
Internal Study Area

Guidebook

A summary of potential General Land Use Plan map changes that are intended to increase the capacity of the current urban area. Includes summary of sewer and water capacity analyses

15 January 2014

Fourth edition

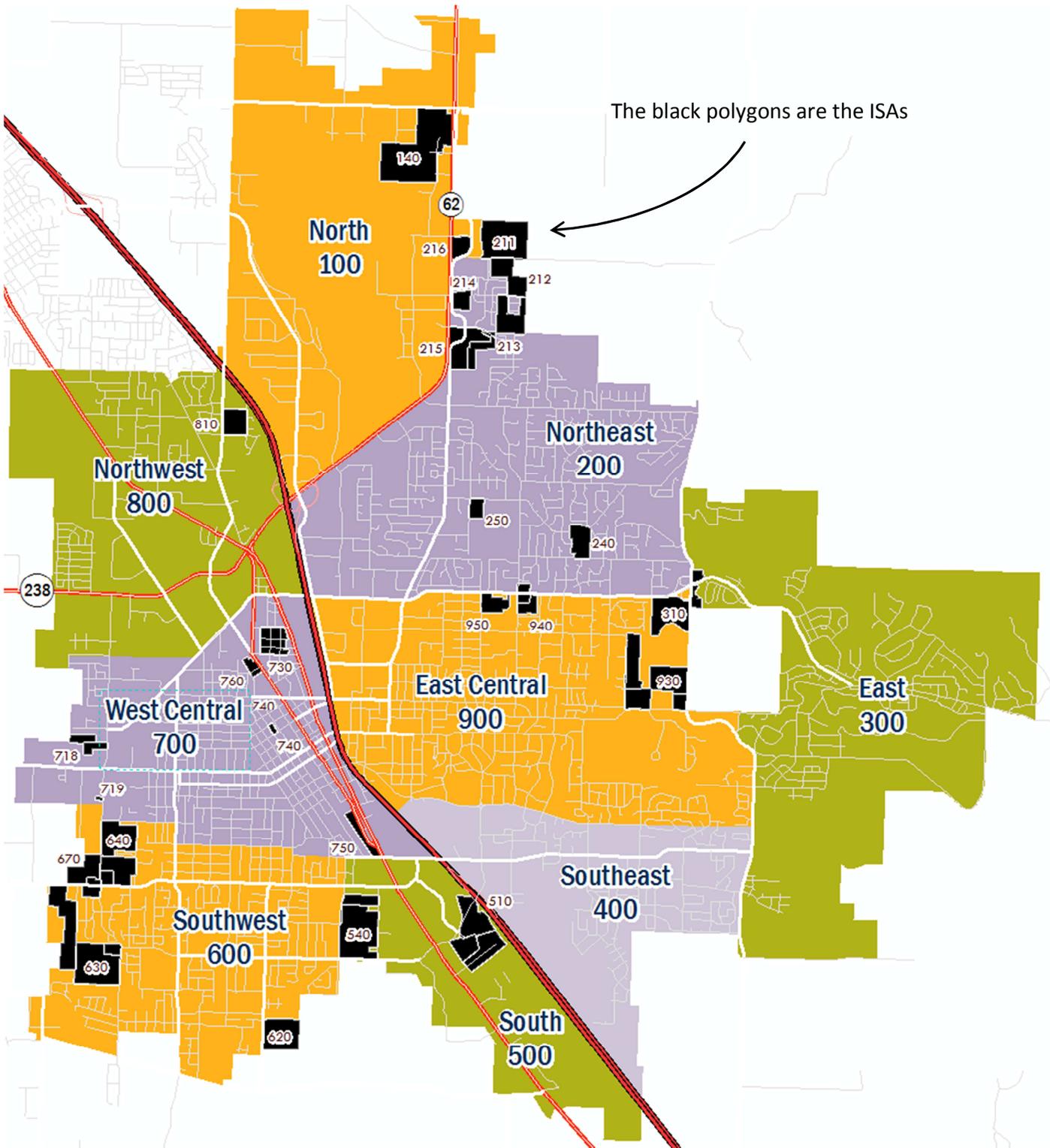


Contents

Sector Map.....	3	540	37
Summary table.....	4	620	42
Further Summaries	6	630	45
GLUP designations	7	640	49
Qualitative Analysis.....	8	670	50
ISAs individually		718	53
140	10	719	54
211	13	730	58
212	14	740	58
213	15	760	59
214	16	750	62
216	16	810	65
215	20	930	68
240	23	940	72
250	27	950	73
310	30	Basis for ISAs	77
510	33	Glossary.....	79

This is the fourth edition of the guidebook.

Sector Map



Summary table

ISA no.	Current GLUP <i>see page 6</i>	Analyzed GLUP <i>see page 6</i>	Qual. score <i>see page 7</i>	Acres	Results of util. analyses	
					Sewer capacity	Water capacity
140	HI	CM	–	99	y	y
211	UR	UH	4.20	49	y	n/u
212	UR	UH	3.64	22	u	y
213	UR	UH	4.25	23	u	y
214	GI	CM	–	8	y	y
215	GI	UR	3.98	1	n/u	y
	GI	UH		9		
	GI	CM		33		
216	GI	CM	–	12	y	y
240	UR	UM	3.75	17	n/u	y
250	UR	UM	4.50	13	u	y
310	UR	CM	2.54	4	u	y
	UR	UM		5		
510	UR	CM	3.76	26	y	u
	UR	CM		12		
	UR	UH		23		
540	CM	UM	4.63	9	y	y
	UR	UM		56		
620	UR	UM	2.89	31	y	u
630	UR	CM	3.06	4	y	y
	UR	UM		38		
	UR	UM		46		

Key

y = yes (*i.e.*, sufficient capacity)

n = no

u = upgrade

ISA no.	Current GLUP <i>see page 6</i>	Analyzed GLUP <i>see page 6</i>	Qual. score <i>see page 7</i>	Acres	Results of util. analyses	
					Sewer capacity	Water capacity
640	UR	CM	3.58	5	y	y
	UR	UH		22		
	UR	UM		29		
670	UR	UH	3.23	2	y	y
	UR	UH		6		
	UR	UM		20		
718	UR	UH	4.80	5	y	u
	UR	CM		5		
719	UR	UM	3.75	0.4	y	u
730	UR	UM	3.61	19	y	u
740	UH	CM	–	1	–	–
750	HI	CM	–	11	–	–
760	HI	CM	–	5	–	–
810	UR	UH	3.84	18	y	u
930	UR	CM	3.25	6	u	u
	UR	CM		14		
	UR	UM		21		
	UR	UM		28		
	UR	UM		33		
940	UR	CM	3.63	3	y	u
	UR	UM		3		
	UR	UM		7		
950	UR	UM	4.25	12	y	y
total acres:				809		

Further Summaries

Group totals changes from and to

<i>change from...</i>	<i>...to</i>	<i>acres</i>
CM <i>commercial</i>	UM	8.9
	<i>total CM conversion</i>	<i>8.9</i>
GI <i>general industrial</i>	CM	53.5
	UH	8.6
	UR	1.1
	<i>total GI conversion</i>	<i>63.2</i>
HI <i>heavy industrial</i>	CM	115.6
	<i>total HI conversion</i>	<i>115.6</i>
UH <i>high-density</i>	CM	1.2
	<i>total UH conversion</i>	<i>1.2</i>
UR <i>low-density</i>	CM	79.4
	UH	170.0
	UM	372.5
	<i>total UR conversion</i>	<i>621.8</i>
Total		810.8

Potential change amounts and percentages by land use type

type	acres	percent of total
CM	250	31%
UH	179	22%
UM	381	47%
UR	1	0.1%

GLUP designations

The General Land Use Plan (GLUP) map is part of the City’s Comprehensive Plan. It establishes the underlying general land uses in the City of Medford. For each GLUP designation there are one or more zoning districts that correspond to it; for example, UR (urban residential, low density) allows SFR-2 through SFR-10 zoning (SFR means “Single-family Residential”).

General Plan designations	Corresponding zoning districts	Example permitted uses
UR Urban Residential— Low Density	SFR-2, SFR-4, SFR-6, SFR-10 Single-family Residential, 2, 4, 6, and 10 dwelling units per gross acre	Single-family houses, including townhouses in SFR-10 and duplexes in SFR-4, -6, and -10
UM Urban Residential— Medium Density	MFR-15 Multiple-family Residential, 15 dwelling units per gross acre	Townhouses, duplexes, and apartment buildings
UH Urban Residential— High Density	MFR-20, MFR-30 Multiple-family Residential, 20 and 30 dwelling units per gross acre	Apartment buildings
CM Commercial	C-N, C-C, C-R, C-H Neighborhood, Community, Regional, and Heavy Commercial	Retail stores, repair shops, restaurants, filling stations, banks, personal services, hotels, etc.
SC Service Commercial	C-S/P Service Commercial and Professional Office	Professional and medical offices, hospitals, some retail allowed
HI and LI Heavy and Light Industrial	I-H and I-G allowed in HI I-G and I-L allowed in LI Heavy, General, and Light Industrial	Traded-sector manufacturing, fabrication, warehousing; some banking and restaurant allowed
PS Parks and Schools	Any	Parks and schools

Qualitative Analysis

Staff performed an additional, qualitative analysis on the lots comprising the ISAs that were proposed for change to a residential designation. The table on pages 4 and 5 present the average score for the scored lots in each ISA.

A high score for an ISA means that there are several factors favorable to the change, but a deeper understanding gained through public testimony may reveal further details that diminish support for the change. The reverse scenario is also possible.

Parcelization

Multi-family development projects work better when there is more area to work with. If a development lot is too small, the resulting multi-family project will consist of a building surrounded by parking lot. In order to create a project that is more pleasant for inhabitants and neighbors, a larger area is superior.

Proximity to elementary schools, grocery stores, and transit routes

These three tests measure quality-of-life factors that both relieve pressure on the transportation system and provide more choices of nearby goods and services to higher concentrations of residents.

Size and Mix for proposed UH sites

This test considers the “texture” of the surrounding quarter mile fringe for residential ISAs that (1) were analyzed for conversion to UH and (2) are less than 15 acres. For these UH-conversion ISA lots staff calculated the total percentage of non-UR-designated lands that are within a quarter-mile periphery of them. The idea is that a strong mix of different land use types in an ISA’s vicinity is more conducive to a higher residential density; therefore, the greater the percentage of different GLUPs, the higher the score was.

The size-and-mix test was not weighted as heavily as the others because spatially mixed land uses can be positive generators of activity. Thus, the worst possible score for that metric is a “2” and the greatest possible score is a “4”. A similar test was not needed for new UM sites since, from a density standpoint, UM is considered compatible with UR/single-family houses.

Corollary to this is a recommended policy for areas that are converted to UH and are larger than 15 acres, which are not as likely to fully develop all at once—and perhaps never fully develop given their size. To overcome this and to integrate them better into their surroundings, staff suggests that for sites larger than 15 acres a ratio of total multi-family acreage to total single-family acreage should be considered as a policy directive. The *Housing Element* suggests a single-family-to-multifamily ratio of 65:35, so this provides some reasonable guidance. For example,

the City could require that areas over 15 acres include a mix of housing densities that aim for an overall single-family-to-multi-family ratio between 55:45 and 70:30.

