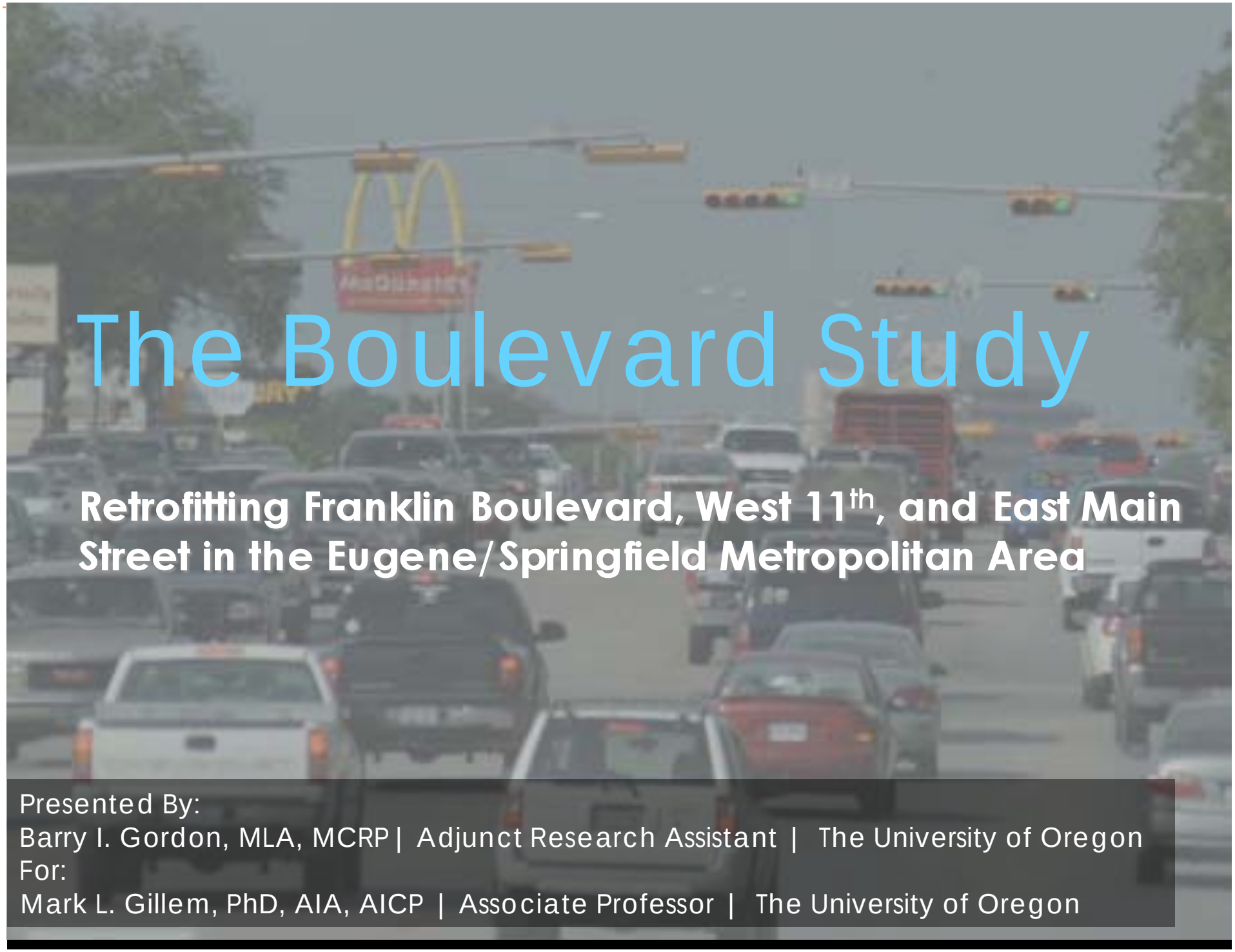
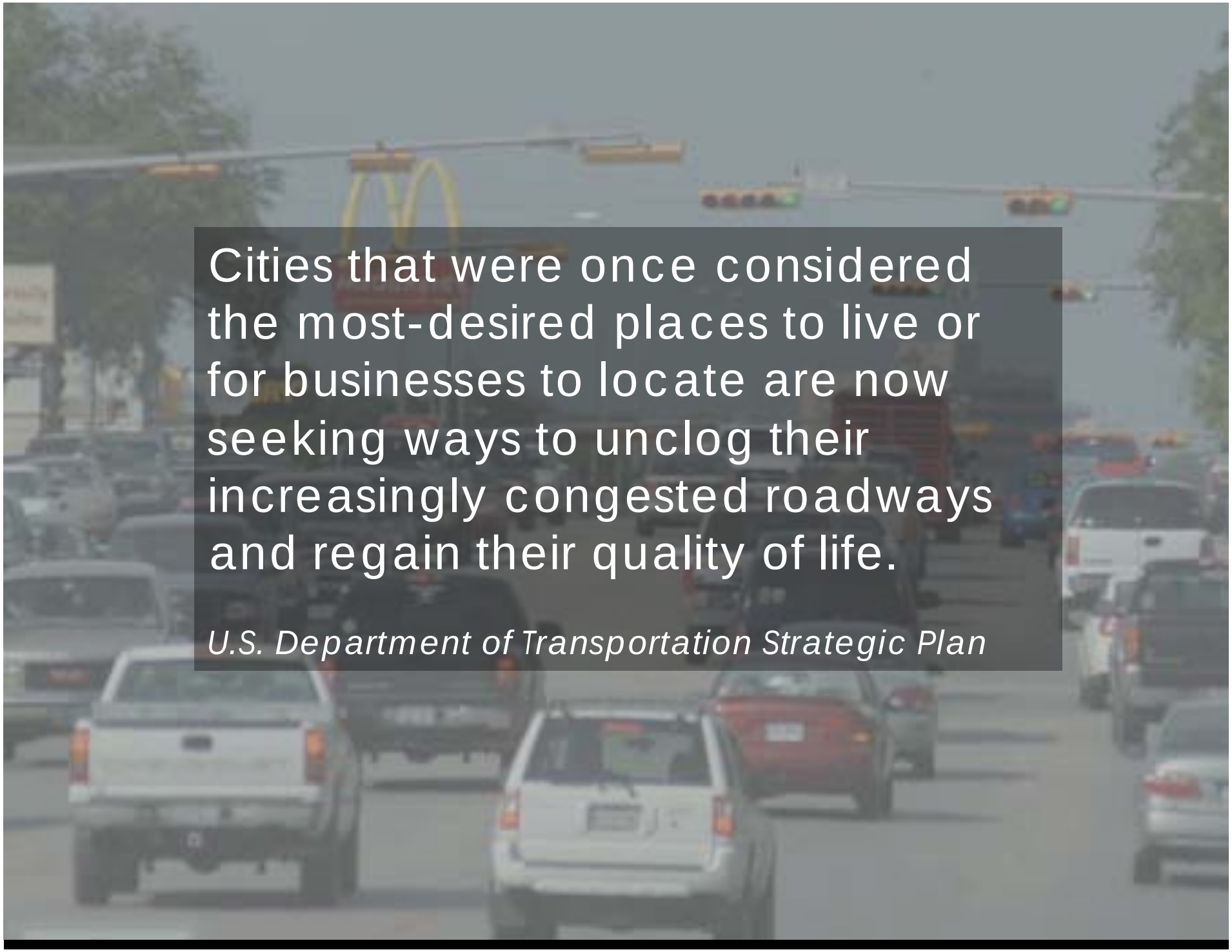


