

Exhibit U

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PLANNING DEPT.



July 30<sup>th</sup>, 2015

Mayor Gary Wheeler & Medford City Councilors  
411 West 8th Street  
Medford, OR 97501

**Subject: CP-14-114: Comprehensive Plan and Urban Growth Boundary Amendment -  
Urban Reserve Areas MD-7 & MD-8**

A majority of the property owners of the two adjacent Urban Reserve Areas, MD-7 and MD-8, have been working together for many years to formulate distinct urbanization plans to best illustrate to the City's staff and decision makers how each area could seamlessly tie into their respective neighborhoods when developed and also address adopted Comprehensive Plan policies and Regional Plan Element stipulations. In this regard, the property owners fully support the Planning Commission and City staff's recommendation for MD-7 and MD-8 to be included within the City's Urban Growth Boundary as noted throughout the record and as shown below:

*"..... These areas, MD-7, MD-8, and MD-9, are well suited to provide the kinds of mixed-use/walkable neighborhoods required by the Regional Plan and to help provide needed affordable housing. The relatively close proximity of these areas to the city core, the fact that much of this area is relatively flat, and the existing network of gridded streets increase the likelihood of well integrated mixed-use/walkable neighborhoods developing in these locations. The Housing Element identified a large need for affordable housing but it did not identify a solution for meeting the need. These portions of the urban reserve can help to meet the need for affordable housing by providing land with relatively low development costs. These areas are fairly flat, they are well connected to existing development, and they score well on serviceability for water, sewer, and transportation compared to other areas."*

Exhibit "B", Planning Commission Findings, July 21<sup>st</sup>, 2015

The Planning Commission's and Planning Staff's conclusions are supported by evidence in the record and thoroughly detailed within the Commission's Findings. Further, during the Planning Commission's hearings, a significant amount of public testimony was submitted helping shape the boundaries of the proposed Urban Reserve Areas and although candidate lands were

excluded, the criteria as established by the State of Oregon (Goal 14, OAR 660, Division 24) and the City of Medford (Urbanization Element, Section 1.2.3.) were appropriately relied upon in the Planning Commission's final decision and ultimate recommendation to the City Council.

In addition to the analytical data and logical circumstances relied upon by the Planning Commission in order to address the applicable criteria, the attached two Conceptual Plans, referenced as Naumes Park (MD-7) and South Stage Park (MD-8), were submitted into the record to further describe the areas attributes and development potential as distinct comprehensive neighborhoods which will easily integrate into the fabric of the City of Medford.

That said, the property owners not only look forward to the City Council's final decision on this matter, but also the Council's support for MD-7's and MD-8's inclusion into the City's Urban Growth Boundary.

Sincerely,



Mark Knox, Principal Planner

Attachments: ESA Scoring Maps  
Naumes Park Conceptual Master Plan (MD-7)  
South Stage Park Conceptual Master Plan (MD-8)

# ESA Scoring Transportation

**LEGEND**

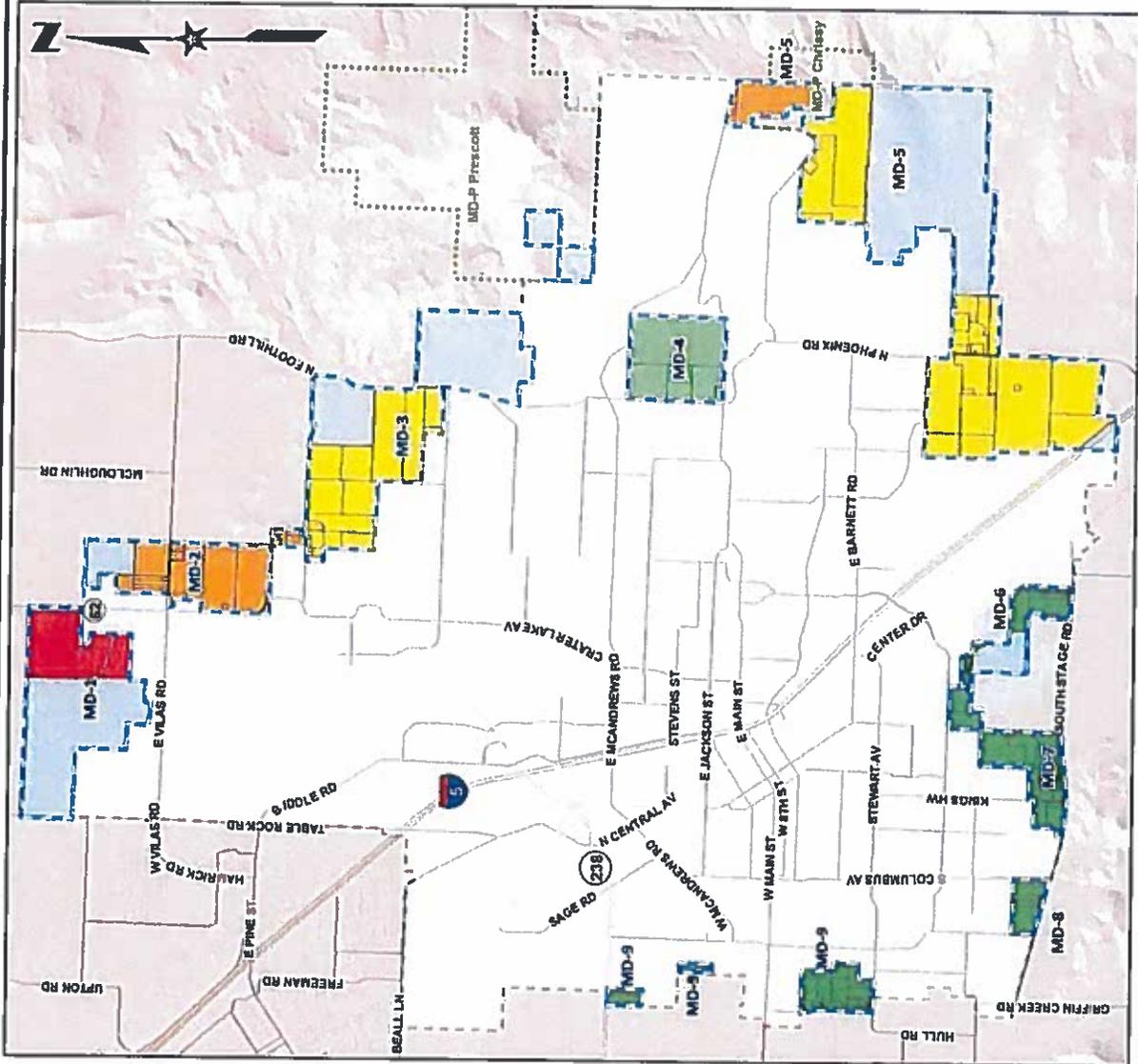
Transportation Score (High to Low)



Urban Reserves

Urban Reserve Parks

Urban Growth Boundary



# ESA Scoring Sewer Facilities

## LEGEND

Sewer Score (High to Low)



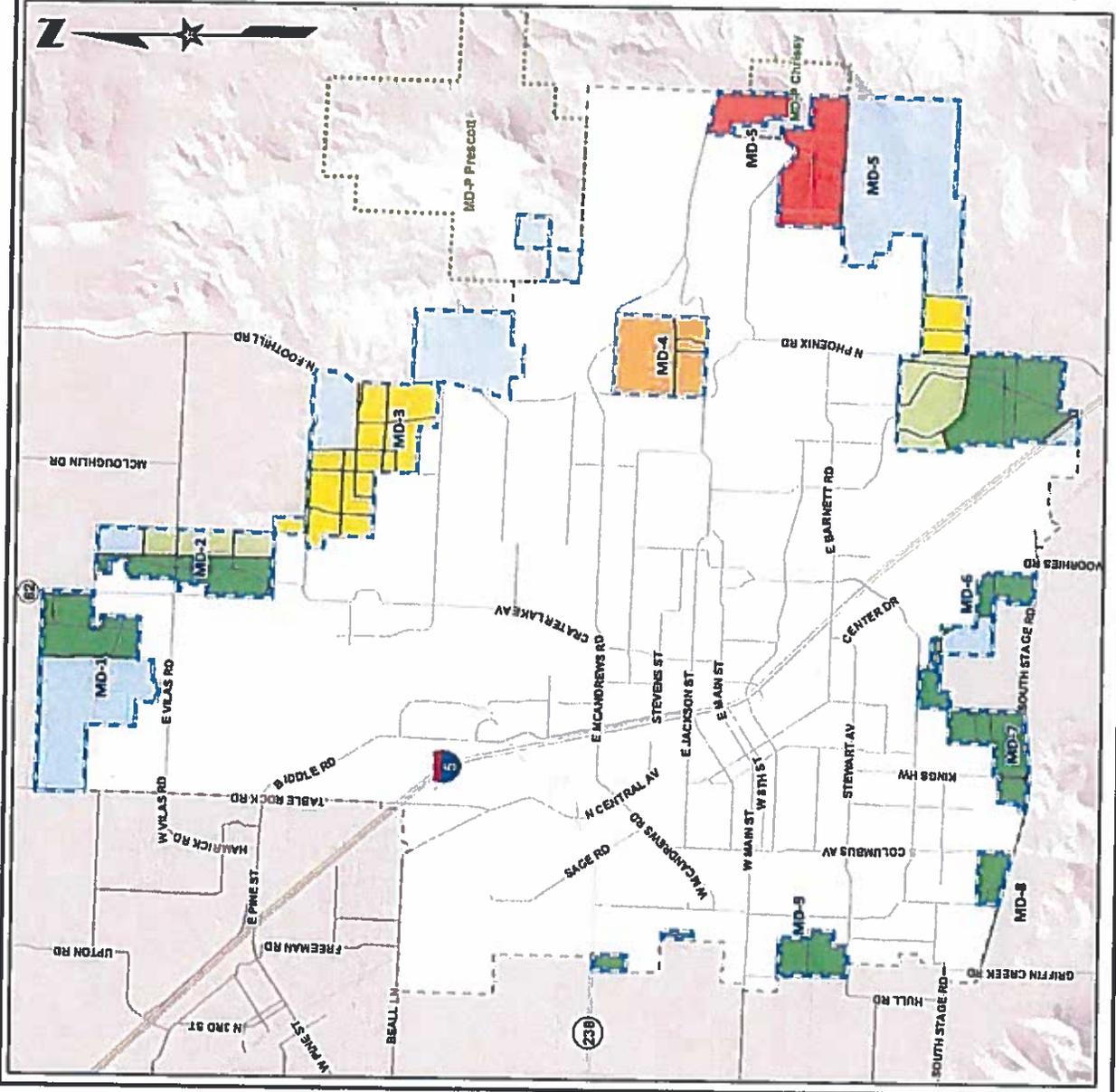
Urban Reserves

Urban Reserve Parks

Urban Growth Boundary



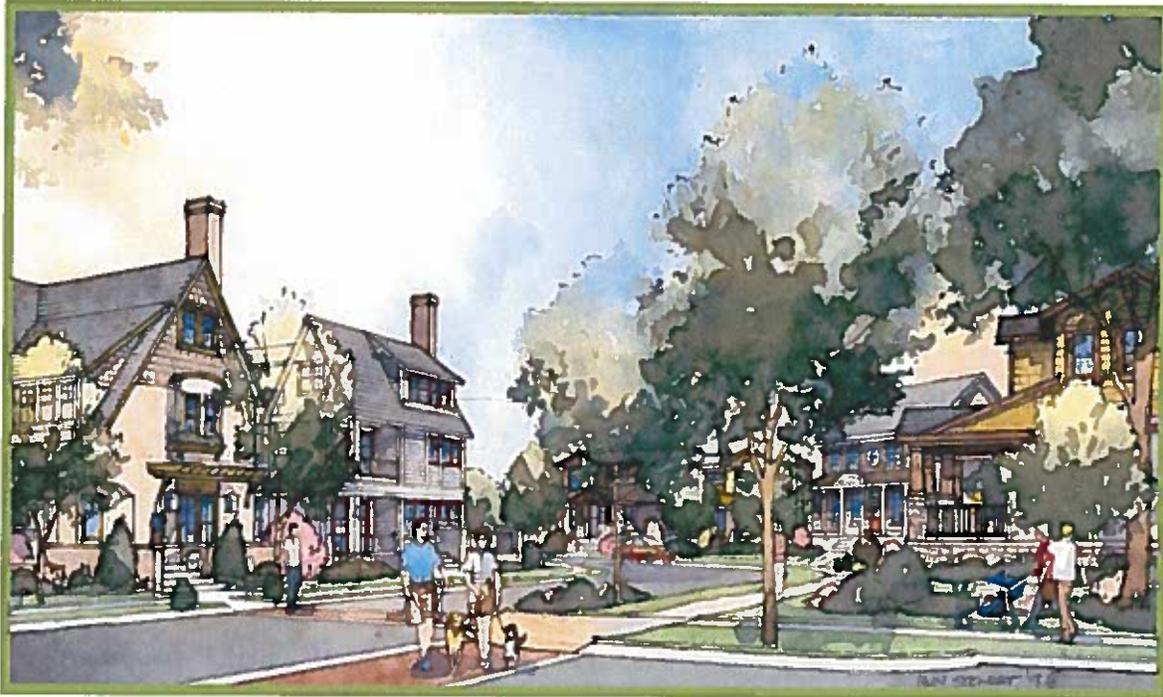
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# NAUMES PARK CONCEPTUAL MASTER PLAN

*A Collaborative Neighborhood Planning Effort*



CITY OF MEDFORD, URBAN RESERVE AREAS MD-7mid & MD-7s  
OCTOBER 2014

CONSULTANTS:  
CONSTRUCTION ENGINEERING CONSULTANTS, LLC  
MADARA DESIGN INC.

URBAN DEVELOPMENT SERVICES, LLC 



## URBAN DEVELOPMENT SERVICES, LLC

LAND USE PLANNING AND DEVELOPMENT SERVICES

October 15<sup>th</sup>, 2014

City of Medford  
Attn: Jim Huber, Planning Director  
200 South Ivy Street, Lausmann Annex, Room 240  
Medford, OR 97501

**Subject: Naumes Park Conceptual Master Plan – Urban Reserve Areas MD-7mid & MD-7s**

The purpose of this document is to assist the City of Medford with future growth decisions, specifically as they relate to Urban Reserve Areas MD-7mid and MD-7s. The document describes the subject area's attributes and land use potential as a comprehensive neighborhood which integrates easily into the City and explains how it could be viewed by the objective observer as a palpable and obvious growth area.

Included with the document is a “conceptual” master plan outlining the basics of a neo-traditional neighborhood pattern, including land use designations, connected streets, central parks and commercial areas – all of which are based on the City's adopted Regional Plan Element (RPS) as well as numerous Comprehensive Plan goals and policies. This plan has been dubbed “Naumes Park Conceptual Master Plan” for its connection to the Naumes Family and their prominent history in the Rogue Valley.

The conceptual plan as a whole is comprehensive, but its parcels could easily be developed independently with some property owners deferring inclusion and development without impacting the overall integrity of the plan due to the area's abutment with numerous City streets and available infrastructure connections. However, as with most master plan developments that are developed over time and have to contend with market and economic realities, each property owner desiring to develop their property would need to illustrate to the City their plans are consistent with the adopted master plan.

