

# East-West Arterial Street From Freeway Planned Later During Year

Southwest Medford is expected to get an east-west arterial street from Interstate 5 sometime this year now that the public utilities commissioner has approved the Barnett rd. crossing of the Southern Pacific railroad tracks. The 1,285-foot extension from Barnett rd. to South Holly st. is part of the arterial

street program voted on by Medford residents in 1956. It will join Holly st. at Melrose ave. All costs of the crossing's construction, except for paving in the immediate area of the three railroad tracks to be crossed, will be paid by the city. In connection with the pro-

ject, the Oregon state highway department announced in January that designs were being drawn for a traffic signal at the intersection of Barnett rd. and South Riverside ave. The state at that time said plans were to have the signal installed and in operation by July. **Assume Maintenance Costs**

The signal's \$12,000 cost will be paid half by the city and half by the state with the city assuming the costs of maintenance and power. While the PUC had approved the railroad crossing at Barnett rd. Aug. 11, 1960, nearly 18 months after the city had filed its application, stipulations governing its op-

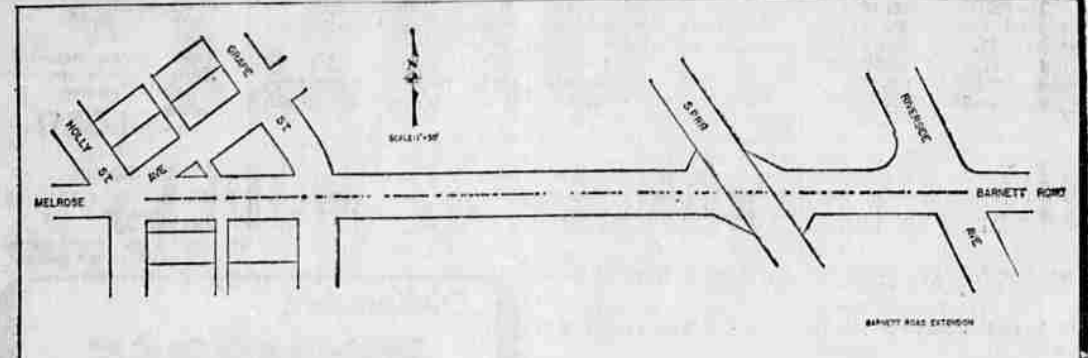
ening were opposed by the city. Since that time, the city appealed the order in Jackson county circuit court and litigations continued until March, 1962, when the case was removed from the trial docket and remanded to the PUC for consideration of new evidence.

At the time of the request, Medford city officials said they would abide by the findings of a safety study by the PUC staff. The study's findings, according to Peter Sukalec, Salem, PUC information officer, showed that the speed of 15 miles per hour previously

established as the highest permissible speed of trains at the Barnett rd. crossing is safe and reasonable. The crossing would not be made safer for the public, nor would the railroad company realize any material benefit by increasing the maximum

speed to 20 miles per hour. "Therefore," the study concluded, "there is no cogent reason for changing the provision of the previous order as they pertain to the permissible maximum speed over the proposed Barnett rd. crossing."

Negotiations are continuing by city officials for the final strip of property needed for the road's right-of-way. City officials hope to submit an ordinance to the city council April 4 authorizing the call for bids for the street's extension.



**STREET EXTENSION**—The Barnett rd. extension across the Southern Pacific Railroad tracks will intersect South Holly st. at Melrose ave. The road's extension, only 1,285 feet, will provide the city an east-west arterial street from Interstate 5 to the southwest area. A public utilities

commissioner order, approving the city's request for the grade crossing at the railroad tracks, was signed last month. The project is part of the 10-year arterial street program voted on by Medford residents in 1956.

## Chamber Committee Discusses Signs Along Freeway Viaduct

Signs on the elevated freeway within the city limits of Medford dominated last week's meeting of the governmental operations committee of the Medford Chamber of Commerce. Chairman Robert D. Hefferman, Jr., prepared the members for the monopoly by one subject by announcing at the opening of the session that it would be devoted exclusively to discussion of the proposed signs.

Dale Hearrell of Pulver's Motel and H. A. Mauch of the Travelodge spoke for the creation of signs, and Attorney Otto Frohnmayer opposed signs along the freeway. Al Bradford, representing the Medford city council, explained why the city had not taken definite action on this "important issue," long before this. He said the fact that the city would have jurisdiction over the signs within the city limits had been overlooked through a misunderstanding, adding that the council members had labored under the mis-information that the state would have this power.

Freeways belong to all of the people, the attorney contended, since the federal government pays 90 to 92 per cent of the cost of construction. If the signs are erected, he added, tourists would soon type Medford as nothing but a Disneyland attraction. **Some Serious Questions**

**No Effective Advertising**  
Hearrell maintained that Wayside Industries would have no effective advertising without signs on the high-

ways to inform tourists of their services. Legislating all signs from the elevated freeway would be discriminatory legislation, he declared, against a large and important segment of Medford's economy. Motels, hotels, restaurants and gas stations, Hearrell said, are heavy taxpayers in the community. Prohibition of signs would be unfair to the taxpayers and an injustice to the traveling public, he said. **Plead for Signs**

The permits already issued, Frohnmayer stated during the question and answer period, involve some serious questions of constitutional rights, questions which cannot be answered without a complete and thorough study of the facts. Examples of promotion of areas through signs were listed by Mauch, who stated that the National Travelodge association is allotting \$280,000 for billboards out of a promotion budget of \$800,000. The Jackson County Motel association is contemplating expenditure of \$8,000 for a sign at Yreka promoting the Rogue valley and the Highways 5 and 99.

Such signs are viewed too late to inform the tourist who is going 70 miles, and more, an hour, he explained. These

approaches of the city were introduced. In this category were placed "welcome" signs north and south of Medford, incorporating the services available within the city. The topic will be discussed again Wednesday.

## Brooks Named Head Of Insurance Week

Bill Brooks, local life underwriter, has been named chairman of Life Insurance Week by the Rogue Valley Association of Life Underwriters.

The announcement was made by Gene Williams, president of the association. Brooks will coordinate the plans of the local association members and arrange educational programs, concerning life insurance.

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