The Boulevard Study

Retrofitting Franklin Boulevard, West 11th, and East Main Street in the Eugene/Springfield Metropolitan Area

Presented By:
Barry I. Gordon, MLA, MCRP | Adjunct Research Assistant | The University of Oregon
For:
Mark L. Gillem, PhD, AIA, AICP | Associate Professor | The University of Oregon



Cities that were once considered the most-desired places to live or for businesses to locate are now seeking ways to unclog their increasingly congested roadways and regain their quality of life.

U.S. Department of Transportation Strategic Plan

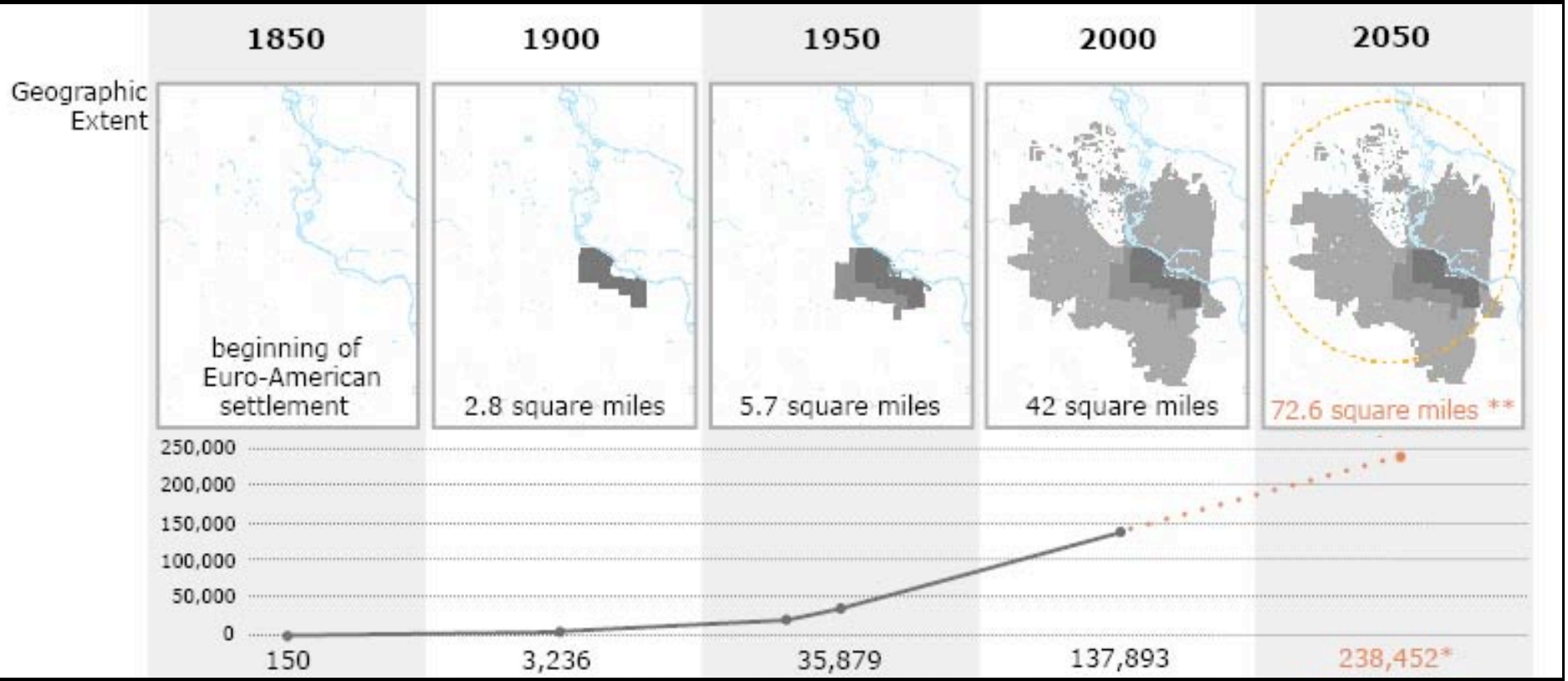
Presentation Outline

1. Transportation Land Use Link
2. On Urban Growth
3. The Urban Arterial
4. An Alternative to Sprawl
5. Case Study Methods
6. Findings

Transportation & Land Use: Holtzclaw [1994]

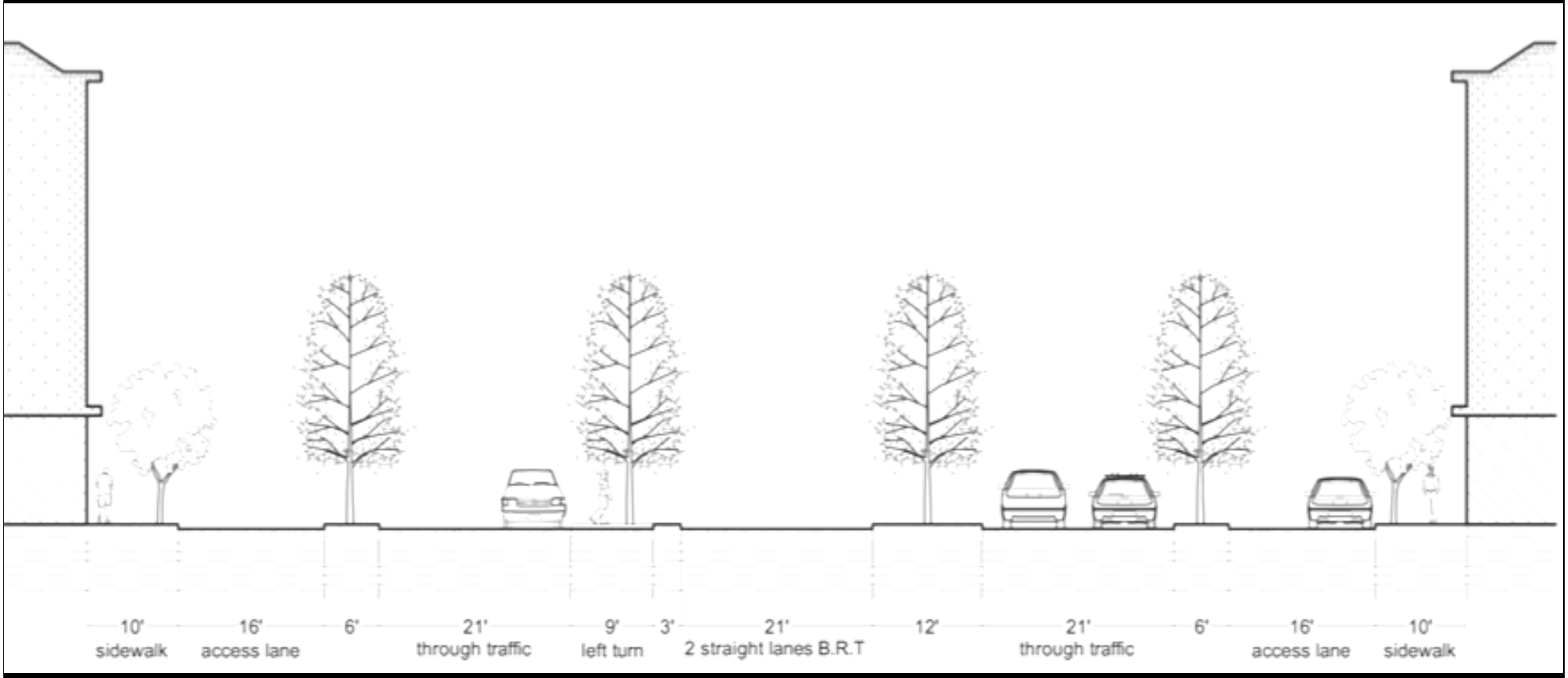
1. Residential density
2. Transit accessibility
3. Mixed use (as measured by distance between shopping and residential areas)
4. Pedestrian accessibility (as measured by factors that encourage walking)

On Urban Growth: Eugene [1850-2050]