Qualitative Analysis of Residential ISA lots

Test	Scores				
	1	2	3	4	5
Parcelization	< 2 acres	2–3 acres	3–4 acres	4–5 acres	> 5 acres
Elementary school	> 2 miles	2–1.5 miles	1.5–1 mile	1–0.5 miles	< 0.5 mile
Grocery store	> 2 miles	2–1.5 miles	1.5–1 mile	1–0.5 miles	< 0.5 mile
Transit route	> 2 miles	2–1.5 miles	1.5–1 mile	1–0.5 miles	< 0.5 mile
Higher-intensity land use proximity <i>UH sites 15 acres or less</i>	N/A	0–15% non-UR designations within 0.25-mile radius	15–25% non-UR designations within 0.25-mile radius	>25% non-UR designations within 0.25-mile radius	N/A

Average Scores for the Residential ISAs

ISA	Score	ISA	Score
211	4.20	630	3.06
212	3.64	640	3.58
213	4.25	670	3.23
215	3.98	718	4.80
240	3.75	719	3.75
250	4.50	730	3.61
310	2.54	810	3.84
510	3.76	930	3.25
540	4.63	940	3.63
620	2.89	950	4.25

140

Area94 acres (37+56)

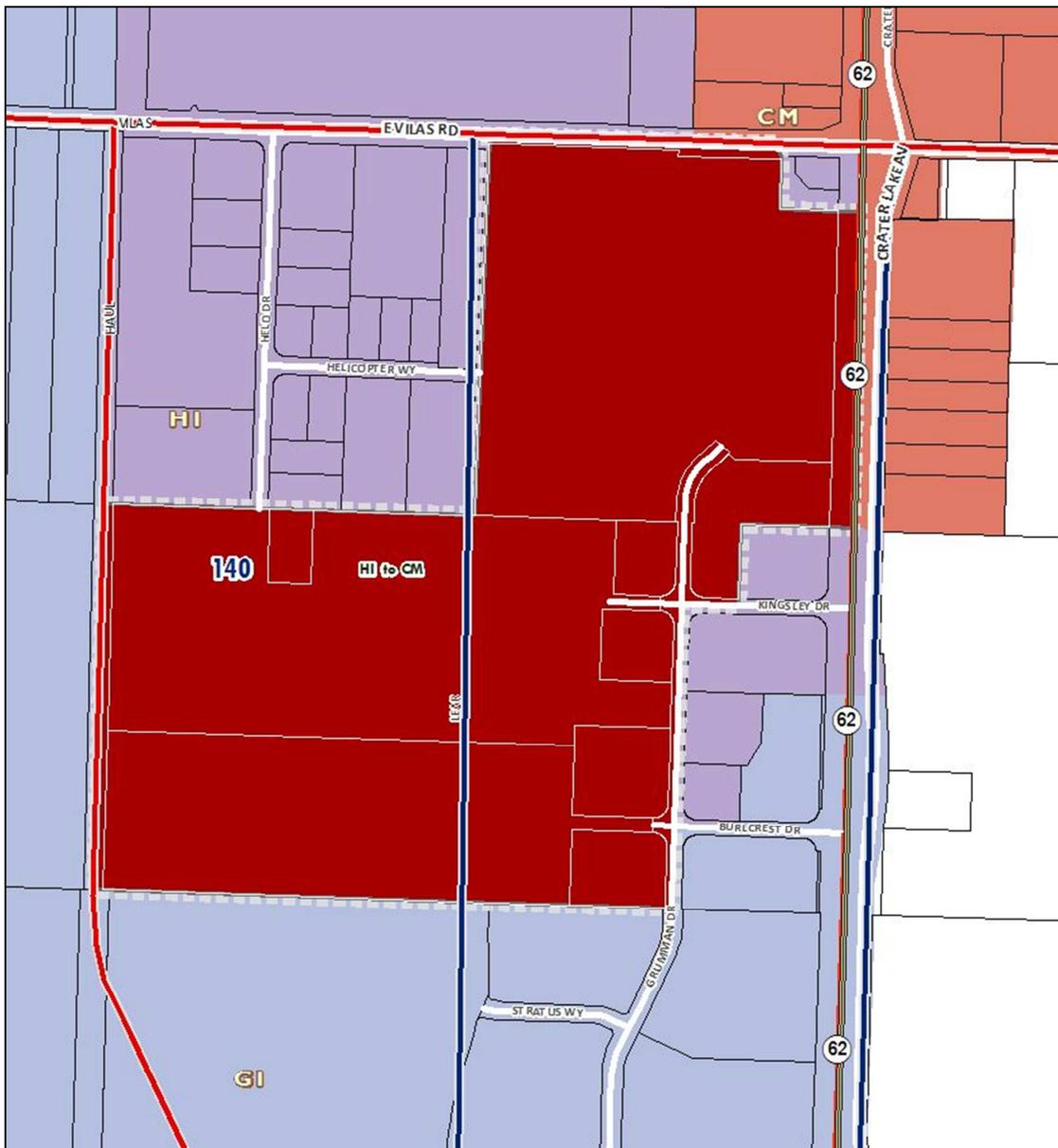
Analysis.....(HI → CM) Heavy Industrial to Commercial

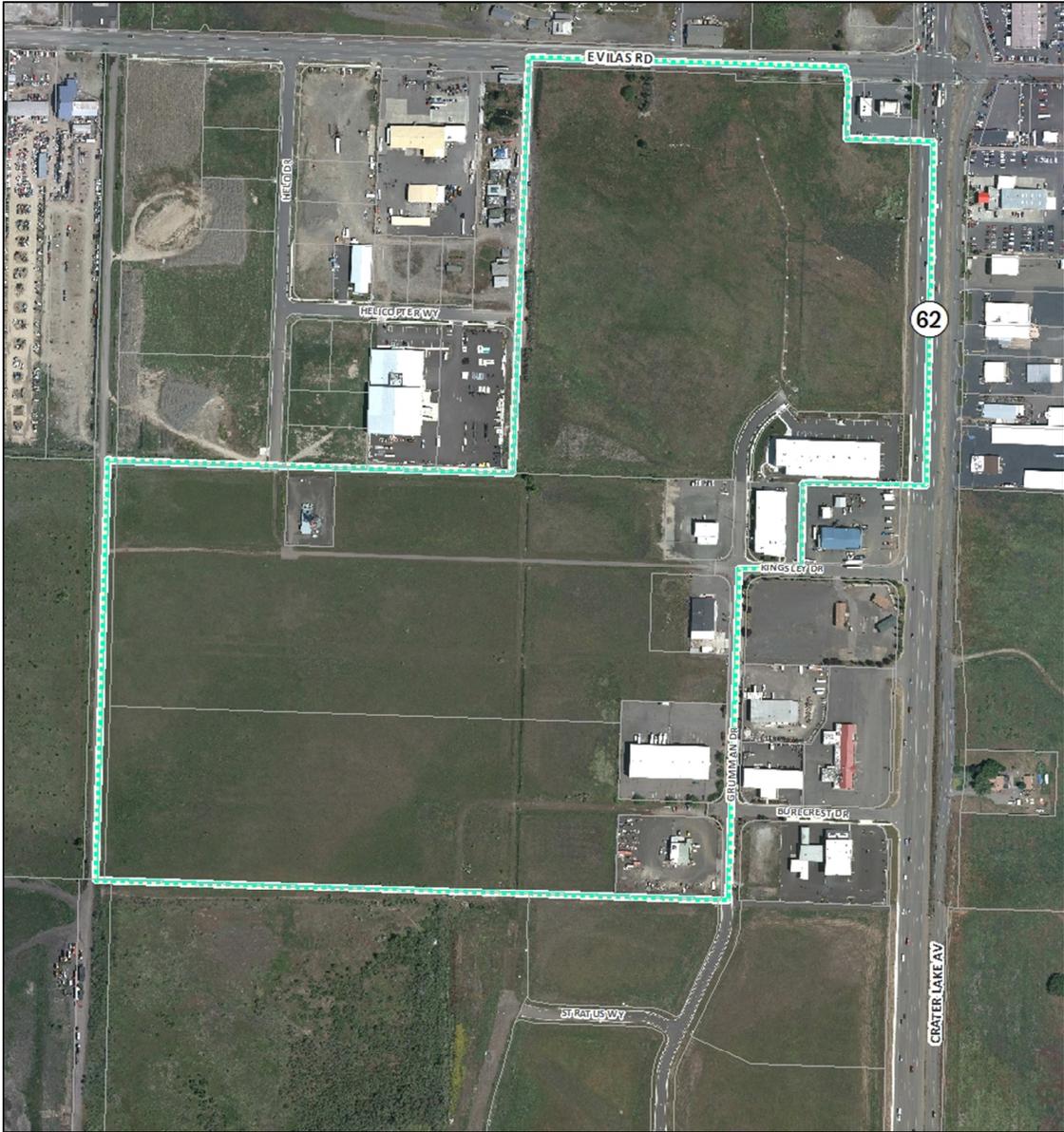
LocationSW corner of E. Vilas Rd. & Hwy 62

RationaleThis land is vacant, close to major transportation routes (including, eventually, the Highway 62 Bypass), and large enough to master plan in conjunction with adjacent industrial land.

NotesA number of smaller lots in this ISA contain industrial uses, and although it is preferable to have straight and cohesive GLUP boundaries out to the centers of rights-of-way, it is worth considering removal of these lots rather than burdening them with a GLUP designation that conflicts with their zoning designation and it appears there is little chance the lots will redevelop in the near future.

Notes





211

Area 49 acres

Analysis..... (UR → UH) Low-Density Residential to High-Density Residential

Location NE corner of Crater Lake Ave. & Coker Butte Rd.

Rationale Proximity to commercial areas; continuation of ISAs 212 and 213.
 Most of the residential ISAs were selected for analysis if they were on or near one or more higher-order streets. It is common practice to locate higher-density development on arterials and collectors where it has easier access to transit and it can act as a buffer between those streets and lower-density housing. Multi-family design also has more formal landscaping and does not generally expose private outdoor space to high-traffic streets, unlike low-density housing. It also means better access control because each house does not require a separate driveway.

Notes Coker Butte occupies the northeast third and more of the lot. MWC does not support higher densities above 1,500 feet. Although this lot was analyzed for UH designation, given the necessity of having lower density on the slopes of the butte, it may be advisable to either change the proposed designation to UM or to split the GLUP designation west of the 1,500-foot elevation contour, leaving the higher portion as UR.

 Future extensions of Coker Butte Road and Springbrook Road will someday split the lot.

Qualitative analysis scores

Average score	Degree of parcelization	Proximity to:			for UH areas:
		Elementary school	Grocery	Bus route	Mix of GLUP designations in vicinity
4.20	5.0	3.0	4.0	5.0	4.0

Notes

212

Area22 acres

Analysis.....(UR → UH) Low-Density Residential to High-Density Residential

LocationVicinity of Springbrook Rd. between Coker Butte Rd. & Hondeleau Ln.

RationaleFurther intensification to make Delta Waters TOD realistic.

Qualitative analysis scores

Average score	Degree of parcelization	Proximity to:			for UH areas:
		Elementary school	Grocery	Bus route	Mix of GLUP designations in vicinity
3.64	1.3	3.9	4.0	5.0	4.0

Notes

213

Area23 acres

Analysis.....(UR → UH) Low-Density Residential to High-Density Residential

LocationSE of Mallard Ln. & Hondeleau Ln.

RationaleFurther intensification to make Delta Waters TOD realistic.

