

CITY OF MEDFORD COMPREHENSIVE PLAN

**CONCLUSIONS, GOALS, POLICIES,
AND IMPLEMENTATION STRATEGIES**

Prepared by
City of Medford Planning Department
200 South Ivy Street
Medford, Oregon 97501
plnmed@ci.medford.or.us

James E. Huber, AICP, Planning Director

LONG RANGE PLANNING SECTION

Suzanne Myers, AICP, Principal Planner
John Adam, AICP, Planner IV
Carly Guillory, Planner II
Praline McCormack, Planner II
Desmond McGeough, Planner II
Chris Olivier, GIS Analyst/Planner II

Last Revised by
MEDFORD CITY COUNCIL
March 7, 2013
Ordinance No. 2013-41

TABLE OF CONTENTS

REVIEW AND AMENDMENTS	4
INTRODUCTION	4
TYPES OF AMENDMENTS	4
CRITERIA FOR PLAN AMENDMENTS	6
REVISIONS OF DATA, INVENTORIES & GRAPHICS	8
ENVIRONMENTAL ELEMENT	9
PHYSICAL CHARACTERISTICS—CONCLUSIONS	9
PHYSICAL CHARACTERISTICS—GOALS, POLICIES, & IMPLEMENTATION MEASURES	9
NATURAL RESOURCES—AIR QUALITY—CONCLUSIONS	10
NATURAL RESOURCES—AIR QUALITY—GOALS, POLICIES, & IMPLEMENTATION MEASURES	11
NATURAL RESOURCES—WATER QUALITY, WETLANDS, & WILDLIFE HABITAT—CONCLUSIONS ..	12
NATURAL RESOURCES—WATER QUALITY, WETLANDS & WILDLIFE HABITAT—GOALS, POLICIES, & IMPLEMENTATION MEASURES	13
NATURAL RESOURCES—SOILS—CONCLUSIONS	15
NATURAL RESOURCES—SOILS—GOALS, POLICIES, & IMPLEMENTATION MEASURES	16
NATURAL RESOURCES—ENERGY—CONCLUSIONS	17
NATURAL RESOURCES—ENERGY—GOALS, POLICIES, & IMPLEMENTATION MEASURES	17
ARCHAEOLOGICAL & HISTORIC RESOURCES—CONCLUSIONS	18
ARCHAEOLOGICAL & HISTORIC RESOURCES—GOALS, POLICIES, & IMPLEMENTATION MEASURES	19
DISASTERS & HAZARDS—CONCLUSIONS	21
DISASTERS & HAZARDS—GOALS, POLICIES, & IMPLEMENTATION MEASURES	22
POPULATION ELEMENT	24
POPULATION ELEMENT—CONCLUSIONS	24
POPULATION ELEMENT—GOALS, POLICIES, & IMPLEMENTATION MEASURES	24
ECONOMIC ELEMENT	26
ECONOMIC OPPORTUNITIES—CONCLUSIONS	26
EMPLOYMENT LAND DEMAND & SUPPLY—CONCLUSIONS	27
ECONOMIC OPPORTUNITIES—GOALS, POLICIES, & IMPLEMENTATION MEASURES	28
HOUSING ELEMENT	32
HOUSING ELEMENT—CONCLUSIONS	32
HOUSING ELEMENT—GOALS, POLICIES, & IMPLEMENTATION STRATEGIES	34
HOUSING GOAL	34
HOUSING POLICIES & IMPLEMENTATION STRATEGIES	34
PUBLIC FACILITIES ELEMENT	38
GENERAL PUBLIC FACILITIES—CONCLUSIONS	38
GENERAL PUBLIC FACILITIES—GOALS, POLICIES, & IMPLEMENTATION MEASURES	38
WATER SERVICE—CONCLUSIONS	40
WATER SERVICE—GOALS, POLICIES, & IMPLEMENTATION MEASURES	41
LONE PINE/FOOTHILL LIMITED SERVICE AREA—GOALS, POLICIES, & IMPLEMENTATION MEASURES	42
SANITARY SEWAGE COLLECTION—CONCLUSIONS	43
SANITARY SEWAGE COLLECTION—GOALS, POLICIES, & IMPLEMENTATION MEASURES	43
SANITARY SEWAGE TREATMENT—CONCLUSIONS	44

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

SANITARY SEWAGE TREATMENT—GOALS, POLICIES, & IMPLEMENTATION MEASURES.....44
 STORMWATER MANAGEMENT—CONCLUSIONS44
 STORMWATER MANAGEMENT—GOALS, POLICIES, & IMPLEMENTATION MEASURES.....47
 FIRE & EMERGENCY SERVICES—CONCLUSIONS50
 FIRE & EMERGENCY SERVICES—GOALS, POLICIES, & IMPLEMENTATION MEASURES51
 LAW ENFORCEMENT—CONCLUSIONS52
 LAW ENFORCEMENT—GOALS, POLICIES, & IMPLEMENTATION MEASURES53
 PARKS, RECREATION, & LEISURE SERVICES-CONCLUSIONS56
 PARKS, RECREATION, & LEISURE SERVICES-GOALS, POLICIES, & IMPLEMENTATION MEASURES57
 SOLID WASTE MANAGEMENT—CONCLUSIONS61
 SOLID WASTE MANAGEMENT—GOALS, POLICIES, & IMPLEMENTATION MEASURES62
 SCHOOLS—CONCLUSIONS63
 SCHOOLS—GOALS, POLICIES, & IMPLEMENTATION MEASURES64
 HEALTH SERVICES—CONCLUSIONS64
 HEALTH SERVICES—GOALS, POLICIES, & IMPLEMENTATION MEASURES64

TRANSPORTATION SYSTEM PLAN ELEMENT65

TRANSIT ORIENTED DISTRICT—CONCLUSIONS65
 OVERALL TRANSPORTATION SYSTEM—GOALS, POLICIES, & IMPLEMENTATION MEASURES65
 OVERALL TRANSPORTATION SYSTEM-FUNDING-GOALS, POLICIES, & IMPLEMENTATION MEASURES66
 STREET SYSTEM—GOALS, POLICIES, & IMPLEMENTATION MEASURES67
 STREET SYSTEM—CLASSIFICATION—GOALS, POLICIES, & IMPLEMENTATION MEASURES68
 STREET SYSTEM—DESIGN—GOALS, POLICIES, & IMPLEMENTATION MEASURES69
 STREET SYSTEM—TRANSPORTATION DEMAND MANAGEMENT—GOALS, POLICIES, & IMPLEMENTATION MEASURES71
 STREET SYSTEM—TRANSPORTATION SYSTEM MANAGEMENT & SAFETY—GOALS, POLICIES, & IMPLEMENTATION MEASURES72
 STREET SYSTEM—PARKING MANAGEMENT-GOALS, POLICIES, & IMPLEMENTATION MEASURES73
 PUBLIC TRANSPORTATION SYSTEM—GOALS, POLICIES, & IMPLEMENTATION MEASURES74
 BICYCLE SYSTEM—GOALS, POLICIES, & IMPLEMENTATION MEASURES76
 PEDESTRIAN SYSTEM—GOALS, POLICIES, & IMPLEMENTATION MEASURES78
 AIR TRANSPORTATION SYSTEM—GOALS, POLICIES, & IMPLEMENTATION MEASURES79
 FREIGHT MOVEMENT—GOALS, POLICIES, & IMPLEMENTATION MEASURES80
 TRANSPORTATION & LAND USE—GOALS, POLICIES, & IMPLEMENTATION MEASURES82

NEIGHBORHOOD ELEMENT.....83

SOUTHEAST PLAN—CONCLUSIONS83
 SOUTHEAST PLAN—GOALS, POLICIES, & IMPLEMENTATION MEASURES83

URBANIZATION ELEMENT.....87

URBAN GROWTH MANAGEMENT AGREEMENT87
 ANNEXATION POLICIES91

REGIONAL PLAN ELEMENT93

REGIONAL PLAN ELEMENT—CONCLUSIONS93
 GOALS & PLAN POLICIES93

IMPLEMENTATION MEASURES95

GENERAL LAND USE PLAN ELEMENT100

GENERAL LAND USE PLAN—CONCLUSIONS100
 GENERAL LAND USE PLAN—GOALS, POLICIES, & IMPLEMENTATION MEASURES100

REVIEW AND AMENDMENTS

Amended 7/1/10 by Ord. 2010-159

INTRODUCTION

Planning is a process; it is naïve to assume that a single document can answer all the questions or resolve all the problems for all times. Conditions change, resources are shifted, and community goals are revised.

For these reasons it is essential that means exist to keep the Plan dynamic. Oregon's statewide planning program addresses this need in two ways. First, a *post-acknowledgement plan amendment* review process exists to assure that local amendments to a state-acknowledged Plan or its implementing codes and ordinances are consistent with the statewide planning goals and with the plans of other affected agencies. The second statewide approach to assuring the maintenance of local comprehensive plans is by means of a more thorough *periodic review* program which will occur cyclically beginning at least five years after Plan acknowledgment. The *periodic review* program emphasizes internal plan consistency as well as overall compliance with new and revised state rules and statutes.

In addition to these state-administered programs, a well-defined local process to review and revise the *Comprehensive Plan* is essential. The local Plan amendment process should reflect a balance between the desire for maintaining a dynamic and locally responsive plan and the need to provide a reasonable degree of certainty and stability in the rules and processes governing land use. Such a plan amendment process is presented below.

TYPES OF AMENDMENTS

Because of the diverse structural nature of the *Comprehensive Plan*, it is necessary to categorize plan amendments in several different ways (bearing in mind that all plan amendments are land use actions as defined by state statutes). This Plan contains a variety of components: Data; Conclusions; Goals and Policies; Implementation Strategies; a General Land Use Plan Map; a City-County adopted Urban Growth Boundary and Urbanization Policies; and several other components. Specific procedural requirements for all land use actions are codified in Article II of the *Land Development Code*. Two different procedural classifications will apply to *Comprehensive Plan* amendments as follows:

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

Procedural Classifications for *Comprehensive Plan* Amendments

Class A

Conclusions	Urban Reserve
Goals and Policies	Urban Growth Management Agreement
Implementation Strategies	Urban Reserve Management Agreement
General Land Use Plan Map (major)	Citizen Involvement Program
Urban Growth Boundary (major)	Review and Amendment Procedures

Class B

- Urban Growth Boundary (minor)
- General Land Use Plan Map (minor)

The distinction between major and minor plan amendments is based on the following definitions which were derived from the Guidelines associated with Statewide Goal 2:

Major Amendments are those land use changes that have widespread and significant impact beyond the immediate area, such as quantitative changes producing large volumes of traffic; a qualitative change in the character of the land use itself, such as conversion of residential to industrial use; or a spatial change that affects large areas or many different ownerships.

Minor Amendments are those land use changes that do not have significant effect beyond the immediate area of the change and should be based on special studies or other information which will serve as the factual basis to support the change. The public need and justification for the particular change should be established.

Disputes. When there is a question or dispute over the type of amendment, the director of the Planning Department shall issue a written decision.

CRITERIA FOR PLAN AMENDMENTS

Because of the important functional differences among the various Plan components, no common set of criteria can be used to assess all proposed Plan amendments. Below are listed the criteria which must be considered when evaluating proposed amendments to each of the specified Plan components. While all of the criteria may not apply to each proposed amendment, all must be considered when developing substantive findings supporting final action on the amendment, and those criteria which are applicable must be identified and distinguished from those which are not.

Conclusions. Amendments shall be based on the following:

1. A change or addition to the text, data, inventories, or graphics which substantially affects the nature of one or more conclusions.

Goals and Policies. Amendments shall be based on the following:

1. A significant change in one or more Conclusion.
2. Information reflecting new or previously undisclosed public needs.
3. A significant change in community attitude or priorities.
4. Demonstrable inconsistency with another Plan provision.
5. Statutory changes affecting the Plan.
6. All applicable Statewide Planning Goals.

Implementation Strategies. Amendments shall be based on the following:

1. A significant change in one or more Goal or Policy.
2. Availability of new and better strategies such as may result from technological or economic changes.
3. Demonstrable ineffectiveness of present strategy(s).
4. Statutory changes affecting the Plan.
5. Demonstrable budgetary constraints in association with at least one of the above criteria.
6. All applicable Statewide Planning Goals.

Street Re-classifications, including the re-classification of a lower order street to either a collector or arterial street, or when re-classifying a collector street to an arterial street, and when the re-classification is not a part of a major (Class A) legislative amendment. Amendments shall be based on the following:

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

1. A demonstrated change in need for capacity which is consistent with other plan provisions.
2. Consideration of alternatives to the proposed revision which includes alternative vehicle routes and alternative travel modes that would better preserve the livability of affected residential neighborhoods.
3. A significant change in one or more Goal or Policy.
4. Statutory changes affecting the Plan.
5. Demonstrable budgetary constraints in carrying out the existing plan.
6. All applicable Statewide Planning Goals.

Map Designations. Amendments shall be based on the following:

1. A significant change in one or more Goal, Policy, or Implementation strategy.
2. Demonstrated need for the change to accommodate unpredicted population trends, to satisfy urban housing needs, or to assure adequate employment opportunities.
3. The orderly and economic provision of key public facilities.
4. Maximum efficiency of land uses within the current urbanizable area.
5. Environmental, energy, economic and social consequences.
6. Compatibility of the proposed change with other elements of the *City Comprehensive Plan*.
7. All applicable Statewide Planning Goals.

Urban Growth Boundary. *See Urbanization Element.*

Urban Reserve. *See Urbanization Element.*

Urban Growth Management Agreement. *See Urbanization Element.*

Urban Reserve Management Agreement. *See Urbanization Element.*

Citizen Involvement Program. Amendments shall be based on recommendations from the Committee for Citizen Involvement (CCI) and on Statewide Goal 1 and any other applicable Statewide Goals.

Review and Amendment Procedure. Amendments shall be based on Statewide Goal 2 and any other applicable Statewide Goals.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

REVISIONS OF DATA, INVENTORIES AND GRAPHICS

Revisions of those portions of the Plan document which do not affect a Plan Conclusion, Goal, Policy, Implementation Strategy, General Land Use Plan Map designation, Urban Growth Boundary, Citizen Involvement Program or Review and Amendment Procedures may be made when needed by order of the Planning Director. Such revision shall be transmitted to the Planning Commission, City Council, and all other recorded holders of the *Comprehensive Plan*.

ENVIRONMENTAL ELEMENT

Adopted 2/17/00 by Ord. 1999-213; Amd 4/17/03 by Ord. 2003-135; Amd 10/6/11 by Ord. 2011-123

PHYSICAL CHARACTERISTICS—CONCLUSIONS

1. Most of the Medford planning area is located on the Bear Creek Valley floor, which is made up of floodplains, stream terraces, and flat to gently sloping land often having soils with high agricultural capability.
2. Medford has developed into a regional service center for commerce, government, education, and health care for a large geographical area because of its physical isolation from other major urban areas and location on Interstate 5, the West Coast's primary north-south travel corridor.
3. Urban growth and congestion due to Medford's position as a regional service center have had a marked influence on Medford's "western interior valley" ecosystem and its diverse natural resources. The impacts of urban growth have negatively affected the quality of the natural environment. Medford faces the difficult challenge of balancing natural resource protection with the needs of property owners and competing land uses.
4. The dominating topographic feature of the Medford area is Roxy Ann Peak, designated as an outstanding scenic resource in the *Jackson County Comprehensive Plan*, and located in the 1,700-acre Prescott Park, owned and operated by the City of Medford, but currently outside the Medford Urban Growth Boundary. Residential hillside development, both inside and outside the UGB, continues to encroach upon Roxy Ann Peak.
5. Medford's climate includes higher summer temperatures and lower average rainfall than the remainder of the region due to a "rain shadow" effect caused by the surrounding mountains.

PHYSICAL CHARACTERISTICS—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

Goal 1: To improve and maintain the quality of life in Medford by using land use planning strategies that have positive effects on the natural environment.

Policy 1-A: The City of Medford shall strive to minimize the negative effects of solar radiation, such as the affect concrete and asphalt surfaces have on summer air temperature.

Implementation 1-A(1): Review the *Medford Land Development Code*, and propose amendments for consideration by the City Council where necessary to address the negative effects of solar radiation, such as requiring adequate vegetation in development projects, requiring retention of open waterways and wetlands, etc.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

Implementation 1-A(2): Prepare amendments to the *Medford Land Development Code* for consideration by the City Council to require preservation and maintenance of certain existing trees.

Goal 2: *To provide and maintain open space within the Medford planning area for recreation and visual relief, and to protect natural and scenic resources.*

Policy 2-A: The City of Medford shall acknowledge Prescott Park (Roxy Ann Peak) as the City's premier open space and viewshed, and recognize its value as Medford's most significant scenic view, currently and historically.

Implementation 2-A(1): Investigate inclusion of Prescott Park in Medford's Urban Growth Boundary and City limits in order to enhance public safety and the feeling of ownership by city residents, protect its natural resources, preserve and enhance convenient public access, protect the public from fire hazards, and help in establishing a network of open space corridors with recreational trails.

Implementation 2-A(2): Identify lands surrounding Prescott Park that are critical to ensuring long term protection and meeting open space/viewshed goals and policies, for acquisition or other types of public management. Seek funding sources.

Implementation 2-A(3): Consider methods to address the interface between Prescott Park and adjacent development to assure compatibility, such as a buffering program, enhanced review of City and County development applications within a specified area surrounding Prescott Park, and joint policies or an "Area of Mutual Planning Concern" with Jackson County.

Policy 2-B: The City of Medford shall strive to preserve and protect the visual amenities offered by the foothills.

See also Goal 8 and Implementation 8-B (1), of the "Environmental Element," Goal 2 of the Southeast Plan section of the "General Land Use Plan Element," and the Parks section of the "Public Facilities Element."

NATURAL RESOURCES—AIR QUALITY—CONCLUSIONS

1. Medford's location in the Rogue Valley below substantial mountain ranges (the Cascades, the Siskiyou, and the Coast Range) increases the difficulty of maintaining federal air quality standards. Medford's climate is influenced by atmospheric inversion layers in the fall and winter months which trap air emissions in the valley.
2. The City of Medford has little influence on the air pollution emissions caused by travelers and freight shippers traveling through the planning area on state highways such as Interstate 5.
3. The Medford-Ashland Air Quality Maintenance Area (AQMA) is a "non-attainment area" for carbon monoxide (CO) and the Medford Urban Growth Boundary is a "non-attainment area" for particulate matter (PM₁₀).

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

4. While Medford’s air quality has improved due to proactive Air Quality Maintenance Area (AQMA) programs and increased public awareness, particularly relating to wood smoke, the potential to revert to previous poor air quality conditions exists. The Rogue Valley’s topography, its many motor vehicles, and continued population growth have the potential to further degrade Medford’s air quality in the future.
5. The *State Implementation Plan* (SIP) for PM₁₀ for the Medford-Ashland Air Quality Maintenance Area (AQMA) is being revised to meet the *National Ambient Air Quality Standards* (NAAQS), including new, stricter standards for particulate matter (PM₁₀ and PM_{2.5}).

NATURAL RESOURCES—AIR QUALITY—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

Goal 3: *To enhance the livability of Medford by achieving and maintaining compliance with National Ambient Air Quality Standards (NAAQS).*

Policy 3-A: The City of Medford shall continue to provide leadership in developing, adopting, and implementing regional air quality improvement strategies to achieve compliance with the National Ambient Air Quality Standards (NAAQS).

Implementation 3-A(1): Continue to participate, along with state and local agencies involved in air quality attainment, in the preparation and implementation of the applicable Air Quality Management Plans (AQMP’s) and State Implementation Plans (SIP’s) for the Medford-Ashland Air Quality Maintenance Area (AQMA).

Implementation 3-A(2): Continue to participate, along with Jackson County and other affected agencies, in administering air quality public education and smoke reduction programs.

Implementation 3-A(3): Implement strategies from sources such as the *Medford Transportation System Plan*, the State Implementation Plans (SIPs) and the Oregon Transportation Planning Rule (TPR) that reduce emissions or improve air quality, such as increasing the use of alternative modes of transportation and use of alternative motor vehicle fuels, such as compressed natural gas and electricity, and propose amendments to the *Medford Land Development Code* for consideration by the City Council where necessary to assure compliance with such plans or rules.

See also the policies of the Medford Transportation System Plan, Policy 9 of the “Urbanization Element.”

Policy 3-B: The City of Medford shall continue to require a well-connected circulation system and promote other techniques that foster alternative modes of transportation, such as pedestrian oriented mixed-use development and a linked bicycle transportation system.

See also Goal 1 of the Southeast Plan section of the “General Land Use Plan Element.”

Implementation 3-B(1): Promote the use of incentives by Medford’s larger employers to induce employees to use alternative modes of transportation or work at home in an effort to reduce motor vehicle emissions.

NATURAL RESOURCES—WATER QUALITY, WETLANDS, AND WILDLIFE HABITAT—CONCLUSIONS

1. While the groundwater beneath the valley floor is not the domestic water source for the Medford planning area, it is a regionally important natural resource primarily due to its use as a domestic water source for individual wells.
2. Bear Creek and its tributaries are critically important natural resources, yet suffer from poor water quality due to forest and agricultural practices and urban point and non-point discharges.
3. The poor water quality of Bear Creek and its tributaries is partially attributable to non-point pollution from diffuse sources, such as stormwater, agricultural runoff, and septic system seepage. Non-point pollution sources can significantly damage water quality, yet are more difficult to pinpoint and treat than conventional point sources of water pollution.
4. Natural resource cleanup programs involving local schools, clubs, and civic organizations, such as those sponsored by the Bear Creek Watershed Council, are excellent means to engage the public in environmental education. The presence of waterways such as Bear Creek and Larson Creek, and various wetlands in Medford provides a platform for such programs.
5. The City of Medford recognizes wetlands as valuable urban resources that can provide water quality maintenance, stormwater detention, wildlife habitat, and open space. Medford’s 2002 *Medford Local Wetlands Inventory and Locally Significant Wetland Determinations* by Wetland Consulting identified and assessed most of the wetlands, in the Urban Growth Boundary. The 2002 *Medford Riparian Inventory and Assessment Bear Creek Tributaries* by Wetland Consulting inventoried and assessed the waterways that are tributary to Bear Creek.
6. Occasionally, the protection of a locally significant wetland (one that has been determined to have significant value according to state criteria) must be balanced against other important community goals. An exceptional “conflicting use” may be more important to the long-term needs of the citizens than preservation of the wetland area.
7. The Medford UGB has been evaluated for potential wetland mitigation sites. Wetland mitigation involves the restoration, enhancement, or creation of wetlands to compensate for permitted wetland losses elsewhere. Restoration and enhancement of existing wetlands is the wetland mitigation most likely to be successful in Medford due to its ecologic and climatic characteristics.
8. Although Bear Creek and the Bear Creek Greenway contain Medford’s most valuable fish and wildlife habitat, fish and wildlife habitat exists elsewhere within the Urban

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

Growth Boundary. As of June 8, 2005, portions of the following streams have been identified by ODFW as fish bearing streams, and should be protected per Statewide Planning Goal 5 (OAR 660-023) through the imposition of Riparian Corridor Regulation. These streams, or portions thereof, include: Bear, Elk, Swanson, Lone Pine, Lazy, Larson, Gore, and Crooked Creeks.

**NATURAL RESOURCES—WATER QUALITY, WETLANDS AND,
WILDLIFE HABITAT—GOALS, POLICIES, AND IMPLEMENTATION
MEASURES**

Goal 4: *To preserve and protect Medford’s ground water resources and recharge zones.*

Policy 4-A: The City of Medford shall ensure the protection of the Big Butte Springs domestic water source working in cooperation with Jackson County.

