

Exhibit LLL



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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



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 9th, 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

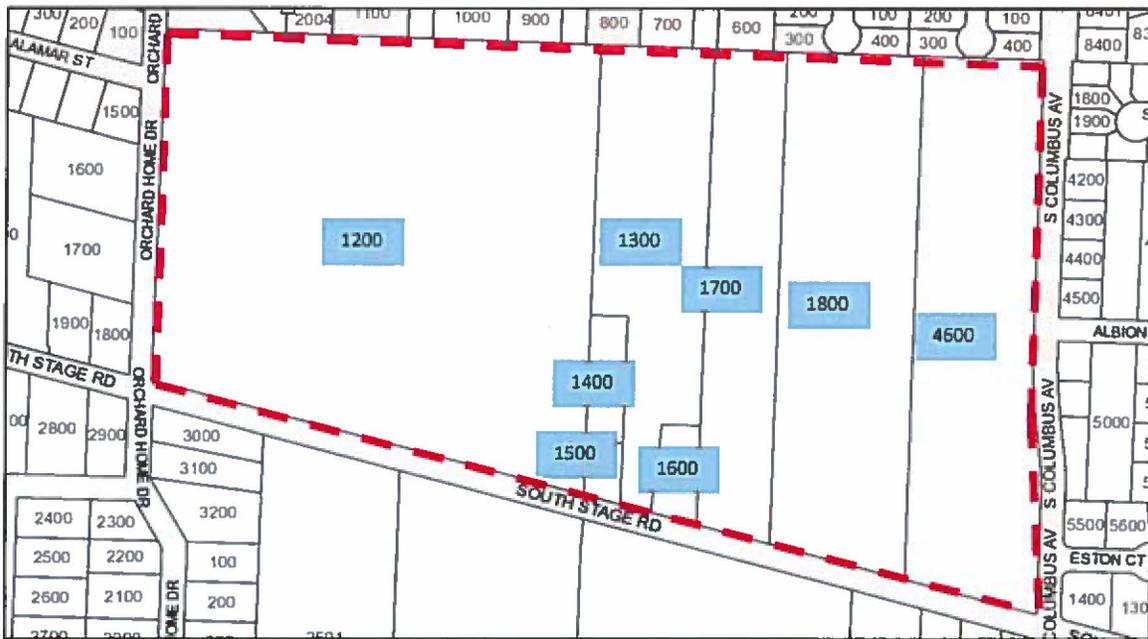
INTRODUCTION

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.





Property Owners:	TL	Acres	%
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
PETE TOOGOOD	1500	.29	.052
ERICA FLYNN	1400	.65	1.17
AYALA FAMILY LLC	1200	24.51	44.4
Total:	8	55.19	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 *“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.