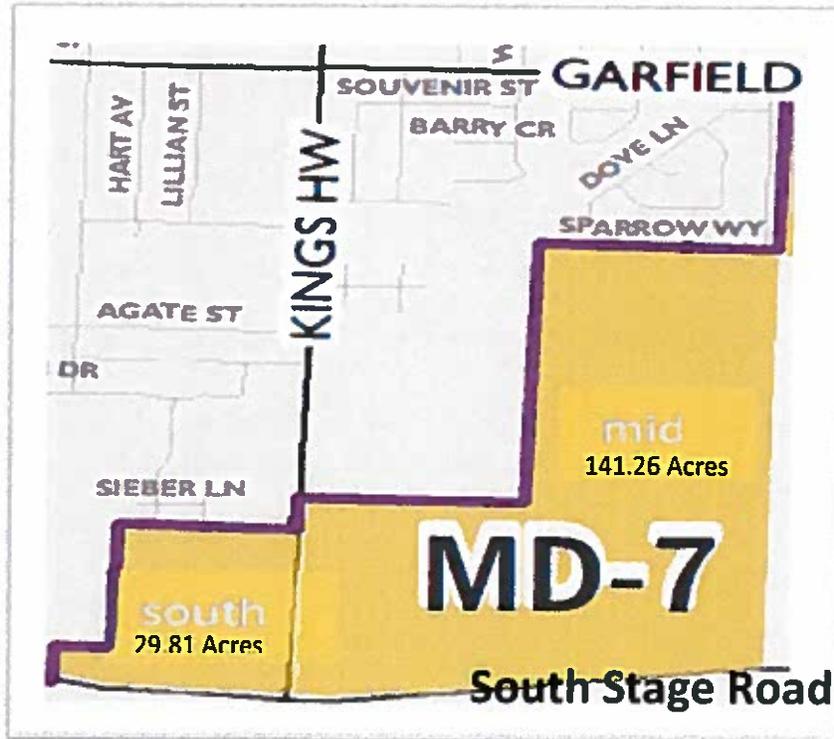
Finally, the design of the conceptual master plan was done in concert with the property owners of MD-8 (1/3 of mile to the west along South Stage Road and Kings Highway) in order to evaluate the integration of land uses, street connectivity, recreational benefits and civic opportunities for this area of the City. As such, a conceptual master plan was also completed for this area dubbed the “South Stage Park Conceptual Master Plan” based on its location along South Stage Road and its focus and centralized location of useable park land. The two plans are independent from each other, but show a resemblance of forethought, philosophy and justification.

Sincerely,

Mark Knox, Principal Planner

## INTRODUCTION

This project is a conceptual land use and transportation plan for two different, but adjacent, adopted Urban Reserve Areas referenced as MD-7mid and MD-7s. The two areas comprise roughly 171 acres consisting of 12 parcels. MD-7mid is generally bound by Kings Highway, South Stage Road, Experiment Station Road and Sparrow Way. MD-7s is bound by Kings Highway and South Stage Road (See map below).



A number of property owners of this Urban Reserve Area have joined together and consulted with various land use planning professionals within the Rogue Valley in an attempt to generate a Conceptual Master Plan that not only addresses the intended outcome of the City of Medford's Regional Plan Element for *efficient land use, appropriately sized neighborhood services and reduced vehicular trips*, but also addresses each property owner's concerns relating to pending changes and livability.

Property Owners:	Tax Lots	Acres	%
NAUMES FAMILY	100, 1000, 2600	56.57	33
SUE NAUMES	200	5.00	3
MOORE FAMILY	1400, 1500, 1600	7.14	4
RIO ROSA	900	0.97	.05
AYALA & DeCARLOW MARSH LN PROPERTY, LLC	100	47.53	28
OREGON STATE UNIVERSITY	1400	21.89	13
SAWABINI, LITTON & BEERS	1300	31.97	18.5
<b>Total:</b>		<b>171.07</b>	<b>100%</b>



Source: Jackson County Assessor Records

With this understanding, the majority of the property owners are collaborating in order to generate a land use and transportation pattern that has long term benefits for their properties, neighbors and the City of Medford. At this preliminary juncture the master plan has been named the *“Naumes Park Conceptual Master Plan”* for the family’s prominent history in the Rogue Valley and the centralized location and focus of land dedicated for park land and open space.

## PROJECT OBJECTIVES AND OUTCOMES

### OBJECTIVES

The Naumes Park Conceptual Master Plan is founded on the following ten land use objectives:

- is efficient with the City of Medford’s limited land and energy resources;
- is not heavily reliant upon “public investment” to accommodate infrastructure limitations;

- creates a range of housing opportunities and choices for all of Medford’s citizens;
- ensures a mix of uses appropriate for not only the neighborhood, but also outlying areas;
- provides for safe and comfortable transportation options with limited public investment;
- is a “walkable” and bicycle friendly neo-traditional neighborhood;
- can accommodate critical workforce and affordable housing;
- will be a distinctive, attractive and vibrant neighborhood with a strong sense of place;
- strengthens the relationship with the existing neighborhood;
- and provides a “road map” for predictable, fair and cost effective planning.

## OUTCOMES

The primary outcomes for the Naumes Park Conceptual Master Plan are:

- The plan provides for a range of housing opportunities and choices which include single-family detached, single-family attached, multi-family and mixed-use housing.
- The plan designates locations for residential, commercial and open space in close proximity to one another.
- The plan will comfortably yield the minimum densities established under the adopted Urban Reserve Management Agreement (URMA).
- The extensive network of streets, alleys, walking paths and bike paths throughout the plan allows many choices for traveling from one location to another; also for connecting to and from surrounding areas and common destinations. In particular, the proposed street connections with the neighboring streets to the north and west will allow safe and convenient access to and from a new elementary school planned within the center of the site (Kids Unlimited), as well as future commercial services.
- The strategic placement of employment lands along both South Stage Road and Kings Highway provide essential services to this area and surrounding neighborhoods.
- The street and pedestrian connectivity with the adjoining neighborhoods provide for shared use of facilities, alternative transportation choice and seamless mobility.
- The inclusion of alleys provide for human scale design opportunities along the public rights-of-way creating a more “walkable” and bicycle friendly neighborhood.
- The eventual inclusion of design standards will call out specific elements requiring tree canopied streets, widened sidewalks and architectural details such as building setbacks, directional expression and porch standards.
- The conceptual plan easily integrates with the existing neighborhood for relatively straightforward infrastructure connections and prudent use of existing public investment.
- The dedication and strategic location of land for a future Medford Fire Station provides for emergency response times to not only this area, but also existing parts of southwest Medford.
- Because the majority of the subject area is flat, it accommodates urban development and a mixture of uses efficiently without excessive earth movement or infrastructure upgrades.

- The plans evident grid presence and central green spaces can promote distinctive and attractive street facades for neighborhood sense of place.
- The plan provides for uncomplicated phasing based on owner or City preference.
- The plan creates a definitive and uniform City edge along South Stage Road.

## THE SITE



## CURRENT USE

Much of the areas 171 acres are flat, but there are areas of rolling knolls, particularly along South Stage Road, east of Kings Highway. According to Jackson County Assessor and various on-site visits, the area is comprised of 11 tax lots, two of which have single family residences, one a duplex and one with a residence and four 250 sq. ft. former migrant worker cabins. The majority of the structures sit along the edge of South Stage Road and have an average age of 74 years and size of 1,220 sq. ft. A large man-made irrigation pond, roughly ½ acre in size, lined with shotcrete, sits on Tax Lot 100 and is intended to be removed due to its hazardous steep slopes,

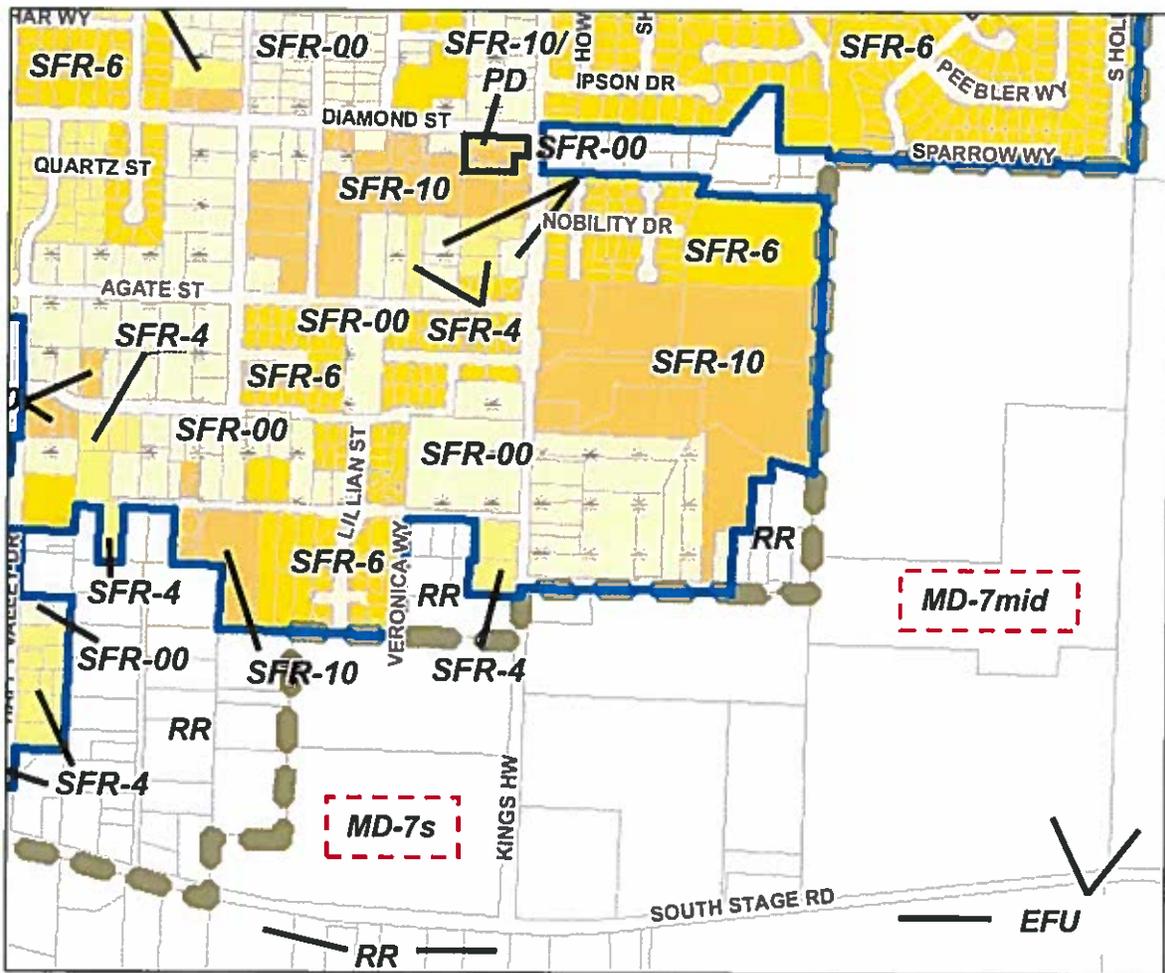
outlived use and deferred maintenance concerns. Other than two of the smaller parcels, the historical use of the land area has been for farming. However, as noted in the adopted Regional Plan Element the soils have lime-induced chlorosis and other than one parcel (7.14 acres), nearly all of the commercial farming of the land has ceased.

### CURRENT ZONING

These two subject Urban Reserve Areas are under Jackson County's jurisdiction and zoned Exclusive Farm Use (EFU).

### ADJACENT ZONING

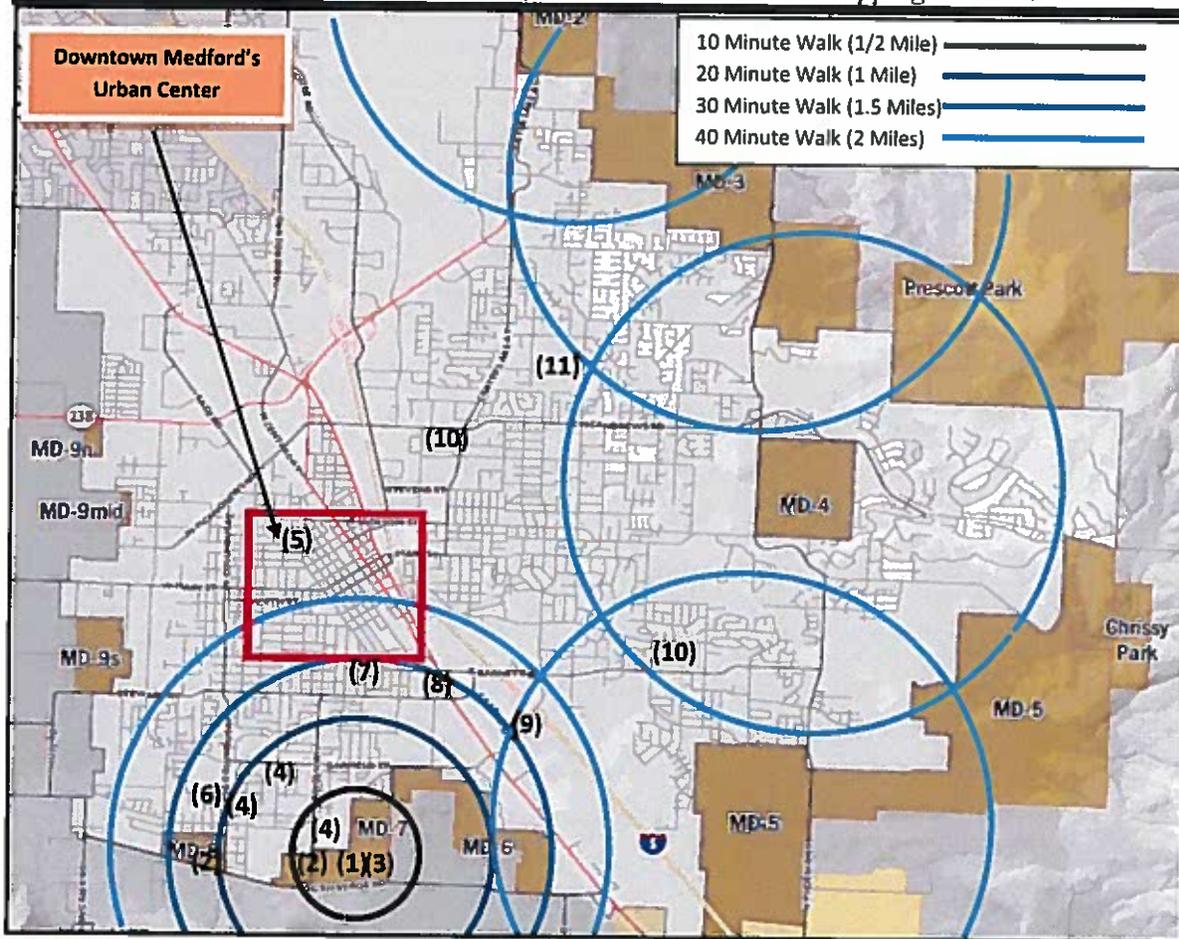
In general, to the south and east the subject area is predominately vacant EFU land with small pockets of rural residential housing (County Zone RR) on lots from ½ acre to 2½ acres in size. The City of Medford's Urban Growth Boundary (UGB) and/or the City Limit Boundary are to the west and north with lots generally ranging from 7,000 sq. ft. to 5 acres (see City of Medford Zoning Map below).



