

Franklin Boulevard Study Problem Statement

Franklin Boulevard is the major east-west route within the Glenwood community and one of only four east-west arterials in the region. It is an important gateway to Eugene, downtown Springfield and Glenwood. Franklin Boulevard is a five lane facility with narrow sidewalks, bus rapid transit service, and frequent business accesses.

The Glenwood area, as the City of Springfield's first urban renewal district, is poised for extensive redevelopment. The principal focus has been near the intersection of Franklin and McVay. In their present form, neither Franklin Boulevard nor McVay Highway support Glenwood's redevelopment goals which call for the city to "foster Franklin Boulevard and the McVay Highway as a desirable commercial location while improving its visual quality."¹

The current condition and appearance of both corridors is widely perceived as an impediment to the area's economic renewal. The Glenwood Refinement Plan identifies problems with Franklin Boulevard's visual environment including frequent access points, unappealing and competing signage, little landscaping and unorganized parking. The Glenwood Refinement Plan states that the community envisions "Franklin Boulevard and the McVay Highway as attractive commercial corridors with safe pedestrian and bicycle access." In their present form, Franklin Boulevard and McVay Highway fall short of this vision.

The size and configuration of privately owned parcels may not support redevelopment. In addition, the Willamette River, a significant environmental asset, is largely ignored and disconnected from the adjacent corridors and neighborhoods.

Owners of existing businesses are concerned that improvements will devalue their property by making it unsuitable to current uses. Others are concerned that plans that force redevelopment of parcels and relocation of current uses are bad for the community.

Franklin Boulevard serves a wide-range of conflicting transportation modes including through and local car and truck traffic, transit, bikes and pedestrians. In the future, Franklin Boulevard will need to accommodate [30,000-35,000] cars and trucks each day and offer sufficient mobility and accessibility to support growth in both local and through traffic, as well as a substantial increase in bike and pedestrian trips. McVay Highway will need to accommodate a similar mix of local and through trips. Both corridors have a variety of access management, parking, connectivity, safety and operational issues that require correction or improvement.

Franklin Boulevard is a bus rapid transit corridor, where buses operate in mixed traffic. Lane Transit District has built temporary bus rapid transit stations that can be replaced in their current locations or rebuilt in new locations. Any design for the corridor must accommodate bus rapid transit stations that support future land use.

¹ Glenwood Refinement Plan (1999)