Implementation 4-A(1): Continue to undertake efforts to protect the Big Butte Springs recharge area from improper use through implementation of a watershed management program.

See also the policies of the Domestic Water section of the “Public Facilities Element.”

Policy 4-B: The City of Medford shall protect ground water recharge areas in the planning area by striving to restore and maintain the natural condition of watersheds, waterways, and flood plains.

Implementation 4-B(1): Review the *Medford Land Development Code*, and propose amendments where necessary to assure that the amount of impervious surface in development projects is minimized and opportunities for permeation are maximized.

See also the policies of the Wastewater Collection section of the “Public Facilities Element.”

Goal 5: *To achieve and maintain water quality in Medford’s waterways.*

See also the goals of the Storm Water Drainage section of the “Public Facilities Element” and related policies and implementation strategies.

Policy 5-A: The City of Medford shall implement regulations that pertain to discharges into the Rogue River, Bear Creek, and their tributaries, such as the federal Clean Water Act.

Implementation 5-A(1): Continue to actively participate in regional water quality monitoring and planning efforts.

Policy 5-B: The City of Medford shall implement measures to reduce polluted surface water runoff into the storm drainage system.

Implementation 5-B(1): Implement the recommendations of the 1996 *Comprehensive Medford Area Drainage Master Plan*, or any updates, regarding surface water runoff quality.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

Implementation 5-B(2): Develop and impose design standards for filtering and slowing runoff from paved areas using such methods as vegetated swales, on-site detention ponds, or other technologies as they become feasible, to cleanse the water before entering primary waterways.

Implementation 5-B(3): Require the use of natural waterways for storm drainage wherever possible, to decrease flow speed and increase filtering prior to the runoff entering a primary waterway.

Implementation 5-B(4): Continue to assess storm drainage system development charges and utility fees to assist in the financing and maintenance of public storm drainage improvements, and periodically review for adequacy.

See also Implementation 2-B(2) of the Southeast Plan section of the “General Land Use Plan Element.”

Goal 6: To recognize Medford’s waterways and wetlands as essential components of the urban landscape that improve water quality, sustain wildlife habitat, and provide open space.

Policy 6-A: The City of Medford shall regulate land use activities and public improvements that could adversely impact waterways in the interest of preserving and enhancing such natural features to improve water quality and fish and wildlife habitat.

Implementation 6-A(1): Prepare amendments to the *Medford Land Development Code* for consideration by the City Council that adopt the riparian corridor “safe harbor” setback (50 feet from the top of the bank) for Bear Creek and other streams determined to contain fish habitat or significant riparian areas in compliance with Oregon Administrative Rules 660-23.

Policy 6-B: The City of Medford shall regulate land use activities and public improvements that could prevent meeting the federal performance standard of no net loss of wetland acreage.

Implementation 6-B(1): Prepare amendments to the *Medford Land Development Code* for consideration by the City Council to adopt “safe harbor” protections or protection developed through an ESEE (environmental, social, economic, and energy) analysis for locally significant wetlands, as defined, pursuant to Oregon Administrative Rules 660-23.

Policy 6-C: The City of Medford shall encourage the incorporation of waterways, wetlands, and natural features into site design and operation of development projects.

Implementation 6-C(1): Promote clustered development in order to avoid alteration of topographical and natural features, to reduce impervious surfaces, and to enhance the aesthetics of development projects. Investigate incentives for clustering development.

Policy 6-D: The City of Medford shall support the efforts of organizations such as the Bear Creek Watershed Council and the Bear Creek Greenway Foundation, which strive to improve the quality of Bear Creek and its tributaries with activities such as greenway formation, environmental education workshops, creek cleanup events, etc.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

See also Policies 2-A and 2-B of the Southeast Plan section of the “General Land Use Plan Element.”

Goal 7: To preserve and protect plants and wildlife habitat in Medford.

Policy 7-A: The City of Medford shall encourage the conservation of plants and wildlife habitat, especially those that are sensitive, rare, declining, unique, or that represent valuable biological resources, through the appropriate management of parks and public and private open space.

Implementation 7-A(1): Develop a long range open space plan for consideration by the City Council that provides for an integrated system of parks, creekside greenways, wetlands, and paths/trails in Medford to enhance the biological diversity and long-term viability of natural resource areas. Coordinate the plan with the *Medford Parks, Recreation, and Leisure Services Plan*, the *Comprehensive Medford Area Drainage Master Plan*, and other relevant plans.

Implementation 7-A(2): Develop and implement regional plans for greenways, wetlands, and linear parks with Jackson County, as wildlife often travel paths that cross jurisdictional boundaries.

Implementation 7-A(3): Distinguish public greenways, waterways, wetlands, and parks with interpretive and informational signage regarding on-site natural resources.

Policy 7-B: The City of Medford shall strive to maintain, rehabilitate, and enhance Medford’s waterways, using features such as gently sloped banks, natural riparian vegetation, and meandering alignment.

Implementation 7-B(1): For those riparian areas within the planning area that are not subject to the safe harbor regulations, prepare amendments to the *Medford Land Development Code* using the *Medford Riparian Area Inventory and Assessment Bear Creek Tributaries*, 2002, by Wetland Consulting for consideration by the City Council, that adopt a setback or similar protection.

Implementation 7-B(2): Ensure that improvements, such as multi-use paths and storm drainage facilities sited in or near riparian corridors, waterways, wetlands, or other fish and wildlife habitat, include protective buffers, preserve natural vegetation, and comply with the requirements of Oregon Administrative Rules 660-23.

Policy 7-C: The City of Medford shall strive to protect fish and wildlife habitat in accordance with Oregon Department of Fish and Wildlife’s (ODFW) management plans.

NATURAL RESOURCES—SOILS—CONCLUSIONS

1. Medford is located on Class I through IV soil capability types, with the best agricultural soil to the west of the Urban Growth Boundary. Consequently, Medford’s growth is being directed to the east of the city, where greater slopes exist.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

2. While the soils characteristic to Medford lend themselves to most types of development, the hillside development trend is increasing soil erosion potential, which can result in polluted runoff and decreased water quality.
3. Unstable ground exists in some areas of east Medford on the slopes of Roxy Ann Peak. Expansive clay soils exist in this area, which can cause structural damage to foundations if not properly constructed.

**NATURAL RESOURCES—SOILS—GOALS, POLICIES, AND
IMPLEMENTATION MEASURES**

See also Policy 12 of the “Urbanization Element.”

Goal 8: To minimize erosion and hazards relating to slope and soil characteristics by assuring that urban land use activities in Medford are planned, located, and conducted consistently with prevailing soil limitations.

Policy 8-A: The City of Medford shall guide new development, particularly within the foothills, by the soil characteristics and natural features of the landscape, and shall grant development permits only after a determination that potential problems relating to soil limitations, if any, have been identified, and will be adequately mitigated prior to development.

Implementation 8-A(1): Continue to actively enforce the provisions of the *Uniform Building Code* (UBC), or adopted equivalent, relating to construction on soils requiring special construction techniques.

Implementation 8-A(2): Prepare a hillside development ordinance for consideration by the City Council that requires subdivision and site design to be compatible with, and complementary to, sloping sites, and that preserves appropriate hillside open space and viewsheds.

See also 2-B (3) of the Southeast Plan section of the “General Land Use Plan Element.”

Policy 8-B: The City of Medford shall implement measures to minimize erosion and its resulting water pollution.

Implementation 8-B(1): Pursuant to the recommendations of the 1996 *Comprehensive Medford Area Drainage Master Plan*, publish erosion control guidelines in a manual that explains specific objectives to be achieved to aid developers and city staff. The manual should recommend erosion controls applicable to Medford’s topography, soil types, and climate.

Implementation 8-B(2): Review the *Medford Municipal Code*, and propose amendments where necessary to assure that the effects of erosion from development activities on waterways and wetlands are mitigated. Require the use of “best management practices” in site design, grading, and erosion control.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

Implementation 8-B(3): In foothill developments, require streets and utilities to be located along existing topographic contours wherever possible, and require streets and parking facilities to be kept at the minimum size necessary, to minimize erosion resulting from development activities, and to prevent sediment from entering the storm drainage system.

Goal 9: *To assure that future urban growth in Medford occurs in a compact manner that minimizes the consumption of land, including class I through IV agricultural land.*

Policy 9-A: The City of Medford shall target public investments to reinforce a compact urban form.

Policy 9-B: The City of Medford shall strive to protect significant resource lands, including agricultural land, from urban expansion.

See also Policy 12 of the “Urbanization Element.”

NATURAL RESOURCES—ENERGY—CONCLUSIONS

1. Medford is an energy consumer rather than an energy producer, utilizing primarily imported, nonrenewable energy sources, with the greatest share used for transportation.
2. Conservation is the most readily available and cost effective alternative to the increasing dependency on non-renewable energy sources.
3. Of the possible local sources of renewable energy, solar energy has the greatest potential for supplying a portion of Medford’s energy needs, particularly residential needs, because it is cost effective and locally abundant.
4. Other renewable energy sources in the region include cogeneration from convertible waste, such as woodwaste and methane, which produce electricity and steam. The City of Medford’s Regional Water Reclamation Facility produces electricity from methane gas.
5. The City of Medford requires new construction to comply with standards set forth in the Oregon Energy Code.

**NATURAL RESOURCES—ENERGY—GOALS, POLICIES, AND
IMPLEMENTATION MEASURES**

Goal 10: *To assure that urban land use activities are planned, located, and constructed in a manner that maximizes energy efficiency.*

Policy 10-A: The City of Medford shall plan and approve growth and development with consideration to energy efficient patterns of development, utilizing existing capital infrastructure whenever possible, and incorporating compact and urban centered growth concepts.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

Implementation 10-A(1): Ensure that the extension of urban services is consistent with policies contained in the “Public Facilities Element” of the *Medford Comprehensive Plan* regarding energy efficiency.

Implementation 10-A(2): Develop a design manual showing examples of energy conservation in subdivision planning, site layout, landscaping and building design.

Implementation 10-A(3): Provide examples for developers to follow which reduce motor vehicle transportation needs by using mixed uses, urban infill projects, etc.

Policy 10-B: The City of Medford shall encourage energy conservation, including the adoption and implementation of programs leading to improved weatherization/insulation of new and existing structures.

Implementation 10-B(1): Continue to participate in residential and non-residential weatherization programs.

Policy 10-C: The City of Medford shall encourage the use of energy efficient building materials and techniques in new public and private construction and remodeling, in accordance with building safety standards.

Policy 10-D: The City of Medford shall encourage the use of solar energy, recognizing it as a viable alternative to traditional energy sources.

Implementation 10-D(1): Develop for consideration by the City Council, amendments to the *Medford Land Development Code* that require consideration of passive solar energy techniques in subdivision design, including house orientation, street and lot layout, vegetation and protection of solar access.

Policy 10-E: The City of Medford shall strive to make all city facilities and operations as energy efficient as possible.

Implementation 10-E(1): Continue to utilize opportunities for cogeneration technology in public facilities.

Implementation 10-E(2): Investigate the conversion of the city-owned vehicle fleet to use alternative fuel sources such as compressed natural gas and electricity.

ARCHAEOLOGICAL AND HISTORIC RESOURCES—CONCLUSIONS

1. A commitment to archaeological and historic preservation exists at the federal, state, county, and local levels.
2. There is a probability that the Medford Urban Growth Boundary contains archaeological resources; however, current information is inadequate to identify the location, quality, and quantity of the resources. Special implementing measures are not appropriate or required until adequate information is available to enable review and adoption of such measures.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

3. Development of land in the Medford Urban Growth Boundary that has been vacant or in agricultural use could disturb surface or subsurface archaeological resources.
4. Medford has categorized inventoried historic resources as those designated as significant (1A), and those that have not been designated, but are potentially significant (1B).
5. There is a probability that the Medford Urban Growth Boundary contains significant historic resources. To more fully protect these resources, survey of the remainder of the Urban Growth Boundary is needed, to evaluate whether additional sites should be designated as significant or potentially significant.
6. Medford's Historic Preservation Ordinance and Overlay aid in preserving and protecting significant historic resources from inappropriate exterior alterations or demolition through required review of such proposals by the Medford Historic Commission.

**ARCHAEOLOGICAL AND HISTORIC RESOURCES—GOALS,
POLICIES, AND IMPLEMENTATION MEASURES**

Goal 11: To preserve and protect archaeological and historic resources in Medford for their aesthetic, scientific, educational, and cultural value.

Policy 11-A: The City of Medford shall strive to identify and preserve archaeological resources and sites, and promote actions to prevent intentional and unintentional disruption or destruction of such resources.

Implementation 11-A(1): When adequate information becomes available to identify the location, quality, and quantity of Medford's archaeological resources, prepare an inventory. Special implementing measures are not appropriate or required until adequate information is available to enable review and adoption of such measures.

Implementation 11-A(2): Where probable cause for discovery of cultural or archaeological resources exists, such as indicated by a records search, or where resources have been discovered near the project site, encourage sponsors of development projects to contact the Oregon State Historic Preservation Office.

Implementation 11-A (3): When cultural or archaeological resources, as defined by state law or the state archaeologist, are discovered during clearing, grading, or construction in the City, require project operations to cease until the state archaeologist is contacted, as required by state law.

Policy 11-B: The City of Medford shall encourage and facilitate the preservation of Medford's significant historic resources by continuing to update and implement the Historic Preservation Ordinance in the *Medford Land Development Code*.

Implementation 11-B(1): Regularly assure that city staff, such as the Planning and Building Safety Departments, are aware of historic preservation ordinances and policies, and provide training for staff in departments directly involved with historic structures.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

Implementation 11-B(2): Evaluate the zoning of significant historic resources to determine if conflicts are likely based on the present use and/or permitted and conditional uses. Review the zoning of historic districts to determine if the zoning district standards, such as setbacks, density, public improvement design, parking, lot size, etc., are compatible with the historic character of the historic districts.

Implementation 11-B(3): Assure that new development located adjacent to historic resources and/or districts is reviewed for compatibility with the historic resources.

Implementation 11-B(4): Review proposed public development or improvement projects for their affect on any historic resources.

Implementation 11-B(5): Prepare a written yearly report for the Planning Commission and City Council of the activities of the Medford Historic Commission, such as grant activity, surveys, hearings, special assessments, and new site designations and listings.

Implementation 11-B(6): Identify and evaluate historic resources on city-owned or controlled properties, and prepare historic preservation plans where appropriate. Identify underutilized historic buildings or sites for potential reuse as public facilities.

Policy 11-C: The City of Medford shall continue to maintain an official inventory of significant historic resources located in the City where the Historic Preservation Overlay of the *Medford Land Development Code* applies.

Implementation 11-C(1): Include in the Historic Preservation Overlay, all properties in the City listed on the *National Register of Historic Places*, including all properties within National Register historic districts.

Policy 11-D: The City of Medford shall support and promote seismic retrofit of vulnerable historic buildings, as well as modification of historic buildings for accessibility to disabled persons.

Policy 11-E: The City of Medford shall continue to recognize the downtown City Center as the historic core of the City, and its historic attributes shall be a factor when developing programs for the downtown area.

Implementation 11-E(1): Prepare and implement design guidelines for Site Plan and Architectural Commission and Historic Commission review of properties in the downtown to assure that exterior alterations and new construction are compatible with the historic character. (See the “Facade Treatment Recommendations” of the 1994 *Medford City Center Design Concept* for an example.)

Policy 11-F: The City of Medford shall continue to encourage historic preservation efforts and cooperate with citizens and organizations undertaking such efforts.

Implementation 11-F(1): Continue to apply for historic preservation grants to carry out survey and inventory work, and support the grant applications of others when affecting property in the Medford Urban Growth Boundary.

Implementation 11-F(2): Investigate development of an awards program for exemplary rehabilitation of historic buildings.

Implementation 11-F(3): Investigate the concept of a historic easement program.

DISASTERS AND HAZARDS—CONCLUSIONS

1. The Medford Urban Growth Boundary contains streams and waterways that have a history of flooding occasionally.
2. The *National Flood Insurance Program* is available in communities that implement comprehensive floodplain regulations to reduce flood damage. As a participant in this program, Medford adopted regulatory provisions to minimize flood losses through development controls such as building codes and development regulations that place restrictions on new construction or improvements to flood-prone structures.
3. According to seismologists, the likelihood of an earthquake of serious magnitude in the Northwest is high. Medford is at risk for potential earthquake damage because many older buildings have not been built or upgraded to current earthquake standards. Medford's emergency management planning recognizes this possibility.
4. The threat of wildland fires within the Medford Urban Growth Boundary is relatively slight, but will increase as development abuts or increases in areas prone to wildland fire dangers, such as steep slopes, dense natural vegetation, etc.
5. The threat of loss of life and/or property damage in areas that may be impacted by wildland fires can be reduced through the use of less combustible construction material, adequate fire response apparatus, availability of fire protection water, adequate fuel breaks surrounding structures, appropriate road widths to accommodate fire fighting vehicles, and response and evacuation plans that are understood by the residents of these areas.
6. The most common noise sources in Medford are transportation-related, and include automobiles, trucks, motorcycles, railroads, and aircraft. Motor vehicle noise is a pressing concern, because it often occurs in areas sensitive to noise exposure, such as residential areas, and continues to increase with urban growth and increasing numbers of motor vehicles.
7. The City of Medford has adopted noise reduction strategies in the *Land Development Code* to mitigate the harmful effects of noise, including a noise ordinance, which regulates the level of commercial and industrial noise based on the proximity to noise-sensitive properties; bufferyards, which use setbacks, fencing/walls/berms, and vegetation to mitigate adverse impacts between adjacent land use types, and agricultural buffering, in which Medford and Jackson County jointly implement policies to minimize the impacts of urban development on abutting agricultural uses.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

8. Airports can adversely impact residential and other sensitive development through noise and accident hazards. Future airport expansion plans could create land use conflicts as flights increase.

**DISASTERS AND HAZARDS—GOALS, POLICIES, AND
IMPLEMENTATION MEASURES**

Goal 12: To protect the citizens of Medford from the potential damage caused by hazards such as flooding, earthquakes, noise, wildfires, and airport hazards.

Policy 12-A: The City of Medford shall assure that hazard mitigation standards are formally adopted as public policy through comprehensive planning, land development ordinances, permit review, and fire/building safety codes.

Implementation 12-A(1): Continue to conduct hazard risk analysis, including identifying the types, magnitude, and probability of hazards which the Medford Urban Growth Boundary is susceptible to over the long term, including assessing the degree of risk that the citizens find acceptable.

Policy 12-B: The City of Medford shall ensure that the potential impacts of flooding are adequately analyzed when considering development projects.

Implementation 12-B(1): Maintain and, when necessary, update the City’s requirements for development in floodplains, consistent with federal and state regulations, and the Uniform Building Code (UBC).

Implementation 12-B(2): Adhere to the policies outlined in the *Medford Comprehensive Drainage Master Plan* to minimize flood losses through development controls.

Implementation 12-B(3): Encourage the re-mapping of flood-prone areas in Medford using data from the most recent flood(s) of record.

Implementation 12-B(4): Consider flood hazards when installing public improvements such as parks and paths in flood-prone areas. Design these amenities to withstand a certain flood level.

See also the Policies of the Storm Water Drainage section of the “Public Facilities Element.”

Policy 12-C: The City of Medford shall continue to utilize building and development standards to mitigate the potentially damaging effects of earthquakes. New construction is required to meet the standards of seismic zone 3 of the *Uniform Building Code* (UBC).

Policy 12-D: The City of Medford shall strive to upgrade all city-owned buildings and facilities to meet earthquake standards.

Policy 12-E: The City of Medford shall continue to update and enforce noise attenuation strategies.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

Implementation 12-E(1): Periodically review the City’s noise ordinances for adequacy.

Policy 12-F: The City of Medford shall strive to minimize the loss of life and property resulting from wildland fires within the Urban Growth Boundary.

Implementation 12-F(1): Undertake efforts to educate the public in wildland fire safety.

Implementation 12-F(2): Develop and adopt fire safety performance standards for development in those areas identified as being at risk of wildland fires.

Policy 12-G: The City of Medford shall designate future residential areas in coordination with the *Rogue Valley International-Medford Airport Master Plan* to minimize conflicts with flight patterns, hazard areas, and airport expansion areas.

POPULATION ELEMENT

Adopted 11/01/07 by Ord. 2007-237

POPULATION ELEMENT—CONCLUSIONS

1. The coordinated population forecast to the year 2040 for Jackson County and its cities was adopted by Jackson County on February 21, 2007 pursuant to ORS 195.036. The City of Medford participated in the development of the forecast. The population allocation utilized by Jackson County is based on the County's 2040 population forecast by the Oregon Office of Economic Analysis determined in 2004. OEA prepares population and employment forecasts for the state and each county. The forecasts for the cities and the unincorporated area must be consistent with the forecast for the County.
2. Medford's forecasted average annual growth rate between 2007 and 2027 of 2.2% will be similar to that experienced during the period of 1980 to 2005.
3. Medford can expect its proportion of the total County population to increase to 42% in 2027 and to 44% in 2040 consistent with the Regional Problem Solving program's future growth proposal, which increases Medford's share of the urban population in the County over a 50-year period, allowing for some other cities to grow more slowly.
4. Medford can expect that most population growth will continue to be from in-migration, and that there will be an increasing proportion of Hispanic or Latino residents. Medford will continue to attract residents who have retired or are soon to retire, but Medford will also continue to experience growth in the under 18 age group.

POPULATION ELEMENT—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

GOAL 1: To accept the role and responsibilities of being the major urban center in a large and diverse region that includes portions of southwest Oregon and northern California.

GOAL 2: To assure that land uses and public facilities and services are planned, located, and conducted in a manner that recognizes the size and the diverse characteristics and needs of Medford's existing and future residents.

Policy 1: The City of Medford shall cooperate with other government agencies and the private sector to provide land and urban services sufficient to accommodate projected population growth in the UGB.

Policy 2: The City of Medford shall use the population forecast adopted in the Population Element of the *Medford Comprehensive Plan* as the basis for developing land use planning policy (Official population projection: 112,624 for the year 2027, and 133,397 for the year 2040.)

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

Policy 3: The City of Medford shall review, in coordination with Jackson County, its population forecasts when Federal Census data becomes available after each Federal Census and/or when the state forecast studies become available, and shall update as necessary.