The Urban Arterial: Strip Development

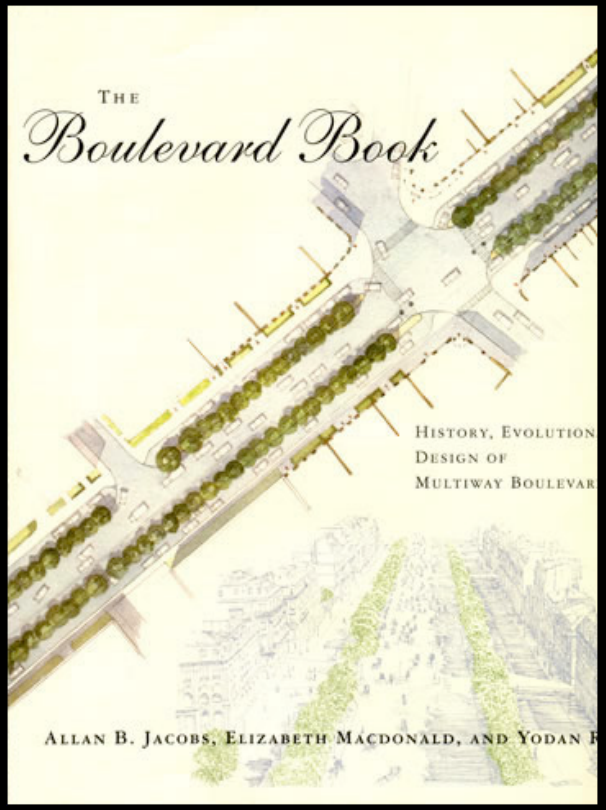
An Alternative to Sprawl: Multiway Boulevard

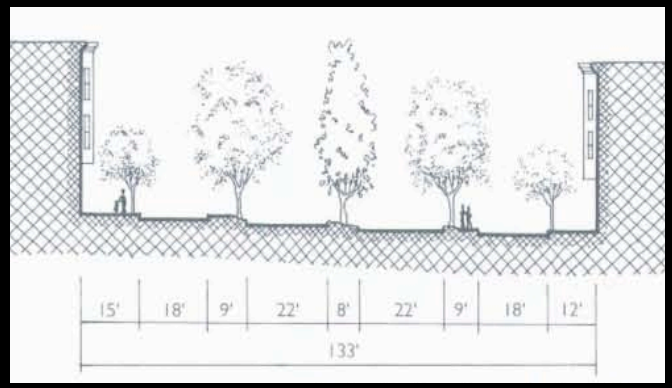


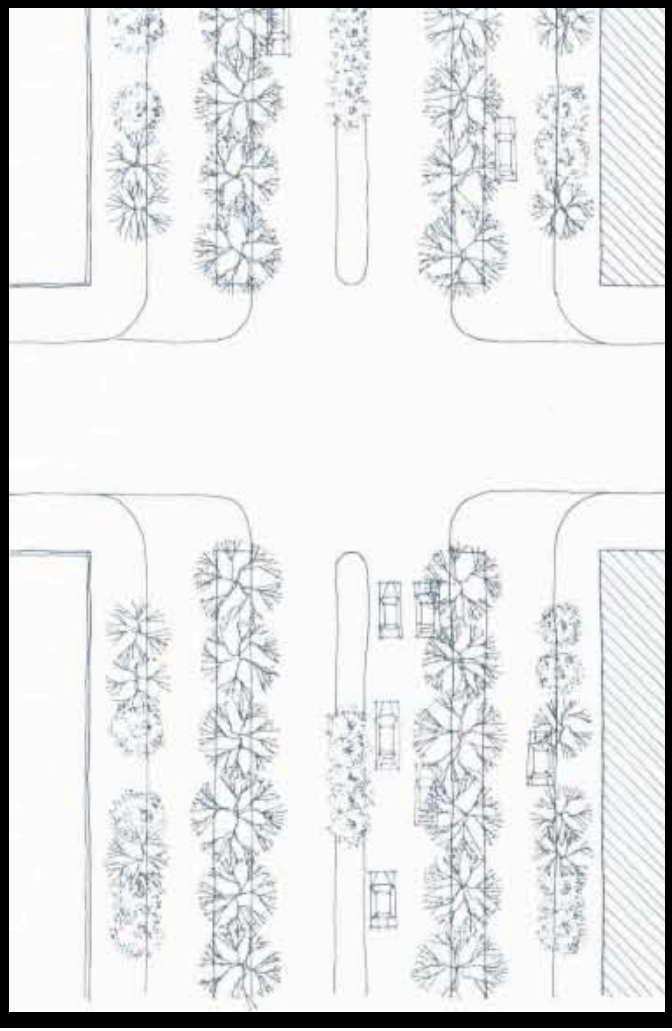
Case Study Methods: Three Studies

Research Methods: Bridging the Gap

1. Precedent Studies
2. Public Participation
    a. City of Eugene
    b. AIA
    c. University of Oregon Studios
3. Urban Form Models
4. Forecasting Benefits



