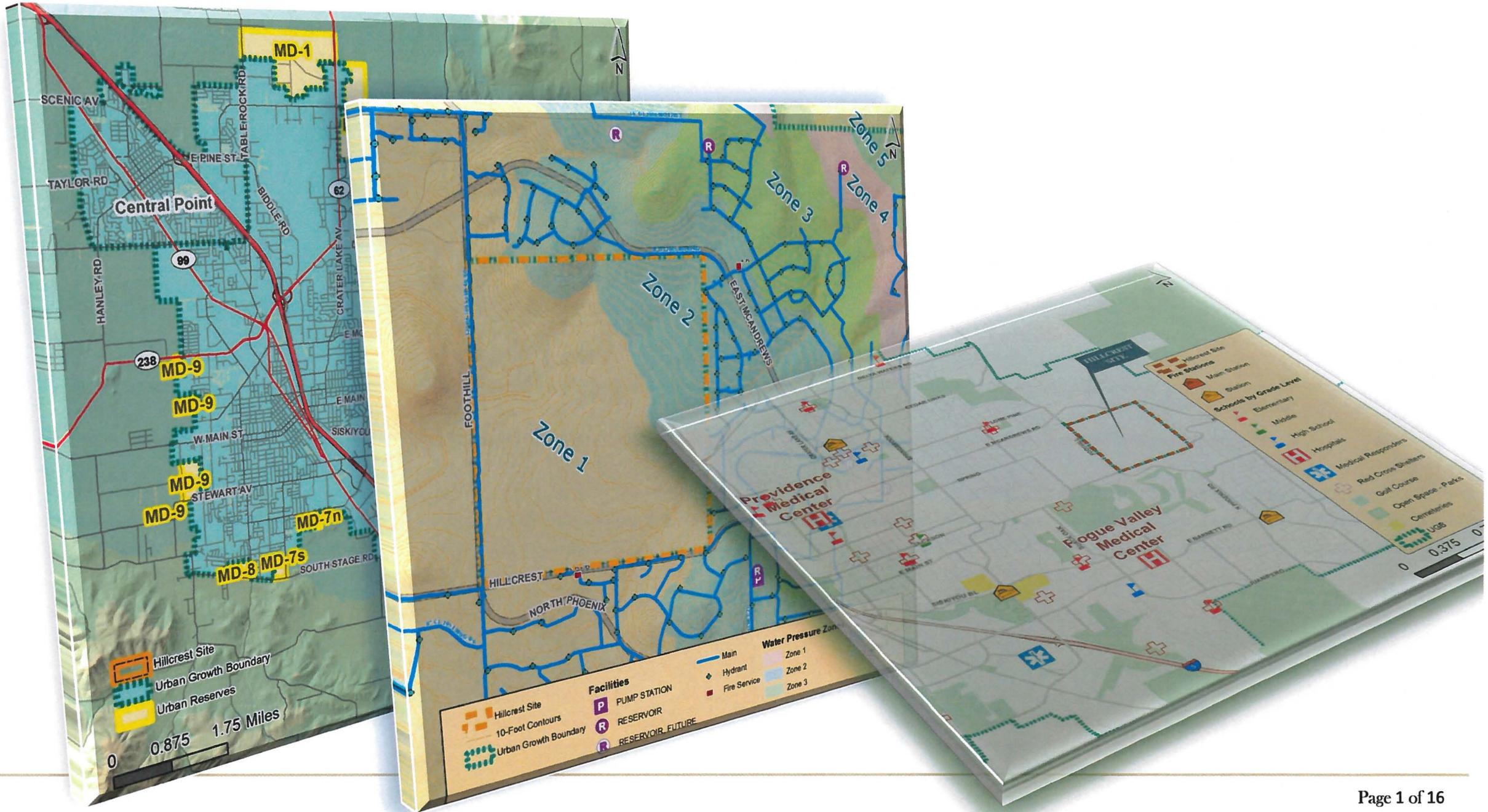


EXHIBIT 00.01

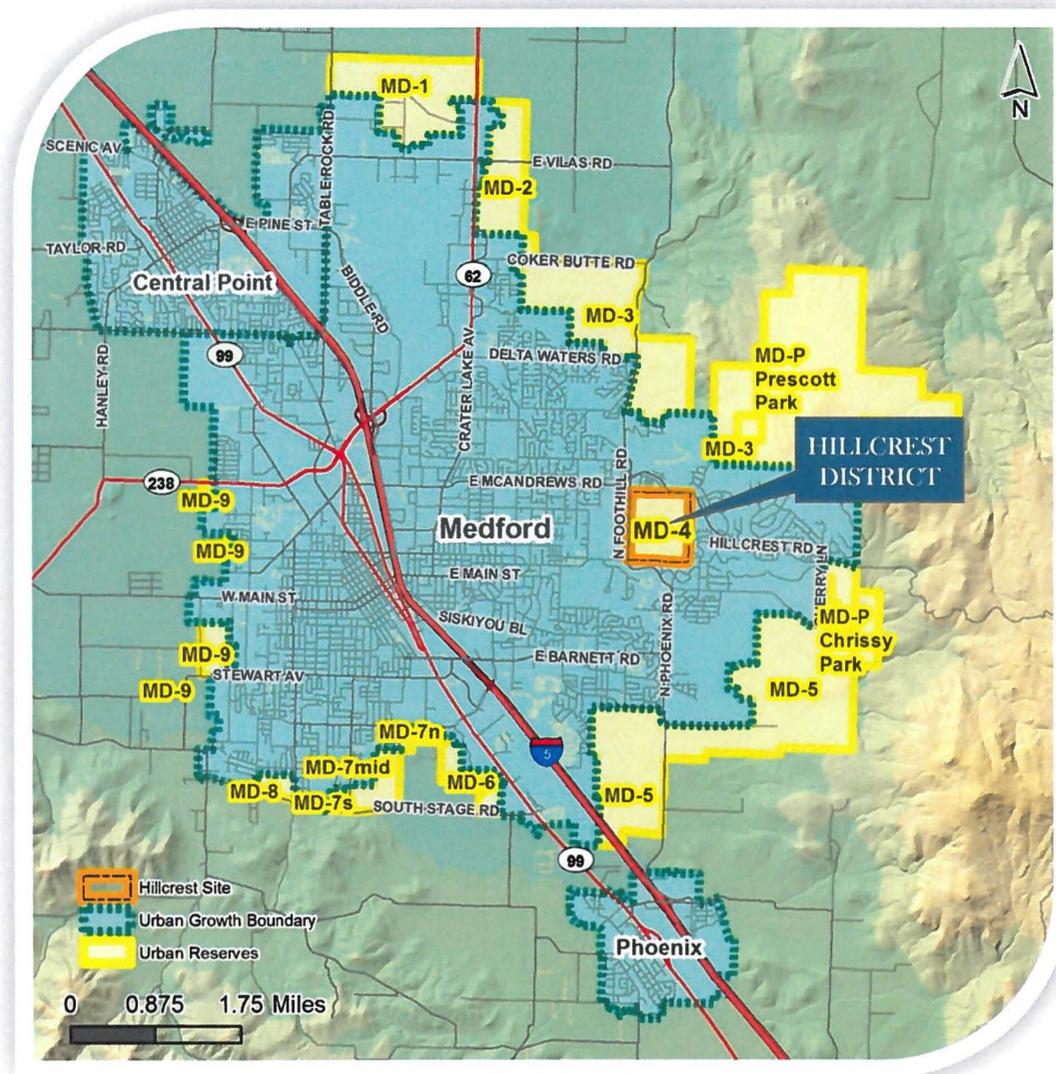


# HILLCREST DISTRICT BACKGROUND INFORMATION





# HILLCREST DISTRICT BACKGROUND INFORMATION



## HILLCREST DISTRICT VICINITY MAP

The 276-acre Hillcrest District is located in East Medford, **SURROUNDED** on all four sides by the City Limits and Urban Growth Boundary.

The area is readily accessible. Foothill Road/North Phoenix Road along the west side of the district is the primary north-south arterial corridor in East Medford. McAndrews Road (arterial) and Hillcrest Road (major collector) provide the primary east-west approaches to the area. Utilizing these routes, the district is approximately two miles from downtown Medford and approximately three miles from both the north and south freeway interchanges in Medford. The Fern Valley interchange in Phoenix is about 3.5 miles to the south.

## URBAN RESERVES

The Hillcrest District is an urban reserve area (URA) identified as MD-4 in the Greater Bear Creek Valley Regional Plan (RPS). It is the only fully enclaved urban reserve in the region.