ECONOMIC ELEMENT

Adopted 12/04/08 by Ord. 2008-245

ECONOMIC OPPORTUNITIES—CONCLUSIONS

1. Like the nation as a whole, the City of Medford has experienced a shift away from industrial development toward service and trade development. This change in composition is expected to continue, but at a somewhat slower rate locally than nationally and statewide. The City of Medford's role as the region's service and trade center is expected to continue to strengthen over the planning horizon, driving an employment share shift toward service and trade sectors. Land demands for industrial development, however, may not change in direct proportion because some of that shift is due to improved manufacturing efficiency that reduces the number of employees without reducing the land demand.
2. Recent labor force trends point to economic underpinnings that support long-term economic development. These trends include:
 - a) The City's population is getting younger and the City's population is young when compared to the region and the state.
 - b) The percentage of the population attaining a college degree has increased, while the percentage of high school dropouts has decreased.
 - c) Labor force participation rates have increased since 1990.
 - d) Only 52% of employed City of Medford residents work in Medford; the remainder work outside the City. The City has an opportunity to capture a larger share of its employed population with jobs in the City.
3. Medford is a regional employment center and a net importer of employees. Natural Resources and Manufacturing are the only two industries where Medford is a net exporter of a significant share of its workforce.
4. Most industries in the region have lower wage levels compared to earnings across the state with the exception of Natural Resources, Retail Trade, and Education and Health Services. The City of Medford is well situated to serve the Retail Trade, Education and Health Services sectors.
5. While other economic sectors may strengthen during the planning horizon, the City of Medford is well positioned for the following Target Industry Opportunities:

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

TIER 1 BEST POSITION	TIER 2 STRONG BUT CHALLENGING	TIER 3 LOCALLY COMPETITIVE
Instruments Transit Transportation Services Communications Retail Trade Banking	Mining Construction Lumber & Wood Printing & Publishing Stone, Glass & Concrete Electronic Equipment Trucking & Warehousing Electric, Gas & Sanitation Security & Commodity Real Estate Health Care	Food Products Transportation Equipment Air Transportation Wholesale Trade Insurance Carriers Insurance Agents & Brokers Business Services Legal Services Leisure & Hospitality Services

6. By 2028, the City of Medford is projected to add between 23,874 jobs under a Low Growth Scenario and 35,404 jobs under the adopted High Growth Scenario.

EMPLOYMENT LAND DEMAND AND SUPPLY—CONCLUSIONS

1. This analysis indicates that additional land in the UGB is required to satisfy the City’s land needs over the planning horizon.
2. The City of Medford has selected the High Employment Growth Scenario under which the City is projected to need 1,644 net buildable acres over the 20-year planning horizon and 2,055 gross buildable acres, consisting of needed acres in the following categories:
 - a. 504 net buildable acres of Office Commercial
 - b. 589 net buildable acres of Industrial
 - c. 609 net buildable acres of Retail Commercial
 - d. 38 net buildable acres of Overnight Lodging
 - e. 315 net buildable acres of Specialized Uses
3. The City has a supply of 900 acres of vacant employment land and an additional 178 *net* acres is expected to be available in the existing UGB to meet new demand through redevelopment. Based upon the adopted High Growth Scenario, the City of Medford has a deficit of 566 *net* buildable acres which equals 708 *gross* acres of employment land. An assessment of the Comprehensive Plan designations and mapping indicates that map changes could reduce the deficit to approximately 522 *net* buildable acres and 653 *gross* acres.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

4. Medford’s employment base is shifting to a greater proportion of firms with a range of on-site activities that have traditionally been characterized as either commercial or industrial. The City’s current GLUP map distinction between Heavy Industrial and General Industrial serves a limited purpose now in the local economy and this purpose is expected to diminish over the planning horizon. The diminishing distinction is due to environmental regulations that reduce the potential for land use conflicts.
5. The City’s existing GLUP Map designation for employment lands also makes a strong distinction between commercial and industrial designations. This distinction has become less appropriate as the distribution of firm activities has shifted over time and a greater mix of commercial and industrial activities are found within individual firm operations.
6. The inadequate capacity of transportation facilities, including transit, may be a significant constraint to supplying adequate employment lands, especially commercial land.
7. Commercial uses on industrial lands are not effectively limited. The current MLDC regulates the size of individual commercial uses in industrial zones, but does not restrict the total area that can be devoted to commercial development on an industrially-planned site. Thus, it is possible to develop a large industrial site with a series of small commercial buildings and uses.
8. In the future, more people will start or carry on businesses from their homes in ways that were impossible before electronic commerce. Successful home businesses sometimes expand in ways that produce employment opportunities and contribute to the City’s tax base.
9. Businesses whose primary use is outdoor storage and outdoor sales uses, e.g., automobile sales, cover large commercial spaces, but they do not strain transportation facilities to the same extent as similar-sized indoor commercial retail land uses. The MLDC should be revised to reflect this fact.

**ECONOMIC OPPORTUNITIES—GOALS, POLICIES, AND
IMPLEMENTATION MEASURES**

GOAL: TO ACTIVELY STIMULATE ECONOMIC DEVELOPMENT AND GROWTH THAT WILL PROVIDE OPPORTUNITIES TO DIVERSIFY AND STRENGTHEN THE MIX OF ECONOMIC ACTIVITY IN THE CITY OF MEDFORD.

Policy 1-1: The City of Medford shall strengthen its role as the financial, medical, tourist, governmental and business hub of Southern Oregon and shall build on its comparative advantages in the local and regional marketplace.

Implementation 1-1(a): Partner with the business, medical and educational communities to advance common objectives.

Implementation 1-1(b): Provide incentives for businesses that pay higher wages to expand or locate in the community.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

Implementation 1-1(c): Provide incentives for businesses that produce value-added products to expand or locate in the community.

Implementation 1-1(d): Participate in joint public/private business development programs to identify opportunities for the growth of existing businesses and the attraction of new firms.

Implementation 1-1(e): Offer support to labor-training programs that match training with the personnel needs of firms now in the community or potentially relocating to the community.

Implementation 1-1(f): Provide incentives for entrepreneurial small businesses to start up and/or expand in the City.

Policy 1-2: The City of Medford shall encourage the redevelopment of underutilized employment sites.

Policy 1-3: The City of Medford shall, as appropriate under the Goal above, support the retention and expansion of existing businesses.

Implementation 1-3(a): Adopt code amendments that encourage the development of existing sites.

Implementation 1-3(b): When evaluating GLUP Map amendments, assess the potential impacts of those amendments on neighboring land uses.

Policy 1-4: The City of Medford shall strive to retain and attract firms with higher wage rates relative to other industries, as well as those with higher wage rates within their respective industry classification.

Policy 1-5: The City of Medford shall assure that adequate commercial and industrial lands are available to accommodate the types and amount of economic development needed to support the anticipated growth in employment in the City of Medford and the region.

Implementation 1-5(a): Place limits on commercial uses that are or can be permitted in industrial zones.

Implementation 1-5(b): Reduce projected deficits in employment lands by changing GLUP Map designations within the existing Urban Growth Boundary.

Implementation 1-5(c): Assist in the identification of sites for businesses that have unique site requirements.

Implementation 1-5(d): Ensure that demand projections for medium and large Commercial, Industrial and Office sites are captured in aggregate land demand projections during GLUP map amendments and/or UGB expansions.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

Implementation 1-5(e): Explore adding a Master Planned Employment or Business Park overlay district or zone designation that will allow coordinated planning of public facilities and provide unique design opportunities.

Implementation 1-5(f): Evaluate replacing the Standard Industrial Classification system of classifying permissible land uses with a system that emphasizes development pattern types (form based code) and/or broad land use categories.

Implementation 1-5(g): Consider amendments to the Municipal Code to encourage home-based occupations without negatively affecting residential areas.

Policy 1-6: The City of Medford shall maintain a competitive Short-Term (five-year) supply of employment land equal to at least one-quarter (25%) of the amount of land projected to be demanded over the twenty-year planning horizon.

Implementation 1-6(a): Conduct a Buildable Lands Inventory every five (5) years to ensure that Policy 1-6 is satisfied and the short-term supply of employment sites is adequate.

Implementation 1-6(b): Based upon the updated Buildable Lands Inventory in 1-6(a) above, complete any public facilities plan updates necessary to serve significant inventories of vacant and/or redevelopable employment lands.

Policy 1-7: The City of Medford will rely upon its High Employment Growth Scenario in the City's Economic Element twenty-year Employment Projections, Land Demand Projections, and Site Demand Projections when planning its employment land base.

Policy 1-8: The City shall balance the efficient use of public facilities, the conservation of limited land resources, the maintenance of air and water quality and compatibility with surrounding land uses.

Implementation 1-8(a): Designate land for regional commercial uses near Interstate 5 and other State Highways and designate land for community commercial uses near local arterial and collector streets.

Implementation 1-8(b): Require integrated commercial centers, rather than individual linear developments, whenever feasible.

Implementation 1-8(c): Develop location criteria and site development standards for commercial and industrial development that implement Policy 1-8.

Policy 1-9: The City of Medford shall re-evaluate existing industrial and commercial GLUP map designations to better fit current business practices.

Implementation 1-9(a): Establish a larger minimum parcel size for certain industrial zones.

Policy 1-10: The City of Medford shall identify the potential for renewable and sustainable energy related industries.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

Implementation 1-10(a): Analyze opportunities in the Medford area related to renewable and sustainable energy industries and businesses.

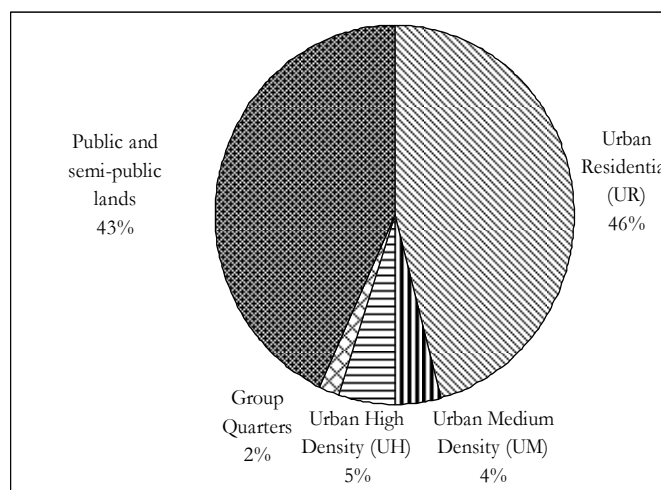
Implementation 1-10(b): Develop a partnership with regional educational institutions to provide technical assistance to renewable and sustainable energy-related industries.

HOUSING ELEMENT

Adopted 09/21/95 by Ord. 7962, Amd 12/2/2010 by Ord. 2010-250

HOUSING ELEMENT—CONCLUSIONS

- 1. The adopted forecast of population growth for 2009 to 2029 anticipates that Medford's population will grow by 35,591 people.** The fastest growing segments of the population are people nearing retirement and families with children.
- The Oregon Office of Economic Analysis's forecast projects that the number of people aged 60 and older will more than double in Oregon and Jackson County between 2000 and 2030. **Based on the forecast, Medford is likely to need additional housing for retirees, such as: multi-family units, congregate care units, single-family units, manufactured homes, and active retirement communities.**
- 3. As of January 2009, within its urban growth boundary, the development capacity of Medford's residential buildable land is 11,424 dwelling units.** About 69% of the City's residential development capacity (7,911 units) is on vacant land, with 11% on partially vacant land (1,306 units). About 11% of development capacity is on redevelopable land (1,276 units), and the remaining residential capacity is in future residential development in commercial zones and in future accessory dwelling units.
- 4. To accommodate projected population growth between 2009 and 2029, Medford will need approximately 15,050 new dwelling units.** The forecast shows that an average of 753 new dwelling units will be needed annually, which is higher than the average yearly number of building permits issued (605) over the 1996 to 2009 period.
- 5. Given its 2009 capacity and projected need, Medford does not have the capacity within its existing UGB for the additional 3,626 dwelling units needed to accommodate growth between 2009 and 2029.**
- 6. Medford will need 1,890 net residential acres, or 2,383 gross residential acres, to accommodate new housing between 2009 and 2029.** Not all of this can be accommodated within the current urban growth boundary. Therefore, Medford has a deficit of 996 gross acres in the following designations:
 - 7. The need for additional housing to meet the forecasted population growth includes all housing types.** From a plan designation perspective, deficits are present and are roughly proportional across all residential plan designations, which



**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

suggest that Medford's plan ratios for its various housing types have been appropriate and plan designations have been consumed at roughly proportionate rates. The analysis finds that new development must be 65% single-family housing types and 35% multifamily to meet the forecasted need, and the overall expected housing mix (including existing development) in 2029. The forecast finds a need for the continued ratios of 60% single family detached, 2.6% manufactured dwellings in parks, 2.6% single-family attached, 4.3% duplexes and 30.5% multi-unit.

8. **Public and semi-public uses such as parks, schools, and churches generally occur in residential designations, and are expected to continue to be located in such designations.** Based on existing development patterns, as well as park and school plans, Medford has a need for about 426 acres for public and semi-public uses over the 2009 to 2029 period.
9. **Housing affordability is a problem, particularly for low income households.** In 2009, about 33% of Medford households were considered low income.
10. **The affordability of homeownership and rentals decreased over the 2000 to 2008 period.** During this period, the median household income increased 10%, and median rent increased by 35%. Average sales prices increased by 68%. Sales prices have since been decreasing due to the current economic recession, but affordability is not expected to improve until the job market strengthens and earning potentials begin to increase.
11. **Medford's proportion of owner-occupied and renter-occupied dwellings will remain steady** between 2009 and 2029 with 57% owner-occupied and 43% renter occupied units, which was the same proportion in 2000. Increases in home sale prices and share of low-income residents suggest that Medford's homeownership rates are not expected to change substantially over the planning period.
12. **The housing needs analysis determined the need for an average residential density of 8.0 dwelling units per net acre or 6.3 dwelling units per gross acre for all lands and 6.5 per gross acre for the UGB deficits.** Average net density for residential development occurring in Medford between 1996 and 2009 was 6.8 dwelling units per net acre. For the 2009 to 2029 planning period, the needed average net density is: 5.8 dwellings per net acre for single-family detached units; 7.0 dwellings per net acre for manufactured homes in parks; and 12.5 dwellings per net acre for single-family attached units. Average net density for multi-family units is 22.5 units per acre for multi-family.
13. **Each residential plan designation in Medford will experience development in the 2009 to 2029 planning period.** Allocations largely reflect historical distributions across plan designations. However, the 20-year planning period has added and balanced allocations for the Urban Medium Density Residential plan designation.

HOUSING ELEMENT—GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES

HOUSING GOAL

To provide for the housing needs of citizens of Medford.

Buildable lands for residential use shall be inventoried and plans shall encourage the availability of adequate numbers of needed housing units at price ranges and rent levels which are commensurate with the financial capabilities of Medford households and allow for flexibility of housing location, type and density.

HOUSING POLICIES AND IMPLEMENTATION STRATEGIES

Policy 1: The City of Medford shall assess the housing needs of current and prospective residents, including the elderly, disabled, active retirees, and other groups with special housing needs, to determine development priorities and to formulate specific strategies and activities to meet those needs.

Implementation 1-A: When considering changes to the Medford *Comprehensive Plan* or *Land Development Code*, base such changes on the Housing Element adopted on December 2, 2010, particularly:

Housing Need Projection in Table 31

Forecast of Needed Housing Units in Table 37

Buildable Land Needed for New Dwelling Units in Table 39

Residential Land Deficit by Plan Designation in Table 41

Implementation 1-B: Assess compliance with Housing Element goals and policies and progress in meeting density goals. Consider actions such as:

- a) Producing an annual residential development report;
- b) Preparing a Housing Needs Analysis and Buildable Land Inventory at least every five years and utilizing it to assess housing policies and priorities;
- c) Identifying areas suitable for manufactured home parks.

Implementation 1-C: Assess policies, regulations, and standards affecting residential development and pursue amendments as needed to meet Policy 1. Assess factors such as:

- a) Residential development standards;
- b) State and federal laws regarding residential care/treatment/training facilities;

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

- c) Standards applicable to group and modified housing units;
- d) Standards applicable to retirement facilities and manufactured home parks;
- e) Assuring a mix of income levels and dwelling types, including multi-family, group, affordable, and assisted housing, throughout the City.

Policy 2: The City of Medford shall designate areas for residential development that are or will be conveniently located close to pedestrian, bicycle, and transit or high capacity transportation routes, community facilities and services, and employment to ensure that the benefits of public investment in those facilities are available to as many households as possible.

Implementation 2-A: Pursue amendments as needed to achieve transit-supportive density near current and future transit streets, especially where parks or schools are present.

Implementation 2-B: Assess and remove unnecessary local regulatory impediments to downtown housing.

Policy 3: In planning for needed housing, the City of Medford shall strive to provide a compact urban form that allows efficient use of public facilities and protects adjacent resource lands.

Implementation 3-A: Assess policies, regulations, and standards affecting residential development and pursue amendments as needed to meet Policy 3. Consider actions such as:

- a) Upzoning buildable land to medium and high density residential;
- b) Allowing neighborhood commercial activities within residential designations;
- c) Developing special area plans that support high-density and mixed-use projects;
- d) Requiring redevelopment to be at the same or higher density as the previous development;
- e) Assuring zone change locational criteria encourage a compact urban form;
- f) Assuring land division design standards and approval criteria encourage efficient use of public facilities.

Policy 4: The City of Medford shall cooperate in the development of regional urban land use policy and public investment strategies regarding provision of housing for anticipated population growth.

Policy 5: The City of Medford shall provide opportunities for alternative housing types and patterns, such as planned unit developments, mixed-uses, and other techniques that reduce development costs, increase density, and achieve projects that are flexible and responsive to the site

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

and surroundings, including the conservation and enhancement of areas having special scenic, historic, architectural, or cultural value.

Implementation 5-A: Maintain an inventory of areas suitable for preservation as open space.

Policy 6: The City of Medford shall plan for multi-family residential development encouraging that which is innovative in design and aesthetically appealing to both the residents and the community.

Implementation 6-A: Assess policies, regulations and standards affecting residential development and pursue amendments as needed to meet Policy 6. Assess for factors such as:

- a) Not inhibiting innovative residential design;
- b) Requiring adequate aesthetics and amenities in residential development;
- c) Requiring trees to be installed in residential development;
- d) Providing open space in residential development;
- e) Assuring land division design standards and approval criteria encourage thoughtful neighborhood design.

Implementation 6-B: Periodically update residential design guidelines for the Site Plan and Architectural Commission review process.

Policy 7: The City of Medford shall promote preservation of the existing housing stock and existing neighborhoods through continued support of programs related to housing rehabilitation and neighborhood revitalization.

Implementation 7-A: Conduct a neighborhood planning program, which includes activities such as:

- a) Arranging the UGB into neighborhood planning areas;
- b) Promoting development of neighborhood identities;
- c) Formulating neighborhood plans.

Implementation 7-B: Monitor housing conditions and enforce housing codes.

Policy 8: The City of Medford shall assist regional housing agencies, nonprofit organizations, private developers, and other entities in their efforts to provide affordable housing, opportunities for minorities, low- and moderate income people, and people in protected classes to gain access to housing.

Implementation 8-A: Evaluate and support affordable housing programs, such as:

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

- a) A fair housing program that includes enforcement procedures and promotional activities;
- b) Preservation and/or rehabilitation of special needs and affordable housing;
- c) Identifying public land suitable for affordable housing and land banking;
- d) Inclusionary housing required as a condition of approval for authorizations such as annexations, density bonuses, and zone changes.

Implementation 8-B: Cooperate with the Housing Authority of Jackson County and other agencies to preserve and increase their portfolio of assisted housing.

PUBLIC FACILITIES ELEMENT

Adopted 04/17/03 by Ord. 2003-134; Amd Parks, Recreation, and Leisure Services 11/4/10 by Ord. 2010-240.

Each section of the “Public Facilities Element” contains its own goals, policies, and implementation strategies.

GENERAL PUBLIC FACILITIES—CONCLUSIONS

1. The key physical facilities necessary to support urban development identified in Medford’s “Public Facilities Element” include: water service, sanitary sewer collection and treatment, and stormwater management. Specific documentation is required by state rules for these facilities.
2. Other facilities and services identified in Medford’s “Public Facilities Element” as necessary to support urbanization include: fire and emergency services, law enforcement, parks and recreation, schools, public health services, and solid waste management.
3. As a part of Medford’s *Comprehensive Plan*, the “Public Facilities Element” and the various public facility plans, are essential to the long range financial planning of capital facilities.
4. Capital improvement projects are coordinated with Medford’s “Public Facilities Element” and the various public facilities plans relative to the timing and location of public facilities.
5. In areas of the Medford Urban Growth Boundary where the timely provision of essential urban facilities and services cannot be accomplished so as to achieve minimum established service levels, a “Limited Service Area” is designated. Development within a designated Limited Service Area may be restricted until threshold levels of essential urban services can be achieved.
6. Medford’s Urban Growth Boundary is defined as the projected geographic limits of urban development needed for the planning period. Public facilities and services are planned to accommodate urban development within Medford’s Urban Growth Boundary as adopted in 1990.

GENERAL PUBLIC FACILITIES—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

Goal 1: To assure that development is guided and supported by appropriate types and levels of urban facilities and services, provided in a timely, orderly, and efficient arrangement.

Policy 1-A: The City of Medford shall provide, where feasible and as sufficient funds are available from public or private sources, the following facilities and services at levels appropriate for all land use types within the City:

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

- Water service;
- Sanitary sewers;
- Stormwater management facilities;
- Fire and emergency services;
- Law enforcement;
- Parks and recreation;
- Planning, zoning, and subdivision control.

Policy 1-B: The City of Medford shall encourage other agencies that are responsible for the planning and/or provision of public facilities and services within Medford to coordinate public facility planning consistent with Medford’s *Comprehensive Plan*. Such coordination should assure, to the greatest extent possible, the logical and efficient provision of the following public facilities and services:

- Public schools;
- Public health services;
- Justice service;
- Solid waste management;
- Energy and communication services;
- Transit services.

Policy 1-C: The City of Medford shall acknowledge its role as the principal provider of urban services within the City, and shall plan a phased improvement program that meets the service needs of individual areas of the City.

Goal 2: *To assure that General Land Use Plan (GLUP) designations and the development approval process remain consistent with the City of Medford’s ability to provide adequate levels of essential public facilities and services.*

Policy 2-A: In cases where the timely provision of essential urban facilities and services cannot be accomplished so as to achieve minimum adequate service levels, that portion of the Medford urban growth area subject to inadequate services shall be designated a **limited service area**, and any or all development may be restricted until threshold levels of essential services can be achieved. Limited service areas should be considered as priority areas for public facility planning subject to other growth and development factors. “Timely provision of essential urban facilities and services” shall mean that such services can be provided in adequate condition and capacity prior to or concurrent with development of the subject area. “Essential urban facilities and services” shall mean sanitary sewers, water systems, stormwater management facilities, and trans-

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

portation facilities. A determination of minimum adequate service levels for essential urban facilities and services shall be based on the following:

Sanitary Sewers—Sufficient to serve any proposed development consistent with the General Land Use Plan (GLUP) designation. Sanitary sewer facilities shall be considered adequate if they are consistent with the adopted sewer plan document, as interpreted by the City Engineer.

Domestic Water—Sufficient to serve any proposed development with a permanent urban domestic water system capable of supplying minimum pressure and volume for projected domestic and fire control needs consistent with the General Land Use Plan (GLUP) designation. Water facilities shall be considered adequate if they are consistent with the adopted water system plan document, as interpreted by the Water Commission Manager.

Storm Drainage Facilities—Sufficient to serve any proposed development consistent with the General Land Use Plan (GLUP) designation. Stormwater management facilities shall be considered adequate if they are consistent with the adopted storm drainage plan document, as interpreted by the City Engineer.

Policy 2-B: The City of Medford shall strive to ensure that new development does not create public facility demands that diminish the quality of services to current residences and businesses below established minimum levels.

Implementation 2-B(1): Develop thresholds and performance criteria for use in development review to gauge ability of public services to sustain growth.

Implementation 2-B(2): Coordinate capital improvement planning for public facility infrastructure with the direction, extent, and timing of growth.

Implementation 2-B(3): Establish equitable methods for distributing development costs associated with providing water, sanitary sewer, and stormwater management services and facilities.

Implementation 2-B(4): Continue to require annexation to the City as a condition of extending urban services.