NotesSpringbrook Road is planned to traverse this area in the future, completing a N/S connection to Coker Butte Road. There are two “arms” on this ISA that seemingly isolate a pocket of low-density housing. Springbrook, a collector street, would run along the western arm into ISA 212. It is not uncommon to place higher densities along higher-order streets. There is a wetland on the southern end of this ISA along Garret Creek. Wetlands can be better incorporated into high-density development than by low because sites can be more easily arranged to preserve density without awkward configurations of lots.

Qualitative analysis scores

Average score	Degree of parcelization	Proximity to:			for UH areas:
		Elementary school	Grocery	Bus route	Mix of GLUP designations in vicinity
4.25	4.0	4.0	4.0	5.0	4.0

Notes

214

Area 8 acres

Analysis..... (GI → CM) General Industrial to Commercial

Location Crater Lake Ave, 670 ft N of Owen Dr

Rationale Change to make Delta Waters TOD realistic.

Notes

216

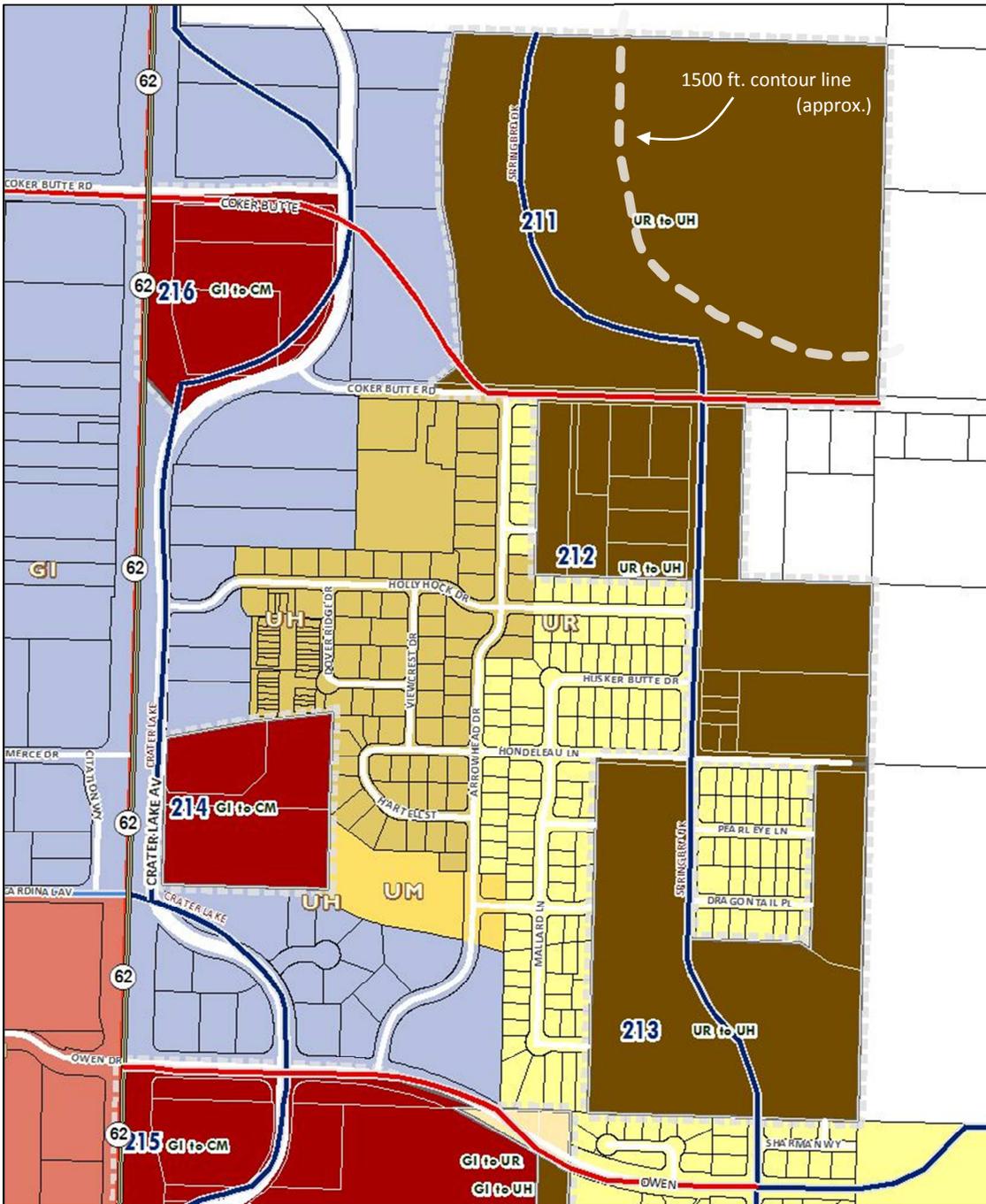
Area 8 acres

Analysis..... (GI → CM) General Industrial to Commercial

Location NW corner of Crater Lake Ave. & Coker Butte Rd.

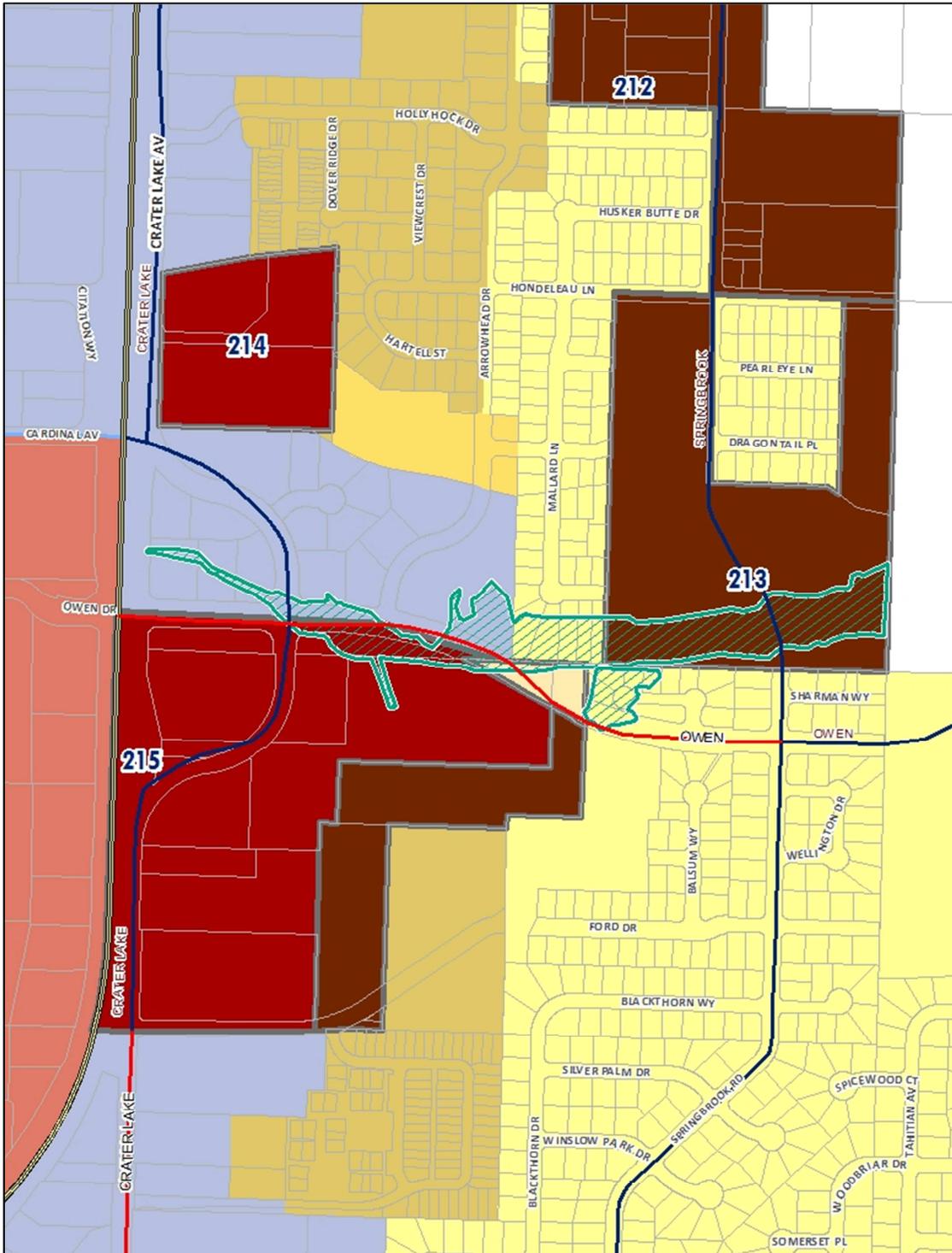
Rationale Change to make Delta Waters TOD realistic. One lot already contains a shopping center and the other lots are “redevelopable.”

Notes





ISA 213/215 wetland map



215

Area 37 acres (1+9+12+15)

Analysis..... (GI → UR) General Industrial to High-Density Residential
 (GI → UH) General Industrial to High-Density Residential
 (GI → CM) General Industrial to Commercial
 (GI → CM) General Industrial to Commercial

Location SE corner (generally) of Crater Lake Ave. & Owen Dr

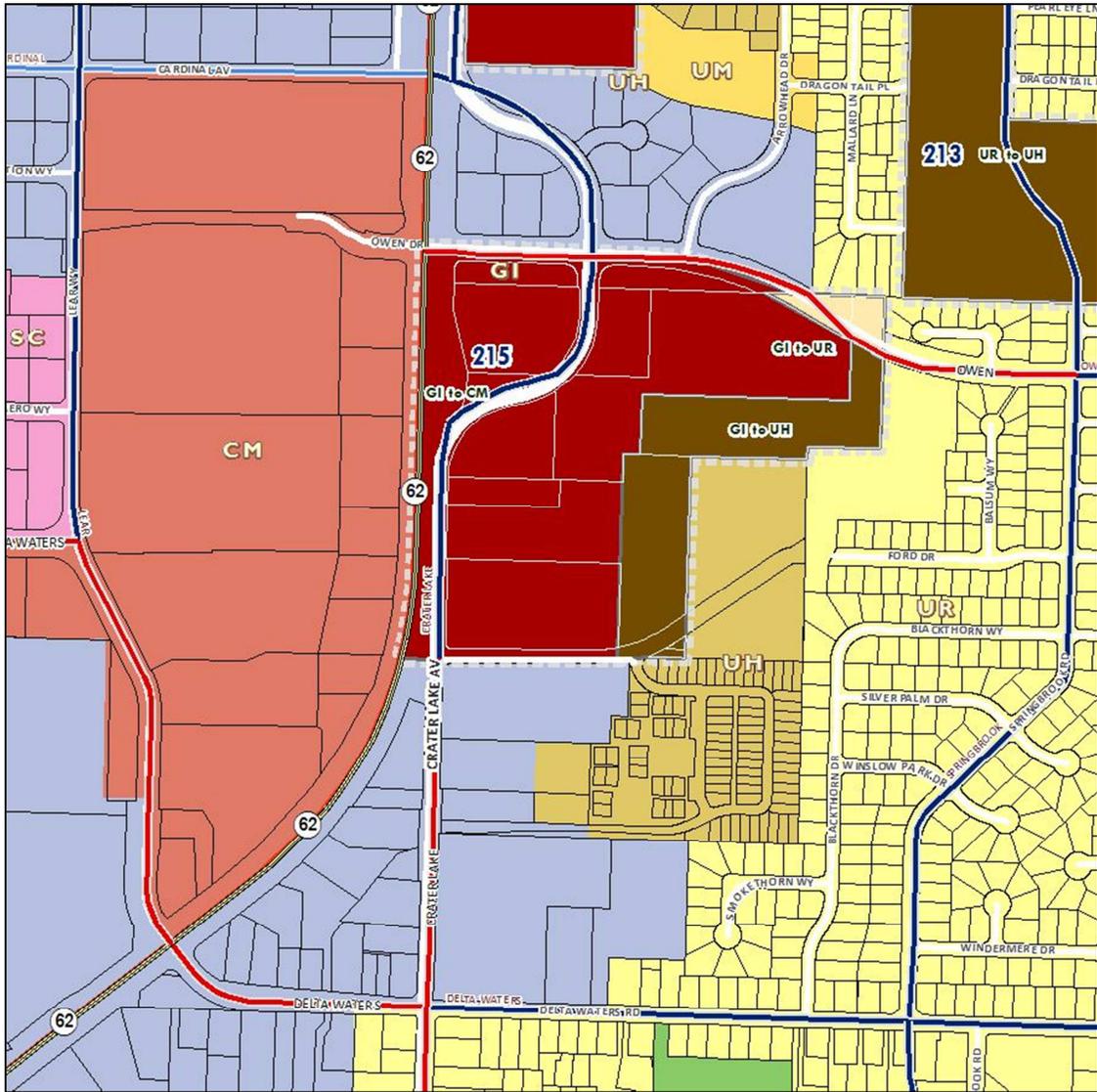
Rationale Changes from industrial to commercial and graduated levels of residential density to make the Delta Waters TOD realistic.