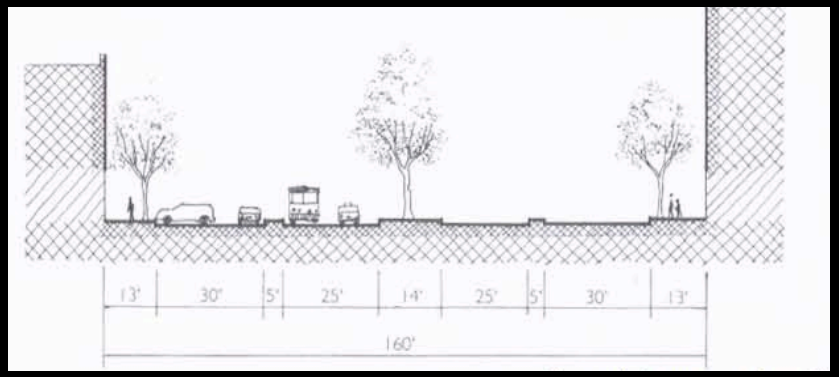


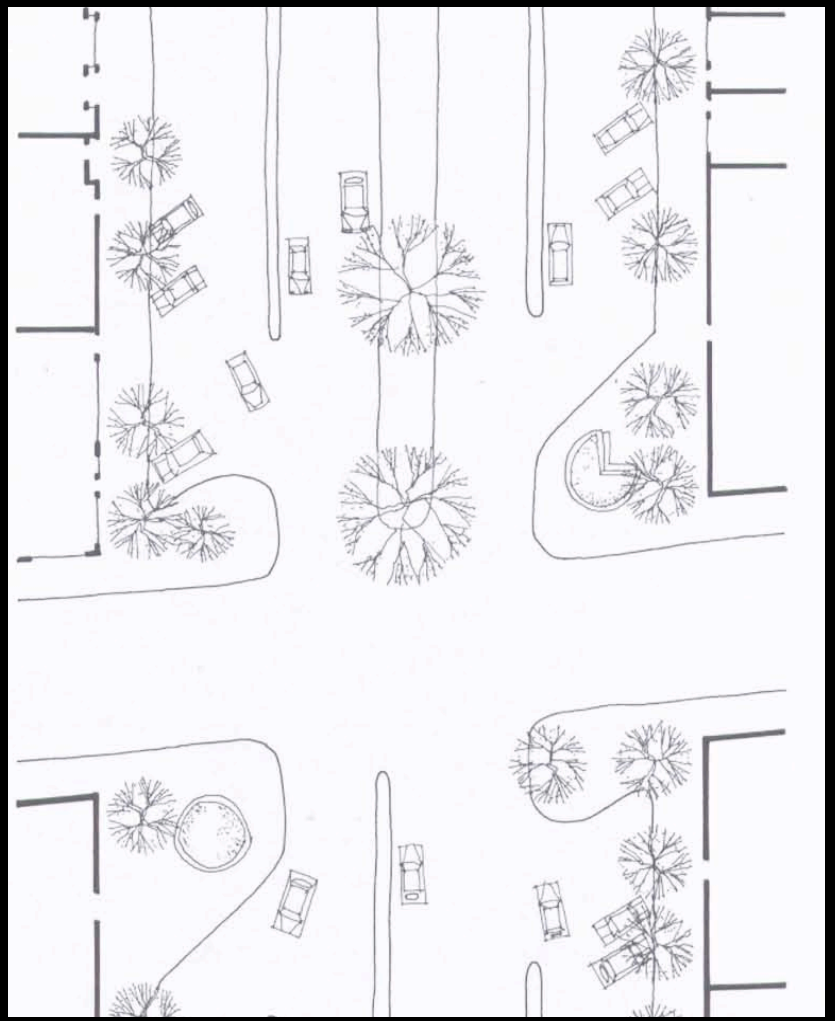


Octavia Boulevard
San Francisco, CA

133 ft ROW
55,000 ADT

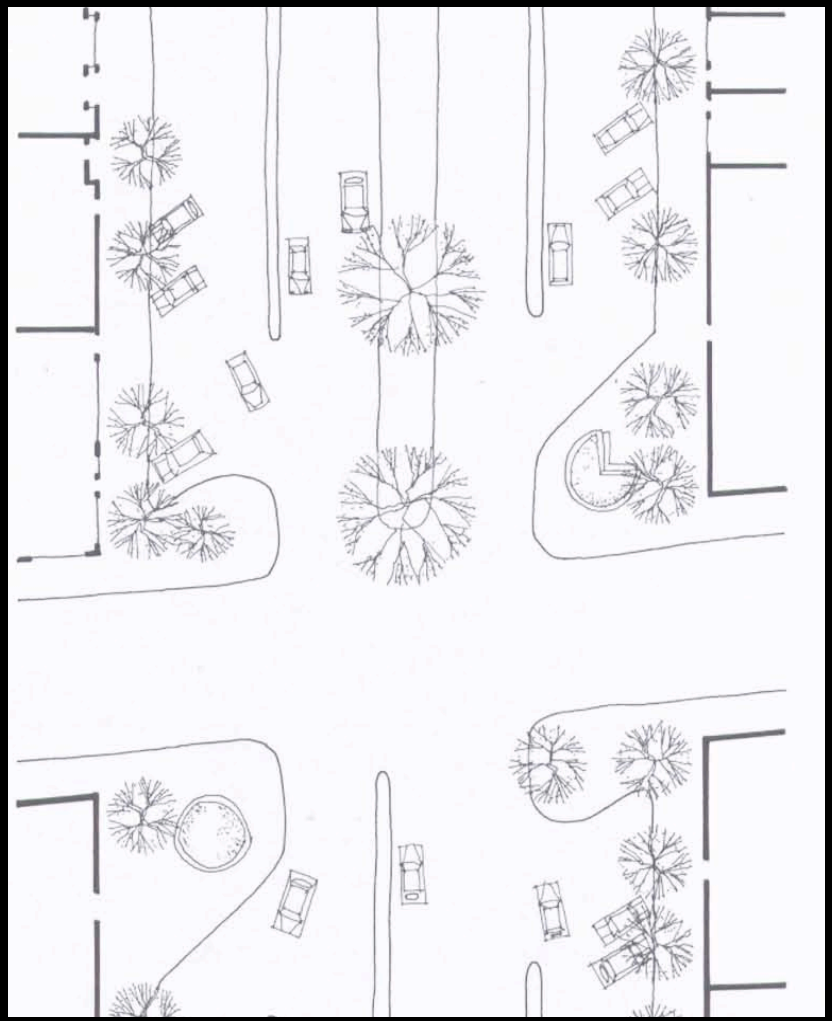
Octavia





Shattuck Avenue
