

Exhibit KKK



TEL. 541-772-4198 FAX 1-866-480-7568 EMAIL info@ayalapropertiesllc.com
WEBSITE <http://ayalapropertiesllc.com> ADDRESS 132 W Main Street, Suite 102H • Medford, OR 97501

August 13, 2015

Mayor Gary Wheeler and Medford City Council
411 West 8th Street
Medford, Oregon 97501

RECEIVED

AUG 13 2015

Planning Dept.

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

I own property within proposed UGB areas MD-7 and MD-8. I have owned these properties for 15 years. I have worked with my neighbors in the RPS process and most recently with Staff in the UGB amendment process and development of the master plan for MD-7 and MD-8 herein attached. Both, MD-7 and MD8 scored cumulative higher than any other proposed area in terms of the ESEE criteria and both come before you with a unanimous recommendation from Planning Staff and Planning Commission.

For the reasons listed in staff's findings and those listed in the attached master plan documents I respectfully ask for your endorsement to include MD-7 and MD-8 in Medford's UGB.

Sincerely,

Laz Ayala

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





October 9th, 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.

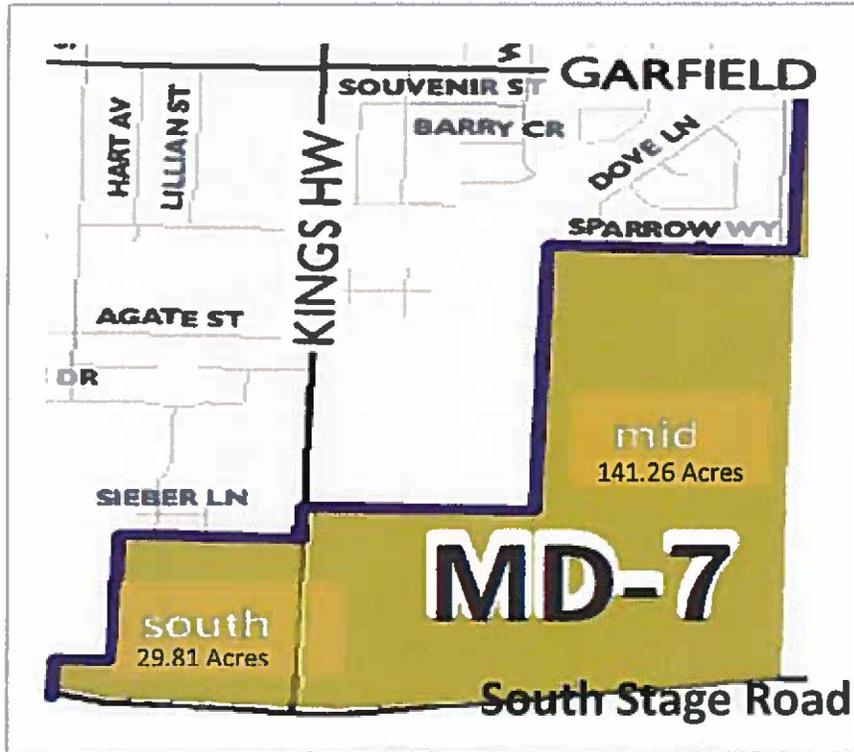
Finally, the design of the conceptual master plan was done in concert with the property owners of MD-8 (1/3 of mile to the west along South Stage Road and Kings Highway) in order to evaluate the integration of land uses, street connectivity, recreational benefits and civic opportunities for this area 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
Total:		171.07	100%



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.