Notes There is a wetland (Garret Creek) along Owen Drive (see combined 213/215 wetland map, above). As with ISA 213, any kind of development will have to address the presence of the wetland.

Qualitative analysis scores

Average score	Degree of parcelization	Proximity to:			for UH areas:
		Elementary school	Grocery	Bus route	Mix of GLUP designations in vicinity
3.98	1.6	4.4	5.0	5.0	4.0

Notes





240

Area 16 acres

Analysis.....(UR → UM) Low-Density Residential to Medium-Density Residential

LocationN of Lone Pine Rd. at termini of Roberts Rd. & Wilkshire Dr.

RationaleVacant and located on collector street. Wetlands offer opportunity for clustered design and smooth transitions to higher densities from the low-density surroundings.

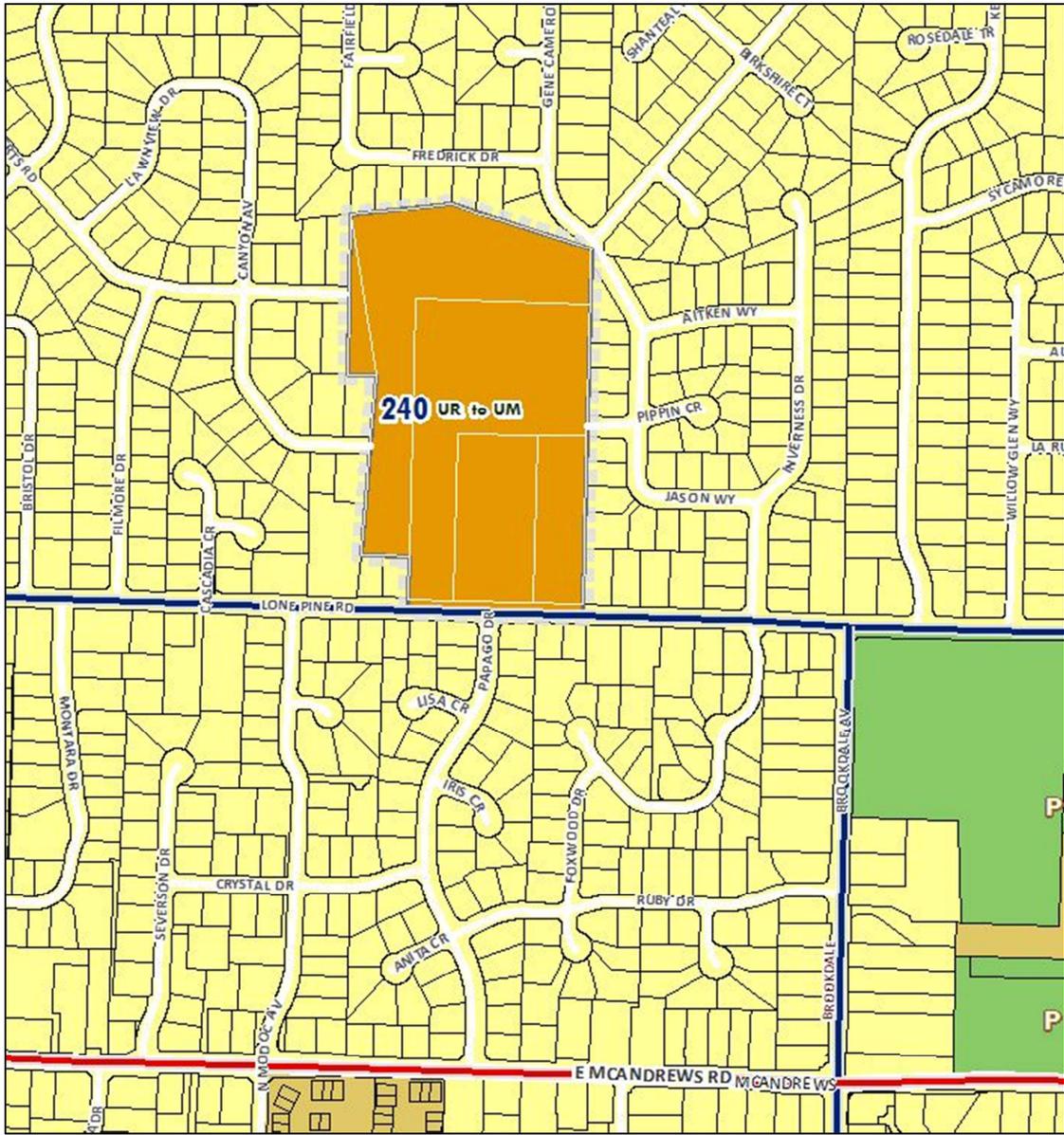
NotesWetland at the north end of this area. As noted with ISAs 213 and 215, the fact there is a wetland is largely immaterial to the question of land-use designation. Development of any type will need to address its presence.

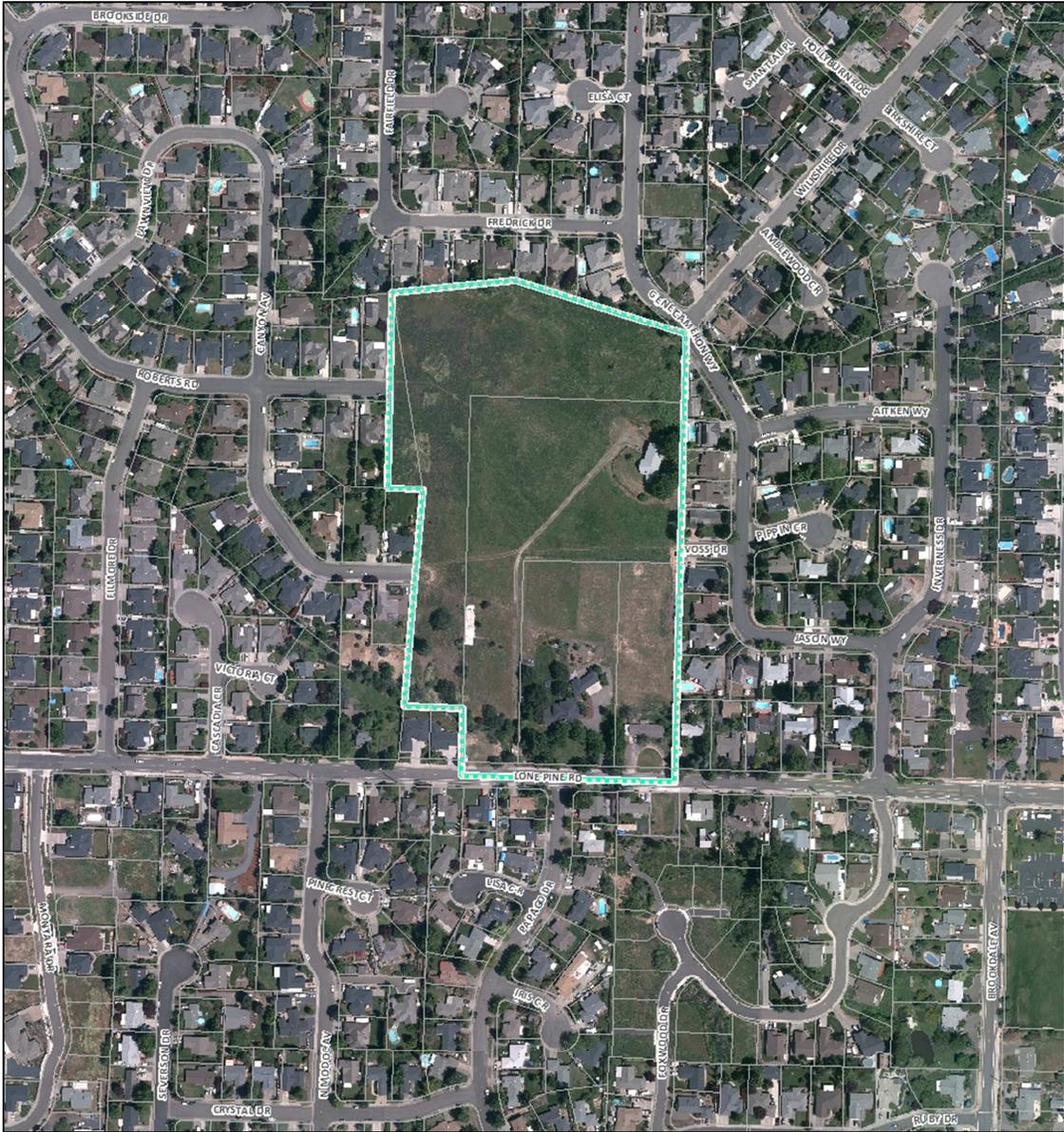
The Planning Commission previously denied a 22-duplex, four single-family development called Wilkshire Terrace PUD (file no. PUD-07-040) on the two northwesterly lots of this ISA.

