



## A PLACEMAKING VISION PLAN FOR THE BROADWAY CORRIDOR

TUCSON, AZ

JANUARY 2018

# Project Goals

- Strengthen Broadway as a retail, service and civic destination both regionally and locally
- Encourage an appropriate mix of uses to support the district's needs
- Activate existing and new open spaces and civic destinations
- Enhance comfort and safety of all users through appropriate amenities, lighting and security
- Create opportunities to strengthen neighborhood connections through serendipitous interactions
- Create places that encourage diverse populations to shop, eat, work and play together

# 1. Offer a variety of attractions and destinations



The Welcome Diner



Miles Exploratory Learning Center



The Bungalow Block

FROM EUCLID AVE TO CAMPBELL AVE



Broadway Boulevard "Power of ten" map



The "Panda Cafe" Block



The Solot Block



Broadway Village

FROM CAMPBELL AVE. TO COUNTRY CLUB AVE.



Size and range (No. of people)



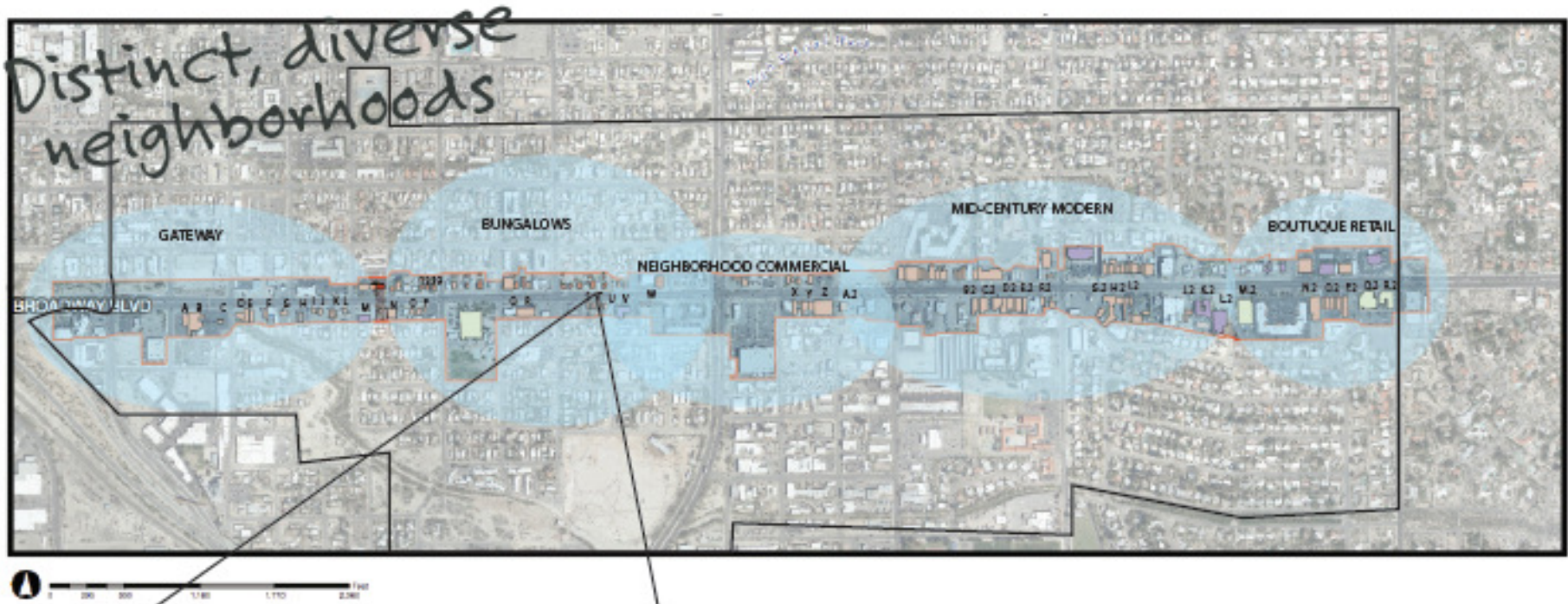
Color and description

- Places people like the most
- Places which have the potential to be good

# How Can Broadway Boulevard Become a Place?

1. Offer a variety of attractions and destinations
2. Develop a unique identity and image
3. Use events to create energy
4. Create a consistent relationship of buildings to street
5. Activate the edges
6. Entice people to linger with comfortable amenities
7. Create a safe and comfortable walking environment
8. Develop alternative parking strategies