WATER SERVICE—CONCLUSIONS

1. Medford’s water supply and distribution system is operated and maintained by the Medford Water Commission, which serves a large portion of the Bear Creek Valley.
2. The Medford Water Commission *Water System Plan* is a coordinated plan, consistent with applicable City of Medford and Jackson County Comprehensive Plan provisions, that provides for the expansion of urban water facilities into the middle of the twenty-first century.
3. The year 2000 capacity of the Medford Water Commission facilities is 45 million gallons per day (MGD) and can be expanded to 91.4 MGD.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

4. The Medford Water Commission main transmission lines are in good condition and should provide the system with at least 50 years of service with normal maintenance.
5. A filter expansion of 15 million gallons per day (MGD) was completed for the Medford Water Commission Water Treatment Plant in 2000, with pumping capacity to be expanded accordingly in the following years. Another 15 MGD expansion is scheduled for 2017. The 2017 upgrade can be moved forward if water use increases faster than anticipated.
6. There is one area in the Medford Urban Growth Boundary, located north of Lone Pine Road and east of Foothill Road above the 1,650-foot elevation contour, where the Medford Water Commission is able to provide only limited service. This area is designated as a Limited Service Area in the *Medford Comprehensive Plan*.
7. The Medford Water Commission has begun water conservation efforts to facilitate improved conservation efficiencies over time.
8. The “Water Fund” is the general operating fund of the Medford Water Commission, and is generated from the sale of water, the income from the sale of service extensions and improvements, and system development charges (SDCs) applied to new customers.

**WATER SERVICE—GOALS, POLICIES, AND IMPLEMENTATION
MEASURES**

Goal 1: To provide the City of Medford with high quality domestic water for consumption and fire protection, consistent with state, federal and industry standards.

Policy 1-A: The City of Medford shall assure that the water distribution system is designed and developed in coordination with the storage and transmission system, and phased to be consistent with Medford’s growth.

Implementation 1-A(1): Extend water service to areas within the Urban Growth Boundary in conjunction with annexation of those areas, and utilize the adopted Water System Plan as a factual basis in the land use decision-making process.

Policy 1-B: The City of Medford shall continue to encourage Jackson County to regulate development in the Big Butte Springs watershed to assure that wastewater and toxic substances do not endanger the source of the Big Butte Springs water supply.

Policy 1-C: The City of Medford shall support the continuing development of water conservation measures.

Implementation 1-C(1): Promote public education programs on water conservation.

Implementation 1-C(2): Establish guidelines for water conservation and actively promote use of water-conserving devices and practices.

Implementation 1-C(3): Develop water conservation measures to be imposed in the event that water supplies drop below acceptable levels.

LONE PINE/FOOTHILL LIMITED SERVICE AREA—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

Goal 1: To identify the specific geographic area that is affected by the lack of a sufficient public water system as required to develop to urban densities. The area identified includes parcels that are all or partially above the 1,650 feet elevation contour in the Lone Pine/Foothill Area and within the Medford Urban Growth Boundary.

Policy 1-A: The 1,650 foot elevation contour represents the Medford Water Commission’s present service boundary for the Lone Pine/Foothill Limited Service Area. This particular boundary identifies the Water Commission’s present service limits for providing urban water service based on existing storage and distribution facilities.

Goal 2: To manage the development of the Lone Pine/Foothill Limited Service Area in an acknowledged manner conducive to the ultimate provision of a public water system meeting urban service requirements as per the “Water System Plan for the City of Medford Water Commission, September 1999.”

Policy 2-A: Within the Medford City limits, existing parcels on January 1, 1983 designated as in the Lone Pine/Foothill Limited Service Area, are permitted to develop at a density of one single-family residence per existing tax lot. All such new development shall be serviced by an on-site private well, and, prior to the issuance of building permits, the property owner shall sign and record an agreement which runs with the land and commits same to participate in a local improvement district for the development of a public water system.

Policy 2-B: Final plats for land divisions within the City of Medford in the Lone Pine/Foothill Limited Service Area shall not be approved until a local improvement district for the development of a public water system is formed and construction commenced. However, tentative plats will be reviewed, and can be approved subject to the property owner(s) signing an agreement per Policy 2-A above. All tentative plats shall identify thereon, using City datum, the 1,650-foot elevation contour. A licensed land surveyor shall certify said contour line.

Policy 2-C: Those parcels within the Lone Pine/Foothill Limited Service Area that are only partially above the 1,650-foot elevation contour shall be permitted to subdivide and record a final plat as per City of Medford standards provided that the following is complied with:

- a) Lots that are not serviceable by a public water system due to their proximity to the 1,650-foot elevation contour shall be identified on the tentative plat, and separated from the serviceable lots by a phase line drawn and identified in a manner prescribed by the Planning Director.
- b) Prior to final plat approval for the serviceable phase of a subdivision, a final partition plat shall be prepared segregating the serviceable phase from the unserviceable phase of the subdivision as per the tentative plat. This final partition plat must be approved by the City and recorded with the Jackson County Recorder in conjunction with an agreement per Policy 2-A.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

Policy 2-D: Lone Pine/Foothill Limited Service Area land located outside the Medford City limits, but within the Urban Growth Boundary, may subdivide and develop as per Jackson County regulations. Such development proposals that exceed RR-5 (Rural Residential—5-acre minimum lot size) density are not permitted.

Policy 2-E: As a prerequisite to urban development within the Lone Pine/Foothill Limited Service Area, annexations may be approved subject to the Limited Service Area designation and policies. Upon annexation, existing County zoning may remain in effect and be administered by the City.

SANITARY SEWAGE COLLECTION—CONCLUSIONS

1. Medford’s sanitary sewer facility plans are coordinated with Jackson County and the Bear Creek Valley Sanitary Authority (BCVSA). The City of Medford and BCVSA coordinate sewage collection efforts.
2. All areas within the City of Medford are served where possible with gravity sewers.
3. There is a low level of water inflow and infiltration into the newer sections of Medford’s sewage collection system. The inflow and infiltration, however, is higher in the older sections of the collection system.
4. Medford’s monthly “Sewer Utility Fee” provides funding for the maintenance of sanitary sewer lines, manholes, and pump stations.
5. A Sanitary Sewer Collection System Development Charge (SDC) helps pay for new sanitary sewage collection facilities.

SANITARY SEWAGE COLLECTION—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

Goal 1: *To provide appropriate sanitary sewage collection facilities to serve the Medford Urban Growth Boundary.*

Policy 1-A: The City of Medford shall plan the sanitary sewage collection system to serve all new development within the City. Existing on-site septic systems shall not be permitted to remain in use if sewage collection facilities are available within 300 feet.

Policy 1-B: The City of Medford shall extend the sanitary sewage collection system within the City as development approvals occur, consistent with the *Land Development Code* and Engineering Division standards. Sewers outside the City but within the Urban Growth Boundary are constructed pursuant to the Joint Urbanization Policies and cooperative agreements with the Bear Creek Valley Sanitary Authority.

Policy 1-C: The City of Medford shall maintain and improve the existing sanitary sewage collection system through preventative maintenance and on-going replacement or rehabilitation of deteriorated lines.

SANITARY SEWAGE TREATMENT—CONCLUSIONS

1. The City of Medford has sole responsibility for the operation of the Regional Water Reclamation Facility (RWRf) for regional sanitary sewage treatment.
2. The Medford urban growth area is responsible for approximately two-thirds of the Regional Water Reclamation Facility (RWRf) inflow.
3. The 1992 *Facilities Plan for the Water Quality Control Plant* developed a long-range capital improvement program to upgrade and expand the Regional Water Reclamation Facility (RWRf) to meet needs into the twenty-first century.
4. As of Spring 2000, the Regional Water Reclamation Facility (RWRf) had a dry weather flow capacity of 20 million gallons per day (MGD).
5. Ongoing capital improvements at the Regional Water Reclamation Facility (RWRf) are designed to maintain a three-year growth cushion to accommodate development throughout the region.

SANITARY SEWAGE TREATMENT—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

Goal 1: To provide appropriate sanitary sewage treatment facilities to serve the Medford Urban Growth Boundary.

Policy 1-A: The City of Medford shall continue to operate the regional sewage treatment facilities according to the 1969 interagency agreement with Bear Creek Valley Sanitary Authority, Jackson County, and other participating cities, until such time as a new agreement is adopted.

Policy 1-B: The City of Medford shall continue expansion of the Regional Water Reclamation Facility (RWRf) capacity sufficient to provide for continued urban growth. Facility expansion should be given a high priority in capital improvement programming. In the event that necessary funding is not forthcoming, all options, including an appropriate interagency growth management program, should be explored in a timely manner, and implemented as necessary.

STORMWATER MANAGEMENT—CONCLUSIONS

1. The City of Medford operates and maintains the stormwater system, which utilizes Bear Creek and its tributary streams that eventually flow into the Rogue River, and ultimately to the Pacific Ocean. The watershed area for each tributary often extends beyond the UGB, so, in addition to the stormwater generated within the UGB, Medford must manage flow generated upstream. Similarly, areas downstream of Medford must contend with Medford's runoff.
2. The most recent public facility plan for storm drainage in Medford is the *Comprehensive Medford Area Drainage Master Plan* (Brown and Caldwell, 1996). An update of the plan (mapping project) is included in the 2002-2003 and 2003-2004 City budget.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

3. Municipalities such as Medford must strike a balance between the damages caused by flooding due to insufficient stormwater capacity and the cost of building and maintaining stormwater management facilities. A storm drainage “utility fee” provides funding to support the service of providing stormwater facilities (operation and maintenance). This fee is a monthly charge to customers based on the type of land use activity. A Storm Drainage System Development Charge (SDC) pays for new stormwater facilities needed as a result of new development.
4. Previous storm drain piping practices in Medford have left a disjointed system of above and below ground stormwater systems, and, therefore, discontinuous riparian and wetland areas. Medford’s wetlands, waterways and associated riparian vegetation are significant natural resources that contribute to the health, safety, and general welfare of the community. The stability of natural systems and community livability depend upon benefits provided by these resources. They provide protection from flooding and treatment of stormwater. Fish and other wildlife, some of which are endangered or threatened, also depend upon the water and habitat functions they provide.
5. Effective multi-objective management of Medford’s waterways, riparian areas, and wetlands will require the cooperative effort of various City departments, such as Parks, Planning, and Public Works, along with federal, state, and local agencies and organizations in addressing issues such as ownership, improvements, maintenance responsibility, public access, etc.
6. Much of Medford’s future residential development is planned to occur in the Larson Creek basin where there are slopes, oak woodlands, wetlands, irrigation canals, and several stream corridors that remain in a mostly natural condition. Stormwater management is a significant issue in this basin.
7. Development activities that include the reduction of open space and wetlands, removal of vegetative cover, addition of impervious surfaces, channelization of waterways, and terracing of hillsides can cause increases in peak stormwater flows and decreasing water quality. The result is a loss of natural stormwater storage and filtering capacity, which are important in preventing flood damage and maintaining water quality.
8. Water pollution in Medford waterways results from both “point sources” and “non-point sources”. Wastewater from a point source comes from a discernable or discrete location. Non-point source wastewater is from overland flow and includes stormwater. Bear, Crooked, Larson, and Lone Pine Creeks are listed on DEQ’s 303(d) List of Water Quality Limited Streams. These streams are listed for temperature and bacteria. Bear Creek is also listed for habitat and flow modifications.
9. Federal and state regulations require Medford’s stormwater management program to address water quality and natural resource protection objectives in addition to the traditional flood control objectives. The federal regulations that affect discharges into Medford’s waterways, originating in the Clean Water Act, are the National Pollutant Discharge Elimination System (NPDES) Stormwater Program, which addresses the effects of urbanization on stormwater, and the limitations on “total maximum daily load” (TMDL),

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

which is the maximum amount of a pollutant that may be discharged without affecting water quality to a degree that limits “beneficial uses”. The City of Medford must implement procedures consistent with the policies and best management practices (BMPs) required by NPDES regulations. Medford will also be required to reduce pollutant loads as a result of the TMDLs to be set by the Oregon Department of Environmental Quality (DEQ). A significant portion of the load reduction will have to be achieved through changes in development and stormwater management practices.

10. Bear Creek, Larson Creek, and Lone Pine Creek downstream of Biddle Road contain habitat for salmonid species, some of which are rare or endangered. As such, the waterways and riparian areas located within 50 feet from the tops of the banks are protected by the City’s Riparian Corridor Ordinance. These streams are also designated as “essential indigenous anadromous salmonid habitat” by the state. Portions of Lazy Creek may be added to this list based on ODFW fish surveys. Other waterways and riparian areas in Medford are not yet protected by local regulation.
11. Development activities permitted by the City of Medford which result in harm to a threatened or endangered species, and fall outside the provisions for “incidental take” by the federal Endangered Species Act, could result in the City being held liable. Improperly treated and/or stored stormwater could compromise salmonid recovery and also lead to an illegal “take” of an endangered species.
12. Medford’s Local Wetlands Inventory and Oregon Freshwater Wetland Assessment Methodology assessments are used to determine “locally significant wetlands”. State laws pertaining to Statewide Planning Goal 5 require protection of these wetlands through local analysis and regulation.
13. As development on slopes continues, the amount and velocity of runoff will increase, potentially causing downstream flooding and erosion-associated problems such as sedimentation. Poor development practices on hillsides can cause increased public expenditures for flood and erosion control, stormwater management, and water quality treatment. An increased amount of stream sedimentation leads to a loss of in-stream floodwater storage, resulting in widening of waterways and more flooding.
14. Urban development can be designed in a manner that protects and enhances water quality through efficient site design and best management practices (BMPs), and mitigating measures can reduce the negative impacts on water quality and quantity. On-site stormwater detention and treatment is a preferred stormwater management practice. On-site management can alter peak flows by making them smaller but extending over a longer period. It can also decrease the amount of runoff through infiltration, although much of Medford’s geology is not conducive to high rates of infiltration. Stormwater treatment requires a range of programs to be effective, including appropriate alterations to development, on-site treatment, and limitations on increases in impervious surfaces.
15. Compact development and efficient site planning can reduce water quality impacts by reducing the amount of impervious surface that would otherwise be created in a watershed. The impervious surfaces of the transportation system have negative impacts on

stormwater quality by increasing both the quantity and velocity of runoff and by collecting oil and other pollutants that are flushed into streams when it rains. Setting appropriate street designs, setting standards that limit the amount of parking, and allowing pervious surfaces where practical are methods that can address the impact of the transportation system.

STORMWATER MANAGEMENT—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

(See also the Environmental Element of the Comprehensive Plan for related goals and policies.)

Goal 1: To protect the citizens of Medford from the potential damage caused by flooding.

Policy 1-A: The City of Medford shall maintain a relevant stormwater management plan for all drainage basins within the Urban Growth Boundary, and implement it through upgrading existing facilities and providing new facilities identified in the plan through public and private development.

Implementation 1-A(1): Regularly update the stormwater management plan with the following information, particularly in conjunction with significant changes to the General Land Use Plan:

- Inventory of existing major facilities and assessment of condition
- Description/map of projects needed to support the General Land Use Plan for the planning period
- Estimate of timing and cost for the projects
- Estimate of ability to fund and funding mechanisms for the projects

Implementation 1-A(2): Maintain a stormwater management funding program, including use of system development charges, monthly service charges, developer-required construction in conjunction with new development, etc.

Implementation 1-A(3): Pursue cooperative stormwater management with Irrigation Districts having facilities in the Medford UGB.

Implementation 1-A(4): Through the development review process, require development and stormwater system improvements to comply with the standards in the current stormwater management plan.

Implementation 1-A(5): Through the development review process, secure real property or easement dedications prior to or at the time of development adequate for flood protection, conveyance of stormwater, channel access, and maintenance along waterways needed for public conveyance of stormwater.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

Implementation 1-A(6): Require stormwater facilities to be designed to safely conduct less frequent, higher flows through or around facilities without damage to the facilities.

Policy 1-B: The City of Medford shall strive to reduce new development in flood plains in order to minimize potential flood damage through their use as open space, or for agricultural, recreational, or similar uses.

Implementation 1-B(1): Evaluate current local regulations that control development in flood plains and adopt amendments where needed to potential stormwater impacts on development in such areas.

Implementation 1-B(2): Provide incentives to encourage the use of planned unit developments and other flexible site design techniques for properties containing flood plains so that these areas can be designed for open space or recreational uses.

Policy 1-C: The City of Medford shall assure that stormwater is managed (infiltrated, detained and treated) on or as close as practicable to development sites in order to reduce the impact of new development on the stormwater management system and natural streams.

Implementation 1-C(1): Require stormwater to be infiltrated onsite to the greatest extent possible through a combination of provisions, such as site design standards, that reduce impervious surfaces and protect natural areas.

Implementation 1-C(2): Develop regulations that permit the appropriate use of porous surfacing materials such as porous asphalt, modular paving, lattice concrete blocks, and porous bricks.

Implementation 1-C(3): Require stormwater detention and treatment facilities for new development, and pursue the development of area-wide stormwater detention and treatment facilities in existing developed areas, to decrease peak downstream flows and reduce the need for extensive changes to main stems of streams.

Implementation 1-C(4): Consider designing certain public parks to also serve as area-wide stormwater detention and treatment facilities, while meeting the recreational needs of the community.

Goal 2: To achieve and maintain a high level of water quality in Medford's waterways and groundwater.

Policy 2-A: The City of Medford shall protect surface and groundwater resources, including current and potential wellhead areas, from pollution through a variety of regulatory measures relating to land use, transportation, and hazardous substance management.

Implementation 2-A(1): Inventory surface and groundwater resources, including current and potential wellhead areas (groundwater areas used for drinking water).

Implementation 2-A(2): Participate in regional stormwater programs that address the Bear Creek watershed.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

Implementation 2-A(3): Develop and require the use of best management practices (BMPs) to prevent water pollution from activities that are potential pollution sources.

Implementation 2-A(4): Require the quality of stormwater leaving a site after development to be equal to or better than that leaving the site before development.

Implementation 2-A(5): Focus street and parking standards to protect and enhance water quality, such as minimizing street pavement widths, limiting the amount of parking, allowing pervious paving surfaces where practical, etc.

Implementation 2-A(6): Undertake activities to increase public awareness of techniques and practices private individuals, groups, and associations can employ to help correct surface and groundwater quality problems. These may include minimizing the use and the appropriate disposal of polluting substances, educating residents regarding the function of stormwater detention and other water quality facilities, etc.

Policy 2-B: The City of Medford shall strive to assure that both public and private development complies with applicable state and federal water quality regulations.

Implementation 2-B(1): Develop a program to comply with the National Pollutant Discharge Elimination System (NPDES) Phase II permit requirements in a timely fashion.

Implementation 2-B(2): In response to the Total Maximum Daily Load (TMDL) determinations developed for the watershed by the Oregon Department of Environmental Quality, develop an implementation plan that includes appropriate pollutant load reduction strategies.

Implementation 2-B(3): Develop a program to comply with Oregon Department of Environmental Quality requirements related to Underground Injection Control.

Policy 2-C: The City of Medford shall utilize stormwater management strategies that sustain natural streams and wetlands consistent with Environmental Element—Water Quality Section—Goal 6 and its policies and implementation strategies.

Implementation 2-C(1): Inventory and map natural features in the Medford UGB important in stormwater management planning, including waterways, wetlands, and flood plains; lands abutting significant streams; lands with significant native vegetation (woodlands, wetlands, riparian vegetation, etc.); significant slopes; and groundwater areas used for drinking water.

Implementation 2-C(2): As part of stormwater management planning, actively address issues relating to species listed as endangered or threatened.

Implementation 2-C(3): Identify sensitive habitat areas and areas that are important for the protection of water quality for public purchase and ownership or for protection through conservancy programs.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

Implementation 2-C(4): Require buffering, setback requirements, maintenance of tree canopy and vegetative cover, and other best management practices (BMPs) as necessary to enhance water resources and protect their functions.

Policy 2-D: The City of Medford shall strive to eliminate sediment entering waterways consistent with Environmental Element—Soils Section—Goal 8 and its policies and implementation strategies.

Implementation 2-D(1): Require stormwater control facilities to be designed so that the rate of discharge is equivalent to a site’s pre-development stormwater discharge for a determined storm frequency or multiple frequencies.

Implementation 2-D(2): Map constrained slopes (over 15% slope) for the purpose of creating a hillside protection overlay zone that requires utilization of special construction techniques before, during and after development that minimize erosion/sedimentation and stormwater runoff, particularly peak storm flows.

Implementation 2-D(3): Require development on slopes to be designed to preserve the vegetative cover (trees and vegetation) or mitigate its removal.

Implementation 2-D(4): Require land-disturbing activities associated with construction to employ comprehensive erosion control practices implemented in the form of an ordinance and a manual to aid developers and City staff.

Implementation 2-D(5): Require water quality control facilities to remove a specified portion of sediments (Total Suspended Solids) from the flow.

FIRE AND EMERGENCY SERVICES—CONCLUSIONS

1. The Medford Fire Department delivers fire protection and emergency services within the City of Medford.
2. Although effectiveness and productivity in the delivery of emergency services, fire prevention, public education, and emergency planning continually increases, it is recognized that Medford’s facilities, apparatus, equipment, and personnel will need to be upgraded to meet the increasing demands within the service area.
3. To provide optimal emergency response in Medford, new and relocated fire stations are planned according to population growth and development patterns, and changes in circulation patterns.
4. Medford’s Fire Department response time goals (five-minute first response and seven-minute second response to 90 percent of the population) are projected to remain the same in the future.
5. To achieve the best Insurance Services Office (ISO) rating possible and maintain and/or reduce fire insurance costs within the service area, the City of Medford can take additional steps, such as completing the fire station construction plan and providing a residential

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

sprinkler program for certain areas determined to be best served by this form of enhanced fire protection.

6. To deliver emergency services effectively and safely, the City of Medford must maintain a sufficient primary response and reserve fleet of fire protection apparatus and a sufficient inventory of tools and equipment, with funding that enables rotation and replacement of apparatus, tools, and equipment on a predetermined schedule.
7. The most current technology in emergency response dispatch and records management (Computer Aided Dispatch/Records Management System) is being utilized by the City of Medford to quickly gather and process information, deploy emergency response units, document response time information, and for strategic planning and decision making purposes.
8. Funding for fire protection comes from the City of Medford's "Fire Maintenance Fund."

FIRE AND EMERGENCY SERVICES—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

Goal 1: To deliver fire an emergency services effectively and safely within the City of Medford.

Policy 1-A: The City of Medford shall strive to maintain primary response and reserve fleets of fire protection apparatus, tools and equipment inventory, and staff sufficient to deliver emergency services effectively and safely.

Implementation 1-A(1): Provide funding that enables the Fire Department to rotate and replace apparatus, tools, and equipment on a predetermined schedule.

Implementation 1-A(2): Implement the following replacement and rotation schedule for apparatus: Apparatus shall remain in front line status for no longer than 15 years, when it shall be rotated to reserve status and replaced with new apparatus. Reserve apparatus shall remain in reserve for no longer than five years, when it shall be disposed of. Prepare a replacement and rotation schedule for tools and equipment that includes rotating them into reserve status or removing them from service.

Policy 1-B: The City of Medford shall provide staffing for the Medford Fire Department sufficient for the effective delivery of emergency services and related business functions.

Implementation 1-B(1): Add additional fire companies when statistical information indicates that the existing companies cannot provide adequate emergency response or no longer meet the demands of routine business.

Implementation 1-B(2): Maintain emergency response and routine business function statistics for human resource planning.

