

August 20, 2015 Message to Medford City Council

My name is Jim Stocker, Rogue Valley Manor Board member.

I represent the RVM Centennial Committee. Our goal tonight is to remind you why we and your Planning Commission feel that our Centennial proposal enhances the future strategy for Medford and this Valley.

First, we believe that an Active Adult Retirement Community, along the golf course is vital to the future of Medford, attracting midlife citizens who bring energy - and disposable income, expand the tax base, and provide prospects for Rogue Valley Manor. We do not deny the need for affordable housing and we have already given land to the Greenway program. But we believe active adult housing must be an essential part of any future Medford plan.

Second, let me remind you that of the 421 acre Centennial property, 120 acres, which make up the championship Centennial Golf Course, have been deducted from the totals as "non-buildable Open Space Land", thus delivering those 120 acres into the pool which Planning is working with. You will recall also that without this Active Adult Community development, Centennial Golf Course is not a viable enterprise.

Local studies have shown that there will be a marked increase in the senior population here over the next 20 years. Our plan is integral to satisfying that growth need. In fact it is the **only** plan before the Council so focussed.

Earlier we reviewed for you the importance of the nearly 1000 RVM residents to Medford, their engagement with it, their contributions to it, and their keen commitment to its future development. Our 450 employees too have a stake in this plan. We believe we are in very close synch with the planning team and with your vision for tasteful, practical, commercially viable future expansion.

One further reminder. Our plan is not newly hatched for this review. Nine years ago we filed application with the City of Medford and Jackson County for a housing plan with amenities and services to serve the needs of active senior citizens.

Economic conditions dictated a suspension of those plans, but we return, plans dusted off and upgraded for approval. And when approved at all levels, it is Rogue Valley Manor Planning Committee's intent to move promptly to implement our Centennial development plans.

Finally, we hope that all parties can accept the decisions of the City Council and move as a united force to the Jackson County Commission and the State LCDC. Vigorous and unified implementation of this plan benefits all citizens of Medford, current and future. Delaying tactics or other impediments to progress could be a huge setback for Medford.

We urge that you continue to regard Centennial as an integral part of your plan to expand Medford's Urban Growth Boundary: as a vital component in the future development of Medford and this Valley. Thank you.

