

Franklin Stakeholder Advisory Committee

5-7 p.m. Wednesday, July 18 – Meeting #2
Springfield City Hall, Library meeting room
225 Fifth Street, Springfield

Meeting summary

SAC members present

Steve Roth, Roaring Rapids Pizza
Joany Armstead, resident
Debbie Nelson, property owner
John Oldham, Oldham Cranes
Guy Santiago, Oregon River Sports
Steve Moe, property owner
Ed Moore, ODOT
Dan Ingram, Apex Development
John Tamulonis, SEDA
John Woodrow, SEDA Board President
Nathan Philips, W&G Development
Tom Schwetz, LTD

Randy Hledik, Wildish Development
Dan Egan, Springfield Chamber of
Commerce

SAC members absent

Hillary Wiley, Springfield City Council
Dave Carvo, resident

Staff present

Tom Boyatt, City of Springfield
Kristin Hull, CH2M HILL
Sam Seskin, CH2M HILL
Greg Mott, City of Springfield

Meeting purpose:

- Develop evaluation framework for study.

Agenda:

1. Welcome and introductions – Kristin Hull
2. Public comment
3. Confirm protocols – Kristin Hull
4. Purpose statement and outcomes – Sam Seskin
5. Close/next steps – Kristin Hull

1. Welcome and introductions

Kristin welcomed the group and asked all group members to introduce themselves. The group adopted the meeting #1 summary with changes. Kristin agreed to include a list of action items with each meeting summary.

2. Public comment

Art Paz

Art told the group that the American Institute of Architects had just finished a process around the Franklin Boulevard corridor from the Courthouse in Eugene to the Springfield bridges. He encouraged the group to look at the outcomes of that process which included significant public participation.

3. Confirm protocols

The group had a brief discussion about whether this group should require a quorum for decision-making and agreed that 2/3 of SAC members in attendance at a meeting had to be agree to formulate a group recommendation. The group adopted the protocols.

3. Problem statement and project outcomes

Sam reviewed the draft problem statement with the group. He noted that both the problem statement and project outcomes were drafted based on responses to the SAC's homework question. The group revised the problem statement noting that:

- Jargon and technical language should be avoided.
- Projected and current traffic volumes may be too low.
- The statement should recognize Franklin's role as a gateway to Eugene as well as Springfield.
- Bus rapid transit should be called out specifically.

Same reviewed the project outcomes noting that more specific measures would be developed to help us evaluate concepts based on these outcomes. The group had a robust discussion of how to evaluate impacts to businesses and how to capture both impacts to current businesses and land owners while recognizing the redevelopment potential in the corridor. The group agreed to include outcomes aimed at fairness to existing business and property owners as well as creating a positive business climate for future business in the corridor.

The group made many other changes to the outcome statements including dividing the outcome statements into a process category and evaluation category. Kristin agreed to update the problem statement and outcomes based on the group's discussion. The revised problem statement and outcomes are attached to these notes.

5. Close and next steps

Kristin reminded the group that the SAC would meet twice during the design workshop: 6-8 p.m. Tuesday, August 1 and 5-6 p.m. Wednesday, August 2 at the Springfield Depot.

Action items

1. Check on possible participation from the University of Oregon in the SAC process (Tom Boyatt/John Tamulonis)
2. Revise meeting notes and SAC protocols (Kristin Hull)
3. Revise problem statement and outcomes (Kristin Hull)
4. Distribute committee roster (Kristin Hull)

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.

Some 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)

Franklin Boulevard Study outcomes

Revised by SAC, July 18, 2007

A successful Franklin Boulevard Study will result in:

Process outcomes (outcomes that apply regardless of the recommended design)

1. A process that is collaborative and transparent and is focused on achieving consensus around transportation improvements and providing certainty about future plans.
2. A project that minimizes or equitably addresses impacts to existing business owners, property owners and residents.
3. A funding strategy in which costs are paid in proportion to benefits received.

Evaluative outcomes (outcomes used to evaluate alternative designs)

1. A project that benefits the future business community as a whole.
2. A cost-effective project.
3. Improvements to Franklin Boulevard and McVay Highway that promote redevelopment in Glenwood.
4. Designs that are distinctive.
5. Designs that accommodate all transportation modes including car and truck traffic, buses, cyclists, pedestrians and alter-abled people.
6. Transportation improvements that can accommodate long-term transportation needs in the area.
7. Facility improvements that enhance the natural environment.
8. Facility improvements that include opportunities to incorporate sustainable design principles.
9. A project that creates an active and safe street environment.
10. A project that improves visual and physical connections to the river.