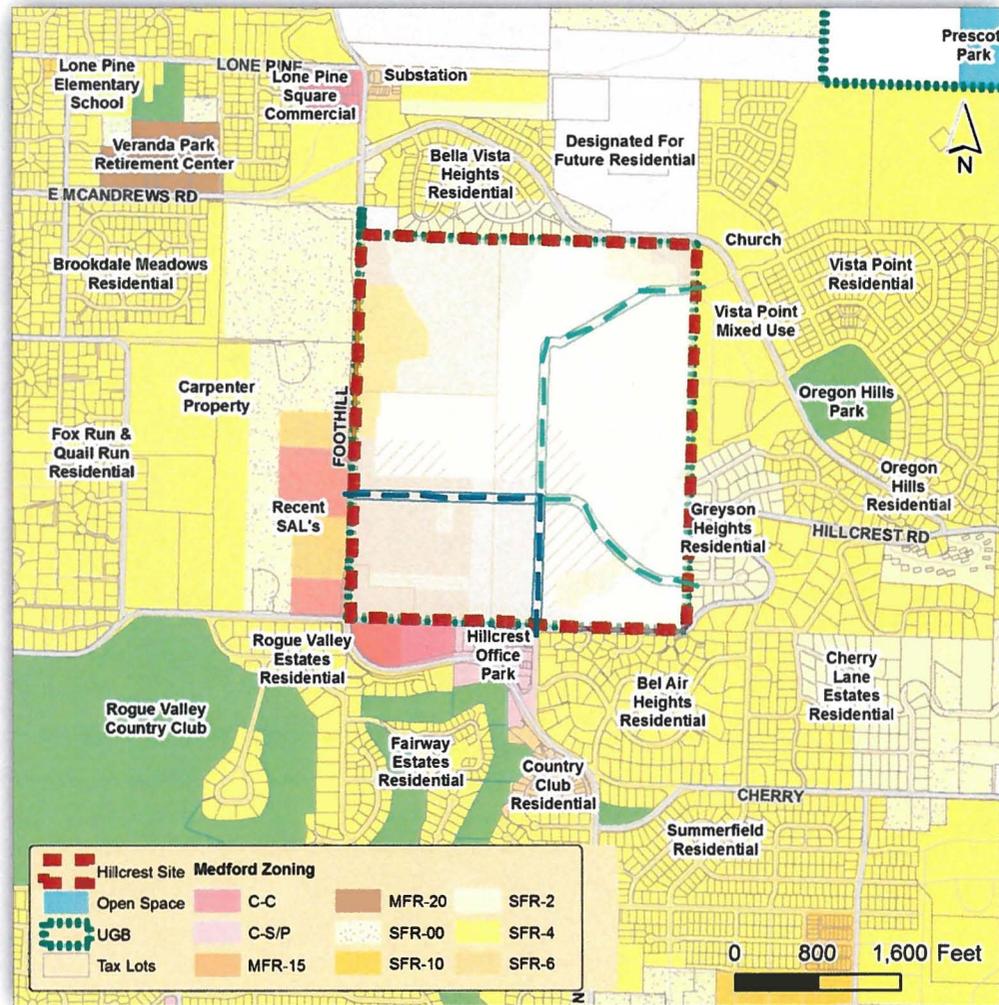
Pursuant Regional Plan, Medford envisions MD-4 as a master-planned mixed-use area with residential and commercial uses including a town center to support higher densities. The Regional Plan establishes that the land use mix for MD-4, by percent of area, shall be:

- 63% Residential Land
- 15% Parks & Open Space
- 22% Employment Land



# HILLCREST DISTRICT BACKGROUND INFORMATION

## SURROUNDING LAND USES



## SURROUNDING LAND USES

The Hillcrest District (MD4) is surrounded on all sides by the City of Medford.

The Greyson Heights and Bel Air Heights subdivisions to the southeast are fully developed residential neighborhoods. Additional developed residential neighborhoods extend to the south and east.

The Hillcrest Office Park to the south is built out. A vacant parcel of approximately seven acres adjacent and west of the Hillcrest Office Park is designated as commercial land on the GLUP Map and split zoned (C-S/P with 2 acres MFR-20). This land, along with the 7<sup>th</sup> Fairway PUD to the south, is land from the Hillcrest District that was included in Medford's exiting UGB.

Further to the southwest is the Rogue Valley Country Club intermixed with residential neighborhoods.

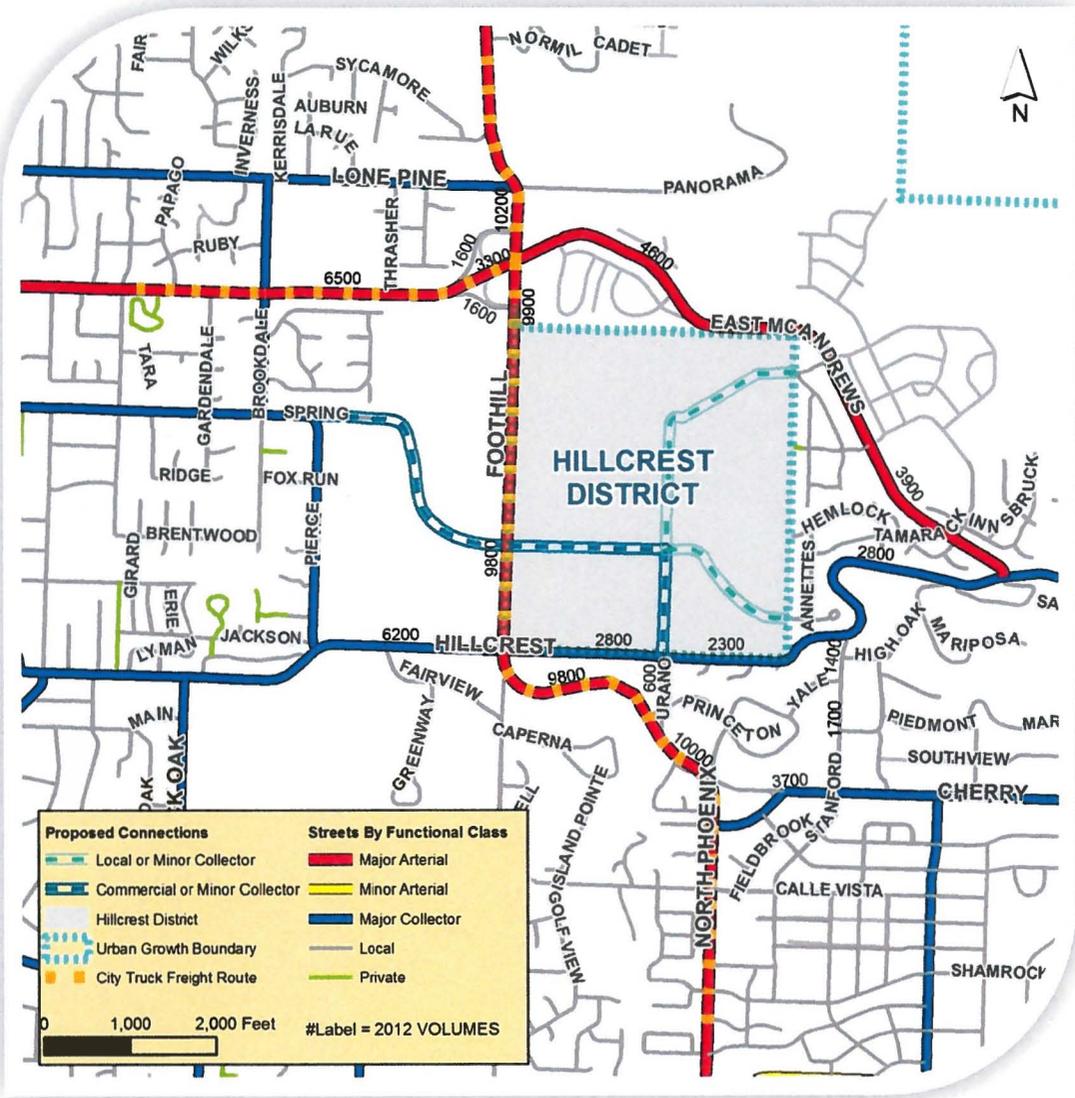
The Carpenter property to the west includes recently adopted Commercial and Mixed High Density Residential designations through the SAL's process.

The Brookdale Meadows neighborhood to the west was subdivided from the Carpenter property in 1991. The Vista Point mixed use neighborhood has a commercial office building, a church and the rest is residential. The Vista Point neighborhood is still being developed. The portion immediately east of the subject property includes street and infrastructure improvements only.

Directly to the north is the Bella Vista residential neighborhood currently under construction.



# HILLCREST DISTRICT BACKGROUND INFORMATION



## SURROUNDING TRANSPORTATION IMPROVEMENTS

Two arterial streets and a major collector roadway are routed along the district boundaries. These are East McAndrews Road, Foothill Road and Hillcrest Road, respectively.

The Foothill / North Phoenix Road Corridor and McAndrews Road to the west of Foothill Road are also designated freight routes in the Medford Transportation System Plan (TSP).

The local street network to the east includes three public residential streets (Vista Pointe Drive, Chablis Terrace and Hemlock Drive) all of which currently extend / stub into the Hillcrest District boundary.

The Bella Vista development to the north includes a local city street stubbing at the Hillcrest north property line.