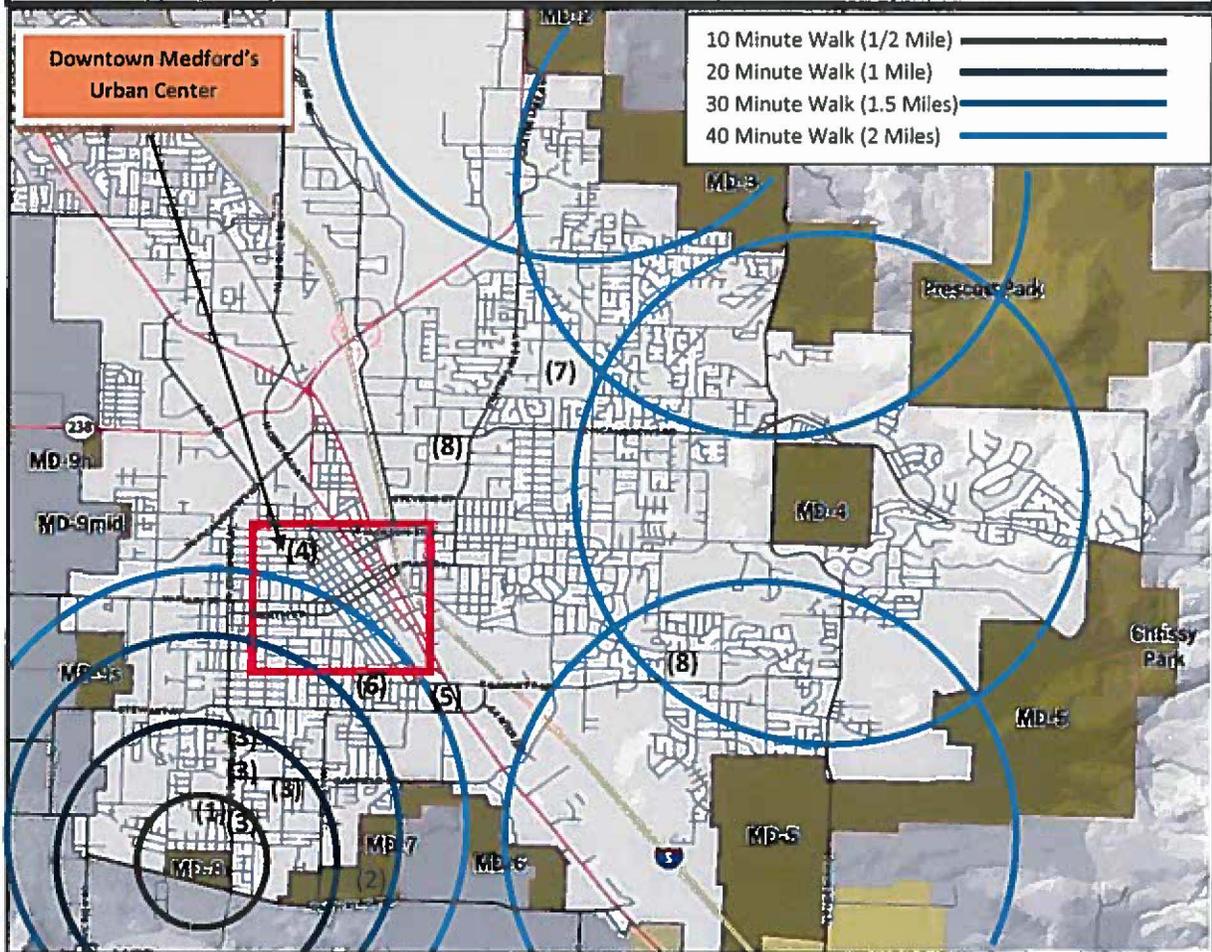
PHYSICAL ATTRIBUTES

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 planned within project area
Future shopping / neighborhood services planned within project area



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.

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
- 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.