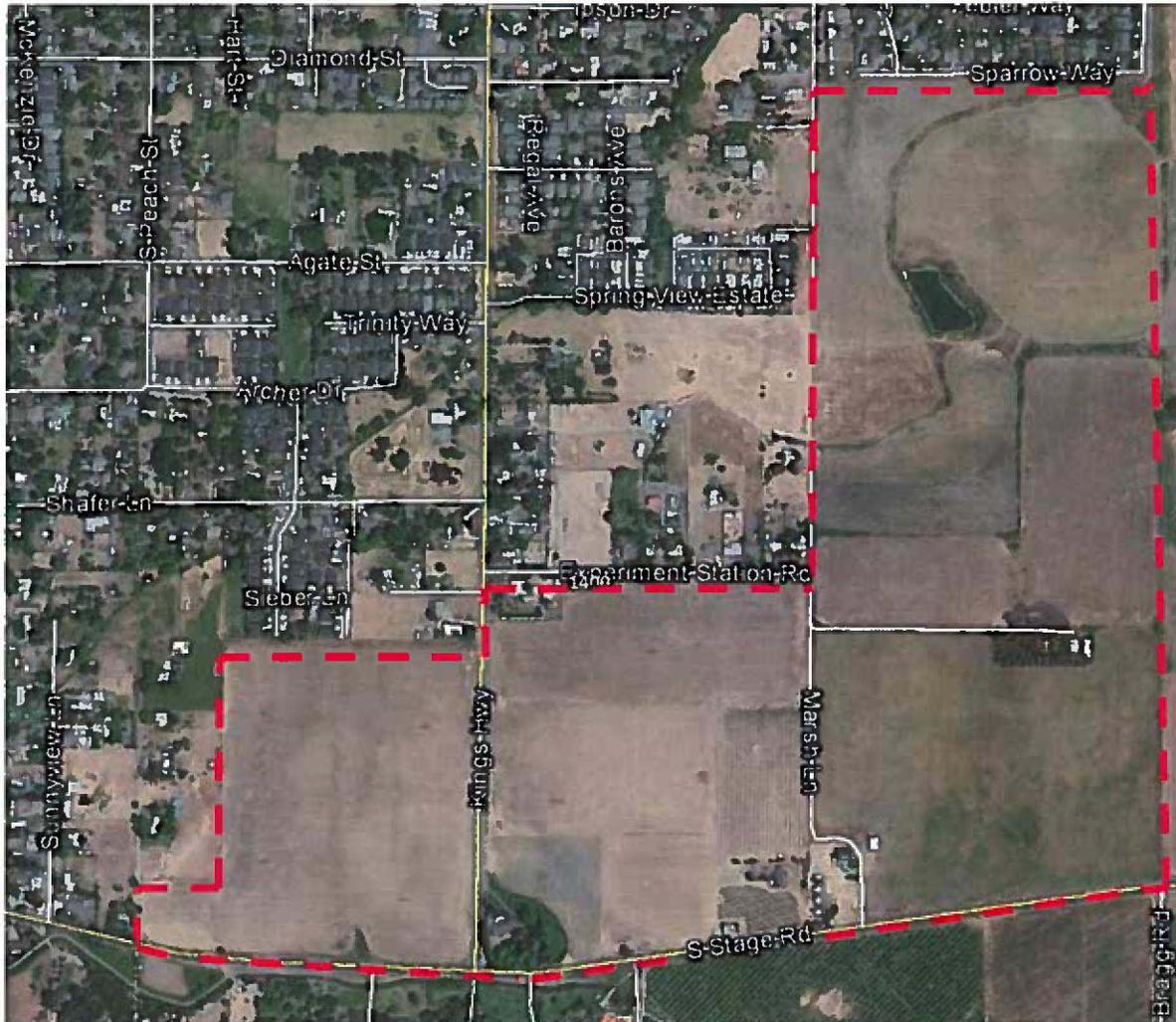
OUTCOMES

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. 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