# **Boulevard Variation: Community Character**



# How Can Broadway Boulevard Become a Place?



# Historic Broadway Blocks



Bungalow Block



The Solut Plaza



# The Historic Bungalow Block



# The Historic Bungalow Block



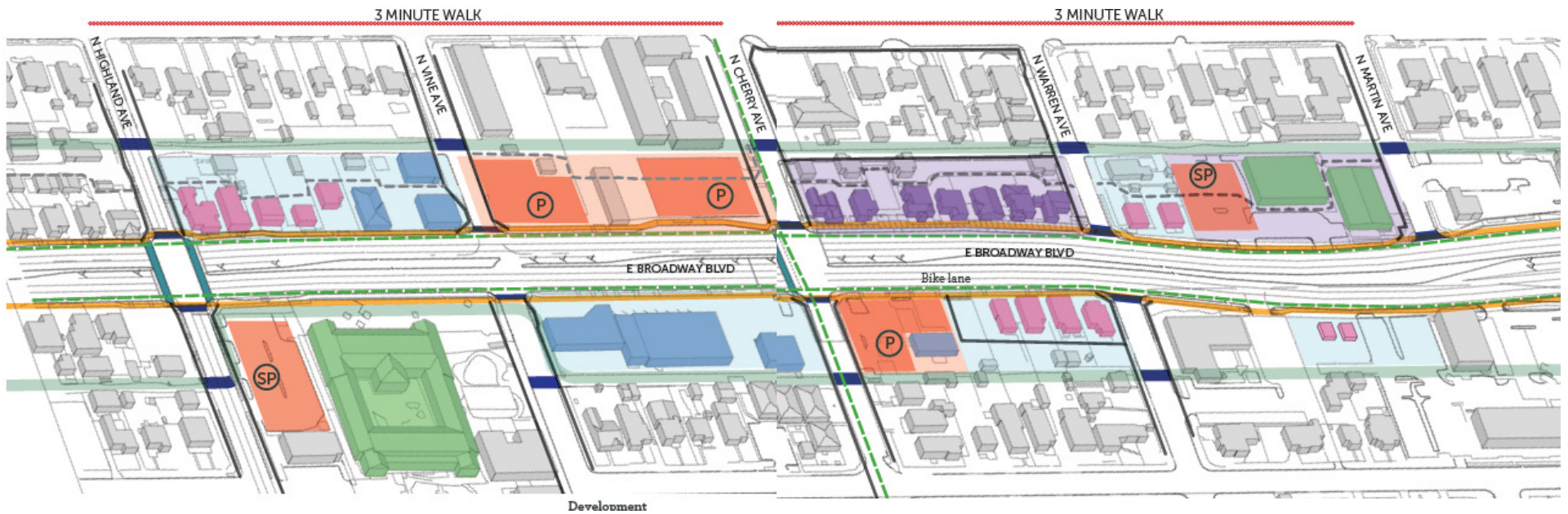
# Bungalows on Broadway



# Inner Common Area



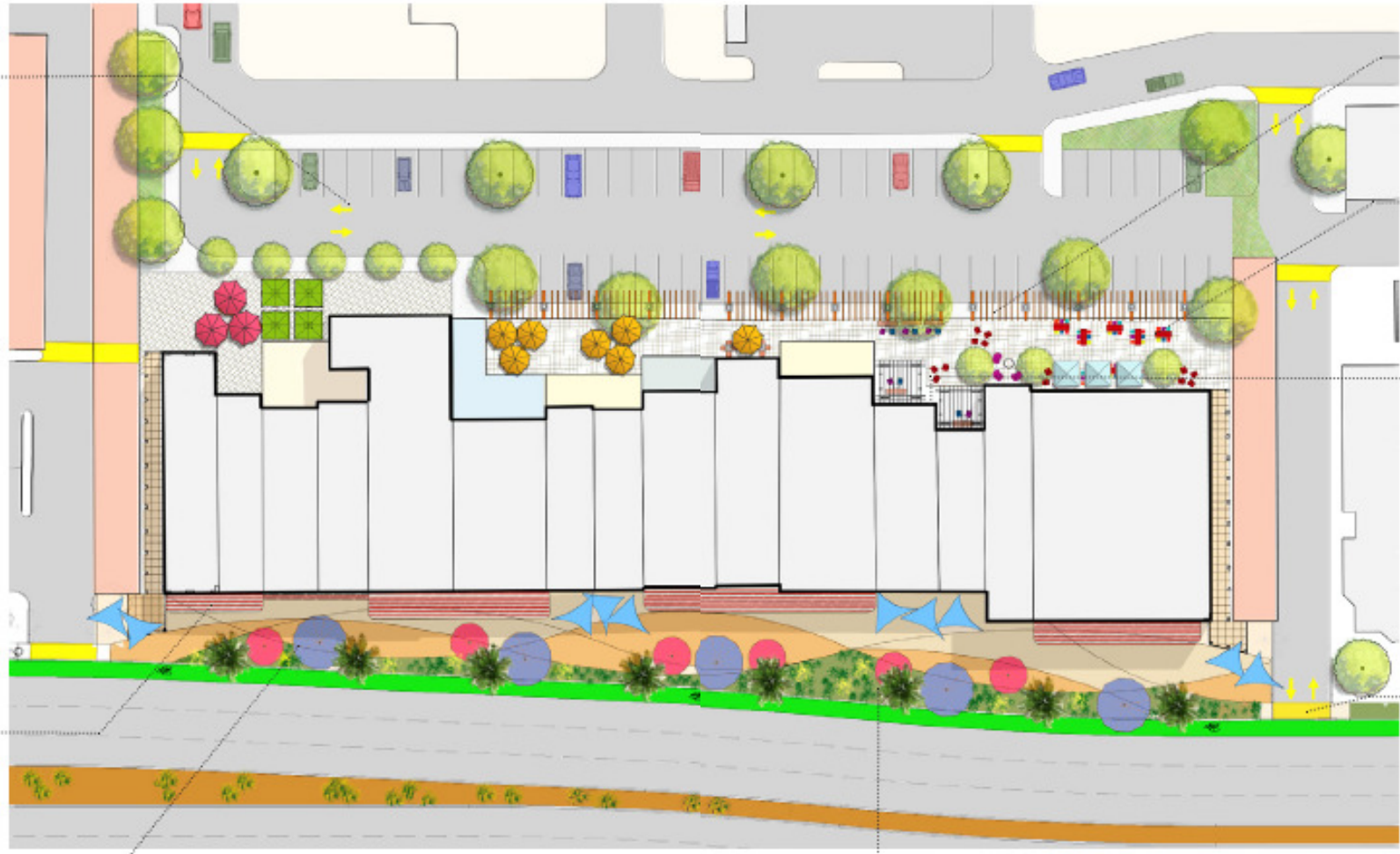
# Walkable Bungalow Cluster



# The Historic Solot Plaza



# Historic Solot Plaza





# Solot Plaza on Broadway



# Walkable Mid-Century Modern Cluster