## TRANSPORTATION

Location	Walking	Biking Time	Driving
(1) Future School Site	2 minutes	1 minute	1 minute
(2) Future Shopping/Employment Area	2 minutes	1 minute	1 minute
(3) Medford Fire Station (pending)	2 minutes	1 minute	1 minute
(4) Places of Worship (three < 1 mile)	8 minutes	3 minutes	2 minutes
(5) Downtown Medford	35 minutes	12 minutes	8 minutes
(6) South Medford High School	25 minutes	6 minutes	4 minutes
(7) Central Medford High School	27 minutes	7 minutes	5 minutes
(8) South Gate Shopping Center	27 minutes	7 minutes	5 minutes
(9) Interstate 5	-	9 minutes	7 minutes
(10) Hospitals	-	42 minutes	15 minutes

Future Parks and Public Open Space *planned within project area*  
*The above times are based on field tests and available mapping services.*



*“For transportation planning purposes, MD-7mid is planned to contribute to an enhanced circulation pattern that improves the connection between, and functionality of, the major transportation infrastructure in the area... These routes provide intercity connections, and will ease traffic loads on Hwy 99 and I-5.” Adopted Medford Regional Plan Element*

Further, during the City's recent review of the Transportation System Plan, a qualitative evaluation comparing various Urban Growth Boundary scenarios and their impact of the City's transportation system was completed, *Technical Memorandum #8, June 26<sup>th</sup>, 2013*. The Technical Memorandum analyzed four growth scenarios:

**Baseline Scenario:** Assuming growth for "all" of the identified Urban Reserve Areas around Medford with no internal up-zoning;

**Scenario 1:** Included internal up-zoning *and* expansion of the City's Urban Growth Boundary to the northeast (MD-1, MD-2 & MD-3);

**Scenario 2:** Included internal up-zoning and expansion of the City's Urban Growth Boundary to the southeast and in limited portions of the southwest (MD-4, MD-5 & MD-6);

**Scenario 3:** Included internal up-zoning and expansion of the City's Urban Growth Boundary to the east and limited portions in the southwest (MD-5/MD-6 *portions*, MD-7, MD-8 and MD-9).

#### **SUMMARY OF SCENARIOS**

Comparison of the scenarios noted several improvement needs that would be required regardless of the UGB scenario pursued. These are outlined below:

- Need to improve the Phoenix – Foothill connection as high levels of congestion are anticipated. This would likely require a five-lane cross-section from the *((left blank))*
- Congestion noted along all northern crossings of I-5: Vilas Road, Crater Lake Highway, and McAndrews Road.
- Moderate to high levels of congestion at and surrounding the I-5 interchanges.
- Columbus Avenue congestion between Stewart and Main Street

Differentiating characteristics between scenarios are summarized below.

- The Baseline Scenario (all growth external to the existing UGB without upzoning internal lands) would be the most costly scenario to support. *The additional lands required on the City's periphery place a high reliance on the arterial network both in the southeastern and northern portions of the City.*
- Scenarios 2 and 3 provide the lowest costs relative to the other scenarios as improvements are limited to the southeast portion of the City. The improvements in this area would benefit all of the scenarios assessed, and would be implementable given the largely unbuilt areas surrounding these corridors.
- Scenarios 2 and 3 reduce congestion on I-5 and OR 62, where improvements will be very costly or infeasible.
- *Southwestern growth in Scenario 3 presents no additional roadway infrastructure needs as the network in this portion of the City is well established and operating with reserve capacity.* (underlined for emphasis)

*Copied from Technical Memorandum #8, June 26<sup>th</sup>, 2013*

## URBAN RESERVE AREA COMPARISON

DESCRIPTION	MD-1	MD-2	MD-3	MD-4	MD-5	MD-6
TRANSPORTATION	moderate	moderate	moderate	moderate	poor	excellent
AFFORDABILITY	excellent	excellent	good	poor	poor	excellent
ENVIRONMENTAL	excellent	excellent	moderate	poor	moderate	excellent
AVAILABLE INFRASTRUCTURE	poor	excellent	moderate	excellent	moderate	poor
REQUIRED DENSITY 6.6 – 7.6	excellent	excellent	excellent	moderate	excellent	moderate
NEIGHBORHOOD INTEGRATION	poor	excellent	moderate	moderate	poor	moderate
HOUSING DIVERSITY	poor	moderate	excellent	moderate	excellent	poor

DESCRIPTION	MD-7n	MD-7mid	MD-7s	MD-8	MD-9
TRANSPORTATION	excellent	excellent	excellent	excellent	excellent
AFFORDABILITY	excellent	excellent	excellent	excellent	excellent
ENVIRONMENTAL	excellent	excellent	excellent	excellent	excellent
AVAILABLE INFRASTRUCTURE	excellent	excellent	excellent	excellent	moderate
REQUIRED DENSITY 6.6 – 7.6	excellent	excellent	excellent	excellent	poor
NEIGHBORHOOD INTEGRATION	excellent	excellent	excellent	excellent	moderate
HOUSING DIVERSITY	excellent	excellent	excellent	excellent	poor

**Transportation:** Based on distance to employment centers, impacts and costs to existing transportation systems and the dependency on the automobile.

**Affordability:** Based on Medium Household Income, Census Data, and City of Medford.

**Environmental:** Based on sloping, riparian, forested, agricultural or other sensitive lands requiring some form of disturbance.

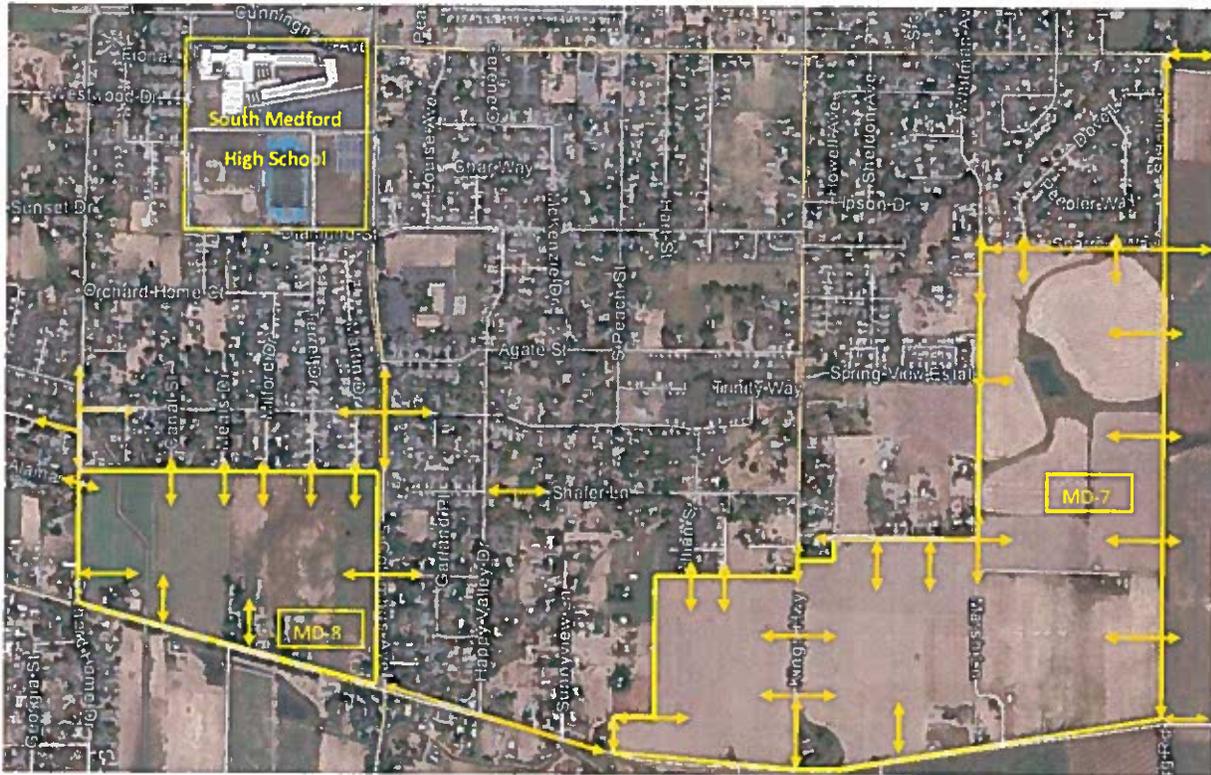
**Infrastructure:** Based on communication with service providers, adopted City facilities maps and integration into existing neighborhoods.

**Required Density:** Based on URA's general ability to "independently" accommodate required minimum densities and Comprehensive Plan - Regional Element, 4.1.5.a.

**Neighborhood Integration:** Based on a "reasonable" ability to integrate into an existing neighborhood and assemble lands or acquire private properties for rights-of-way.

**Housing Diversity:** Based on the land constraints, infrastructure and transportation abilities to accommodate a variety of housing types and housing incomes.

**Note:** It should be understood all of the comparisons are based on a compilation of general factors, including industry standards and/or Comprehensive Plan policies.



**NETWORK OF STREETS**

The above photo illustrates the multitude of “possible” street and pedestrian connections for not only the Naumes Park Conceptual Master Plan area (MD-7), but also MD-8 to the west. Connectivity of street patterns supports the “overall goal of Medford’s Transportation System Plan (TSP) which is to provide for a multi-modal transportation system that supports the safe, efficient and accessible movement of people and goods while achieving the City’s vision for its future as an outstanding livable community. The TSP is also a key component of the City’s plan for encouraging compact urban development to reduce vehicle miles of traveled and improve existing air quality problems” (Adopted Medford Transportation System Plan, Chapter 13).

## A “MODAL EQUITY” PLAN



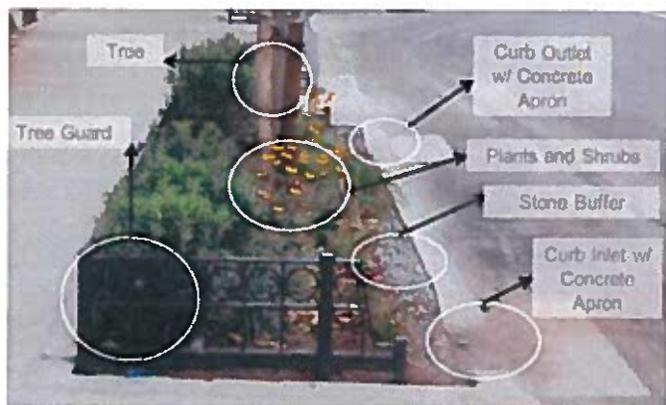
The underlying theme of the Naumes Park Conceptual Master Plan is “modal equity” or the premise there is equal consideration of all travel modes (vehicular, emergency services, bicycle and pedestrian). Through this concept, in addition to the tree lined streets, strategic placement of open spaces and the incorporation of neighborhood commercial uses, a well designed and integrated network of streets and pathways can reduce dependency on the automobile and limit pressure on adjoining collector and arterial streets.

## ENVIRONMENTAL OPPORTUNITIES

The general consensus among the MD-7 property owners is the Naumes Park Conceptual Master Plan should incorporate effortless environmental considerations that are affordable and require limited to no maintenance. In this vein, the Master Plan will consider incorporating “green streets” and strive to be a “Limited Impact Development” (LID) to create opportunities for capturing and infiltrating storm water runoff utilizing standard street designs that incorporate street-side bio-swales (planting strips) and large street trees with wide-spreading canopies for shading. The objective is to sustain a site’s pre-development hydrological regime by using techniques that infiltrate, filter, store, and evaporate storm water runoff close to its source. Solar radiant heat is also thereby limited and storm water runoff is cooler and naturally treated within

the bio-swale prior to entering local streams and other areas of wildlife habitat. Streets of this design often provide a visual indication the street right-of-way serves multiple public purposes, not simply the movement of motor vehicles. The resulting street character is one that is comfortable and inviting.

*Typical Tree-Lined Street*



*Bio-Swale Treatment Designs*

In addition, based on information from the National Wetlands Inventory, there is the possibility of a very small wetland, less than 600 sq. ft, straddling the shared parcel line to the east (381W06 TL400). This area has been incorporated into the plan in the area of the “half circular arc” where Holly Street’s right-of-way is extended. The plan’s intent is to not only preserve this area and create a small open space buffer around it to enhance the scenery of the street, but to also provide an opportunity for traffic calming on a linear street. However, prior to any development, delineation will be necessary and State and/or local buffering standards will be necessary.

## AGRICULTURAL USE & BUFFERING

The State of Oregon's Statewide Planning Goals, specifically Goal 14 (Urbanization), played a significant role in the evaluation of the City's adopted Urban Reserve Areas. The purpose of Goal 14 is "To provide for an orderly and efficient transition from rural to urban land use, to accommodate urban population and urban employment inside urban growth boundaries, to ensure efficient use of land, and to provide for livable communities". The proposed Naumes Park Conceptual Master Plan strongly contends it's in compliance with the goal, but it should also be clear to the decision makers, this area was analyzed for its viability for valued farm land by the Resource Lands Review Committee (RLRC) and various State of Oregon agencies, but due urbanization on its two sides, South Stage Road on a third side and the obvious housing and transportation benefits, this area was deemed suitable for development.

The land area directly to the east of MD-7mid was *not* adopted as an Urban Reserve Area and deemed by the RLRC as being a viable agricultural area. However, at the time of this writing the area appears to be in a passive state with little evidence of active farming. Nevertheless, the Naumes Park Conceptual Master Plan includes a 100' buffer as required by the adopted Regional Plan Element. The 100' buffer is illustrated in the form of an extended public right-of-way (Holly Street) which extends from Sparrow Way to South Stage Road. The street's extension and its placement is deemed unavoidable due to the fact the Holley Street extension is specifically noted within the Regional Plan Element as being necessary to accommodate long term transportation solutions for this area.

That said, the 100' buffer area could easily include the various mitigation measures noted within the buffering standards, including fencing or shrubs along the shared property line and 40' of conifer trees, planted 30' on-center, as illustrated in Figure 10.802.3 (Two-Row Tree Buffer), Regional Plan Element. The remaining 60' of right-of-way will meet or exceed the City's street standards for a Minor Collector street, including two 11' travel lanes, two 6' bike paths, a 7' parking bay, a 6' sidewalk and a 10' tree-lined storm receptor / planter strip.

## PARKS & RECREATIONAL OPPORTUNITIES

**"People need green and open places to go to; when they are close they use them. But if the open spaces are more than three minutes away or greater than a five minute walk, the distance overwhelms the need".**

*A Pattern Language, Christopher Alexander*

The Naumes Park Conceptual Master Plan is designed with multiple parks and open spaces to benefit the project's residents and nearby neighboring property owners who currently have limited access to a local park. In fact, the nearest public park is Fichtner Mainwaring Park along Stewart Avenue located approximately one mile from this area. The absence of a park or open space was clearly on the minds of the Medford Planning Staff, Planning Commission and City

Council when the Urban Reserve Area's were incorporated into the City's Comprehensive Plan which identified 22% of its land area as "open space" for MD-7mid and 13% of its land area as "open space" for MD-7s.

As illustrated within the Naumes Park Conceptual Master Plan, the ability to accommodate the open space can be easily achieved and designed so that its location is central to the neighborhood allowing a majority of the residents a close relationship with the park and thereby increase livability, sense of pride, natural surveillance and property values.

The Plan also identifies various open-space "pocket parks", pedestrian connections and pathways integrated into the neighborhood. The smaller open spaces are intended to provide easy and direct movement *to and through* the area to encourage walking and biking and thereby mitigate reliance on the automobile. Further, the smaller open spaces are located in strategic areas for buffering and visual relief.