Berkeley, CA

160 ft ROW
35,000 ADT



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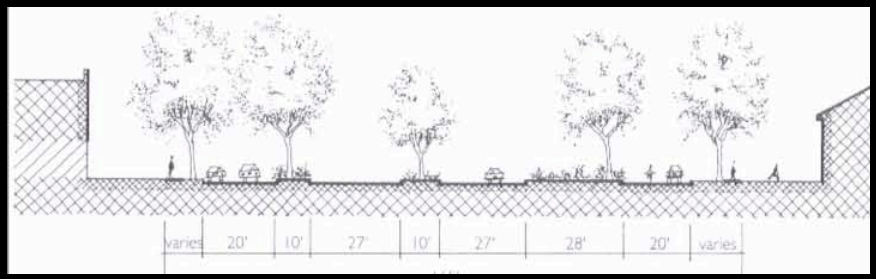
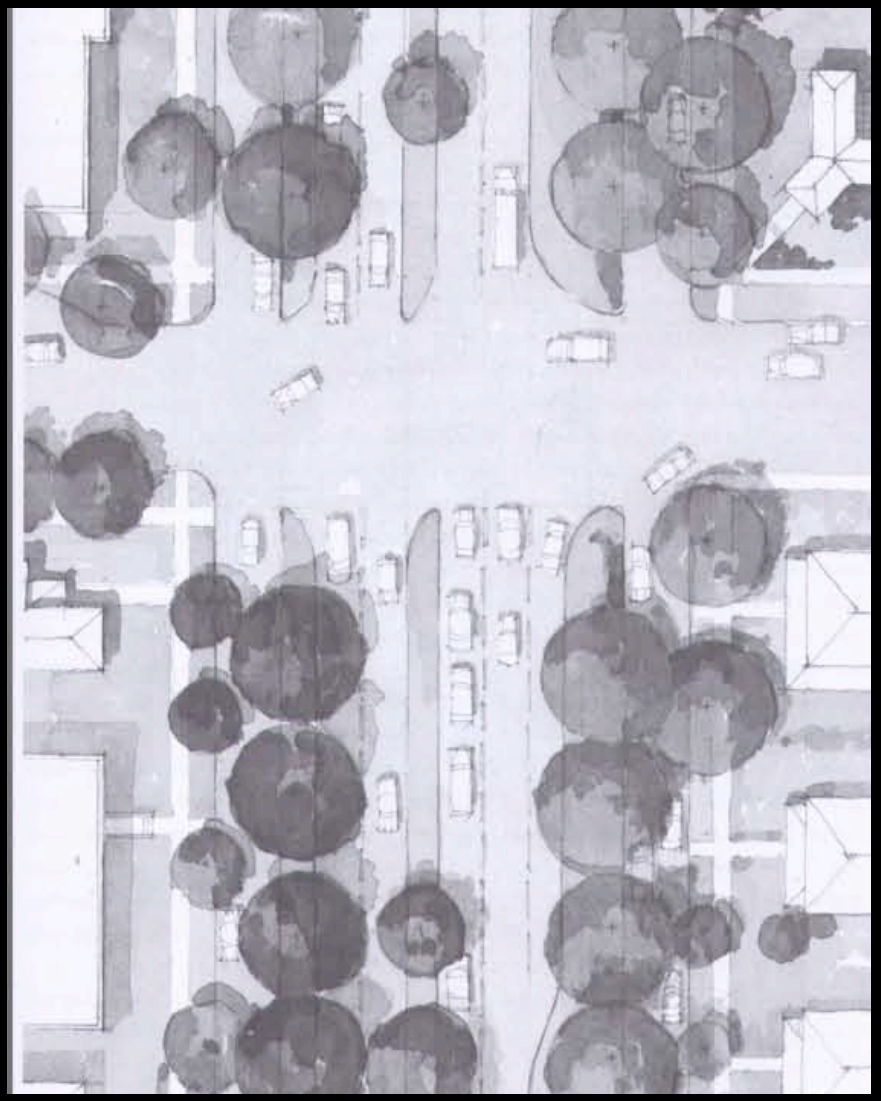
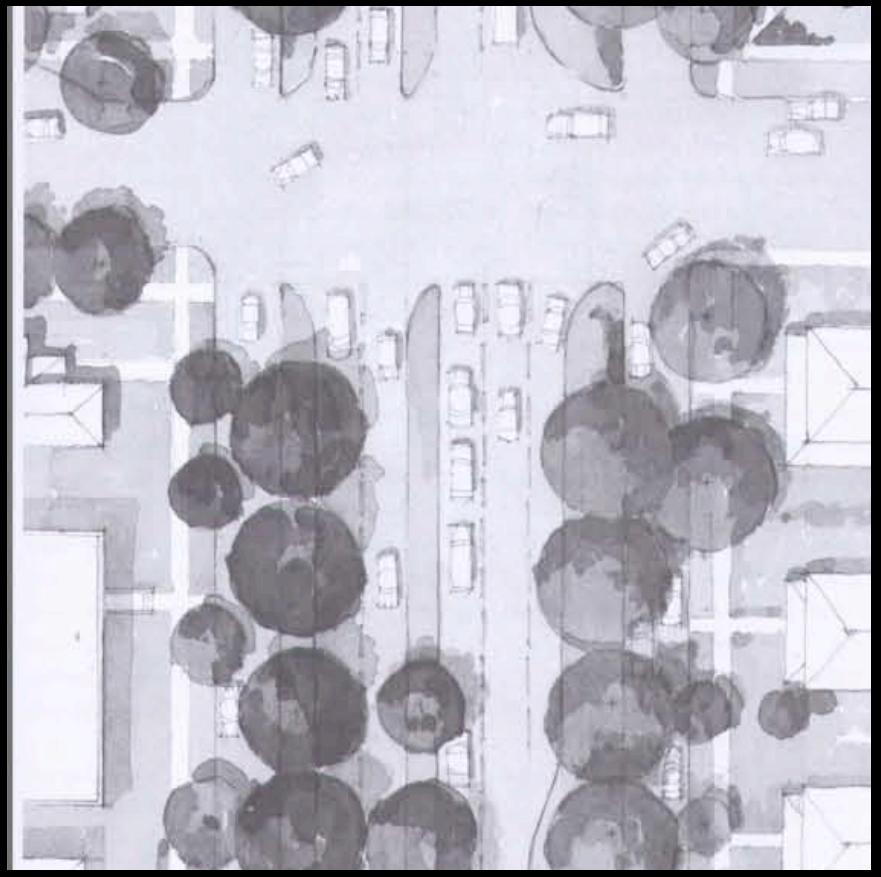