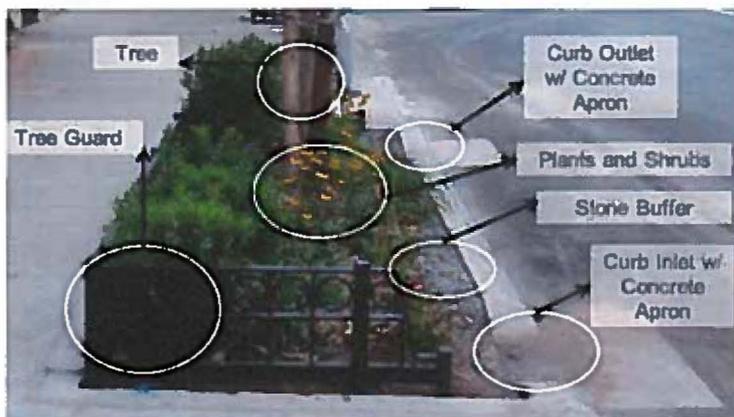
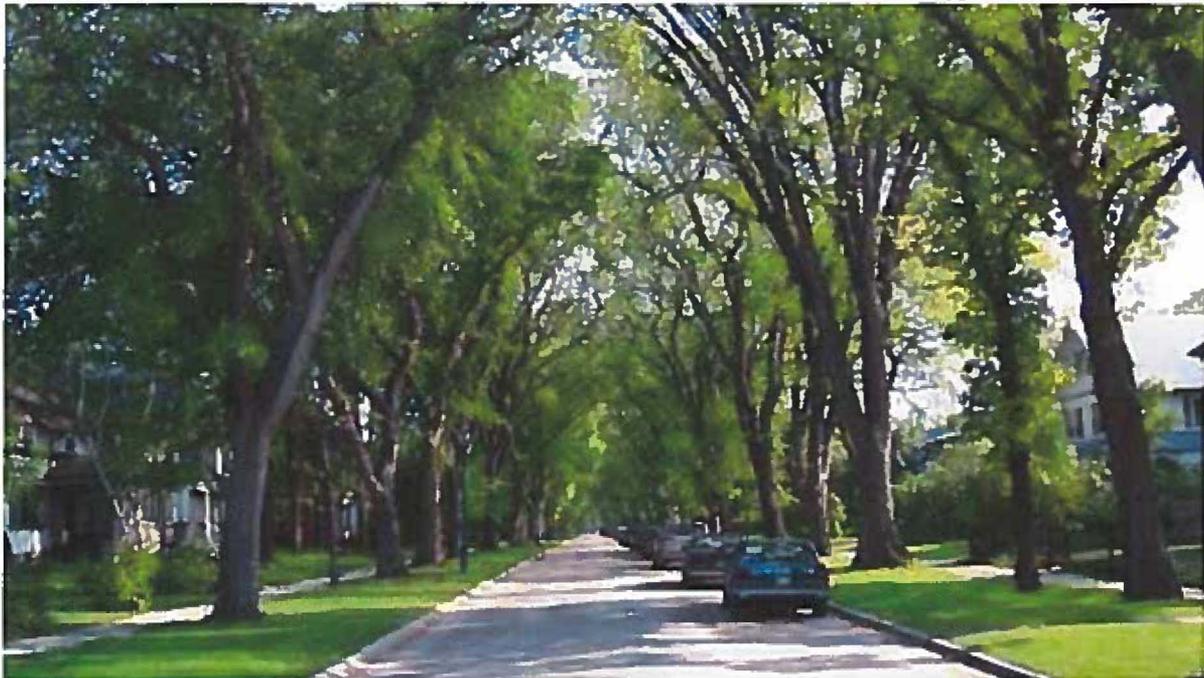
- The Baseline Scenario (all growth external to the existing UGB without upzoning internal lands) would be the most costly scenario to support. *The additional lands required on the City's periphery place a high reliance on the arterial network both in the southeastern and northern portions of the City.*
- 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

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).

