

**CONCLUSIONS, GOALS, POLICIES,
AND IMPLEMENTATION STRATEGIES**

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City of Medford Comprehensive Plan

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REVIEW AND AMENDMENTS

Amended July 1, 2010, Ordinance No. 2010-159; Amended June 21, 2018, Ordinance No. 2018-77; Amended November 15, 2018, Ordinance No. 2018-131

INTRODUCTION

Planning is a process; it is naïve to assume that a single document can answer all the questions or resolve all the problems for all times. Conditions change, resources are shifted, and community goals are revised.

For these reasons it is essential that means exist to keep the Plan dynamic. Oregon's statewide planning program addresses this need in two ways. First, a *post-acknowledgement plan amendment* review process exists to assure that local amendments to a state-acknowledged Plan or its implementing codes and ordinances are consistent with the statewide planning goals and with the plans of other affected agencies. The second statewide approach to assuring the maintenance of local comprehensive plans is by means of a more thorough *periodic review* program which will occur cyclically beginning at least five years after Plan acknowledgment. The *periodic review* program emphasizes internal plan consistency as well as overall compliance with new and revised state rules and statutes.

In addition to these state-administered programs, a well-defined local process to review and revise the *Comprehensive Plan* is essential. The local Plan amendment process should reflect a balance between the desire for maintaining a dynamic and locally responsive plan and the need to provide a reasonable degree of certainty and stability in the rules and processes governing land use. Such a plan amendment process is presented below.

TYPES OF AMENDMENTS

Because of the diverse structural nature of the *Comprehensive Plan*, it is necessary to categorize plan amendments in several different ways (bearing in mind that all plan amendments are land use actions as defined by state statutes). This Plan contains a variety of components: Data; Conclusions; Goals and Policies; Implementation Strategies; a General Land Use Plan Map; a City-County adopted Urban Growth Boundary and Urbanization Policies; and several other components. Specific procedural requirements for all land use actions are codified in Article II of the *Land Development Code*. Two different procedural classifications will apply to *Comprehensive Plan* amendments as follows:

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Procedural Classifications for *Comprehensive Plan* Amendments

Type IV

Conclusions	Urban Reserve
Goals and Policies	Urban Growth Management Agreement
Implementation Strategies	Urban Reserve Management Agreement
General Land Use Plan Map (minor)	Review and Amendment Procedures
General Land Use Plan Map (major)	Citizen Involvement Program
Urban Growth Boundary (minor)	Urbanization Plan
Urban Growth Boundary (major)	

The distinction between major and minor plan amendments is based on the following definitions which were derived from the Guidelines associated with Statewide Goal 2:

Major Amendments are those land use changes that have widespread and significant impact beyond the immediate area, such as quantitative changes producing large volumes of traffic; a qualitative change in the character of the land use itself, such as conversion of residential to industrial use; or a spatial change that affects large areas or many different ownerships.

Minor Amendments are those land use changes that do not have significant effect beyond the immediate area of the change and should be based on special studies or other information which will serve as the factual basis to support the change. The public need and justification for the particular change should be established.

Disputes. When there is a question or dispute over the type of amendment, the director of the Planning Department shall issue a written decision.

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CRITERIA FOR PLAN AMENDMENTS

Because of the important functional differences among the various Plan components, no common set of criteria can be used to assess all proposed Plan amendments. Below are listed the criteria which must be considered when evaluating proposed amendments to each of the specified Plan components. While all of the criteria may not apply to each proposed amendment, all must be considered when developing substantive findings supporting final action on the amendment, and those criteria which are applicable must be identified and distinguished from those which are not.

Conclusions. Amendments shall be based on the following:

1. A change or addition to the text, data, inventories, or graphics which substantially affects the nature of one or more conclusions.

Goals and Policies. Amendments shall be based on the following:

1. A significant change in one or more Conclusion.
2. Information reflecting new or previously undisclosed public needs.
3. A significant change in community attitude or priorities.
4. Demonstrable inconsistency with another Plan provision.
5. Statutory changes affecting the Plan.
6. All applicable Statewide Planning Goals.

Implementation Strategies. Amendments shall be based on the following:

1. A significant change in one or more Goal or Policy.
2. Availability of new and better strategies such as may result from technological or economic changes.
3. Demonstrable ineffectiveness of present strategy(s).
4. Statutory changes affecting the Plan.
5. Demonstrable budgetary constraints in association with at least one of the above criteria.
6. All applicable Statewide Planning Goals.

Street Re-classifications, including the re-classification of a lower order street to either a collector or arterial street, or when re-classifying a collector street to an arterial street, and

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when the re-classification is not a part of a major (Type IV) legislative amendment. Amendments shall be based on the following:

1. A demonstrated change in need for capacity which is consistent with other plan provisions.
2. Consideration of alternatives to the proposed revision which includes alternative vehicle routes and alternative travel modes that would better preserve the livability of affected residential neighborhoods.
3. A significant change in one or more Goal or Policy.
4. Statutory changes affecting the Plan.
5. Demonstrable budgetary constraints in carrying out the existing plan.
6. All applicable Statewide Planning Goals.

Map Designations. Amendments shall be based on the following:

1. A significant change in one or more Goal, Policy, or Implementation strategy.
2. Demonstrated need for the change to accommodate unpredicted population trends, to satisfy urban housing needs, or to assure adequate employment opportunities.
3. The orderly and economic provision of key public facilities.
4. Maximum efficiency of land uses within the current urbanizable area.
5. Environmental, energy, economic and social consequences.
6. Compatibility of the proposed change with other elements of the City *Comprehensive Plan*.
7. All applicable Statewide Planning Goals.

Urban Growth Boundary. See *Urbanization Element*.

Urban Reserve. See *Urbanization Element*.

Urban Growth Management Agreement. See *Urbanization Element*.

Urban Reserve Management Agreement. See *Urbanization Element*.

Citizen Involvement Program. Amendments shall be based on recommendations from the Committee for Citizen Involvement (CCI) and on Statewide Goal 1 and any other applicable Statewide Goals.

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Review and Amendment Procedure. Amendments shall be based on Statewide Goal 2 and any other applicable Statewide Goals.

Urbanization Plan. See Urbanization Planning Chapter in the Neighborhood Element (Sections 5 and 6)

REVISIONS OF DATA, INVENTORIES AND GRAPHICS

Revisions of those portions of the Plan document which do not affect a Plan Conclusion, Goal, Policy, Implementation Strategy, General Land Use Plan Map designation, Urban Growth Boundary, Citizen Involvement Program or Review and Amendment Procedures may be made when needed by order of the Planning Director. Such revision shall be transmitted to the Planning Commission, City Council, and all other recorded holders of the *Comprehensive Plan*.

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ENVIRONMENTAL ELEMENT

Adopted 2/17/00 by Ord. 1999-213; Amd 4/17/03 by Ord. 2003-135; Amd 10/6/11 by Ord. 2011-123; 11/01/2018 by Ord. 2018-125; Amd 12/20/2018 by Ord 2018-140

PHYSICAL CHARACTERISTICS—CONCLUSIONS

1. Most of the Medford planning area is located on the Bear Creek Valley floor, which is made up of floodplains, stream terraces, and flat to gently sloping land often having soils with high agricultural capability.
2. Medford has developed into a regional service center for commerce, government, education, and health care for a large geographical area because of its physical isolation from other major urban areas and location on Interstate 5, the West Coast's primary north-south travel corridor.
3. Urban growth and congestion due to Medford's position as a regional service center have had a marked influence on Medford's "western interior valley" ecosystem and its diverse natural resources. The impacts of urban growth have negatively affected the quality of the natural environment. Medford faces the difficult challenge of balancing natural resource protection with the needs of property owners and competing land uses.
4. The dominating topographic feature of the Medford area is Roxy Ann Peak, designated as an outstanding scenic resource in the *Jackson County Comprehensive Plan*, and located in the 1,700-acre Prescott Park, owned and operated by the City of Medford, but currently outside the Medford Urban Growth Boundary. Residential hillside development, both inside and outside the UGB, continues to encroach upon Roxy Ann Peak.
5. Medford's climate includes higher summer temperatures and lower average rainfall than the remainder of the region due to a "rain shadow" effect caused by the surrounding mountains.

PHYSICAL CHARACTERISTICS—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

Goal 1: To improve and maintain the quality of life in Medford by using land use planning strategies that have positive effects on the natural environment.

Policy 1-A: The City of Medford shall strive to minimize the negative effects of solar radiation, such as the affect concrete and asphalt surfaces have on summer air temperature.

Implementation 1-A(1): Review the *Medford Land Development Code*, and propose amendments for consideration by the City Council where necessary to address the negative effects of solar radiation, such as requiring adequate vegetation in development projects, requiring retention of open waterways and wetlands, etc.

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Implementation 1-A(2): Prepare amendments to the *Medford Land Development Code* for consideration by the City Council to require preservation and maintenance of certain existing trees.

Goal 2: *To provide and maintain open space within the Medford planning area for recreation and visual relief, and to protect natural and scenic resources.*

Policy 2-A: The City of Medford shall acknowledge Prescott Park (Roxy Ann Peak) as the City's premier open space and viewshed, and recognize its value as Medford's most significant scenic view, currently and historically.

Implementation 2-A(1): Investigate inclusion of Prescott Park in Medford's Urban Growth Boundary and City limits in order to enhance public safety and the feeling of ownership by city residents, protect its natural resources, preserve and enhance convenient public access, protect the public from fire hazards, and help in establishing a network of open space corridors with recreational trails.

Implementation 2-A(2): Identify lands surrounding Prescott Park that are critical to ensuring long term protection and meeting open space/viewshed goals and policies, for acquisition or other types of public management. Seek funding sources.

Implementation 2-A(3): Consider methods to address the interface between Prescott Park and adjacent development to assure compatibility, such as a buffering program, enhanced review of City and County development applications within a specified area surrounding Prescott Park, and joint policies or an "Area of Mutual Planning Concern" with Jackson County.

Policy 2-B: The City of Medford shall strive to preserve and protect the visual amenities offered by the foothills.

See also Goal 8 and Implementation 8-B (1), of the "Environmental Element," Goal 2 of the Southeast Plan section of the "General Land Use Plan Element," and the Parks section of the "Public Facilities Element."

NATURAL RESOURCES—AIR QUALITY—CONCLUSIONS

1. Medford's location in the Rogue Valley below substantial mountain ranges (the Cascades, the Siskiyou, and the Coast Range) increases the difficulty of maintaining federal air quality standards. Medford's climate is influenced by atmospheric inversion layers in the fall and winter months which trap air emissions in the valley.
2. The City of Medford has little influence on the air pollution emissions caused by travelers and freight shippers traveling through the planning area on state highways such as Interstate 5.

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3. Largely due to improvements in modern vehicle emission control systems, carbon monoxide (CO) level progressively improved in the years since the designation of the Medford-Ashland AQMA, and Medford has not violated the federal CO standard since 1991. As a result, Medford was re-designated an “attainment” area for CO in 2002. Similarly, Medford has been in compliance with federal particulate matter (PM₁₀) standards since 1994, and was re-designated an “attainment” area for PM₁₀ in 2006. Maintenance plans for the AQMA have been approved by the EPA to help ensure continued compliance with the federal standards for these two pollutants.
4. While Medford’s air quality has improved due to proactive Air Quality Maintenance Area (AQMA) programs and increased public awareness, particularly relating to wood smoke, the potential to revert to previous poor air quality conditions exists. The Rogue Valley’s topography, its many motor vehicles, and continued population growth have the potential to further degrade Medford’s air quality in the future.
5. Pollutants of concern in the Medford-Ashland AQMA are particulate matter (PM_{2.5}), ozone, and air toxics (although the DEQ does not presently have any air toxics monitors in SW Oregon). While ozone levels have declined in Medford since 2007, there was a slight uptick measured in the 2013-2015 timeframe. Medford trends close to the PM_{2.5} standards in both daily and annual average levels.

NATURAL RESOURCES—AIR QUALITY—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

Goal 3: To enhance the livability of Medford by achieving and maintaining compliance with National Ambient Air Quality Standards (NAAQS).

Policy 3-A: The City of Medford shall continue to provide leadership in developing, adopting, and implementing regional air quality improvement strategies to maintain compliance with the National Ambient Air Quality Standards (NAAQS).

Implementation 3-A(1): Continue to participate, along with state and local agencies involved in air quality attainment, in the preparation and implementation of the applicable Air Quality Management Plans (AQMP’s) and State Implementation Plans (SIP’s) for the Medford-Ashland Air Quality Maintenance Area (AQMA).

Implementation 3-A(2): Continue to participate, along with Jackson County and other affected agencies, in administering air quality public education and smoke reduction programs.

Implementation 3-A(3): Implement strategies from sources such as the *Medford Transportation System Plan*, the *State Implementation Plans (SIPs)* and the *Oregon Transportation Planning Rule (TPR)* that reduce emissions or improve air quality, such as increasing the use of alternative modes of transportation and use of alternative motor vehicle fuels, such as compressed natural gas and electricity, and propose amendments

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to the *Medford Land Development Code* for consideration by the City Council where necessary to assure compliance with such plans or rules.

See also the policies of the Medford Transportation System Plan, Policy 9 of the “Urbanization Element.”

Policy 3-B: The City of Medford shall continue to require a well-connected circulation system and promote other techniques that foster alternative modes of transportation, such as pedestrian oriented mixed-use development and a linked bicycle transportation system.

See also Goal 1 of the Southeast Plan section of the “General Land Use Plan Element.”

Implementation 3-B(1): Promote the use of incentives by Medford’s larger employers to induce employees to use alternative modes of transportation or work at home in an effort to reduce motor vehicle emissions.

NATURAL RESOURCES—WATER QUALITY, WETLANDS, AND WILDLIFE HABITAT— CONCLUSIONS

1. While the groundwater beneath the valley floor is not the domestic water source for the Medford planning area, it is a regionally important natural resource primarily due to its use as a domestic water source for individual wells.
2. Bear Creek and its tributaries are critically important natural resources, yet suffer from poor water quality due to forest and agricultural practices and urban point and non-point discharges.
3. The poor water quality of Bear Creek and its tributaries is partially attributable to non-point pollution from diffuse sources, such as stormwater, agricultural runoff, and septic system seepage. Non-point pollution sources can significantly damage water quality, yet are more difficult to pinpoint and treat than conventional point sources of water pollution.
4. Natural resource cleanup programs involving local schools, clubs, and civic organizations, such as those sponsored by the Bear Creek Watershed Council, are excellent means to engage the public in environmental education. The presence of waterways such as Bear Creek and Larson Creek, and various wetlands in Medford provides a platform for such programs.
5. The City of Medford recognizes wetlands as valuable urban resources that can provide water quality maintenance, stormwater detention, wildlife habitat, and open space. Medford’s 2002 *Medford Local Wetlands Inventory and Locally Significant Wetland Determinations* by Wetland Consulting identified and assessed most of the wetlands, in the Urban Growth Boundary. The 2002 *Medford Riparian Inventory and Assessment Bear Creek Tributaries* by Wetland Consulting inventoried and assessed the waterways that are tributary to Bear Creek. The City of Medford hired SWCA Environmental in

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2015 to conduct a Local Wetland Inventory for the Urban Reserve established in 2012. Locally significant wetlands were identified in five of the MD areas.

6. Occasionally, the protection of a locally significant wetland (one that has been determined to have significant value according to state criteria) must be balanced against other important community goals. An exceptional “conflicting use” may be more important to the long-term needs of the citizens than preservation of the wetland area.
7. The Medford UGB has been evaluated for potential wetland mitigation sites. Wetland mitigation involves the restoration, enhancement, or creation of wetlands to compensate for permitted wetland losses elsewhere. Restoration and enhancement of existing wetlands is the wetland mitigation most likely to be successful in Medford due to its ecologic and climatic characteristics.
8. Although Bear Creek and the Bear Creek Greenway contain Medford’s most valuable fish and wildlife habitat, fish and wildlife habitat exists elsewhere within the Urban Growth Boundary. As of June 8, 2005, portions of the following streams have been identified by ODFW as fish bearing streams, and should be protected per Statewide Planning Goal 5 (OAR 660-023) through the imposition of Riparian Corridor Regulation. These streams, or portions thereof, include: Bear, Elk, Swanson, Lone Pine, Lazy, Larson, Gore, and Crooked Creeks.

NATURAL RESOURCES—WATER QUALITY, WETLANDS AND, WILDLIFE HABITAT—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

Goal 4: To preserve and protect Medford’s ground water resources and recharge zones.

Policy 4-A: The City of Medford shall ensure the protection of the Big Butte Springs domestic water source working in cooperation with Jackson County.

Implementation 4-A(1): Continue to undertake efforts to protect the Big Butte Springs recharge area from improper use through implementation of a watershed management program.

See also the policies of the Domestic Water section of the “Public Facilities Element.”

Policy 4-B: The City of Medford shall protect ground water recharge areas in the planning area by striving to restore and maintain the natural condition of watersheds, waterways, and flood plains.

Implementation 4-B(1): Review the *Medford Land Development Code*, and propose amendments where necessary to assure that the amount of impervious surface in development projects is minimized and opportunities for permeation are maximized.

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See also the policies of the Wastewater Collection section of the “Public Facilities Element.”

Goal 5: To achieve and maintain water quality in Medford’s waterways.

See also the goals of the Storm Water Drainage section of the “Public Facilities Element” and related policies and implementation strategies.

Policy 5-A: The City of Medford shall implement regulations that pertain to discharges into the Rogue River, Bear Creek, and their tributaries, such as the federal Clean Water Act.

Implementation 5-A(1): Continue to actively participate in regional water quality monitoring and planning efforts.

Policy 5-B: The City of Medford shall implement measures to reduce polluted surface water runoff into the storm drainage system.

Implementation 5-B(1): Implement the recommendations of the 1996 *Comprehensive Medford Area Drainage Master Plan*, or any updates, regarding surface water runoff quality.

Implementation 5-B(2): Develop and impose design standards for filtering and slowing runoff from paved areas using such methods as vegetated swales, on-site detention ponds, or other technologies as they become feasible, to cleanse the water before entering primary waterways.

Implementation 5-B(3): Require the use of natural waterways for storm drainage wherever possible, to decrease flow speed and increase filtering prior to the runoff entering a primary waterway.

Implementation 5-B(4): Continue to assess storm drainage system development charges and utility fees to assist in the financing and maintenance of public storm drainage improvements, and periodically review for adequacy.

See also Implementation 2-B(2) of the Southeast Plan section of the “General Land Use Plan Element.”

Goal 6: To recognize Medford’s waterways and wetlands as essential components of the urban landscape that improve water quality, sustain wildlife habitat, and provide open space.

Policy 6-A: The City of Medford shall regulate land use activities and public improvements that could adversely impact waterways in the interest of preserving and enhancing such natural features to improve water quality and fish and wildlife habitat.

Implementation 6-A(1): Prepare amendments to the *Medford Land Development Code* for consideration by the City Council that adopt the riparian corridor “safe harbor” setback (50 feet from the top of the bank) for Bear Creek and other streams determined

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to contain fish habitat or significant riparian areas in compliance with Oregon Administrative Rules 660-23.

Policy 6-B: The City of Medford shall regulate land use activities and public improvements that could prevent meeting the federal performance standard of no net loss of wetland acreage.

Implementation 6-B(1): Prepare amendments to the *Medford Land Development Code* for consideration by the City Council to adopt “safe harbor” protections or protection developed through an ESEE (environmental, social, economic, and energy) analysis for locally significant wetlands, as defined, pursuant to Oregon Administrative Rules 660-23.

Policy 6-C: The City of Medford shall encourage the incorporation of waterways, wetlands, and natural features into site design and operation of development projects.

Implementation 6-C(1): Promote clustered development in order to avoid alteration of topographical and natural features, to reduce impervious surfaces, and to enhance the aesthetics of development projects. Investigate incentives for clustering development.

Policy 6-D: The City of Medford shall support the efforts of organizations such as the Bear Creek Watershed Council and the Bear Creek Greenway Foundation, which strive to improve the quality of Bear Creek and its tributaries with activities such as greenway formation, environmental education workshops, creek cleanup events, etc.

See also Policies 2-A and 2-B of the Southeast Plan section of the “General Land Use Plan Element.”

Goal 7: To preserve and protect plants and wildlife habitat in Medford.

Policy 7-A: The City of Medford shall encourage the conservation of plants and wildlife habitat, especially those that are sensitive, rare, declining, unique, or that represent valuable biological resources, through the appropriate management of parks and public and private open space.

Implementation 7-A(1): Develop a long range open space plan for consideration by the City Council that provides for an integrated system of parks, creekside greenways, wetlands, and paths/trails in Medford to enhance the biological diversity and long-term viability of natural resource areas. Coordinate the plan with the *Medford Parks, Recreation, and Leisure Services Plan*, the *Comprehensive Medford Area Drainage Master Plan*, and other relevant plans.

Implementation 7-A(2): Develop and implement regional plans for greenways, wetlands, and linear parks with Jackson County, as wildlife often travel paths that cross jurisdictional boundaries.

Implementation 7-A(3): Distinguish public greenways, waterways, wetlands, and parks with interpretive and informational signage regarding on-site natural resources.

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Policy 7-B: The City of Medford shall strive to maintain, rehabilitate, and enhance Medford’s waterways, using features such as gently sloped banks, natural riparian vegetation, and meandering alignment.

Implementation 7-B(1): For those riparian areas within the planning area that are not subject to the safe harbor regulations, prepare amendments to the *Medford Land Development Code* using the *Medford Riparian Area Inventory and Assessment Bear Creek Tributaries, 2002*, by Wetland Consulting for consideration by the City Council, that adopt a setback or similar protection.

Implementation 7-B(2): Ensure that improvements, such as multi-use paths and storm drainage facilities sited in or near riparian corridors, waterways, wetlands, or other fish and wildlife habitat, include protective buffers, preserve natural vegetation, and comply with the requirements of Oregon Administrative Rules 660-23.

Policy 7-C: The City of Medford shall strive to protect fish and wildlife habitat in accordance with Oregon Department of Fish and Wildlife’s (ODFW) management plans.

NATURAL RESOURCES—SOILS—CONCLUSIONS

1. Medford is located on Class I through IV soil capability types, with the best agricultural soil to the west of the Urban Growth Boundary. Consequently, Medford’s growth is being directed to the east of the city, where greater slopes exist.
2. While the soils characteristic to Medford lend themselves to most types of development, the hillside development trend is increasing soil erosion potential, which can result in polluted runoff and decreased water quality.
3. Unstable ground exists in some areas of east Medford on the slopes of Roxy Ann Peak. Expansive clay soils exist in this area, which can cause structural damage to foundations if not properly constructed.

NATURAL RESOURCES—SOILS—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

See also Policy 12 of the “Urbanization Element.”

Goal 8: *To minimize erosion and hazards relating to slope and soil characteristics by assuring that urban land use activities in Medford are planned, located, and conducted consistently with prevailing soil limitations.*

Policy 8-A: The City of Medford shall guide new development, particularly within the foothills, by the soil characteristics and natural features of the landscape, and shall grant development permits only after a determination that potential problems relating to soil limitations, if any, have been identified, and will be adequately mitigated prior to development.

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Implementation 8-A(1): Continue to actively enforce the provisions of the *Uniform Building Code* (UBC), or adopted equivalent, relating to construction on soils requiring special construction techniques.