The Esplanade
Chico, California

165 ft ROW
25,000 ADT

From *the Boulevard Book*

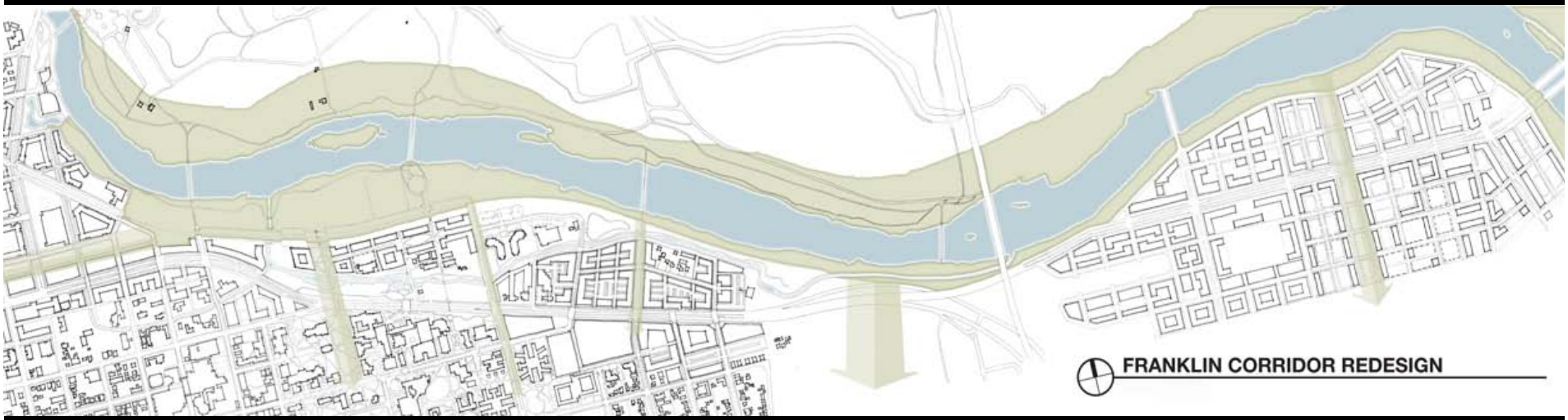


The Esplanade
Chico, California

165 ft ROW
25,000 ADT

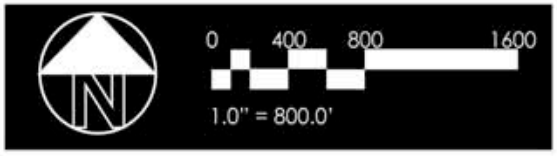
Romania showroom
Market of Choice
Villard Street
site of future UO Arena

AIA 150
BRIDGING COMMUNITIES


FRANKLIN CORRIDOR REDESIGN

LEGEND

- IMPROVEMENT VALUE:LAND VALUE > 2.0 OR BUILT SINCE 1990
- IMPROVEMENT VALUE:LAND VALUE < 2.0 AND BUILT BETWEEN 1970 AND 1990
- IMPROVEMENT VALUE:LAND VALUE < 2.0 AND BUILT PRIOR TO 1970



East Main Street Corridor

Western Section

Urban Form Models

Existing Conditions:
Franklin Boulevard

From Urban Advantage | Oregon Department of Transportation

Step 1:
Public Improvements

From Urban Advantage | Oregon Department of Transportation

Step 2:
Landscaping Matures

From Urban Advantage | Oregon Department of Transportation

Step 3:
Redevelopment Occurs

From Urban Advantage | Oregon Department of Transportation

Supporting Infill Development
West 11th: Green Hill to Danebo

PHASE 1

PHASE 2

PHASE 3

Preserving Riparian Corridors
Danebo to Baily Hill Road

PHASE 1

PHASE 2

PHASE 3

Transportation Modeling

Franklin Blvd	Existing	Proposed
ROW	120’	125’-151’
Thru-Lanes	4-6	4
Access Lanes	0	2
On Street Parking	0	1,100
LOS	C/D	C/D
ADTs (1,000)	26-37	35-45