Qualitative analysis scores

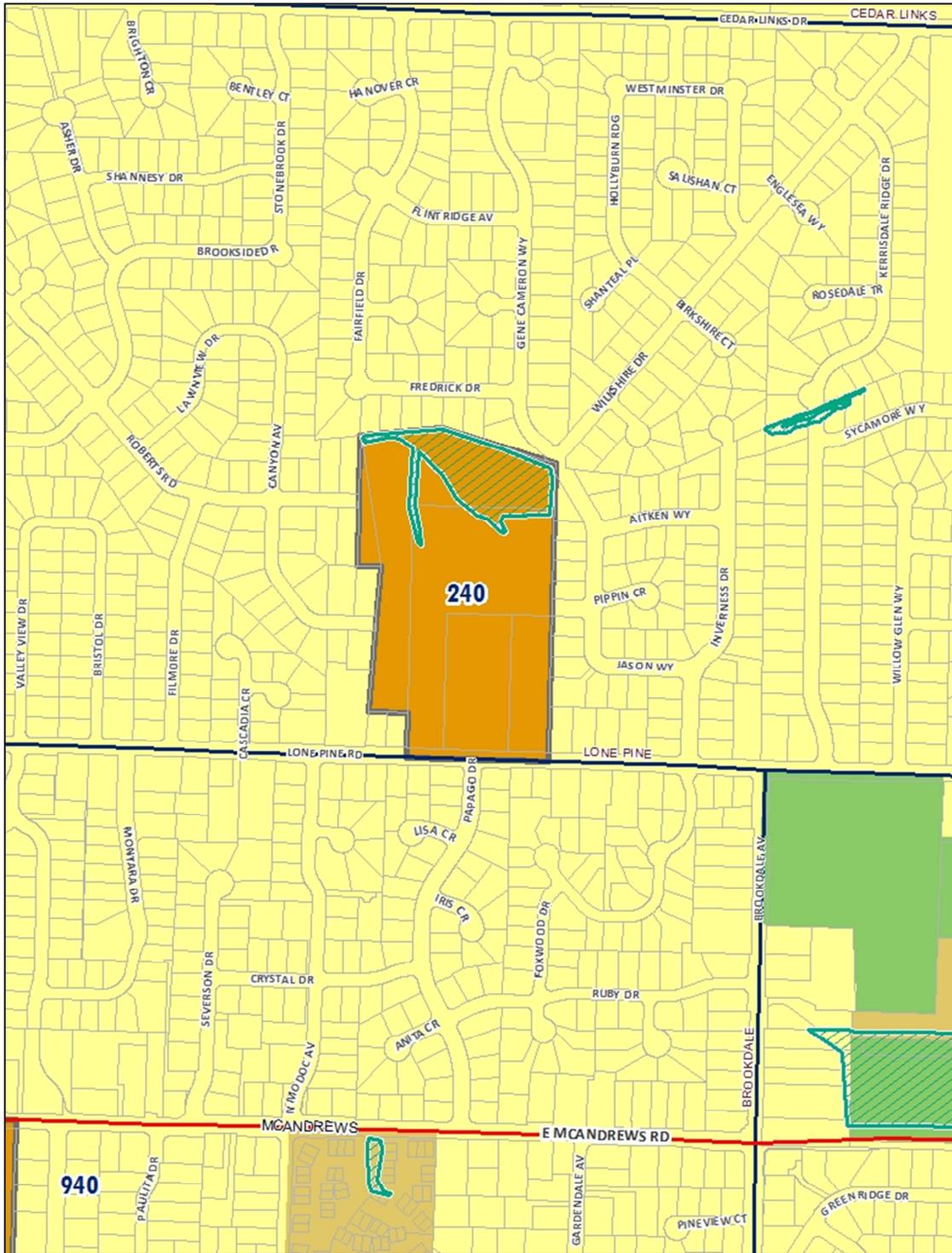
Average score	Degree of parcelization	Proximity to:		
		Elementary school	Grocery	Bus route
3.75	2.8	5.0	2.4	4.8

Notes





ISA 240 wetland map



250

Area7 acres

Analysis.....(UR → UM) Low-Density Residential to Medium-Density Residential

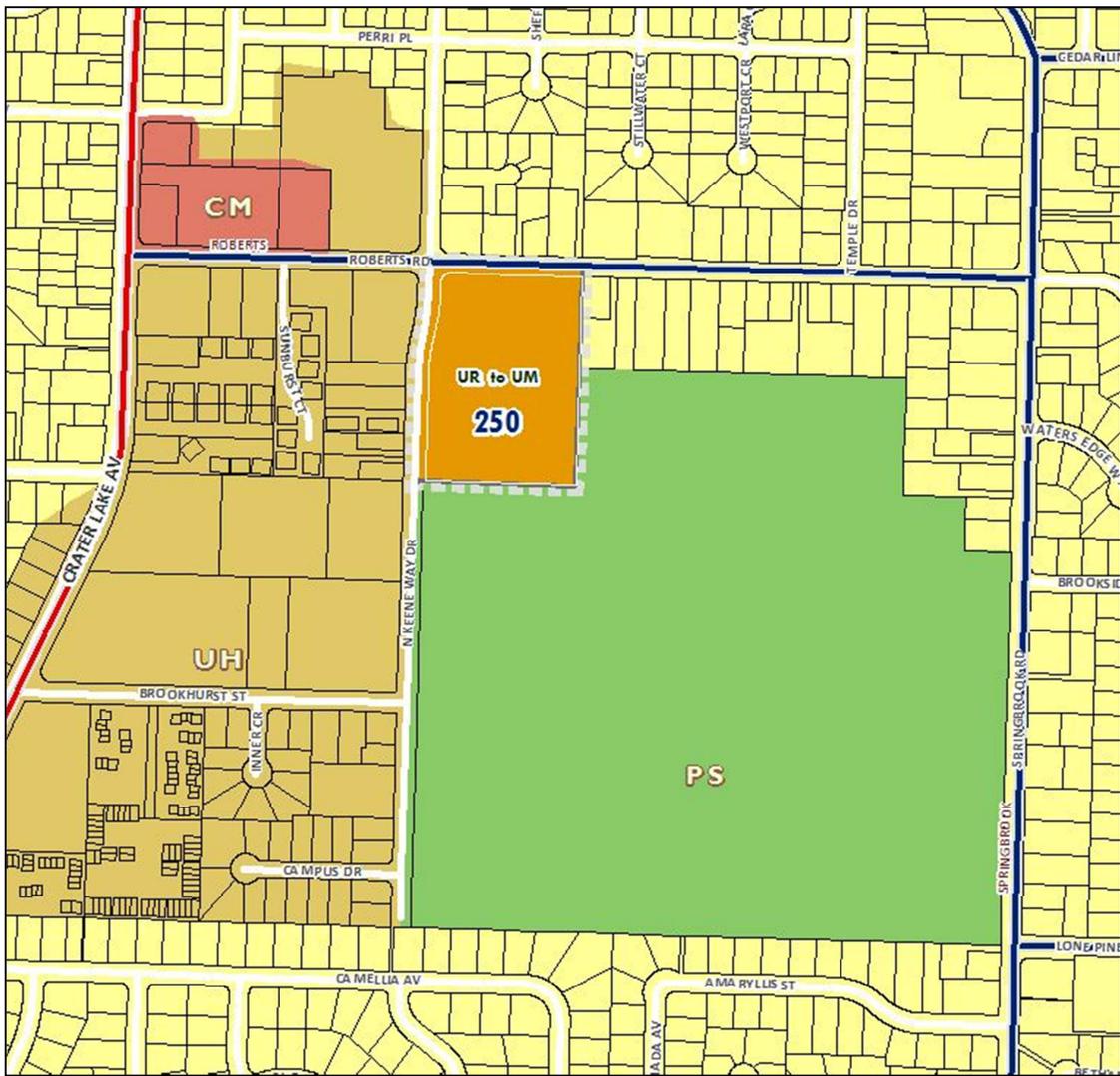
Location.....NE & SE corner of Keene Way Dr & Roberts Rd.

RationaleProximity to school, high-density residential, and transit.

Qualitative analysis scores

Average score	Degree of parcelization	Proximity to:		
		Elementary school	Grocery	Bus route
4.50	5.0	4.0	4.0	5.0

Notes





310

Area 10 acres (3+7)

Analysis..... (UR → CM) Low-Density Residential to Commercial

(UR → UM) Low-Density Residential to Medium-Density Residential

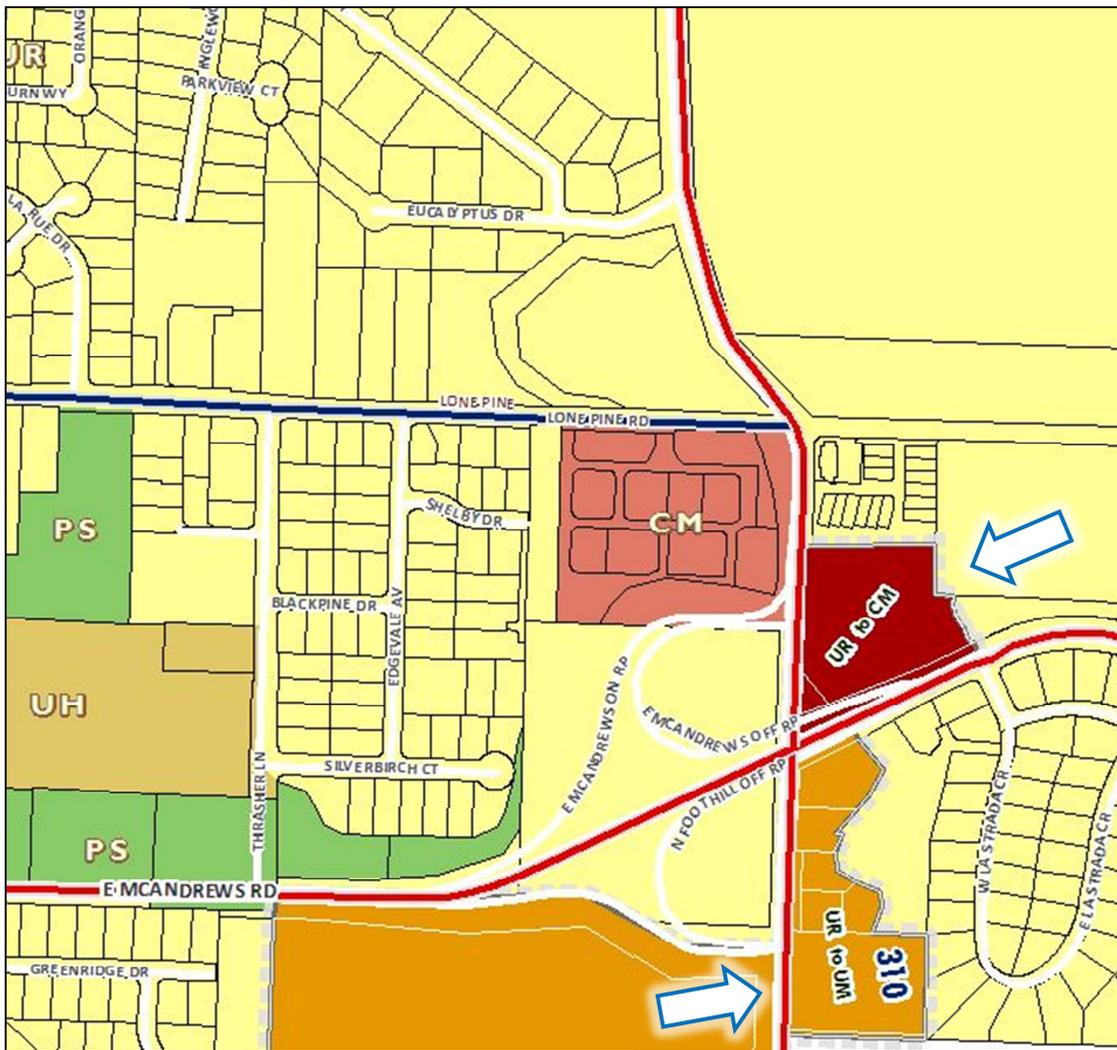
Location NE & SE corner of N. Foothill Rd. & E. McAndrews Rd.

Rationale Vacant on the intersection of two major transportation routes.