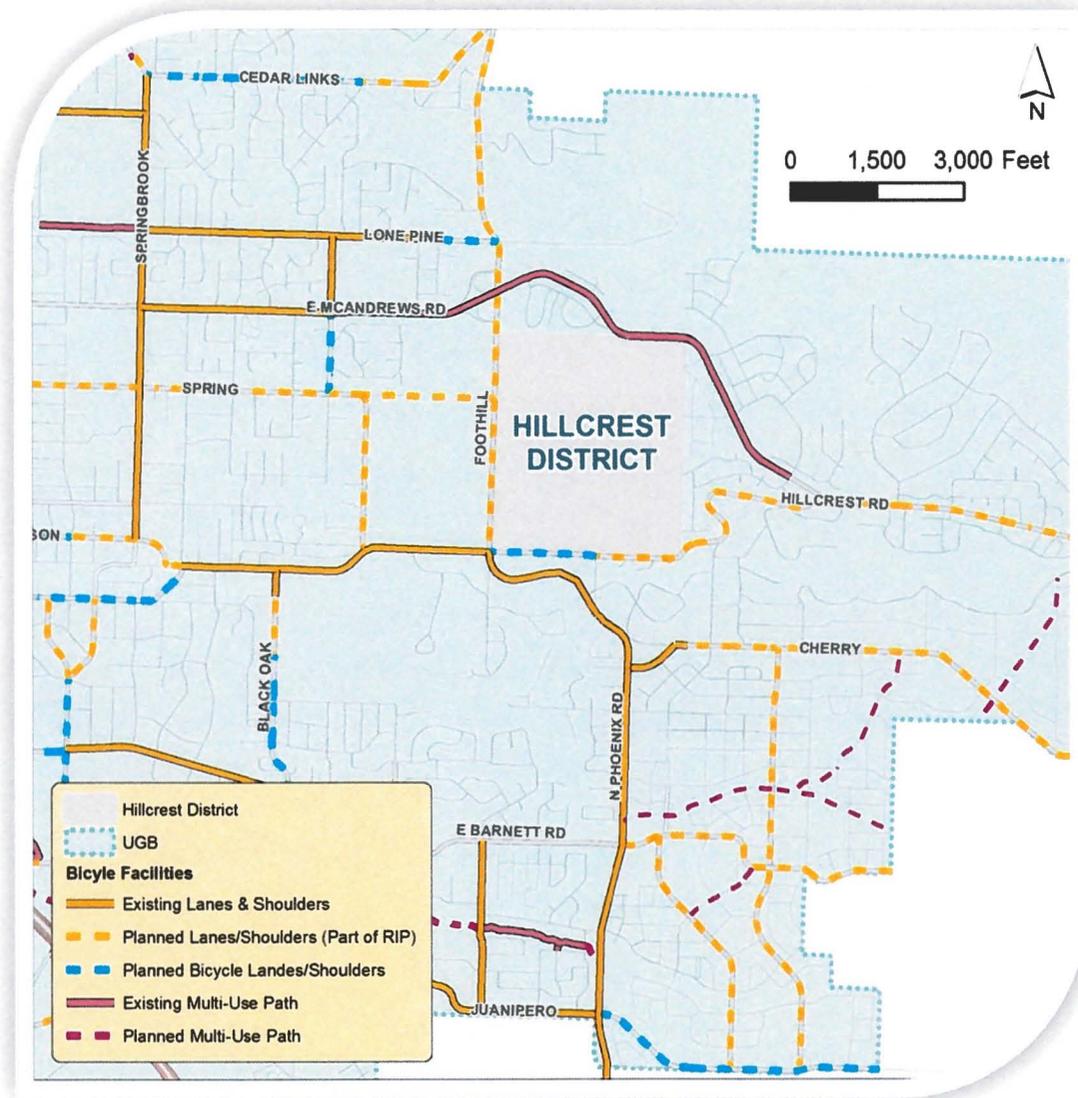
The Hillcrest District also ties into the local street network to the south via Urano Lane.

To the south across Hillcrest Road are three residential cul-de-sac streets serving the Bel Air Heights neighborhood, one public street connecting through to North Phoenix Road between a commercial office park and a residential neighborhood, and one private road.

Foothill Road is slated for a \$13 million improvement project to improve to regional improvement standards for major arterial with curb, gutter, sidewalk, and bike lanes as part of the Program of 2015-2018 Transportation Projects [Metropolitan Transportation Improvement Project No. 863]. Projects in the MTIP are drawn from the RVMPO 2013-2038 Regional Transportation Plan (RTP). nd Hillcrest Road, respectively.



# HILLCREST DISTRICT BACKGROUND INFORMATION



## PEDESTRIAN AND BICYCLE PATH NETWORK

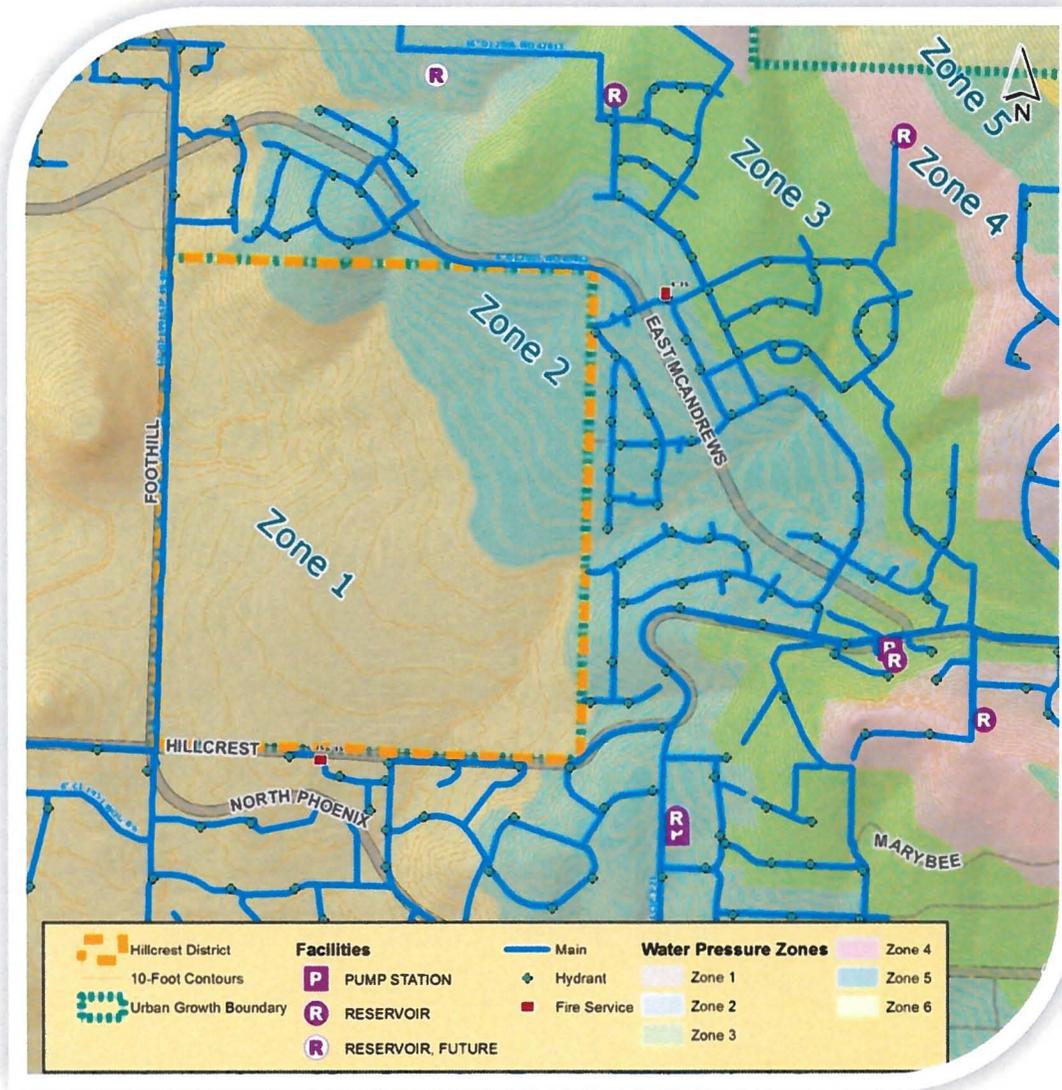
The Hillcrest District is surrounded on all four sides by existing and planned bicycle and pedestrian facilities.

The multi-use path parallel with East McAndrews is a heavily used facility. Thrasher Lane by Veranda Park west of Foothill Road has become a trailhead for a popular hike up to the Oregon Hills Park in Vista Pointe. This urban trail has become a regional draw for fitness groups (e.g., “Boot Camp”) who favor its safe and attractive hillside attributes.

The Hillcrest District is well situated to expand and connect the existing and planned trail infrastructure. A private park in the Bella Vista adjacent and north of the Hillcrest District includes a trail paralleling the irrigation canal south from McAndrews Road to the Hillcrest land. The adjacent portion of the Hillcrest District is well suited to provide an expansive park and open space area to encompass the hillside and pond to the south, with further linkages to a town center beyond. A 40-foot wide parkway along a central north-south street through the District would provide a trail link from Vista Pointe to Hillcrest Road the parks and activity centers to be provided in between. A greenway trail and park along Lazy Creek would also connect Hillcrest Road to the Vista Pointe and Greyson Heights neighborhoods to the east.



# HILLCREST DISTRICT BACKGROUND INFORMATION



## WATER FACILITIES

The Hillcrest District is within two separate City of Medford Water Facility Pressure Zones, being Zones 1 and 2. In order to achieve appropriate water pressure to recipients, each zone is to be developed independently of one another.

