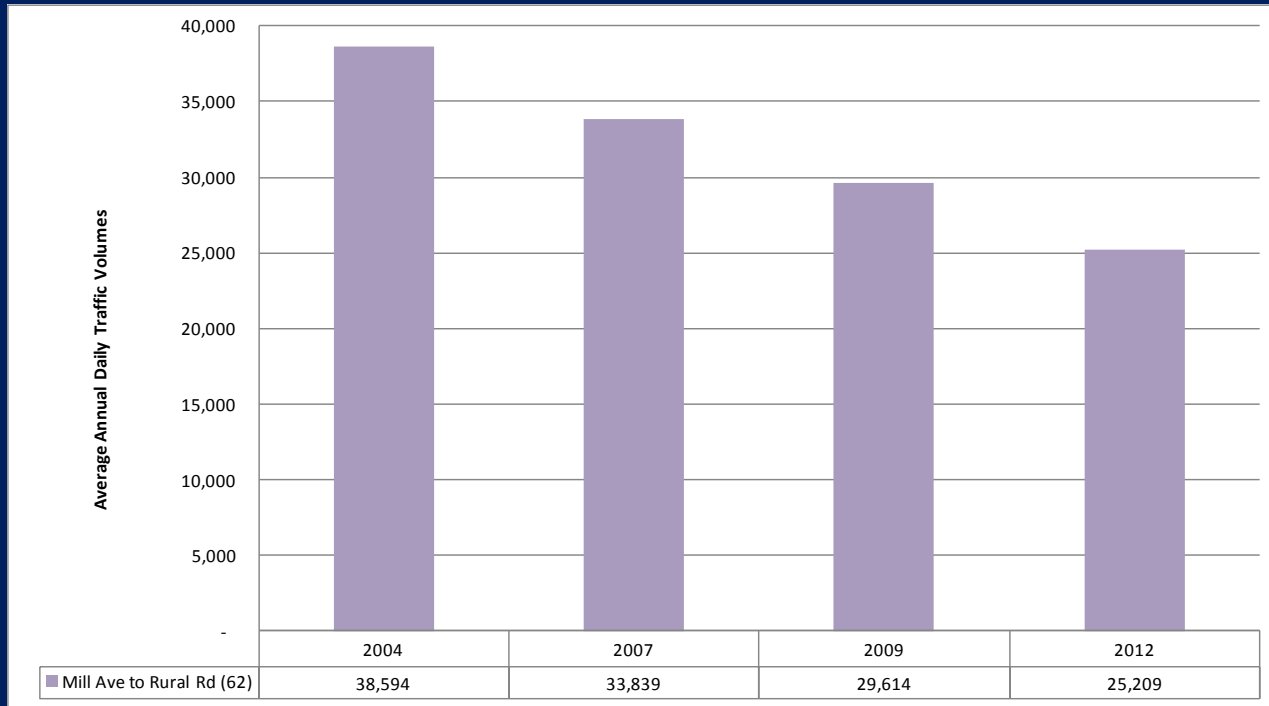
# Public Process

- Transportation Commission (5x)
- Design Review Commission
- Mayors Commission on Disability Concerns (2x)
- Public Meetings – February, June, October 2013
  - Project website, door hangers, press releases, social media, direct mailers (Broadway Lane & Road property owners & entire project area) – 170 total comments documented / 80 comments since June
  - Separate meetings with property owners and businesses
  - Presented lane removal options & base treatment options (bike lanes, sidewalks, medians, trees, wall)
- City Council Issue Review Session – May 30, 2013
  - Support for advancing lane removal option and project design, with closure simulation
- Lane Closure Simulation Sept 16-30

# Traffic Volumes



# Traffic Volumes





# Lane Closure Simulation Data

- ❑ Sept 16-30 lane closure simulation
- ❑ Data collected at 25 locations (before and during simulation)
- ❑ Broadway Road and surrounding streets performed well
- ❑ No significant increase in back-up at Mill Ave or at Rural Rd
- ❑ No streets exceeded 10% increase in daily volumes (accepted daily fluctuation)