Implementation 8-A(2): Prepare a hillside development ordinance for consideration by the City Council that requires subdivision and site design to be compatible with, and complementary to, sloping sites, and that preserves appropriate hillside open space and viewsheds.

See also 2-B (3) of the Southeast Plan section of the “General Land Use Plan Element.”

Policy 8-B: The City of Medford shall implement measures to minimize erosion and its resulting water pollution.

Implementation 8-B(1): Pursuant to the recommendations of the 1996 *Comprehensive Medford Area Drainage Master Plan*, publish erosion control guidelines in a manual that explains specific objectives to be achieved to aid developers and city staff. The manual should recommend erosion controls applicable to Medford’s topography, soil types, and climate.

Implementation 8-B(2): Review the *Medford Municipal Code*, and propose amendments where necessary to assure that the effects of erosion from development activities on waterways and wetlands are mitigated. Require the use of “best management practices” in site design, grading, and erosion control.

Implementation 8-B(3): In foothill developments, require streets and utilities to be located along existing topographic contours wherever possible, and require streets and parking facilities to be kept at the minimum size necessary, to minimize erosion resulting from development activities, and to prevent sediment from entering the storm drainage system.

Goal 9: To assure that future urban growth in Medford occurs in a compact manner that minimizes the consumption of land, including class I through IV agricultural land.

Policy 9-A: The City of Medford shall target public investments to reinforce a compact urban form.

Policy 9-B: The City of Medford shall strive to protect significant resource lands, including agricultural land, from urban expansion.

See also Policy 12 of the “Urbanization Element.”

NATURAL RESOURCES—ENERGY—CONCLUSIONS

1. Medford is an energy consumer rather than an energy producer, utilizing primarily imported, nonrenewable energy sources, with the greatest share used for transportation.

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2. Conservation is the most readily available and cost effective alternative to the increasing dependency on non-renewable energy sources.
3. Of the possible local sources of renewable energy, solar energy has the greatest potential for supplying a portion of Medford’s energy needs, particularly residential needs, because it is cost effective and locally abundant.
4. Other renewable energy sources in the region include cogeneration from convertible waste, such as woodwaste and methane, which produce electricity and steam. The City of Medford’s Regional Water Reclamation Facility produces electricity from methane gas.
5. The City of Medford requires new construction to comply with standards set forth in the Oregon Energy Code.

NATURAL RESOURCES—ENERGY—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

Goal 10: To assure that urban land use activities are planned, located, and constructed in a manner that maximizes energy efficiency.

Policy 10-A: The City of Medford shall plan and approve growth and development with consideration to energy efficient patterns of development, utilizing existing capital infrastructure whenever possible, and incorporating compact and urban centered growth concepts.

Implementation 10-A(1): Ensure that the extension of urban services is consistent with policies contained in the “Public Facilities Element” of the *Medford Comprehensive Plan* regarding energy efficiency.

Implementation 10-A(2): Develop a design manual showing examples of energy conservation in subdivision planning, site layout, landscaping and building design.

Implementation 10-A(3): Provide examples for developers to follow which reduce motor vehicle transportation needs by using mixed uses, urban infill projects, etc.

Policy 10-B: The City of Medford shall encourage energy conservation, including the adoption and implementation of programs leading to improved weatherization/insulation of new and existing structures.

Implementation 10-B(1): Continue to participate in residential and non-residential weatherization programs.

Policy 10-C: The City of Medford shall encourage the use of energy efficient building materials and techniques in new public and private construction and remodeling, in accordance with building safety standards.

Policy 10-D: The City of Medford shall encourage the use of solar energy, recognizing it as a viable alternative to traditional energy sources.

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Implementation 10-D(1): Develop for consideration by the City Council, amendments to the *Medford Land Development Code* that require consideration of passive solar energy techniques in subdivision design, including house orientation, street and lot layout, vegetation and protection of solar access.

Policy 10-E: The City of Medford shall strive to make all city facilities and operations as energy efficient as possible.

Implementation 10-E(1): Continue to utilize opportunities for cogeneration technology in public facilities.

Implementation 10-E(2): Investigate the conversion of the city-owned vehicle fleet to use alternative fuel sources such as compressed natural gas and electricity.

ARCHAEOLOGICAL AND HISTORIC RESOURCES—CONCLUSIONS

1. A commitment to archaeological and historic preservation exists at the federal, state, county, and local levels.
2. There is a probability that the Medford Urban Growth Boundary contains archaeological resources; however, current information is inadequate to identify the location, quality, and quantity of the resources. Special implementing measures are not appropriate or required until adequate information is available to enable review and adoption of such measures.
3. Development of land in the Medford Urban Growth Boundary that has been vacant or in agricultural use could disturb surface or subsurface archaeological resources.
4. Medford has categorized inventoried historic resources as those designated as significant (1A), and those that have not been designated, but are potentially significant (1B).
5. There is a probability that the Medford Urban Growth Boundary contains significant historic resources. To more fully protect these resources, survey of the remainder of the Urban Growth Boundary is needed, to evaluate whether additional sites should be designated as significant or potentially significant.
6. Medford's Historic Preservation Ordinance and Overlay aid in preserving and protecting significant historic resources from inappropriate exterior alterations or demolition through required review of such proposals by the Medford Historic Commission.

ARCHAEOLOGICAL AND HISTORIC RESOURCES—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

Goal 11: To preserve and protect archaeological and historic resources in Medford for their aesthetic, scientific, educational, and cultural value.

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Policy 11-A: The City of Medford shall strive to identify and preserve archaeological resources and sites, and promote actions to prevent intentional and unintentional disruption or destruction of such resources.

Implementation 11-A(1): When adequate information becomes available to identify the location, quality, and quantity of Medford’s archaeological resources, prepare an inventory. Special implementing measures are not appropriate or required until adequate information is available to enable review and adoption of such measures.

Implementation 11-A(2): Where probable cause for discovery of cultural or archaeological resources exists, such as indicated by a records search, or where resources have been discovered near the project site, encourage sponsors of development projects to contact the Oregon State Historic Preservation Office.

Implementation 11-A (3): When cultural or archaeological resources, as defined by state law or the state archaeologist, are discovered during clearing, grading, or construction in the City, require project operations to cease until the state archaeologist is contacted, as required by state law.

Policy 11-B: The City of Medford shall encourage and facilitate the preservation of Medford’s significant historic resources by continuing to update and implement the Historic Preservation Ordinance in the *Medford Land Development Code*.

Implementation 11-B(1): Regularly assure that city staff, such as the Planning and Building Safety Departments, are aware of historic preservation ordinances and policies, and provide training for staff in departments directly involved with historic structures.

Implementation 11-B(2): Evaluate the zoning of significant historic resources to determine if conflicts are likely based on the present use and/or permitted and conditional uses. Review the zoning of historic districts to determine if the zoning district standards, such as setbacks, density, public improvement design, parking, lot size, etc., are compatible with the historic character of the historic districts.

Implementation 11-B(3): Assure that new development located adjacent to historic resources and/or districts is reviewed for compatibility with the historic resources.

Implementation 11-B(4): Review proposed public development or improvement projects for their affect on any historic resources.

Implementation 11-B(5): Prepare a written yearly report for the Planning Commission and City Council of the activities of the Medford Historic Commission, such as grant activity, surveys, hearings, special assessments, and new site designations and listings.

Implementation 11-B(6): Identify and evaluate historic resources on city-owned or controlled properties, and prepare historic preservation plans where appropriate. Identify underutilized historic buildings or sites for potential reuse as public facilities.

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Policy 11-C: The City of Medford shall continue to maintain an official inventory of significant historic resources located in the City where the Historic Preservation Overlay of the *Medford Land Development Code* applies.

Implementation 11-C(1): Include in the Historic Preservation Overlay, all properties in the City listed on the *National Register of Historic Places*, including all properties within National Register historic districts.

Policy 11-D: The City of Medford shall support and promote seismic retrofit of vulnerable historic buildings, as well as modification of historic buildings for accessibility to disabled persons.

Policy 11-E: The City of Medford shall continue to recognize the downtown City Center as the historic core of the City, and its historic attributes shall be a factor when developing programs for the downtown area.

Implementation 11-E(1): Prepare and implement design guidelines for Site Plan and Architectural Commission and Historic Commission review of properties in the downtown to assure that exterior alterations and new construction are compatible with the historic character. (See the “Facade Treatment Recommendations” of the 1994 *Medford City Center Design Concept* for an example.)

Policy 11-F: The City of Medford shall continue to encourage historic preservation efforts and cooperate with citizens and organizations undertaking such efforts.

Implementation 11-F(1): Continue to apply for historic preservation grants to carry out survey and inventory work, and support the grant applications of others when affecting property in the Medford Urban Growth Boundary.

Implementation 11-F(2): Investigate development of an awards program for exemplary rehabilitation of historic buildings.

Implementation 11-F(3): Investigate the concept of a historic easement program.

DISASTERS AND HAZARDS—CONCLUSIONS

1. The Medford Urban Growth Boundary contains streams and waterways that have a history of flooding occasionally.
2. The *National Flood Insurance Program* is available in communities that implement comprehensive floodplain regulations to reduce flood damage. As a participant in this program, Medford adopted regulatory provisions to minimize flood losses through development controls such as building codes and development regulations that place restrictions on new construction or improvements to flood-prone structures.
3. According to seismologists, the likelihood of an earthquake of serious magnitude in the Northwest is high. Medford is at risk for potential earthquake damage because many

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older buildings have not been built or upgraded to current earthquake standards. Medford's emergency management planning recognizes this possibility.

4. The threat of wildland-urban interface fires within the Medford Urban Growth Boundary will increase as development abuts or increases in areas prone to wildland fire dangers, such as steep slopes, dense natural vegetation, etc.
5. The threat of loss of life and/or property damage in areas that may be impacted by wildland- urban interface fires can be reduced through the use of ignition-resistant construction methods/materials, adequate fire response apparatus, availability of fire protection water, adequate fuel breaks surrounding structures, appropriate road widths to accommodate fire fighting vehicles, and response and evacuation plans that are understood by the residents of these areas.
6. The eastern boundary of Jackson County coincides with the crest of the Cascade Mountains, a volcanic range that has a number of still active volcanoes. According to the Oregon Department of Geology and Mineral Industries, Crater Lake and Mount Shasta are the two biggest volcanic hazards known for Medford, both of which are composite, active volcanoes relatively near the city.
7. While there are several potential hazards associated with volcanic eruptions, the one deemed most likely to affect Medford is that of ashfall. Likely hazards associated with ashfall include respiratory problems, impacts on transportation networks, power outages, and damage to building air filtration systems.
8. Severe weather is the most frequently occurring natural hazard in Medford. Typically, storms are short-term in nature, lasting one to two days, and can be managed with local emergency response resources.
9. Snowstorms and windstorms can disrupt the region's utilities, telecommunications and roadway systems. Damage from wind storms is typically related to the hazard of falling trees and limbs, and the consequent downing of utility infrastructure and power outages. Late summer and early fall wind storms, occurring during the dry season, often increase wildfire risks.
10. Severe weather events, including those exacerbated by climate change, are becoming more common. All persons and critical facilities are at risk from severe weather impacts, especially those that result in power outages.
11. Emerging infectious diseases have been identified in the top five hazard vulnerabilities within our healthcare systems, and overall it is probable a person will have one or more during their lifetime. People with access and functional needs (e.g. the elderly, the very young and medically fragile persons) are more susceptible to impacts, as are critical

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facilities such as hospitals, airports, and fire and police forces. Furthermore, water, air, and land can be contaminated by emerging infectious diseases.

12. As a regional employment, recreational, residential, retail and health care hub, Medford draws many non-residents on a daily basis into the area, multiplying the opportunities for further disease exposure and transmission among both visitors and residents.
13. The most common noise sources in Medford are transportation-related, and include automobiles, trucks, motorcycles, railroads, and aircraft. Motor vehicle noise is a pressing concern, because it often occurs in areas sensitive to noise exposure, such as residential areas, and continues to increase with urban growth and increasing numbers of motor vehicles.
14. The City of Medford has adopted noise reduction strategies in the *Land Development Code* to mitigate the harmful effects of noise, including a noise ordinance, which regulates the level of commercial and industrial noise based on the proximity to noise-sensitive properties; bufferyards, which use setbacks, fencing/walls/berms, and vegetation to mitigate adverse impacts between adjacent land use types, and agricultural buffering, in which Medford and Jackson County jointly implement policies to minimize the impacts of urban development on abutting agricultural uses.
15. Airports can adversely impact residential and other sensitive development through noise and accident hazards. Future airport expansion plans could create land use conflicts as flights increase.

DISASTERS AND HAZARDS—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

Goal 12: To protect the citizens of Medford from the potential damage caused by hazards such as flooding, earthquakes, wildland-urban interface fires, volcanic eruptions, severe weather, emerging infectious diseases, noise, and airport hazards.

Policy 12-A: The City of Medford shall assure that hazard mitigation standards are formally adopted as public policy through comprehensive planning, land development ordinances, permit review, and fire/building safety codes.

Implementation 12-A(1): Continue to conduct hazard risk analysis, including identifying the types, magnitude, and probability of hazards which the Medford Urban Growth Boundary is susceptible to over the long term, including assessing the degree of risk that the citizens find acceptable.

Policy 12-B: The City of Medford shall ensure that the potential impacts of flooding are adequately analyzed when considering development projects.

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Implementation 12-B(1): Maintain and, when necessary, update the City’s requirements for development in floodplains, consistent with federal and state regulations, and the Uniform Building Code (UBC).

Implementation 12-B(2): Adhere to the policies outlined in the *Medford Comprehensive Drainage Master Plan* to minimize flood losses through development controls.

Implementation 12-B(3): Encourage the re-mapping of flood-prone areas in Medford using data from the most recent flood(s) of record.

Implementation 12-B(4): Consider flood hazards when installing public improvements such as parks and paths in flood-prone areas. Design these amenities to withstand a certain flood level.

See also the Policies of the Storm Water Drainage section of the “Public Facilities Element.”

Policy 12-C: The City of Medford shall continue to utilize building and development standards to mitigate the potentially damaging effects of earthquakes. New construction is required to meet the standards of seismic zone 3 of the *Uniform Building Code* (UBC).

Policy 12-D: The City of Medford shall strive to upgrade all city-owned buildings and facilities to meet earthquake standards.

Policy 12-E: The City of Medford shall continue to update and enforce noise attenuation strategies.

Implementation 12-E(1): Periodically review the City’s noise ordinances for adequacy.

Policy 12-F: The City of Medford shall strive to minimize the loss of life and property resulting from wildland-urban interface fires within the Urban Growth Boundary.

Implementation 12-F(1): Undertake efforts to educate the public in wildland-urban fire safety.

Implementation 12-F(2): Develop and adopt fire safety performance standards for development in those areas identified as being at risk of wildland-urban interface fires.

Policy 12-G: The City of Medford shall designate future residential areas in coordination with the *Rogue Valley International-Medford Airport Master Plan* to minimize conflicts with flight patterns, hazard areas, and airport expansion areas.

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POPULATION ELEMENT

Adopted 11/01/07 by Ord. 2007-237

POPULATION ELEMENT—CONCLUSIONS

1. The coordinated population forecast to the year 2040 for Jackson County and its cities was adopted by Jackson County on February 21, 2007 pursuant to ORS 195.036. The City of Medford participated in the development of the forecast. The population allocation utilized by Jackson County is based on the County's 2040 population forecast by the Oregon Office of Economic Analysis determined in 2004. OEA prepares population and employment forecasts for the state and each county. The forecasts for the cities and the unincorporated area must be consistent with the forecast for the County.
2. Medford's forecasted average annual growth rate between 2007 and 2027 of 2.2% will be similar to that experienced during the period of 1980 to 2005.
3. Medford can expect its proportion of the total County population to increase to 42% in 2027 and to 44% in 2040 consistent with the Regional Problem Solving program's future growth proposal, which increases Medford's share of the urban population in the County over a 50-year period, allowing for some other cities to grow more slowly.
4. Medford can expect that most population growth will continue to be from in-migration, and that there will be an increasing proportion of Hispanic or Latino residents. Medford will continue to attract residents who have retired or are soon to retire, but Medford will also continue to experience growth in the under 18 age group.

POPULATION ELEMENT—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

GOAL 1: To accept the role and responsibilities of being the major urban center in a large and diverse region that includes portions of southwest Oregon and northern California.

GOAL 2: To assure that land uses and public facilities and services are planned, located, and conducted in a manner that recognizes the size and the diverse characteristics and needs of Medford's existing and future residents.

Policy 1: The City of Medford shall cooperate with other government agencies and the private sector to provide land and urban services sufficient to accommodate projected population growth in the UGB.

Policy 2: The City of Medford shall use the population forecast adopted in the Population Element of the *Medford Comprehensive Plan* as the basis for developing land use planning policy (Official population projection: 112,624 for the year 2027, and 133,397 for the year 2040.)

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Policy 3: The City of Medford shall review, in coordination with Jackson County, its population forecasts when Federal Census data becomes available after each Federal Census and/or when the state forecast studies become available, and shall update as necessary.

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ECONOMIC ELEMENT

Adopted 12/04/08 by Ord. 2008-245

ECONOMIC OPPORTUNITIES—CONCLUSIONS

1. Like the nation as a whole, the City of Medford has experienced a shift away from industrial development toward service and trade development. This change in composition is expected to continue, but at a somewhat slower rate locally than nationally and statewide. The City of Medford's role as the region's service and trade center is expected to continue to strengthen over the planning horizon, driving an employment share shift toward service and trade sectors. Land demands for industrial development, however, may not change in direct proportion because some of that shift is due to improved manufacturing efficiency that reduces the number of employees without reducing the land demand.
2. Recent labor force trends point to economic underpinnings that support long-term economic development. These trends include:
 - a) The City's population is getting younger and the City's population is young when compared to the region and the state.
 - b) The percentage of the population attaining a college degree has increased, while the percentage of high school dropouts has decreased.
 - c) Labor force participation rates have increased since 1990.
 - d) Only 52% of employed City of Medford residents work in Medford; the remainder work outside the City. The City has an opportunity to capture a larger share of its employed population with jobs in the City.
3. Medford is a regional employment center and a net importer of employees. Natural Resources and Manufacturing are the only two industries where Medford is a net exporter of a significant share of its workforce.
4. Most industries in the region have lower wage levels compared to earnings across the state with the exception of Natural Resources, Retail Trade, and Education and Health Services. The City of Medford is well situated to serve the Retail Trade, Education and Health Services sectors.
5. While other economic sectors may strengthen during the planning horizon, the City of Medford is well positioned for the following Target Industry Opportunities:

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TIER 1 BEST POSITION	TIER 2 STRONG BUT CHALLENGING	TIER 3 LOCALLY COMPETITIVE
Instruments Transit Transportation Services Communications Retail Trade Banking	Mining Construction Lumber & Wood Printing & Publishing Stone, Glass & Concrete Electronic Equipment Trucking & Warehousing Electric, Gas & Sanitation Security & Commodity Real Estate Health Care	Food Products Transportation Equipment Air Transportation Wholesale Trade Insurance Carriers Insurance Agents & Brokers Business Services Legal Services Leisure & Hospitality Services

- By 2028, the City of Medford is projected to add between 23,874 jobs under a Low Growth Scenario and 35,404 jobs under the adopted High Growth Scenario.

EMPLOYMENT LAND DEMAND AND SUPPLY—CONCLUSIONS

- This analysis indicates that additional land in the UGB is required to satisfy the City’s land needs over the planning horizon.
- The City of Medford has selected the High Employment Growth Scenario under which the City is projected to need 1,644 net buildable acres over the 20-year planning horizon and 2,055 gross buildable acres, consisting of needed acres in the following categories:
 - 504 net buildable acres of Office Commercial
 - 589 net buildable acres of Industrial
 - 609 net buildable acres of Retail Commercial
 - 38 net buildable acres of Overnight Lodging
 - 315 net buildable acres of Specialized Uses
- The City has a supply of 900 acres of vacant employment land and an additional 178 *net* acres is expected to be available in the existing UGB to meet new demand through redevelopment. Based upon the adopted High Growth Scenario, the City of Medford has a deficit of 566 *net* buildable acres which equals 708 *gross* acres of employment land. An assessment of the Comprehensive Plan designations and mapping indicates that map changes could reduce the deficit to approximately 522 *net* buildable acres and 653 *gross* acres.

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4. Medford’s employment base is shifting to a greater proportion of firms with a range of on-site activities that have traditionally been characterized as either commercial or industrial. The City’s current GLUP map distinction between Heavy Industrial and General Industrial serves a limited purpose now in the local economy and this purpose is expected to diminish over the planning horizon. The diminishing distinction is due to environmental regulations that reduce the potential for land use conflicts.
5. The City’s existing GLUP Map designation for employment lands also makes a strong distinction between commercial and industrial designations. This distinction has become less appropriate as the distribution of firm activities has shifted over time and a greater mix of commercial and industrial activities are found within individual firm operations.
6. The inadequate capacity of transportation facilities, including transit, may be a significant constraint to supplying adequate employment lands, especially commercial land.
7. Commercial uses on industrial lands are not effectively limited. The current MLDC regulates the size of individual commercial uses in industrial zones, but does not restrict the total area that can be devoted to commercial development on an industrially-planned site. Thus, it is possible to develop a large industrial site with a series of small commercial buildings and uses.
8. In the future, more people will start or carry on businesses from their homes in ways that were impossible before electronic commerce. Successful home businesses sometimes expand in ways that produce employment opportunities and contribute to the City’s tax base.
9. Businesses whose primary use is outdoor storage and outdoor sales uses, e.g., automobile sales, cover large commercial spaces, but they do not strain transportation facilities to the same extent as similar-sized indoor commercial retail land uses. The MLDC should be revised to reflect this fact.

ECONOMIC OPPORTUNITIES—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

GOAL: TO ACTIVELY STIMULATE ECONOMIC DEVELOPMENT AND GROWTH THAT WILL PROVIDE OPPORTUNITIES TO DIVERSIFY AND STRENGTHEN THE MIX OF ECONOMIC ACTIVITY IN THE CITY OF MEDFORD.

Policy 1-1: The City of Medford shall strengthen its role as the financial, medical, tourist, governmental and business hub of Southern Oregon and shall build on its comparative advantages in the local and regional marketplace.

Implementation 1-1(a): Partner with the business, medical and educational communities to advance common objectives.

Implementation 1-1(b): Provide incentives for businesses that pay higher wages to expand or locate in the community.

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Implementation 1-1(c): Provide incentives for businesses that produce value-added products to expand or locate in the community.

Implementation 1-1(d): Participate in joint public/private business development programs to identify opportunities for the growth of existing businesses and the attraction of new firms.

Implementation 1-1(e): Offer support to labor-training programs that match training with the personnel needs of firms now in the community or potentially relocating to the community.

Implementation 1-1(f): Provide incentives for entrepreneurial small businesses to start up and/or expand in the City.

Policy 1-2: The City of Medford shall encourage the redevelopment of underutilized employment sites.

Policy 1-3: The City of Medford shall, as appropriate under the Goal above, support the retention and expansion of existing businesses.

Implementation 1-3(a): Adopt code amendments that encourage the development of existing sites.

Implementation 1-3(b): When evaluating GLUP Map amendments, assess the potential impacts of those amendments on neighboring land uses.

Policy 1-4: The City of Medford shall strive to retain and attract firms with higher wage rates relative to other industries, as well as those with higher wage rates within their respective industry classification.