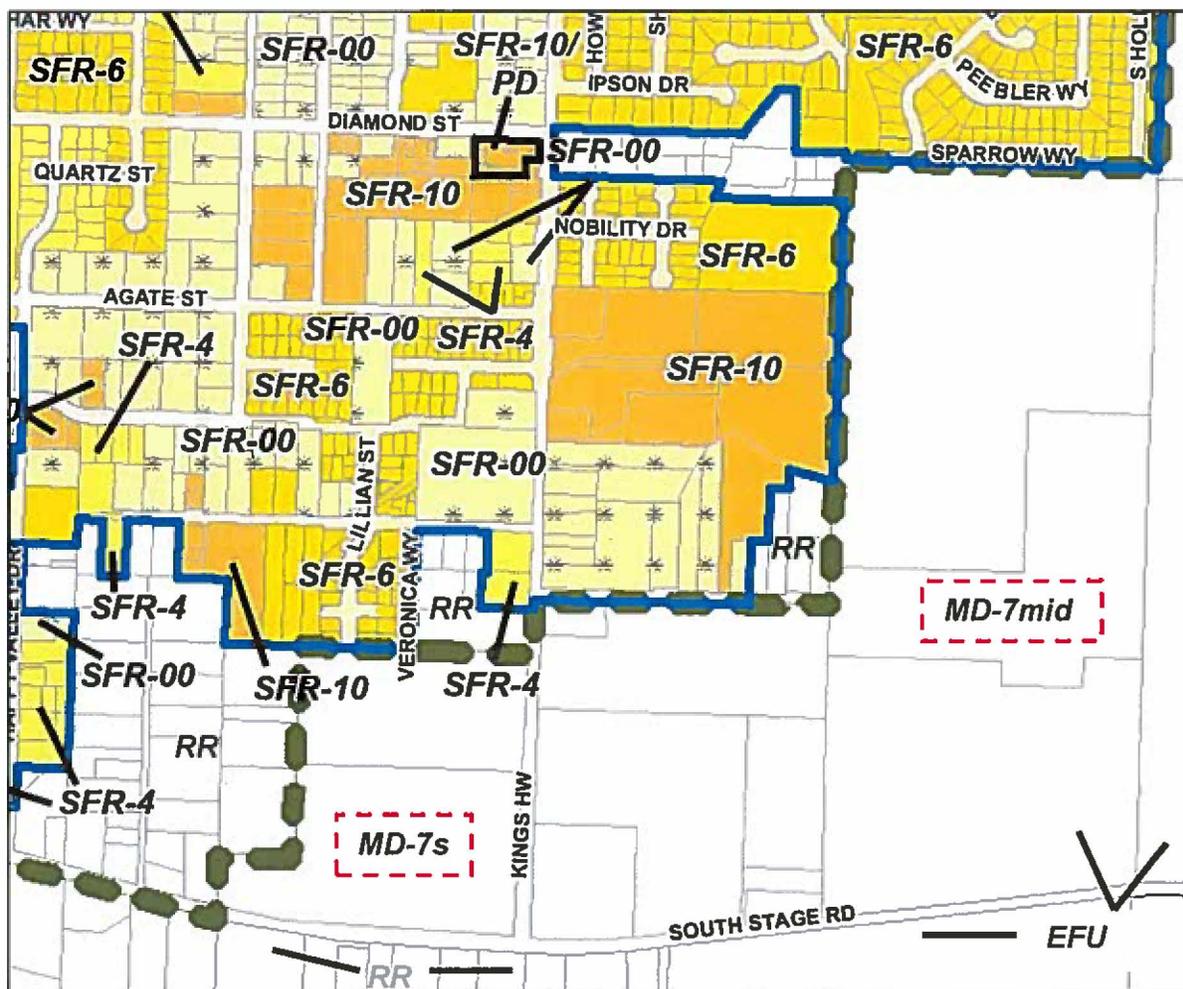
deferred maintenance concerns. Other than two of the smaller parcels, the historical use of the land area has been for farming. However, as noted in the adopted Regional Plan Element the soils have lime-induced chlorosis and other than one parcel (7.14 acres), farming of the land has ceased.

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).