### **PLANNED DENSITIES**

The City's adoption of the Regional Plan Element into its Comprehensive Plan included a percentage of land use types for each Urban Reserve Area with the intent to provide a mixture of uses the City deemed necessary to support existing and future demands for that area of the City. In this particular case, the MD-7mid Urban Reserve Area is to be *49% Residential, 22% Open Space and 29% Employment*. MD-7s Urban Reserve Area is to be *31% Residential, 13% Open Space and 56% Employment*. The attached Naumes Park Conceptual Master Plan graphically

illustrates the required land use percentages and includes a street system of how the land could be developed consistent with the Regional Plan Element and other policies of the City’s Comprehensive Plan.

Of the combined 170+/- acres within the MD-7mid and MD-7s areas, less the land area set aside for new or widened rights-of-way, the resulting acreage, based on the three land use types for each area would be:

<b>MD-7mid</b> <b>141 acres</b>	Residential = 49%	Open Space = 22%	Employment = 29%
	69 gross acres 45.6 net acres	31 gross acres 19 net acres	41 gross acres 30 net acres
<b>MD-7s</b> <b>29 acres</b>	Residential = 31%	Open Space = 13%	Employment = 56%
	9 gross acres 7.5 net acres	3.8 gross acres 3.5 net acres	16 gross acres 14 net acres

The adopted Regional Plan Element also included a “minimum dwelling units per acre” requirement in Section 4.1.5. requiring Urban Reserve Areas, as well as Urban Growth Boundary Areas when annexed into the City to accomplish a minimum number of dwelling units per gross acre (unless off-set by increased densities within existing City limits), of *6.6 dwelling units from 2010 to 2035 and 7.6 dwelling units from 2036 to 2060.*

<p>Combined MD-7 Residential</p> <p>78 gross acres</p> <p>53.1 net acres</p> <p>2010 – 2035 (6.6) = 350 net</p> <p>2036 – 2060 (7.6) = 403 net</p>
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Based on the planned densities noted above, the MD-7mid and MD-7s Urban Reserve Areas would need to achieve an eventual density of 350 units by 2035 or 403 by 2060 depending on various factors in order to comply with the City’s adopted expectations. In reality, the above minimum thresholds are very achievable due to a variety of factors which include:

- The MD-7 Urban Reserve Area is relatively level, has numerous existing street connection options and is void of any significant physical constraints;
- Employment Lands within the City of Medford provide for “mixed-use” neighborhoods (live-work developments) which provide for increased density, and a mixture of housing types such as apartments, condominiums, attached and detached single family housing;

As such, because the Naumes Park Conceptual Master Plan is based on a “mixed-use neo-traditional” development pattern and includes multiple pedestrian friendly elements consistent with the 2013 – 2038 Rogue Valley Transportation Plan, it’s very likely the densities will range between 8.5 and 12 dwelling units and can easily increase to 11.5 to 13 dwelling units when

factoring in a “low to moderate” residential mixed-use pattern within the “Employment – Mixed-Use Development” areas. The calculations are as follows:

**MD-7mid**

Residential Land Area = 49% 45.6 net acres “Minimum” 2010 – 2035 (6.6) = 301 “Minimum” 2036 – 2060 (7.6) = 346	<i>Employment - Mixed-Use Development</i> 30 net acres *Low: 3 d/u acre = 90 **Moderate Low: 6 d/u are = 180
<b>Total Possible Dwellings within MD-7mid Conceptual Plan Area = 391 – 526 (*8.5 / **11.5 per acre)</b>	

**MD-7s**

Residential Land Area = 31% 7.5 net acres “Minimum” 2010 – 2035 (6.6) = 49 “Minimum” 2036 – 2060 (7.6) = 57	<i>Employment - Mixed-Use Development</i> 14 net acres *Low: 3 d/u acre = 42
<b>Total Possible Dwellings within MD-7s Conceptual Plan Area = 91 – 99 (*12 / **13 per acre)</b>	

Notes: 1) The residential densities within the *Employment - Mixed-Use* areas are only attributed to the residential net acres. 2) MD-7s only includes a low residential d/u acre factor due to projected manufacturing use and site location.

Based on a range of housing types, multiple transportation connections and available public facilities, this Urban Reserve Area can comfortably accommodate additional densities beyond the required minimums without compromising livability or neighborhood context if needed and thereby retain the City’s ability to reduce density in more sensitive areas such as those identified in the recent Urban Growth Boundary Amendment project (Internal Study Area) or other adopted Urban Reserve Areas.

**PUBLIC FACILITIES**

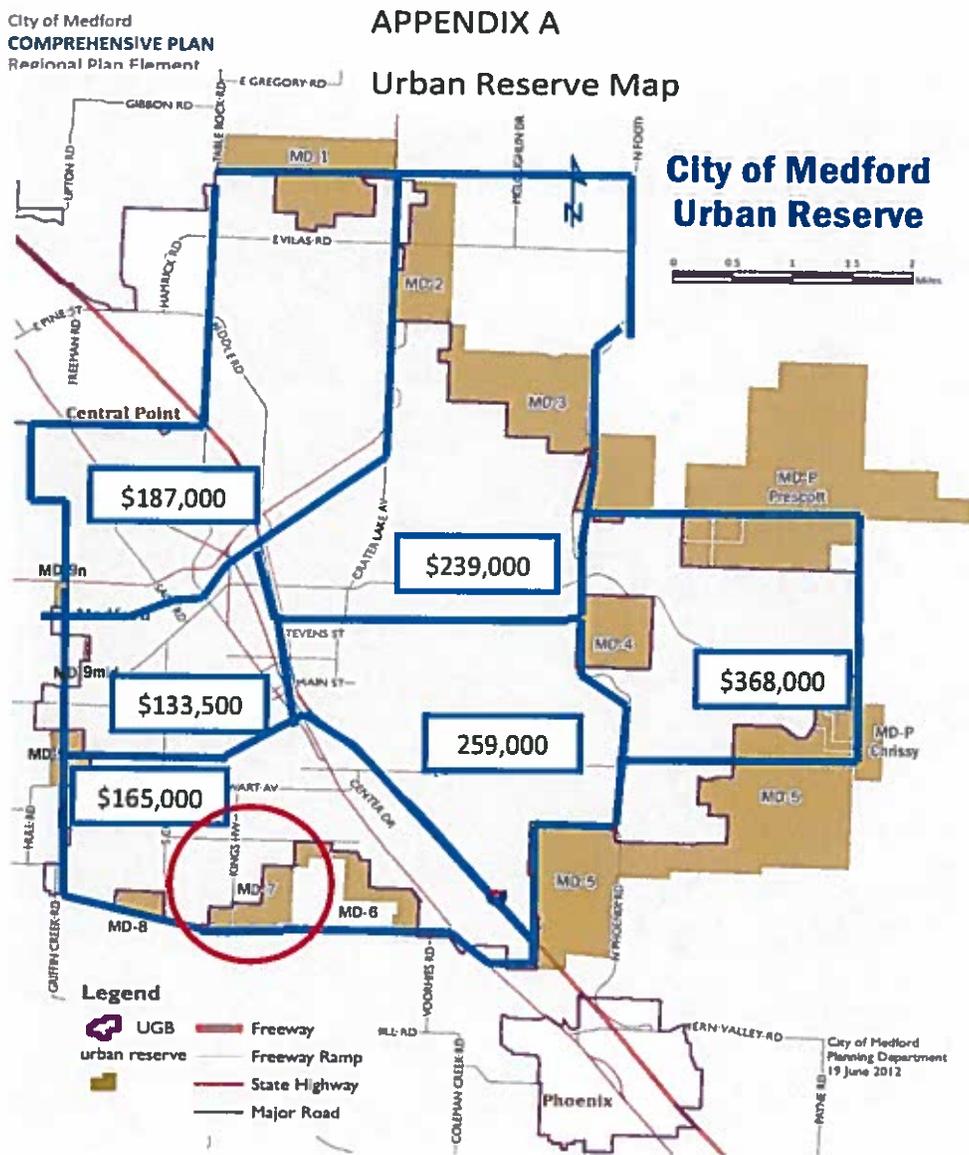
Based on discussions with City staff, review of various reports and communications with local Civil Engineers, all of the necessary public facilities appear to be available to service the MD-7mid and MD-7s areas. Obviously, various utility lines will need to be upsized, sidewalks and curbs installed and streets extended. In addition, the Naumes Park property owners have met with the Medford Fire Department, Medford School District and Kids Unlimited staff to address their future needs if these Urban Reserves were urbanized.

In this regard, the Medford Fire Department assessed the area and conceptual plan and concluded the most appropriate area to best accommodate emergency response times and coverage to the area would be on the corner of South Stage Road and the eventual Holly Street intersection. As such, a 1½ acre parcel, roughly 260’ x 260’ similar in size to Fire Station #6, has been designated for this area for a future fire station with the land being dedicated at no cost to the City of Medford.

Further, due to the eventual urbanization and the number of new housing units, the Naumes Park Conceptual Master Plan has identified a centralized site for a future school. Initial discussions

have occurred with the *Kids Unlimited Academy*, a youth enrichment agency that is wildly popular for its very successful afterschool programs serving many of the community's at risk youths. Because of their success, the Kids Unlimited Board has actively been discussing annex options to relieve some of their space constraints at their current facility along North Riverside, but to also expand their Charter School. Based on these discussions, the conceptual plan has identified a 13 acre school site and adjacent public park for both school and neighborhood recreation opportunities. The general area where the school will be sited has yet to be determined, but the land will be dedicated to the Kids Unlimited Academy at no cost.

**AFFORDABILITY**



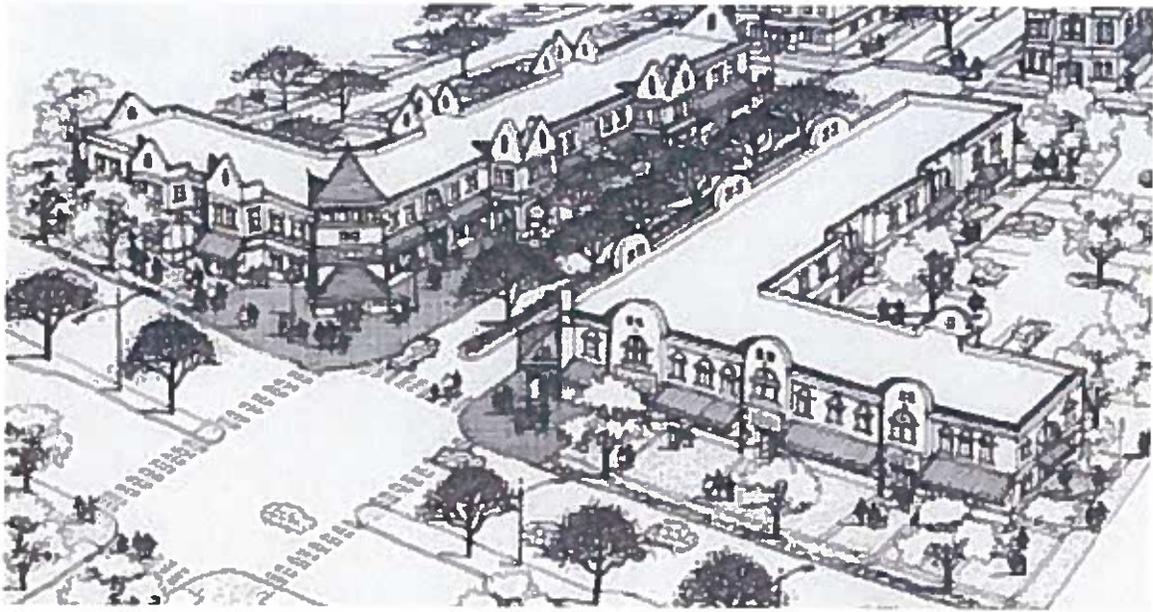
The illustration above shows the Median Sale Prices in the City of Medford based on proximity to adopted Urban Reserve Areas. The study was conducted in September 2014 by a local real estate firm who evaluated home sales in six general areas around the City in an attempt to give an indication which Urban Reserve Areas are more apt to address the City's numerous Housing Element policies and Consolidated Plan goals for obtaining necessary affordable housing.

### COMMERCIAL MIXED-USE NEIGHBORHOOD

One of the primary purposes of the Conceptual Master Plan is to graphically convey to the decision makers, staff and neighbors how this particular Urban Reserve Area could easily be incorporated into the existing neighborhood pattern and also address the various requirements established by the Regional Plan Element. As with the "minimum" residential density requirements explained previously, this would also include the area's obligation to set aside 29% of "employment" land in MD-7mid and 56% of "employment" land in MD-7s. In this regard, the Naumes Park Conceptual Master Plan generally places a majority of the employment lands along the South Stage Road frontage for the purpose of diversifying vehicular trip generation, limiting external vehicular trips to major street corridors, encouraging local pedestrian and bicycle trips, reducing vehicular miles traveled and maintaining livability for surrounding residents and the residents within the mixed-use neighborhood center.

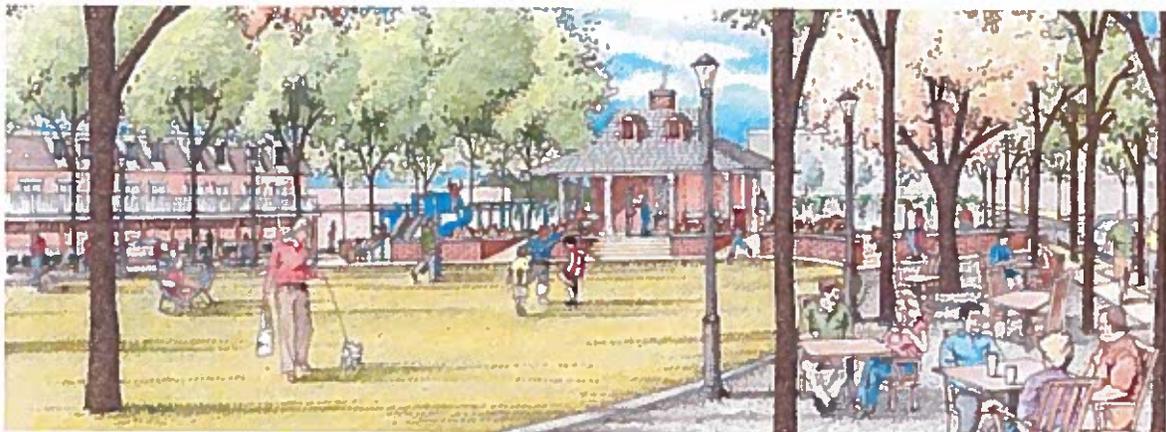


A critical component of the design scheme is the distinction of the various employment areas as generally having two distinct employment types – one with a more manufacturing and business professional use environment in the areas along South Stage Road and the other a mixed-use environment with retail and/or business professional use on the ground floor and residential apartments or condominiums on the upper floors in the areas adjacent to the plan's three central pocket parks (i.e. Naumes Court). With this understanding, the design addresses many important RPS and City objectives and policies as they relate to maintaining density, livability, land-use efficiency and transportation connectivity. In doing so, the more intense employment uses about the more active arterial streets while the less intense residential uses about the area's existing housing.



Overall the design and scale of the Conceptual Plan's Neighborhood Commercial Center is intended to be compatible with its new surroundings. Nevertheless, it should be understood by the City's decision makers, the actual demand and development of the employment areas will likely take many years as the area has some physical constraints, but mainly two of the smaller properties (five and seven acres) are currently occupied by single family residences whose owners have participated in the Conceptual Plan's output and desire to maintain their development flexibility, but have no intention to develop their property anytime in the near future.

Lastly, at the time of Annexation, the application should include zoning regulations, an economic development report and design standards relating to appropriate building heights, use of materials, parking standards, etc. in order to insure compatibility and produce economic development as intended with the adopted Regional Plan Element.