Policy 1-5: The City of Medford shall assure that adequate commercial and industrial lands are available to accommodate the types and amount of economic development needed to support the anticipated growth in employment in the City of Medford and the region.

Implementation 1-5(a): Place limits on commercial uses that are or can be permitted in industrial zones.

Implementation 1-5(b): Reduce projected deficits in employment lands by changing GLUP Map designations within the existing Urban Growth Boundary.

Implementation 1-5(c): Assist in the identification of sites for businesses that have unique site requirements.

Implementation 1-5(d): Ensure that demand projections for medium and large Commercial, Industrial and Office sites are captured in aggregate land demand projections during GLUP map amendments and/or UGB expansions.

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Implementation 1-5(e): Explore adding a Master Planned Employment or Business Park overlay district or zone designation that will allow coordinated planning of public facilities and provide unique design opportunities.

Implementation 1-5(f): Evaluate replacing the Standard Industrial Classification system of classifying permissible land uses with a system that emphasizes development pattern types (form based code) and/or broad land use categories.

Implementation 1-5(g): Consider amendments to the Municipal Code to encourage home-based occupations without negatively affecting residential areas.

Policy 1-6: The City of Medford shall maintain a competitive Short-Term (five-year) supply of employment land equal to at least one-quarter (25%) of the amount of land projected to be demanded over the twenty-year planning horizon.

Implementation 1-6(a): Conduct a Buildable Lands Inventory every five (5) years to ensure that Policy 1-6 is satisfied and the short-term supply of employment sites is adequate.

Implementation 1-6(b): Based upon the updated Buildable Lands Inventory in 1-6(a) above, complete any public facilities plan updates necessary to serve significant inventories of vacant and/or redevelopable employment lands.

Policy 1-7: The City of Medford will rely upon its High Employment Growth Scenario in the City's Economic Element twenty-year Employment Projections, Land Demand Projections, and Site Demand Projections when planning its employment land base.

Policy 1-8: The City shall balance the efficient use of public facilities, the conservation of limited land resources, the maintenance of air and water quality and compatibility with surrounding land uses.

Implementation 1-8(a): Designate land for regional commercial uses near Interstate 5 and other State Highways and designate land for community commercial uses near local arterial and collector streets.

Implementation 1-8(b): Require integrated commercial centers, rather than individual linear developments, whenever feasible.

Implementation 1-8(c): Develop location criteria and site development standards for commercial and industrial development that implement Policy 1-8.

Policy 1-9: The City of Medford shall re-evaluate existing industrial and commercial GLUP map designations to better fit current business practices.

Implementation 1-9(a): Establish a larger minimum parcel size for certain industrial zones.

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Policy 1-10: The City of Medford shall identify the potential for renewable and sustainable energy related industries.

Implementation 1-10(a): Analyze opportunities in the Medford area related to renewable and sustainable energy industries and businesses.

Implementation 1-10(b): Develop a partnership with regional educational institutions to provide technical assistance to renewable and sustainable energy-related industries.

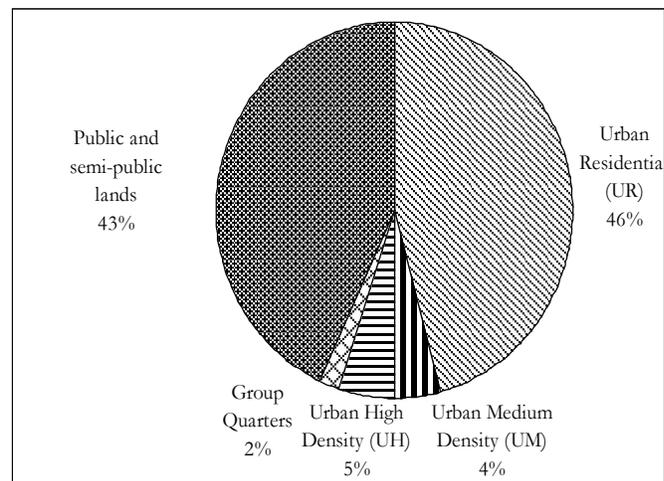
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HOUSING ELEMENT

Adopted 09/21/95 by Ord. 7962, Amd 12/2/2010 by Ord. 2010-250

HOUSING ELEMENT—CONCLUSIONS

- 1. The adopted forecast of population growth for 2009 to 2029 anticipates that Medford’s population will grow by 35,591 people.** The fastest growing segments of the population are people nearing retirement and families with children.
- 2. The Oregon Office of Economic Analysis’s forecast projects that the number of people aged 60 and older will more than double in Oregon and Jackson County between 2000 and 2030. Based on the forecast, Medford is likely to need additional housing for retirees, such as: multi-family units, congregate care units, single-family units, manufactured homes, and active retirement communities.**
- 3. As of January 2009, within its urban growth boundary, the development capacity of Medford’s residential buildable land is 11,424 dwelling units.** About 69% of the City’s residential development capacity (7,911 units) is on vacant land, with 11% on partially vacant land (1,306 units). About 11% of development capacity is on redevelopable land (1,276 units), and the remaining residential capacity is in future residential development in commercial zones and in future accessory dwelling units.
- 4. To accommodate projected population growth between 2009 and 2029, Medford will need approximately 15,050 new dwelling units.** The forecast shows that an average of 753 new dwelling units will be needed annually, which is higher than the average yearly number of building permits issued (605) over the 1996 to 2009 period.
- 5. Given its 2009 capacity and projected need, Medford does not have the capacity within its existing UGB for the additional 3,626 dwelling units needed to accommodate growth between 2009 and 2029.**
- 6. Medford will need 1,890 net residential acres, or 2,383 gross residential acres, to accommodate new housing between 2009 and 2029.** Not all of this can be accommodated within the current urban growth boundary. Therefore, Medford has a deficit of 996 gross acres in the following designations:
- 7. The need for additional housing to meet the forecasted population growth includes all housing types.**



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From a plan designation perspective, deficits are present and are roughly proportional across all residential plan designations, which suggest that Medford's plan ratios for its various housing types have been appropriate and plan designations have been consumed at roughly proportionate rates. The analysis finds that new development must be 65% single-family housing types and 35% multifamily to meet the forecasted need, and the overall expected housing mix (including existing development) in 2029. The forecast finds a need for the continued ratios of 60% single family detached, 2.6% manufactured dwellings in parks, 2.6% single-family attached, 4.3% duplexes and 30.5% multi-unit.

8. **Public and semi-public uses such as parks, schools, and churches generally occur in residential designations, and are expected to continue to be located in such designations.** Based on existing development patterns, as well as park and school plans, Medford has a need for about 426 acres for public and semi-public uses over the 2009 to 2029 period.
9. **Housing affordability is a problem, particularly for low income households.** In 2009, about 33% of Medford households were considered low income.
10. **The affordability of homeownership and rentals decreased over the 2000 to 2008 period.** During this period, the median household income increased 10%, and median rent increased by 35%. Average sales prices increased by 68%. Sales prices have since been decreasing due to the current economic recession, but affordability is not expected to improve until the job market strengthens and earning potentials begin to increase.
11. **Medford's proportion of owner-occupied and renter-occupied dwellings will remain steady** between 2009 and 2029 with 57% owner-occupied and 43% renter occupied units, which was the same proportion in 2000. Increases in home sale prices and share of low-income residents suggest that Medford's homeownership rates are not expected to change substantially over the planning period.
12. **The housing needs analysis determined the need for an average residential density of 8.0 dwelling units per net acre or 6.3 dwelling units per gross acre for all lands and 6.5 per gross acre for the UGB deficits.** Average net density for residential development occurring in Medford between 1996 and 2009 was 6.8 dwelling units per net acre. For the 2009 to 2029 planning period, the needed average net density is: 5.8 dwellings per net acre for single-family detached units; 7.0 dwellings per net acre for manufactured homes in parks; and 12.5 dwellings per net acre for single-family attached units. Average net density for multi-family units is 22.5 units per acre for multi-family.
13. **Each residential plan designation in Medford will experience development in the 2009 to 2029 planning period.** Allocations largely reflect historical distributions across plan designations. However, the 20-year planning period has added and balanced allocations for the Urban Medium Density Residential plan designation.

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HOUSING ELEMENT—GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES

HOUSING GOAL

To provide for the housing needs of citizens of Medford.

Buildable lands for residential use shall be inventoried and plans shall encourage the availability of adequate numbers of needed housing units at price ranges and rent levels which are commensurate with the financial capabilities of Medford households and allow for flexibility of housing location, type and density.

HOUSING POLICIES AND IMPLEMENTATION STRATEGIES

Policy 1: The City of Medford shall assess the housing needs of current and prospective residents, including the elderly, disabled, active retirees, and other groups with special housing needs, to determine development priorities and to formulate specific strategies and activities to meet those needs.

Implementation 1-A: When considering changes to the Medford *Comprehensive Plan* or *Land Development Code*, base such changes on the Housing Element adopted on December 2, 2010, particularly:

Housing Need Projection in Table 31

Forecast of Needed Housing Units in Table 37

Buildable Land Needed for New Dwelling Units in Table 39

Residential Land Deficit by Plan Designation in Table 41

Implementation 1-B: Assess compliance with Housing Element goals and policies and progress in meeting density goals. Consider actions such as:

- a) Producing an annual residential development report;
- b) Preparing a Housing Needs Analysis and Buildable Land Inventory at least every five years and utilizing it to assess housing policies and priorities;
- c) Identifying areas suitable for manufactured home parks.

Implementation 1-C: Assess policies, regulations, and standards affecting residential development and pursue amendments as needed to meet Policy 1. Assess factors such as:

- a) Residential development standards;

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- b) State and federal laws regarding residential care/treatment/training facilities;
- c) Standards applicable to group and modified housing units;
- d) Standards applicable to retirement facilities and manufactured home parks;
- e) Assuring a mix of income levels and dwelling types, including multi-family, group, affordable, and assisted housing, throughout the City.

Policy 2: The City of Medford shall designate areas for residential development that are or will be conveniently located close to pedestrian, bicycle, and transit or high capacity transportation routes, community facilities and services, and employment to ensure that the benefits of public investment in those facilities are available to as many households as possible.

Implementation 2-A: Pursue amendments as needed to achieve transit-supportive density near current and future transit streets, especially where parks or schools are present.

Implementation 2-B: Assess and remove unnecessary local regulatory impediments to downtown housing.

Policy 3: In planning for needed housing, the City of Medford shall strive to provide a compact urban form that allows efficient use of public facilities and protects adjacent resource lands.

Implementation 3-A: Assess policies, regulations, and standards affecting residential development and pursue amendments as needed to meet Policy 3. Consider actions such as:

- a) Upzoning buildable land to medium and high density residential;
- b) Allowing neighborhood commercial activities within residential designations;
- c) Developing special area plans that support high-density and mixed-use projects;
- d) Requiring redevelopment to be at the same or higher density as the previous development;
- e) Assuring zone change locational criteria encourage a compact urban form;
- f) Assuring land division design standards and approval criteria encourage efficient use of public facilities.

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Policy 4: The City of Medford shall cooperate in the development of regional urban land use policy and public investment strategies regarding provision of housing for anticipated population growth.

Policy 5: The City of Medford shall provide opportunities for alternative housing types and patterns, such as planned unit developments, mixed-uses, and other techniques that reduce development costs, increase density, and achieve projects that are flexible and responsive to the site and surroundings, including the conservation and enhancement of areas having special scenic, historic, architectural, or cultural value.

Implementation 5-A: Maintain an inventory of areas suitable for preservation as open space.

Policy 6: The City of Medford shall plan for multi-family residential development encouraging that which is innovative in design and aesthetically appealing to both the residents and the community.

Implementation 6-A: Assess policies, regulations and standards affecting residential development and pursue amendments as needed to meet Policy 6. Assess for factors such as:

- a) Not inhibiting innovative residential design;
- b) Requiring adequate aesthetics and amenities in residential development;
- c) Requiring trees to be installed in residential development;
- d) Providing open space in residential development;
- e) Assuring land division design standards and approval criteria encourage thoughtful neighborhood design.

Implementation 6-B: Periodically update residential design guidelines for the Site Plan and Architectural Commission review process.

Policy 7: The City of Medford shall promote preservation of the existing housing stock and existing neighborhoods through continued support of programs related to housing rehabilitation and neighborhood revitalization.

Implementation 7-A: Conduct a neighborhood planning program, which includes activities such as:

- a) Arranging the UGB into neighborhood planning areas;
- b) Promoting development of neighborhood identities;

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- c) Formulating neighborhood plans.

Implementation 7-B: Monitor housing conditions and enforce housing codes.

Policy 8: The City of Medford shall assist regional housing agencies, nonprofit organizations, private developers, and other entities in their efforts to provide affordable housing, opportunities for minorities, low- and moderate income people, and people in protected classes to gain access to housing.

Implementation 8-A: Evaluate and support affordable housing programs, such as:

- a) A fair housing program that includes enforcement procedures and promotional activities;
- b) Preservation and/or rehabilitation of special needs and affordable housing;
- c) Identifying public land suitable for affordable housing and land banking;
- d) Inclusionary housing required as a condition of approval for authorizations such as annexations, density bonuses, and zone changes.

Implementation 8-B: Cooperate with the Housing Authority of Jackson County and other agencies to preserve and increase their portfolio of assisted housing.

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PUBLIC FACILITIES ELEMENT

Adopted 04/17/03 by Ord. 2003-134; Amd Parks, Recreation, and Leisure Services 11/4/10 by Ord. 2010-240; Amd Schools 1/16/14 by Ord. 2014-016; Amd 1/7/16 by Ord. 2016-08; Amd Transportation Element 12/6/2018 by Ord. 2018-126; Amd Sewer Master Plan 3/07/2019 by Ord. 2019-13

Each section of the “Public Facilities Element” contains its own goals, policies, and implementation strategies.

GENERAL PUBLIC FACILITIES—CONCLUSIONS

1. The key physical facilities necessary to support urban development identified in Medford’s “Public Facilities Element” include: water service, sanitary sewer collection and treatment, and stormwater management. Specific documentation is required by state rules for these facilities.
2. Other facilities and services identified in Medford’s “Public Facilities Element” as necessary to support urbanization include: fire and emergency services, law enforcement, parks and recreation, schools, public health services, and solid waste management.
3. As a part of Medford’s *Comprehensive Plan*, the “Public Facilities Element” and the various public facility plans, are essential to the long range financial planning of capital facilities.
4. Capital improvement projects are coordinated with Medford’s “Public Facilities Element” and the various public facilities plans relative to the timing and location of public facilities.
5. In areas of the Medford Urban Growth Boundary where the timely provision of essential urban facilities and services cannot be accomplished so as to achieve minimum established service levels, a “Limited Service Area” is designated. Development within a designated Limited Service Area may be restricted until threshold levels of essential urban services can be achieved.
6. Medford’s Urban Growth Boundary is defined as the projected geographic limits of urban development needed for the planning period. Public facilities and services are planned to accommodate urban development within Medford’s Urban Growth Boundary as adopted in 1990.

GENERAL PUBLIC FACILITIES—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

Goal 1: To assure that development is guided and supported by appropriate types and levels of urban facilities and services, provided in a timely, orderly, and efficient arrangement.

Policy 1-A: The City of Medford shall provide, where feasible and as sufficient funds are available from public or private sources, the following facilities and services at levels appropriate for all land use types within the City:

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- Water service;
- Sanitary sewers;
- Stormwater management facilities;
- Fire and emergency services;
- Law enforcement;
- Parks and recreation;
- Planning, zoning, and subdivision control.

Policy 1-B: The City of Medford shall encourage other agencies that are responsible for the planning and/or provision of public facilities and services within Medford to coordinate public facility planning consistent with Medford's *Comprehensive Plan*. Such coordination should assure, to the greatest extent possible, the logical and efficient provision of the following public facilities and services:

- Public schools;
- Public health services;
- Justice service;
- Solid waste management;
- Energy and communication services;
- Transit services.

Policy 1-C: The City of Medford shall acknowledge its role as the principal provider of urban services within the City, and shall plan a phased improvement program that meets the service needs of individual areas of the City.

Goal 2: To assure that General Land Use Plan (GLUP) designations and the development approval process remain consistent with the City of Medford's ability to provide adequate levels of essential public facilities and services.

Policy 2-A: In cases where the timely provision of essential urban facilities and services cannot be accomplished so as to achieve minimum adequate service levels, that portion of the Medford urban growth area subject to inadequate services shall be designated a **limited service area**, and any or all development may be restricted until threshold levels of essential services can be achieved. Limited service areas should be considered as priority areas for public facility planning subject to other growth and development factors. "Timely provision of essential urban facilities and services" shall mean that such services can be provided in adequate condition and capacity

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prior to or concurrent with development of the subject area. “Essential urban facilities and services” shall mean sanitary sewers, water systems, stormwater management facilities, and transportation facilities. A determination of minimum adequate service levels for essential urban facilities and services shall be based on the following:

Sanitary Sewers—Sufficient to serve any proposed development consistent with the General Land Use Plan (GLUP) designation. Sanitary sewer facilities shall be considered adequate if they are consistent with the adopted sewer plan document, as interpreted by the City Engineer.

Domestic Water—Sufficient to serve any proposed development with a permanent urban domestic water system capable of supplying minimum pressure and volume for projected domestic and fire control needs consistent with the General Land Use Plan (GLUP) designation. Water facilities shall be considered adequate if they are consistent with the adopted water system plan document, as interpreted by the Water Commission Manager.

Storm Drainage Facilities—Sufficient to serve any proposed development consistent with the General Land Use Plan (GLUP) designation. Stormwater management facilities shall be considered adequate if they are consistent with the adopted storm drainage plan document, as interpreted by the City Engineer.

Policy 2-B: The City of Medford shall strive to ensure that new development does not create public facility demands that diminish the quality of services to current residences and businesses below established minimum levels.

Implementation 2-B(1): Develop thresholds and performance criteria for use in development review to gauge ability of public services to sustain growth.

Implementation 2-B(2): Coordinate capital improvement planning for public facility infrastructure with the direction, extent, and timing of growth.

Implementation 2-B(3): Establish equitable methods for distributing development costs associated with providing water, sanitary sewer, and stormwater management services and facilities.

Implementation 2-B(4): Continue to require annexation to the City as a condition of extending urban services.

WATER SERVICE—CONCLUSIONS

1. Medford’s water supply and distribution system is operated and maintained by the Medford Water Commission, which serves a large portion of the Bear Creek Valley.
2. The Medford Water Commission *Water System Plan* is a coordinated plan, consistent with applicable City of Medford and Jackson County Comprehensive Plan provisions, that provides for the expansion of urban water facilities into the middle of the twenty-first century.

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3. The year 2000 capacity of the Medford Water Commission facilities is 45 million gallons per day (MGD) and can be expanded to 91.4 MGD.
4. The Medford Water Commission main transmission lines are in good condition and should provide the system with at least 50 years of service with normal maintenance.
5. A filter expansion of 15 million gallons per day (MGD) was completed for the Medford Water Commission Water Treatment Plant in 2000, with pumping capacity to be expanded accordingly in the following years. Another 15 MGD expansion is scheduled for 2017. The 2017 upgrade can be moved forward if water use increases faster than anticipated.
6. The Medford Water Commission has begun water conservation efforts to facilitate improved conservation efficiencies over time.
7. The “Water Fund” is the general operating fund of the Medford Water Commission, and is generated from the sale of water, the income from the sale of service extensions and improvements, and system development charges (SDCs) applied to new customers.

WATER SERVICE—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

Goal 1: To provide the City of Medford with high quality domestic water for consumption and fire protection, consistent with state, federal and industry standards.

Policy 1-A: The City of Medford shall assure that the water distribution system is designed and developed in coordination with the storage and transmission system, and phased to be consistent with Medford’s growth.

Implementation 1-A(1): Extend water service to areas within the Urban Growth Boundary in conjunction with annexation of those areas, and utilize the adopted Water System Plan as a factual basis in the land use decision-making process.

Policy 1-B: The City of Medford shall continue to encourage Jackson County to regulate development in the Big Butte Springs watershed to assure that wastewater and toxic substances do not endanger the source of the Big Butte Springs water supply.

Policy 1-C: The City of Medford shall support the continuing development of water conservation measures.

Implementation 1-C(1): Promote public education programs on water conservation.

Implementation 1-C(2): Establish guidelines for water conservation and actively promote use of water-conserving devices and practices.

Implementation 1-C(3): Develop water conservation measures to be imposed in the event that water supplies drop below acceptable levels.

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SANITARY SEWAGE COLLECTION—CONCLUSIONS

1. Medford’s sanitary sewer facility plans are coordinated with Rogue Valley Sewer Services (RVSS). The City of Medford and RVSS coordinate sewage collection efforts.
2. All areas within the City of Medford are served where possible with gravity sewers.
3. There is a low level of water inflow and infiltration into the newer sections of Medford’s sewage collection system. The inflow and infiltration, however, is higher in the older sections of the collection system.
4. Medford’s monthly “Sewer Utility Fee” provides funding for the maintenance of sanitary sewer lines, manholes, and pump stations.
5. A Sanitary Sewer Collection System Development Charge (SDC) helps pay for new sanitary sewage collection facilities.

SANITARY SEWAGE COLLECTION—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

Goal 1: To provide appropriate sanitary sewage collection facilities to serve the Medford Urban Growth Boundary.

Policy 1-A: The City of Medford shall extend the sanitary sewage collection system within the City as development approvals occur, consistent with the Land Development Code and Engineering Division standards. Sewers outside the City but within the Urban Growth Boundary are constructed pursuant to the Joint Urbanization Policies and cooperative agreements with the Bear Creek Valley Sanitary Authority (now Rogue Valley Sanitary Sewer Services).

Policy 1-B: The City of Medford shall maintain and improve the existing sanitary sewage collection system through preventative maintenance and on-going replacement or rehabilitation of deteriorated lines.

Policy 1-C: Unincorporated property shall be required to annex into the City prior to receipt of City sanitary sewer service, or as set forth below. Each of the following conditions must be met to provide unincorporated property with sanitary sewer service prior to annexation:

- 1) The property shall be located within the Urban Growth Boundary;
- 2) Existing sanitary sewer line operated by the City to which connection can be made in accordance with subsection (4) below is within 300 feet of the property;
- 3) The County has found that the septic system serving the property is failing and the County has required connection to a sanitary sewer system;

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4) The extension of a sanitary sewer line to be connected to the City sanitary sewer line shall be subject to acceptance of an approved plan by the City Engineer.

Policy 1-D: When appropriate, the City shall assess the applicable codes and policies for clarification of the difference between an inspection fee and a system development charge, including reference to established system development charges.

Policy 1-E: The City shall operate sewer collection facilities to meet or exceed federal, state, and local standards.

Goal 2: Protect the security and longevity of the sewer collection system.

Policy 2-A: The City shall make reasonable attempts to protect the security of its sewer collection system. The City shall determine what information about the system should remain unavailable to the general public.

Policy 2-B: The City shall manage the sewer collection system through developing design standards, overseeing construction, operating, and maintaining the system such that service to areas in the Urban Services Boundary is adequate and reliable. Whenever possible, the City shall anticipate system interruptions, such as power outages, and design and operate the system to minimize the impact of such interruptions on its customers and the environment.

Policy 2-C: Unless specifically directed otherwise by the City Council, all facilities and equipment shall be maintained in accordance with manufacturers' specifications. The City shall adhere to maintenance and replacement schedules for all facilities and equipment.