AVERAGE DAILY VOLUMES – Greater Than 10% Fluctuation

>10%

Location	Week 1	Week 2	Week 3
Alameda Dr. west of Rural Rd.	2,025	2,123	5%
Broadmor Dr. west of Rural Rd.	1,492	1,484	-1%
College Ave. north of Broadway Rd.	4,529	4,413	-3%
College Ave. south of Broadway Rd.	3,316	2,411	-27%
Dateland Dr. south of Broadway Rd.	271	262	-3%
Encanto Dr. btwn. El Camino Dr. & Sierra Vista Dr.	547	549	0%
Encanto Dr. north of Broadway Rd.	504	445	-12%
Farmer Ave. north of Broadway Rd.	1,012	1,022	1%
Forest Ave. south of Broadway Rd.	173	179	3%
Granada Dr. south of Broadway Rd.	634	530	-16%
Hardy Dr. north of Broadway Rd.	7,970	7,698	-3%
Hardy Dr. south of Broadway Rd.	8,659	8,610	-1%
La Rosa Dr. south of Broadway Rd.	311	313	0%
Palmcroft Dr. btwn. Forest Ave. & Mill Ave	338	332	-2%
Roosevelt St. north of Broadway Rd.	2,000	2,022	1%
Roosevelt St. south of Broadway Rd.	5,045	5,135	2%
Sierra Vista Dr. south of Broadway Rd.	629	657	4%
Ventura Dr. north of Broadway Rd.	873	902	3%
Apache Blvd. btwn. College Ave. & McAllister Ave.	21,764	21,880	1%
Broadway Rd. btwn. College Ave. & Rural Rd.	28,123	27,060	-4%
Broadway Rd. btwn. Mill Ave. & College Ave.	27,209	24,218	-11%
Broadway Rd. btwn. Roosevelt St. & Farmer Ave.	32,060	29,606	-8%
Mill Ave. north of Broadway Rd.	26,490	26,342	-1%
Mill Ave. south of Broadway Rd.	26,564	27,464	3%
Southern Ave. btwn. College Ave. & Rural Rd.	28,979	30,180	4%

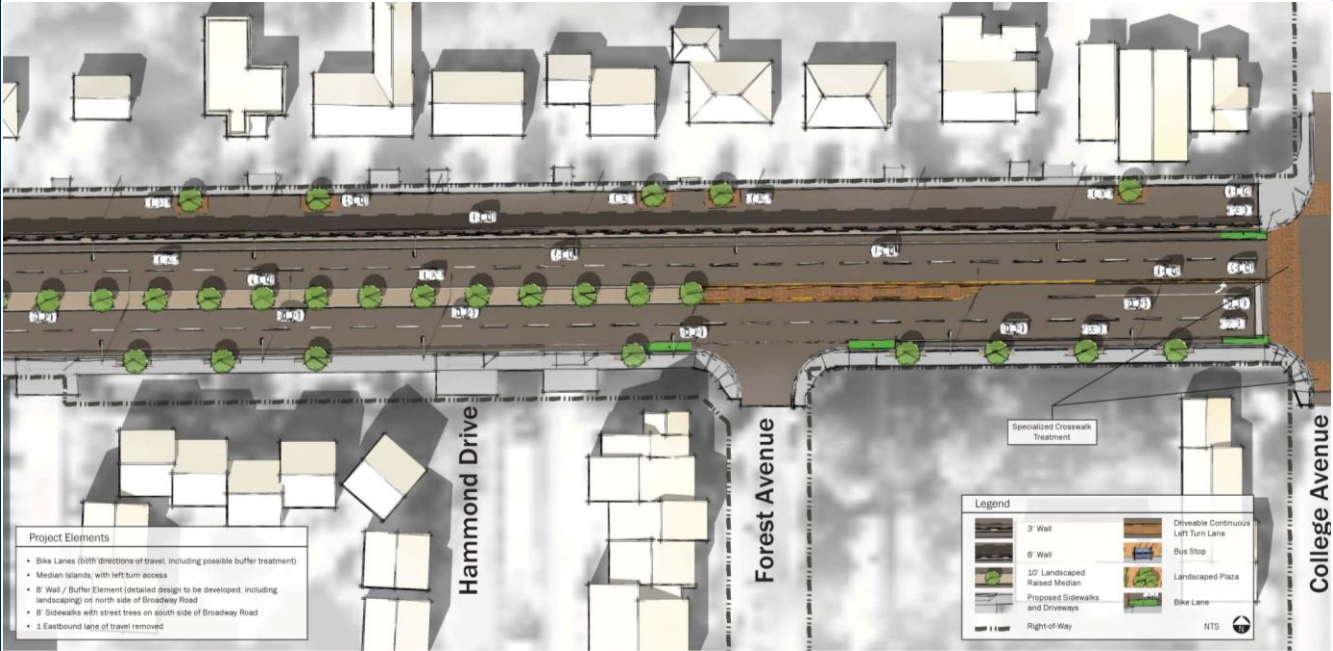
## Project Elements Advancing Based On Public Feedback & Data