Qualitative analysis scores

Average score	Degree of parcelization	Proximity to:		
		Elementary school	Grocery	Bus route
2.54	1.1	4.0	2.0	3.0

Notes



510

Area77 acres (26+12+23)

Analysis.....(UR → CM) Low-Density Residential to Commercial

(UR → CM) Low-Density Residential to Commercial

(UR → UH) Low-Density Residential to High-Density Residential

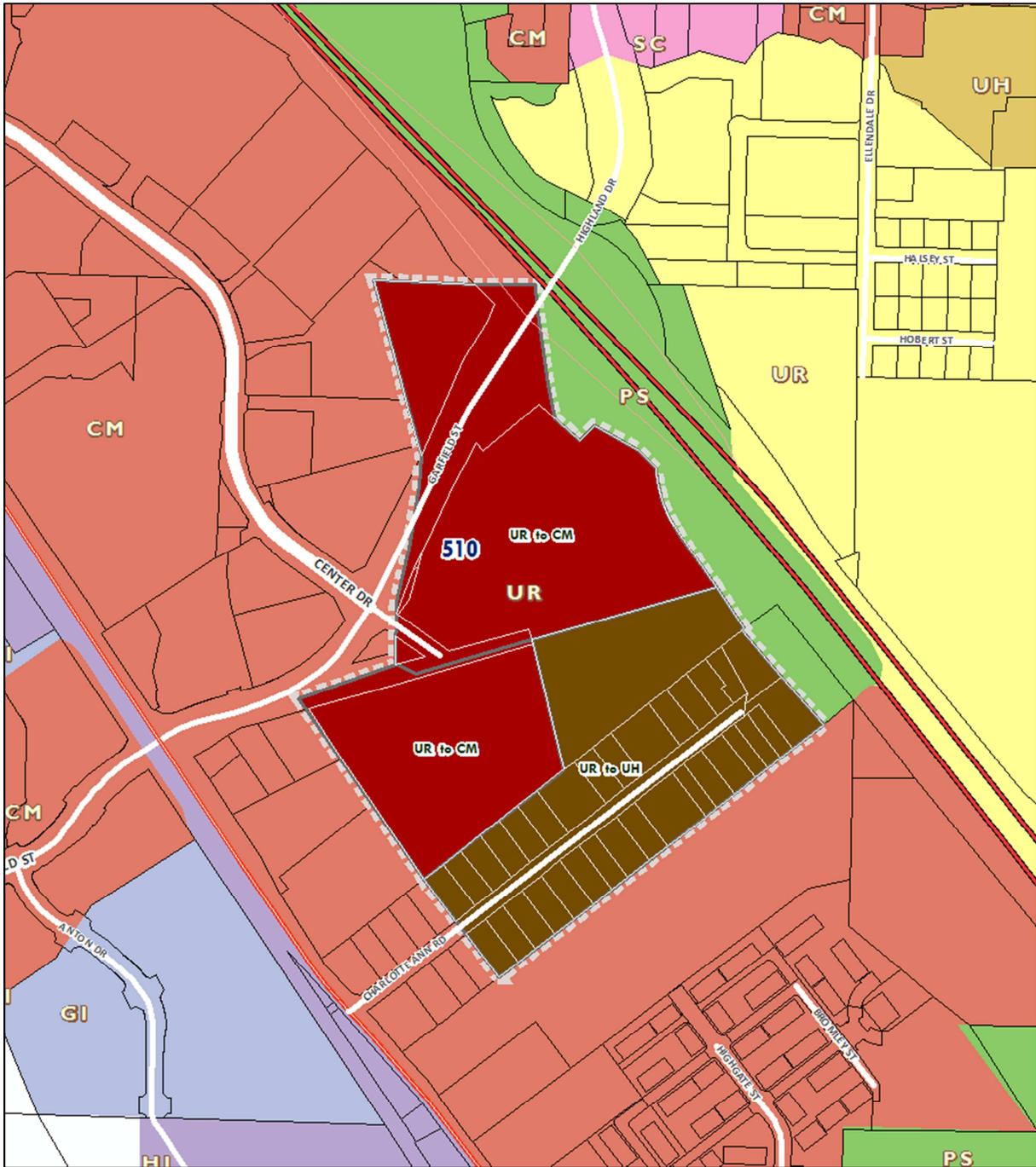
LocationExtending SE from intersection of Garfield Rd. & Center Dr

RationaleThe new south interchange has made the UR designations inappropriate in this area. A cluster of apartment buildings to the southeast of this area suggests conversions to more high-density residential to build up a pocket of residential close to transit, jobs, retail, and services.

Qualitative analysis scores

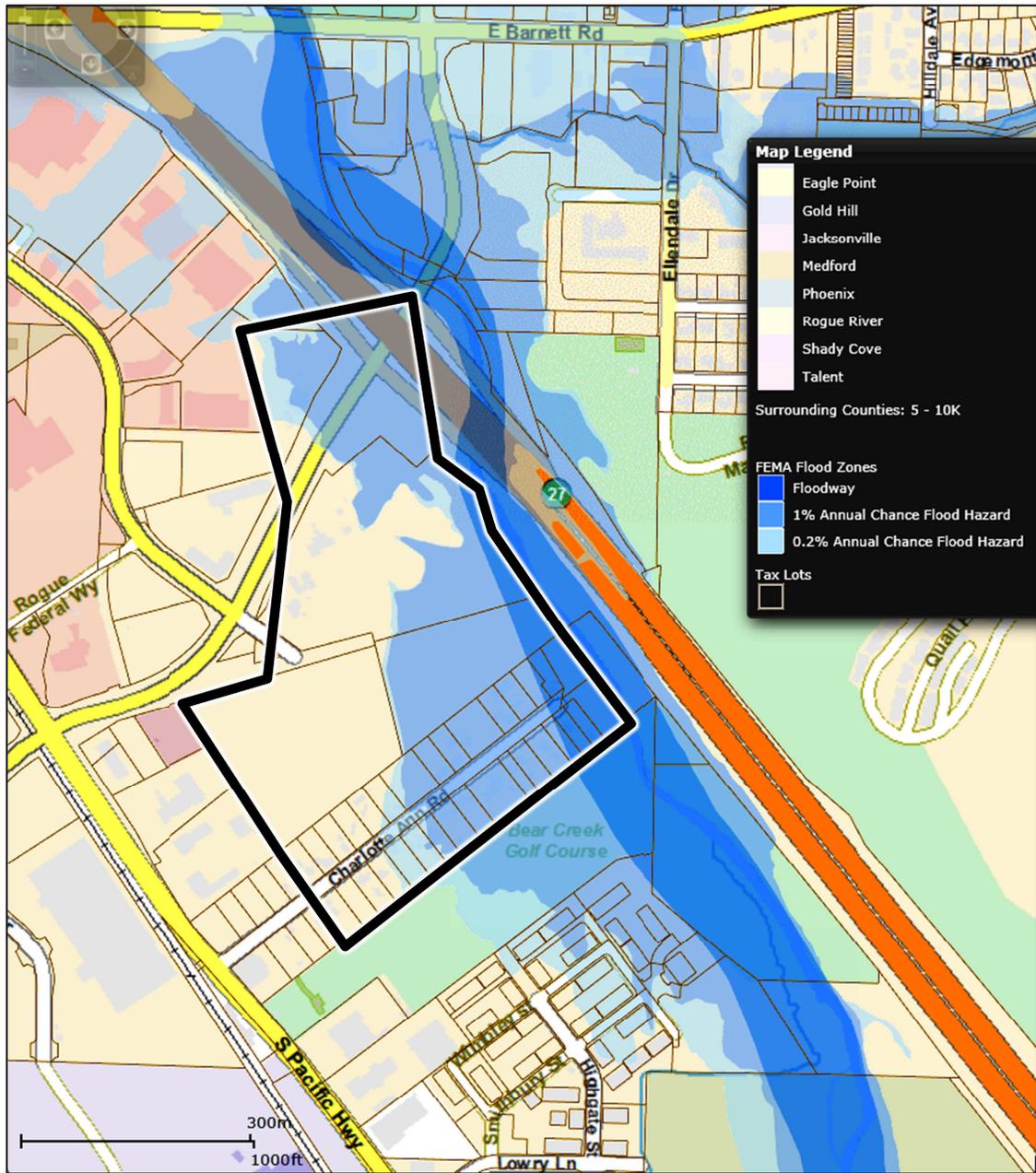
Average score	Degree of parcelization	Proximity to:			for UH areas:
		Elementary school	Grocery	Bus route	Mix of GLUP designations in vicinity
3.76	1.1	3.8	4.8	5.0	4.0

Notes





ISA 510 flood plain map



Note: ISA outline is approximate

540

Area 62 acres (8+50)

Analysis..... (CM → UM) Commercial to Medium-Density Residential

(UR → UM) Low-Density Residential to Medium-Density Residential

Location Between Stewart Ave. & Garfield St. and between Holly St. & Myers Ln.

Rationale Adjacent to school, park, two higher-order streets, and an approved mixed-use development to the east.

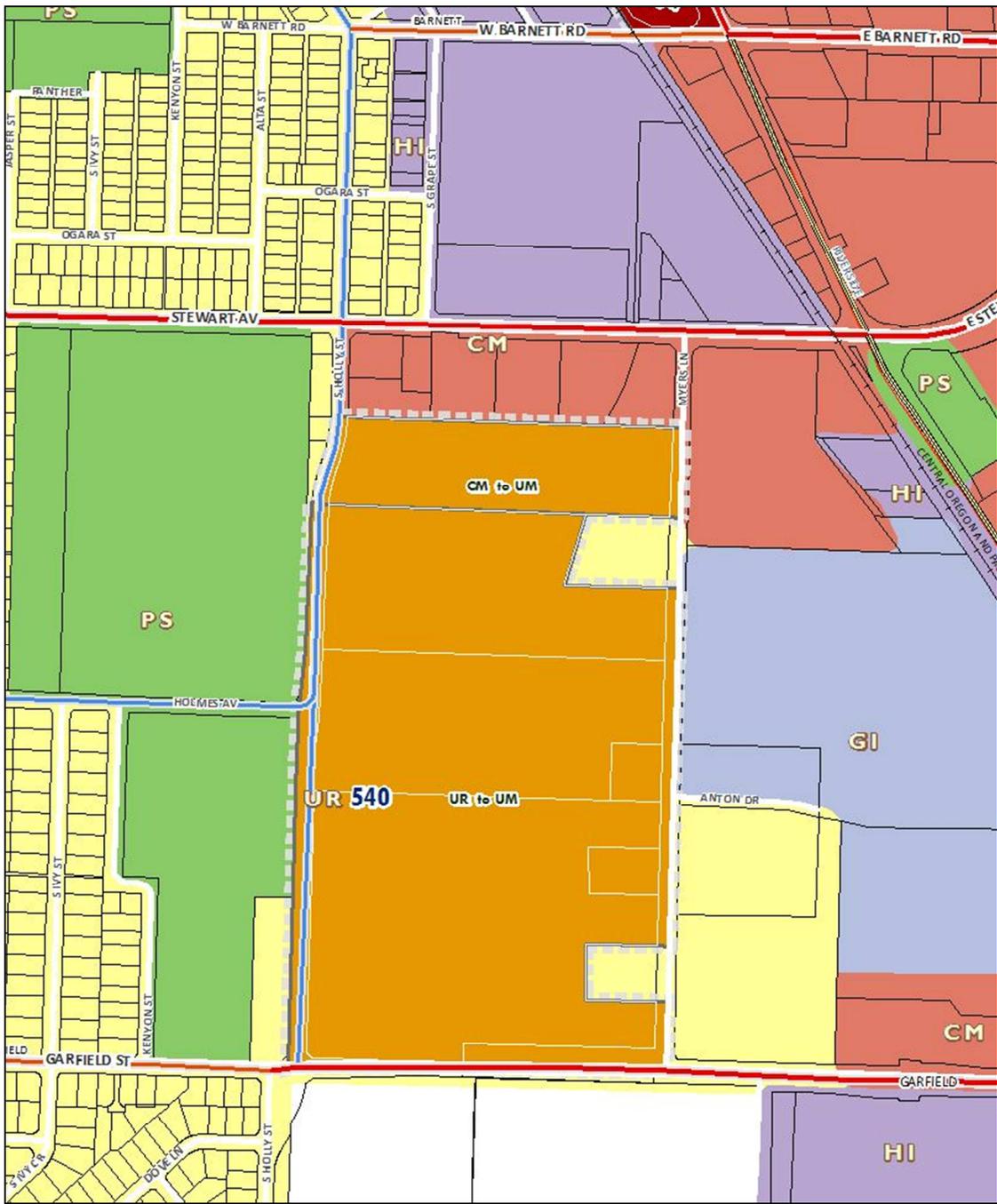
Notes Wetland and floodplain. Development is allowed in floodplains according to certain construction standards. Any kind of development has to contend with the presence of wetlands in its design.