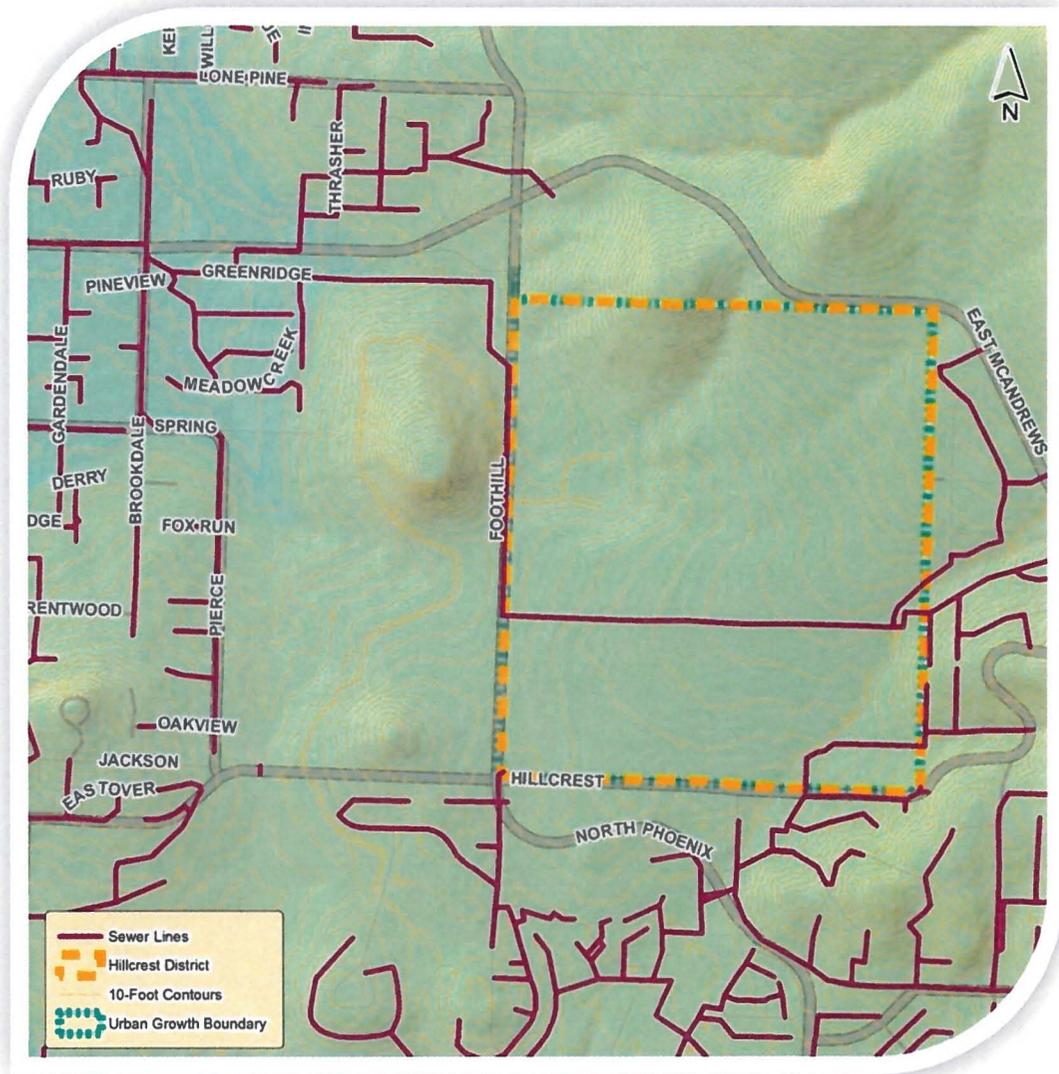
Existing water line infrastructure abuts the Hillcrest District on all four sides. More importantly, water lines from within each zone abut both corresponding pressure zones within the Hillcrest property, making future connections / extensions a straightforward proposition.

Based on City of Medford Water Commission (MWC) facility plans and correspondence with MWC staff, there is sufficient water quantity and pressure to serve both Zones 1 and 2 within the Hillcrest District.

Based on current pressures within both Zones 1 and 2, the City recommends adjusting Zone 2 slightly into Zone 1 in order to assure adequate pressure. This is a common recommendation.



# HILLCREST DISTRICT BACKGROUND INFORMATION



## SEWER / SANITATION FACILITIES

A City of Medford sewer main traverses the Hillcrest property from east to west. An additional line crosses the property's southeast corner. Other lines about the property at the corner of Hillcrest Road and Foothill Road and to the northeast, near East McAndrews Road.

The location of sewer lines on the subject property makes future connection a fairly straightforward proposition.

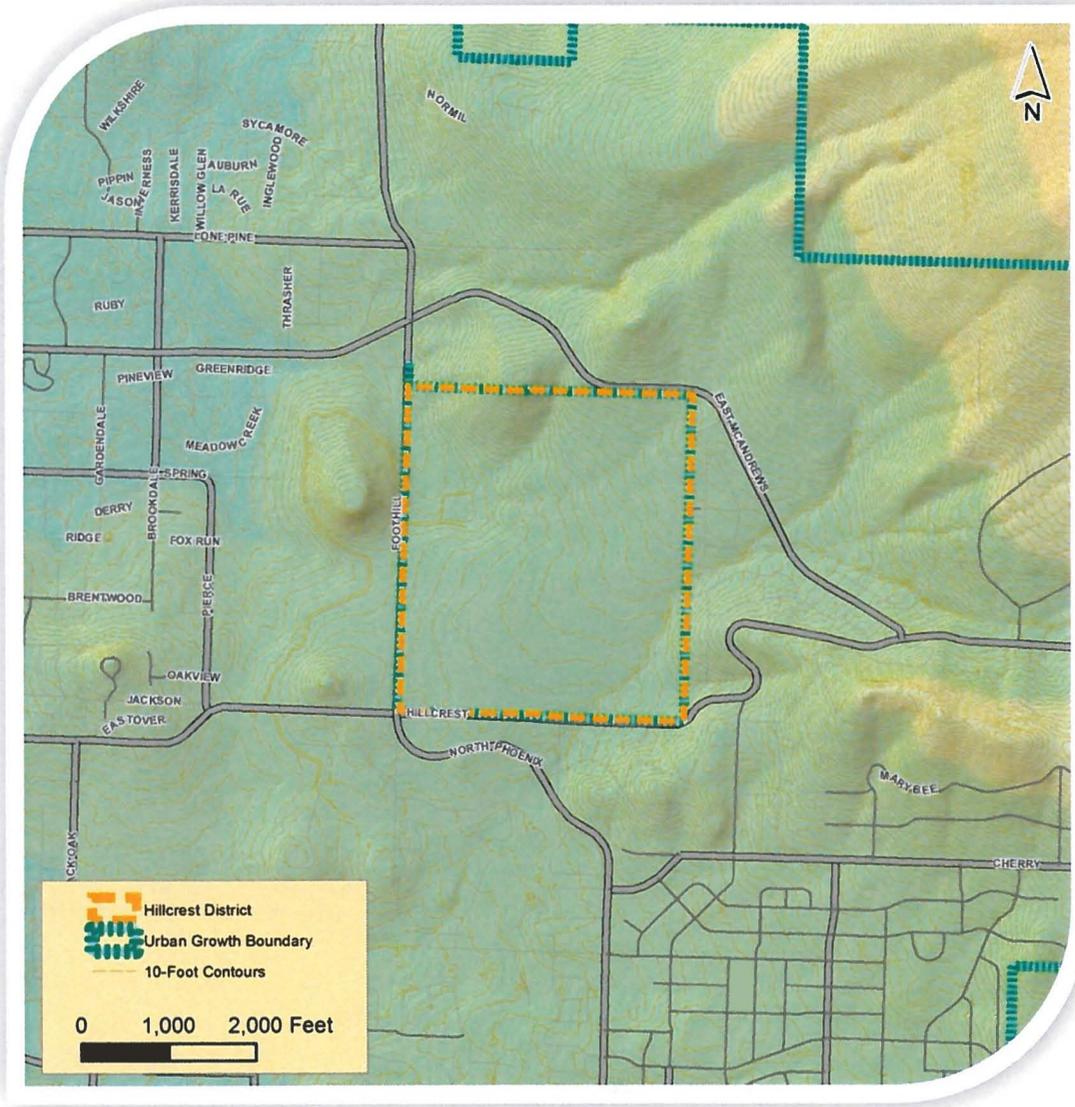
The main sewer line extending through the Hillcrest District connects to lines at Foothill Road. From there, the lines make their way to the regional interceptor along Bear Creek to the northwest, then eventually to the regional water reclamation facility northwest of White City.

Based on City of Medford Sewer Facility Plan and correspondence with City of Medford staff, the Lone Pine and McAndrews Road sections are planned for future improvements necessary to accommodate all potential future development that can be served by said lines (including land currently within the City UGB).

As a potential alternative to the planned improvements referenced above - there may be an opportunity to tie into the generally unconstrained "E-1" system immediately to the west at Brookdale and Spring Streets.



# HILLCREST DISTRICT BACKGROUND INFORMATION



## TOPOGRAPHY

The Hillcrest District is located on the east side of the Bear Creek Valley at the foot of Roxy Anne. Slopes are primarily gentle to moderate with two small inclusions of steeper hillocks on the perimeter.