Policy 2-D: The City shall maintain a complete inventory of all City-owned equipment, supplies, parts, and service vehicles used for maintenance of sewer facilities. The inventory should include planned replacement dates as applicable.

Goal 3: Ensure a sanitary sewer collection system that is environmentally sound and adaptive to a changing environment.

Policy 3-A: On a regular basis, the City shall update an Emergency Response Plan that focuses on problems created by major disasters (such as earthquakes, floods or windstorms). The plan should ensure that adequate emergency provisions and procedures are in place to provide sewer services to the extent possible during an emergency event.

Policy 3-B: The City shall prepare and maintain a Vulnerability Assessment & Hazard Mitigation Plan addressing risks associated with natural and human made hazards on

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the sewer. The plan should identify how the public and environment may be damaged by such a hazard, and provide detailed procedures for responding to such as act to minimize harm to the public. The Vulnerability Assessment shall not be made available to the public.

Policy 3-C: The City shall develop and maintain a Fats, Oils, and Grease (FOG) Control Program to address excessive buildup of FOG in the sewer.

Policy 3-D: The City will manage the sewer collection system, including monitoring and adapting plans, policies, and practices to collect and convey wastewater from its customers in a safe and sustainable manner in accordance with the City's Environmental element of the Comprehensive Plan.

Policy 3-E: Programs shall be implemented to prevent overflows of wastewater in the existing system, and requires all new construction to convey peak flows and storm events without overflowing the sewer during the design storm event.

Policy 3-F: New wastewater infrastructure will be sited outside of stream corridors, wetlands, and significant tree groves whenever feasible.

Sanitary Sewage Treatment

Goal 4: To provide appropriate sanitary sewer treatment facilities to serve the Medford Urban Growth Boundary.

Policy 4-A: The City of Medford shall continue to operate the regional sewage treatment facilities according to the 1969 interagency agreement with Bear Creek Valley Sanitary Authority (now Rogue Valley Sanitary Sewer Service), Jackson County, and other participating cities, until such time as a new agreement is adopted.

Policy 4-B: The City of Medford shall continue expansion of the Regional Water Reclamation Facility (RWRF) capacity sufficient to provide for continued urban growth. Facility expansion should be given a high priority in capital improvement programming. In the event that necessary funding is not forthcoming, all options, including an appropriate interagency growth management program, should be explored in a timely manner, and implemented as necessary.

Sanitary Sewage Service

Goal 5: Coordinate with other agencies and municipalities to provide adequate sewer service when applicable.

Policy 5-A: The City shall support and participate in regional planning of sewer service with neighboring jurisdictions and sewer districts.

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Policy 5-B: The City shall work closely with adjacent jurisdictions to coordinate sewer service issues related to regional growth, regulatory requirements and changes, and opportunities for regional projects.

SANITARY SEWAGE TREATMENT—CONCLUSIONS

1. The City of Medford has sole responsibility for the operation of the Regional Water Reclamation Facility (RWRF) for regional sanitary sewage treatment.
2. The Medford urban growth area is responsible for approximately two-thirds of the Regional Water Reclamation Facility (RWRF) inflow.
3. The 1992 *Facilities Plan for the Water Quality Control Plant* developed a long-range capital improvement program to upgrade and expand the Regional Water Reclamation Facility (RWRF) to meet needs into the twenty-first century.
4. As of Spring 2000, the Regional Water Reclamation Facility (RWRF) had a dry weather flow capacity of 20 million gallons per day (MGD).
5. Ongoing capital improvements at the Regional Water Reclamation Facility (RWRF) are designed to maintain a three-year growth cushion to accommodate development throughout the region.

SANITARY SEWAGE TREATMENT—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

Goal 1: To provide appropriate sanitary sewage treatment facilities to serve the Medford Urban Growth Boundary.

Policy 1-A: The City of Medford shall continue to operate the regional sewage treatment facilities according to the 1969 interagency agreement with Bear Creek Valley Sanitary Authority, Jackson County, and other participating cities, until such time as a new agreement is adopted.

Policy 1-B: The City of Medford shall continue expansion of Regional Water Reclamation Facility (RWRF) capacity sufficient to provide for continued urban growth. Facility expansion should be given a high priority in capital improvement programming. In the event that necessary funding is not forthcoming, all options, including an appropriate interagency growth management program, should be explored in a timely manner, and implemented as necessary.

STORMWATER MANAGEMENT—CONCLUSIONS

1. The City of Medford operates and maintains the stormwater system, which utilizes Bear Creek and its tributary streams that eventually flow into the Rogue River, and ultimately to the Pacific Ocean. The watershed area for each tributary often extends beyond the UGB, so, in addition to the stormwater generated within the UGB, Medford must manage flow generated upstream. Similarly, areas downstream of Medford must contend with Medford's runoff.

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2. The most recent public facility plan for storm drainage in Medford is the *Comprehensive Medford Area Drainage Master Plan* (Brown and Caldwell, 1996). An update of the plan (mapping project) is included in the 2002-2003 and 2003-2004 City budget.
3. Municipalities such as Medford must strike a balance between the damages caused by flooding due to insufficient stormwater capacity and the cost of building and maintaining stormwater management facilities. A storm drainage “utility fee” provides funding to support the service of providing stormwater facilities (operation and maintenance). This fee is a monthly charge to customers based on the type of land use activity. A Storm Drainage System Development Charge (SDC) pays for new stormwater facilities needed as a result of new development.
4. Previous storm drain piping practices in Medford have left a disjointed system of above and below ground stormwater systems, and, therefore, discontinuous riparian and wetland areas. Medford’s wetlands, waterways and associated riparian vegetation are significant natural resources that contribute to the health, safety, and general welfare of the community. The stability of natural systems and community livability depend upon benefits provided by these resources. They provide protection from flooding and treatment of stormwater. Fish and other wildlife, some of which are endangered or threatened, also depend upon the water and habitat functions they provide.
5. Effective multi-objective management of Medford’s waterways, riparian areas, and wetlands will require the cooperative effort of various City departments, such as Parks, Planning, and Public Works, along with federal, state, and local agencies and organizations in addressing issues such as ownership, improvements, maintenance responsibility, public access, etc.
6. Much of Medford’s future residential development is planned to occur in the Larson Creek basin where there are slopes, oak woodlands, wetlands, irrigation canals, and several stream corridors that remain in a mostly natural condition. Stormwater management is a significant issue in this basin.
7. Development activities that include the reduction of open space and wetlands, removal of vegetative cover, addition of impervious surfaces, channelization of waterways, and terracing of hillsides can cause increases in peak stormwater flows and decreasing water quality. The result is a loss of natural stormwater storage and filtering capacity, which are important in preventing flood damage and maintaining water quality.
8. Water pollution in Medford waterways results from both “point sources” and “non-point sources”. Wastewater from a point source comes from a discernable or discrete location. Non-point source wastewater is from overland flow and includes stormwater. Bear, Crooked, Larson, and Lone Pine Creeks are listed on DEQ’s 303(d) List of Water Quality Limited Streams. These streams are listed for temperature and bacteria. Bear Creek is also listed for habitat and flow modifications.

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9. Federal and state regulations require Medford’s stormwater management program to address water quality and natural resource protection objectives in addition to the traditional flood control objectives. The federal regulations that affect discharges into Medford’s waterways, originating in the Clean Water Act, are the National Pollutant Discharge Elimination System (NPDES) Stormwater Program, which addresses the effects of urbanization on stormwater, and the limitations on “total maximum daily load” (TMDL), which is the maximum amount of a pollutant that may be discharged without affecting water quality to a degree that limits “beneficial uses”. The City of Medford must implement procedures consistent with the policies and best management practices (BMPs) required by NPDES regulations. Medford will also be required to reduce pollutant loads as a result of the TMDLs to be set by the Oregon Department of Environmental Quality (DEQ). A significant portion of the load reduction will have to be achieved through changes in development and stormwater management practices.
10. Bear Creek, Larson Creek, and Lone Pine Creek downstream of Biddle Road contain habitat for salmonid species, some of which are rare or endangered. As such, the waterways and riparian areas located within 50 feet from the tops of the banks are protected by the City’s Riparian Corridor Ordinance. These streams are also designated as “essential indigenous anadromous salmonid habitat” by the state. Portions of Lazy Creek may be added to this list based on ODFW fish surveys. Other waterways and riparian areas in Medford are not yet protected by local regulation.
11. Development activities permitted by the City of Medford which result in harm to a threatened or endangered species, and fall outside the provisions for “incidental take” by the federal Endangered Species Act, could result in the City being held liable. Improperly treated and/or stored stormwater could compromise salmonid recovery and also lead to an illegal “take” of an endangered species.
12. Medford’s Local Wetlands Inventory and Oregon Freshwater Wetland Assessment Methodology assessments are used to determine “locally significant wetlands”. State laws pertaining to Statewide Planning Goal 5 require protection of these wetlands through local analysis and regulation.
13. As development on slopes continues, the amount and velocity of runoff will increase, potentially causing downstream flooding and erosion-associated problems such as sedimentation. Poor development practices on hillsides can cause increased public expenditures for flood and erosion control, stormwater management, and water quality treatment. An increased amount of stream sedimentation leads to a loss of in-stream floodwater storage, resulting in widening of waterways and more flooding.
14. Urban development can be designed in a manner that protects and enhances water quality through efficient site design and best management practices (BMPs), and mitigating measures can reduce the negative impacts on water quality and quantity. On-site stormwater detention and treatment is a preferred stormwater management practice. On-site management can alter peak flows by making them smaller but extending

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over a longer period. It can also decrease the amount of runoff through infiltration, although much of Medford’s geology is not conducive to high rates of infiltration. Stormwater treatment requires a range of programs to be effective, including appropriate alterations to development, on-site treatment, and limitations on increases in impervious surfaces.

15. Compact development and efficient site planning can reduce water quality impacts by reducing the amount of impervious surface that would otherwise be created in a watershed. The impervious surfaces of the transportation system have negative impacts on stormwater quality by increasing both the quantity and velocity of runoff and by collecting oil and other pollutants that are flushed into streams when it rains. Setting appropriate street designs, setting standards that limit the amount of parking, and allowing pervious surfaces where practical are methods that can address the impact of the transportation system.

STORMWATER MANAGEMENT—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

(See also the Environmental Element of the Comprehensive Plan for related goals and policies.)

Goal 1: To protect the citizens of Medford from the potential damage caused by flooding.

Policy 1-A: The City of Medford shall maintain a relevant stormwater management plan for all drainage basins within the Urban Growth Boundary, and implement it through upgrading existing facilities and providing new facilities identified in the plan through public and private development.

Implementation 1-A(1): Regularly update the stormwater management plan with the following information, particularly in conjunction with significant changes to the General Land Use Plan:

- Inventory of existing major facilities and assessment of condition
- Description/map of projects needed to support the General Land Use Plan for the planning period
- Estimate of timing and cost for the projects
- Estimate of ability to fund and funding mechanisms for the projects

Implementation 1-A(2): Maintain a stormwater management funding program, including use of system development charges, monthly service charges, developer-required construction in conjunction with new development, etc.

Implementation 1-A(3): Pursue cooperative stormwater management with Irrigation Districts having facilities in the Medford UGB.

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Implementation 1-A(4): Through the development review process, require development and stormwater system improvements to comply with the standards in the current stormwater management plan.

Implementation 1-A(5): Through the development review process, secure real property or easement dedications prior to or at the time of development adequate for flood protection, conveyance of stormwater, channel access, and maintenance along waterways needed for public conveyance of stormwater.

Implementation 1-A(6): Require stormwater facilities to be designed to safely conduct less frequent, higher flows through or around facilities without damage to the facilities.

Policy 1-B: The City of Medford shall strive to reduce new development in flood plains in order to minimize potential flood damage through their use as open space, or for agricultural, recreational, or similar uses.

Implementation 1-B(1): Evaluate current local regulations that control development in flood plains and adopt amendments where needed to potential stormwater impacts on development in such areas.

Implementation 1-B(2): Provide incentives to encourage the use of planned unit developments and other flexible site design techniques for properties containing flood plains so that these areas can be designed for open space or recreational uses.

Policy 1-C: The City of Medford shall assure that stormwater is managed (infiltrated, detained and treated) on or as close as practicable to development sites in order to reduce the impact of new development on the stormwater management system and natural streams.

Implementation 1-C(1): Require stormwater to be infiltrated onsite to the greatest extent possible through a combination of provisions, such as site design standards, that reduce impervious surfaces and protect natural areas.

Implementation 1-C(2): Develop regulations that permit the appropriate use of porous surfacing materials such as porous asphalt, modular paving, lattice concrete blocks, and porous bricks.

Implementation 1-C(3): Require stormwater detention and treatment facilities for new development, and pursue the development of area-wide stormwater detention and treatment facilities in existing developed areas, to decrease peak downstream flows and reduce the need for extensive changes to main stems of streams.

Implementation 1-C(4): Consider designing certain public parks to also serve as area-wide stormwater detention and treatment facilities, while meeting the recreational needs of the community.

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Goal 2: To achieve and maintain a high level of water quality in Medford's waterways and groundwater.

Policy 2-A: The City of Medford shall protect surface and groundwater resources, including current and potential wellhead areas, from pollution through a variety of regulatory measures relating to land use, transportation, and hazardous substance management.

Implementation 2-A(1): Inventory surface and groundwater resources, including current and potential wellhead areas (groundwater areas used for drinking water).

Implementation 2-A(2): Participate in regional stormwater programs that address the Bear Creek watershed.

Implementation 2-A(3): Develop and require the use of best management practices (BMPs) to prevent water pollution from activities that are potential pollution sources.

Implementation 2-A(4): Require the quality of stormwater leaving a site after development to be equal to or better than that leaving the site before development.

Implementation 2-A(5): Focus street and parking standards to protect and enhance water quality, such as minimizing street pavement widths, limiting the amount of parking, allowing pervious paving surfaces where practical, etc.

Implementation 2-A(6): Undertake activities to increase public awareness of techniques and practices private individuals, groups, and associations can employ to help correct surface and groundwater quality problems. These may include minimizing the use and the appropriate disposal of polluting substances, educating residents regarding the function of stormwater detention and other water quality facilities, etc.

Policy 2-B: The City of Medford shall strive to assure that both public and private development complies with applicable state and federal water quality regulations.

Implementation 2-B(1): Develop a program to comply with the National Pollutant Discharge Elimination System (NPDES) Phase II permit requirements in a timely fashion.

Implementation 2-B(2): In response to the Total Maximum Daily Load (TMDL) determinations developed for the watershed by the Oregon Department of Environmental Quality, develop an implementation plan that includes appropriate pollutant load reduction strategies.

Implementation 2-B(3): Develop a program to comply with Oregon Department of Environmental Quality requirements related to Underground Injection Control.

Policy 2-C: The City of Medford shall utilize stormwater management strategies that sustain natural streams and wetlands consistent with Environmental Element—Water Quality Section—Goal 6 and its policies and implementation strategies.

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Implementation 2-C(1): Inventory and map natural features in the Medford UGB important in stormwater management planning, including waterways, wetlands, and flood plains; lands abutting significant streams; lands with significant native vegetation (woodlands, wetlands, riparian vegetation, etc.); significant slopes; and groundwater areas used for drinking water.

Implementation 2-C(2): As part of stormwater management planning, actively address issues relating to species listed as endangered or threatened.

Implementation 2-C(3): Identify sensitive habitat areas and areas that are important for the protection of water quality for public purchase and ownership or for protection through conservancy programs.

Implementation 2-C(4): Require buffering, setback requirements, maintenance of tree canopy and vegetative cover, and other best management practices (BMPs) as necessary to enhance water resources and protect their functions.

Policy 2-D: The City of Medford shall strive to eliminate sediment entering waterways consistent with Environmental Element—Soils Section—Goal 8 and its policies and implementation strategies.

Implementation 2-D(1): Require stormwater control facilities to be designed so that the rate of discharge is equivalent to a site’s pre-development stormwater discharge for a determined storm frequency or multiple frequencies.

Implementation 2-D(2): Map constrained slopes (over 15% slope) for the purpose of creating a hillside protection overlay zone that requires utilization of special construction techniques before, during and after development that minimize erosion/sedimentation and stormwater runoff, particularly peak storm flows.

Implementation 2-D(3): Require development on slopes to be designed to preserve the vegetative cover (trees and vegetation) or mitigate its removal.

Implementation 2-D(4): Require land-disturbing activities associated with construction to employ comprehensive erosion control practices implemented in the form of an ordinance and a manual to aid developers and City staff.

Implementation 2-D(5): Require water quality control facilities to remove a specified portion of sediments (Total Suspended Solids) from the flow.

FIRE AND EMERGENCY SERVICES—CONCLUSIONS

1. The Medford Fire Department delivers fire protection and emergency services within the City of Medford.
2. Although effectiveness and productivity in the delivery of emergency services, fire

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prevention, public education, and emergency planning continually increases, it is recognized that Medford’s facilities, apparatus, equipment, and personnel will need to be upgraded to meet the increasing demands within the service area.

3. To provide optimal emergency response in Medford, new and relocated fire stations are planned according to population growth and development patterns, and changes in circulation patterns.
4. Medford’s Fire Department response time goals (five-minute first response and seven-minute second response to 90 percent of the population) are projected to remain the same in the future.
5. To achieve the best Insurance Services Office (ISO) rating possible and maintain and/or reduce fire insurance costs within the service area, the City of Medford can take additional steps, such as completing the fire station construction plan and providing a residential sprinkler program for certain areas determined to be best served by this form of enhanced fire protection.
6. To deliver emergency services effectively and safely, the City of Medford must maintain a sufficient primary response and reserve fleet of fire protection apparatus and a sufficient inventory of tools and equipment, with funding that enables rotation and replacement of apparatus, tools, and equipment on a predetermined schedule.
7. The most current technology in emergency response dispatch and records management (Computer Aided Dispatch/Records Management System) is being utilized by the City of Medford to quickly gather and process information, deploy emergency response units, document response time information, and for strategic planning and decision making purposes.
8. Funding for fire protection comes from the City of Medford’s “Fire Maintenance Fund.”

FIRE AND EMERGENCY SERVICES—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

Goal 1: To deliver fire an emergency services effectively and safely within the City of Medford.

Policy 1-A: The City of Medford shall strive to maintain primary response and reserve fleets of fire protection apparatus, tools and equipment inventory, and staff sufficient to deliver emergency services effectively and safely.

Implementation 1-A(1): Provide funding that enables the Fire Department to rotate and replace apparatus, tools, and equipment on a predetermined schedule.

Implementation 1-A(2): Implement the following replacement and rotation schedule for apparatus: Apparatus shall remain in front line status for no longer than 15 years, when it shall be rotated to reserve status and replaced with new apparatus. Reserve apparatus shall remain in reserve for no longer than five years, when it shall be disposed of. Prepare

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a replacement and rotation schedule for tools and equipment that includes rotating them into reserve status or removing them from service.

Policy 1-B: The City of Medford shall provide staffing for the Medford Fire Department sufficient for the effective delivery of emergency services and related business functions.

Implementation 1-B(1): Add additional fire companies when statistical information indicates that the existing companies cannot provide adequate emergency response or no longer meet the demands of routine business.

Implementation 1-B(2): Maintain emergency response and routine business function statistics for human resource planning.

Goal 2: *To maintain and/or reduce fire insurance costs within the City of Medford by achieving the best Insurance Services Office (ISO) rating possible, within funding capabilities.*

Policy 2-A: The City of Medford shall strive to increase its Insurance Services Office (ISO) rating while continuing to meet ISO requirements for the current ratings.

Policy 2-B: The City of Medford shall provide a residential sprinkler program for those specific areas determined to be best served by requiring this form of enhanced fire protection.

Implementation 2-B(1): Develop governing criteria for requiring installation of residential sprinkler systems in the form of a Municipal Code amendment for consideration by the City Council.

Goal 3: *To achieve the Medford Fire Department response time goals within the City of Medford.*

Policy 3-A: The City of Medford shall strive to provide fire stations in strategic locations as identified by the 1994 Medford Fire Station Location Study and any updates.

Implementation 3-A(1): Secure funding to move forward with the fire station construction plan.

Policy 3-B: The City of Medford shall strive to provide the most current technology in emergency response dispatch and records management to quickly gather and process information and deploy emergency response units, and to document response time information.

Implementation 3-B(1): Use a Computer Aided Dispatch/Records Management System (CAD/RMS) for strategic planning and decision-making. Establish funding to maintain the system and provide upgrades as technology changes or is mandated, including upgrades to software, hardware, and the underlying communications network.

Policy 3-C: The City of Medford Fire Department shall provide staff to adequately review development proposals for compliance with the Uniform Fire Code.

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Implementation 3-C(1): Review development proposals to assure adequate and timely access for all necessary fire apparatus.

LAW ENFORCEMENT—CONCLUSIONS

1. Law enforcement services are delivered to Medford residents by the Medford Police Department.
2. Although effectiveness and productivity in the delivery of law enforcement, police protection, crime prevention, public education, and community policing continually increases, it is recognized that Police Department facilities, equipment, and personnel will need to be upgraded to meet increasing demands.
3. The Medford Police Department plans to continue an emphasis on community policing, which is designed to reduce and prevent crime by increasing interaction and cooperation between the Police Department and the people and neighborhoods served.
4. The Medford Police Department response time goal is three minutes, and is projected to remain the same in the future.
5. To deliver law enforcement services effectively and safely, it is important that the City of Medford maintain a sufficient inventory of vehicles and equipment. Funding must be adequate to enable rotation and replacement on a predetermined schedule.
6. Law enforcement accounts for approximately 30 percent of the City of Medford budget. The City's General Fund provides the majority of funding. Grant funds (i.e., Department of Justice Block Grants) support additional officers and community policing projects.

LAW ENFORCEMENT—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

Goal 1: *To provide a safe and secure environment for people and property in the City of Medford.*

Policy 1-A: The City of Medford Police Department shall strive to provide rapid and timely response to all emergencies.

Implementation 1-A(1): Analyze and monitor current response times, and compare them to past experience, to determine the effectiveness of such factors as police staffing and community policing programs.

Implementation 1-A(2): Provide training to certify personnel in First Aid and Cardiopulmonary Resuscitation (CPR).

Implementation 1-A(3): Maintain, train, and equip special response teams for extraordinary or extremely hazardous emergency incidents.

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Policy 1-B: The City of Medford Police Department shall strive to control and/or intervene in conduct recognized as threatening to life and property.

Implementation 1-B(1): Provide on-scene services to restore the peace and prevent further injury to life or property.

Implementation 1-B(2): Identify evolving crime patterns; particularly those involving career criminals, and study methods to further enhance community-oriented policing.

Implementation 1-B(3): Enhance investigation and victim services abilities by providing advanced officer training.

Implementation 1-B(4): Continue and enhance property protection programs in the commercial and industrial sectors.

Implementation 1-B(5): Identify geographical areas or population groups experiencing noticeable crime victimization to improve effectiveness of crime prevention efforts, and commit resources, as appropriate, to these areas.

Policy 1-C: The City of Medford Police Department shall continue to provide investigative services directed toward successful prosecution of criminal offenders.

Implementation 1-C(1): Enhance the success of follow-up investigation and subsequent court presentation by providing quality preliminary investigations and case management.

Implementation 1-C(2): Document factors that help solve major crimes and monitor the effectiveness and efficiency of the investigative process.

Implementation 1-C(3): Continue and enhance the investigator/victim/ witness relationship and maintain a cooperative liaison with the prosecuting attorney.

