



www.ci.springfield.or.us

## **FOR IMMEDIATE RELEASE**

**July 11, 2007**

**Contact:** Niel Laudati 541.726.3780

Cell: 541.221.3686

## **~Media Advisory~**

### **CITY LAUNCHES FRANKLIN BOULEVARD STUDY**

*Open House Scheduled for August 2*

The City of Springfield is beginning a study to examine improvements to Franklin Boulevard/McVay Highway to support redevelopment and new investment in the Glenwood area. The study will develop design concepts for Franklin Boulevard/McVay Highway from I-5 to Nugget Way and for the intersection of Franklin Boulevard and McVay Highway near the Springfield bridges.

The study's first open house will be held from **7-9 p.m. Thursday, August 2, 2007** at the Springfield Chamber of Commerce/Depot, 101 South A Street, Springfield. This open house is the community's first opportunity to review preliminary design concepts generated by the project team and Stakeholder Advisory Committee and other ideas that should be considered during the study.

#### **Background:**

In 2004, the City of Springfield designated Glenwood as an urban renewal district and is pursuing, along with property owners, redevelopment of a 48-acre site on the Willamette River. Over time, development in the Glenwood area is likely to intensify and increase traffic on Franklin Boulevard. Franklin Boulevard will also continue to be an important route between Springfield and Eugene.

Over the next nine months, the City of Springfield, along with a Stakeholder Advisory Committee comprised of community members, property owners, developers, business owners and agency representatives, will consider a range of design concepts to improve Franklin Boulevard. Interested community members can attend Stakeholder Advisory Committee meetings and open houses to learn about the project and provide input.

**What:** Franklin Boulevard Study Open House

**When:** Thursday, August 2, 2007 from 7-9 pm

**Where:** Springfield Chamber of Commerce at 101 South A. Street

**More Info:** Contact Tom Boyatt at [tboyatt@ci.springfield.or.us](mailto:tboyatt@ci.springfield.or.us) or 744-3373.