The main aspect is southwesterly with slight variations within small drainages and hillsides.

Slopes on portions of the hill situated at the northerly boundary of the property range from 10 to 40 percent, with 15 to 27 percent being the typical.

The remainder of the property is comprised of slopes less than 15 percent and the majority of the property includes slopes around 1-4 percent.

Based on the predominantly gentle slopes, the site is able to accommodate a wide range of development types without any significant grading concerns.

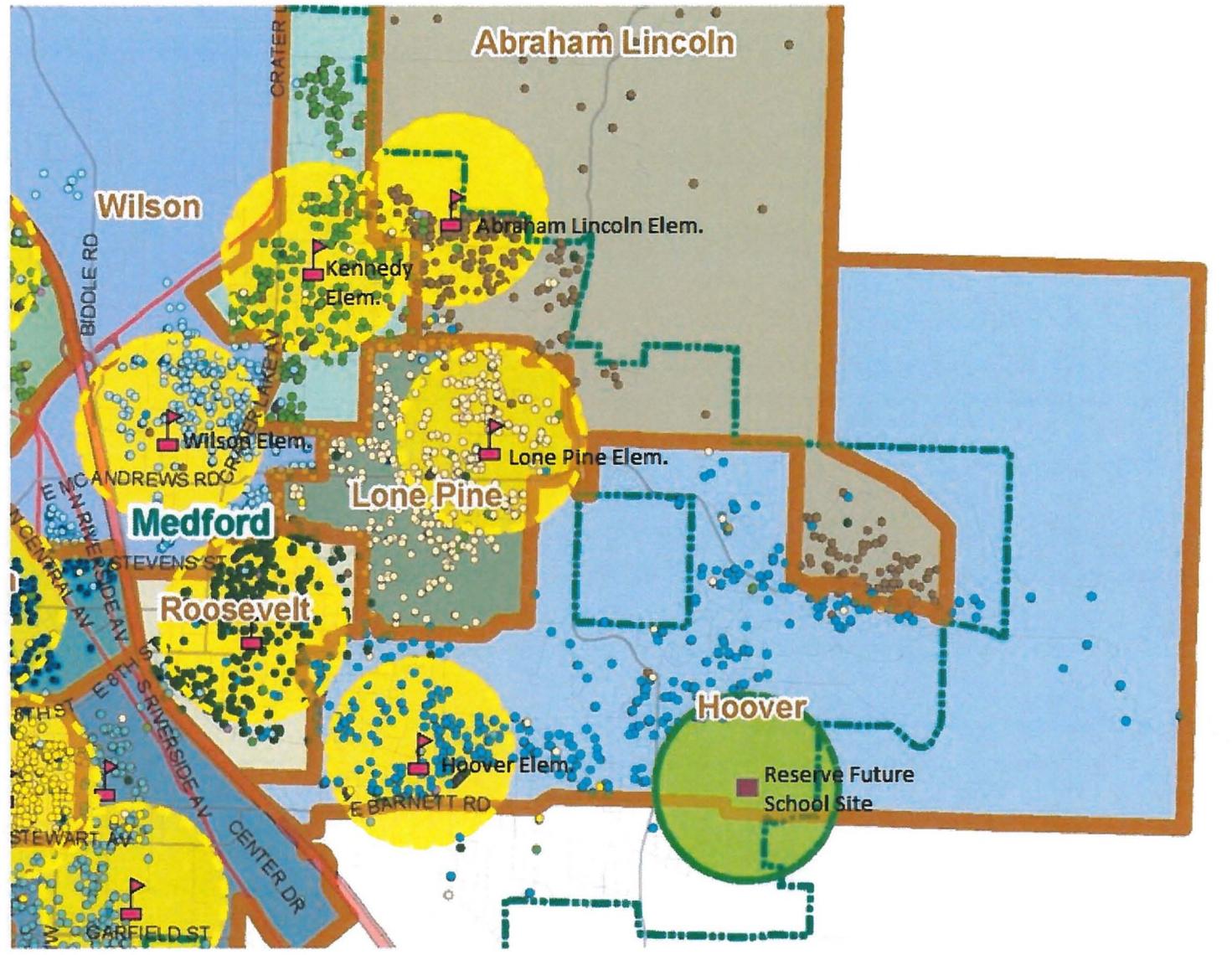
The site is well positioned to take advantage of views of the city and mountain skyline to the west and south. Views of Roxy Ann nearby to the northeast are also prevalent from much of the property.

The gentle to moderate slopes will allow future development to maintain excellent solar orientation and generally unobstructed views of the surrounding area after full build-out.

The northwest portion of the property, being within a slight drainage, is visible from Foothill road but due to low elevation, does not benefit as much in the way of views offsite. Taller buildings such as apartments would be unobtrusively sited at this location along a likely future transit route.



## HILLCREST DISTRICT BACKGROUND INFORMATION



### EAST MEDFORD ELEMENTARY SCHOOL ANALYSIS

Based on analysis provided in the Medford School District Facilities Plan (which has been incorporated into the City of Medford's Comprehensive Plan in the Public Facilities Element), Medford schools will see a strong need for additional elementary and middle schools based on city and regional population growth projections.

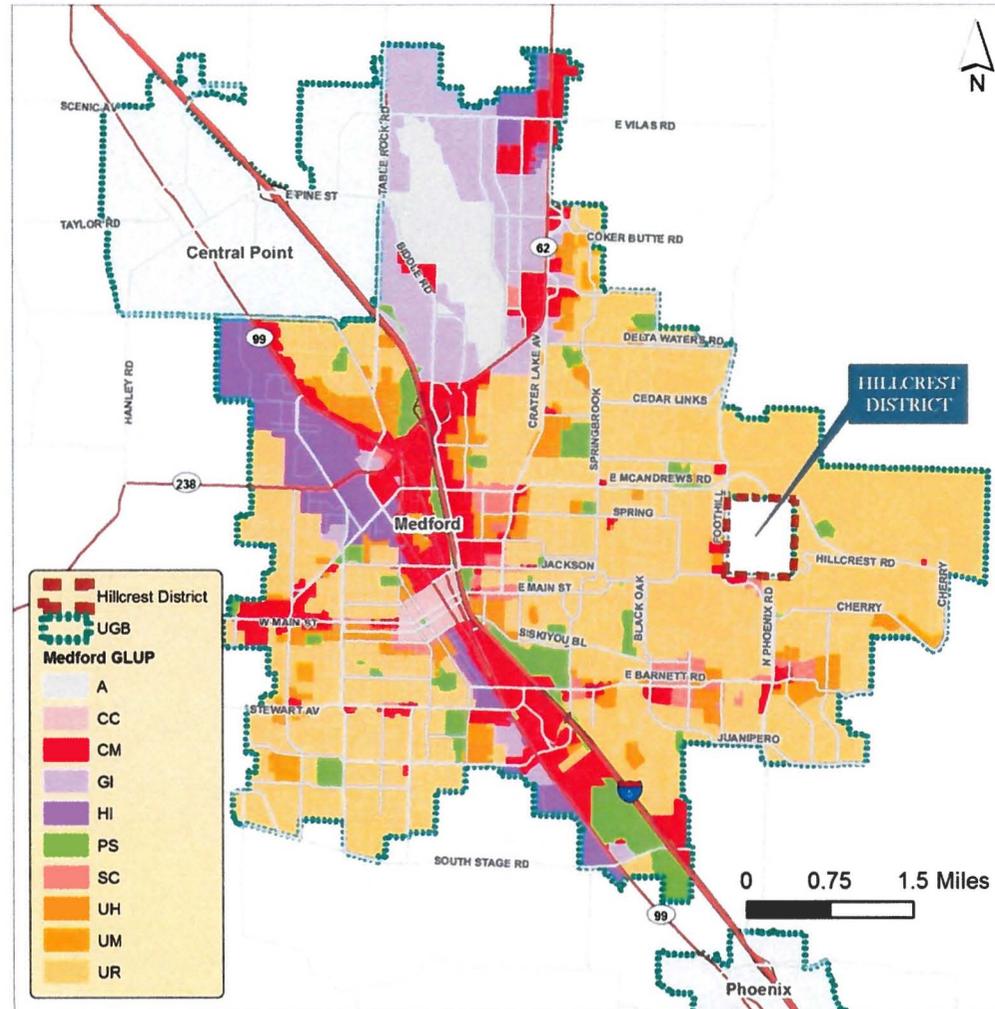
The Hillcrest District is situated approximately half-way between Lone Pine and Hoover Elementary Schools in an area with lots of students and currently no school. The site is well situated to accommodate a school in a manner that could help alleviate pressure on both Lone Pine and Hoover.

An elementary or middle school located in the Hillcrest District would be within walking distance of a significant number of existing and future residential neighborhoods.



# HILLCREST DISTRICT BACKGROUND INFORMATION

## CITY OF MEDFORD GENERAL LAND USE PLAN (GLUP) MAP



## GLUP EAST MEDFORD

The Hillcrest District is surrounded on all sides by the City of Medford.

The significant majority of the property in East Medford is Urban Residential designated.