Policy 1-D: The City of Medford shall strive to coordinate law enforcement planning with local, regional, state and federal plans.

Implementation 1-D(1): Establish and maintain liaison relationships and, as appropriate, agreements for mutual aid, with local, state and federal emergency response and planning agencies.

Implementation 1-D(2): Participate in major disaster preparedness planning at all levels of government.

Goal 2: *To increase and maintain public confidence in the ability of the City of Medford to provide quality law enforcement services.*

Policy 2-A: The City of Medford Police Department shall strive to maintain an open channel of communication with community members.

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Implementation 2-A(1): Assess community needs and expectations on an ongoing basis and report periodically to the City Council regarding citizen complaints and citizen commendations received by the Communication Advisory Committee.

Policy 2-B: The City of Medford Police Department shall strive to aid those who cannot care for themselves (intoxicated, addicted, mentally ill, physically disabled, the young, the old, etc.) and provide crisis intervention and conflict management as appropriate.

Policy 2-C: The City of Medford Police Department shall strive to reduce crime by strengthening the police/community partnership.

Implementation 2-C(1): Continue and enhance neighborhood-based crime prevention activities and programs (i.e., Neighborhood Watch) designed to reinforce positive juvenile behavior, prevent juvenile delinquency and encourage citizen involvement.

Implementation 2-C(2): Continue and enhance programs designed to prevent and reduce drug and alcohol abuse, as well as school violence, including joint education programs with city schools, such as the School Resource Officer program.

Implementation 2-C(3): Evaluate the potential for a Police Athletic League or other variety of police/youth programs to allow further police/juvenile interaction and to offer a positive action alternative to children.

PARKS CONCLUSIONS

The following are conclusions about the provision of parks, open space and leisure services in Medford based on community input and technical analysis. These conclusions provide a foundation for the Parks Goals, Policies, and Implementation Strategies.

1. Medford's population is growing and will continue to do so over the planning period of 2016 to 2025. Population increase and expanding cultural demographics are the primary reasons for the increasing demands for parks and recreation services.
2. In the past, the City has shown great vision in acquiring and developing park and recreation facilities to meet the growing need. As Medford grows, new investments in existing and future parks will be needed to meet the needs of the community, support youth development, and provide a range of recreational options for its residents and visitors.
3. Medford is a growing community, home to many families with children as well as older adults. Population growth creates new demand for park and recreation services. An individual's demographic characteristics such as age, employment, and income play a role in recreational interests and participation. The recreation programs and facilities within the City need to adjust to meet existing and future community needs.

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4. The basic concept of the proposed park system is to assure that every neighborhood in Medford is served by a neighborhood or community park. Medford will need to acquire nearly 45 acres of neighborhood parks and 91 acres of community parkland in the next ten years.
5. Of all park and recreation services, the top three actions ranked as “very supportive” by respondents were to rehabilitate older parks, develop a new indoor recreation center/pool, and expand programming for youth under 18.
6. The City of Medford is a significant provider of recreational programs in the region. Programs and services need to be expanded in nearly all areas, especially for youth, teens, adults, and seniors, to meet increasing community needs.
7. In order to remain the primary provider of recreational programs in the community, the Parks and Recreation Department needs to focus on youth, adult, and aquatics programming. In addition, emphasis needs to focus on community and special events, special needs participants, seniors, and arts and cultural programs.
8. The Jackson Aquatic Center built in 1960 provides a wide variety of water activities but is nearing the end of its useful life cycle. The City should pursue a multi-use indoor facility that includes an aquatics component.
9. The development of Prescott Park has been pending for several decades. Improvements include amenities such as trails for hiking, bicycling, and horseback riding, interpretive signs, and covered pavilions. Prescott Park has the potential to become an important asset to the City and region.
10. The City has a series of open space and greenway systems that need to be protected, expanded, and enhanced over time.
11. Based on a mileage per capita metric of 0.46 miles per 1,000 population, the City is deficient of over 4 miles of paved paths and 10 miles of unpaved park trails. Rather than continuing to use this measurement, the City will work toward improving path and trail connectivity between parks and major destinations as allowable.
12. City of Medford General Fund, grants, and donations are the primary sources of funding for improvements, maintenance, and the expansion of facilities in existing parks.
13. Parks System Development Charges (SDCs) are an important source of funding for the acquisition, planning, and development of new parks and open space areas. The City will periodically update the methodology and rate structure, as appropriate, to be best positioned to obtain future acquisition and development financing from residential development. Parks SDCs need to be prioritized to secure new park properties and finance park or trail development consistent with the Leisure Services Plan.

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PARKS—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

SYSTEM GROWTH & STEWARDSHIP

Goal 1: To provide for a full range of recreational activities and opportunities to meet the needs of all residents of Medford.

Policy 1-A: The City of Medford shall use the Parks Element as a factual basis in the land use decision-making process.

Implementation 1-A-1. Coordinate with the Planning Department to implement the LSP as part of the Comprehensive Plan.

Policy 1-B: The City of Medford shall recognize the social and economic value of other providers in the City and nearby county, state, and national recreation resources that provide recreation for Medford residents, create tourist expenditures within the City of Medford, and attract businesses and industries to the City.

Implementation 1-B-1. Provide park and recreation programs that complement nearby county, state, and national recreation resources.

Implementation 1-B-2. Pursue partnerships as a key means for leveraging community resources and minimizing duplications of effort.

Policy 1-C: The City of Medford shall be a primary provider of recreation programs and services community-wide.

Implementation 1-C-1. Provide park and recreation facilities to support community programming needs.

Implementation 1-C-2. Provide program services to all ages, abilities, and economic and cultural backgrounds.

Implementation 1-C-3. Expand the City's role as primary provider of recreation programs and services and increase programming to meet changing demographics and growing community needs.

Implementation 1-C-4. Monitor local and regional recreation trends to ensure community needs and interests are addressed by available programming.

Implementation 1-C-5. Maintain the aquatics facilities at Jackson Pool until it is renovated or replaced.

Implementation 1-C-6. Pursue opportunities to develop an indoor aquatic facility and recreation center, potentially in partnership with other organizations or agencies. Consider financial feasibility and long term operations needs prior to design or construction of any new facility.

Policy 1-D: The City of Medford shall provide and acquire parklands necessary to

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adequately serve the City's current and future population based on adopted service levels.

Implementation 1-D-1. Provide parks to meet the service standard of 1.56 acres of developed neighborhood parks per 1,000 persons and 2.75 acres of developed community parks per 1,000 persons.

Implementation 1-D-2. Strive to provide equitable park distribution and prioritize park acquisition in underserved areas where households are more than ½-mile from a developed park.

Implementation 1-D-3. Seek parkland identified within this plan, in both developed and undeveloped areas, to secure suitable locations for new parks to serve future residents. Evaluate opportunities to acquire lands declared surplus by other public agencies for park and recreation use if such land is located in an area of need or can expand an existing City property and can be developed with site amenities listed in the Guidelines for Site Selection and Development (see Appendix E).

Implementation 1-D-4. Prioritize park acquisition in areas of the City facing population growth and residential and commercial development.

Implementation 1-D-5. Implement the Southeast Medford Area Plan Map with regard to greenway paths/trails, parks, and recreation facilities.

Implementation 1-D-6. Evaluate opportunities to acquire lands declared surplus by other public agencies for park and recreation use if such land is located in an area of need or can expand an existing City property.

Policy 1-E: Use traditional and new funding sources to adequately and cost-effectively maintain and enhance the quality of Medford's park and recreation system.

Implementation 1-E-1. Maintain and seek to expand general fund support of parks, recreation programs and maintenance.

Implementation 1-E-2. Offer programs at a range of costs (free, low-cost, full price) and implement other strategies to ensure program affordability, while meeting city financial goals.

Implementation 1-E-3. Maintain and enhance program scholarships and other mechanisms to support recreation access for low-income residents.

Implementation 1-E-4. Pursue alternative funding options and dedicated revenues for the acquisition and development of parks and facilities, such as through private donations, sponsorships, partnerships and grant sources, as well

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as the retention and reallocation of existing revenue sources currently used for debt service.

Implementation 1-E-5. Consider the use of voter-approved initiatives, such as bonds and levies, to finance the development of additional facilities and significant park upgrades.

Implementation 1-E-6. Examine the feasibility for and potential benefits of a Park & Recreation District to fund and manage certain park and recreation facilities, such as an indoor aquatics facility.

Implementation 1-E-7. Review, and if necessary update, use and rental fees on a periodic basis to reflect market rates.

Implementation 1-E-8. Establish more revenue-generating programs to increase program funding to subsidize other programs and services.

Implementation 1-E-9. Consider developing additional rental facilities, such as reservable picnic areas, wedding sites and meeting rooms, to meet community needs and generate additional operating resources.

Implementation 1-E-10. Facilitate compatible, revenue-producing concession facilities and services within parks that enhance visitor use and enjoyment of the City's parks.

NATURAL AREAS MANAGEMENT

Goal 2: To preserve natural resources in the Medford Urban Growth Boundary that provide open space or have unique recreational potential, encouraging development with parks and recreation facilities if appropriate.

Policy 2-A: The City of Medford shall seek to preserve significant natural areas to meet outdoor recreation needs, provide opportunities for residents to connect with nature, and meet habitat protection needs.

Implementation 2-A-1. Develop a long-range public open space plan in partnership with the Planning and Public Works Departments and RVCOG that provides for an interconnected system of creek corridors, greenways, wetlands, and other significant natural resource areas.

Implementation 2-A-2. Develop and implement natural resource management plans for significant natural areas within parks and other City-owned or controlled lands, such as oak savanna, riparian areas, and wetlands, to identify management priorities and to guide acquisition, development and restoration decisions.

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Policy 2-B: The City of Medford shall give special consideration to the Bear Creek corridor in order to protect this dynamic natural and recreational resource for the enjoyment of present and future generations.

Implementation 2-B-1. Maintain and expand partnerships for the ongoing maintenance and restoration of the Bear Creek Greenway.

Policy 2-C: The City of Medford shall give special consideration to Prescott Park in order to protect this dynamic natural and recreational resource and most significant scenic view for the enjoyment of present and future generations.

Implementation 2-C-1. Follow the recommendations of, and periodically update, the *Prescott Park Management Plan*.

Implementation 2-C-2. Pursue land additions or parcel reconfigurations for Prescott Park, as opportunities become available, to enhance access or site development opportunities.

Implementation 2-C-3. Pursue inclusion of Prescott Park in the Medford Urban Growth Boundary for eventual inclusion within the City of Medford.

Implementation 2-C-4. Enhance access and public enjoyment of Prescott Park by implementing the Prescott Trails Plan and developing appropriate facilities to enhance appreciation of natural resources, the outdoors, and Medford's unique environment.

BICYCLE & PEDESTRIAN OPPORTUNITIES

Goal 3: To provide recreational opportunities within parks and connectivity to parks through a path and trail system that is well integrated with the community.

Policy 3-A: The City of Medford shall seek to develop a network of shared-use pedestrian and bicycle paths and trails to promote their important recreational uses within parks and enable connectivity between parks, neighborhoods, public amenities, and major pedestrian and bicycle routes identified in the Transportation System Plan and Southeast Circulation Plan.

Implementation 3-A-1. Coordinate recreational path and trail system planning and development with the City's and Jackson County's Transportation System Plan and Southeast Plan to provide a comprehensive pedestrian and bicycle network.

Implementation 3-A-2. Integrate the siting of proposed path and trail segments into the development review process; require development projects along designated routes to be designed to incorporate path and trail segments as part of the project.

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Implementation 3-A-3. Facilitate and provide for a high degree of pedestrian and bicycle connectivity from major shared-use paths, such as the Bear Creek Greenway, to parks and other destinations.

Implementation 3-A-4. Develop the Southeast Area greenway paths shown in the adopted SE Area Neighborhood Circulation Plan Map.

Implementation 3-A-5. Implement the Prescott Park Trails Plan in phases as funding and park infrastructure are available.

Implementation 3-A-6. Partner with local utilities, public agencies and private landowners to secure easements and access to open space for path and trail connections.

Implementation 3-A-7. Implement standards for route and wayfinding signage and associated facilities and informational maps and materials identifying existing and planned path and trail facilities.

Implementation 3-A-8. Provide trailhead accommodations, as appropriate, to include parking, signage, restrooms and other amenities.

MANAGEMENT & MAINTENANCE

Goal 4: To coordinate park and recreation planning, acquisition, maintenance, and development in the City of Medford to serve a broad spectrum of citizen and institutional interests.

Policy 4-A: The City of Medford shall design and maintain parks and recreation facilities in a safe, attractive manner, to serve as positive amenities for the community and the neighborhoods in which they are located.

Implementation 4-A-1. Utilize and periodically update the *Guidelines for Site Selection and Development* for the acquisition and/or development of parks within each park classification and include the review of development guidelines and site plans by the Parks Maintenance Division.

Implementation 4-A-2. Implement a consistent park signage program for use throughout the system and consider installation of updated standards for park entry signs and specialized signage such as mileage markers along trails and pathways.

Implementation 4-A-3. Consider design elements that enable parks to be used year-round, including picnic shelters and playground shade structures.

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Implementation 4-A-4. Design, improve and maintain parks and facilities in a manner that conserves energy and other resources and maximize efficient maintenance practices.

Implementation 4-A-5. Design and maintain parks and facilities to offer universal accessibility for residents of all physical capabilities, skill levels and age.

Implementation 4-A-6. Incorporate sustainable development and low impact design practices into the design, planning and rehabilitation of new and existing facilities.

Implementation 4-A-7. Examine opportunities to locate a Parks maintenance facility east of Interstate 5 to facilitate enhanced efficiency in the maintenance of east Medford sites and facilities.

Policy 4-B: The City of Medford shall evaluate and design park and recreation facilities to minimize operation and maintenance costs.

Implementation 4-B-1. Review and consider the projected maintenance and operations costs when developing new facilities or redeveloping existing facilities prior to initiating design development.

Implementation 4-B-2. Consider maintenance costs, including transportation and loading/unloading of equipment, before acquiring park stand-alone or isolated park sites smaller than one acre.

Implementation 4-B-3. Seek and implement opportunities for acquisition and use of contiguous school and park sites for recreational purposes beneficial to both City and the School District.

Policy 4-C: The City of Medford shall actively manage its park and recreation assets through a regular schedule of maintenance and capital renewal efforts to optimize use, reduce unplanned reactive maintenance and protect public investment.

Implementation 4-C-1. Allocate an average minimum maintenance cost per acre annually for maintenance of each park type and seek to increase maintenance funds using this guideline as new amenities or facilities are added to the City's system.

Implementation 4-C-2. Update the Maintenance and Operations Management Standards Plan, as necessary, to ensure parks, facilities and equipment are maintained in a manner that keeps them safe and attractive; repair or remove damaged components immediately upon identification.

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Implementation 4-C-3. Maintain a standardized and systematic inventory and assessment of park system infrastructure, including quantity, location, condition and expected useful life.

Implementation 4-C-4. Implement and finance the upgrades for ADA compliance as noted in the ADA Transition Plan to ensure a safe, secure and accessible park infrastructure.

Implementation 4-C-5. Consider creation of a Natural Resources Division to focus efforts toward natural area management and restoration, and urban forestry related needs.

Implementation 4-C-6. Update the Natural Resource Management Plans and Procedures manual, as necessary to address Integrated Pest Management and other best practices for site management of City-owned or controlled properties.

PARTNERSHIPS

Goal 5: To enhance and support partnerships that leverage Medford’s human, social and physical capital to improve recreation opportunities for residents.

Policy 5-A: The City of Medford shall continue to pursue and maintain effective partnerships with neighboring cities, Jackson County, Medford School District, other governmental agencies, and private and non-profit organizations to plan and provide recreation activities and facilities and maximize opportunities for public recreation.

Implementation 5-A-1. Develop and maintain inventories and evaluations of shared athletics and recreation facilities.

Implementation 5-A-2. Pursue or enhance partnerships with the Medford School District to maximize public use of recreation facilities on school sites, especially athletic fields and gymnasiums, and to utilize school grounds as parks in areas where parkland distribution deficiencies exist.

Implementation 5-A-3. Attempt to partner with Jackson County, the State of Oregon and others to provide regional facilities.

Implementation 5-A-4. Coordinate with public, private and non-profit providers, such as organized sports leagues, to plan for projects to enhance and maintain athletic field facilities.

Implementation 5-A-5. Explore partnership opportunities with local hospitals and businesses to develop, fund, and promote park, recreation and wellness activities,

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programs and amenities.

Implementation 5-A-6. Encourage collaboration among local art, business, education, tourism, city beautification and recreation interests.

Policy 5-B: The City of Medford shall partner with public safety agencies in order to address community perceptions regarding safety in parks and greenways.

Implementation 5-B-1. Coordinate with the Medford Police Department to develop a volunteer program that recruits and trains citizens to serve as park hosts.

AESTHETICS

Goal 6: To maintain and enhance community livability in Medford by promoting the aesthetic quality of the urban environment.

Policy 6-A: The City of Medford shall recognize trees as valuable amenities that contribute to the livability of our city through the proper selection, placement, preservation and maintenance of trees along our streets, in open spaces, and in parks.

Implementation 6-A-1. Provide a mechanism for a tree recognition program.

Policy 6-B: The City of Medford shall require the provision and continued maintenance of appropriate landscaping in conjunction with new development.

Implementation 6-B-1. Consider and advocate for a revision to the Medford Municipal Code to promote sustainable and cost effective maintenance and management of right-of-way landscape areas.

Policy 6-C: The City of Medford shall encourage the establishment of public art in parks, on public grounds, and in public buildings.

Implementation 6-C-1. Investigate mechanisms for displaying art in public places.

ENGAGEMENT & COMMUNICATIONS

Goal 7: To encourage and support active and on-going participation by diverse community members in the planning and decision-making for parks and recreation.

Policy 7-A: The City of Medford shall endeavor to involve residents and stakeholders in park and recreation facility planning, design and recreation program development to solicit community input, facilitate project understanding and build public support.

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Implementation 7-A-1. Use a diverse set of communication and informational materials and employ innovative strategies to improve community involvement in park and recreation planning efforts, including in-person meetings and events, signage, print programs and materials, and electronic communication (e.g. website, newsletters, social media)

Implementation 7-A-2. Promote and distribute information about recreational activities, education programs, community services and events, and volunteer activities sponsored by the City and partner agencies and organizations.

Implementation 7-A-3. Identify under-represented segments of the community and work to improve their capacity to participate in park planning and decision-making.

Implementation 7-A-4. Support the Parks & Recreation Commission as the forum for public discussion of parks and recreation issues.

Implementation 7-A-5. Survey, review and publish local park and recreation preferences, needs and trends at least once every five years.

Implementation 7-A-6. Collaborate with the City's economic development staff and regional tourism staff to promote Medford's events, parks, trails and facilities.

SOLID WASTE MANAGEMENT—CONCLUSIONS

1. The City of Medford is required to participate in the preparation and implementation of a regional solid waste management plan developed through a cooperative effort by local governments and the private sector, in compliance with the state solid waste management plan.
2. The most critical solid waste management issues facing the City of Medford and the region are future landfill capacity, rate stabilization, and adequacy of closure funds. A coordinated regional public/private strategy will be needed to address landfill closures and long-term remediation of closed landfills.
3. The Dry Creek Landfill, located approximately two miles northeast of the Medford Urban Growth Boundary adjacent to Prescott Park, is the solid waste facility serving Jackson and Josephine Counties.
4. Private waste disposal companies in the region fund the cost of solid waste pickup and disposal through "tipping" fees, which are usually based on the weight of the waste.
5. Waste prevention must be the initial goal in solid waste management planning,

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particularly to assure cost-effectiveness. Public/private efforts to develop, implement, and fund innovative, cost-effective waste prevention and recycling activities are needed, with a commitment to making such activities a part of daily decisions and business practices.

6. The City of Medford can educate and lead through good example by purchasing durable, reusable, repairable, recycled, and recyclable products, by participating in recycling, and by educating employees about waste prevention and recycling in the workplace.
7. Jackson County met its 1998 waste recovery rate goal of 25 percent set by the state plan. The current statewide recycling goal is to have 50 percent of materials recovered.
8. Additional recycling efforts needed in the region include expanded industrial, commercial, and institutional collection, especially for office paper and food waste (the commercial sector generates 60 percent of the waste in the region, with only a 12 percent recovery rate); expanded drop-off collection; expanded multiple-family collection; and expanded yard waste collection with non-energy options for diverted yard waste, more sites for accepting such waste, and increased marketing of the final products.
9. A solid-waste transfer station located on Table Rock Road in White City, plays a significant role in the region's waste reduction and recycling ability.
10. Planning is needed to assure compatibility between the development and use of the Dry Creek Landfill and Prescott Park.

SOLID WASTE MANAGEMENT—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

Goal 1: To achieve a cost-effective, locally controlled, technologically feasible, environmentally sound, and publicly acceptable solid waste management system for the City of Medford.

Policy 1-A: The City of Medford shall support and promote compliance with state and County solid waste management plans.

Policy 1-B: The City of Medford shall participate in the implementation of the regional solid waste management plan developed through a cooperative effort of local governments and the private sector.

Implementation 1-B(1): Provide City technical staff assistance, as appropriate, to ongoing interagency committees dealing with solid waste management.

Policy 1-C: The City of Medford shall review City policies and ordinances governing the siting, permit review process, and development standards for those solid waste system facilities that may be needed within the Medford Urban Growth Boundary in the future.

Policy 1-D: The City of Medford shall continue to carry out a program that effectively addresses illegal dumping of solid waste.

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Policy 1-E: The City of Medford shall assure that appropriate measures are taken to secure compatibility between the development and use of the Dry Creek Landfill and Prescott Park.

Goal 2: *To achieve a steady long-term decrease in the per-capita amount of solid waste being disposed of in landfills by the residents of Medford.*

Policy 2-A: The City of Medford shall strive to manage the City's solid waste according to the state management hierarchy of reduce, reuse, recycle, compost, recover energy, incinerate, and landfill.

Policy 2-B: The City of Medford shall cooperate in public/private efforts to develop, implement, and fund innovative, cost-effective waste prevention and recycling activities and programs.

SCHOOLS—CONCLUSIONS

1. For public primary and secondary education, the Medford 549C and Phoenix-Talent school districts serve the City of Medford, its Urban Growth Boundary, and its Urban Reserves.
2. Funding for public primary and secondary schools comes primarily from state income taxes and state lottery proceeds (50%), local property taxes (35%), and the federal government (15%). In addition, both the Medford 549C and Phoenix-Talent school districts now collect a construction excise tax via the City of Medford in accordance with Oregon Statutes to help pay for school facilities. (ORS 320.170 authorizes school boards, in cooperation with cities and counties, to tax new residential and non-residential development.)
3. Through continuing analyses of changes in demographic trends and in geographic demands for various types of school facilities, and through coordination with local governments such as the City of Medford, school districts can keep pace with the changing demand for the facilities and services they provide.
4. The location and design of school facilities can affect neighborhood formation and traffic patterns.
5. Upon review of the enrollment forecasts (which use the current (2013) grade configuration) and the analyses from the *Medford School District 549C Long-Range Facilities Plan, May 15, 2012 Update*, the City of Medford concurs with District findings that Medford 549C School District school facilities are adequate to meet District short-term needs, but acknowledges the need for an additional elementary school on both the east and west sides of Medford by 2020.
6. Upon review of the facility inventory and analysis from the *Medford School District 549C Long-Range Facilities Plan, May 15, 2012 Update*, the City of Medford concurs with District findings that there is an inadequate supply of suitable land under Medford 549C

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School District ownership to meet the identified long-term needs of the student population.