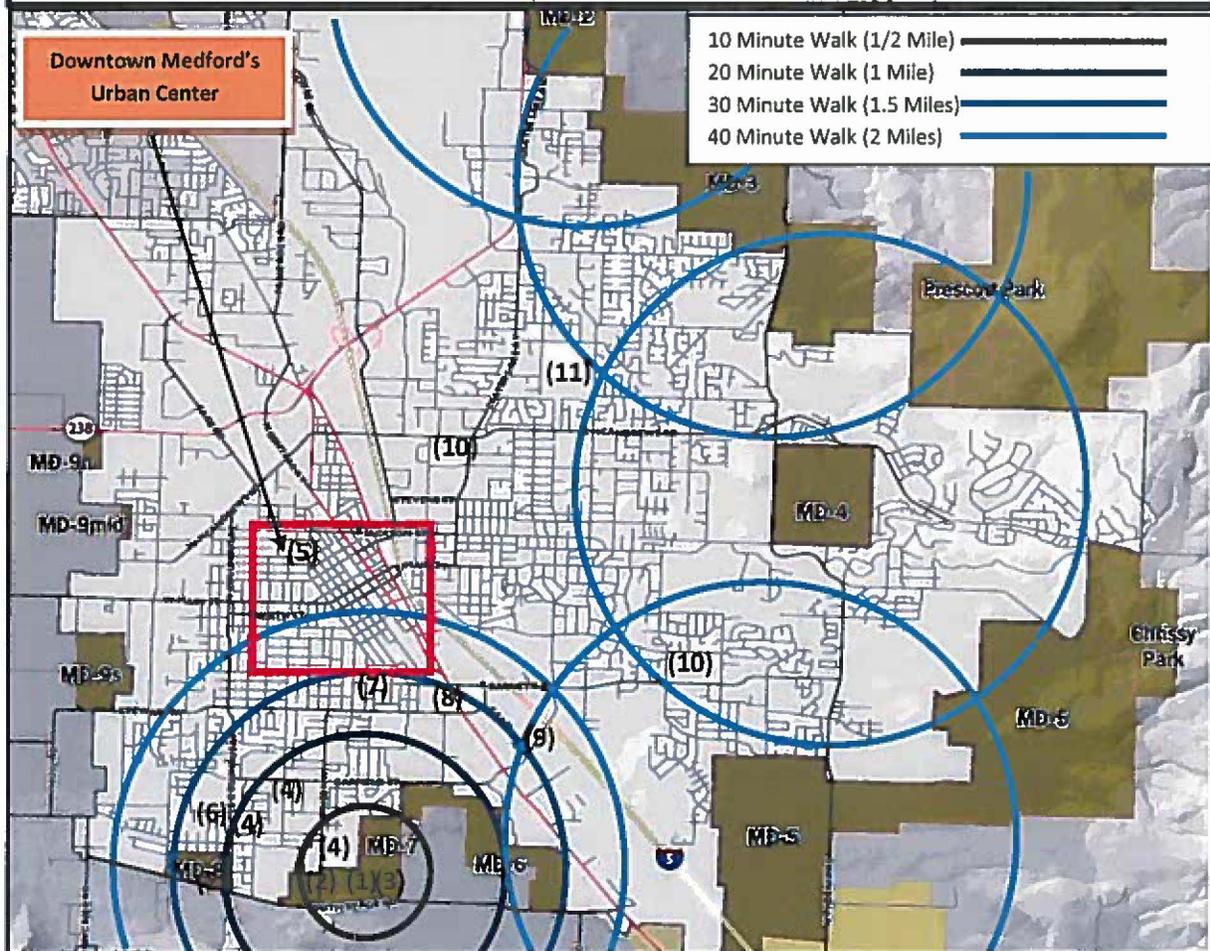


TRANSPORTATION

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 26th, 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 26th, 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.