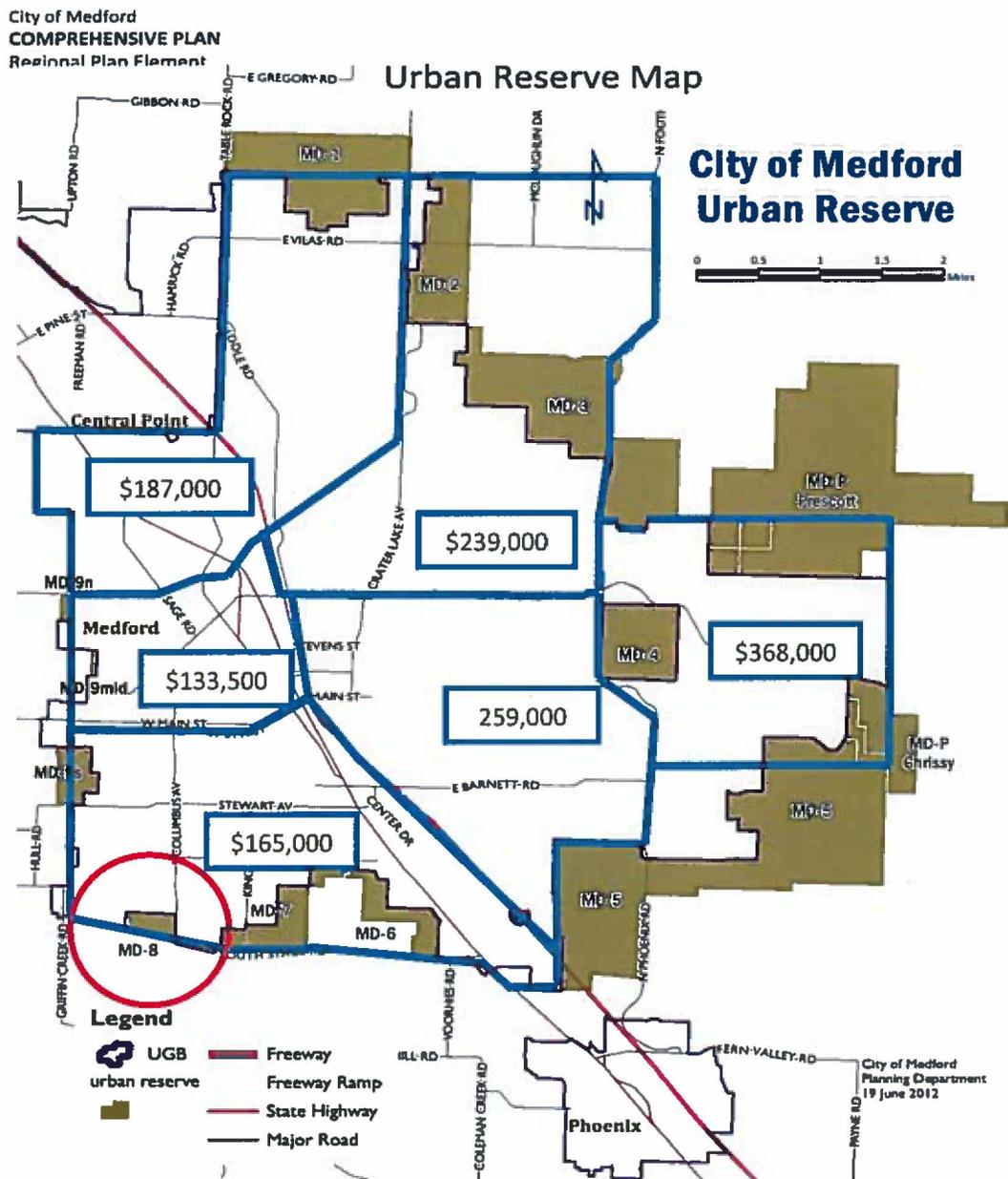
A “MODAL EQUITY” PLAN

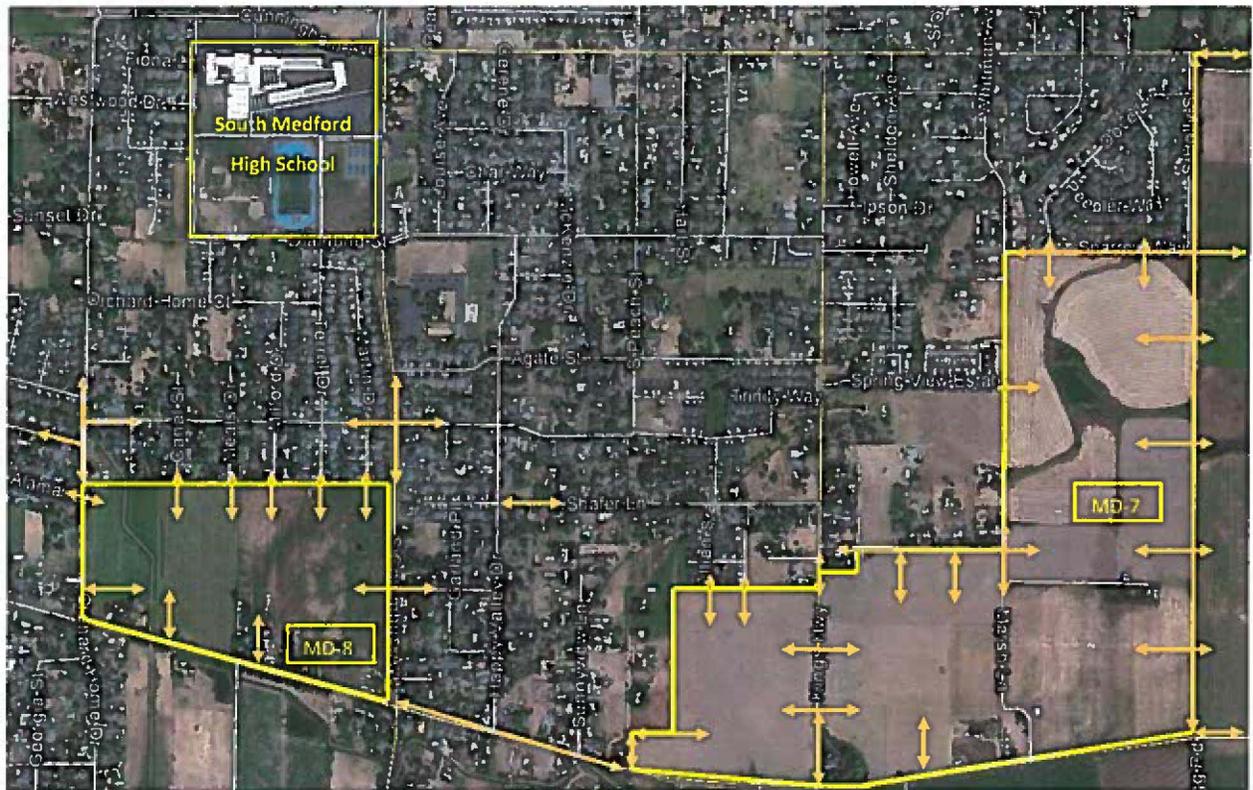


The underlying theme of the South Stage Park Conceptual Master Plan is “modal equity” or the premise there is equal consideration of all travel modes (vehicular, emergency services, bicycle and pedestrian). Through this concept, in addition to the tree lined streets, strategic placement of open spaces 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”	<i>Mixed-Use Development</i> 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 are = 54
Total Possible Dwellings within MD-8 Conceptual Plan Area = 213 – 254 (*10.65 / **12.7 per acre)		

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.