7. Medford's adopted Southeast Plan identifies a general location for a future Medford 549C School District school on the east side within the Medford City limits.
8. Medford 549C School District has, through a donation, obtained rights to property ("Site 5" in the *Medford School District 549C Long-Range Facilities Plan, May 15, 2012 Update*) located southeast of the intersection of Bellinguer Avenue and Hull Road, which is outside of Medford's Urban Growth Boundary and Urban Reserves.
9. Upon review of the Medford 549C School District's site selection criteria and the characteristics of each of the five potentially suitable school sites in the Urban Growth Boundary (UGB) from the *Medford School District 549C Long-Range Facilities Plan, May 15, 2012 Update*, the City understands but does not concur with District findings that none of the potential sites inside the UGB are suitable to meet District needs for future west side schools.
10. The City of Medford does not concur with the Medford 549C School District's finding that Site 5 from the *Medford School District 549C Long-Range Facilities Plan, May 15, 2012 Update* is a desirable west side school location. A determination that Site 5 is a desirable location for a west side school(s) cannot be rendered by the City of Medford at the present time. Such a determination can be made by the City only after an "alternatives analysis" of land within and outside the Urban Reserves based on the "priority of land scheme" and the land use decision process in Oregon Urban Growth Boundary (UGB) expansion laws and rules are conducted.

Additionally, the *Greater Bear Creek Valley Regional Plan*, Chapter 5, Monitoring and Implementation (Section 5.1.2), provides that UGB expansion into land not designated as an Urban Reserve will require a Regional Plan 'Minor' or 'Major' amendment prior to or concurrent with any other process. Section 5.2.4 of the Regional Plan identifies that a 'Major' amendment is any amendment that does not meet the definition of a 'Minor' amendment. Since the 80-acre size of Site 5 exceeds the 50-acre maximum for a 'Minor' amendment, such a proposal would be deemed a 'Major' amendment. Processing amendments to the adopted Regional Plan are the responsibility of Jackson County and can only be proposed by the governing authority of a participating RPS jurisdiction. Approval of a 'Major' amendment of the *Greater Bear Creek Valley Regional Plan* is also subject to providing corrective measures and plan adjustments per Section 4.4 of the Regional Plan. The City could concur with the suitability of Site 5 only after a 'Major' amendment of the Regional Plan was adopted and associated corrective measures were approved by the appropriate approving authorities.

In addition, any consideration of the Medford 549C School District's proposal to bring its desirable site into the City's UGB runs directly counter to the City's long-established plan

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for its growth. After lengthy deliberations and public hearings by both the Planning Commission and the City Council, the City decided that it would not plan to expand into the Exclusive Farm Use (EFU)-zoned land to the west of its current UGB. For the City, this decision is fundamental to its compliance with the Statewide Planning Goals that seek to deter the expansion of urban development into immediately-adjacent agricultural land.

11. Future inclusion of a school district's desirable school site(s) within the City's growth boundaries will require that all applicable state, regional, county, and city land use regulations, as may be in effect at the time, are fully met.
12. Additional work with the Phoenix-Talent School District is needed towards the development and adoption of a long-range facilities plan into the City of Medford Comprehensive Plan Public Facilities Element.

The following Phoenix-Talent School District-adopted documents were previously provided by the District.

- a) Phoenix-Talent School District Daily Class Load Policy, 2/3/83 (adopted).
 - b) Phoenix-Talent School District Class Size Policy, 2/3/83 (adopted).
 - c) Phoenix-Talent School District enrollment summaries, 10/1/98.
 - d) Phoenix-Talent School District Map, Jackson County GIS Files, 1/1/99.
13. The Phoenix-Talent School District has acquired an 11.7-acre site at the northeast corner of North Phoenix Road and Coal Mine Road for the future construction of elementary school facilities, which will accommodate district students residing in the Southeast Area, south of Barnett Road.

SCHOOLS—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

Goal 1: To support excellent public education for Medford's citizens.

Policy 1-A: The City of Medford hereby adopts by reference the District-adopted *Medford School District Long-Range Facilities Plan, May 12, 2012 Update*, along with Appendices. [A complete copy of the referenced document, along with appendixes and supplemental appendix, is on file in the Medford Planning Department.]

Policy 1-B: The City of Medford will cooperate with Medford 549C School District and Phoenix-Talent School District in providing public improvements and services needed to support adopted educational programs.

Implementation 1-B(1): Provide a section of the Comprehensive Plan which:

- (a) Describes how the City will involve the school districts in comprehensive planning, including plan amendments and amendments to land use regulations; and,

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- (b) Describes the responsibilities of the school districts in comprehensive planning, including plan amendments and amendments to land use regulations affecting provision of education services; and,
- (c) Establishes the role and responsibilities of the City and the school districts with respect to approval of new development; and,
- (d) Establishes the role and responsibilities of the City with respect to school district interests regarding matters such as public facilities, capital facilities and real property, and rights-of-way and easements.

Implementation 1-B(2): Continue meeting and conferring with the Medford 549C and Phoenix–Talent school districts to accomplish the planning required by Oregon Revised Statutes for local government planning coordination, and, in particular, with the Phoenix-Talent School District towards the development and adoption of a long-range facilities plan into the City of Medford Comprehensive Plan Public Facilities Element.

Implementation 1-B(3): Cooperate in identifying land suitable for school facilities when a school district determines that there is an inadequate supply of land for the 10-year period covered by the adopted school facilities plan, and take necessary actions, including, but not limited to, adopting appropriate zoning, aggregating existing parcels in separate ownership, or adding one or more sites designated for school facilities to the Urban Growth Boundary, pursuant to applicable law.

Implementation 1-B(4): Continue to cooperate in collecting a construction excise tax in accordance with Oregon Statutes to help pay for school facilities.

Implementation 1-B(5): Provide notice to school districts when considering a proposed plan, amendment, or development that may impact school capacity.

Implementation 1-B(6): If a school district adopts objective criteria in its school facilities plan to be used by the City to determine whether adequate capacity exists to accommodate projected development, utilize those criteria for purposes of evaluating applications for comprehensive plan amendments or residential land use regulation amendments. [Note: Per the Oregon Revised Statutes, the City may deny a residential development application based on a lack of school capacity only if the issue is raised by the school district, the lack of school capacity is based on a formally adopted school facilities plan and the City has considered options to address school capacity.]

Implementation 1-B(7): Work with school districts to identify barriers and hazards to children walking or bicycling to school and to develop plans for funding improvements designed to reduce such barriers and hazards.

Goal 2: For Medford’s public and private educational facilities to be positive community assets.

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Policy 2-A: The City of Medford shall discourage the location of primary and secondary schools in or next to industrial zoning districts or the Airport.

Policy 2-B: The City of Medford shall encourage secondary schools or higher education facilities over 10-acres in size to be located on at least one higher order street.

Policy 2-C: The City of Medford shall encourage public school districts to allow community use of school facilities when the use does not conflict with the primary use of the facility and student safety.

Goal 3: *Promote ongoing partnerships with public, private and alternative educational providers in Medford to deliver varied life-long learning opportunities.*

Policy 3-A: The City of Medford shall support life-long learning and training programs with high schools, the community college, and the university.

HEALTH SERVICES—CONCLUSIONS

1. Medford is the regional center for health services for southern Oregon and a portion of northern California.
2. The presence of high quality health care facilities influences people’s decisions to visit and relocate to the Medford area.
3. Health services in the Medford planning area appear to be adequate for the present and into the foreseeable future.
4. Health care institutions, local jurisdictions, and the communities they represent are best served when they participate together in planning for future public facilities and services.

HEALTH SERVICES—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

Goal 1: *To support the provision of adequate health services and facilities to meet the needs of the people within the Medford Urban Growth Boundary and the region.*

Policy 1-A: The City of Medford shall strive to provide transportation, utilities, and other public facilities and services needed to support health care facilities within the Urban Growth Boundary, consistent with the health care facilities’ growth requirements.

Policy 1-B: The City of Medford shall encourage cooperation among local, state, federal, and private agencies in planning and providing for health and related social services.

Policy 1-C: The City of Medford shall encourage the development and/or expansion of health services to meet regional as well as local needs.

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GENERAL LAND USE PLAN ELEMENT

Adopted 12/16/04 by Ord. 2004-258; Amd 08/18/2016 by Ord. 2016-99

GENERAL LAND USE PLAN—CONCLUSIONS

1. The General Land Use Plan (GLUP) Map represents Medford’s future land use patterns based on anticipated growth and land needs.
2. The GLUP Map is dynamic, and, as such, must be amendable, to guide and reflect the needs and tastes of the city’s residents.
3. The GLUP Map is non-site-specific, and is not intended to be the sole basis for making decisions on zone changes. The Zoning Map and the *Land Development Code* more specifically delineate permitted uses and development criteria.
4. The GLUP Map delineates three residential, two commercial, two industrial, a parks and schools, a greenway, a city center, an airport, and a limited service area designation. It also indicates the Urban Growth Boundary (UGB).
5. The SFR-00 (Single-Family Residential—One Unit per existing lot) zone is intended to function as a holding zone in all GLUP map designations until facilities can be shown to be adequate to accommodate a higher intensity or density zoning designation as permitted by the GLUP map designation.
6. To more specifically address the needs and concerns of certain areas of the community, more detailed land use provisions, in the form of special area plans, have been adopted. [See the Neighborhoods Element of the *Medford Comprehensive Plan* for the adopted special area plans and maps.]

GENERAL LAND USE PLAN—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

Goal 1: To maintain and update the City of Medford General Land Use Plan Map.

Policy 1-A: The City of Medford General Land Use Plan Map shall be reviewed at least every five years, and may be amended whenever it is determined that a change is warranted. Amendment criteria are contained in the *Review and Amendment* section of the *Comprehensive Plan*, and procedural requirements are contained in “Article II” of the *Land Development Code*.

Goal 2: To administer the City of Medford General Land Use Plan Map so as to further the purposes of the Map and the Comprehensive Plan.

Policy 2-A: The City of Medford General Land Use Plan Map shall not be used as the sole justification for making decisions on zone changes. However, zone changes must be consistent with the General Land Use Plan Map designation.

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Policy 2-B: Because the City of Medford General Land Use Plan Map is general and non-site-specific, ambiguities may arise. If it is unclear whether a specific property is in a particular designation, the Planning Commission shall be requested to interpret the designation boundaries. The Commission shall consider the character of surrounding uses, past interpretations, and applicable goals and policies of the Comprehensive Plan when making an interpretation.

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NEIGHBORHOOD ELEMENT

Adopted 3/7/2013 by Ord. 2013-42; Amd Urbanization Planning 11/15/2018 by Ord. 2018-131; Amd Liberty Park Plan 01/16/2020 by Ord. 2020-11

SOUTHEAST PLAN—CONCLUSIONS

1. Special planning studies for the SE Area have determined that a neo-traditional circulation and development pattern could reduce the number and length of motor vehicle trips within the area.
2. The SE Area is the only area of the community where streams and waterways remain in a mostly natural state.
3. During the preparation of the special planning studies for the SE Area, the property owners indicated a very strong desire to preserve the natural resources, especially the streams, wetlands, and woodlands.
4. The creation of a Village Center Transit Oriented District in the SE Area with denser mixed land uses will be a primary means of reducing traffic within the SE area by serving the daily needs of residents through walking, bicycling, transit, and shortened motor vehicle trips.
5. Assuring that the minimum densities and housing types are achieved and located as proposed, particularly in the Village Center, is essential in carrying out the purposes of the *Southeast Plan*.
6. Steeper slopes in the SE Area will require expertise in hillside development techniques, particularly regarding storm drainage retention/detention and street design.
7. Residential design features such as placing garages on alleys, providing front porches, park strips with street trees, sidewalks, and pedestrian-scale lighting, etc., promotes alternative forms of transportation such as walking.

SOUTHEAST PLAN—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

Goal 1: To assure that development in the SE Area occurs in a manner that reduces reliance on automobile travel within the area and promotes multi-modal travel, including pedestrian, bicycle and transit.

Policy 1-A: The City of Medford shall assure that circulation and development design in the SE Area emphasizes connectivity and promotes multi-modal transportation viability.

Implementation 1-A(1): Do not allow private streets to prevent vehicular or pedestrian connectivity or public access to greenways, parks, schools, or other activity centers.

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Implementation 1-A(2): Discourage gated or “dead-end” developments because they prevent connectivity and neighborhood formation. Require adjacent developments to integrate with one another.

Implementation 1-A(3): Assure that development design and street improvements on North Phoenix Road promote non-vehicular access across this major arterial at intersections.

Implementation 1-A(4): Discourage development site design along collector and arterial streets from creating a “walled” effect near the sidewalk.

Implementation 1-A(5): Encourage the Rogue Valley Transportation District (RVTD) to serve the SE Area with transit service as soon as feasible.

Policy 1-B: The City of Medford shall assure that the Village Center is developed as a pedestrian-oriented, mixed use, higher density central core (Transit Oriented District) for the SE Area.

Implementation 1-B(1): Require special design for development within the Village Center, affecting such elements as building location and orientation, lighting, signage, parking, outdoor storage and display, greenway/wetlands treatment, etc.

Implementation 1-B(2): Limit the commercial zoning districts and permitted uses within the commercial portion of the Village Center to assure pedestrian-oriented development.

Implementation 1-B(3): Require master planning of the entire Commercial Center Core Area of the Village Center prior to development approval.

Implementation 1-B(4): Promote the location of public and quasi-public uses within the Village Center, such as a fire station, day care center, community center, church, park, public plaza, etc.

Policy 1-C: The City of Medford shall support the location of small neighborhood commercial sites in the SE Area outside the Village Center.

Goal 2: *To assure that development in the SE Area occurs in a manner that preserves its abundant natural features and resources.*

Policy 2-A: The City of Medford shall strive to provide a system of interconnected open spaces in the SE Area utilizing drainage ways and stream corridors open to public view and access.

Implementation 2-A(1): Accentuate drainage ways and stream corridors by locating street rights-of-way collinear and adjacent to them in order to open them for public view and access. Such placement should be outside the Greenway, should not disturb the riparian area, and should be in conjunction with enhancement and/or restoration. Creekview Drive in particular should be so located in relation to the North Fork of Larson Creek.

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Policy 2-B: The City of Medford shall strive to protect natural features and resources in the SE Area, including restoration when necessary.

Implementation 2-B(1): Encourage clustered development to avoid alteration of important natural features.

Implementation 2-B(2): Apply best management practices for private and public development activities that affect streams, drainage ways, and wetlands, including reducing impervious surfaces so that runoff is slowed and filtered.

Implementation 2-B(3): Require hillside development to meet stringent standards limiting grading and vegetation disturbance, and minimizing visual intrusion.

Implementation 2-B(4): Require tree preservation plans indicating existing trees of more than six inches in diameter, in conjunction with development applications.

Policy 2-C: The City of Medford shall pursue the continuing evaluation of the SE Area's natural resources to determine which should be protected by permanent use restrictions or public ownership, and which can be included in environmentally sensitive development.

Goal 3: To provide for the implementation of the Southeast Plan.

Policy 3-A: The City of Medford shall use zone change procedures as the timing mechanism to control development within the SE Area, based upon the availability and adequacy of public facilities and services, as required by the *Medford Comprehensive Plan* and *Medford Land Development Code*. However, future zone changes in the City will be exempt from meeting the minimum transportation LOS standard for the intersection of Stanford Avenue and Barnett Road, because Stanford Avenue within the Commercial Center is desired to have a high level of slow moving traffic.

Policy 3-B: Where a street functions as the boundary separating two land use designations or categories in the SE Area, changes to the street location resulting from planning actions shall shift the designations or categories accordingly. Encourage similar land use types to be located facing one another across streets with changes in land use types occurring at the backs of lots where possible.

Policy 3-C: The City of Medford shall pursue the future adoption of regulations and design criteria that promote transportation oriented design in the SE Area pursuant to the recommendations of the *Rogue Valley Regional Transportation Plan*, the *Medford Transportation System Plan*, and other plans as adopted.

Policy 3-D: The City of Medford shall assure that notice is provided to the Medford and Phoenix-Talent School Districts that land designated for future schools and/or parks in the SE Area may be acquired by the City or school district for such purposes. The City shall notify the applicable school district of pending development permit applications on such land. The City shall not withhold the approval of zoning or development permit applications solely on the basis that a

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school district or the City has not acquired title to the property. Nothing in this policy prohibits the location of a school or park from changing.

Policy 3-E: The City of Medford shall seek to expend parks systems development charges (SDCs) collected within the SE Area on park-related improvements within the same SE Area.

LIBERTY PARK NEIGHBORHOOD PLAN – CONCLUSIONS

Adopted by City Council on January 16, 2020; Ordinance no. 2020-11

1. The 2019 Liberty Park Plan identified the following:
 - a. Liberty Park is one of the City’s oldest and most established neighborhoods, with a diverse mix of residents and businesses. It includes a mix of housing, commercial, and retail businesses, educational and other institutions, and industrial uses, while serving as a gateway to the Downtown, other commercial areas, and the Bear Creek Greenway.
 - b. Liberty Park lacks a complete and reliable network of sidewalks and safe and convenient crossings, and has little in the way of bicycle infrastructure, making access and mobility within and outside the neighborhood a challenge.
 - c. There are opportunities through redevelopment to create multi-modal connections from the Liberty Park neighborhood to the Bear Creek Greenway, downtown, and other commercial and residential areas which would be a benefit to local residents, visitors, and employees.
 - d. Several parcels within the Liberty Park neighborhood are vacant or underutilized, and their redevelopment supports the goals of the Liberty Park Neighborhood Plan.
 - e. Residential and mixed-use development and redevelopment is desired in the plan area’s commercial corridors.
 - f. The neighborhood is facing issues of crime, illegal dumping, and homelessness.

LIBERTY PARK NEIGHBORHOOD PLAN – GOALS, POLICIES, AND IMPLEMENTATION MEASURES

Goal 1: Make Liberty Park Neighborhood a safe neighborhood for residents to walk, bicycle, and socially interact through design of private development and public spaces.

Policy 1-A: The City of Medford shall implement the transportation projects of the Liberty Park Neighborhood Plan through a variety of sources which may include its Capital Improvement Plan, Transportation System Plan, private development, and other relevant processes and sources.

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Policy 1-B: The City of Medford shall implement an overlay zone for the neighborhood that includes site and design standards and multi-modal requirements of development and redevelopment in the area.

Goal 2: Enhance and promote social services and law enforcement that meet community needs and help minimize crime and the impacts of homelessness on the neighborhood.

Goal 3: Create and maintain a happy, health, attractive, and vibrant neighborhood for residents and business owners through a shared sense of responsibility, accountability, ownership, and respect.

Goal 4: Create, maintain and enhance places within the neighborhood that contain resources to enrich lives, including parks, gathering places and other educational and community facilities and services that enhance the neighborhood and improve the lives of people within it.

Goal 5: Provide quality, affordable, attractive housing for people with a range of incomes, ages, and needs through development and redevelopment of a full range of housing types and mixed residential and commercial development.

Policy 5-A: The City of Medford shall implement an overlay zone and other development code amendments for the Liberty Park Neighborhood that support development and redevelopment of a variety of housing types and mixed uses.

Policy 5-B: The City of Medford shall evaluate potential rezoning of properties that better reflect existing and potential uses in the neighborhood and the goals of the neighborhood plan.

Goal 6: Support creation and expansion of local businesses, including those that serve neighborhood residents and workers and provide products that meet every day needs.

Goal 7: Conserve natural resources, preserve the natural environment and provide access to nature, including connectivity to the Bear Creek Greenway.

Policy 7-A: The City of Medford shall work to create bicycle and pedestrian access to the Bear Creek Greenway from Riverside Drive.

Implementation 7-A(1): Work with the City of Medford Parks and Recreation Department to identify one or more preferred locations for access from the neighborhood to Bear Creek Greenway.

Implementation 7-A(2): Require development and redevelopment of properties east of Riverside Drive to provide access and amenities, as identified in adopted plans.

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Implementation 7-A(3): Implement an improved pedestrian crossing on Riverside Avenue with wayfinding, and signage to support access to the Bear Creek Greenway from the Liberty Park neighborhood.

Goal 8: Support the creation of family wage jobs and advanced educational opportunity to the residents of the neighborhood.

Goal 9: Connect this neighborhood into the downtown economy and to other parts of the City through improvement and maintenance of an efficient, effective transportation system that supports all types of travel, including walking, bicycling, driving, and transit.

Policy 9-A: The City of Medford shall evaluate and implement a reconfiguration of OR-99 (Court/Central and Riverside) as described in the Liberty Park Neighborhood Plan in order to improve multi-modal travel, reduce speeds, and increase the aesthetic appeal along these facilities.

Policy 9-B: The City of Medford shall partner with the Rogue Valley Transit District to locate bus stops to better connect to local activity centers and pedestrian crossings within the Liberty Park Neighborhood.

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TRANSPORTATION SYSTEM PLAN ELEMENT

Adopted 11/20/03 by Ord. 2003-299; Amd 12/16/04 by Ord. 2004-258; Amd 10/1/08 by Ord. 2008-206; Amd 12/06/2018 by Ord. 2018-126

TRANSPORTATION – CONCLUSIONS

- Medford has an extensive roadway network improved, operated, and maintained by the State, County, and City. Coordination among these entities is vital to ensure the roads meet the needs of the public through the new planning period (2018-2038).
- The Functional Classification plan identifies the existing and proposed higher order street network needed to ensure the efficient movement of local and regional traffic within and through its boundaries.
- The City maintains a Level-of-Service (LOS) “D” standard for signalized intersections through the planning period and a LOS “E” standard for two intersections located near the South Medford Interchange. In addition, the City recognizes ODOT’s mobility standards (calculated as a volume-to-capacity ratio) within the community and the requirement to meet or modify these standards through alternative standards.
- Activity Centers and Transit Oriented Districts are mixed land use destinations that support multi-modal transportation and help the City and region try to achieve the benchmarks identified in the regional transportation plan related to alternative measures.
- The City recognizes its responsibility to improve safety and mobility for the traveling public through intersection improvements, installing sidewalk and bicycle facilities, and compliance with Americans with Disability Act (ADA) standards and requirements.
- The Rogue Valley Transit District (RVTD) is the primary operator of public transportation service in Medford and the County. The citizens of Medford benefit from the fixed routes that bisect the City.
- Medford’s transportation system encompasses more than roadways and relies upon other methods of transport including air, rail, freight, and pipeline to serve its residents and visitors.
- Funding is limited to meet the transportation needs for the entire community, but the City has identified a list of priority projects to maintain and grow the system over time. The plan is flexible to allow for projects to be modified as needed.
- The City has adopted a range of cross sections for the arterial and collector streets which includes an option for separated off-street bicycle facilities.

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- It is difficult to retrofit existing street facilities. The City outlines a system to address such “legacy streets” in order to upgrade existing streets over time and ensure the various modes of transportation are constructed.
- The use of Transportation Demand Management and Transportation System Management strategies provide ways to improve the efficiency and operations of the City’s transportation system.
- The implementation of the Transportation System Plan will be coordinated through code amendments and other adopted plans, refinement of neighborhood and Transit Oriented Development plans, and Urbanization Plans.