The lot at the north examined for change to UM from CM is zoned SFR-6 despite its CM designation.

Qualitative analysis scores

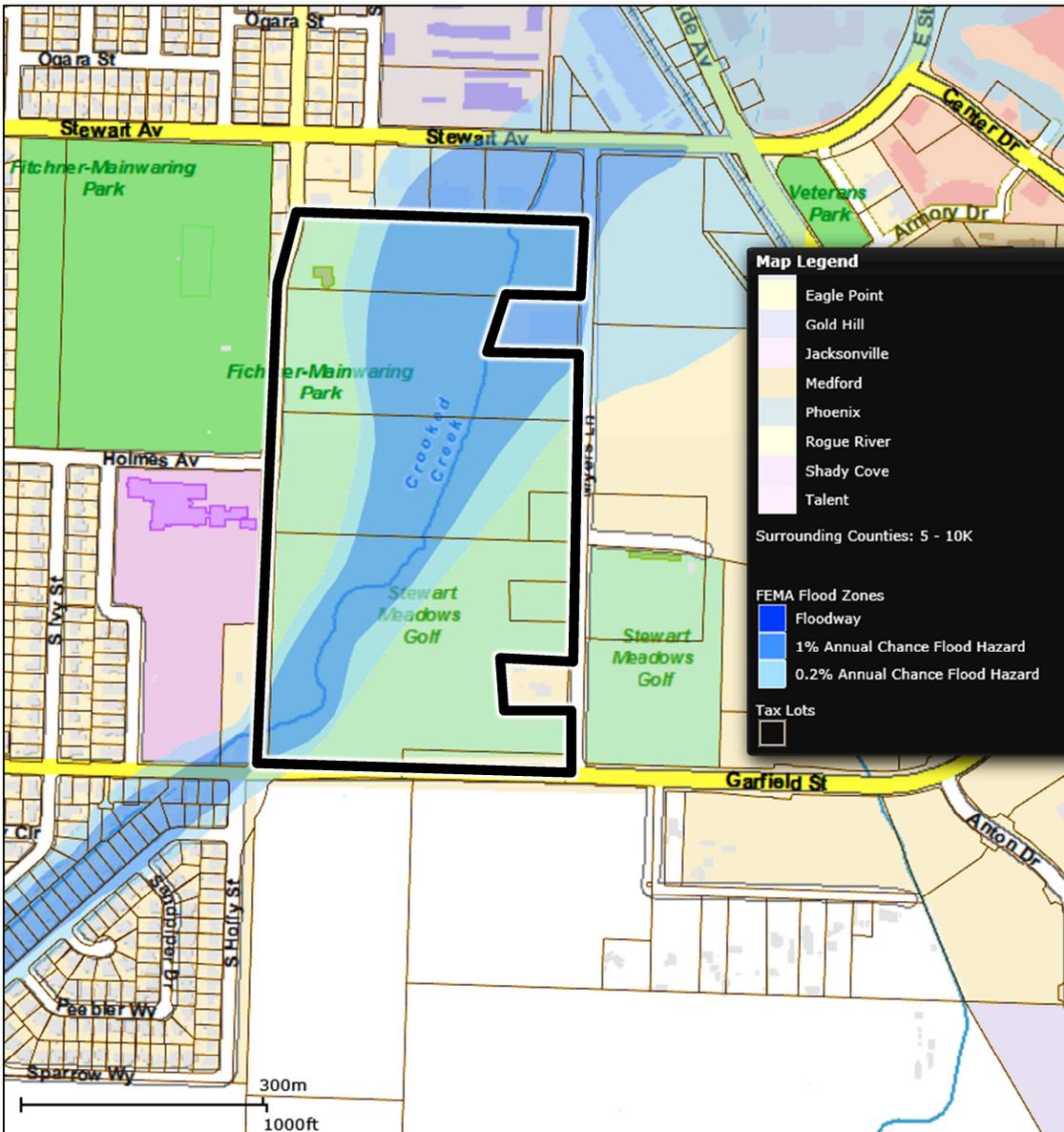
Average score	Degree of parcelization	Proximity to:		
		Elementary school	Grocery	Bus route
4.63	3.7	5.0	5.0	4.8

Notes



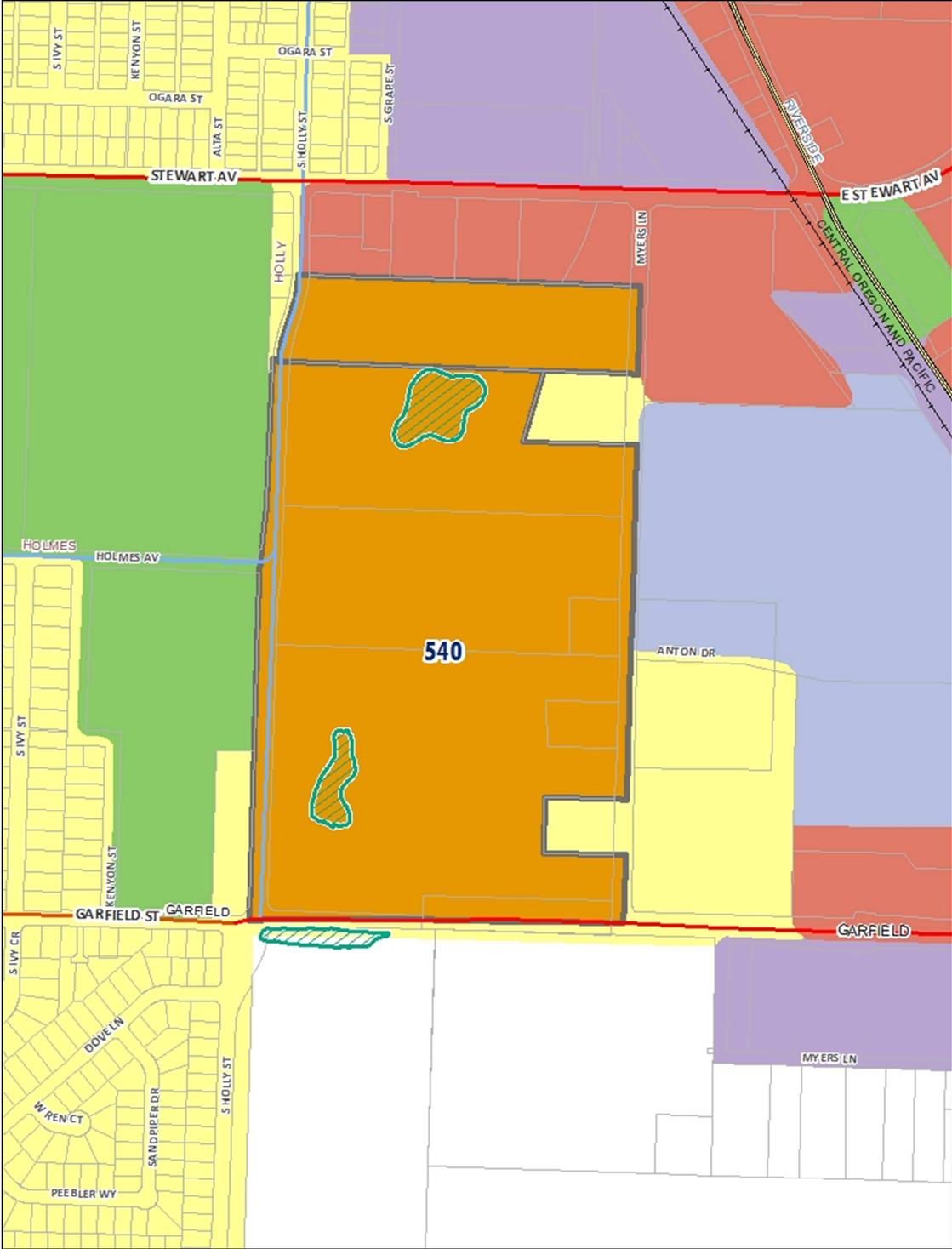


ISA 540 flood plain map



Note: ISA outline is approximate

ISA 540 wetland map



620

Area29 acres

Analysis.....(UR → UM) Low-Density Residential to Medium-Density Residential

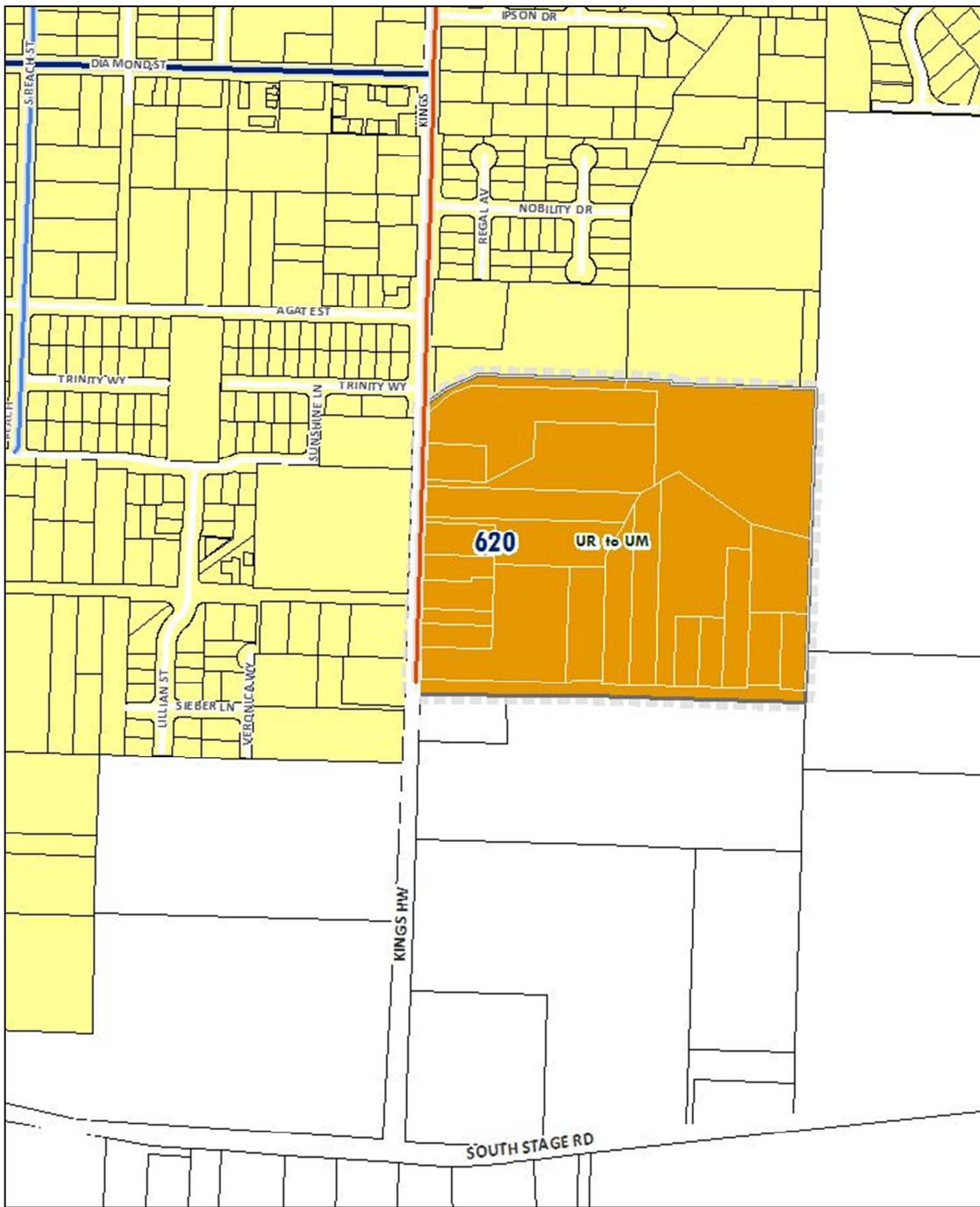
LocationNE corner of Kings Hwy & Experiment Station Rd.