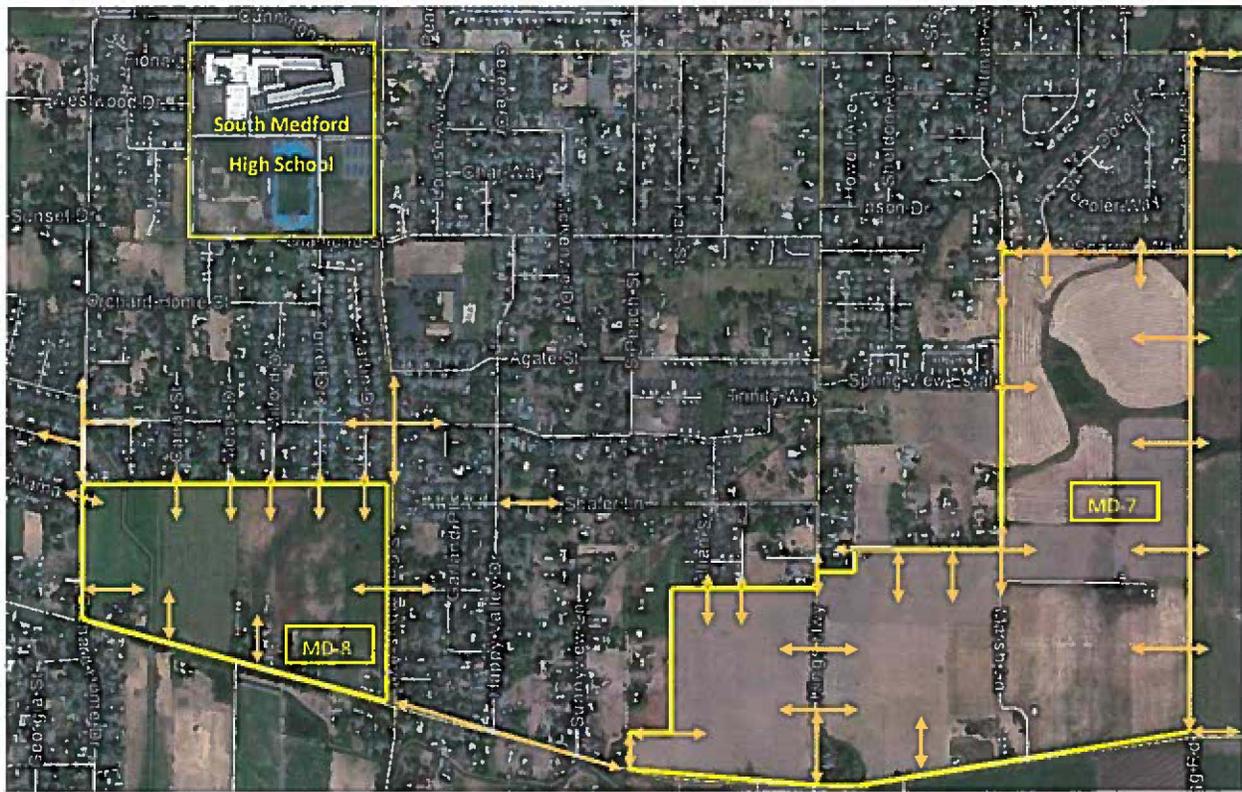
Infrastructure: Based on communication with service providers, adopted City facilities maps and integration into existing neighborhoods.

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



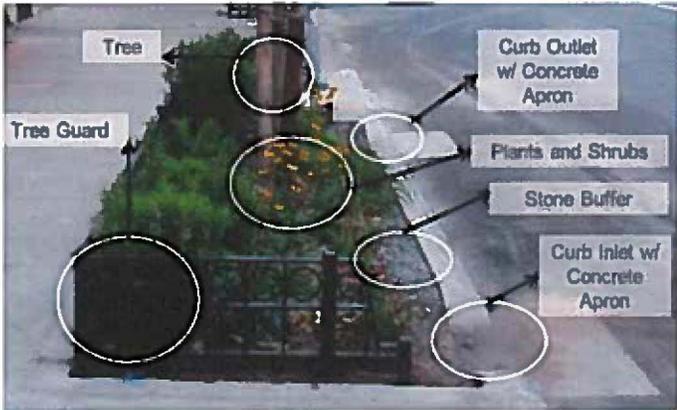
The underlying theme of the Naumes Park Conceptual Master Plan is “modal equity” or the premise there is equal consideration of all travel modes (vehicular, emergency services, bicycle and pedestrian). Through this concept, in addition to the tree lined streets, strategic placement of open spaces and 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 (381 W06 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:

MD-7mid 141 acres	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
MD-7s 29 acres	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.*

Combined MD-7 Residential
78 gross acres
53.1 net acres
2010 – 2035 (6.6) = 350 net
2036 – 2060 (7.6) = 403 net

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	Employment - Mixed-Use Development 30 net acres *Low: 3 d/u acre = 90 **Moderate Low: 6 d/u are = 180
Total Possible Dwellings within MD-7mid Conceptual Plan Area = 391 – 526 (*8.5 / **11.5 per acre)	

