



COLDWELL BANKER COMMERCIAL

NW

1744 East McAndrews Road, Suite J  
MEDFORD, OR 97504  
BUS. (541) 779-4466  
TOLLFREE (800) 234-5590  
FAX (541) 772-1168  
www.CBCommercialNW.com

August 10, 2015

City of Medford  
Mayor Gary Wheeler and Council  
411 West 8<sup>th</sup> Street  
Medford, OR 97501

Re: Request for Change of Zoning Designation  
Urban Growth Boundary Amendment MD-7n

RECEIVED  
AUG 11 2015  
CITY MANAGER'S OFFICE

My name is Tom Fischer. I am a commercial real estate broker with Coldwell Banker commercial NW in Medford. I am also a member of the SOREDI Business Retention and Recruitment Committee. I am an active commercial real estate broker working with retail, office and high tech firms in the Rogue Valley.

We have a shortage of facilities that can accommodate large retailers and large office and high tech firms in order to locate in the Rogue Valley. The Southgate area, and more specifically the MD-7n area would be a prime location for such facilities. Many people in the Rogue Valley would like to see retailers like Whole Foods, Cabela's or Nordstrom's come to the valley. I have had national retailers ask me where they can get large box facilities but we don't have a supply of facilities with the attributes they need.

I support the request that has been made to exchange 18 acres of CS and CM designation within the MD-7n area. The request asks to change an area which is currently designated CS along Garfield, with a couple areas that are designated CM along South Stage Road. The larger retailers and high tech businesses need to be close to the commercial center and this exchange would put the CM zoning designation areas close to the Southgate shopping area. Large employers want to be located near restaurants and services. The request to have the 18 acres along Garfield designated CM would enable a large box retailer or employer with 200 employees to be close to the services and restaurants at the Southgate area. The sites along South Stage Road are too far away from the services and restaurants to attract a large retailer or large employer. Since this would be an equal swap of area it would maintain the balance of CS and CM designated areas as intended by the Planning staff.

Cordially,

A handwritten signature in blue ink, appearing to read 'Thomas W. Fischer'.

Thomas W. Fischer  
Broker