A few small pockets of Commercial, Urban Medium Density Residential and Public / Open Space lands do occur throughout. However, the map illustrates the general deficiency of commercial and higher density development in East Medford.

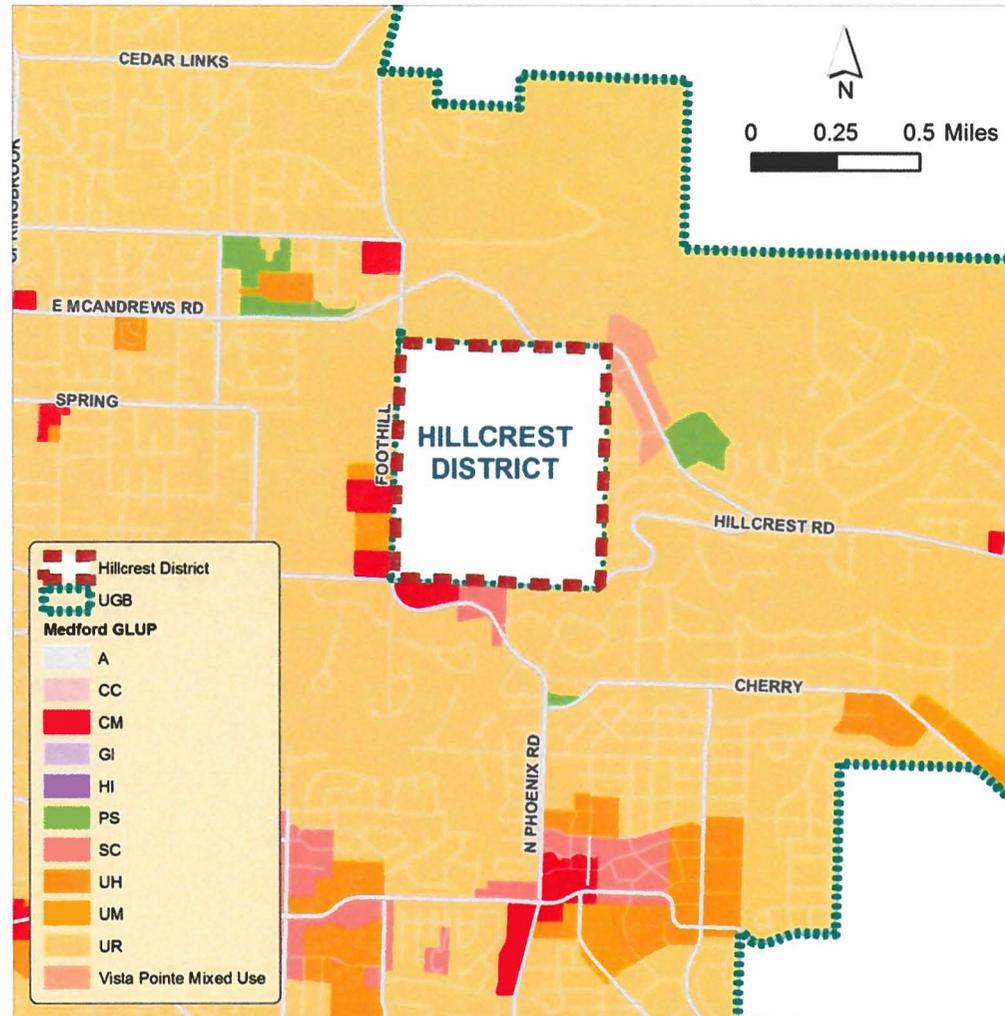
The Hillcrest District is well situated to fulfill a range of land needs including Commercial and Institutional, in addition to Urban High, Medium and Standard Residential.

The addition of higher density mixed development has the strong potential to be the driving force in inviting and sustaining transit service to the area.



# HILLCREST DISTRICT BACKGROUND INFORMATION

## CITY OF MEDFORD GENERAL LAND USE PLAN (GLUP) MAP



## SURROUNDING GLUP

The Hillcrest District is surrounded on three and one half sides by City of Medford Urban Residential designated lands.

The lands to the southwest are a mixture of Commercial, Community Commercial and Urban Medium Density Residential.

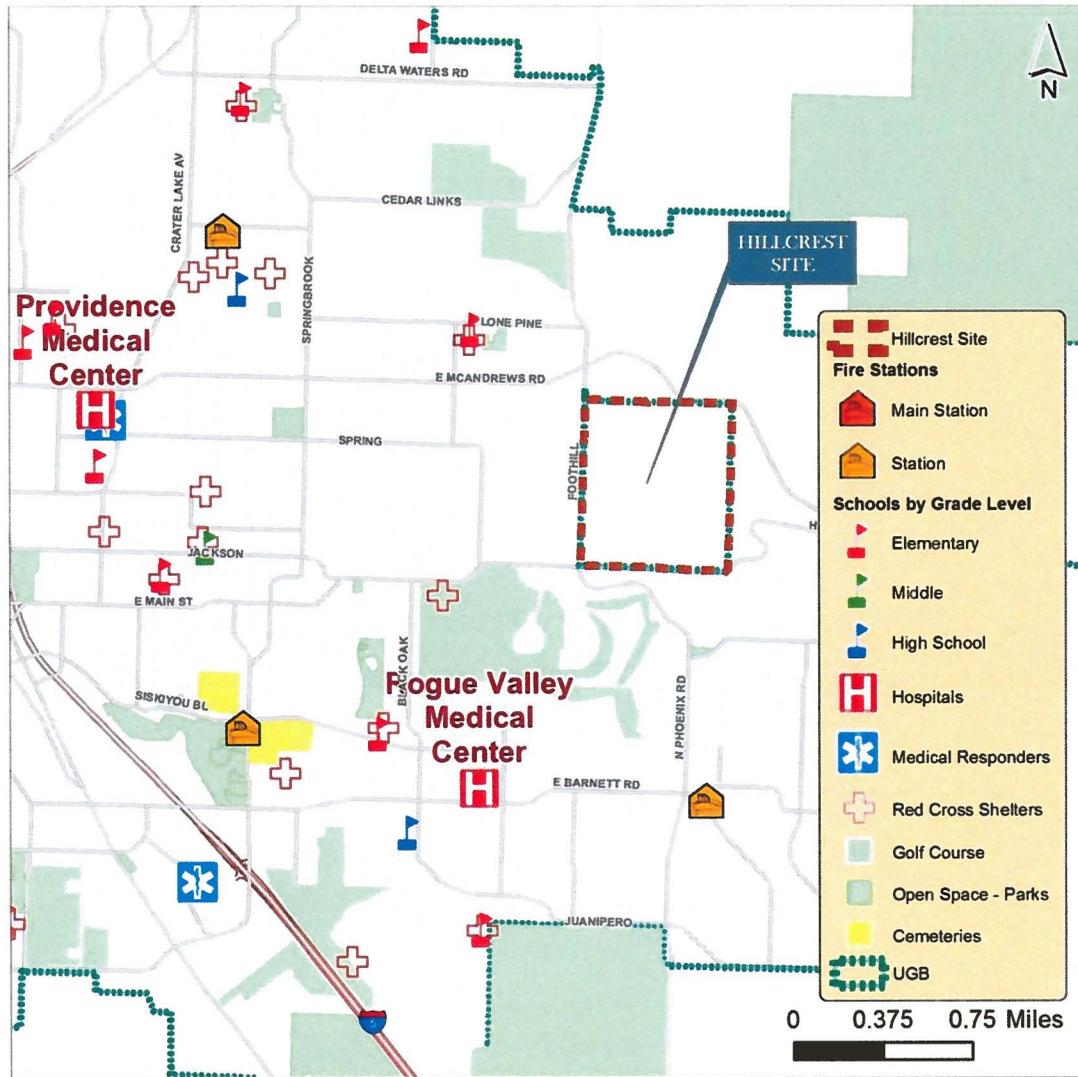
A small pocket of commercial is nearby to the north between East McAndrews and Lone Pine, adjacent to Foothill Road.

The Vista Pointe PUD (a mixed use development) is situated to the northeast, including a blend of residential and commercial uses approved through Planned Unit Developments.

The GLUP for the lands to the west were recently modified through the 'SAL's' process to include Commercial and Medium Density Residential in a manner compatible with the Hillcrest District.



# HILLCREST DISTRICT BACKGROUND INFORMATION



## PUBLIC, OPEN SPACE & CRITICAL FACILITIES

As apparent on the GLUP maps herein above, much of East Medford is residentially developed.

Given the network of arterial and collector streets, access to public and critical emergency facilities is very good. The Hillcrest District is within a the 4- minute response distance from Fire Station 6 situated near the corner of East Barnett and North Phoenix Road.

The Rogue Valley Medical center is nearby to the south. Providence Medical Center is a short 5 minutes to the west.

There are a number of school and medical service facilities within 5 minutes and the site is very well situated to accommodate a school and/or a fire station.

The largest and most pronounced Open Space element in East Medford is Prescott Park. This 1700 acre property including Roxy Ann is less than one mile to the east of the Hillcrest District.