Goal 2: To maintain and/or reduce fire insurance costs within the City of Medford by achieving the best Insurance Services Office (ISO) rating possible, within funding capabilities.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

Policy 2-A: The City of Medford shall strive to increase its Insurance Services Office (ISO) rating while continuing to meet ISO requirements for the current ratings.

Policy 2-B: The City of Medford shall provide a residential sprinkler program for those specific areas determined to be best served by requiring this form of enhanced fire protection.

Implementation 2-B(1): Develop governing criteria for requiring installation of residential sprinkler systems in the form of a Municipal Code amendment for consideration by the City Council.

Goal 3: *To achieve the Medford Fire Department response time goals within the City of Medford.*

Policy 3-A: The City of Medford shall strive to provide fire stations in strategic locations as identified by the 1994 Medford Fire Station Location Study and any updates.

Implementation 3-A(1): Secure funding to move forward with the fire station construction plan.

Policy 3-B: The City of Medford shall strive to provide the most current technology in emergency response dispatch and records management to quickly gather and process information and deploy emergency response units, and to document response time information.

Implementation 3-B(1): Use a Computer Aided Dispatch/Records Management System (CAD/RMS) for strategic planning and decision-making. Establish funding to maintain the system and provide upgrades as technology changes or is mandated, including upgrades to software, hardware, and the underlying communications network.

Policy 3-C: The City of Medford Fire Department shall provide staff to adequately review development proposals for compliance with the Uniform Fire Code.

Implementation 3-C(1): Review development proposals to assure adequate and timely access for all necessary fire apparatus.

LAW ENFORCEMENT—CONCLUSIONS

1. Law enforcement services are delivered to Medford residents by the Medford Police Department.
2. Although effectiveness and productivity in the delivery of law enforcement, police protection, crime prevention, public education, and community policing continually increases, it is recognized that Police Department facilities, equipment, and personnel will need to be upgraded to meet increasing demands.
3. The Medford Police Department plans to continue an emphasis on community policing, which is designed to reduce and prevent crime by increasing interaction and cooperation between the Police Department and the people and neighborhoods served.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

4. The Medford Police Department response time goal is three minutes, and is projected to remain the same in the future.
5. To deliver law enforcement services effectively and safely, it is important that the City of Medford maintain a sufficient inventory of vehicles and equipment. Funding must be adequate to enable rotation and replacement on a predetermined schedule.
6. Law enforcement accounts for approximately 30 percent of the City of Medford budget. The City's General Fund provides the majority of funding. Grant funds (i.e., Department of Justice Block Grants) support additional officers and community policing projects.

LAW ENFORCEMENT—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

Goal 1: To provide a safe and secure environment for people and property in the City of Medford.

Policy 1-A: The City of Medford Police Department shall strive to provide rapid and timely response to all emergencies.

Implementation 1-A(1): Analyze and monitor current response times, and compare them to past experience, to determine the effectiveness of such factors as police staffing and community policing programs.

Implementation 1-A(2): Provide training to certify personnel in First Aid and Cardio-pulmonary Resuscitation (CPR).

Implementation 1-A(3): Maintain, train, and equip special response teams for extraordinary or extremely hazardous emergency incidents.

Policy 1-B: The City of Medford Police Department shall strive to control and/or intervene in conduct recognized as threatening to life and property.

Implementation 1-B(1): Provide on-scene services to restore the peace and prevent further injury to life or property.

Implementation 1-B(2): Identify evolving crime patterns; particularly those involving career criminals, and study methods to further enhance community-oriented policing.

Implementation 1-B(3): Enhance investigation and victim services abilities by providing advanced officer training.

Implementation 1-B(4): Continue and enhance property protection programs in the commercial and industrial sectors.

Implementation 1-B(5): Identify geographical areas or population groups experiencing noticeable crime victimization to improve effectiveness of crime prevention efforts, and commit resources, as appropriate, to these areas.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

Policy 1-C: The City of Medford Police Department shall continue to provide investigative services directed toward successful prosecution of criminal offenders.

Implementation 1-C(1): Enhance the success of follow-up investigation and subsequent court presentation by providing quality preliminary investigations and case management.

Implementation 1-C(2): Document factors that help solve major crimes and monitor the effectiveness and efficiency of the investigative process.

Implementation 1-C(3): Continue and enhance the investigator/victim/ witness relationship and maintain a cooperative liaison with the prosecuting attorney.

Policy 1-D: The City of Medford shall strive to coordinate law enforcement planning with local, regional, state and federal plans.

Implementation 1-D(1): Establish and maintain liaison relationships and, as appropriate, agreements for mutual aid, with local, state and federal emergency response and planning agencies.

Implementation 1-D(2): Participate in major disaster preparedness planning at all levels of government.

Goal 2: *To increase and maintain public confidence in the ability of the City of Medford to provide quality law enforcement services.*

Policy 2-A: The City of Medford Police Department shall strive to maintain an open channel of communication with community members.

Implementation 2-A(1): Assess community needs and expectations on an ongoing basis and report periodically to the City Council regarding citizen complaints and citizen commendations received by the Communication Advisory Committee.

Policy 2-B: The City of Medford Police Department shall strive to aid those who cannot care for themselves (intoxicated, addicted, mentally ill, physically disabled, the young, the old, etc.) and provide crisis intervention and conflict management as appropriate.

Policy 2-C: The City of Medford Police Department shall strive to reduce crime by strengthening the police/community partnership.

Implementation 2-C(1): Continue and enhance neighborhood-based crime prevention activities and programs (i.e., Neighborhood Watch) designed to reinforce positive juvenile behavior, prevent juvenile delinquency and encourage citizen involvement.

Implementation 2-C(2): Continue and enhance programs designed to prevent and reduce drug and alcohol abuse, as well as school violence, including joint education programs with city schools, such as the School Resource Officer program.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

Implementation 2-C(3): Evaluate the potential for a Police Athletic League or other variety of police/youth programs to allow further police/juvenile interaction and to offer a positive action alternative to children.

PARKS, RECREATION, AND LEISURE SERVICES—CONCLUSIONS

The following are conclusions about the provision of parks, open space and leisure services in Medford drawn from public involvement activities, a community needs assessment, and analysis of existing facilities and operations. These conclusions provide a foundation for the Parks Goals, Policies, and Implementation Strategies.

1. Medford's population is growing rapidly and will continue to do so over the planning period of 2005 to 2030. This population increase is the primary reason for the increasing demands for parks and recreation services.
2. In the past, the City has shown great vision in acquiring and developing park and recreation facilities to meet the growing need. As Medford grows, the City will need to meet existing financial challenges in order to build new parks, facilities, and paths/trails and adequately maintain current ones.
3. Medford is a very active community, with higher measured recreation participation levels than the average of other Northwest cities surveyed. This level of participation would support an expansion of recreation programs and facilities to meet existing and future community needs.
4. The basic concept of the proposed park system is to assure that every neighborhood in Medford is served by a neighborhood or community park. Thirteen additional neighborhood parks and five community parks are needed to meet community needs in the years 2005-2030. Some of the facilities are not on the 2009 25-year Project List because the city will not support a park system development fee large enough to include all proposed park facilities.
5. Of all park and recreation services, surveyed residents mostly want the City to upgrade existing parks, provide more sports fields, and develop a city-wide path/trail system.
6. The City of Medford is a significant provider of recreational programs in the region. Programs and services need to be expanded in nearly all areas, especially for youth, teens, and seniors, to meet increasing community needs.
7. To increase program participation, recreation programs could be expanded in several areas identified by survey respondents, including arts and crafts, cultural arts, concerts, special events, and family activities.
8. Recreation programs are often subsidized by the City to keep programs affordable. According to the results of the survey, residents would like program subsidies to continue, particularly for youth and seniors. However, recreation programming must be more cost-effective.
9. Future park and recreation services in Medford must reflect the needs of a changing population. Medford has an above average and increasing proportion of senior citizens.
10. The City needs to replace the deteriorating swimming pools at Hawthorne Park and Jackson Park.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

11. While Prescott Park is valued as a natural area, community residents want park access improved, with overlooks/viewpoints and trailheads developed at the site.
12. Medford has several creek corridors that offer exceptional recreation and conservation opportunities.
13. By the year 2030, Medford will need an additional 15 miles of paved paths and 11 miles of trails. A system of recreational trails, paths, and bikeways would provide a safe place for walking, biking, and non-motorized transportation.
14. City of Medford General Fund, grants, and donations are the primary sources of funding for improvements, maintenance, and the expansion of facilities in existing parks.
15. An increase in the use of concessionaires in the City's parks would generate needed revenue for the park and recreation system, while providing user support services and business opportunities.
16. Parks System Development Charges (SDCs) are an important source of funding for the acquisition and development of new parks and open space areas. Since SDCs are paid by new residential development, the fees are meant to fund capacity enhancement projects. The City regularly updates its SDC methodology and increases the SDC rate for all housing units. SDC funds will be particularly important to fund new parkland in Southeast Medford, where the City is rapidly growing.

PARKS, RECREATION, AND LEISURE SERVICES—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

The goals, planning policies, and implementation strategies listed below create a framework for the realization of the Parks Element and also will help measure its success.

Goal 1: To provide for a full range of recreational activities and opportunities to meet the needs of all residents of Medford.

Policy 1-A: The City of Medford shall use the Parks Element as a factual basis in the land use decision-making process.

Policy 1-B: The City of Medford shall recognize the social and economic value of other providers in the City and nearby county, state, and national recreation resources that provide recreation for Medford residents, create tourist expenditures within the City of Medford, and attract businesses and industries to the City.

Implementation 1-B (1): Provide park and recreation programs that complement nearby county, state, and national recreation resources.

Implementation 1-B (2): Pursue partnerships as a key means for leveraging community resources and minimizing duplications of effort.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

Policy 1-C: The City of Medford shall be a primary provider of recreation programs and services community-wide.

Implementation 1-C (1): Provide park and recreation facilities to support community programming needs.

Implementation 1-C (2): Expand the City's role as a primary provider of recreation programs and services and increase programming to meet changing demographics and growing community needs.

Implementation 1-C (3): Establish more revenue-generating programs to increase program funding to help fund or subsidize other programs and services.

Implementation 1-C (4): Provide a new water park to generate additional revenue and to meet a growing, community-wide demand for aquatic services.

Implementation 1-C (5): In the long-term, consider an indoor recreation center/aquatic facility to help meet future community needs for swimming, gymnasium, and programming space.

Implementation 1-C (6): Consider other financing approaches, including a general obligation bond, to fund the development of additional facilities and significant park upgrades.

Policy 1-D: The City of Medford shall provide park land and facilities conveniently located and economically accessible to all members of the community.

Implementation 1-D (1): Locate parks and facilities in underserved areas.

Implementation 1-D (2): Provide program services to all ages, abilities, and economic and cultural backgrounds.

Implementation 1-D (3): Offer programs at a range of costs (free, low-cost, full price) and implement other strategies to ensure program affordability, while meeting city financial goals.

Implementation 1-D (4): Implement the *Southeast Medford Area Plan Map* with regards to greenway paths/trails, parks, and recreation facilities.

Goal 2: *To preserve natural resources in the Medford Urban Growth Boundary that provide open space or have unique recreational potential, encouraging development with parks and recreation facilities if appropriate.*

Policy 2-A: The City of Medford shall emphasize acquiring park land having natural features or resources that need protection or are of significant interest to the public.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

Implementation 2-A (1): The City should seek to acquire riparian corridors where feasible to protect these natural resources and to offer potential sites for path/trail development.

Implementation 2-A (2): Develop effective natural resource management plans for significant natural areas within parks and other City-owned or controlled lands, such as oak savanna, riparian areas, and wetlands, to identify management priorities and to guide acquisition, development, and restoration decisions.

Policy 2-B: The City of Medford shall give special consideration to the Bear Creek corridor in order to protect this dynamic natural and recreational resource for the enjoyment of present and future generations.

Implementation 2-B (1): Directly and/or cooperatively acquire and plan appropriate park and recreation sites and public access along the Bear Creek corridor.

Policy 2-C: The City of Medford shall give special consideration to Prescott Park in order to protect this dynamic natural and recreational resource and most significant scenic view for the enjoyment of present and future generations.

Implementation 2-C (1): Follow the recommendations of the *Prescott Park Management Plan* and regularly update the *Plan*.

Implementation 2-C (2): Pursue land additions to Prescott Park when opportunities become available.

Implementation 2-C (3): Pursue inclusion of Prescott Park in the Medford Urban Growth Boundary for eventual inclusion within the City of Medford.

Implementation 2-C (4): Increase access and public enjoyment of Prescott Park by developing appropriate facilities to enhance appreciation of natural resources, the outdoors, and Medford's unique environment. Until included within the Medford Urban Growth Boundary, improvements within Prescott Park must comply with Jackson County land use regulations, as well as state rules and statutes, which may limit the extent of improvements on land outside of UGBs.

Goal 3: *To provide an interconnected park and recreation system that is well integrated with the community.*

Policy 3-A: The City of Medford shall seek to develop a major intra-community system of paths to provide linkages between parks, neighborhoods, community facilities, schools, and open space sites.

Implementation 3-A (1): Seek links to other transportation methods, such as developing parks along bus routes or encouraging bus transit to serve the parks.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

Implementation 3-A (2): Develop a detailed path and trails plan to recommend routes for meeting future community needs for an additional fifteen miles of paths and 11 miles of trails by the year 2030.

Policy 3-B: The City of Medford shall seek to acquire natural and other corridors to link parks and open space throughout the community.

Implementation 3-B (1): Develop a long-range public open space plan that provides for an interconnected system of creek corridors, greenways, wetlands, and other significant natural resource areas.

Implementation 3-B (2): Acquire missing links in corridors and parcels that are contiguous to other public open spaces to provide maximum benefits for recreation and wildlife.

Goal 4: *To coordinate park and recreation planning, acquisition, maintenance, and development in the City of Medford to serve a broad spectrum of citizen and institutional interests.*

Policy 4-A: The City of Medford shall design and maintain parks and recreation facilities in a safe, attractive manner, to serve as positive amenities for the community and the neighborhoods in which they are located.

Implementation 4-A (1): Adopt and utilize the *Guidelines for Site Selection and Development* in the acquisition and/or development of parks within each park classification.

Implementation 4-A (2): Implement a consistent park signage program for use throughout the system and install signage where needed.

Policy 4-B: The City of Medford shall evaluate and design park and recreation facilities to minimize operation and maintenance costs.

Implementation 4-B (1): Include projected maintenance costs in design proposals for parks and recreation facilities.

Implementation 4-B (2): Consider maintenance costs, including transportation and loading/unloading of equipment, before acquiring park sites smaller than one acre.

Policy 4-C: The City of Medford shall define and standardize maintenance procedures, including cost estimates for maintaining Medford parks, recreation facilities, and beautification areas.

Implementation 4-C (1): Allocate an average minimum maintenance cost per acre annually for maintenance of each park type and increase maintenance funds using this guideline as new parks are added to the City's system.

Implementation 4-C (2): Develop an Integrated Pest Management Plan to define use of herbicides and pesticides on City-owned or controlled properties.

Implementation 4-C (3): Develop a parks maintenance management plan that defines maintenance levels, performance standards, and budget allocation.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

Policy 4-D: The City of Medford shall encourage joint acquisition and use of contiguous school and park sites for recreational purposes that are beneficial to both City and School agencies.

Policy 4-E: The City of Medford shall work with partner agencies, especially schools, to help meet demand for indoor and outdoor sports facilities.

Implementation 4-E (1): Develop and maintain inventories and evaluations of shared sports facilities.

Implementation 4-E (2): Continue partnering with the school districts to ensure community access to school gymnasiums and other sports facilities.

Policy 4-F: The City of Medford shall allow compatible, revenue-producing concession facilities and services within parks that enhance visitor use and enjoyment of the City's parks.

Policy 4-G: The City of Medford shall have a parks planning process that implements the park uses described herein.

Implementation 4-G (1): Investigate development of objective land use and siting review criteria.

Goal 5: *To maintain and enhance community livability in Medford by promoting the aesthetic quality of the urban environment.*

Policy 5-A: The City of Medford shall recognize trees as valuable amenities that contribute to the livability of our city through the proper selection, placement, preservation and maintenance of trees along our streets, in open spaces, and in parks.

Implementation 5-A (1): Develop a tree protection ordinance for adoption by the City Council.

Implementation 5-A (2): Develop a street tree ordinance for adoption by the City Council.

Implementation 5-A (3): Provide a mechanism for a tree recognition program.

Policy 5-B: The City of Medford shall require the provision and continued maintenance of appropriate landscaping in conjunction with new development.

Policy 5-C: The City of Medford shall encourage the establishment of public art in parks, on public grounds, and in public buildings.

Implementation 5-C (1): Investigate mechanisms for displaying art in public places.

SOLID WASTE MANAGEMENT—CONCLUSIONS

1. The City of Medford is required to participate in the preparation and implementation of a regional solid waste management plan developed through a cooperative effort by local

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

- governments and the private sector, in compliance with the state solid waste management plan.
2. The most critical solid waste management issues facing the City of Medford and the region are future landfill capacity, rate stabilization, and adequacy of closure funds. A coordinated regional public/private strategy will be needed to address landfill closures and long-term remediation of closed landfills.
 3. The Dry Creek Landfill, located approximately two miles northeast of the Medford Urban Growth Boundary adjacent to Prescott Park, is the solid waste facility serving Jackson and Josephine Counties.
 4. Private waste disposal companies in the region fund the cost of solid waste pickup and disposal through “tipping” fees, which are usually based on the weight of the waste.
 5. Waste prevention must be the initial goal in solid waste management planning, particularly to assure cost-effectiveness. Public/private efforts to develop, implement, and fund innovative, cost-effective waste prevention and recycling activities are needed, with a commitment to making such activities a part of daily decisions and business practices.
 6. The City of Medford can educate and lead through good example by purchasing durable, reusable, repairable, recycled, and recyclable products, by participating in recycling, and by educating employees about waste prevention and recycling in the workplace.
 7. Jackson County met its 1998 waste recovery rate goal of 25 percent set by the state plan. The current statewide recycling goal is to have 50 percent of materials recovered.
 8. Additional recycling efforts needed in the region include expanded industrial, commercial, and institutional collection, especially for office paper and food waste (the commercial sector generates 60 percent of the waste in the region, with only a 12 percent recovery rate); expanded drop-off collection; expanded multiple-family collection; and expanded yard waste collection with non-energy options for diverted yard waste, more sites for accepting such waste, and increased marketing of the final products.
 9. A solid-waste transfer station located on Table Rock Road in White City, plays a significant role in the region’s waste reduction and recycling ability.
 10. Planning is needed to assure compatibility between the development and use of the Dry Creek Landfill and Prescott Park.

**SOLID WASTE MANAGEMENT—GOALS, POLICIES, AND
IMPLEMENTATION MEASURES**

Goal 1: To achieve a cost-effective, locally controlled, technologically feasible, environmentally sound, and publicly acceptable solid waste management system for the City of Medford.

Policy 1-A: The City of Medford shall support and promote compliance with state and County solid waste management plans.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

Policy 1-B: The City of Medford shall participate in the implementation of the regional solid waste management plan developed through a cooperative effort of local governments and the private sector.

Implementation 1-B(1): Provide City technical staff assistance, as appropriate, to ongoing interagency committees dealing with solid waste management.

Policy 1-C: The City of Medford shall review City policies and ordinances governing the siting, permit review process, and development standards for those solid waste system facilities that may be needed within the Medford Urban Growth Boundary in the future.

Policy 1-D: The City of Medford shall continue to carry out a program that effectively addresses illegal dumping of solid waste.

Policy 1-E: The City of Medford shall assure that appropriate measures are taken to secure compatibility between the development and use of the Dry Creek Landfill and Prescott Park.

Goal 2: *To achieve a steady long-term decrease in the per-capita amount of solid waste being disposed of in landfills by the residents of Medford.*

Policy 2-A: The City of Medford shall strive to manage the City's solid waste according to the state management hierarchy of reduce, reuse, recycle, compost, recover energy, incinerate, and landfill.

Policy 2-B: The City of Medford shall cooperate in public/private efforts to develop, implement, and fund innovative, cost-effective waste prevention and recycling activities and programs.

SCHOOLS—CONCLUSIONS

1. The City of Medford and its urban growth area is served by the Medford 549C and Phoenix-Talent school districts.
2. The location and development of school facilities can affect neighborhood formation and traffic patterns.
3. Cooperative agreements have existed for several years between the Medford and Phoenix-Talent School Districts and the City of Medford with respect to joint development of school parks.
4. Funding for public schools comes primarily from state income taxes and state lottery proceeds (70 percent), with local property taxes making up the remaining funds.
5. As demographic trends change, so too do the geographic demands for various types of school facilities. Through careful and continuing analysis of demographic data, and coordination with local governments such as the City of Medford, school districts can keep pace with the changing demand for the facilities and services they provide.

SCHOOLS—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

Goal 1: To support excellent public education for Medford’s citizens.

Policy 1-A: The City of Medford will cooperate with Medford School District 549C and Phoenix-Talent School District in providing public improvements and services needed to support adopted educational programs, and urge the school districts to participate actively in the City’s comprehensive planning and development review process.

Goal 2: To utilize Medford public school facilities as positive community assets.

Policy 2-A: The City of Medford shall strive to minimize the costs of schools and parks by continuing the practice of joint location, acquisition, and use of sites for both schools and parks.

Policy 2-B: The City of Medford shall encourage the use of schools as an integral part of the community by urging the school districts to allow community use of school facilities when the uses do not conflict with the primary use of the school facility.

HEALTH SERVICES—CONCLUSIONS

1. Medford is the regional center for health services for southern Oregon and a portion of northern California.
2. The presence of high quality health care facilities influences people’s decisions to visit and relocate to the Medford area.
3. Health services in the Medford planning area appear to be adequate for the present and into the foreseeable future.
4. Health care institutions, local jurisdictions, and the communities they represent are best served when they participate together in planning for future public facilities and services.

HEALTH SERVICES—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

Goal 1: To support the provision of adequate health services and facilities to meet the needs of the people within the Medford Urban Growth Boundary and the region.

Policy 1-A: The City of Medford shall strive to provide transportation, utilities, and other public facilities and services needed to support health care facilities within the Urban Growth Boundary, consistent with the health care facilities’ growth requirements.

Policy 1-B: The City of Medford shall encourage cooperation among local, state, federal, and private agencies in planning and providing for health and related social services.

Policy 1-C: The City of Medford shall encourage the development and/or expansion of health services to meet regional as well as local needs.

TRANSPORTATION SYSTEM PLAN ELEMENT

Adopted 11/20/03 by Ord. 2003-299; Amd 12/16/04 by Ord. 2004-258; Amd 10/1/08 by Ord. 2008-206

TRANSIT ORIENTED DISTRICT—CONCLUSIONS

- Each TOD area has unique opportunities and issues and designing a one-size fits all TOD overlay is not likely to be effective.
- The Southeast TOD could focus on housing to attract buyers interested in a different sort of housing market.
- The Central City TOD already contains the type of development that the other TOD areas are trying to achieve and the strategy for this TOD area should focus on the strength of the existing development while creating new housing opportunities to draw more people to the area.

OVERALL TRANSPORTATION SYSTEM—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

GOAL 1: To provide a multi-modal transportation system for the Medford planning area that supports the safe, efficient, and accessible movement of all people and goods, and recognizes the area's role as the financial, medical, tourism, and business hub of Southern Oregon and Northern California.

Policy 1-A: The City of Medford shall manage projected travel demand consistent with community, land use, environmental, economic and livability goals.