## SEGMENT PLANNING

The majority of the Naumes Park Conceptual Master Plan acreage is owned by four property owners controlling roughly 93% of the area. The remaining 7% is comprised of smaller tax lots along South Stage Road presently shown on the plan as being employment. In this regard, the property configurations are such the plan is *not* dependent on any specific parcel to develop or owner to agree. In general, as long as the City of Medford ensures coordination and consistency with the Conceptual Master Plan or any “adopted” modified version thereof, the development of these areas will most likely depend upon an owner’s preference, market demand, City land inventories or infrastructure availability.

## CONCLUSION

The adoption of the Greater Bear Creek Regional Problem Solving Plan (RPS) in 2013 was multifaceted involving many complexities relating to growth management for not only the City of Medford, but the Rogue Valley in general. This effort involved many public agencies, 100’s of participants resulting in 1,000’s of communications by participants and decision makers that were asked to look beyond self interest, but instead the valley as a whole. In simple terms, the decision makers were asked “How do we intend to accommodate the expected *doubling* of the valley’s population and what will it look like?”

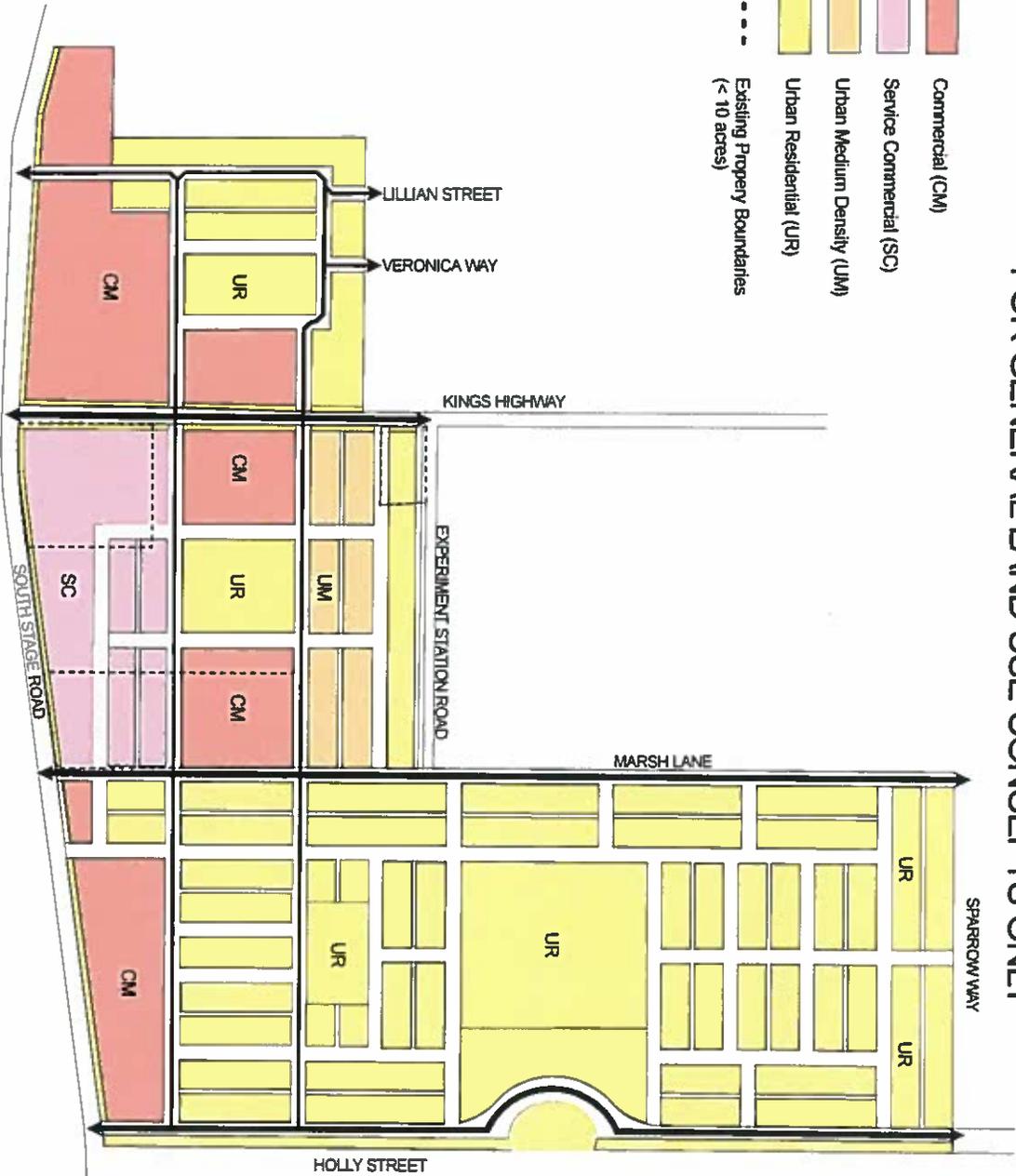
The effort put forth herein illustrates how this particular Urban Reserve Area could accommodate a portion of that growth in a compact form resulting in a dynamic neighborhood that addresses the State of Oregon’s Land Use Planning Goals, the City of Medford’s Comprehensive Plan Policies and the underlying intent of RPS. Nevertheless, the plan is conceptual and would require additional data to be compiled, ownership issues to be resolved and local legislative action to be adopted which the current property ownership has no control over.

That said, it’s not too difficult to imagine this concept plan or a similar concept plan that results in the same objectives described herein.

- is efficient with the City of Medford’s limited land and energy resources;
- is not heavily reliant upon “public investment” to accommodate infrastructure limitations;
- creates a range of housing opportunities and choices for all of Medford’s citizens;
- ensures a mix of uses appropriate for not only the neighborhood, but also outlying areas;
- provides for safe and comfortable transportation options with limited public investment;
- is a “walkable” and bicycle friendly neo-traditional neighborhood;
- can accommodate critical workforce and affordable housing;
- will be a distinctive, attractive and vibrant neighborhood with a strong sense of place;
- strengthens the relationship with the existing neighborhood;
- and provides a “road map” for predictable, fair and cost effective planning.

# FOR GENERAL LAND USE CONCEPTS ONLY

- Commercial (CM)
- Service Commercial (SC)
- Urban Medium Density (UM)
- Urban Residential (UR)
- Existing Property Boundaries (< 10 acres)



NOTE: THIS SHEET IS LESS THAN 11" x 17" IT HAS BEEN REDUCED AND IS NOT TO SCALE

**CONCEPTUAL**

**LAND USE**  
**PLAN**

Scale 1" = 400'

NORTH

NAUMES PARK MD-7 CONCEPTUAL  
LAND USE DEVELOPMENT PLAN  
SOUTH STAGE ROAD  
MEDFORD, OREGON

**D** URBAN DEVELOPMENT SERVICES, LLC  
700 Madison Street, Suite 200  
Medford, OR 97504  
Phone: 541-482-2200  
Fax: 541-482-2200

**Madara Design Inc**  
Landscape Architecture, Design  
& Consultation  
2994 Wells Fargo Rd  
Central Point, Or 97502  
541-664-7055  
madaradesign@yahoo.com

FOR GENERAL LAND USE CONCEPTS ONLY



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**CONCEPTUAL**  
**LAND USE**  
**PLAN**

Scale 1" = 400'

**NORTH**

NO.	DATE	DESCRIPTION

**NAUMES PARK MD-7 CONCEPTUAL  
 LAND USE DEVELOPMENT PLAN**  
 SOUTH STAGE ROAD  
 MEDFORD, OREGON

**URBAN DEVELOPMENT SERVICES, LLC**  
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 madaradesign@yahoo.com

# FOR GENERAL LAND USE CONCEPTS ONLY

SPARROW WAY



## MD-7 South 29.6 Acres

Uses	Net Developed Acres	Percentage of Net Acres
Residential	7.5	30.2
Employment	13.8	55.6
Open Space	3.5	14.1
<b>Totals</b>	<b>24.8</b>	<b>100.0%</b>

## MD-7 Mid 141.5 Acres

Uses	Net Developed Acres	Percentage of Net Acres
Residential	45.6	50.2
Employment	30.4	27.1
Open Space	19.2	22.7
<b>Totals</b>	<b>95.2</b>	<b>100.0%</b>

NOTE: IF THIS SHEET IS LESS THAN 11" x 17" IT HAS BEEN REDUCED AND IS NOT TO SCALE

**CONCEPTUAL**

**LAND USE PLAN**

**NORTH**

Scale 1" = 400'

NAUMES PARK MD-7 CONCEPTUAL LAND USE DEVELOPMENT PLAN  
SOUTH STAGE ROAD  
MEDFORD, OREGON

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# SOUTH STAGE PARK CONCEPTUAL MASTER PLAN

*A Collaborative Neighborhood Planning Effort*

CITY OF MEDFORD, URBAN RESERVE AREA (MD-8)  
OCTOBER 2014

CONSULTANTS:  
CONSTRUCTION ENGINEERING CONSULTANTS, LLC  
MADARA DESIGN INC.

URBAN DEVELOPMENT SERVICES, LLC





# URBAN DEVELOPMENT SERVICES, LLC

LAND USE PLANNING AND DEVELOPMENT SERVICES

October 9<sup>th</sup>, 2014

City of Medford  
Attn: Jim Huber, Planning Director  
200 South Ivy Street, Lausmann Annex, Room 240  
Medford, OR 97501

Subject: South Stage Park Conceptual Master Plan – Urban Reserve Area MD-8

The purpose of this document is to assist the City of Medford with future growth decisions, specifically as they relate to Urban Reserve Area MD-8. The document describes the subject area's attributes and land use potential as a comprehensive neighborhood which integrates easily into the City and explains how it could be viewed by the objective observer as a palpable and obvious growth area.

Included with the document is a "conceptual" master plan outlining the basics of a neo-traditional neighborhood pattern, including land use designations, connected streets, central parks and commercial areas – all of which are based on the City's adopted Regional Plan Element (RPS) as well as numerous Comprehensive Plan goals and policies. This plan has been dubbed the "South Stage Park Conceptual Master Plan" for its location along South Stage Road and its focus and centralized location of useable park land.

The conceptual plan as a whole is comprehensive, but its parcels could easily be developed independently with some property owners deferring inclusion and development without impacting the overall integrity of the plan due to the area's abutment with numerous City streets and available infrastructure connections. However, as with most master plan developments that are developed over time and have to contend with market and economic realities, each property owner desiring to develop their property would need to illustrate to the City their plans are consistent with the adopted master plan.

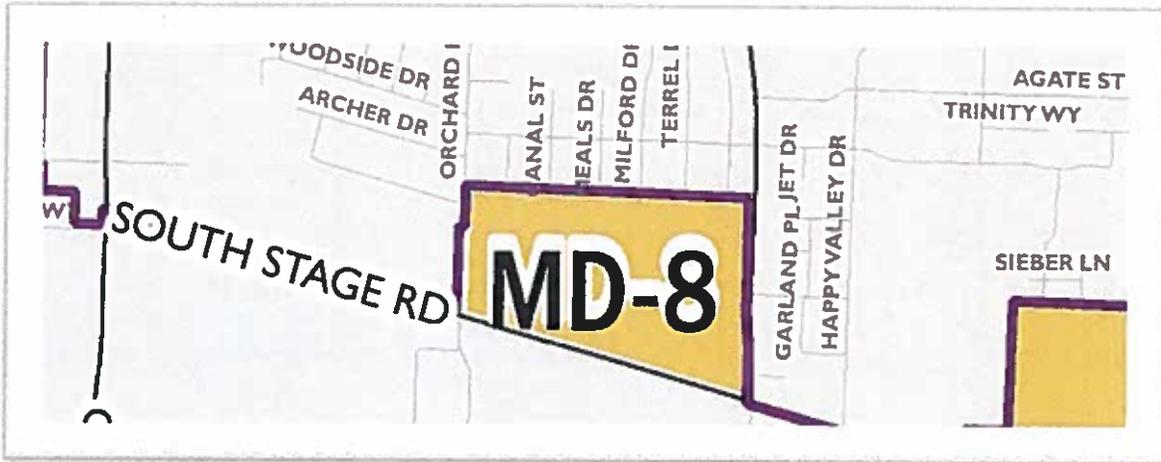
Finally, the design of the conceptual master plan was done in concert with the property owners of MD-7mid and MD-7south (1/3 of mile to the east along South Stage Road and Kings Highway) in order to evaluate the integration of land uses, street connectivity, recreational benefits and civic opportunities for this area of the City. As such, a conceptual master plan was also completed for this area dubbed "Naumes Park" based on the Naumes family's ownership and history in the Rogue Valley. The two plans are independent from each other, but show a resemblance of forethought, philosophy and justification.

Sincerely,

Mark Knox, Principal Planner

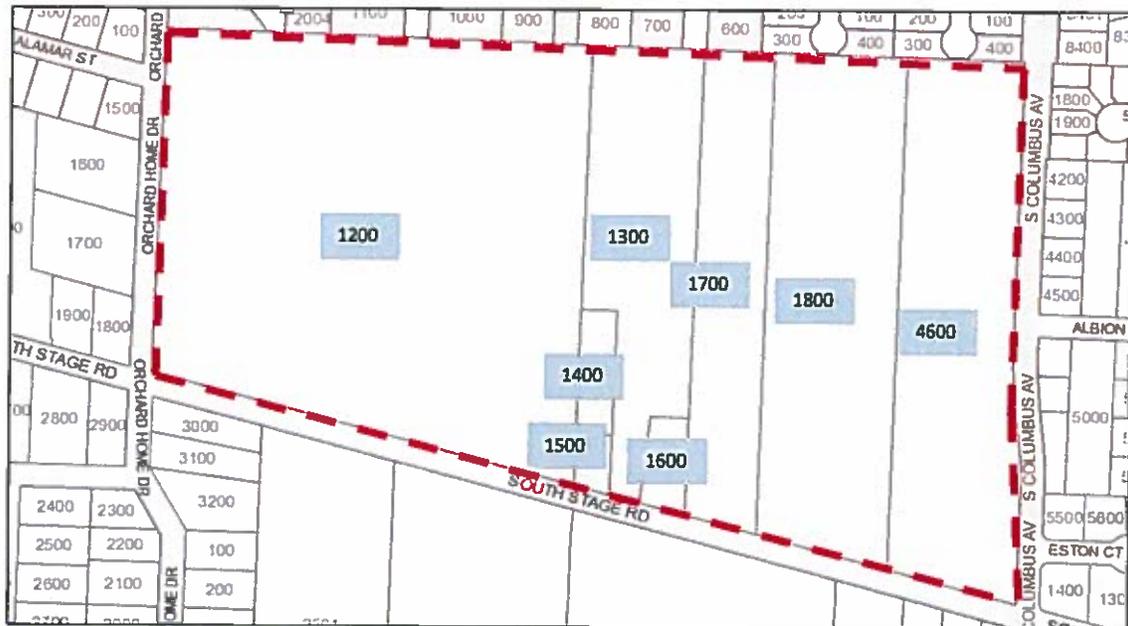
## INTRODUCTION

This project is a conceptual land use and transportation plan for a 55 acre area consisting of eight parcels within the City of Medford's recently adopted Urban Reserves, referred to as MD-8. The property is generally bound by Orchard Home Drive, South Columbus Avenue and South Stage Road.