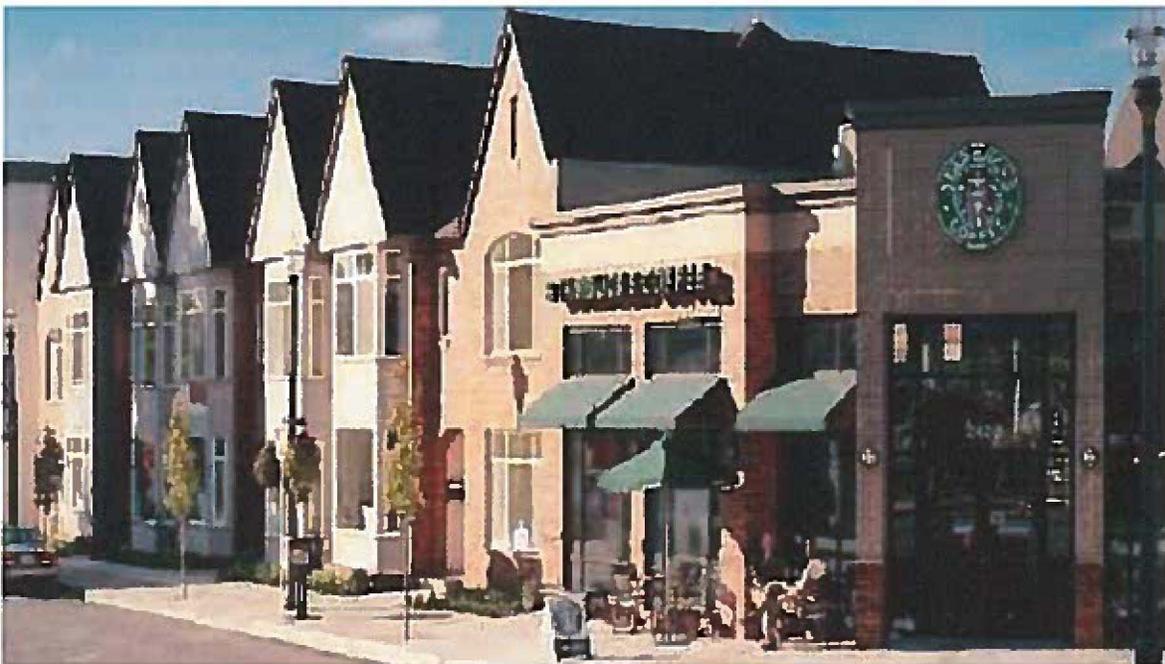
COMMERCIAL MIXED-USE NEIGHBORHOOD

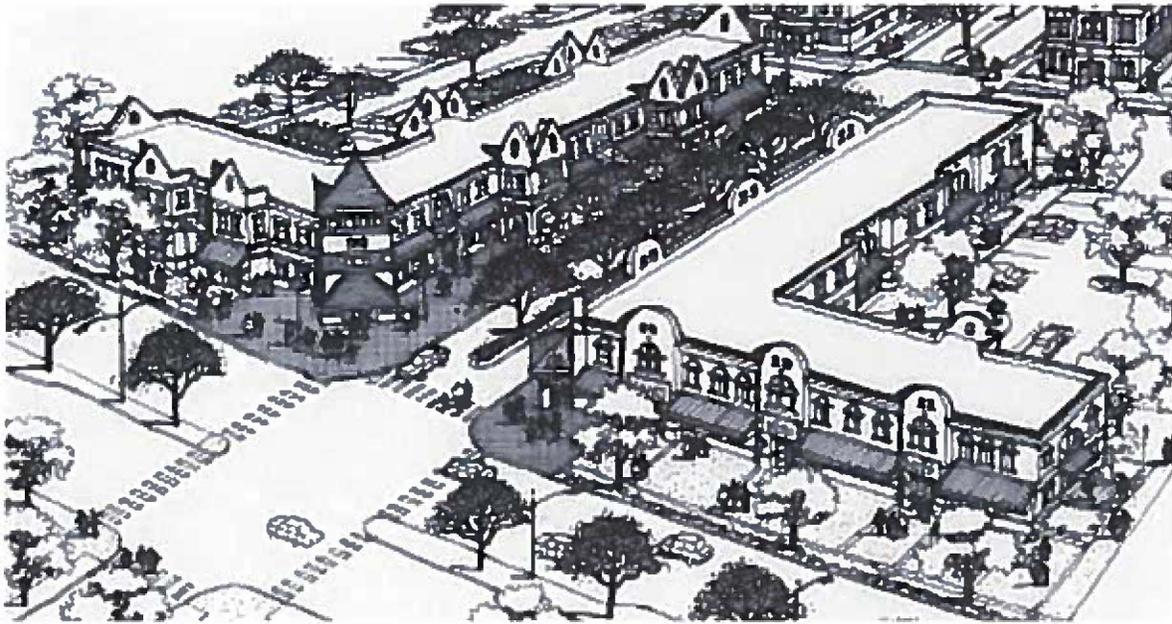
One of the primary purposes of the Conceptual Master Plan is to graphically convey to the decision makers, staff and neighbors how this particular Urban Reserve Area could easily be incorporated into the existing neighborhood pattern and also address the various requirements established by the Regional 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;
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