Implementation 1-A(1): Utilize the projections in the *Regional Transportation Plan* (RTP) regarding projected travel demand over the 20-year planning period in managing the transportation system.

Implementation 1-A(2): Utilize the *Medford Comprehensive Plan*, including the land use plan covering the 20-year planning period, in managing transportation system.

Implementation 1-A(3): Design and improve arterial streets so that the minimum overall performance during peak travel periods meets Level of Service “D.”

Implementation 1-A(4): Consider revisions to the City's concurrency ordinance to manage development-related traffic impacts consistent with other community goals.

Policy 1-B: The City of Medford shall use the *Transportation System Plan* as the legal basis and policy foundation for decisions involving transportation issues.

Implementation 1-B(1): Utilize the *Medford Transportation System Plan* to identify the measures and programs to be undertaken to increase mobility for all travel modes, includ-

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

ing implementing standards and ordinances, and design standards and construction specifications for capital construction projects that are consistent with the Plan.

Implementation 1-B(2): Update the *Medford Transportation System Plan* as necessary to remain consistent with regional and statewide plans and laws.

Implementation 1-B(3): Coordinate transportation planning and construction with appropriate agencies.

Implementation 1-B(4): Adopt the *Regional Transportation Plan* (RTP) by reference in the *Medford Comprehensive Plan* to the extent that this Plan is consistent with the *Medford Transportation System Plan*. Where inconsistencies exist, the City shall work cooperatively with the Rogue Valley Metropolitan Planning Organization (RVMPO) to resolve differences.

Implementation 1-B(5): Require *Comprehensive Plan*, *Land Development Code*, and Zoning Map amendments to contain findings that show how the action is in conformity with the adopted tenets of the *Medford Transportation System Plan*.

Implementation 1-B(6): Include projects and programs adopted in the *Medford Transportation System Plan* that are of regional or statewide significance, or that require the use of state or federal funding, within the Regional Transportation Improvement Program and State Transportation Improvement Program.

**OVERALL TRANSPORTATION SYSTEM—FUNDING—GOALS,
POLICIES, AND IMPLEMENTATION MEASURES**

Policy 1-C: The City of Medford’s top priority for the use of transportation funds shall be to address the maintenance, operational, and safety needs of the transportation system.

Implementation 1-C(1): Utilize a street utility fee as the primary funding source for street system operations and maintenance activities and utilize state highway fuel tax funds to meet the financial requirements of the street operations and maintenance program.

Implementation 1-C(2): Participate in cooperative agreements with state and local jurisdictions for maintenance and operations activities, based on equitable determinations of responsibility and benefit.

Implementation 1-C(3): Pursue federal, state, and private grants to augment operations and construction.

Policy 1-D: The City of Medford’s second priority for the use of transportation funds shall be to maximize efficient use of the existing transportation system through use of Transportation System Management (TSM) and Transportation Demand Management (TDM) measures prior to expending transportation funds on capacity improvements.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

Implementation 1-D(1): Utilize transportation demand management measures as the first choice for accommodating travel demand and relieving congestion in a travel corridor, before street widening projects are undertaken.

Policy 1-E: The City of Medford’s third priority for the use of transportation funds shall be to fund capital improvements that add capacity to the transportation system. These improvements shall be prioritized based on availability of funds, reducing reliance on the automobile, improving safety, relieving congestion, responding to growth, and system-wide benefits.

Implementation 1-E(1): Give priority to funding projects that most increase capacity and relieve congestion, such as intersection improvements as opposed to general street widening, consistent with the adopted level of service (LOS) standards.

Implementation 1-E(2): Require new development to mitigate its impacts on the transportation system through on-site system improvements consistent with the TSP required as conditions of approval. Also require off-site improvements consistent with the TSP when they can be found to be proportional to the impacts on the transportation system (“Dolan finding”).

Implementation 1-E(3): Collect transportation system development charges (SDC’s), as defined by *Oregon Revised Statutes* and local ordinances, to mitigate impacts of new development on area-wide transportation facilities in the Medford planning area.

Implementation 1-E(4): Utilize the projects and needs identified in the *Medford Transportation System Plan* as the basis for selecting and prioritizing transportation improvement projects in the Capital Improvement Program and into regional and state transportation improvement programs, consistent with the adopted goals and policies of the *Medford Comprehensive Plan*.

Implementation 1-E(5): Seek federal funding for capital improvements through participation in the Rogue Valley Metropolitan Planning Organization (RVMPO) or other designated distribution process as provided in federal transportation legislation.

Implementation 1-E(6): Utilize the sale of bonds as a means to finance capital improvements to the transportation system. Select such projects through authorization by the City Council or a vote of the citizens of the City.

Implementation 1-E(7): Investigate establishing a trust fund account for acquisition of property for future right-of-way opportunities

STREET SYSTEM—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

GOAL 2: *To provide a comprehensive street system that serves the mobility and multi-modal transportation needs of the Medford planning area.*

STREET SYSTEM—CLASSIFICATION—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

Policy 2-A: The City of Medford shall classify streets so as to provide an optimal balance between mobility and accessibility for all transportation modes consistent with street function.

Implementation 2-A(1): Utilize the Medford Street Functional Classification Plan Map of the *Medford Transportation System Plan* to identify land for public rights-of-way and to give advance notice to property owners and citizens regarding future expansions of the street system.

Implementation 2-A(2): Provide a grid network of higher order (i.e., Arterial and Collector) streets that link the central core and major industrial areas with major highways and that connect with each other and the lower order street system.

Implementation 2-A(3): Provide a grid network of interconnected lower order (local) streets that disperses traffic and supplies connections to higher order streets, employment centers, and neighborhood activity centers, and provides appropriate emergency access.

Implementation 2-A(4): Develop and adopt conceptual Neighborhood Circulation Plans as stand alone plans or as part of neighborhood or area plans to be implemented as development of these areas occurs. Such Plans shall indicate the function of proposed streets and design standards needed to minimize disruption of existing neighborhoods while assuring adequate access commensurate with the intensity of planned new development and redevelopment. Such plans shall also identify key neighborhood destinations and an interconnected system of bicycle and pedestrian facilities to serve these destinations, as well as to connect with areas outside of the neighborhood.

Implementation 2-A(5): Develop a system of Collector and local residential streets that have adequate capacity to accommodate planned land uses, but preserve the quiet, privacy, and safety of neighborhood living by staying within their capacity.

Policy 2-B: When classifying streets, the City of Medford shall consider impacts to neighborhood livability. Prior to upgrading a street classification in a residential area to a higher order classification, the City shall consider alternatives that would preserve the livability of the affected residential neighborhood, and, if reclassification proceeds, shall consider mitigation measures.

Implementation 2-B(1): Apply the following measures to mitigate noise, aesthetic, and safety impacts when streets that are adjacent to or bisect residential areas are reclassified and constructed to Collector or Arterial street standards: (a) Connect affected residential areas to other areas of the community with safe and efficient bicycle and pedestrian improvements; and (b) Consider mitigation measures to physically buffer the affected residential areas from traffic noise. These may include installation of major landscape/streetscape components such as landscaped buffers, walls or fencing, tree plantings, and the creation of open spaces.

STREET SYSTEM—DESIGN—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

Policy 2-C: The City of Medford shall design the street system to safely and efficiently accommodate multiple travel modes within public rights-of-way.

Implementation 2-C(1): Apply the street design standard that most safely and efficiently provides multi-modal capacity respective to the functional classification of the street, mitigating noise, energy consumption, neighborhood disruption, economic losses, and other social, environmental, or institutional disruptions. Use of adopted neighborhood plans should determine the specific look and character of each neighborhood and its street system.

Implementation 2-C(2): Limit Major Arterial streets to a total cross-section width of no more than five travel lanes, except at intersections. Accommodate travel demand that would otherwise require a width of more than five lanes through increased system connectivity, transit service, use of transportation demand management (TDM) strategies, and other alternative modes of transportation.

Implementation 2-C(3): Require pedestrian/bicycle access ways when there is not a direct street connection, to pass through long blocks, or to connect cul-de-sac streets with nearby streets, or to connect to nearby bicycle paths, etc. to create more direct non-motorized access where appropriate.

Implementation 2-C(4): Involve affected citizens in an advisory role in transportation project design.

Implementation 2-C(5): Design the transportation system with consideration of the needs of persons with disabilities by meeting the requirements in the Americans with Disabilities Act (ADA).

Implementation 2-C(6): Assure that the design and operation of the transportation system allows for the safe and rapid movement of fire, medical, and police vehicles.

Implementation 2-C(7): Require new development and redevelopment projects, as appropriate, to connect to and extend local streets to planned future streets, to neighborhood activity centers, such as parks, schools, and retail centers, to transit routes, and to access adjoining undeveloped or underdeveloped property.

Implementation 2-C(8): Require new development and redevelopment projects to include accessibility for all travel modes and coordinate with existing and planned developments.

Implementation 2-C(9): Limit cul-de-sac streets, minimum access streets, and other “dead end” development to situations where access cannot otherwise be made by a connected street pattern due to topography or other constraints.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

Implementation 2-C(10): Adopt maximum block length standards for local streets to assure good circulation.

Implementation 2-C(11): Incorporate into the *Medford Land Development Code* standards to govern the spacing of street intersections, signal installation, driveway access, and sight distance.

Policy 2-D: The City of Medford shall balance the needed street function for all travel modes with adjacent land uses through the use of context-sensitive street and streetscape design techniques.

Implementation 2-D(1): Identify unique street design treatments, such as boulevards or “main” streets, through the development and use of special area plans, neighborhood plans, or neighborhood circulation plans adopted in the *Medford Comprehensive Plan*.

Implementation 2-D(2): Utilize design techniques for local streets, such as reduced widths and lengths, curb extensions, and other traffic calming measures, to lower vehicular speeds, provide a human-scale environment, facilitate pedestrian crossing, and minimize adverse impacts on the character and livability of neighborhoods and business districts, while still allowing for emergency vehicle access.

Implementation 2-D(3): When designing new or reconstructed streets, make adjustments as necessary to avoid valuable topographical features, natural resources, historic properties, schools, cemeteries, significant cultural features, etc. that affect the livability of the community and the surrounding neighborhood.

Policy 2-E: The City of Medford shall design to enhance livability by assuring that aesthetics and landscaping are a part of Medford’s transportation system.

Implementation 2-E(1): Incorporate aesthetic streetscape features into public rights-of-way, such as street trees, shrubs, and grasses; planting strips and raised medians; street furniture, planters, special lighting, public art, and paving materials which include architectural details.

Policy 2-F: The City of Medford shall bring Arterial and Collector streets up to full design standards where appropriate, and facilitate improving existing local streets to urban design standards where appropriate.

Implementation 2-F(1): Balance the needs of pedestrians, bicyclists, and motor vehicles when reconstructing streets that cannot meet full functional classification standards.

STREET SYSTEM—TRANSPORTATION DEMAND MANAGEMENT— GOALS, POLICIES, AND IMPLEMENTATION MEASURES

Policy 2-G: The City of Medford shall undertake efforts to reduce per capita vehicle miles traveled (VMT) and single-occupancy vehicle (SOV) demand through transportation demand management (TDM) strategies.

Implementation 2-G(1): Promote the use of alternative commute options to reduce motor vehicle travel generated by employment sites and schools by serving as an institutional model for the community through participation in the Transportation Management Association (TMA), providing incentives for City of Medford employees to utilize transportation demand management (TDM) strategies, and actively participating in local, state, and national TDM activities, such as Car Free Day. (Examples of TDM strategies include free or subsidized bus passes, trip reduction planning, compressed work weeks, telecommuting options, flexible work schedules, ride matching for car/van pools, customer and employee parking management, guaranteed rides home in emergencies, indoor bicycle storage, shower/locker facilities, etc.)

Implementation 2-G(2): Encourage employers to design and implement trip-reduction plans, including strategies that encourage use of alternative transportation modes, discourage commuting in single occupancy vehicles, and promote telecommuting and the use of work hours that do not contribute to peak-hour congestion. Encourage private sector employers to take advantage of tax incentive programs for transportation demand management efforts. Encourage the formation of employer transportation management associations that allow the pooling of resources in implementing trip reduction plans, such as guaranteed emergency ride home and vanpool programs.

Implementation 2-G(3): Support and assist the efforts of the Rogue Valley Transportation District in maintaining a regional transportation demand management (TDM) program, which includes such components as a rideshare matching program, carpool/vanpool matching, park-and-ride lots, and information regarding transit service, bicycle routes, telecommuting, etc.

Implementation 2-G(4): Participate in public outreach to raise awareness about the use of transportation demand management (TDM) strategies, such as periodic newsletters for decision-makers, employers, schools, organizations, and individuals; information handouts at appropriate public events; advertising and public service announcements; school outreach; services for employers; and recognition for TDM efforts. Actively market to groups having the greatest potential for reducing single occupancy vehicle trips, such as large employment sites and commuting students.

Implementation 2-G(5): Encourage school districts to promote and utilize walking, bicycling, and school busing whenever possible to reduce motor vehicle trips needed to transport students to and from classes and events.

STREET SYSTEM—TRANSPORTATION SYSTEM MANAGEMENT AND SAFETY—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

Policy 2-H: The City of Medford shall manage and maintain the transportation system in an efficient, clean, and safe manner.

Implementation 2-H(1): Require Traffic Impact Analyses (TIAs), as appropriate, in conjunction with development applications to assess impacts on the existing and planned transportation system, and require transportation system improvements that are identified through the TIA or by other *Medford Municipal Code* requirements as a condition of approval of development permits and land use actions.

Implementation 2-H(2): Utilize access management, including access location and spacing, to increase the capacity and safety of the transportation system. Incorporate access management techniques, such as raised medians, access management plans, driveway consolidation, driveway relocation, and closure of driveway access, into Arterial and Collector street design and development applications.

Implementation 2-H(3): Continue to modernize the traffic signal system and improve its efficiency by ultimately connecting all signals to the centralized traffic control center. Employ traffic signal timing plans that maximize efficiency during different time periods. Provide a program to identify locations for new/modified signals.

Implementation 2-H(4): Utilize Intelligent Transportation Systems (ITS) such as real-time traffic monitoring cameras and management projects, that provide motorist information and incident response/clearance programs, to alleviate traffic congestion.

Implementation 2-H(5): Provide adequate funding to preventatively maintain and manage public paved surfaces, sidewalks, bikeways, bridges, traffic control devices, street lighting, etc., at the lowest life-cycle cost.

Implementation 2-H(6): Provide a street cleaning program that uses best management practices (BMPs) to reduce impacts on air and water quality from street debris.

Policy 2-I: The City of Medford shall promote transportation safety.

Implementation 2-I(1): Maintain an inventory of traffic control devices (i.e., traffic signals, signs, striping, and markings).

Implementation 2-I(2): Require maintenance of sight-distance areas adjacent to intersections and driveways, to keep clear of fencing, landscaping, foliage, etc. that could obstruct the view of motorists, bicyclists, and pedestrians.

Implementation 2-I(3): Actively enforce motor vehicle codes related to transportation safety.

Implementation 2-I(4): Promote traffic safety education and awareness, emphasizing the responsibilities required of motor vehicle drivers, in order to reduce the per capita number of motor vehicle accidents.

STREET SYSTEM—PARKING MANAGEMENT—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

Policy 2-J: The City of Medford shall prohibit on-street parking on Arterial and Major Collector streets in order to maximize the capacity of the transportation system except in the Downtown Parking District, in adopted Transit Oriented Districts (TODs), or where permitted through the development and use of special plans adopted in the *Medford Comprehensive Plan*.

Implementation 2-J(1): Remove existing on-street parking in preference to widening Arterial and Collector streets to gain additional travel lanes, bicycle lanes, and sidewalks, except where on-street parking has been determined to be essential through special plans adopted in the *Medford Comprehensive Plan*.

Implementation 2-J(2): Expand the Downtown Parking District boundaries to be consistent with the Central Business District (C-B) overlay zone boundaries and manage as a financially self-supportive operation.

Policy 2-K: The City of Medford shall manage on-street parking in the Downtown and in other adopted Transit Oriented Districts (TODs) to assist in slowing traffic, facilitating pedestrian movement, and efficiently supporting local businesses and residences consistent with the land use and mobility goals for each street.

Implementation 2-K(1): If necessary to preserve the supply of on-street parking in residential areas for use by residents, restrict the overflow parking of nearby employment centers, entertainment venues, schools, or other institutions through use of a residential parking permit program.

Implementation 2-K(2): In areas where demand exists, provide on-street carpool and vanpool parking spaces and/or loading zones having preferential location/timing over general purpose on-street parking spaces, giving consideration to locations where on-street parking is needed to support an existing business district.

Policy 2-L: The City of Medford shall require an appropriate supply and design of off-street parking facilities to promote economic vitality, neighborhood livability, efficient use of urban space, reduced reliance on single occupancy motor vehicles, and to make certain areas, such as Transit Oriented Districts (TODs), more pedestrian friendly.

Implementation 2-L(1): Require a minimum and maximum number of off-street parking spaces based on the typical daily needs of the specific land use type. (A parking space maximum standard assures that unnecessary consumption of land area is avoided.) Designate areas of the City where no off-street parking would be required.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

Implementation 2-L(2): Set prices for City-owned public parking facilities to a level that discourages employees from using single occupancy vehicles to commute to work, and that reflects the relative demand for parking and the cost of constructing, maintaining, and operating such facilities. Offer free or discounted prices for carpool parking in public parking facilities.

Implementation 2-L(3): For off-street parking lots over three (3) acres in size, require street-like features along major driveways and safe pedestrian access facilities between the street, locations within the lot, and buildings.

Policy 2-M: The City of Medford shall undertake efforts to contribute to a reduction in the regional per capita parking supply to promote the use of alternatives to the single occupancy motor vehicle.

Implementation 2-M(1): Every five years, estimate the parking supply in areas designated for commercial, industrial, and institutional uses by the *Medford Comprehensive Plan* in order to monitor progress toward meeting the goal of reducing parking supply per capita by ten percent over the 20-year planning period.

Implementation 2-M(2): Allow non-residential development to satisfy off-street parking requirements through preparation and implementation of a trip reduction plan to increase the use of alternative modes of transportation by employees and customers.

Implementation 2-M(3): Assure that major facilities with a high parking demand meet the demand through a combination of shared, leased, and new off-street parking facilities, access by transit, and encourage designs that reduce parking need.

Implementation 2-M(4): Encourage employers to charge for employee parking.

**PUBLIC TRANSPORTATION SYSTEM—GOALS, POLICIES, AND
IMPLEMENTATION MEASURES**

GOAL 3: *To facilitate the increased use of public transportation in the Medford planning area, as the adequacy of transit service is a measure of the quality of life in a community.*

Policy 3-A: The City of Medford shall undertake efforts to increase the percentage of total daily trips taken in the Medford planning area by transit, consistent with the target benchmarks in the “Alternative Measures” of the 2001-2023 *Rogue Valley Regional Transportation Plan* (RTP).

Policy 3-B: The City of Medford shall support the provision of convenient and accessible transit service to, from, and within the Medford planning area, especially to higher density residential areas, employment centers, and major commercial areas.

Implementation 3-B(1): Support efforts to implement funding strategies that provide adequate, long-term, and stable revenue sources for the transit system, including fares that balance the need for passenger revenues with the goal of maximizing ridership.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

Implementation 3-B(2): Support efforts by the Rogue Valley Transportation District to develop and implement a transit system that effectively combines components of radial, neighborhood, and circumferential services, with a minimum of required transfers, to best serve the citizens of and visitors to Medford.

Implementation 3-B(3): Support efforts by the Rogue Valley Transportation District to increase transit service, including increasing the frequency of service (shorter headways), extending the hours of operation, expanding weekend service, and providing express transit service during peak travel periods.

Implementation 3-B(4): Assure that land use planning activities promote transit service viability and accessibility, including locating mixed residential-commercial, multiple-family residential, and employment land uses on or near (within ¼-mile walking distance) transit corridors.

Implementation 3-B(5): Provide transit-supportive street system, streetscape, land division, and site design and operation requirements that promote efficient bus operations and pedestrian connectivity, convenience, and safety.

Implementation 3-B(6): In conjunction with the Rogue Valley Transportation District, establish designs for and implement effective and safe transit stops on Arterial and Collector streets.

Implementation 3-B(7): Work with the Rogue Valley Transportation District to ensure that transit transfer stations and park-and-ride facilities are accessible by pedestrian, bicycle, transit, and motor vehicle travel modes, including provisions for secured bicycle parking, passenger loading, and taxi service, and encourage transit service to intercity passenger bus and aviation terminals.

Implementation 3-B(8): Work with employers to increase commuter transit ridership through employer-based incentives, such as subsidized transit passes.

Policy 3-C: The City of Medford shall undertake efforts to increase the percentage of dwelling units in the Medford planning area located within one-quarter mile walking distance of transit routes, consistent with the target benchmarks in the “Alternative Measures” of the 2001-2023 *Rogue Valley Regional Transportation Plan (RTP)*.

Policy 3-D: The City of Medford shall link intercity passenger transportation facilities in central Medford to adequate pedestrian facilities, and strive to link all intercity passenger transportation facilities to transit, taxi, and/or shuttle services. The City shall encourage continued operations and future expansion of intercity bus service to and from Medford.

Policy 3-E: The City of Medford shall encourage efforts to make intercity passenger rail service available to the Medford planning area.

BICYCLE SYSTEM—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

GOAL 4: *To facilitate the increased use of bicycle transportation in the Medford planning area, as bicycle facilities are a measure of the quality of life in a community.*

Policy 4-A: The City of Medford shall undertake efforts to increase the percentage of total daily trips taken by bicycling in Medford consistent with the target benchmarks in the “Alternative Measures” of the 2001-2023 *Rogue Valley Regional Transportation Plan* (RTP).

Implementation 4-A(1): Develop a network of bicycle facilities linking Downtown, other Transit Oriented Districts (TODs), residential neighborhoods, commercial/employment centers, schools, parks and greenways, community centers, civic and recreational facilities, and transit centers.

Implementation 4-A(2): Design streets and other public improvement projects to facilitate bicycling by providing bicycle-friendly paving, lane width, traffic control, storm drainage grates, striping, signage, lighting, etc.

Implementation 4-A(3): Review all development plans for bicycle system continuity and expansion of the system.

Implementation 4-A(4): Work with the Oregon Department of Transportation to improve bicycling conditions on state highways within the Medford planning area.

Implementation 4-A(5): Provide interconnected off-street multi-use paths along stream and waterway corridors, such as Bear Creek and Larson Creek, and in other suitable locations where multiple street or driveway crossings are unlikely and where such facilities can be constructed without causing significant environmental degradation.

Implementation 4-A(6): Regularly review *Medford Land Development Code* provisions to assure that bicycle facility standards for development projects are adequate to achieve the goals and policies of the *Medford Comprehensive Plan*, including the *Transportation System Plan*.

Implementation 4-A(7): Consider development of on-street “bicycle boulevard” treatments using local streets to enhance the connectivity of this system

Policy 4-B: The City of Medford shall undertake efforts to increase the percentage of Arterial and Collector street miles in Medford having bicycle facilities, consistent with the targeted benchmarks in the “Alternative Measures” of the *Rogue Valley Regional Transportation Plan* (RTP).