A number of property owners of this Urban Reserve Area have joined together and consulted with various land use planning professionals within the Rogue Valley in an attempt to generate a Conceptual Master Plan that not only addresses the intended outcome of the City of Medford's Regional Plan Element for *efficient land use, appropriately sized neighborhood services and reduced vehicular trips*, but also addresses each property owner's concerns relating to pending changes and livability.





<b>Property Owners:</b>	<b>TL</b>	<b>Acres</b>	<b>%</b>
THOMAS & JACQUELINE MITCHELL	4600	8.72	15.7
FREEL & ASSOCIATES LLC	1800	9.63	17.4
ROBERT & JUDITH FELLOWS	1700	4.96	8.98
DIANA BAUMAN	1300/1600	6.43	11.6
RETI TOOGOOD	1500	.29	.052
ERICA FLYNN	1400	.65	1.17
AYALA FAMILY LLC	1200	24.51	44.4
<b>Total:</b>	<b>8</b>	<b>55.19</b>	<b>100%</b>

Source: Jackson County Assessor Records

With this understanding, the majority of the property owners are collaborating in order to generate a land use and transportation pattern that has long term benefits for their properties, neighbors and the City of Medford. At this preliminary juncture the master plan has been named the *“South Stage Park Conceptual Master Plan”* for its location and focus on the large acreage of land dedicated for park land and open space.

**PROJECT OBJECTIVES AND OUTCOMES**

**OBJECTIVES**

The South Stage Park Conceptual Master Plan is founded on the following ten land use objectives:

- is efficient with the City of Medford’s limited land and energy resources;
- is not heavily reliant upon “public investment” to accommodate infrastructure limitations;

- creates a range of housing opportunities and choices for all of Medford’s citizens;
- ensures a mix of uses appropriate for not only the neighborhood, but also outlying areas;
- provides for safe and comfortable transportation options with limited public investment;
- is a “walkable” and bicycle friendly neo-traditional neighborhood;
- can accommodate critical workforce and affordable housing;
- will be a distinctive, attractive and vibrant neighborhood with a strong sense of place;
- strengthens the relationship with the existing neighborhood;
- and provides a “road map” for predictable, fair and cost effective planning.

## OUTCOMES

The primary outcomes for the South Stage Park Conceptual Master Plan are:

- The plan provides for a range of housing opportunities and choices which include single-family detached, single-family attached, multi-family and mixed-use housing.
- The plan designates locations for residential, commercial and open space in close proximity to one another.
- The plan will comfortably yield the minimum densities established under the adopted Urban Reserve Management Agreement (URMA).
- The extensive network of streets, alleys, walking paths and bike paths throughout the plan allows many choices for traveling from one location to another; also for connecting to and from surrounding areas and common destinations. In particular, the proposed street connections with the neighboring streets to the north and east will allow safe and convenient access to and from South Medford High School, the new elementary school planned within another Urban Reserve Area MD-7, as well as future commercial services.
- The strategic placement of employment lands along both Orchard Home Drive and South Columbus Avenue provide essential services to this area and surrounding neighborhoods.
- The street and pedestrian connectivity with the adjoining neighborhoods provide for shared use of facilities, alternative transportation choice and seamless mobility.
- The inclusion of alleys provide for human scale design opportunities along the public rights-of-way creating a more walkable and bicycle friendly neighborhood.
- The eventual inclusion of design standards will call out specific elements requiring tree canopied streets, widened sidewalks and architectural details such as building setbacks, directional expression and porch standards.
- The conceptual plan easily integrates with the existing neighborhood for relatively straightforward infrastructure connections and prudent use of existing public investment.
- Because the subject area is flat, it accommodates urban development and a mixture of uses efficiently without excessive earth movement or infrastructure upgrades.
- The plans evident grid presence and central green spaces can promote distinctive and attractive street facades for neighborhood sense of place.
- The plan provides for uncomplicated phasing based on owner or City preference.
- The plan creates a definitive and uniform City edge along South Stage Road.

## THE SITE



## CURRENT USE

Much of the area's 55 acres is vacant and flat. According to Jackson County Assessor and various on-site visits, the area is comprised of eight tax lots with six single family and three mobile homes. The majority of the homes sit along the edge of South Stage Road and have an average age of 76 years and average size of 1,230 sq. ft. Five of the eight tax lots extend from South Stage Road to the Medford City Boundary line, approximately 1,100 feet. Five of the eight tax lots average 10.73 acres and three .5 acres. The property is generally bound by Orchard Home Drive, South Columbus Avenue and north of South Stage Road. Directly to the north, there are five public City streets abutting the subject properties.

## CURRENT ZONING

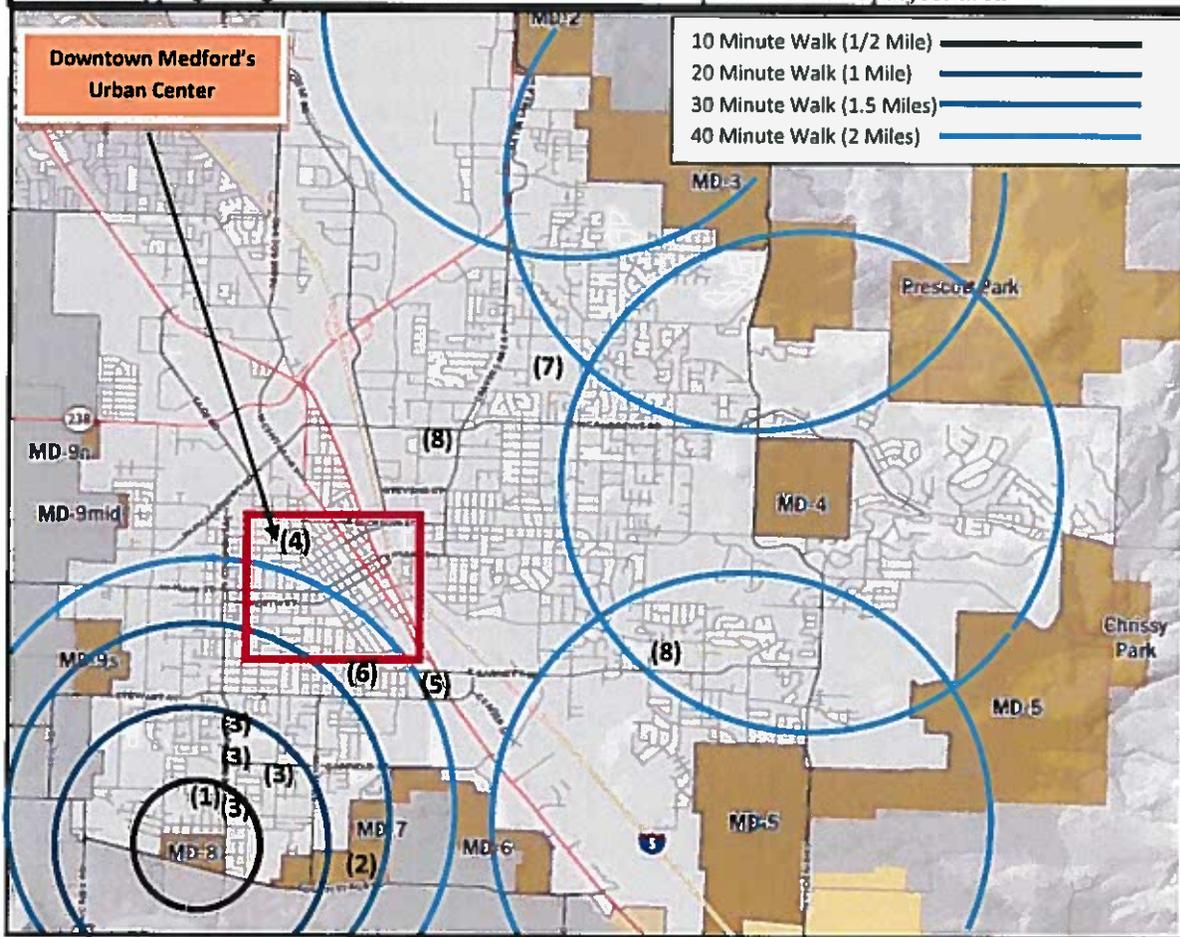
The area is under Jackson County's jurisdiction and zoned RR-00 and EFU.

**PHYSICAL ATTRIBUTES**

The area is generally flat with a slight 1.5% northeastern slope. The area has limited physical constraints other than a few trees that predominately surround the areas older farmstead houses. Besides the area fronting on South Stage Road, Orchard Home Drive and South Columbus Avenue, there are five residential streets that directly abut into the property: Martin Drive, Terrel Drive, Milford Drive, Meals Drive and Canal Street.

**TRANSPORTATION** *(based on field tests and mapping services)*

Location	Walking	Biking Time	Driving
(1) South Medford High School	8 minutes	3 minutes	2 minutes
(2) Future School Site	25 minutes	5 minutes	3 minutes
(3) Places of Worship (four < 1 mile)	10 minutes	3 minutes	2 minutes
(4) Downtown Medford	35 minutes	12 minutes	7 minutes
(5) South Gate Shopping Center	40 minutes	15 minutes	10 minutes
(6) Central Medford High School	30 minutes	11 minutes	6 minutes
(7) North Medford High School	-	40 minutes	14 minutes
(8) Hospitals	-	30 minutes	10 minutes
Future Parks and Public Open Space	<i>planned within project area</i>		
Future shopping / neighborhood services	<i>planned within project area</i>		



## URBAN RESERVE AREA COMPARISON

DESCRIPTION	MD-1	MD-2	MD-3	MD-4	MD-5	MD-6
<b>TRANSPORTATION</b>	moderate	moderate	moderate	moderate	poor	excellent
<b>AFFORDABILITY</b>	excellent	excellent	good	poor	poor	excellent
<b>ENVIRONMENTAL</b>	excellent	excellent	moderate	poor	moderate	excellent
<b>AVAILABLE INFRASTRUCTURE</b>	poor	excellent	moderate	excellent	moderate	poor
<b>REQUIRED DENSITY 6.6 - 7.6</b>	excellent	excellent	excellent	moderate	excellent	moderate
<b>NEIGHBORHOOD INTEGRATION</b>	poor	excellent	moderate	moderate	poor	moderate
<b>HOUSING DIVERSITY</b>	poor	moderate	excellent	moderate	excellent	poor

DESCRIPTION	MD-7 n	MD-7 mid	MD-7 s	MD-8	MD-9
<b>TRANSPORTATION</b>	excellent	excellent	excellent	excellent	excellent
<b>AFFORDABILITY</b>	excellent	excellent	excellent	excellent	excellent
<b>ENVIRONMENTAL</b>	excellent	excellent	excellent	excellent	excellent
<b>AVAILABLE INFRASTRUCTURE</b>	excellent	excellent	excellent	excellent	moderate
<b>REQUIRED DENSITY 6.6 - 7.6</b>	excellent	excellent	excellent	excellent	poor
<b>NEIGHBORHOOD INTEGRATION</b>	excellent	excellent	excellent	excellent	moderate
<b>HOUSING DIVERSITY</b>	excellent	excellent	excellent	excellent	poor

**Transportation:** Based on distance to employment centers, impacts and costs to existing transportation systems and the dependency on the automobile.

**Affordability:** Based on Medium Household Income, Census Data, and City of Medford.

**Environmental:** Based on sloping, riparian, forested, agricultural or other sensitive lands requiring some form of disturbance.

**Infrastructure:** Based on communication with service providers, adopted City facilities maps and integration into existing neighborhoods.

**Required Density:** Based on URA's general ability to "independently" accommodate required minimum densities and Comprehensive Plan - Regional Element, 4.1.5.a.

**Neighborhood Integration:** Based on a "reasonable" ability to integrate into an existing neighborhood and assemble lands or acquire private properties for rights-of-way;

**Housing Diversity:** Based on the land constraints, infrastructure and transportation abilities to accommodate a variety of housing types and housing incomes.

**Note:** It should be understood all of the comparisons are based on a compilation of general factors, including industry standards and/or Comprehensive Plan policies.

During the City's recent review of the Transportation System Plan, a qualitative evaluation comparing various Urban Growth Boundary scenarios and their impact of the City's transportation system was completed, *Technical Memorandum #8, June 26<sup>th</sup>, 2013*. The Technical Memorandum analyzed four growth scenarios:

**Baseline Scenario:** Assuming growth for "all" of the identified Urban Reserve Areas around Medford with no internal up-zoning;

**Scenario 1:** Included internal up-zoning *and* expansion of the City's Urban Growth Boundary to the northeast (MD-1, MD-2 & MD-3);

**Scenario 2:** Included internal up-zoning and expansion of the City's Urban Growth Boundary to the southeast and in limited portions of the southwest (MD-4, MD-5 & MD-6);

**Scenario 3:** Included internal up-zoning and expansion of the City's Urban Growth Boundary to the east and limited portions in the southwest (MD-5/MD-6 *portions*, MD-7, MD-8 and MD-9).

#### **SUMMARY OF SCENARIOS**

Comparison of the scenarios noted several improvement needs that would be required regardless of the UGB scenario pursued. These are outlined below:

- Need to improve the Phoenix – Foothill connection as high levels of congestion are anticipated. This would likely require a five-lane cross-section from the
- Congestion noted along all northern crossings of I-5: Vilas Road, Crater Lake Highway, and McAndrews Road.
- Moderate to high levels of congestion at and surrounding the I-5 interchanges.
- Columbus Avenue congestion between Stewart and Main Street

Differentiating characteristics between scenarios are summarized below.

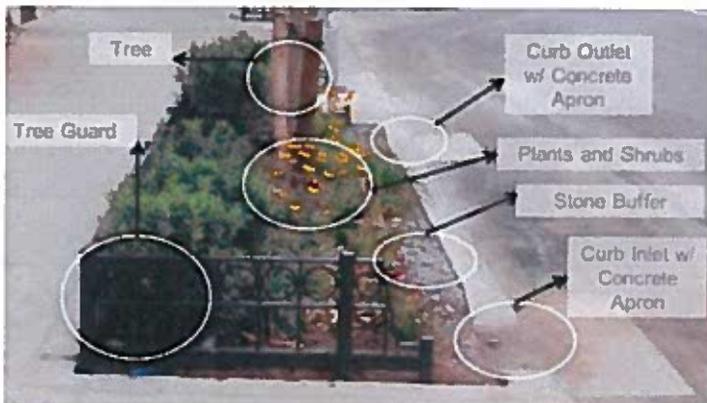
- The Baseline Scenario (all growth external to the existing UGB without upzoning internal lands) would be the most costly scenario to support. *The additional lands required on the City's periphery place a high reliance on the arterial network both in the southeastern and northern portions of the City.*
- Scenarios 2 and 3 provide the lowest costs relative to the other scenarios as improvements are limited to the southeast portion of the City. The improvements in this area would benefit all of the scenarios assessed, and would be implementable given the largely unbuilt areas surrounding these corridors.
- Scenarios 2 and 3 reduce congestion on I-5 and OR 62, where improvements will be very costly or infeasible.
- *Southwestern growth in Scenario 3 presents no additional roadway infrastructure needs as the network in this portion of the City is well established and operating with reserve capacity.* (underlined for emphasis)

*Copied from Technical Memorandum #8, June 26<sup>th</sup>, 2013*

## ENVIRONMENTAL OPPORTUNITIES

The general consensus among the MD-8 property owners is the South Stage Park Conceptual Master Plan should incorporate effortless environmental considerations that are affordable and require limited to no maintenance. In this vein, the Master Plan will consider incorporating “green streets” to create opportunities for capturing and infiltrating storm water runoff utilizing standard street designs that incorporate street-side bio-swales (planting strips) and large street trees with wide-spreading canopies for shading. Solar radiant heat is thereby limited and storm water runoff is cooler and naturally treated within the bio-swale prior to entering local streams and other areas of wildlife habitat. Streets of this design often provide a visual indication the street right-of-way serves multiple public purposes, not simply the movement of motor vehicles. The resulting street character is one that is comfortable and inviting.