- ❑ 1 eastbound lane removal
- ❑ Landscaped median islands w/ left turn access
- ❑ Widened sidewalks & ADA upgrades
- ❑ Bike lanes
- ❑ Street trees (side of road, medians)
- ❑ Public art
- ❑ Wall treatment (north side)
- ❑ Lighting upgrades
- ❑ Signalized pedestrian crossing between Ventura & Sierra Vista

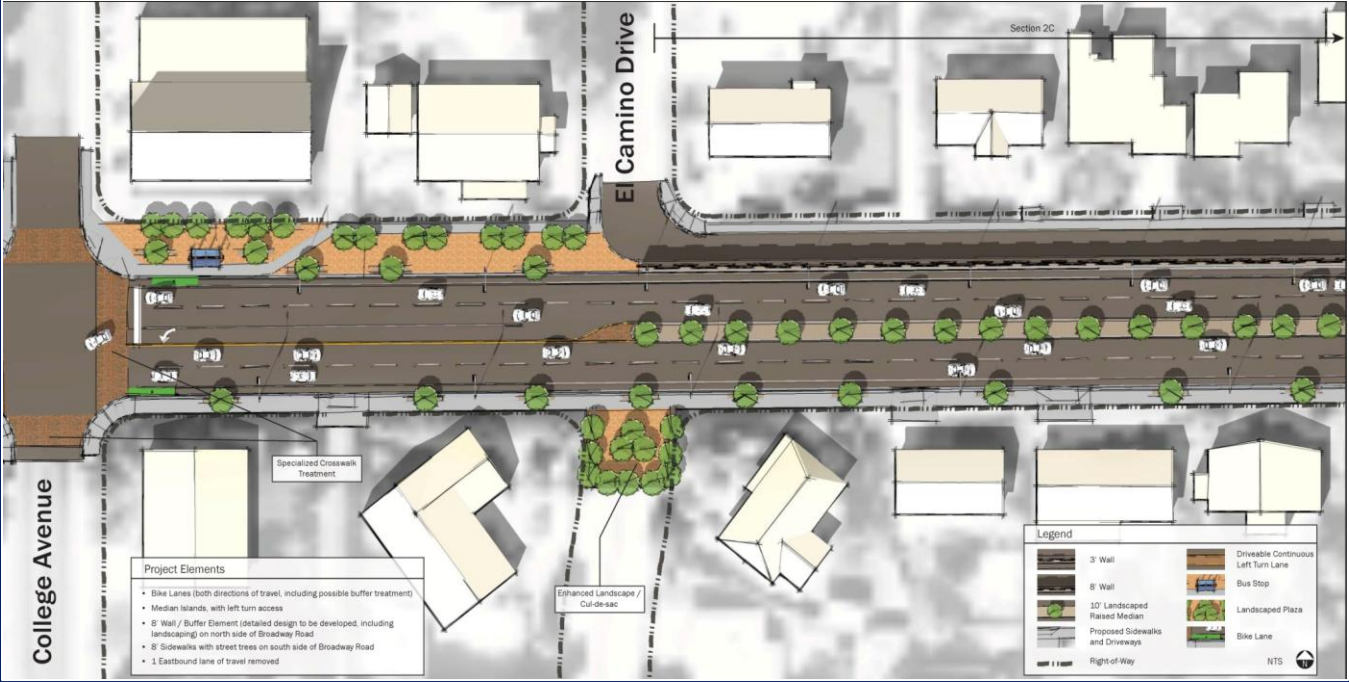
# Recommended Design



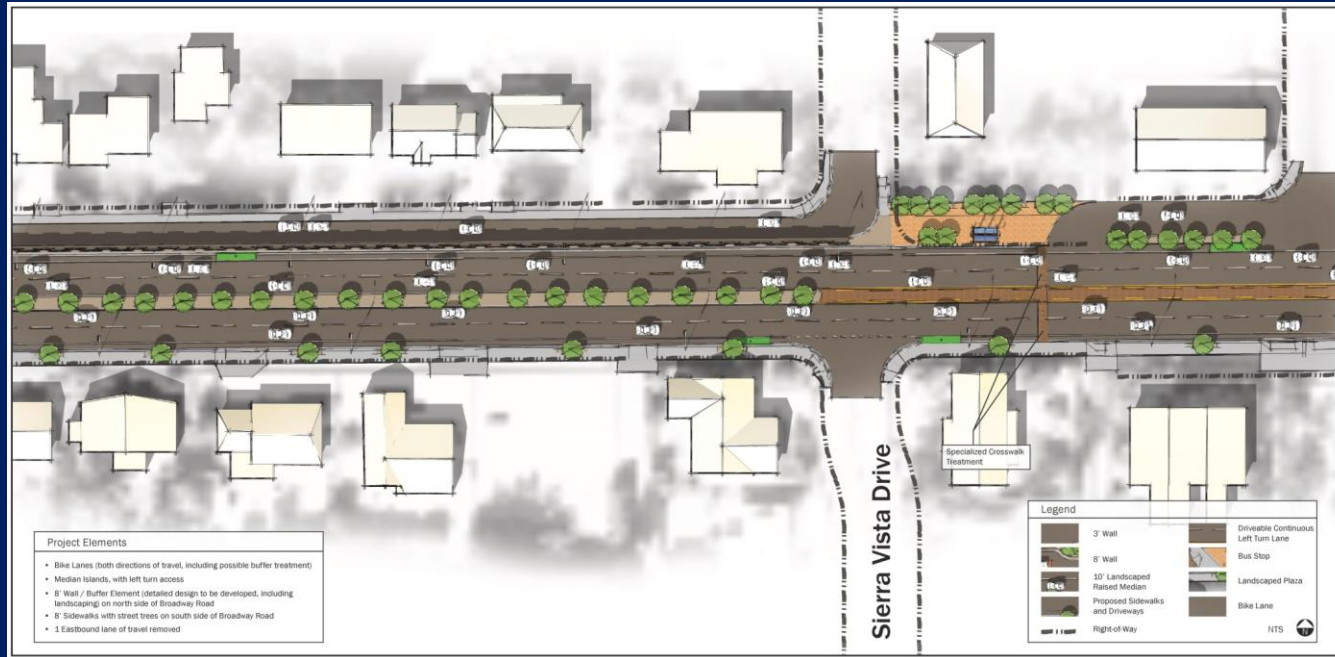
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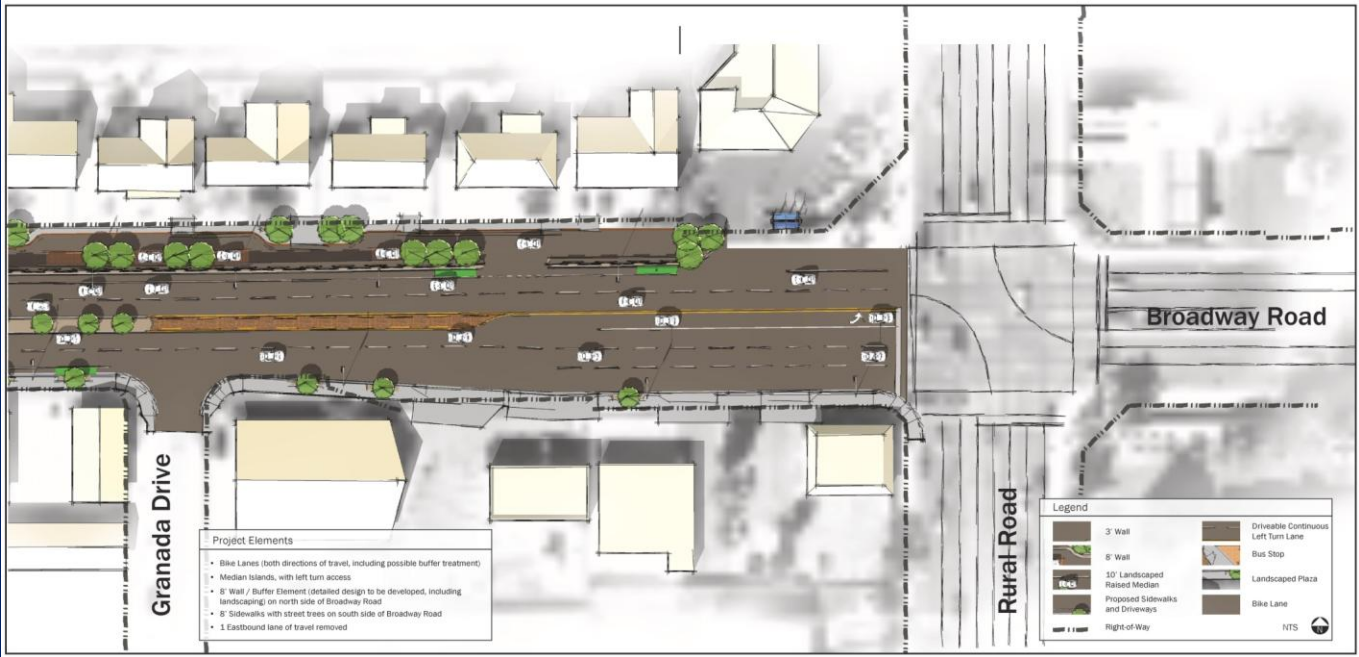