Implementation 4-B(1): Assure that bicycle facility improvements are a factor in Medford’s annual capital improvement programming and budgeting, using the *Medford Transportation System Plan* as the basis to determine priorities.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

Implementation 4-B(2): Utilize all opportunities to add bike lanes on Collector and Arterial streets, such as during reconstruction and re-striping projects. Give priority to bicycle traffic over on-street parking on Collector and Arterial streets designated in the *Transportation System Plan* as, or otherwise determined to be, important bicycling routes. Alternatives should be considered where on-street parking is determined to be essential to the success of adjacent businesses in a pedestrian-friendly environment, such as in Downtown, other TODS, activity centers, etc.

Policy 4-C: The City of Medford shall encourage bicycling as an alternative mode of transportation as well as a recreational activity.

Implementation 4-C(1): Form a bicycle advisory and planning committee to support the City's bicycle transportation goals and advise the City on issues related to bicycles.

Implementation 4-C(2): Continue to coordinate with local and regional bicycling proponents, such as the Jackson County Bicycle Advisory Committee and the Bear Creek Greenway Committee.

Implementation 4-C(3): Regularly maintain bicycle facilities and take actions to improve crossings of railroad tracks, creeks, major streets, etc.

Implementation 4-C(4): Perform accurate record keeping of bicycle volume and accident counts.

Implementation 4-C(5): Whenever feasible, provide public bicycle storage facilities at critical locations within the Downtown and at other activity centers.

Implementation 4-C(6): Install "Share the Road" signage on those Collector and Arterial streets that do not yet have bike lanes.

Implementation 4-C(7): Assure that City of Medford employees, particularly Police Department staff, have adequate training regarding bicycle safety and enforcement issues. Continue and enhance the "Cops on Bikes" program.

Implementation 4-C(8): Initiate a "Share the Road" or similar public information campaign, coordinated with agencies such as the Rogue Valley Transportation District, the Rogue Valley Council of Governments, Jackson County, local bicycling organizations, and nearby municipalities, etc.

Implementation 4-C(9): Support the Rogue Valley Transportation District efforts to facilitate transportation demand management (TDM) strategies that integrate bicycling and transit, such as "bikes on buses", bicycle storage facilities at transit stations and stops, etc.

Implementation 4-C(10): Encourage and support efforts by Medford schools or other community organizations to develop and use a bicycle safety curriculum for students.

PEDESTRIAN SYSTEM—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

GOAL 5: *To facilitate the increased use of pedestrian transportation in the Medford planning area.*

Policy 5-A: The City of Medford shall develop a connected, comprehensive system of pedestrian facilities that provides accessibility for pedestrians of all ages, focusing on activity centers such as Downtown, other Transit Oriented Districts (TODs), commercial centers, schools, parks/greenways, community centers, civic and recreational facilities, and transit centers.

Implementation 5-A(1): Require development and street construction/renovation projects to include sidewalks and walkways.

Implementation 5-A(2): Design street intersections, particularly Arterial and Collector street intersections, with convenient, safe, and accessible pedestrian crossing facilities.

Implementation 5-A(3): Require development within activity centers, business districts, and Transit Oriented Districts (TODs) to focus on and encourage pedestrian travel, and require sidewalks, accessways, and walkways to complement access to transit stations/stops and multi-use paths.

Implementation 5-A(4): Utilize an interconnecting network of multi-use paths and trails to compliment and connect to the sidewalk system, using linear corridors such as creeks, canals, utility easements, railroad rights-of-way, etc.

Policy 5-B: The City of Medford’s first priority for pedestrian system improvements shall be access to schools; the second priority shall be access to transit stops.

Implementation 5-B(1): Complete the pedestrian facility network based on the priorities established in the *Transportation System Plan*, with emphasis on gaps in the system.

Policy 5-C: The City of Medford shall undertake efforts to increase the percentage of total daily trips taken by walking in Medford consistent with the targeted benchmarks in the “Alternative Measures” of the 2001-2023 *Rogue Valley Regional Transportation Plan (RTP)*.

Implementation 5-C(1): Encourage walking for both travel and recreation, emphasizing the health, economic, and environmental benefits for the individual and community.

Implementation 5-C(2): Prepare for consideration by the City Council ordinances that require pedestrian-friendly development design that encourages walking.

Policy 5-D: The City of Medford shall undertake efforts to increase the percentage of Collector and Arterial street miles in Medford’s adopted Transit Oriented District (TODs) having sidewalks, consistent with the targeted benchmarks in the “Alternative Measures” of the 2001-2023 *Rogue Valley Regional Transportation Plan (RTP)*.

Policy 5-E: The City of Medford shall promote pedestrian safety and awareness.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

Implementation 5-E(1): Develop crosswalk marking and traffic calming policies that address pedestrian safety in appropriate locations, including signalized intersections, controlled intersections near schools, activity centers, Transit Oriented Districts (TODs), and other locations of high pedestrian volumes.

Implementation 5-E(2): Establish standards for maintenance of pedestrian facilities, accessways and paths, including the removal of hazards and obstacles, and maintenance of benches, landscaping, etc.

Implementation 5-E(3): Comply with the requirements of the Americans with Disabilities Act (ADA) regarding the location and design of sidewalks, walkways, and multi-use paths, and discourage the placement of obstructions within sidewalks.

Implementation 5-E(4): Increase enforcement of pedestrian safety laws and regulations, focusing attention on areas of high pedestrian volumes and in activity centers and Transit Oriented Districts (TODs).

Implementation 5-E(5): Encourage schools, safety organizations, and law enforcement agencies to provide information/instruction regarding pedestrian safety, focusing on accident prevention and education of roadway users regarding their responsibilities when driving, bicycling, and walking.

Implementation 5-E(6): Work toward completion of street lighting systems on all Arterial and Collector streets, and facilitate the formation of neighborhood street lighting districts to provide appropriate street lighting on local streets.

**AIR TRANSPORTATION SYSTEM—GOALS, POLICIES, AND
IMPLEMENTATION MEASURES**

GOAL 6: *To facilitate the provision of efficient, safe, and competitive movement of people and goods to and from the Rogue Valley International-Medford Airport, recognizing the value of the Rogue Valley International-Medford Airport as a regional resource.*

Policy 6-A: The City of Medford shall encourage and support the operation, maintenance, and expansion of facilities and services provided at or near the Rogue Valley International—Medford Airport that accommodate domestic and international passenger air travel services, air cargo, charter flight operations, and airport shuttle service, while balancing adverse community impacts.

Implementation 6-A(1): Encourage the Jackson County Airport Authority to coordinate implementation of the *Rogue Valley International-Medford Airport Master Plan*, and any updates, with the City.

Implementation 6-A(2): Provide for transportation improvements that increase vehicular, pedestrian, bicycle, and public transportation connections to the Rogue Valley International-Medford Airport, and encourage direct transit service to the airport passenger terminal when warranted.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

Implementation 6-A(3): Prepare for consideration by the City Council, amendments to the *Medford Comprehensive Plan* that provide for the types and levels of public facilities and services needed to support development located at or planned for the airport, including transportation facilities and services, as required by OAR 660-013 “Airport Planning”. Consider the airport environs as a priority area for providing urban levels of public facilities and services.

Implementation 6-A(4): Prepare for consideration by the City Council, amendments to the *Medford Comprehensive Plan* that include the maps and information required by OAR 660-013 “Airport Planning”. If the airport sponsor does not provide the economic and use forecast information required by the OAR, the City may limit the airport boundary to areas currently devoted to the airport uses described in the OAR.

Implementation 6-A(5): Prepare for consideration by the City Council ordinances to carry out the requirements of OAR 660-013 “Airport Planning”, which require an Airport Safety Overlay Zone to promote aviation safety, if the currently adopted Airport Approach (A-A) and Airport Radar (A-R) Overlay Zoning Districts are not in compliance.

Implementation 6-A(6): Prepare for consideration by the City Council ordinances to carry out the requirements of OAR 660-013 “Airport Planning” regarding airport compatibility, consistent with applicable statewide planning requirements.

Implementation 6-A(7): Regularly review the *Medford Comprehensive Plan* and *Land Development Code* provisions to assure adequate mitigation of aviation impacts, and to assure that land uses near the Rogue Valley International-Medford Airport are compatible with and support airport operations, and minimize noise and safety conflicts and community impacts.

FREIGHT MOVEMENT—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

GOAL 7: *To facilitate the provision of a multi-modal transport system for the efficient, safe, and competitive movement of goods and services to, from, and within the Medford planning area.*

Policy 7-A: The City of Medford shall promote accessibility to transport modes that fulfill the needs of freight shippers.

Implementation 7-A(1): Develop and adequately sign a street system that provides direct and efficient access to and between industrial and commercial centers, regional intermodal freight facilities, and statewide transport corridors.

Implementation 7-A(2): Utilize street design standards that meet the weight and dimensional needs of trucks for streets that serve industrial and commercial areas and those designated as “truck routes”.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

Implementation 7-A(3): Encourage the development of railroad freight services to industrial and commercial areas.

Implementation 7-A(4): Encourage the development of air freight services at the Rogue Valley International-Medford Airport.

Implementation 7-A(5): Encourage the development of intermodal freight transfer facilities.

Implementation 7-A(6): Review results of Rogue Valley Metropolitan Planning Organization (RVMPO) “Freight Study” and incorporate these into the *Medford Transportation System Plan* as appropriate.

Policy 7-B: The City of Medford shall strive to balance the needs of moving freight with community livability.

Implementation 7-B(1): Work to increase freight transport safety awareness, and promote commercial vehicle safety programs provided by public or private agencies and organizations.

Implementation 7-B(2): Work with public agencies and private freight service providers to reduce the number and severity of commercial transport-related accidents.

Implementation 7-B(3): Encourage responsible agencies to develop and enforce regulations assuring the safe transport of hazardous materials through the Medford planning area, and prepare to respond to emergencies involving the transport of hazardous materials.

Implementation 7-B(4): Employ physical and/or legal measures to reduce through-commercial vehicle traffic on residential streets.

Implementation 7-B(5): Work with railroads and appropriate state agencies to minimize the blockage of public streets at railroad crossings to facilitate traffic movement, especially emergency service vehicles.

Implementation 7-B(6): Consistent with the *Oregon Rail Plan*, establish City policy that seeks to avoid or minimize the number of future railroad at-grade crossings when new streets are planned; avoids creating intersections of major streets and railroads where possible, locates new parallel streets at least 500 feet from railroads to allow for industrial development between the tracks and the roadway, and plans community development with sensitivity to rail noise and other potential conflicts.

Implementation 7-B(7): Coordinate on-going maintenance and repair of streets at existing at-grade rail crossings with applicable owner/operator of railroad track.

Policy 7-C: The City of Medford shall promote accessibility to, protection of, and the appropriate location of regional pipeline systems.

TRANSPORTATION AND LAND USE—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

GOAL 8: *To maximize the efficiency of Medford’s transportation system through effective land use planning.*

Policy 8-A: The City of Medford shall facilitate development or redevelopment on sites located where best supported by the overall transportation system that reduces motor vehicle dependency by promoting walking, bicycling and transit use. This includes altering land use patterns through changes to type, density, and design.

Implementation 8-A(1): Through revisions to the *Medford Comprehensive Plan* and *Land Development Code*, provide opportunities for increasing residential and employment density in locations that support increased use of alternative travel modes, such as along transit corridors.

Implementation 8-A(2): Maintain and continue enforcement of the *Medford Land Development Code* provisions which require new development to accommodate multi-modal trips by providing bicycle racks, connecting sidewalks, building entrances near the street, and transit facilities.

Policy 8-B: The City of Medford shall undertake efforts to increase the percentage of dwelling units and employment located in Medford’s adopted Transit Oriented Districts (TODs), consistent with the targeted benchmarks in the “Alternative Measures” of the *2001-2023 Rogue Valley Regional Transportation Plan* (RTP).

Implementation 8-B(1): Through revisions to the *Medford Comprehensive Plan* and *Land Development Code*, pursue changes to planned land uses to concentrate employment, commercial, and high density residential land uses in Transit Oriented Districts (TODs).

Implementation 8-B(2): Complete and adopt a land use/transportation plan, design guidelines, street and streetscape standards and implementing ordinances for the Southeast Medford TOD, the West Medford TOD and the Delta Waters TOD, and mixed-use areas.

Implementation 8-B(3): Review and revise the *Medford Land Development Code* to define “mixed-use development” for purposes of tracking this type of development. In the interim, the definition of mixed-use development contained in the *Oregon Transportation Planning Rule* (TPR) will be used.

Implementation 8-B(4): Establish a mechanism like that discussed in Appendix I of the *Medford Transportation System Plan* entitled “Development Tracking” for the purpose of tracking mixed use development within the City consistent with the requirements of “Alternative Measures” 5 and 6 of the *2001-2023 Rogue Valley Regional Transportation Plan* (RTP).

NEIGHBORHOOD ELEMENT

Adopted 3/7/2013 by Ord. 2013-42

SOUTHEAST PLAN—CONCLUSIONS

1. Special planning studies for the SE Area have determined that a neo-traditional circulation and development pattern could reduce the number and length of motor vehicle trips within the area.
2. The SE Area is the only area of the community where streams and waterways remain in a mostly natural state.
3. During the preparation of the special planning studies for the SE Area, the property owners indicated a very strong desire to preserve the natural resources, especially the streams, wetlands, and woodlands.
4. The creation of a Village Center Transit Oriented District in the SE Area with denser mixed land uses will be a primary means of reducing traffic within the SE area by serving the daily needs of residents through walking, bicycling, transit, and shortened motor vehicle trips.
5. Assuring that the minimum densities and housing types are achieved and located as proposed, particularly in the Village Center, is essential in carrying out the purposes of the *Southeast Plan*.
6. Steeper slopes in the SE Area will require expertise in hillside development techniques, particularly regarding storm drainage retention/detention and street design.
7. Residential design features such as placing garages on alleys, providing front porches, park strips with street trees, sidewalks, and pedestrian-scale lighting, etc., promotes alternative forms of transportation such as walking.

SOUTHEAST PLAN—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

Goal 1: To assure that development in the SE Area occurs in a manner that reduces reliance on automobile travel within the area and promotes multi-modal travel, including pedestrian, bicycle and transit.

Policy 1-A: The City of Medford shall assure that circulation and development design in the SE Area emphasizes connectivity and promotes multi-modal transportation viability.

Implementation 1-A(1): Do not allow private streets to prevent vehicular or pedestrian connectivity or public access to greenways, parks, schools, or other activity centers.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

Implementation 1-A(2): Discourage gated or “dead-end” developments because they prevent connectivity and neighborhood formation. Require adjacent developments to integrate with one another.

Implementation 1-A(3): Assure that development design and street improvements on North Phoenix Road promote non-vehicular access across this major arterial at intersections.

Implementation 1-A(4): Discourage development site design along collector and arterial streets from creating a “walled” effect near the sidewalk.

Implementation 1-A(5): Encourage the Rogue Valley Transportation District (RVTD) to serve the SE Area with transit service as soon as feasible.

Policy 1-B: The City of Medford shall assure that the Village Center is developed as a pedestrian-oriented, mixed use, higher density central core (Transit Oriented District) for the SE Area.

Implementation 1-B(1): Require special design for development within the Village Center, affecting such elements as building location and orientation, lighting, signage, parking, outdoor storage and display, greenway/wetlands treatment, etc.

Implementation 1-B(2): Limit the commercial zoning districts and permitted uses within the commercial portion of the Village Center to assure pedestrian-oriented development.

Implementation 1-B(3): Require master planning of the entire Commercial Center Core Area of the Village Center prior to development approval.

Implementation 1-B(4): Promote the location of public and quasi-public uses within the Village Center, such as a fire station, day care center, community center, church, park, public plaza, etc.

Policy 1-C: The City of Medford shall support the location of small neighborhood commercial sites in the SE Area outside the Village Center.

Goal 2: *To assure that development in the SE Area occurs in a manner that preserves its abundant natural features and resources.*

Policy 2-A: The City of Medford shall strive to provide a system of interconnected open spaces in the SE Area utilizing drainage ways and stream corridors open to public view and access.

Implementation 2-A(1): Accentuate drainage ways and stream corridors by locating street rights-of-way collinear and adjacent to them in order to open them for public view and access. Such placement should be outside the Greenway, should not disturb the riparian area, and should be in conjunction with enhancement and/or restoration. Creekview Drive in particular should be so located in relation to the North Fork of Larson Creek.

Policy 2-B: The City of Medford shall strive to protect natural features and resources in the SE Area, including restoration when necessary.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

Implementation 2-B(1): Encourage clustered development to avoid alteration of important natural features.

Implementation 2-B(2): Apply best management practices for private and public development activities that affect streams, drainage ways, and wetlands, including reducing impervious surfaces so that runoff is slowed and filtered.

Implementation 2-B(3): Require hillside development to meet stringent standards limiting grading and vegetation disturbance, and minimizing visual intrusion.

Implementation 2-B(4): Require tree preservation plans indicating existing trees of more than six inches in diameter, in conjunction with development applications.

Policy 2-C: The City of Medford shall pursue the continuing evaluation of the SE Area's natural resources to determine which should be protected by permanent use restrictions or public ownership, and which can be included in environmentally sensitive development.

Goal 3: *To provide for the implementation of the Southeast Plan.*

Policy 3-A: The City of Medford shall use zone change procedures as the timing mechanism to control development within the SE Area, based upon the availability and adequacy of public facilities and services, as required by the *Medford Comprehensive Plan* and *Medford Land Development Code*. However, future zone changes in the City will be exempt from meeting the minimum transportation LOS standard for Stanford Avenue and the alternatively-designed section of Barnett Road east of Stanford Avenue located within the Southeast Commercial Center because Stanford Avenue within the Commercial Center is desired to have a high level of slow moving traffic.

Policy 3-B: Where a street functions as the boundary separating two land use designations or categories in the SE Area, changes to the street location resulting from planning actions shall shift the designations or categories accordingly. Encourage similar land use types to be located facing one another across streets with changes in land use types occurring at the backs of lots where possible.

Policy 3-C: The City of Medford shall pursue the future adoption of regulations and design criteria that promote transportation oriented design in the SE Area pursuant to the recommendations of the *Rogue Valley Regional Transportation Plan*, the *Medford Transportation System Plan*, and other plans as adopted.

Policy 3-D: The City of Medford shall assure that notice is provided to the Medford and Phoenix-Talent School Districts that land designated for future schools and/or parks in the SE Area may be acquired by the City or school district for such purposes. The City shall notify the applicable school district of pending development permit applications on such land. The City shall not withhold the approval of zoning or development permit applications solely on the basis that a school district or the City has not acquired title to the property. Nothing in this policy prohibits the location of a school or park from changing.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

Policy 3-E: The City of Medford shall seek to expend parks systems development charges (SDCs) collected within the SE Area on park-related improvements within the same SE Area.

URBANIZATION ELEMENT

Adopted 11/06/03 by Ord. 2003-283; Amd 7/1/2010 by Ord. 2010-159

URBAN GROWTH MANAGEMENT AGREEMENT

The following policies guide the administration of the Medford Urban Growth Boundary:

1. An Urban Growth Boundary adopted herein, or hereinafter amended, for the Medford area will establish the limits of urban growth to the year 2010.
 - a. Annexation to the City of Medford shall occur only within the officially adopted UGB.
 - b. Specific annexation decisions shall be governed by the official annexation policies of the City of Medford. The City shall provide an opportunity for Jackson County to respond to pending requests for annexation.
2. The City of Medford General Land Use Plan (GLUP) Map and zoning designations for unincorporated urbanizable land, and all other City development and building safety standards, shall apply only after annexation to the City; or through a contract of annexation between the City, Jackson County, and other involved parties; or after proclamation of an annexation having a delayed effective date pursuant to ORS 222.180(2).
 - a. Urban development shall be encouraged to occur on undeveloped and underdeveloped land within City limits prior to the annexation and conversion of other land within the UGB.
3. Except in cases where a contract for annexation has been executed, or after proclamation of an annexation having a delayed effective date pursuant to ORS 222.180 (2), Jackson County shall retain jurisdiction over land use decisions within the unincorporated urbanizable area, and such decisions shall conform to these adopted policies:
 - a. Prior to annexation, no land divisions shall be approved by the County which create lots of less than forty (40) acres in size.
 - b. Recognizing that unincorporated areas within the UGB could ultimately become part of Medford, the City's recommendations will be given due consideration. It is the intent of the County to administer mutually adopted City/County policies in the unincorporated urbanizable area until the area is annexed to the City.
 - c. The City will be requested to respond to pending applications for all land use actions in the unincorporated urbanizable area. If no response is received within 14 days, the County may assume that the City has no objections to the request.
 - d. The County will be requested to respond to pending applications for all land use actions within the incorporated area that may affect land under County jurisdiction.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

tion. If no response is received within 14 days, the City may assume that the County has no objections to the request.

- e. If the City and County have mutually approved, and the City has adopted, “conversion plan” regulations for the orderly conversion of property from County to City jurisdiction, the County will require that applications for subdivisions, partitions, or other land divisions within the UGB be consistent with the City’s *Comprehensive Plan*. Once developed, the mutually agreed upon “conversion plan” shall be the paramount document, until incorporation occurs.
4. Any land use actions within the unincorporated urbanizable area shall conform to urban standards and public improvement requirements as contained in the City and County Land Development Codes, except that in the case of a conflict between the two, the more restrictive shall apply.
 5. Within the unincorporated urbanizable area, execution and recording of an *Irrevocable Consent to Annex* to the City, pursuant to ORS 222.115, shall be required for:
 - a. Single-family residential permits
 - b. Sanitary sewer and water hook-up permits *
 - c. All land use actions subject to County Site Plan Review

** This policy, with reference to sewer hook-ups provided by Bear Creek Valley Sanitary Authority (BCVSA), has been disallowed by the Oregon Court of Appeals.*
 6. The City, County and affected agencies shall coordinate the expansion and development of all urban facilities and services within the urbanizable area.
 - a. Urban facilities and services shall be planned in a manner which limits duplication to provide greater efficiency and economy of operation.
 - b. A proposed single urban facility or service extension within the unincorporated urbanizable area must be coordinated with the planned future development of all other urban facilities and services appropriate to that area prior to approval, and shall be provided at levels necessary for expected uses as designated on the *Medford Comprehensive Plan*.
 - c. The City shall be responsible for adopting and maintaining a public facilities plan for the City and unincorporated urbanizable area pursuant to OAR 660-11.
 - d. When development occurs within an unincorporated urbanizable area subject to a contract for annexation, or after proclamation of an annexation having a delayed effective date pursuant to ORS 222.180 (2), any or all City services may be extended to these areas. All associated fees and charges which are applicable within

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

the City shall be applicable to these areas, and shall be paid to the City pursuant to City regulations.

