

# South Willamette Street Transformation

A TGM Grant Study, 2011-12

Willamette Street is Eugene's signature north-south street running through the center of the city. A segment of South Willamette Street, between 24<sup>th</sup> and 32<sup>nd</sup> Avenues, has become the focus of a pilot project to implement comprehensive transportation and land use plans to accommodate Eugene's projected growth. The City recently secured a Transportation Growth Management (TGM) grant from ODOT/DLCD to fund the transportation component of this study.

Today South Willamette Street is heavily used to reach popular destinations, yet it is uninviting to pedestrians, bicyclists, transit riders and motorists alike. Conditions are poor for walking and bicycling, and inefficient for transit and driving. As the neighborhood population grows and demand for access to shopping and services along the corridor increases, the deficiencies of the current street configuration limit the area's success. The Willamette Street Transformation will provide project-level planning and designs to transform Willamette Street into a vibrant urban corridor accessible by all users.

**Background.** The Eugene-Springfield Transportation System Plan relies on the creation of mixed-use neighborhood centers and increased mobility for all modes to satisfy the Transportation Planning Rule. On the land use side, the City has identified South Willamette Street as an "opportunity site," an area where market conditions seem ripe for increased infill development in a manner that preserves or enhances overall neighborhood character.



*Willamette Street today: 4 lanes, no bike facilities, narrow sidewalks, and no bus pull-outs.*

Previous studies of Willamette Street have suggested adding bike lanes, pedestrian crossings and improved transit stops in combination with a reduction in the number of travel lanes. However, these studies have not addressed the specific details of how changes to these street elements could be made nor have they included sufficient public involvement to reach community agreement for moving forward with project implementation. A new street design plan created with this grant will enable the community to realize a "20-minute neighborhood" where neighborhood services can be easily and safely accessed via foot or bicycle by area residents.

This project will develop a complete street design plan (providing for walking, biking, transit access, motoring and business access) that can be adopted and advanced as a capital improvement project for construction. The process will actively engage community residents and businesses in development and adoption of the street design plan.

*Before*



*After*



*This four-lane street, similar to Willamette Street, was changed to provide better pedestrian and bicycle access by reducing the number of automobile travel lanes. Less clear and the focus of more local discussion: What would be the effect to transit services, driveways, and traffic congestion?*

More information about Eugene's Opportunity Siting Program:

<http://www.eugeneor.gov/portal/server.pt?open=512&objID=735&PageID=3763&cached=true&mode=2&userID=2>

The Eugene Pedestrian and Bicycle Master Plan is described here:

[www.EugenePedBikePlan.org](http://www.EugenePedBikePlan.org)