OVERALL TRANSPORTATION SYSTEM—GOALS, OBJECTIVES AND ACTION ITEMS

GOAL 1 – SAFETY AND PUBLIC HEALTH

The transportation system will improve safety for users of all modes of transportation and be a public resource that supports public health in the community.

Objective 1: Transportation improvement projects and transportation management decisions shall be evaluated to reduce risk to the travelling public, and improvement projects and management decisions shall strive to enhance safety for the travelling public.

Action Items:

1-a: Look for opportunities to improve the system to reduce traffic fatalities and serious injuries.

1-b: Identify and install physical measures and improvements needed to eliminate safety hazards along high-crash corridors and at high-crash intersections, including a focus on improvements to protect more vulnerable users, such as children and those with disabilities.

1-c: Identify high-traffic bicycle routes for more frequent street sweeping to remove debris that puts bicyclists at risk of crashes.

1-d: Design bike facilities that preferably separate bicycle traffic from vehicular traffic on Major Arterials by providing separate bike path systems such as off road shared-use paths or by diverting bicycle traffic onto parallel roads with adequate on road facilities when feasible.

1-e: Develop traffic-calming design standards and an implementation program for reconstruction projects within existing residential neighborhoods and new roads within proposed residential neighborhoods that accommodate safe freight movements within neighborhood and community commercial locations.

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1-f: Collect and maintain safety data to identify risks, as well as, to guide policy and evidence-based decision making. Data shall be used to make policy choices and to direct resources to enhance safety opportunities that will be the most beneficial.

1-g: Assess and identify deficient rail crossings for vehicles, pedestrians, and bicycles.

Objective 2: Continue to remove impediments to mobility for vulnerable citizens such as those with disabilities, children, and older adults.

Action Items:

2-a: Continue to ensure all new transportation facilities, and improvements comply with the Americans with Disabilities Act (ADA) of 1990, and implement necessary policies and procedures from the ADA project action plan.

2-b: Coordinate with local hospitals, schools, social service providers and similar organizations to identify the transportation needs of the groups they serve and identify opportunities to improve mobility for the providers' constituents.

2-c: Take regular action to ensure the safety of heavily used pedestrian crossings.

2-d: Identify key locations that represent opportunities for low-stress routes for bicycle travel throughout the City.

Objective 3: Promote active transportation as a means of improving public health.

Action Items:

3-a : Participate in, collaborate with, and promote active transportation programs and outreach like RVTD's Go by Bike Week, the Drive Less Challenge, Safe Routes to Schools Program(s), Rogue Valley Bike Share, or similar programs .

3-b: Coordinate and implement a bicycle diversion program. (Such programs allow a person issued a bicycle citation to attend a bicycle safety class instead of appearing in court or paying a fine).

3-c: Develop an action plan for implementation of the Citywide Path and Trail Network outlined in the City's Leisure Services Plan.

GOAL 2 – ECONOMIC DEVELOPMENT

The transportation system shall enhance economic development and vitality within the City and throughout the Region.

Objective 4: Provide transportation facilities that support existing and planned land uses, consistent with the City's Comprehensive Plan.

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Action Items:

4-a: Evaluate and modify, as deemed appropriate the City's policy on transportation facility concurrency.

4-b: Ensure development throughout the city and within the 2016 Urban Growth Boundary expansion areas are consistent with the Functional Classification plan and other planned transportation improvements.

4-c: Implement adopted neighborhood plans including the Bear Creek Master Plan.

Objective 5: Maintain and improve the efficiency of the movement of freight and goods by ground, rail, air, pipeline, and transmission infrastructure.

Action Items:

5-a : Assess land use conflicts affecting freight service providers and develop best practices that prioritize safe, efficient, and reliable freight connections while reducing neighborhood impacts.

5-b: Review and consider revisions to the existing truck route designations within the City of Medford and implement street design standards that meet the weight and dimensional needs of trucks for streets that serve industrial and commercial areas and those designated as "truck routes."

5-c: Strive to balance the needs of moving freight with community livability.

5-d: Advocate for and support designation of State and Federal priority freight routes within the City of Medford.

Objective 6: Increase resilience of the local freight and logistics network to natural disaster.

Action Items:

6-a: Using the City's Natural Hazards Mitigation Plan and other resources, assess the local freight routes for vulnerabilities to natural disaster, in particular a Cascadia Event, and develop and implement a mitigation strategy by 2022. Example locations include but are not limited to Foothill Road, North Phoenix, and South Stage Road

Objective 7: Identify and improve transportation facilities that support the Region's tourism industry

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Action Items:

7-a: Support the efforts of the Rogue Valley International-Medford Airport and the airport's associated master plan.

7-b: Strategically implement the Citywide Path and Trail Network found in the Leisure Services Plan to support recreational tourism in the City and region.

Objective 8: Support initiatives to redevelop Downtown, Liberty Park, and other existing neighborhoods through transportation infrastructure investments.

Action Items:

8-a: Evaluate the feasibility of expanding the Downtown Parking District.

8-b: Implement transportation infrastructure improvement projects recommended by the Downtown, Liberty Park, and other neighborhood plans including the Bear Creek Master Plan. Coordinate the TSP with neighborhood planning efforts to ensure consistency between neighborhood plans and the TSP.

GOAL 3 – LIVABILITY

Design and construct transportation facilities to enhance the livability of the City's neighborhoods and business centers.

Objective 9: The City will balance transportation system objectives to improve mobility against objectives to avoid disruption of existing neighborhoods and nonresidential districts, and minimize impacts to individual properties.

Action Items:

9-a: Limit Major Arterial streets to a total cross-section width of no more than five travel lanes, except at intersections. Accommodate travel demand that would otherwise require a width of more than five lanes through increased system connectivity, transit service, use of transportation demand management (TDM) strategies, and other alternative modes of transportation.

9-b: Prior to upgrading a street classification in residential and mixed-use areas to a higher order classification, the City will consider the impacts to neighborhood livability. Alternatives that allow existing neighborhoods to remain intact will be considered. If reclassification is necessary, mitigation measures and/or street-design alternatives will be considered.

9-c: Incorporate context-sensitive street and streetscape design techniques in order to balance the needed street function for all users and modes with the needs of the

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surrounding built environment. The selected design solution should take into consideration whether the street is new or an existing “legacy” street.

9-d: Implement transportation demand management strategies, when appropriate, to mitigate congestion prior to roadway expansion.

Objective 10: Increase the number of walkable, bikeable, mixed-use, transit oriented and transit supportive neighborhoods while promoting connectivity to existing neighborhoods.

Action Items:

10-a : Re-assess and consider implementation of the West Main Transit Oriented Development (TOD) plan as a neighborhood plan or corridor plan and consider developing other such plans for downtown and other neighborhoods.

10-b: Re-evaluate the maximum and minimum block length perimeter standards to ensure direct street routes and connectivity and reduce travel distances to all users.

10-c: Research and consider options for development standards and incentives to promote mixed-use and transit oriented development.

10-d: Consider designating Medford’s multimodal mixed-use areas (MMAs) and prioritize pedestrian, bicycle, and transit investments within targeted employment and residential areas that foster mixed-use development. Consider adopting incentives to increase the number of dwelling units within a quarter-mile of transit routes.

10-e: Ensure implementation of the Southeast Medford Area Plan with regard to greenways, land use, paths, trails, roadways, and other transportation related facilities.

GOAL 4 – CONNECTIVITY

Achieve connectivity appropriate for planned land uses in the area for all modes which is well connected to the regional system.

Objective 11: The City of Medford will strive to develop and maintain a well-connected transportation system for all modes and users.

Action Items:

11-a: Work with private and public sector partners including but not limited to the Metropolitan Planning Organization (MPO), Rogue Valley Area Commission on Transportation (RVACT), and Jackson County to complete the major street network as shown on the Functional Classification Map, prioritizing completion of the City’s “Arterial Ring”, major arterials, and regionally significant transportation projects like the South Stage Overcrossing/Extension.

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11-b: Implement street design standards for all new development that provide facilities for all modes of transportation, including walking and bicycling, and that promote safe driving.

11-c: Implement street design standards for existing facilities that allow for flexibility and application of alternative street designs where construction of facilities to the City's adopted design standard for new development would not be economically or physically feasible due to existing neighborhood and development constraints.

11-d: Create an intersection control evaluation process and criteria that includes a preliminary determination for the use of a round-about and includes a detailed evaluation where a round-about is a potentially appropriate solution. Traffic control changes at intersections, such as installation of traffic signals or modern roundabouts, should at a minimum include safety, life-cycle costs and minimization of total delay as criteria when alternatives are considered.

11-e: Identify future opportunities to increase the number of direct north-south connections east of I-5 in order to reduce congestion along parallel routes and at intersections.

11-f: Implement wayfinding programs (through Transportation Options Planning) using conventional signage and emerging technologies to assist travelers in efficiently reaching destinations including downtown, historic districts, retail and dining destinations, shared-use paths and other recreational destinations; and ensure consistent signage with other City efforts.

11-g: Implement roadway designs on existing and new higher order streets that encourage reasonably direct and safe bicycle and pedestrian travel. In regard to the installation of bicycle infrastructure, the City should identify lower order street network connections first, off road/separated shared-use path locations second, and the typical cross section last when planning the bicycle network.

11-h: Establish a policy that ensures intervening streets not yet built between existing and new development are constructed and compensated with the adjacent development or prioritized and built by the City.

11-i: Consider standards that allow the construction of off street improvements (such as urban trails, greenways, etc.) or consideration of a fee in-lieu as a condition of approval for land use actions in areas where these facilities are planned to serve as a transportation connection.

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Objective 12: Improve access (on or off roadway) for people to walk and bike to public places especially schools, parks, employment centers, commercial areas, and other public facilities.

Action Items:

12-a: Coordinate with local and regional partners to develop trails, shared-use paths and other active transportation facilities that better connect the City's neighborhoods, schools, parks, and various activity centers.

12-b: Improve pedestrian and bicycle connectivity to current and proposed major shared-use paths, such as the Bear Creek Greenway; this may include land acquisition and dedication from private and public land owners to implement trail connections where needed.

12-c: Identify gaps such as missing bike facilities and sidewalks and systematically upgrade the network to correct deficiencies. Sidewalk infill should be the highest priority for non-auto related project funding, with a minimum of a 2:1 ratio of pedestrian to bicycle facility expenditures.

12-d: Review the National Association of City Transportation Officials Designing for All Ages and Abilities Bicycle Facilities guidelines (December 2017) when considering the installation of bicycle facilities.

12-e: Develop and adopt a separate bicycle and pedestrian plan for the City that focuses on these facilities as an adjunct to the Transportation System Plan.

Objective 13: Improve vehicle, pedestrian, and bicycle network connections with current and planned public transportation routes and improve public transportation service.

Action Items:

13-a: Identify and prioritize sidewalk infill projects within a quarter-mile radius of current and planned transit routes and/or stops.

13-b: On arterials and collectors, coordinate public transportation facility design and development with RVTD that considers the design of stop locations and facilities, transit pull-outs and other similar features.

13-c: Work with RVTD to provide locations for transfer centers outside of downtown Medford consistent with RVTD's long range plan.

13-d: When applicable, work with RVTD to assess the feasibility of developing park-and-ride facilities in strategic locations around the City.

13-e: Work with RVTD to improve public transportation connections between the airport and population centers, such as downtown and neighborhoods.

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13-f: Participate in RVTB system planning efforts and amend the TSP as necessary in order to recognize the most current RVTB master plan.

GOAL 5 – FINANCING

Optimize funding resources so that transportation investments are fiscally sound and economically sustainable.

Objective 14: Systematically and regularly plan and predict the need for the acquisition of needed public right-of-way in order to implement the adopted Functional Classification Map.

Action Items:

14-a: Ensure future development includes building and extending local streets to enhance street connectivity within neighborhoods and to the higher order street network.

Objective 15: When opportunities arise, the City will deploy new technologies that safely increase the efficiency of existing street facilities to reduce the need for roadway expansion.

Action Items:

15-a: Continue to implement Intelligent Transportation Systems (ITS) to maximize capacity in key corridors.

15-b: Coordinate with RVTB to identify potential Transit Signal Priority corridors and implement Transit Signal Priority corridors when appropriate.

15-c: Develop policies as new forms of transportation demand are emerging that anticipate the impact of changing demands. Examples of such areas of policy development are autonomous vehicles, Transportation Network Companies, and other similar emerging technologies on the transportation system.

15-d: Improve sampling and analysis methods to estimate trips made by walking, biking, and driving. Investigate and apply emerging technologies that enable accurate, cost-effective assessment of various types of transportation activity and phenomena including traffic congestion, infrastructure conditions, etc.

Objective 16: Amendments to the land development code and municipal code to implement the TSP shall be targeted for completion within 24 months of TSP acknowledgement.

Action Items:

16-a: Modify land use review procedures to allow street cross-section standards to be applied in a flexible manner based on identified criteria or standards. Examples of flexibility may include: adopting multiple street cross-section alternatives for a single functional classification; establishing ranges of improvement widths for specific elements;

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allowing the elimination or reduction of aesthetic elements where constraints make it appropriate.

16-b: Review landscape requirements within the Land Development Code to allow flexibility with the amount and type of landscaping and ground cover installed while still ensuring beautification and storm water benefits along the roadways.

16-c: Incorporate the legacy street standards into the Land Development Code in order to address future development requirements along these roadways and outline who has the authority to approve deviations.

Objective 17: Partner with local jurisdictions, state and federal agencies, and private sector partners to maximize the City's return on transportation investments whenever possible.

Action Items:

17-a: Continue to work with ODOT, Jackson County, RVTB, and neighboring cities to fund roads, pedestrian, and bicycle facility improvements along State and regional highways/roadways and major transit routes.

17-b: Partner with schools to identify impediments to walking to school and implement Safe Routes to School solutions.

17-c: Continue active membership in the Rogue Valley Metropolitan Planning Organization (RVMPO) and associated planning efforts, and routinely participate in updating the MPO Transportation Improvement Program (TIP) to ensure that the City transportation projects are leveraged with the region's discretionary and special funding opportunities.

17-d: Collaborate with private developers through public-private-partnerships to fund public transportation infrastructure that supports proposed development.

17-e: Recognize the importance of shifting project priorities to capture transportation funding opportunities such as Statewide Transportation Improvement Program (STIP) funding and other such sources.

Objective 18: Support the development of stable and flexible transportation financing that provides adequate funding sources for Medford's transportation system while supporting the TSP's economic development goal.

Action Items:

18-a: Collect transportation system development charges (SDC's), as defined by Oregon Revised Statutes and local ordinances, to mitigate impacts of new development on Medford's Transportation System.

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18-b: Assess the effectiveness of current funding sources and identify new funding sources during preparation of biennial budgets including the use of tax increment financing and interjurisdictional agreements. Update policies and regulations to accommodate changes as needed.

GOAL 6 – ENVIRONMENT

Reduce environmental impacts from transportation

Objective 19: Reduce environmental impacts of the transportation infrastructure.

Action Items:

19-a: Consider alternative transportation facility design standards that reduce impervious surfaces and favor management of storm water runoff using Low Impact Development (LID) techniques.

19-b: Determine the feasibility of incorporating renewable energy technologies into publicly owned transportation facilities to offset cost and impacts.

19-c: Incorporate riparian and stream restoration into shared-use path and trail development projects as opportunities present themselves.

Objective 20: Adopt policies designed to reduce per capita Vehicle Miles Traveled (VMT), reliance on Single-Occupant Vehicle (SOV) trips, and roadway congestion.

Action Items:

20-a: Develop parking strategies that encourage non-auto travel to mixed-use neighborhoods, downtown and other major travel destinations.

20-b: Assess off-street parking standards to reduce minimum off-street parking requirements within Activity Centers (as identified in Chapter 5.5 of the Regional Transportation Plan) and other multimodal mixed-use areas.

20-c: Partner with employers and others to implement travel demand management strategies that encourage modes of travelling to work other than SOV trips, including carpooling; employer-supported public transportation passes; incentives for bicycle and pedestrian commuting; telecommuting and other alternatives.

20-d: Identify, in conjunction with RVTD, areas where transit route expansion could be added to alleviate congestion, SOV, and VMT.

20-e: Modify development standards to incentivize large employment and residential developments to implement alternative transportation programs that reduce SOV trips (such as free or subsidized transit passes for employees or alternative work schedules).

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Objective 21: Reduce emissions of atmospheric pollutants including greenhouse gas emissions and particulate matter.

Action Items:

21-a: Analyze the feasibility of converting or replacing publicly owned vehicles (at time of scheduled fleet vehicle replacement) to those using renewable, low emitting, and/or non-emitting technologies (such as electric plug in hybrid, Compressed Natural Gas (CNG), or Renewable Natural Gas (RNG) fuels).

21-b: Evaluate incentives for developer-provided neighborhood Electric Vehicle charging stations.

21-c: Continue to develop tree canopy along higher-order streets.

21-d: Promote active transportation through development of new pedestrian and bicycle facilities and associated education/incentive campaigns and programs.

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URBANIZATION ELEMENT

Adopted 11/06/03 by Ord. 2003-283; Amd 7/1/2010 by Ord. 2010-159; Amd Urban Growth Boundary 8/18/2016 by Ord. 2016-99

URBAN GROWTH MANAGEMENT AGREEMENT

The following policies guide the administration of the Medford Urban Growth Boundary:

1. An Urban Growth Boundary adopted herein, or hereinafter amended, for the Medford area will establish the limits of urban growth to the year 2029.
 - a. Annexation to the City of Medford shall occur only within the officially adopted UGB.
 - b. Specific annexation decisions shall be governed by the official annexation policies of the City of Medford. The City shall provide an opportunity for Jackson County to respond to pending requests for annexation.
2. In accordance with the “Agreement Between the City of Medford, Oregon, and Jackson County, Oregon, for the Joint Management of the Medford Urban Reserve” (URMA) and as a requirement for the approval of the 2015 Urban Growth Boundary expansion, the parties agree that the City Council will request County surrender of jurisdiction of several County Roads as listed below upon annexation. The City Council will make the request for County surrender of jurisdiction in accordance with ORS 373.270(6)(a) before the County will approve the 2015 Urban Growth Boundary expansion. Following annexation by the City (which in many cases will be years later), County will surrender jurisdiction in accordance with ORS 373.270(6)(b).

The City Council will request surrender of the following nexus roads, as defined in the URMA, upon annexation of any portion of the identified urban reserve area:

- MD-2; East Vilas Road, Crater Lake Highway to 570’ east of Crater Lake Highway.
- MD-3; Foothill Road, McAndrews Road to 405’ north of Delta Waters Road.
- MD-4; Foothill Road, Hillcrest Road to McAndrews Road.

The City Council will request surrender of the following roads within the UGB expansion area upon annexation of the road. City shall not annex property fronting any of these roads without also annexing the full road width.

- MD-2; East Vilas Road, 570’ east of Crater Lake Highway to 2540’ east of Crater Lake Highway.
- MD-3; Foothill Road, 405’ to 2875’ north of Delta Waters Road.
- MD-5; North Phoenix Road, Coal Mine Road to 2780’ north of Grove Way (southern boundary of MD-5).

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- MD-6; South Stage Road, 1830' to 3015' west of Highway 99.
- MD-7; South Stage Road, 2735' east of Kings Highway to 1335' west of Kings Highway.
- MD-7; Kings Highway, 1470' south of Agate Street to South Stage Road.
- MD-8; South Stage Road, Dark Hollow Road to Orchard Home Drive.
- MD-8; Orchard Home Drive, 140' north of Alamar Street to South Stage Road.
- MD-9; Oak Grove Road, 1320' south of West Main Street to Stewart Avenue.
- MD-9; Stewart Avenue, 562' west of Woodlake Avenue to Oak Grove Road.

The City Council shall request surrender of jurisdiction of the roads identified above regardless of the design standard used to construct the road(s) and regardless of when and how the road(s) became County Roads. The transfer(s) shall occur without compensation and the City shall not impose other conditions that might otherwise be allowed under ORS 373.270(6). County shall ensure the pavement condition of the road(s) is in good or better condition at the time of the transfer as determined by County's Pavement Management Grading System.

When new County Roads are constructed within City's UGB or UR, County shall adhere to City's structural road section specifications. When existing County Roads within City's UGB or UR are widened, County shall adhere to City's structural road section specifications for the widened portion of the County Road. The structural section of the existing road width shall be as specified by the County Engineer.

If County proposes to construct new County Road(s) within the City UGB, County will not begin construction until City Council has requested surrender of jurisdiction of the new road(s) upon annexation.

3. The City of Medford General Land Use Plan (GLUP) Map and zoning designations for unincorporated urbanizable land, and all other City development and building safety standards, shall apply only after annexation to the City; or through a contract of annexation between the City, Jackson County, and other involved parties; or after proclamation of an annexation having a delayed effective date pursuant to ORS 222.180(2).
 - a. Urban development shall be encouraged to occur on undeveloped and underdeveloped land within City limits prior to the annexation and conversion of other land within the UGB.
4. Except in cases where a contract for annexation has been executed, or after proclamation of an annexation having a delayed effective date pursuant to ORS 222.180 (2), Jackson County shall retain jurisdiction over land use decisions within the unincorporated urbanizable area, and such decisions shall conform to these adopted policies:
 - a. Prior to annexation, no land divisions shall be approved by the County which create lots of less than forty (40) acres in size.

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- b. Recognizing that unincorporated areas within the UGB could ultimately become part of Medford, the City's recommendations will be given due consideration. It is the intent of the County to administer mutually adopted City/County policies in the unincorporated urbanizable area until the area is annexed to the City.
 - c. The City will be requested to respond to pending applications for all land use actions in the unincorporated urbanizable area. If no response is received within 14 days, the County may assume that the City has no objections to the request.
 - d. The County will be requested to respond to pending applications for all land use actions within the incorporated area that may affect land under County jurisdiction. If no response is received within 14 days, the City may assume that the County has no objections to the request.
 - e. If the City and County have mutually approved, and the City has adopted, "conversion plan" regulations for the orderly conversion of property from County to City jurisdiction, the County will require that applications for subdivisions, partitions, or other land divisions within the UGB be consistent with the City's *Comprehensive Plan*. Once developed, the mutually agreed upon "conversion plan" shall be the paramount document, until incorporation occurs.
5. Any land use actions within the unincorporated urbanizable area shall conform to urban standards and public improvement requirements as contained in the City and County Land Development Codes, except that in the case of a conflict between the two, the more restrictive shall apply.
6. Within the unincorporated urbanizable area, execution and recording of an *Irrevocable Consent to Annex* to the City, pursuant to ORS 222.115, shall be required for:
 - a. Single-family residential permits
 - b. Sanitary sewer and water hook-up permits*
 - c. All land use actions subject to County Site Plan Review

** This policy, with reference to sewer hook-ups provided by Bear Creek Valley Sanitary Authority (BCVSA), has been disallowed by the Oregon Court of Appeals.*
7. The City, County and affected agencies shall coordinate the expansion and development of all urban facilities and services within the urbanizable area.
 - a. Urban facilities and services shall be planned in a manner which limits duplication to provide greater efficiency and economy of operation.
 - b. A proposed single urban facility or service extension within the unincorporated urbanizable area must be coordinated with the planned future development of all

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other urban facilities and services appropriate to that area prior to approval, and shall be provided at levels necessary for expected uses as designated on the *Medford Comprehensive Plan*.