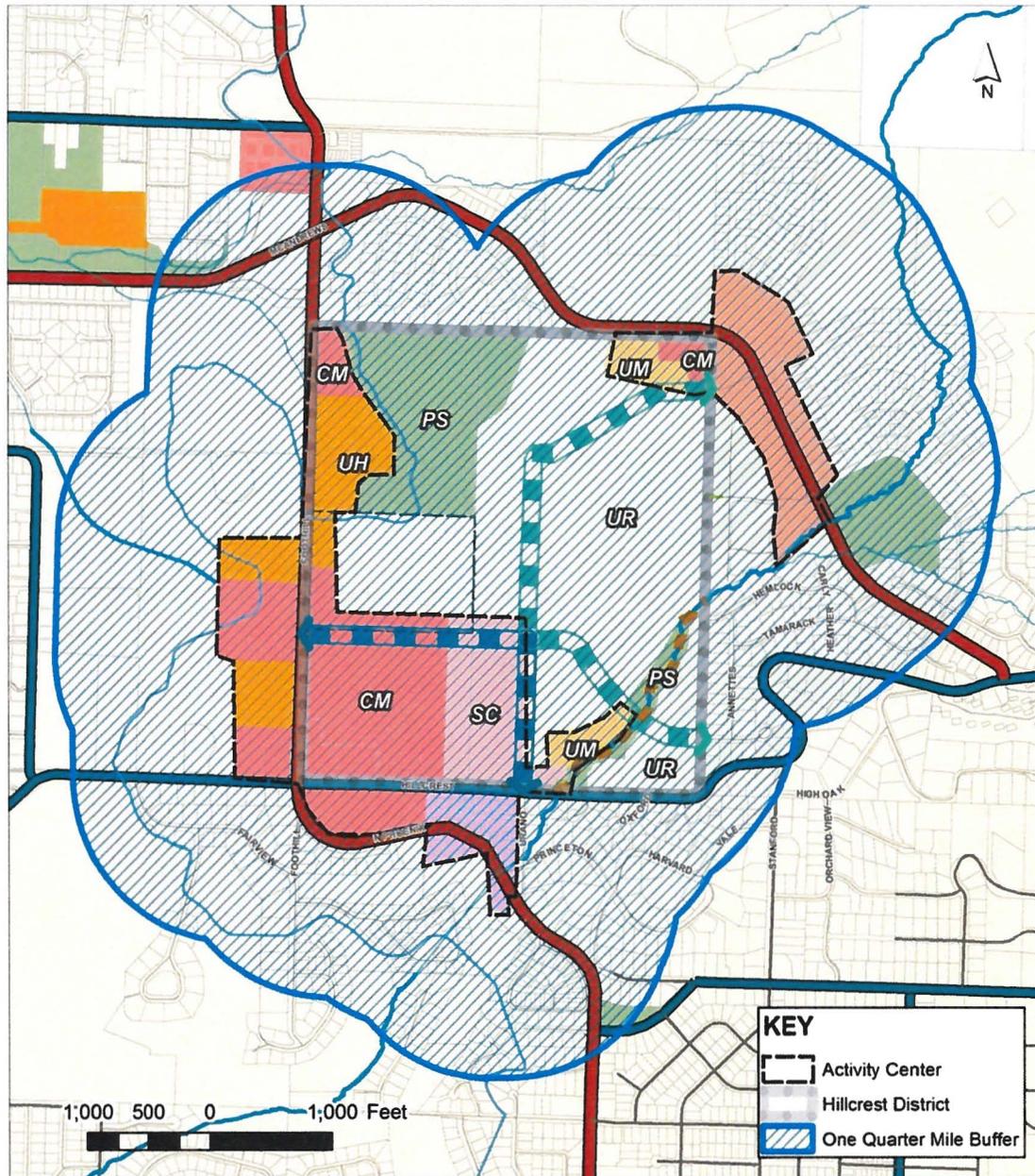
The recently constructed Oregon Hills Park is located adjacent to the Vista Pointe neighborhood to the east.

The Rogue Valley Country Club and golf course are situated nearby to the southwest.

The subject property itself is well situated for providing a fair amount of public and private park / open space for the local residents and east Medford community.



# HILLCREST DISTRICT BACKGROUND INFORMATION



## REGIONAL TRANSPORTATION PLAN (RTP) MEASURES / JOBS & HOUSING

RTP Measure 5: Percent of New Dwelling Units in Mixed Use/Pedestrian-Friendly Areas have a Year 2020 regional target of 49%.

RTP Measure 5 is determined by tracking building permits and comparing the ratio between new dwelling units in TOD's (Mixed Land Use Areas) and total new dwellings in the region.

RTP Measure 6: Percent of New Employment in Mixed Use / Pedestrian-Friendly Areas have a Year 2020 regional target of 44%.

RTP Measure 6 is estimated through review of annual employment files issued from the State of Oregon. The percentages represent a ratio of new employment in TOD's (Mixed Use Development) as compared with

total new employment in the region.

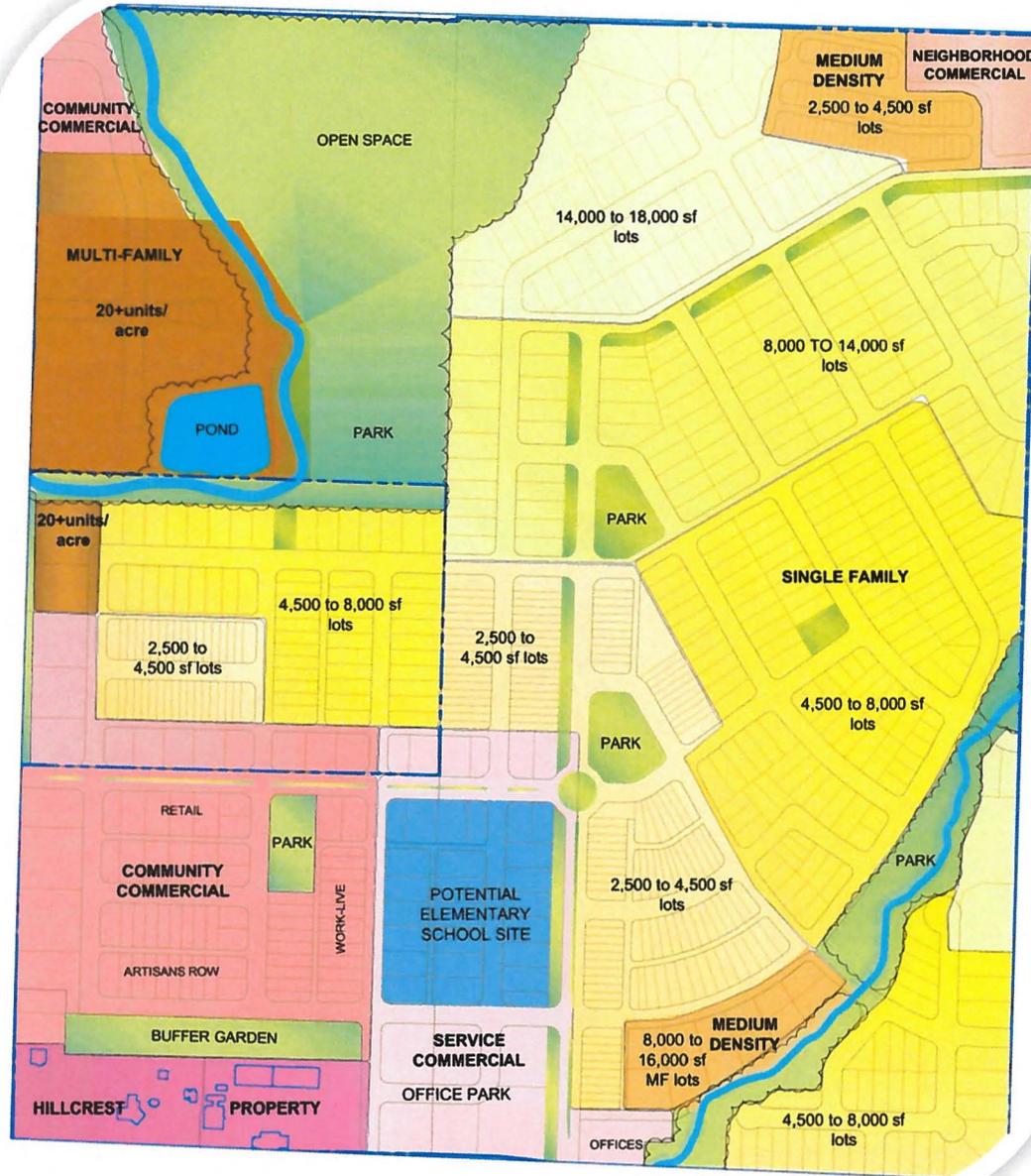
Employment areas within the Hillcrest District, the adjacent Vista Pointe commercial center to the northeast, the Hillcrest Office Park to the south, and the adopted SAL #930 commercial area to the west are arrayed in close proximity (1/4 mile) to planned medium and high density residential areas creating mixed use areas. Other qualifying activity areas include designated parks, greenways / trails and a community church.

Jobs created within this area and dwelling units permitted at a density of 10 per acre or will be counted toward achievement of RTP Year 2020 targets.