## Broadway Road

Section 5  
10.11.13



# Recommended Design



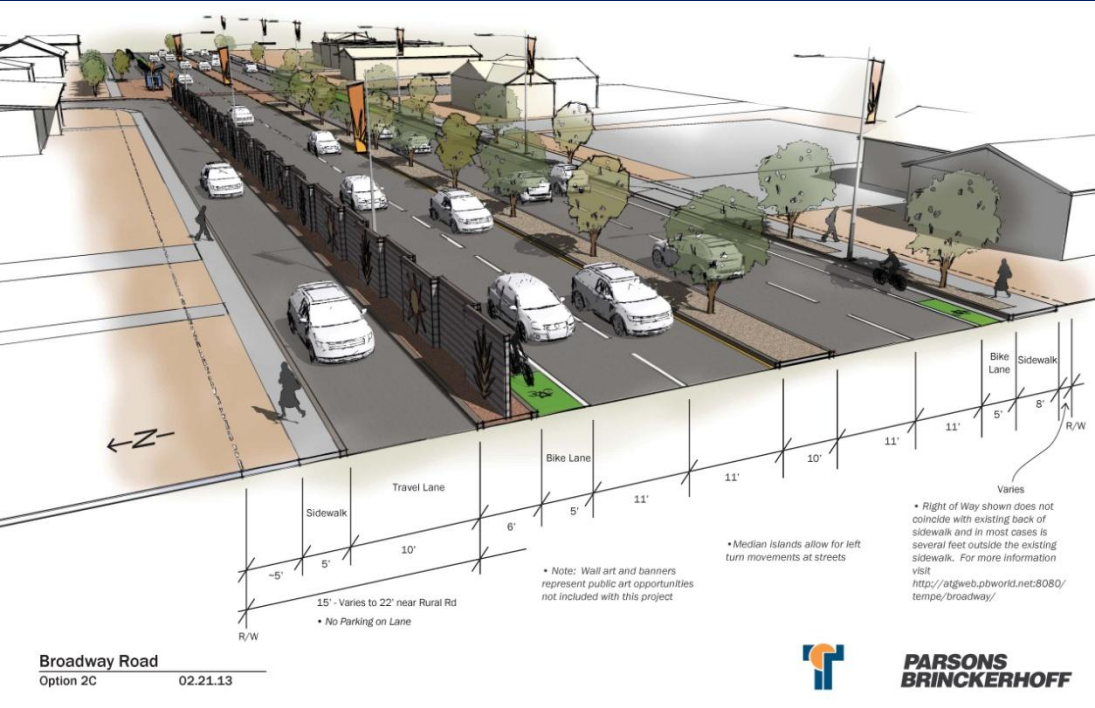


# Broadway Lane



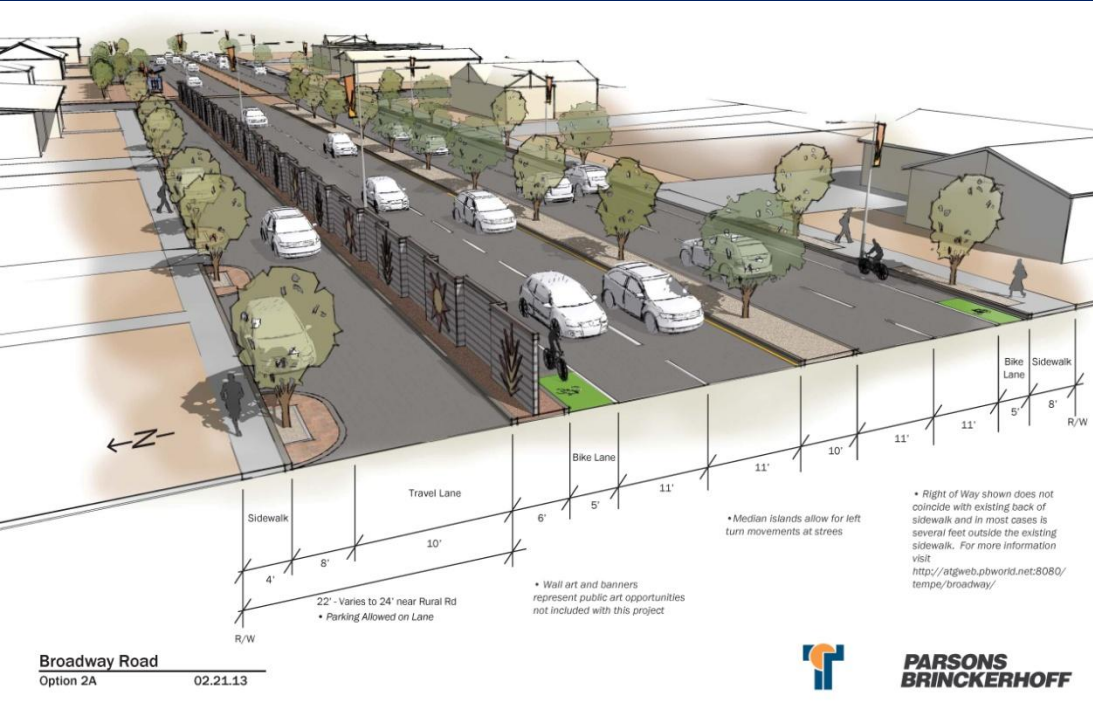
**PARSONS  
BRINCKERHOFF**

# Broadway Lane



**PARSONS  
BRINCKERHOFF**

# Broadway Lane



# Next Steps / Direction

- Support recommended concept with lane removal
- Bike lanes, wider sidewalks, street trees, medians, wall treatments, lighting public art
- Continued public involvement
  - ▣ Resident, business & stakeholder outreach
- Construction documents & environmental approvals  
Winter 2013 – June 2014
- Construct Fall 2014 – Summer 2015