7. Provision of sewer and water services may only occur beyond the UGB after approval by the provider agency and Jackson County, and when a “danger to public health” as defined by ORS 431.705 (5) exists. The services thus authorized shall serve only the area in which the danger exists, and shall provide a level of service consistent with the Jackson County Comprehensive Plan designation.
8. All County road construction and reconstruction resulting from new development, redevelopment, or land divisions in the urbanizable area shall be built to urban standards, except that the term “reconstruction” does not include normal road maintenance by the County.
9. Long range transportation and air quality planning for the urbanizable area shall be a joint City/County process coordinated with all affected agencies.
10. Land within the urbanizable area which currently supports a farm use, as defined by ORS 215.203, shall be encouraged, through zoning and appropriate tax incentives, to remain in that use for as long as is “economically feasible” for the property owner.
 - a. “Economically feasible,” as used in this policy, is interpreted to mean feasible from the standpoint of the property owner. Implementation of this policy will be done on a voluntary basis. Exclusive Farm Use (EFU) zoning may be applied to qualifying land by the County, with the understanding that such land is considered available over a period of time for urban uses.
 - b. This policy applies only to areas in the UGB identified by the City or County Comprehensive Plans as agricultural land, and shall not be used as a standard to review other land use applications within the urbanizable area.
 - c. This policy is not intended to preclude the use of EFU land for essential public facilities and services to serve the urban and urbanizable areas.
11. Proposed land use changes immediately inside the UGB shall be considered in light of their impact on, and compatibility with, existing agricultural and other rural uses outside the UGB. To the extent that it is consistent with state land use law, proposed land use changes outside the UGB shall be considered in light of their impact on, and compatibility with, existing urban uses within the UGB.
12. The City and County acknowledge the importance of permanently protecting agricultural land outside the UGB zoned EFU, and acknowledge that both jurisdictions maintain, and will continue to maintain, policies regarding the buffering of said lands. Urban development will be allowed to occur on land adjacent to land zoned EFU when the controlling jurisdiction determines that such development will be compatible with the adjacent farm use. Buffering shall occur on the urbanizable land adjacent to the UGB. The amount and type of buffering required will be considered in light of the urban growth and development policies of the City, and circumstances particular to the agricultural land. The con-

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

trolling jurisdiction will request and give standing to the non-controlling jurisdiction for recommendations concerning buffering of urban development proposals adjacent to lands zoned EFU. Buffering options may include:

- a. Physical separation through special setbacks for new urban structures adjacent to the UGB;
- b. Acquisition by public agencies;
- c. Lower densities at the periphery of the UGB than those allowed elsewhere in the City;
- d. Strategic location of roads, golf courses, or other visible public or semi-public open spaces;
- e. Use of vegetative screens, earthen berms, and fences of sufficient height and substance to help reduce the trespass of people, animals, and vehicles;
- f. Orientation of structures and fencing relative to usable exterior space, such as patios, rear yards, and courts, so that the potential impacts from spray drift, dust, odors, and noise intrusion are minimized;
- g. Design and construction of all habitable buildings, including window and door locations, so that the potential impacts of spray drift, dust, odors, and noise intrusion are minimized;

In addition, a deed declaration recognizing common, customary, and accepted farming practices shall be required for all development occurring within 300 feet of EFU-zoned land.

13. All UGB amendments shall include adjacent street and other transportation rights-of-way.
14. An “Area of Mutual Planning Concern” may be delineated on the County Comprehensive Plan and Zoning maps along with the UGB. This is an area within which Medford and Jackson County have mutual concern over the land use planning decisions that may occur. The area may be significant in terms of its agricultural, scenic, or open space characteristics, or may be designated as an urban reserve to facilitate long range, inter-jurisdictional planning for future urbanization. The area may also provide an important buffer between Medford and other urban areas. The Area of Mutual Planning Concern is not subject to annexation, and is an area in which the County will coordinate all land use planning and activity with Medford.

ANNEXATION POLICIES

The following shall be the policies of the City of Medford with regards to future annexations:

1. **General Policy**

The City of Medford has planned to provide areas within the Urban Growth Boundary as defined in the Comprehensive Plan, with public sewer and water supply facilities, zoning, police and fire protection, and with all other municipal services required to support urban levels of development. Therefore, the City does hereby encourage such areas to annex and receive the benefits offered by the City, and shall facilitate the process whereby such areas may become a part of the City.

2. **City Services Outside City Limits**

The City of Medford has acquired and holds its various service facilities for the benefit of residents and taxpayers within the City, and owes them a basic and primary duty to preserve the capacity of the facilities for their benefit, and to refrain from any excess use which would unnecessarily impose upon the residents and taxpayers, the financial burden of increases in such capacity. Therefore, the City shall not extend or furnish municipal services to areas beyond the City limits, except in the performance of contracts with other incorporated cities. The City will honor presently existing contracts with special districts, but only to the extent of their present boundaries. However, because fire and emergency medical services are a critical need for all citizens, when, in the opinion of the Fire Chief, other satisfactory means are not available to non-City taxpayers for this service, the City shall continue to allow the Medford Rural Fire District #2 to annex beyond their present boundaries.

3. **City's Participation in the Annexation Proposal**

The City of Medford shall continue to require that residents of the area initiate, and assume the task of promoting, any annexation proposal, except in areas that have been surrounded by the City, the City may initiate and promote the annexation.

4. **Annexations shall comply with the requirements of the Oregon Revised Statutes, Chapter 222.**

The City Council must find that the following State requirements are met in order to approve an annexation:

- a. The land is within the City's Urban Growth Boundary;
- b. The land is contiguous with the current City limits;
- c. The land is accessible via a public street right-of-way; and
- d. Unless the land being considered for annexation is unincorporated territory surrounded by the incorporated boundary under ORS 222.750 or the City chooses to

hold an election, a majority of the land-owners and/or electors have consented in writing to the annexation per ORS 222.125 or ORS 222.170.

5. Zoning District Change Required

Upon annexation, the City will assign a city zoning district designation to the annexed area according to the following rules:

- a. There is a city district that is comparable to the area’s former county designation and corresponds to the General Land Use Plan map designation; or
- b. If there is no comparable designation, the SFR-00 zone or I-00 overlay district will be applied, which will act as a holding zone until the area receives urban zoning; or
- c. The landowner has requested a designation that has the approval of the City. This typically occurs when the owner has made an application for a zone change concurrently with the annexation application.

Formerly, the City of Medford permitted lands to retain County zoning until they developed. This meant that the City had to administer two sets of development codes: Medford zoning for most lots and Jackson County zoning for annexed lots that had not developed or redeveloped. Because such work is an inefficient use of staff time—and thereby public funds—the City amended its code to require rezoning contemporaneously with annexation (2003) and undertook a broad zone change of most of the County-zoned land in the city limits (2009).

6. Withdrawal from Special Districts

For any areas hereafter annexed to the City of Medford and withdrawn from the Rogue Valley Sewer Service (RVS), previously called the Bear Creek Valley Sanitary Authority, or from any sanitary, rural fire protection, domestic water, or other special service district with existing general obligation indebtedness, the City shall, pursuant to ORS 222.520, assume and agree to pay the bonded indebtedness attributable to such area in the manner provided by ORS 222.520, and will thereby relieve the real property in such areas from further district taxation for such bonded indebtedness.

REGIONAL PLAN ELEMENT

Adopted 8/16/12 by Ord. 2012-127

REGIONAL PLAN ELEMENT—CONCLUSIONS

Formal problem Statements (Conclusions)

The RPS Policy Committee recommended and the participants agreed to the following problem statements:

1. Problem Statement No. 1—Lack of a Mechanism for Coordinated Regional Growth Planning. This statement was the product of unanimous agreement among the collaborators that, although southern Oregon did not want a Metro-type system of regional governance, the greater Bear Creek Valley had grown to the point that it required a venue in which individual jurisdictions could consider their needs and challenges within the regional context.
2. Problem Statement No. 2—Loss of Valuable Farm and Forest Land Caused by Urban Expansion. This statement was recognition of the fact that an eventual doubling of the present population will require additional land for urbanization. Significant conflicts already exist as a result of inadequate buffering and abrupt transition between urban development and adjoining resource land. Accommodating population growth will require that some of the surrounding resource land base be available for future urban uses. A cooperative and comprehensive effort to identify the commercial agricultural and forest land base subject to urbanization pressures would be undertaken, and criteria and standards would be established to mitigate the impacts to the agricultural economy in the selection of urban reserves. Regional agreements emphasizing efficiencies in urban development and improving buffers at transitions along the rural/urban interface would also serve to reduce conflicts and increase the viability of long term resource land management.
3. Problem Statement No. 3—Loss of Community Identity. This statement was an outgrowth of OurRegion's focus on preserving the region's open space, and the cities' realization during the Multijurisdictional Committee on Urban Reserves process that future expansions of the region's cities beyond existing urban growth boundaries could jeopardize the separations between communities.

GOALS AND PLAN POLICIES

Following the identification of the regional problems, the Policy Committee recommended and the participants agreed to three corresponding goals. In addition, as discussed above, the region drafted a set of guiding policies for each goal, which assisted in the process of defining the implementation strategies that would be necessary to solve the regional problems.

Goal 1: Manage future regional growth for the greater public good.

Guiding Policies:

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

- a. The expansion of urban areas shall be consistent with the Regional Plan, as amended.
- b. The Regional Plan will be implemented by intergovernmental agreements and amendments to the comprehensive plans and implementing ordinances of the participating jurisdictions.
- c. The Region's overall urban housing density shall be increased to provide for more efficient land utilization.
- d. The Region will adhere to a uniform policy to regulate the extension of sanitary sewer and public water facilities beyond established urban growth boundaries.
- e. The Region will identify major infrastructure corridors needed in the future and develop strategies to achieve their long-term preservation.
- f. The Region's jurisdictions will ensure a well-connected network of public streets as a means to reduce dependence on state highways for intra-city travel.
- g. The Region will facilitate development of a healthy balance of jobs and housing within each of the communities, and will do the same on a regional basis to accommodate needs that cannot be met within individual communities.

Goal 2: Conserve resource and open space lands for their important economic, cultural, and livability benefits.

Guiding Policies:

- a. The Region will establish intergovernmental agreements and administer policies and laws that implement the shared vision of maintaining a commercially viable land base for agriculture, forestry and aggregate resources.
- b. The Region's jurisdictions will establish and implement uniform standards to buffer resource lands from planned future urbanization.
- c. The Region will explore strategies to increase the viability and profitability of resource lands.
- d. The Region will explore incentives and other measures to achieve the long-term preservation of regionally significant open space, including lands located within the designated community buffer areas.

Goal 3: Recognize and emphasize the individual identity, unique features, and relative competitive advantages and disadvantages of each community within the Region.

Guiding Policies:

- a. The Region will facilitate and enhance the individual identity of each community:
 - 1. by maintaining buffer areas of rural land between the various cities

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

2. where communities are planned to be contiguous, by establishing distinct design features along transportation corridors that demark the municipal boundaries, or
 3. by other appropriate means.
- b. The Region will facilitate individual community flexibility in the extent of future boundary expansions in order to enhance the implementation of the Regional Goals and Policies.
 - c. The Region will develop a strategy permitting an unequal distribution of certain land uses among its jurisdictions.
 - d. In order to facilitate urban growth planning and Goal 14 decisions, the Region will encourage and coordinate the development of individualized definitions of “livability” for each community based upon its unique identity and vision of its future urban form and characteristics.

IMPLEMENTATION MEASURES

Note that these measures are the “Performance Indicators” on pages 51–56 of the *Regional Plan Element*. Not all of them apply to Medford, but in order to preserve the numbering, the non-Medford indicators are left in, but struck-through.

Performance Indicators

To effectuate the Regional Plan, Jackson County shall adopt the Regional Plan in its entirety into the County Comprehensive Plan. The Participating cities then shall incorporate the portions of the Regional Plan that are applicable to each individual city into that city’s comprehensive plan and implementing ordinances, and shall reference the Plan as an adopted element of Jackson County’s Comprehensive Plan. After the County and all participating cities have completed the adoptions, the amendments must be submitted to the State of Oregon Department of Land Conservation and Development for acknowledgement by the Land Conservation and Development Commission. Only after acknowledgement does the Regional Plan become effective.

Progress following the acknowledgement of the Greater Bear Creek Valley Regional Plan by the State of Oregon will be measured against a number of performance indicators to determine the level of compliance by participating jurisdictions with the Plan or the need to refine or amend it. The measurable performance indicators listed below are those identified as necessary for the acknowledgement of the Plan and as appropriate for monitoring compliance with the Plan.

1. ~~**County Adoption.** Jackson County shall adopt the Regional Plan in its entirety into the County Comprehensive Plan and implementing ordinance.~~
2. **City Adoption.** All participating jurisdictions shall incorporate the portions of the Regional Plan that are applicable to each individual city into that city’s comprehensive plan and implementing ordinances, and will reference the Plan as an adopted element of Jackson County’s Comprehensive Plan.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

3. **Urban Reserve Management Agreement.** Participating jurisdictions designating an Urban Reserve Area (UR) shall adopt an Urban Reserve Management Agreement (URMA) between the individual city and Jackson County per Oregon Administrative Rule 660-021-0050. Adoption shall occur prior to or simultaneously with adoption of the URs.

4. **Urban Growth Boundary Management Agreement.** If there is an inconsistency between this Plan and an adopted Urban Growth Boundary Management Agreement (UGBMA), the city and Jackson County shall adopt a revised UGBMA. When an inconsistency arises, provisions in this Plan and associated URMA shall override the provisions in the UGBMA, until the UGBMA is updated.

5. **Committed Residential Density.** Land within an urban reserve and land currently within an Urban Growth Boundary (UGB) but outside of the existing City Limit shall be built, at a minimum, to the following residential densities. This requirement can be offset by increasing the residential density in the City Limit.

City	Dwelling units per gross acre	
	2010–2035	2036–2060
Central Point	6.9	7.9
Eagle Point	6.5	7.5
Medford	6.6	7.6
Phoenix	6.6	7.6
Talent	6.6	7.6

- a. Prior to annexation, each city shall establish (or, if they exist already, shall adjust) minimum densities in each of its residential zones such that if all areas build out to the minimum allowed the committed densities shall be met. This shall be made a condition of approval of a UGB amendment.

6. **Mixed-Use/Pedestrian-Friendly Areas.** For land within an urban reserve and for land currently within a UGB but outside of the existing City Limit, each city shall achieve the 2020 benchmark targets for the number of dwelling units (Alternative Measure no. 5) and employment (Alternative Measure no. 6) in mixed-use/pedestrian-friendly areas as established in the 2009 Regional Transportation Plan (RTP) or most recently adopted RTP. Beyond the year 2020, cities shall continue to achieve the 2020 benchmark targets, or if additional benchmark years are established, cities shall achieve the targets corresponding with the applicable benchmarks. Measurement and definition of qualified development shall be in accordance with adopted RTP methodology. The requirement is considered met if the city or the region overall is achieving the targets or minimum qualifications, whichever is greater. This requirement can be offset by increasing the percentage of dwelling units and/or employment in the City Limit. This requirement is applicable to all participating cities.

7. **Conceptual Transportation Plans.** Conceptual Transportation Plans shall be prepared early enough in the planning and development cycle that the identified regionally significant transportation corridors within each of the URs can be protected as cost-effectively as possible

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

by available strategies and funding. A Conceptual Transportation Plan for an urban reserve or appropriate portion of an urban reserve shall be prepared by the City in collaboration with the Rogue Valley Metropolitan Planning Organization, applicable irrigation districts, Jackson County, and other affected agencies, and shall be adopted by Jackson County and the respective city prior to or in conjunction with a UGB amendment within that UR.

a. **Transportation Infrastructure.** The Conceptual Transportation Plan shall identify a general network of regionally significant arterials under local jurisdiction, transit corridors, bike and pedestrian paths, and associated projects to provide mobility throughout the Region (including intracity and intercity, if applicable).

8. **Conceptual Land Use Plans.** 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 Conceptual Land Use Plan shall provide sufficient information to demonstrate how the residential densities of Section 4.1.5 above will be met at full build-out of the area added through the UGB amendment.

b. **Land Use Distribution.** The Conceptual Land Use Plan shall indicate how the proposal is consistent with the general distribution of land uses in the Regional Plan, especially where a specific set of land uses were part of the rationale for designating land which was determined by the Resource Lands Review Committee to be commercial agricultural land as part of an urban reserve, which applies to the following URs: CP-1B, CP-1C, CP-4D, CP-6A, CP-2B, MD-4, MD-6, MD-7mid, MD-7n, PH-2, TA-2, TA-4.

c. **Transportation Infrastructure.** The Conceptual Land Use Plan shall include the transportation infrastructure required in Section 4.1.7 above.

d. **Mixed Use/Pedestrian Friendly Areas.** The Conceptual Land Use Plan shall provide sufficient information to demonstrate how the commitments of Section 4.1.6 above will be met at full build-out of the area added through the UGB amendment.

9. **Conditions.** The following conditions apply to specific Urban Reserve areas:

a. MD-6. Prior to incorporation into the Urban Growth Boundary, a property line adjustment or land division shall be completed for Tax Lots 38-1W-05-2600 and 381W06-100 so that the tax lot lines coincide with the proposed Urban Growth Boundary.

10. **Agricultural Buffering.** Participating jurisdictions designating Urban Reserve Areas shall adopt the Regional Agricultural Buffering program in Volume 2, Appendix III into their Comprehensive Plans as part of the adoption of the Regional Plan. The agricultural buffering standards in Volume 2, Appendix III shall be adopted into their land development codes prior to a UGB amendment.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

11. **Regional Land Preservation Strategies.** Participating jurisdictions have the option of implementing the Community Buffer preservation strategies listed in Volume 2, Appendix V of the Regional Plan or other land preservation strategies as they develop.

12. **Housing Strategies.** Participating jurisdictions shall create regional housing strategies that strongly encourage a range of housing types throughout the region within 5 years of acknowledgement of the RPS Plan.

13. **Urban Growth Boundary Amendment.** Pursuant to ORS 197.298 and Oregon Administrative Rule 660-021-0060, URs designated in the Regional Plan are the first priority lands used for a UGB amendment by participating cities.

a. Land outside of a city's UR shall not be added to a UGB unless the general use intended for that land cannot be accommodated on any of the city's UR land or UGB land.

~~14. **Land Division Restrictions.** In addition to the provisions of Oregon Administrative Rule 660-021-0040, the following apply to lots or parcels which are located within an urban reserve until they are annexed into a city:~~

~~a. The minimum lot size shall be ten acres;~~

~~b. Development on newly created residentially zoned lots or parcels shall be clustered to ensure efficient future urban development and public facilities, and this shall be a condition of any land division;~~

~~c. Land divisions shall be required to include the pre-platting of future lots or parcels based on recommendations made by the city government to which the urban reserve belongs;~~

~~d. Land divisions within an urban reserve shall not be in conflict with the transportation infrastructure identified in an adopted Conceptual Transportation Plan; and~~

~~e. As a condition of land division approval, a deed declaration shall be signed and recorded that recognizes public facilities and services will be limited as appropriate to a rural area and transitioned to urban providers in accordance with the adopted URMA.~~

15. **Rural Residential Rule.** Until the City of Ashland adopts an Urban Reserve Area, the minimum lot size for properties within 1 mile of the Urban Growth Boundary of Ashland shall continue to be 10 acres, as outlined in Oregon Administrative Rule 660-004-0040(8)(c).

16. **Population Allocation.** The County's Population Element shall be updated per statute to be consistent with the gradual implementation of the adopted Plan. If changes occur during an update of the County's Population Element that result in substantially different population allocations for the participating jurisdictions of this Regional Plan, then the Plan shall be amended according to Section 5 of this Chapter of the Plan.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

17. **Parkland.** For the purposes of UGB amendments, the amount and type of park land included shall be consistent with the requirements of OAR 660-024-0040 or the park land need shown in the acknowledged plans
18. **Slopes.** Future urban growth boundary amendments will be required to utilize the definition of buildable land as those lands with a slope of less than 25 percent, or as consistent with OAR 660-008-0005(2) and other local and state requirements.
19. **Greater Coordination with the RVMPO.** The participating jurisdictions shall collaborate with the Rogue Valley Metropolitan Organization (RVMPO) to:
- a. Prepare the Conceptual Transportation Plans identified in Section 4.1.7;
 - b. Designate and protect the transportation infrastructure required in the Conceptual Transportation Plans identified in Section 4.1.7 to ensure adequate transportation connectivity, multimodal use, and minimize right of way costs;
 - c. Plan and coordinate the regionally significant transportation strategies critical to the success of the adopted Regional Plan including the development of mechanisms to preserve rights-of-way for the transportation infrastructure identified in the Conceptual Transportation Plans; and
 - d. Establish a means of providing supplemental transportation funding to mitigate impacts arising from future growth.
20. **Future Coordination with the RVCOG.** The participating jurisdictions shall collaborate with the Rogue Valley Council of Governments on future regional planning that assists the participating jurisdictions in complying with the Regional Plan performance indicators. This includes cooperation in a region-wide conceptual planning process if funding is secured.
- ~~21. **Expo.** During the first Coordinated Periodic Review process for the Regional Plan, Jackson County shall consider including the land occupied by the Jackson County Expo to the City of Central Point's Urban Reserve Area.~~
- ~~22. **Agricultural Task Force.** Within six months of acknowledgement of the Greater Bear Creek Valley Regional Plan, Jackson County shall appoint an Agricultural Task Force made up of persons with expertise in appropriate fields, including but not limited to farmers, ranchers, foresters and soils scientists, representatives of the State Department of Agriculture, the State Forestry Department, the State Department of Land Conservation and Development, Jackson County, and a RPS participating city.~~
- ~~The Agricultural Task Force shall develop a program to assess the impacts on the agricultural economy of Jackson County arising from the loss of agricultural land and/or the ability to irrigate agricultural land, which may result from Urban Growth Boundary Amendments. The Agricultural Task Force shall also identify, develop, and recommend potential mitigation measures, including financial strategies, to offset those impacts. Appropriate mitigation measures shall be applied to Urban Growth Boundary Amendment proposals.~~

GENERAL LAND USE PLAN ELEMENT

Adopted 12/16/04 by Ord. 2004-258

GENERAL LAND USE PLAN—CONCLUSIONS

1. The General Land Use Plan (GLUP) Map represents Medford’s future land use patterns based on anticipated growth and land needs.
2. The GLUP Map is dynamic, and, as such, must be amendable, to guide and reflect the needs and tastes of the city’s residents.
3. The GLUP Map is non-site-specific, and is not intended to be the sole basis for making decisions on zone changes. The Zoning Map and the *Land Development Code* more specifically delineate permitted uses and development criteria.
4. The GLUP Map delineates three residential, two commercial, two industrial, a parks and schools, a greenway, a city center, an airport, and a limited service area designation. It also indicates the Urban Growth Boundary (UGB).
5. The SFR-00 (Single-Family Residential—One Unit per existing lot) zone is intended to function as a holding zone in all GLUP map designations until facilities can be shown to be adequate to accommodate a higher intensity or density zoning designation as permitted by the GLUP map designation.
6. To more specifically address the needs and concerns of certain areas of the community, more detailed land use provisions, in the form of special area plans, have been adopted. [See the Neighborhoods Element of the *Medford Comprehensive Plan* for the adopted special area plans and maps.]

GENERAL LAND USE PLAN—GOALS, POLICIES, AND IMPLEMENTATION MEASURES

Goal 1: To maintain and update the City of Medford General Land Use Plan Map.

Policy 1-A: The City of Medford General Land Use Plan Map shall be reviewed at least every five years, and may be amended whenever it is determined that a change is warranted. Amendment criteria are contained in the *Review and Amendment* section of the *Comprehensive Plan*, and procedural requirements are contained in “Article II” of the *Land Development Code*.

Goal 2: To administer the City of Medford General Land Use Plan Map so as to further the purposes of the Map and the Comprehensive Plan.

Policy 2-A: The City of Medford General Land Use Plan Map shall not be used as the sole justification for making decisions on zone changes. However, zone changes must be consistent with the General Land Use Plan Map designation.

**MEDFORD COMPREHENSIVE PLAN
CONCLUSIONS, GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES**

Policy 2-B: Because the City of Medford General Land Use Plan Map is general and non-site-specific, ambiguities may arise. If it is unclear whether a specific property is in a particular designation, the Planning Commission shall be requested to interpret the designation boundaries. The Commission shall consider the character of surrounding uses, past interpretations, and applicable goals and policies of the Comprehensive Plan when making an interpretation.