*Typical Tree-Lined Street*



*Bio-Swale Treatment Designs*

## PARKS & RECREATIONAL OPPORTUNITIES

**“People need green and open places to go to; when they are close they use them. But if the open spaces are more than three minutes away or greater than a five minute walk, the distance overwhelms the need”.**

*A Pattern Language, Christopher Alexander*

The South Stage Park Conceptual Master Plan is designed with multiple parks and open spaces to benefit the project’s residents and nearby neighboring property owners who currently have limited access to a local park. In fact, the nearest public park is Fichtner Mainwaring Park along Stewart Avenue located over two miles from this area. The absence of a park or open space was clearly on the minds of the Medford Planning Staff, Planning Commission and City Council when the Urban Reserve Area’s were incorporated into the City’s Comprehensive Plan which identified 29% of its 53 acres as “open space” (15.37 gross acres).

As illustrated within the South Stage Park Conceptual Master Plan, the ability to accommodate the open space can be easily achieved and designed so that its location is central to the neighborhood allowing a majority of the residents a close relationship with the park and thereby increase livability, sense of pride, natural surveillance and property values.

The Plan also identifies various open-space pocket parks, pedestrian connections and pathways integrated into the neighborhood. The smaller open spaces are intended to provide easy and direct movement *to and through* the area to encourage walking and biking and thereby mitigate reliance on the automobile. Further, the smaller open spaces are located in strategic areas, such as those abutting existing street rights-of-way to the north (Martin Drive, Terrel Drive and Meals Drive), as not all of those streets are necessary for vehicular connectivity, but essential for pedestrian and bike connectivity (for current and proposed neighborhood).

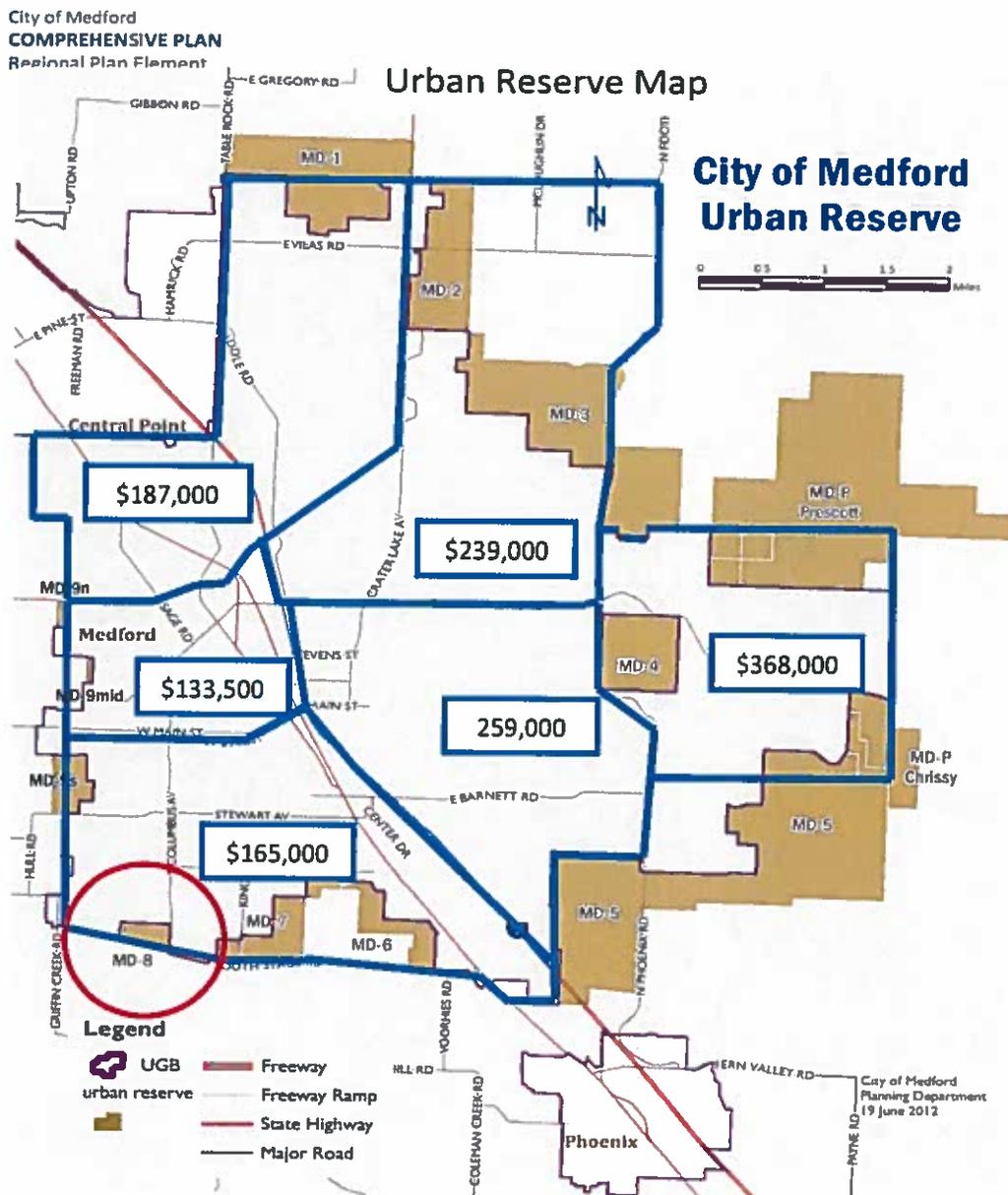
### A “MODAL EQUITY” PLAN

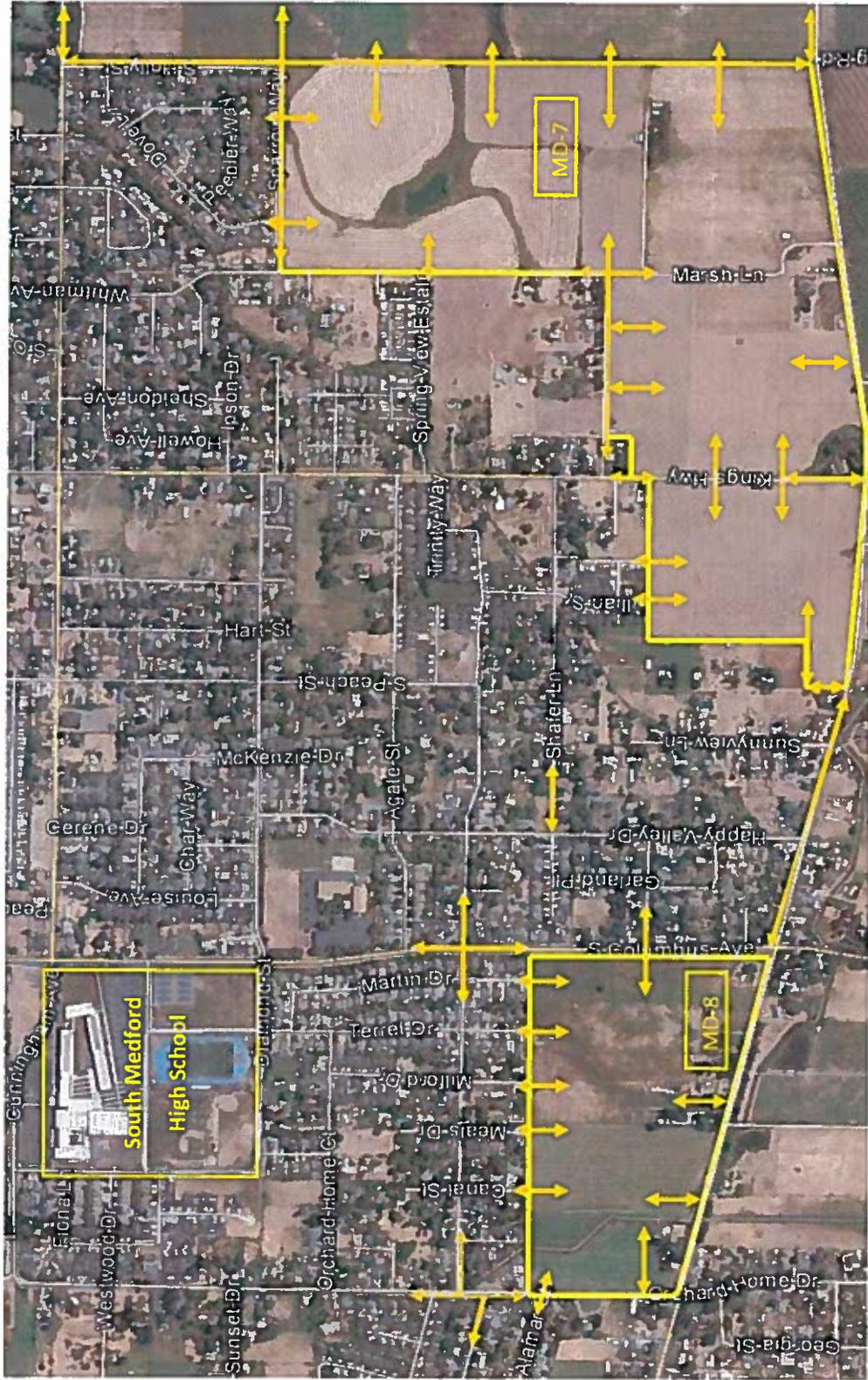


The underlying theme of the South Stage Park Conceptual Master Plan is “modal equity” or the premise there is equal consideration of all travel modes (vehicular, emergency services, bicycle and pedestrian). Through this concept, in addition to the tree lined streets, strategic placement of open spaces and the incorporation of neighborhood commercial uses, a well designed and integrated network of streets and pathways can reduce dependency on the automobile and limit pressure on adjoining collector and arterial streets.

## AFFORDABILITY

The illustration below shows the Median Sale Prices in the City of Medford based on proximity to adopted Urban Reserve Areas. The study was conducted in September 2014 by a local real estate firm who evaluated home sales in six general areas around the City in an attempt to give an indication which Urban Reserve Areas are more apt to address the City's numerous Housing Element policies and Consolidated Plan goals for obtaining necessary affordable housing.





**NETWORK OF STREETS**

The above photo illustrates the multitude of “possible” street and pedestrian connections for not only the South Stage Conceptual Master Plan area (MD-8), but also MD-7 to the east. Connectivity of street patterns supports the “overall goal of Medford’s Transportation System Plan (TSP) which is to provide for a multi-modal transportation system that supports the safe, efficient and accessible movement of people and goods while achieving the City’s vision for its future as an outstanding livable community. The TSP is also a key component of the City’s plan for encouraging compact urban development to reduce vehicle miles of travel and improve existing air quality problems” (Adopted Medford Transportation System Plan, Chapter 13).

### AGRICULTURAL USE

The State of Oregon’s Statewide Planning Goals, specifically Goal 14 (Urbanization), played a significant role in the evaluation of the City’s adopted Urban Reserve Areas. The purpose of Goal 14 is “*To provide for an orderly and efficient transition from rural to urban land use, to accommodate urban population and urban employment inside urban growth boundaries, to ensure efficient use of land, and to provide for livable communities*”. The proposed South Stage Conceptual Master Plan strongly contends it’s in compliance with the goal, but it should also be clear to the decision makers, this area was analyzed for its viability for valued farm land by the Resource Lands Review Committee (RLRC) which contended since this area was surrounded by intense urbanization on three sides with South Stage Road on its fourth side, it was predominately an exception area and concluded this area suitable for development.

### PLANNED DENSITIES

The City’s adoption of the Regional Plan Element into its Comprehensive Plan included a percentage of land use types for each Urban Reserve Area with the intent to provide a mixture of uses the City deemed necessary to support existing and future demands for that area of the City. In this particular case, the MD-8 Urban Reserve Area is to be *49% Residential, 29% Open Space and 22% Employment*. The attached Conceptual Master Plan graphically illustrates the required land use percentages and includes a street system of how the land could be developed consistent with the Regional Plan Element and other policies of the City’s Comprehensive Plan.

Of the approximate 55 acres within the MD-8 Urban Reserve Area, less an approximate 22% – 25% of the land area set aside for new or widened rights-of-way, the resulting acreage, based on the three land use types would be:

Residential = 49% 26.95 gross acres 20 net acres	Open Space = 29% 15.95 gross acres 11.5 net acres	Employment = 22% 12.1 gross acres 9 net acres
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The adopted Regional Plan Element also included a “minimum dwelling units per acre” requirement in Section 4.1.5. requiring Urban Reserve Areas, as well as Urban Growth Boundary Areas when annexed into the City to accomplish a minimum number of dwelling units per gross acre (unless off-set by increased densities within existing City limits), of *6.6 dwelling units from 2010 to 2035 and 7.6 dwelling units from 2036 to 2060*.

Residential = 49% 26.95 gross acres 20 net acres 2010 – 2035 (6.6) = 132 2036 – 2060 (7.6) = 152
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Based on the planned densities noted above, the MD-8 Urban Reserve Area would need to achieve an eventual density of 152 units by the end of 2060 in order to comply with the City’s adopted expectations. In reality, the above minimum thresholds are very achievable due to a variety of factors which include:

- The MD-8 Urban Reserve Area is virtually level, has numerous existing street connection options and is void of any significant physical constraints;
- Employment Lands within the City of Medford provide for “mixed-use” neighborhoods (live-work developments) which provide for increased density, and a mixture of housing types such as apartments, condominiums, attached and detached single family housing;

As such, because the Conceptual Master Plan is based on a “mixed-use” development pattern and includes multiple pedestrian friendly elements consistent with the 2013 – 2038 Rogue Valley Transportation Plan, it’s very likely the densities will range between 9.3 and 10 dwelling units within the “residential” area alone and can easily increase to 12 to 14 dwelling units even when considering a “low to moderate” residential mixed-use pattern within the “commercial” areas.

Residential Land Area = 49% 20 net acres	Conceptual Plan “residential area only”	Mixed-Use Development 9 net acres
*Minimum 2010 – 2035 (6.6) = 132	(9.3) = 186	*Low: 3 d/u acre = 27
*Minimum 2036 -- 2060 (7.6) = 152	(10) = 200	**Moderate Low: 6 d/u acre = 54
<b>Total Possible Dwellings within MD-8 Conceptual Plan Area = 213 – 254 (*10.65 / **12.7 per acre)</b>		

Based on a range of housing types, multiple transportation connections and available public facilities, this Urban Reserve Area can comfortably accommodate additional densities beyond the required minimums without compromising livability or neighborhood context if needed and thereby retain the City’s ability to reduce density in more sensitive areas such as those identified in the recent Urban Growth Boundary Amendment project (Internal Study Area) or other adopted Urban Reserve Areas.