Residential Capacity

Franklin Blvd	Forecasted Gains
Dwelling Units	8,400*
Property Tax ($/yr)	17.6M

*21% of projected 40,000 HH increase by 2050

30 du/ac average with 10 transit trips/hour

Estimated cost: $10M per mile (appx $30M total)

Residential Capacity

Franklin Blvd	Forecasted Reductions
VMT/Family	11,865/yr
Total VMT	99.6M/yr
Total CO2 (lbs)	109.6M/yr
Auto Cost/Family ($)	$1,506/yr

Based on 30 du/ac average with 10 transit trips/hour

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Franklin Blvd	Forecasted Reductions
VMT/Family	11,865/yr
Total VMT	99.6M/yr
Total CO2 (lbs)	109.6M/yr
Auto Cost/Family ($)	$1,506/yr
Sprawl (acres)	280-1,680

Based on 30 du/ac average with 10 transit trips/hour

Combined Forecasted Boulevard Benefits

	West 11th	Franklin		East Main St	Total
Dwelling Units	9,127	8,400	10,785	28,312	

Based on 30 du/ac average with 10 transit trips/hour

Combined Forecasted Boulevard Benefits

	West 11th	Franklin	East Main St	Total
Dwelling Units	9,127	8,400	10,785	28,312
VMT Reductions (miles/yr)	109,524,000	100,800,000	129,420,000	339,744,000

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Farmland Preservation (acres)	712	646	830	2,178

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CO2 Reduction (lbs CO2/yr)	120,476,400	110,880,000	142,362,000	373,718,400
Farmland Preservation (acres)	712	646	830	2,178
Per HH Savings ($/yr)	3,112	3,112	3,112	3,112
Avoided Accidents per year	269	272	349	917

Based on 30 du/ac average with 10 transit trips/hour

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	West 11th	Franklin		East Main St	Total
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Per HH Savings ($/yr)	3,112	3,112	3,112	3,112	
Avoided Accidents per year	269	272	349	917	
Tax Revenue ($/yr)	18,254,000	16,800,000	22,924,000		57,978,000

Based on 30 du/ac average with 10 transit trips/hour

Combined Forecasted Boulevard Benefits

	West 11th	Franklin		East Main St	Total
Dwelling Units	9,127	8,400	10,785	28,312	
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Farmland Preservation (acres)	712	646	830	2,178	
Per HH Savings ($/yr)	3,112	3,112	3,112	3,112	
Avoided Accidents per year	269	272	349	917	
Tax Revenue ($/yr)	18,254,000	16,800,000		22,924,000	57,978,000
ROW Cost ($)	47,515,934	9,504,000		30,642,840	87,662,774
Blvd Cost ($)	51,100,000	30,000,000		57,000,000	138,100,000
Total Cost ($)	98,615,934	39,504,000		87,642,840	225,762,774
Blvd Length (miles)	5	3	6	14	
Buildings Removed	90	37	29	156	

Based on 30 du/ac average with 10 transit trips/hour

Lane County Farm Bureau
OTREC
AIA 150
LTD
EUGENE

Study Area

FORECASTING BOULEVARD BENEFITS

	West 11th	Franklin Boulevard	East Main Street	Total
Dwelling Units	9,127	8,400	10,785	**28,312**
VMT Reduction (miles/yr)	109,524,000	100,800,000	129,420,000	**339,744,000**
CO2 Reduction (lbs CO2/yr)	120,476,400	110,880,000	142,362,000	**373,718,400**
Farmland Preservation (acres)	702	646	830	**2,178**
Per HH Savings ($/yr)	3,240	3,240	3,240	**3,240**
Accidents avoided per year	296	272	349	**917**
Tax Revenue ($/yr)	18,254,000	16,800,000	22,924,000	**57,978,000**
ROW Cost ($)	47,515,934	9,504,000	30,642,840	**87,662,774**
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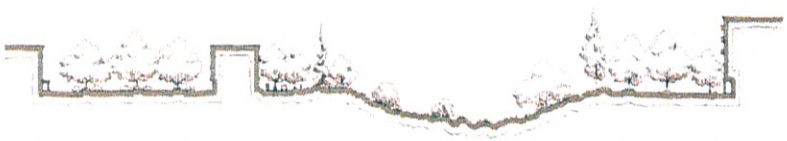

West 11th Section: Danebo to Bailey Hill

This research was funded by generous grants from the Lane County Farm Bureau, the Oregon Transportation Research and Education Consortium, the University of Oregon, and the American Institute of Architects Southwestern Oregon Chapter.

For information contact Mark L. Gillem at mark@uoregon.edu

The Boulevard Study

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in the Eugene/Springfield Metropolitan Area

University of Oregon
Department of Architecture and Landscape Architecture
2007-2009

Mark L. Gillem, PhD, AIA, AICP
Editor

Supporting Infill Development

West 11th Green Hill to Danebo

PHASE 1

PHASE 2

PHASE 3

Preserving Riparian Corridors

Danebo to Bailey Hill near West 11th

PHASE 1

PHASE 2

PHASE 3