# HILLCREST DISTRICT BACKGROUND INFORMATION

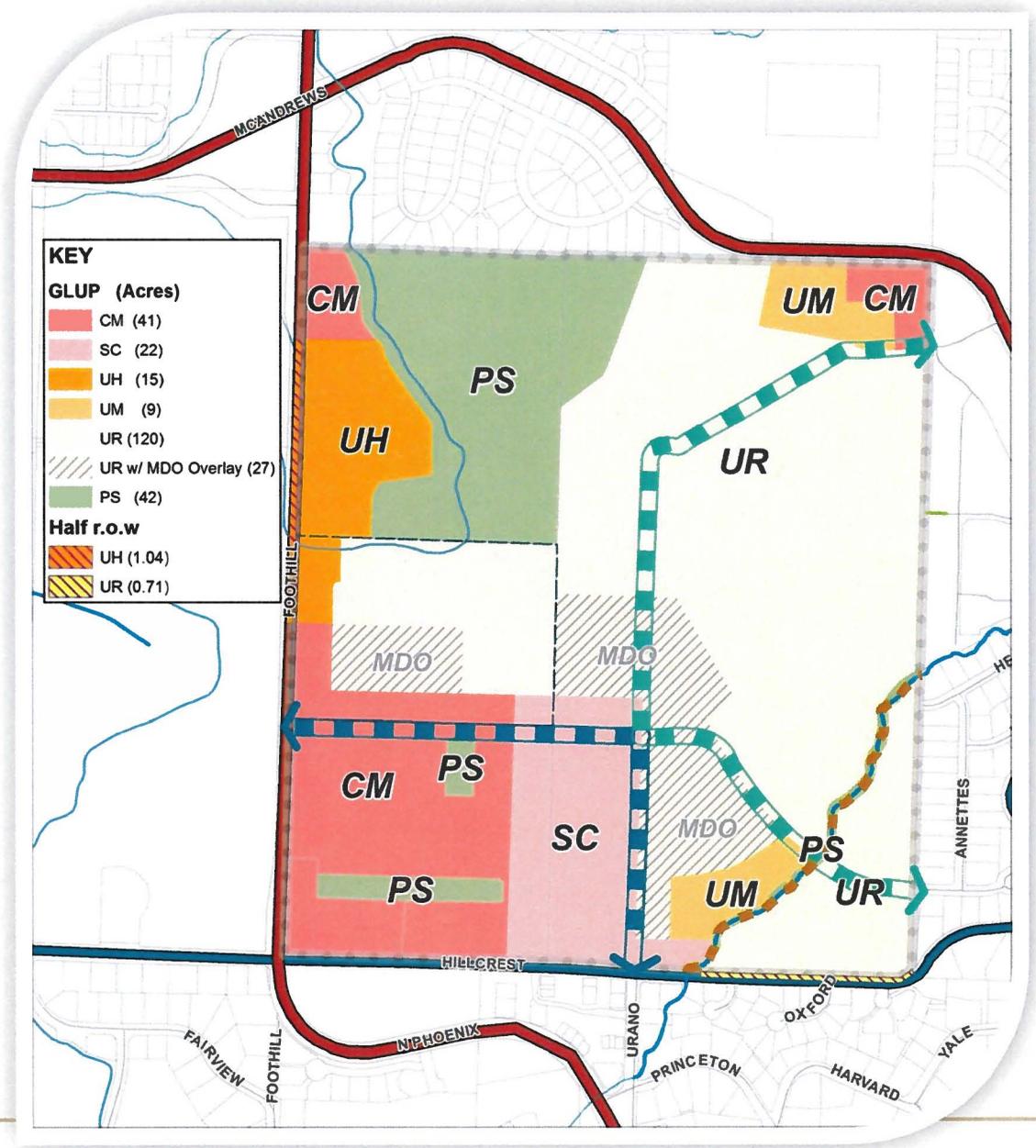
## HILLCREST DISTRICT CONCEPT PLAN



- The Hillcrest District Plan offers a viable mixed use / pedestrian friendly, multi-modal walk-able center for East Medford.
- Village Center, consistent with RPS Plan creates a unique sense of place and shopping opportunities for Hillcrest District as well as Surrounding and Nearby Neighborhoods.
  - Community Commercial
  - Office Park
  - Historic Center and Winery
- Range of Housing Types to Meet City Land Needs and Density Requirements
- Proposed Open Space is located in a manner that is highly visible to and connected with the surrounding areas.
  - Intermixed greenways and pocket park themes throughout.
  - Park and Pond provide recreational space for Hillcrest District and the Surrounding Neighborhood.
- Potential for School Site and Fire Station Site
- Provides for Key Street Connections



# HILLCREST DISTRICT BACKGROUND INFORMATION



## CONCEPTUAL LAND USE PLAN REQUIREMENT

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:

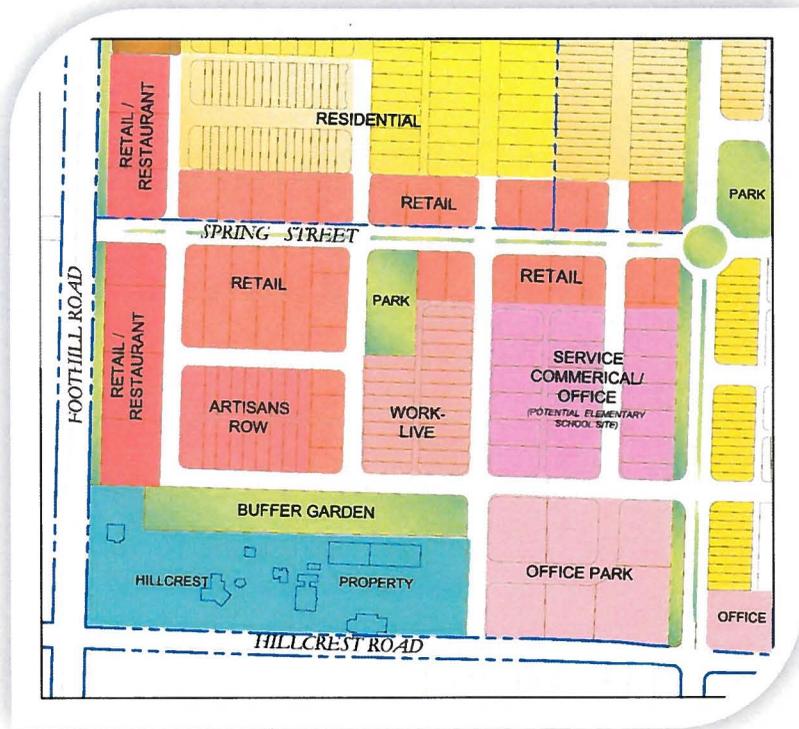
- a. **Target Residential Density.** The Hillcrest District Plan demonstrates compliance with required target densities.
- b. **Land Use Distribution.** The Hillcrest District Plan demonstrates required Land Use Distributions.
- c. **Transportation Infrastructure.** The Hillcrest District Plan includes required concept higher order streets.
- d. **Mixed Use / Pedestrian Friendly Areas.** The Hillcrest District Plan demonstrates required conceptual mixed-use / pedestrian friendly design elements.



# HILLCREST DISTRICT BACKGROUND INFORMATION

## COMMERCIAL LAND IN CONCEPTUAL TOWN CENTER

The Hillcrest Town Center concept has been laid out to provide small and medium lot sizes to support a wide variety of uses, including neighborhood-oriented uses like restaurants, retail shops and service businesses, as well as small and medium size employment properties for professional offices and light manufacturing.



### HILLCREST TOWN CENTER COMMERCIAL DISTRIBUTION

<b>COMMERCIAL</b>		Type	Lot Square Feet		No of Lots	Total SF	Acres		Total Acres
Location	Use		From	To			From	To	
Along Foothill Road	Restaurant, larger retail, office, light manufacturing	Medium	30,000	42,000	7	294,000	0.7	1.0	6.7
Spring Street Extension- Main Street, facing park	Specialty retail, restaurant, service businesses, banking, financial	Small	10,000	14,000	26	364,000	0.2	0.3	8.4
Spring Street Extension- C-S/P zoned	Specialty retail, restaurant, service businesses, real estate, offices	Small	8,000	12,000	12	144,000	0.2	0.3	3.3
Artisans Row	Retail, Craftsmen, Artists, Light manufacturing/ Office above	Small	5,600	6,000	16	96,000	0.1	0.1	2.2
Work-Live	Retail, Light Manufacturing 1st Flr/ Residential above	Small	5,800	6,000	22	0	0.1	0.1	0.0
<b>TOTAL</b>					<b>83</b>	<b>898,000</b>	<i>Approximately</i>		<b>20.6</b>

<b>COMMERCIAL - SERVICE/PROFESSIONAL</b>		Type	Lot Square Feet		No of Lots	Total SF	Acres		Total Acres
Location	Use		From	To			From	To	
Office Park -Potential Elementary School Site	Professional and medical offices, related services	Small	10,000	14,000	20	280,000	0.2	0.3	6.4
Office Park	Professional and medical offices, related services	Medium	25,000	50,000	6	225,000	0.6	1.1	5.2
<b>TOTAL</b>					<b>192</b>	<b>505,000</b>	<i>Approximately</i>		<b>11.6</b>

**TOTAL COMMERCIAL LOT ACREAGE 32.2**  
*(approximate)*