### COMMERCIAL MIXED-USE NEIGHBORHOOD

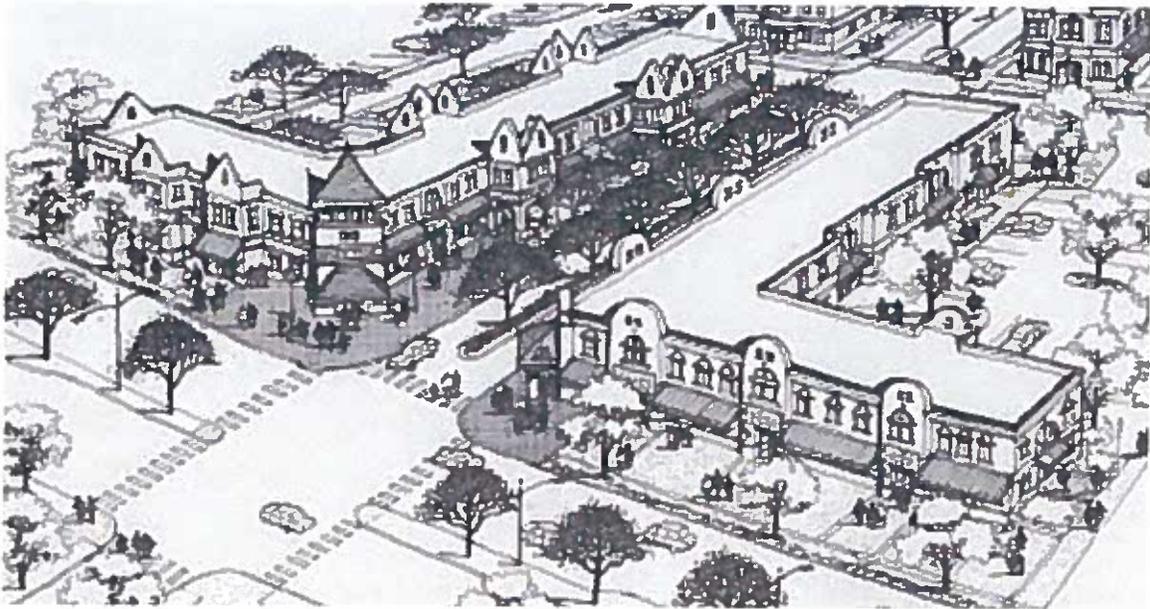
One of the primary purposes of the Conceptual Master Plan is to graphically convey to the decision makers, staff and neighbors how this particular Urban Reserve Area could easily be incorporated into the existing neighborhood pattern and also address the various requirements established by the Regional Plan Element. As with the “minimum” residential density requirements explained previously, this would also include the area’s obligation to meet its nine plus acres of “employment” land. In this regard, the Conceptual Master Plan divides the nine acres into two distinct areas along South Stage Road - one along South Columbus Avenue and the other Orchard Home Drive for the purpose of diversifying vehicular trip generation, limiting external vehicular trips to major street corridors, encouraging local pedestrian and bicycle trips,

reducing vehicular miles traveled and maintaining livability for surrounding residents and the residents within the mixed-use neighborhood center.



The overall design and scale of the South Stage Park Neighborhood Commercial Center is intended to be generally compatible with its surroundings with the understanding that commercial and employment uses within the area will be new to this area. With that said, the site's two commercial gateway locations lend itself to a mixture of uses that can blend into the context of the existing neighborhood and produce economic development through job growth as intended with the adopted Regional Plan Element. In this vein, at the time of Annexation, the application should include zoning regulations, an economic development report and design standards relating to appropriate building heights, use of materials, parking standards, etc.





### SEGMENT PLANNING

The majority of the South Stage Park Conceptual Master Plan acreage is owned by five property owners controlling roughly 98% of the area. The remaining 2% is comprised of smaller tax lots along South Stage Road presently shown on the plan as being residential. In this regard, the property configurations are such the plan is *not* dependant on any specific parcel to develop or owner to agree. In general, as long as the City of Medford ensures coordination and consistency with the Conceptual Master Plan or any “adopted” modified version thereof, the development of these areas will most likely depend upon an owner’s preference, market demand, City land inventories or infrastructure availability.

### CONCLUSION

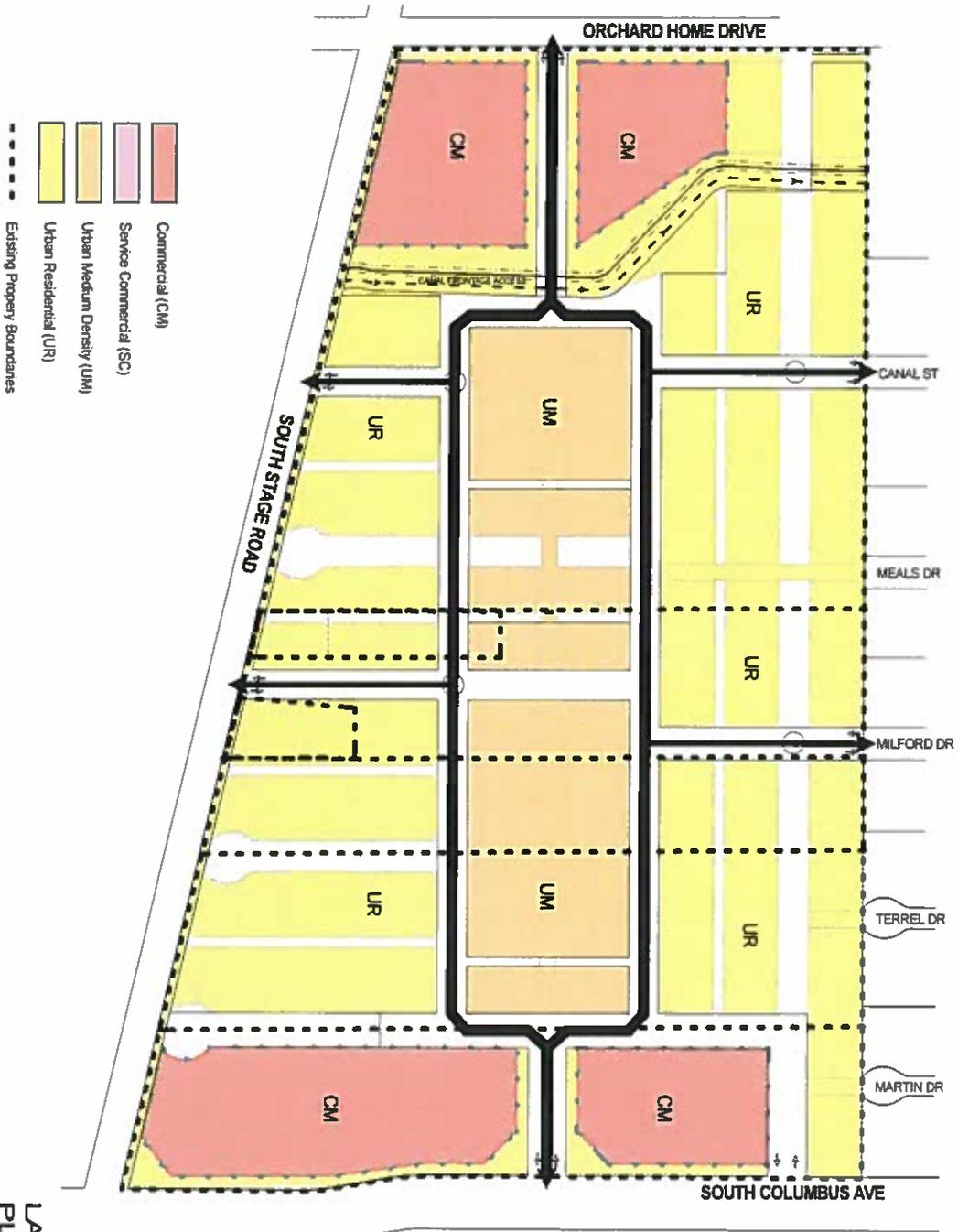
The adoption of the Greater Bear Creek Regional Problem Solving Plan (RPS) in 2013 was multifaceted involving many complexities relating to growth management for not only the City of Medford, but the Rogue Valley in general. This effort involved many public agencies, 100’s of participants resulting in 1,000’s of communications by participants and decision makers that were asked to look beyond self interest, but instead the valley as a whole. In simple terms, the decision makers were asked “How do we intend to accommodate the expected *doubling* of the valley’s population and what will it look like?”

The effort put forth herein illustrates how this particular Urban Reserve Area could accommodate a portion of that growth in a compact form resulting in a dynamic neighborhood that addresses the State of Oregon’s Land Use Planning Goals, the City of Medford’s Comprehensive Plan Policies and the underlying intent of RPS. Nevertheless, the plan is conceptual and would require additional data to be compiled, ownership issues to be resolved and local legislative action to be adopted which the current property ownership has no control over.

That said, it's not too difficult to imagine this concept plan or a similar concept plan that results in the same objectives described herein.

- is efficient with the City of Medford's limited land and energy resources;
- is not heavily reliant upon "public investment" to accommodate infrastructure limitations;
- creates a range of housing opportunities and choices for all of Medford's citizens;
- ensures a mix of uses appropriate for not only the neighborhood, but also outlying areas;
- provides for safe and comfortable transportation options with limited public investment;
- is a "walkable" and bicycle friendly neo-traditional neighborhood;
- can accommodate critical workforce and affordable housing;
- will be a distinctive, attractive and vibrant neighborhood with a strong sense of place;
- strengthens the relationship with the existing neighborhood;
- and provides a "road map" for predictable, fair and cost effective planning.

FOR GENERAL LAND USE CONCEPTS ONLY



NOTE: IF THIS SHEET IS LESS THAN 11" x 17" IT HAS BEEN REDUCED AND IS NOT TO SCALE.



<p><b>SOUTH STAGE ROAD MD-8 PRELIMINARY LAND USE DEVELOPMENT LAYOUT</b></p> <p>SOUTH STAGE ROAD MEDFORD, OREGON</p>	<p><b>URBAN DEVELOPMENT SERVICES LLC</b></p> <p>700 Milford Road #204 Medford, OR 97504 Phone 541-862-3344 Fax 541-862-3339</p>	<p><b>Madara Design Inc</b></p> <p>Landscape Architecture Design &amp; Construction 2044 Wells Fargo Bldg Central Point, OR 97502 541-864-7058 mad@mdesign@yahoo.com</p>
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**CONCEPTUAL**

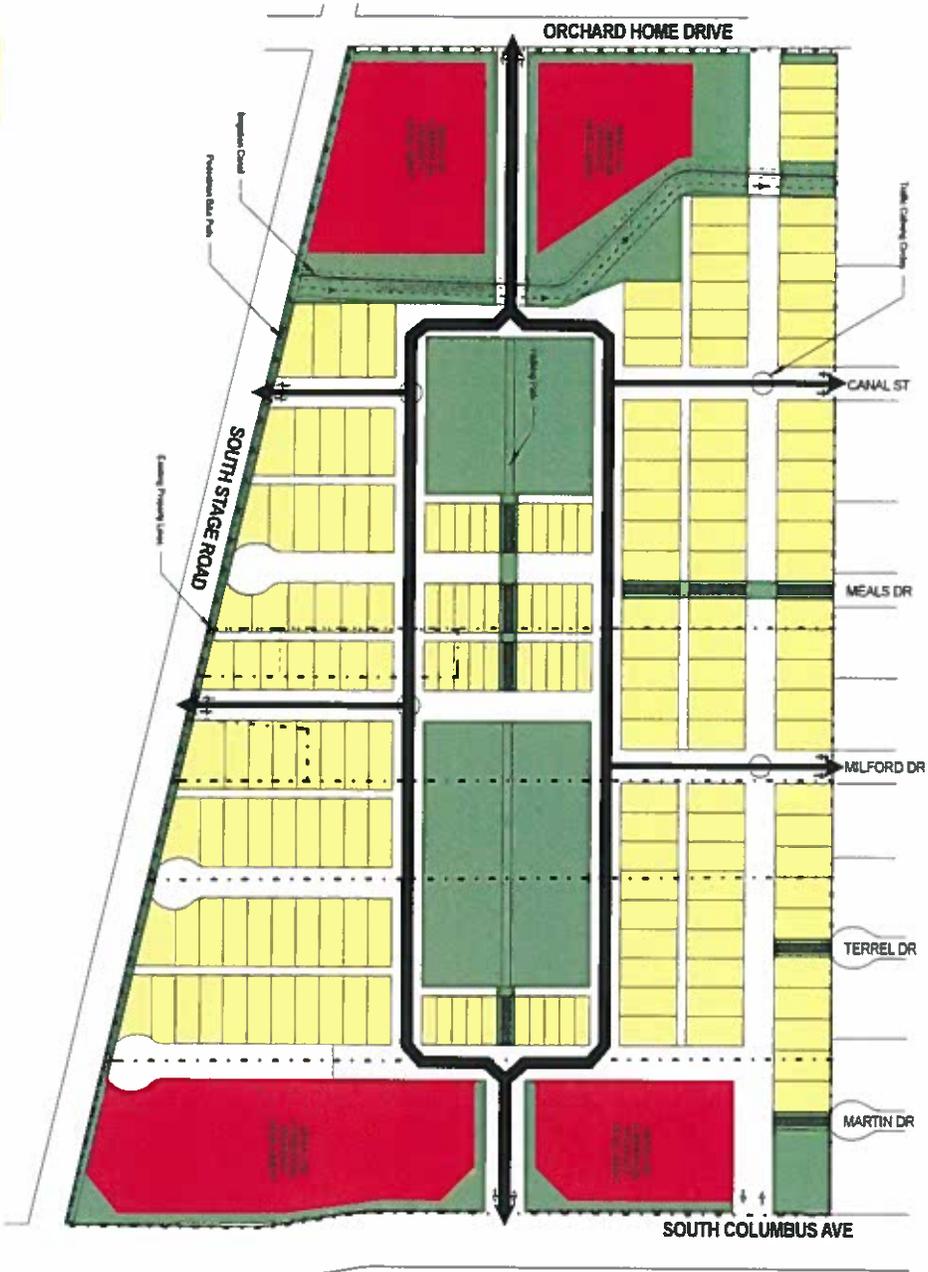
**LAND USE PLAN**

**NORTH**

Scale 1" = 200'

<p><b>APPROVED</b></p> <p>DATE: _____</p> <p>BY: _____</p>	<p><b>SOUTH STAGE ROAD MD-8 PRELIMINARY LAND USE DEVELOPMENT LAYOUT</b></p> <p><b>SOUTH STAGE ROAD</b></p> <p><b>MEDFORD, OREGON</b></p>	<p><b>URBAN DEVELOPMENT SERVICES LLC</b></p> <p>LAND USE PLANNING • COMMUNITY DEVELOPMENT</p> <p>100 Williams Road #200 Medford, OR 97504 Phone: 541.452.1234 Fax: 541.443.3325</p>	<p><b>Madara Design Inc</b></p> <p>Landscape Architecture Design &amp; Consultation</p> <p>2004 Maple Forge Rd Carpenters, OR 97102 541-464-7558 madaradesign@yahoo.com</p>
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# FOR GENERAL LAND USE CONCEPTS ONLY



- Residential Development
- Mixed Use Commercial Development
- Open Space Development
- Existing Property Boundaries

Summary of Uses	
Gross Acres	55.0 acres (Based on Jackson County Assessor Maps)
Total Developed Acres (Net Acres)	40.0 acres
Residential Development	19.9 acres
Mixed Use Commercial Development	8.9 acres
Open Space Development	11.2 acres
	100.0% of Total Developed Acres
	49.8% of Total Developed Acres
	22.2% of Total Developed Acres
	28.0% of Total Developed Acres

**LAND USE**  
**PLAN**

**CONCEPTUAL**

Scale: 1" = 100'

NORTH

DATE	DESCRIPTION

**SOUTH STAGE ROAD MD-8 PRELIMINARY LAND USE DEVELOPMENT LAYOUT**

SOUTH STAGE ROAD  
MEDFORD, OREGON

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