- c. The City shall be responsible for adopting and maintaining a public facilities plan for the City and unincorporated urbanizable area pursuant to OAR 660-11.
 - d. When development occurs within an unincorporated urbanizable area subject to a contract for annexation, or after proclamation of an annexation having a delayed effective date pursuant to ORS 222.180 (2), any or all City services may be extended to these areas. All associated fees and charges which are applicable within the City shall be applicable to these areas, and shall be paid to the City pursuant to City regulations.
8. Provision of sewer and water services may only occur beyond the UGB after approval by the provider agency and Jackson County, and when a danger to public health as defined by ORS 431.705 (5) exists. The services thus authorized shall serve only the area in which the danger exists, and shall provide a level of service consistent with the Jackson County Comprehensive Plan designation.
9. All County road construction and reconstruction resulting from new development, redevelopment, or land divisions in the urbanizable area shall be built to urban standards, except that the term reconstruction does not include normal road maintenance by the County.
10. Long range transportation and air quality planning for the urbanizable area shall be a joint City/County process coordinated with all affected agencies.
11. Land within the urbanizable area which currently supports a farm use, as defined by ORS 215.203, shall be encouraged, through zoning and appropriate tax incentives, to remain in that use for as long as is “economically feasible” for the property owner.
- a. “Economically feasible,” as used in this policy, is interpreted to mean feasible from the standpoint of the property owner. Implementation of this policy will be done on a voluntary basis. Exclusive Farm Use (EFU) zoning may be applied to qualifying land by the County, with the understanding that such land is considered available over a period of time for urban uses.
 - b. This policy applies only to areas in the UGB identified by the City or County Comprehensive Plans as agricultural land, and shall not be used as a standard to review other land use applications within the urbanizable area.
 - c. This policy is not intended to preclude the use of EFU land for essential public facilities and services to serve the urban and urbanizable areas.

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12. Proposed land use changes immediately inside the UGB shall be considered in light of their impact on, and compatibility with, existing agricultural and other rural uses outside the UGB. To the extent that it is consistent with state land use law, proposed land use changes outside the UGB shall be considered in light of their impact on, and compatibility with, existing urban uses within the UGB.

13. The City and County acknowledge the importance of permanently protecting agricultural land outside the UGB zoned EFU, and acknowledge that both jurisdictions maintain, and will continue to maintain, policies regarding the buffering of said lands. Urban development will be allowed to occur on land adjacent to land zoned EFU when the controlling jurisdiction determines that such development will be compatible with the adjacent farm use. Buffering shall occur on the urbanizable land adjacent to the UGB. The amount and type of buffering required will be considered in light of the urban growth and development policies of the City, and circumstances particular to the agricultural land. The controlling jurisdiction will request and give standing to the non-controlling jurisdiction for recommendations concerning buffering of urban development proposals adjacent to lands zoned EFU. Buffering options may include:
 - a. Physical separation through special setbacks for new urban structures adjacent to the UGB;
 - b. Acquisition by public agencies;
 - c. Lower densities at the periphery of the UGB than those allowed elsewhere in the City;
 - d. Strategic location of roads, golf courses, or other visible public or semi-public open spaces;
 - e. Use of vegetative screens, earthen berms, and fences of sufficient height and substance to help reduce the trespass of people, animals, and vehicles;
 - f. Orientation of structures and fencing relative to usable exterior space, such as patios, rear yards, and courts, so that the potential impacts from spray drift, dust, odors, and noise intrusion are minimized;
 - g. Design and construction of all habitable buildings, including window and door locations, so that the potential impacts of spray drift, dust, odors, and noise intrusion are minimized;

In addition, a deed declaration recognizing common, customary, and accepted farming practices shall be required for all development occurring within 300 feet of EFU-zoned land.

14. All UGB amendments shall include adjacent street and other transportation rights-of-way.

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15. An “Area of Mutual Planning Concern” may be delineated on the County Comprehensive Plan and Zoning maps along with the UGB. This is an area within which Medford and Jackson County have mutual concern over the land use planning decisions that may occur. The area may be significant in terms of its agricultural, scenic, or open space characteristics, or may be designated as an urban reserve to facilitate long range, inter-jurisdictional planning for future urbanization. The area may also provide an important buffer between Medford and other urban areas. The Area of Mutual Planning Concern is not subject to annexation, and is an area in which the County will coordinate all land use planning and activity with Medford.

ANNEXATION POLICIES

The following shall be the policies of the City of Medford with regards to future annexations:

1. **General Policy**

The City of Medford has planned to provide areas within the Urban Growth Boundary as defined in the Comprehensive Plan, with public sewer and water supply facilities, zoning, police and fire protection, and with all other municipal services required to support urban levels of development. Therefore, the City does hereby encourage such areas to annex and receive the benefits offered by the City, and shall facilitate the process whereby such areas may become a part of the City.

2. **City Services Outside City Limits**

The City of Medford has acquired and holds its various service facilities for the benefit of residents and taxpayers within the City, and owes them a basic and primary duty to preserve the capacity of the facilities for their benefit, and to refrain from any excess use which would unnecessarily impose upon the residents and taxpayers, the financial burden of increases in such capacity. Therefore, the City shall not extend or furnish municipal services to areas beyond the City limits, except in the performance of contracts with other incorporated cities. The City will honor presently existing contracts with special districts, but only to the extent of their present boundaries. However, because fire and emergency medical services are a critical need for all citizens, when, in the opinion of the Fire Chief, other satisfactory means are not available to non-City taxpayers for this service, the City shall continue to allow the Medford Rural Fire District #2 to annex beyond their present boundaries.

3. **City’s Participation in the Annexation Proposal**

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The City of Medford shall continue to require that residents of the area initiate, and assume the task of promoting, any annexation proposal, except in areas that have been surrounded by the City, the City may initiate and promote the annexation.

4. **Annexations shall comply with the requirements of the Oregon Revised Statutes, Chapter 222.**

The City Council must find that the following State requirements are met in order to approve an annexation:

- a. The land is within the City's Urban Growth Boundary;
- b. The land is contiguous with the current City limits;
- c. The land is accessible via a public street right-of-way; and
- d. Unless the land being considered for annexation is unincorporated territory surrounded by the incorporated boundary under ORS 222.750 or the City chooses to hold an election, a majority of the land-owners and/or electors have consented in writing to the annexation per ORS 222.125 or ORS 222.170.

5. **Zoning District Change Required**

Upon annexation, the City will assign a city zoning district designation to the annexed area according to the following rules:

- a. There is a city district that is comparable to the area's former county designation and corresponds to the General Land Use Plan map designation; or
- b. If there is no comparable designation, the SFR-00 zone or I-00 overlay district will be applied, which will act as a holding zone until the area receives urban zoning; or
- c. The landowner has requested a designation that has the approval of the City. This typically occurs when the owner has made an application for a zone change concurrently with the annexation application.

Formerly, the City of Medford permitted lands to retain County zoning until they developed. This meant that the City had to administer two sets of development codes: Medford zoning for most lots and Jackson County zoning for annexed lots that had not developed or redeveloped. Because such work is an inefficient use of staff time—and thereby public funds—the City amended its code to require rezoning contemporaneously with annexation (2003) and undertook a broad zone change of most of the County-zoned land in the city limits (2009).

6. **Withdrawal from Special Districts**

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For any areas hereafter annexed to the City of Medford and withdrawn from the Rogue Valley Sewer Service (RVS), previously called the Bear Creek Valley Sanitary Authority, or from any sanitary, rural fire protection, domestic water, or other special service district with existing general obligation indebtedness, the City shall, pursuant to ORS 222.520, assume and agree to pay the bonded indebtedness attributable to such area in the manner provided by ORS 222.520, and will thereby relieve the real property in such areas from further district taxation for such bonded indebtedness.

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REGIONAL PLAN ELEMENT

Adopted 8/16/12 by Ord. 2012-127

REGIONAL PLAN ELEMENT—CONCLUSIONS

Formal problem Statements (Conclusions)

The RPS Policy Committee recommended and the participants agreed to the following problem statements:

1. Problem Statement No. 1—Lack of a Mechanism for Coordinated Regional Growth Planning. This statement was the product of unanimous agreement among the collaborators that, although southern Oregon did not want a Metro-type system of regional governance, the greater Bear Creek Valley had grown to the point that it required a venue in which individual jurisdictions could consider their needs and challenges within the regional context.
2. Problem Statement No. 2—Loss of Valuable Farm and Forest Land Caused by Urban Expansion. This statement was recognition of the fact that an eventual doubling of the present population will require additional land for urbanization. Significant conflicts already exist as a result of inadequate buffering and abrupt transition between urban development and adjoining resource land. Accommodating population growth will require that some of the surrounding resource land base be available for future urban uses. A cooperative and comprehensive effort to identify the commercial agricultural and forest land base subject to urbanization pressures would be undertaken, and criteria and standards would be established to mitigate the impacts to the agricultural economy in the selection of urban reserves. Regional agreements emphasizing efficiencies in urban development and improving buffers at transitions along the rural/urban interface would also serve to reduce conflicts and increase the viability of long term resource land management.
3. Problem Statement No. 3—Loss of Community Identity. This statement was an outgrowth of Our Region’s focus on preserving the region’s open space, and the cities’ realization during the Multijurisdictional Committee on Urban Reserves process that future expansions of the region’s cities beyond existing urban growth boundaries could jeopardize the separations between communities.

REGIONAL PLAN ELEMENT -- GOALS AND PLAN POLICIES

Following the identification of the regional problems, the Policy Committee recommended and the participants agreed to three corresponding goals. In addition, as discussed above, the region drafted a set of guiding policies for each goal, which assisted in the process of defining the implementation strategies that would be necessary to solve the regional problems.

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Goal 1: Manage future regional growth for the greater public good.

Guiding Policies:

- a. The expansion of urban areas shall be consistent with the Regional Plan, as amended.
- b. The Regional Plan will be implemented by intergovernmental agreements and amendments to the comprehensive plans and implementing ordinances of the participating jurisdictions.
- c. The Region's overall urban housing density shall be increased to provide for more efficient land utilization.
- d. The Region will adhere to a uniform policy to regulate the extension of sanitary sewer and public water facilities beyond established urban growth boundaries.
- e. The Region will identify major infrastructure corridors needed in the future and develop strategies to achieve their long-term preservation.
- f. The Region's jurisdictions will ensure a well-connected network of public streets as a means to reduce dependence on state highways for intra-city travel.
- g. The Region will facilitate development of a healthy balance of jobs and housing within each of the communities, and will do the same on a regional basis to accommodate needs that cannot be met within individual communities.

Goal 2: Conserve resource and open space lands for their important economic, cultural, and livability benefits.

Guiding Policies:

- a. The Region will establish intergovernmental agreements and administer policies and laws that implement the shared vision of maintaining a commercially viable land base for agriculture, forestry and aggregate resources.
- b. The Region's jurisdictions will establish and implement uniform standards to buffer resource lands from planned future urbanization.
- c. The Region will explore strategies to increase the viability and profitability of resource lands.
- d. The Region will explore incentives and other measures to achieve the long-term preservation of regionally significant open space, including lands located within the designated community buffer areas.

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Goal 3: Recognize and emphasize the individual identity, unique features, and relative competitive advantages and disadvantages of each community within the Region.

Guiding Policies:

- a. The Region will facilitate and enhance the individual identity of each community:
 - 1. by maintaining buffer areas of rural land between the various cities
 - 2. where communities are planned to be contiguous, by establishing distinct design features along transportation corridors that demark the municipal boundaries, or
 - 3. by other appropriate means.
- b. The Region will facilitate individual community flexibility in the extent of future boundary expansions in order to enhance the implementation of the Regional Goals and Policies.
- c. The Region will develop a strategy permitting an unequal distribution of certain land uses among its jurisdictions.
- d. In order to facilitate urban growth planning and Goal 14 decisions, the Region will encourage and coordinate the development of individualized definitions of “livability” for each community based upon its unique identity and vision of its future urban form and characteristics.

REGIONAL PLAN ELEMENT - IMPLEMENTATION MEASURES

Note that these measures are the “Performance Indicators” on pages 51–56 of the *Regional Plan Element*. Not all of them apply to Medford, but in order to preserve the numbering, the non-Medford indicators are left in, but struck-through.

Performance Indicators

To effectuate the Regional Plan, Jackson County shall adopt the Regional Plan in its entirety into the County Comprehensive Plan. The Participating cities then shall incorporate the portions of the Regional Plan that are applicable to each individual city into that city’s comprehensive plan and implementing ordinances, and shall reference the Plan as an adopted element of Jackson County’s Comprehensive Plan. After the County and all participating cities have completed the adoptions, the amendments must be submitted to the State of Oregon Department of Land Conservation and Development for acknowledgement by the Land Conservation and Development Commission. Only after acknowledgement does the Regional Plan become effective.

Progress following the acknowledgement of the Greater Bear Creek Valley Regional Plan by the State of Oregon will be measured against a number of performance indicators to determine the level of compliance by participating jurisdictions with the Plan or the need to refine or amend it.

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The measurable performance indicators listed below are those identified as necessary for the acknowledgement of the Plan and as appropriate for monitoring compliance with the Plan.

1. ~~**County Adoption.** Jackson County shall adopt the Regional Plan in its entirety into the County Comprehensive Plan and implementing ordinance.~~
2. **City Adoption.** All participating jurisdictions shall incorporate the portions of the Regional Plan that are applicable to each individual city into that city’s comprehensive plan and implementing ordinances, and will reference the Plan as an adopted element of Jackson County’s Comprehensive Plan.
3. **Urban Reserve Management Agreement.** Participating jurisdictions designating an Urban Reserve Area (UR) shall adopt an Urban Reserve Management Agreement (URMA) between the individual city and Jackson County per Oregon Administrative Rule 660-021-0050. Adoption shall occur prior to or simultaneously with adoption of the URs.
4. **Urban Growth Boundary Management Agreement.** If there is an inconsistency between this Plan and an adopted Urban Growth Boundary Management Agreement (UGBMA), the city and Jackson County shall adopt a revised UGBMA. When an inconsistency arises, provisions in this Plan and associated URMA shall override the provisions in the UGBMA, until the UGBMA is updated.
5. **Committed Residential Density.** Land within an urban reserve and land currently within an Urban Growth Boundary (UGB) but outside of the existing City Limit shall be built, at a minimum, to the following residential densities. This requirement can be offset by increasing the residential density in the City Limit.

City	Dwelling units per gross acre	
	2010–2035	2036–2060
Central Point	6.9	7.9
Eagle Point	6.5	7.5
Medford	6.6	7.6
Phoenix	6.6	7.6
Talent	6.6	7.6

- a. Prior to annexation, each city shall establish (or, if they exist already, shall adjust) minimum densities in each of its residential zones such that if all areas build out to the minimum allowed the committed densities shall be met. This shall be made a condition of approval of a UGB amendment.

6. **Mixed-Use/Pedestrian-Friendly Areas.** For land within an urban reserve and for land currently within a UGB but outside of the existing City Limit, each city shall achieve the 2020 benchmark targets for the number of dwelling units (Alternative Measure no. 5) and employment (Alternative Measure no. 6) in mixed-use/pedestrian-friendly areas as established in the 2009

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Regional Transportation Plan (RTP) or most recently adopted RTP. Beyond the year 2020, cities shall continue to achieve the 2020 benchmark targets, or if additional benchmark years are established, cities shall achieve the targets corresponding with the applicable benchmarks. Measurement and definition of qualified development shall be in accordance with adopted RTP methodology. The requirement is considered met if the city or the region overall is achieving the targets or minimum qualifications, whichever is greater. This requirement can be offset by increasing the percentage of dwelling units and/or employment in the City Limit. This requirement is applicable to all participating cities.

7. **Conceptual Transportation Plans.** Conceptual Transportation Plans shall be prepared early enough in the planning and development cycle that the identified regionally significant transportation corridors within each of the URs can be protected as cost-effectively as possible by available strategies and funding. A Conceptual Transportation Plan for an urban reserve or appropriate portion of an urban reserve shall be prepared by the City in collaboration with the Rogue Valley Metropolitan Planning Organization, applicable irrigation districts, Jackson County, and other affected agencies, and shall be adopted by Jackson County and the respective city prior to or in conjunction with a UGB amendment within that UR.

a. **Transportation Infrastructure.** The Conceptual Transportation Plan shall identify a general network of regionally significant arterials under local jurisdiction, transit corridors, bike and pedestrian paths, and associated projects to provide mobility throughout the Region (including intracity and intercity, if applicable).

8. **Conceptual Land Use Plans.** A proposal for a UGB Amendment into a designated UR shall include a Conceptual Land Use Plan prepared by the City in collaboration with the Rogue Valley Metropolitan Planning Organization, applicable irrigation districts, Jackson County, and other affected agencies for the area proposed to be added to the UGB as follows:

a. **Target Residential Density.** The Conceptual Land Use Plan shall provide sufficient information to demonstrate how the residential densities of Section 4.1.5 above will be met at full build-out of the area added through the UGB amendment.

b. **Land Use Distribution.** The Conceptual Land Use Plan shall indicate how the proposal is consistent with the general distribution of land uses in the Regional Plan, especially where a specific set of land uses were part of the rationale for designating land which was determined by the Resource Lands Review Committee to be commercial agricultural land as part of an urban reserve, which applies to the following URs: CP-1B, CP-1C, CP-4D, CP-6A, CP-2B, MD-4, MD-6, MD-7mid, MD-7n, PH-2, TA-2, TA-4.

c. **Transportation Infrastructure.** The Conceptual Land Use Plan shall include the transportation infrastructure required in Section 4.1.7 above.

d. **Mixed Use/Pedestrian Friendly Areas.** The Conceptual Land Use Plan shall provide sufficient information to demonstrate how the commitments of Section 4.1.6 above will be met at full build-out of the area added through the UGB amendment.

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9. **Conditions.** The following conditions apply to specific Urban Reserve areas:

a. MD-6. Prior to incorporation into the Urban Growth Boundary, a property line adjustment or land division shall be completed for Tax Lots 38-1W-05-2600 and 381W06-100 so that the tax lot lines coincide with the proposed Urban Growth Boundary.

10. **Agricultural Buffering.** Participating jurisdictions designating Urban Reserve Areas shall adopt the Regional Agricultural Buffering program in Volume 2, Appendix III into their Comprehensive Plans as part of the adoption of the Regional Plan. The agricultural buffering standards in Volume 2, Appendix III shall be adopted into their land development codes prior to a UGB amendment.

11. **Regional Land Preservation Strategies.** Participating jurisdictions have the option of implementing the Community Buffer preservation strategies listed in Volume 2, Appendix V of the Regional Plan or other land preservation strategies as they develop.

12. **Housing Strategies.** Participating jurisdictions shall create regional housing strategies that strongly encourage a range of housing types throughout the region within 5 years of acknowledgement of the RPS Plan.

13. **Urban Growth Boundary Amendment.** Pursuant to ORS 197.298 and Oregon Administrative Rule 660-021-0060, URs designated in the Regional Plan are the first priority lands used for a UGB amendment by participating cities.

a. Land outside of a city's UR shall not be added to a UGB unless the general use intended for that land cannot be accommodated on any of the city's UR land or UGB land.

~~14. **Land Division Restrictions.** In addition to the provisions of Oregon Administrative Rule 660-021-0040, the following apply to lots or parcels which are located within an urban reserve until they are annexed into a city:~~

~~a. The minimum lot size shall be ten acres;~~

~~b. Development on newly created residentially zoned lots or parcels shall be clustered to ensure efficient future urban development and public facilities, and this shall be a condition of any land division;~~

~~c. Land divisions shall be required to include the pre-platting of future lots or parcels based on recommendations made by the city government to which the urban reserve belongs;~~

~~d. Land divisions within an urban reserve shall not be in conflict with the transportation infrastructure identified in an adopted Conceptual Transportation Plan; and~~

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~~e. As a condition of land division approval, a deed declaration shall be signed and recorded that recognizes public facilities and services will be limited as appropriate to a rural area and transitioned to urban providers in accordance with the adopted URMA.~~

15. **Rural Residential Rule.** Until the City of Ashland adopts an Urban Reserve Area, the minimum lot size for properties within 1 mile of the Urban Growth Boundary of Ashland shall continue to be 10 acres, as outlined in Oregon Administrative Rule 660-004-0040(8)(c).

16. **Population Allocation.** The County's Population Element shall be updated per statute to be consistent with the gradual implementation of the adopted Plan. If changes occur during an update of the County's Population Element that result in substantially different population allocations for the participating jurisdictions of this Regional Plan, then the Plan shall be amended according to Section 5 of this Chapter of the Plan.

17. **Parkland.** For the purposes of UGB amendments, the amount and type of park land included shall be consistent with the requirements of OAR 660-024-0040 or the park land need shown in the acknowledged plans

18. **Slopes.** Future urban growth boundary amendments will be required to utilize the definition of buildable land as those lands with a slope of less than 25 percent, or as consistent with OAR 660-008-0005(2) and other local and state requirements.

19. **Greater Coordination with the RVMPO.** The participating jurisdictions shall collaborate with the Rogue Valley Metropolitan Organization (RVMPO) to:

- a. Prepare the Conceptual Transportation Plans identified in Section 4.1.7;
- b. Designate and protect the transportation infrastructure required in the Conceptual Transportation Plans identified in Section 4.1.7 to ensure adequate transportation connectivity, multimodal use, and minimize right of way costs;
- c. Plan and coordinate the regionally significant transportation strategies critical to the success of the adopted Regional Plan including the development of mechanisms to preserve rights-of-way for the transportation infrastructure identified in the Conceptual Transportation Plans; and
- d. Establish a means of providing supplemental transportation funding to mitigate impacts arising from future growth.

20. **Future Coordination with the RVMCOG.** The participating jurisdictions shall collaborate with the Rogue Valley Council of Governments on future regional planning that assists the participating jurisdictions in complying with the Regional Plan performance indicators. This includes cooperation in a region-wide conceptual planning process if funding is secured.

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~~21. **Expo.** During the first Coordinated Periodic Review process for the Regional Plan, Jackson County shall consider including the land occupied by the Jackson County Expo to the City of Central Point's Urban Reserve Area.~~

~~22. **Agricultural Task Force.** Within six months of acknowledgement of the Greater Bear Creek Valley Regional Plan, Jackson County shall appoint an Agricultural Task Force made up of persons with expertise in appropriate fields, including but not limited to farmers, ranchers, foresters and soils scientists, representatives of the State Department of Agriculture, the State Forestry Department, the State Department of Land Conservation and Development, Jackson County, and a RPS participating city.~~

~~The Agricultural Task Force shall develop a program to assess the impacts on the agricultural economy of Jackson County arising from the loss of agricultural land and/or the ability to irrigate agricultural land, which may result from Urban Growth Boundary Amendments. The Agricultural Task Force shall also identify, develop, and recommend potential mitigation measures, including financial strategies, to offset those impacts. Appropriate mitigation measures shall be applied to Urban Growth Boundary Amendment proposals.~~

CITIZEN INVOLVEMENT ELEMENT

Adopted 9/4/2014 by Ordinance 2014-117

CITIZEN INVOLVEMENT – GOALS, POLICIES, & IMPLEMENTATION STRATEGIES

STATEWIDE PLANNING GOAL 1: Maintain a citizen involvement program that ensures the opportunity for citizens to be involved in all phases of the planning process.

Policy 1: The City of Medford shall ensure that all participants are informed and respectful of their duties to further citizen involvement.

Policy 2: The City of Medford shall provide the most efficient and effective means to informing citizens about the planning process.