
Meeting Notes Broadway Road Action Team April 27, 2009

Members Present: Ted Lehman, Ruben Valenzuela, Ted Raper, Paul Morris, Brian Farling, Steve Tseffos, Ernie Nickels, Tom and Kimberly Martin, James Richardson, William Harris, Ernest Kurschat

Members Absent: Dara Foias, Shari Samuelson-Wesley, Patty Tolson Gonzalez (alternate)

City Staff Present: Sue Taaffe, Robert Yabes, Eric Iwersen, Shelly Seyler, Jyme Sue McLaren, Glenn Kephart

Guests Present: Tom Hester, Srinivas Groundla, Terry Gruver, Coral Balcazar

Agenda Item 1 – Introductions

The Action Team, City staff and consultants introduced themselves.

Agenda Item 2 -- Project Status and Schedule

City staff reviewed the project status, noting the public meeting scheduled for May 18th. Staff also reviewed the project goals and issues identified in the study area, including:

- Safety
- Bike and pedestrian improvements
- Noise from cars and trucks
- Cut-through traffic
- Retain community character

Agenda Item 3 -- Public Comment Recap

Study staff provided a summary of public comment received to date from phone and e-mail, the study website, the March 18th public meeting, the Broadway Road Walk on March 14th and study area photos and comments posted on the study's Flickr site. Main issues expressed included:

- Reducing traffic noise
 - Protect community character
 - Address safety concerns
 - Provide bike lanes
 - Enhance/facilitate pedestrian usage and safety
 - Retain Broadway Lane
 - Improve intersections
 - Reduce traffic flow
 - Build a barrier wall
 - Expand the project beyond the Mill & Rural boundaries
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Questions and answers regarding the public comment recap were as follows:

Q: Were comments that were made early in the study incorporated into the recap?

A: Yes, comments summarized were “to date” and duplicates deleted.

Agenda Item 4 – Design Concepts

Staff began by reviewing the traffic analysis to date and providing a summary of both the four-lane and five-lane cross-section concepts. Comments and questions/answers included the following:

- Q: Mr. Harris: Has anyone modeled ASU peak traffic (concern regarding estimated traffic flow)?
A: Yes, the MAG model used for the traffic analysis considers ASU traffic.
 - To reduce traffic on Broadway, you need to limit access to and from the freeway from Broadway.
 - Discussion: The group discussed the pros and cons of four-lane and five-lane configurations with comments including:
 - o Disagreement over the traffic analysis indicating that there is only 12% cut-through traffic
 - o Committee expressed concern over five lanes in a residential neighborhood; members compared the five lanes to a freeway.
 - o Committee members disagree with a five-lane configuration and compared the 5-lane design to freeway running down the middle of the City.
 - Q. Is the City willing to rezone the neighborhood if the intention is to run a freeway through the City?
A. No.
 - Steve: A bolder vision beyond just the boundaries of this study area is needed.
 - Put the traffic bottleneck outside the neighborhood.
 - Some committee members expressed the opinion that bottlenecks can deter drivers from using Broadway and encourage use of other routes.
 - Committee members agreed that the number of lanes should be kept to a minimum to deter traffic.
 - It makes sense to narrow the road to four lanes through this area; the road should expand to more lanes as it nears the freeway.
 - Mr. Harris: Concern that if traffic is slowed, pollution and cut-through traffic will be worse. (Staff offered to bring a MAG staff person to the next BRAT meeting to discuss how air quality is measured).
 - Steve: Make all Tempe arterials 4-lane in order to encourage multi-modal use (Staff discussed the City's responsibility to address congestion throughout the city).
 - Committee members also suggested introducing commercial opportunities to the area (e.g., coffee shop, small market).
 - Steve: Need to look at what is the long-term vision for Broadway Road, from a policy (city council) level.
 - Steve: Looking for project to address Broadways future, not looking for a temporary solution.
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Agenda Item 5 – BRAT Broadway Road Design Concepts – Ernie Nickels/Steve Tseffos

Ernie and Steve provided photos of a barrier wall along 64th Street between Oak and Thomas in Scottsdale as an example of what they'd like to see along Broadway Road.

Project staff continued to describe additional design concepts and various cross-sections, including a preliminary recommendation for a 5-lane configuration and expansion of the study area to between Loop 101 and I-10. Designs included several different options and combinations for bicycle, pedestrian, and roadway configuration. Comments and discussion included the following:

- Ernie: prefers no sidewalks and 2-way traffic on Broadway Lane.
- Raised planters were not supported.
- Several from the group do not favor a barrier wall at the property line because the amount of openings for driveways would decrease the effectiveness of the wall to decrease roadway noise.
- Several did not favor Sierra Crossing as a park-like landscaped area; believe that it would encourage transients to linger there.
- Ted: believes that the park is a good idea and creates a nice bus stop.
- Ernie: does not believe that commercial development on the south side of Broadway Road is a good idea.
- Ruben: instead of a bike lane stripe, suggested a curb separation of bikes and vehicular traffic.
- Ted: a curb separation is not a good idea for cyclists from a transportation perspective.
- Committee members would like bring character to the neighborhood through low maintenance landscaping.

Agenda Item 6 – Future Agenda Items

- Discussion of refined design concepts.
- Reach consensus.
- Committee members would like policy members to attend the next meeting to engage in dialogue about process.

Agenda Item 9 – Next Meeting

The next meeting will be held on May 12 from 6 to 8 p.m. in the Don Cassano Community Room located at 200 E. Fifth Street, Tempe.