MD-7s

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

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

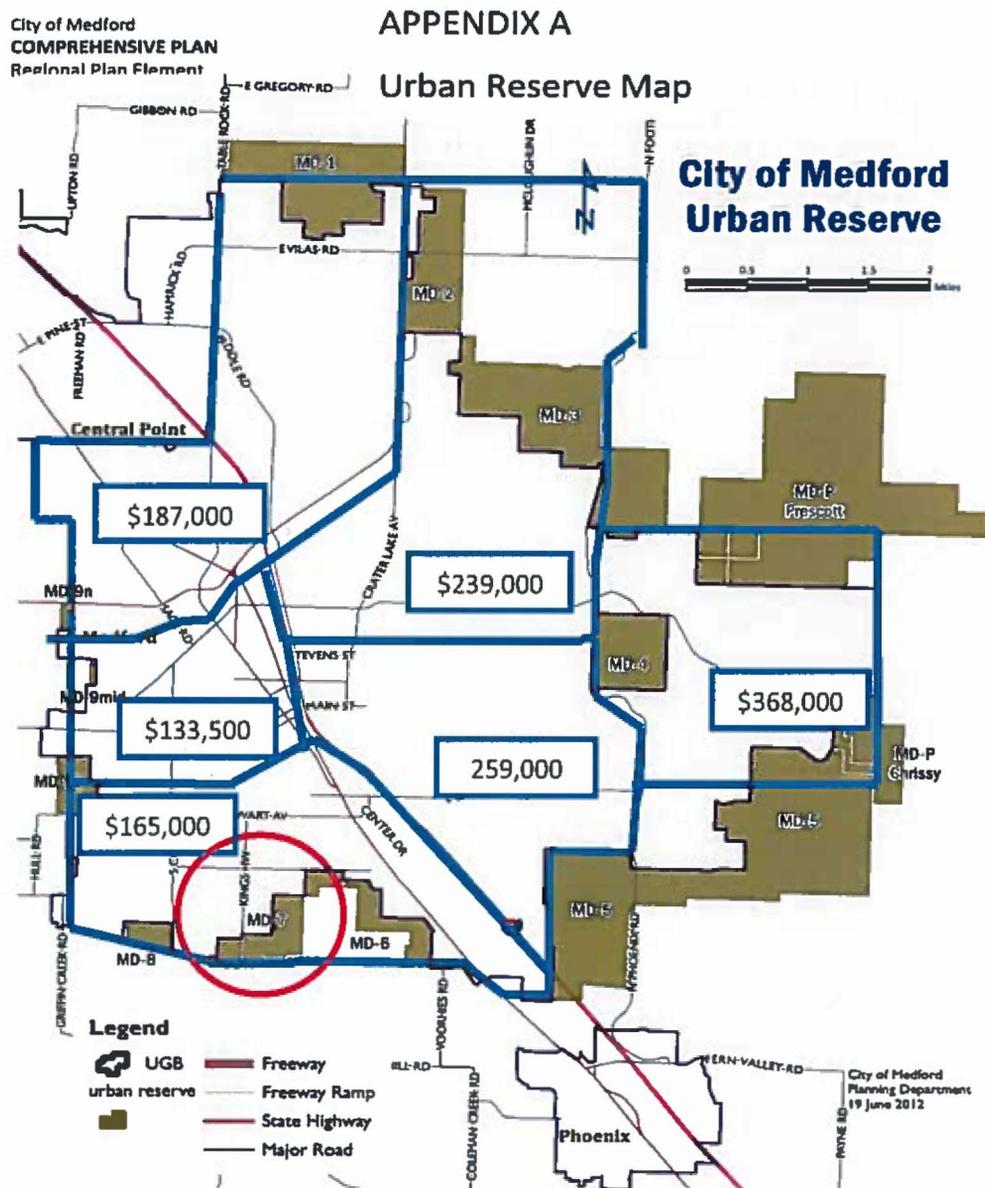
Based on discussions with City staff, review of various reports and communications with local Civil Engineers, all of the necessary public facilities appear to be available to service the MD-7mid and MD-7s areas. Obviously, various utility lines will need to be upsized, sidewalks and curbs installed 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.

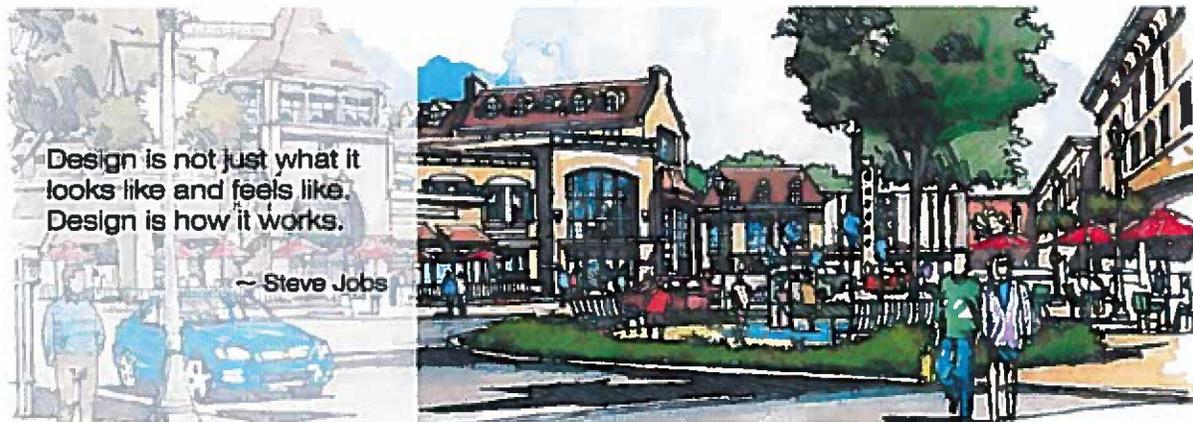
AFFORDABILITY



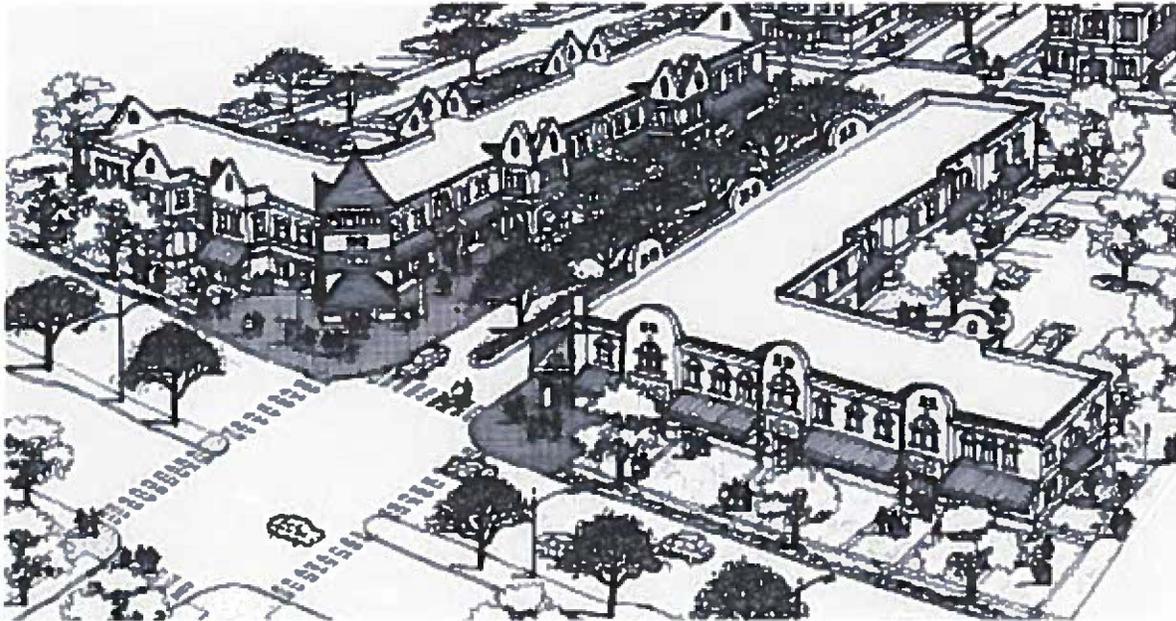
The illustration above shows the Median Sale Prices in the City of Medford based on proximity to adopted Urban Reserve Areas. The study was conducted in September 2014 by a local real estate firm who evaluated home sales in six general areas around the City in an attempt to give an indication which Urban 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 abut the more active arterial streets while the less intense residential uses abut 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 who's 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* 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.

CONCLUSSION

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.