RationaleThe area provides a number of redevelopment opportunities

Qualitative analysis scores

Average score	Degree of parcelization	Proximity to:		
		Elementary school	Grocery	Bus route
2.89	1.3	4.0	3.0	3.3

Notes





630

Area 83 acres (35+4+40+2+2)

Analysis..... (UR → UM) Low-Density Residential to Medium-Density Residential
(UR → UM) Low-Density Residential to Medium-Density Residential
(UR → UM) Low-Density Residential to Medium-Density Residential
(UR → CM) Low-Density Residential to Commercial
(UR → CM) Low-Density Residential to Commercial

Location Intermittently on either side of Thomas Rd. and eastward to Lozier Ln., between Stewart Ave. & Sunset Dr.

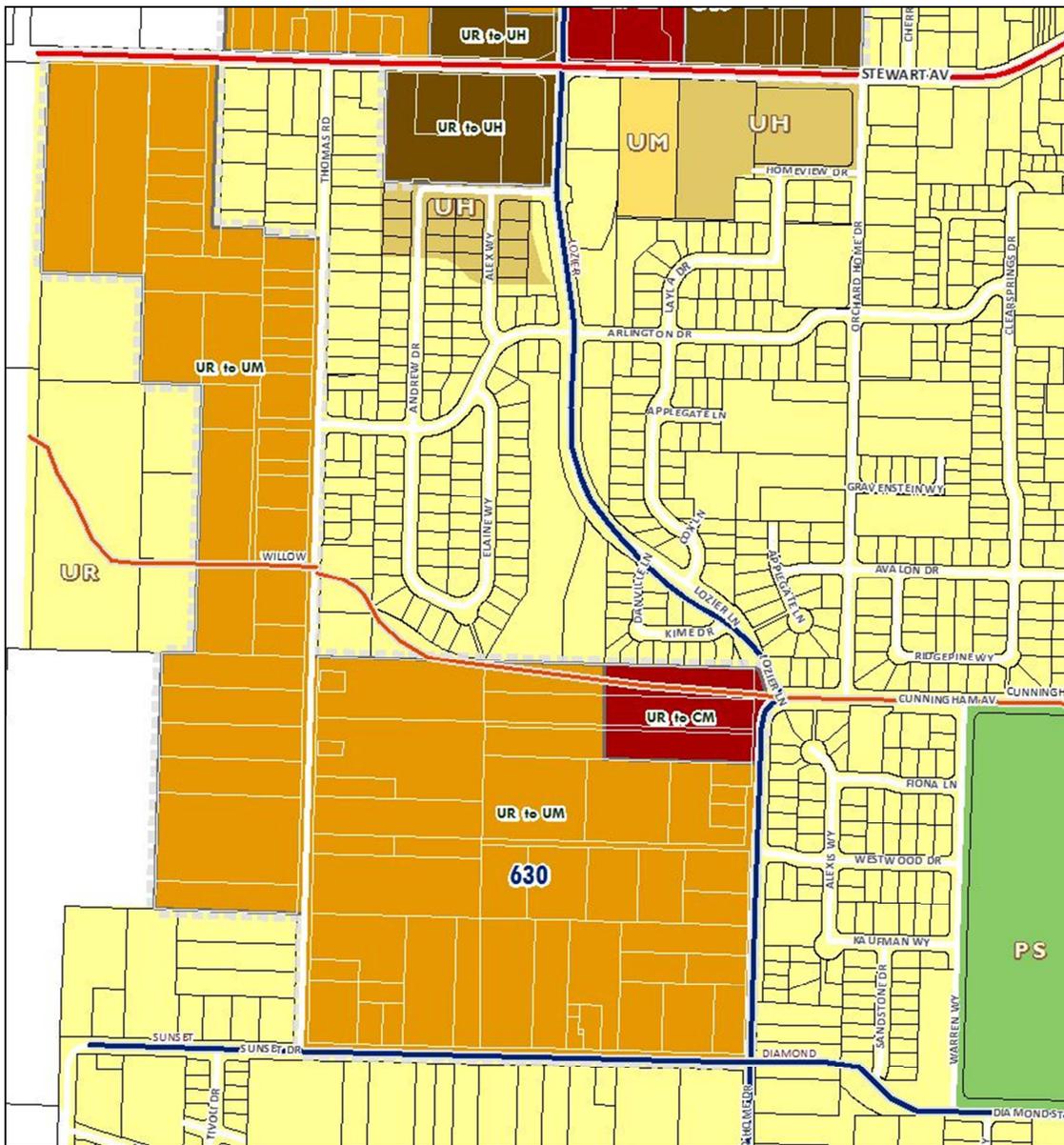
Rationale Area is near South Medford High School and on higher-order streets. There is a lack of commercial zoning in the area. Higher densities suitable for proximity to the school.

Notes Wetland in northeast part.
A future extension of Cunningham Avenue will pass through the northern portion of this ISA. The northernmost lot in the UR → CM area is already owned by the City of Medford.

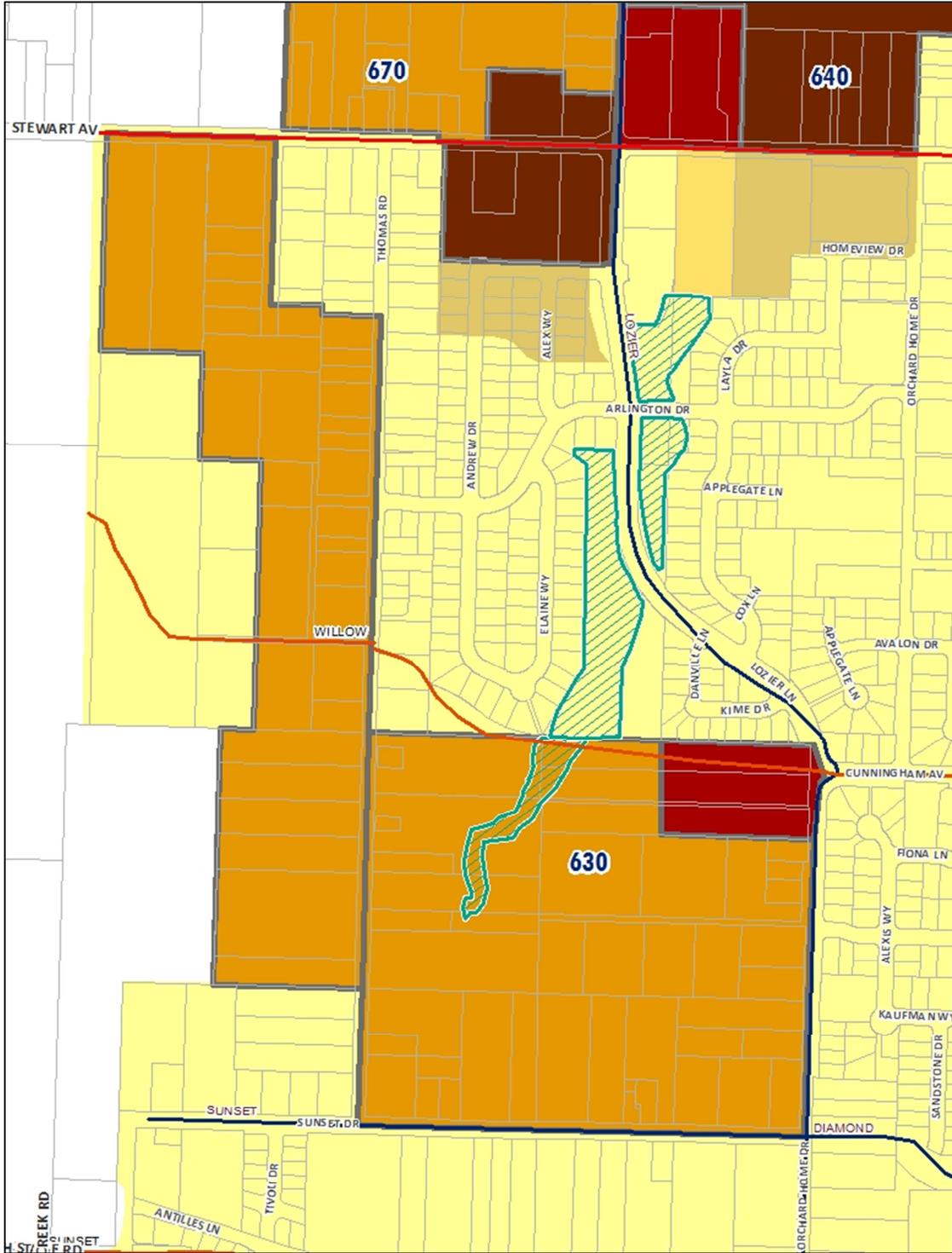
Qualitative analysis scores

Average score	Degree of parcelization	Proximity to:		
		Elementary school	Grocery	Bus route
3.06	1.1	3.8	3.3	4.0

Notes



ISA 630 wetland map



640

Area 54 acres (28+21+5)

Analysis.....(UR → UM) Low-Density Residential to High-Density Residential
(UR → UH) Low-Density Residential to High-Density Residential
(UR → CM) Low-Density Residential to Commercial

Location NE corner of Lozier Ln. & Stewart Ave, up to Prune St.

Rationale Area is near South Medford High School and on higher-order streets.
There is a lack of commercial zoning in the area. Higher densities
suitable for proximity to the school.

Qualitative analysis scores

Average score	Degree of parcelization	Proximity to:			for UH areas:
		Elementary school	Grocery	Bus route	Mix of GLUP designations in vicinity
3.58	1.3	4.0	4.5	5.0	2.0

Notes

670

Area28 acres (20+3+5)

Analysis.....(UR → UM) Low-Density Residential to Medium-Density Residential

(UR → UH) Low-Density Residential to High-Density Residential

(UR → UH) Low-Density Residential to High-Density Residential

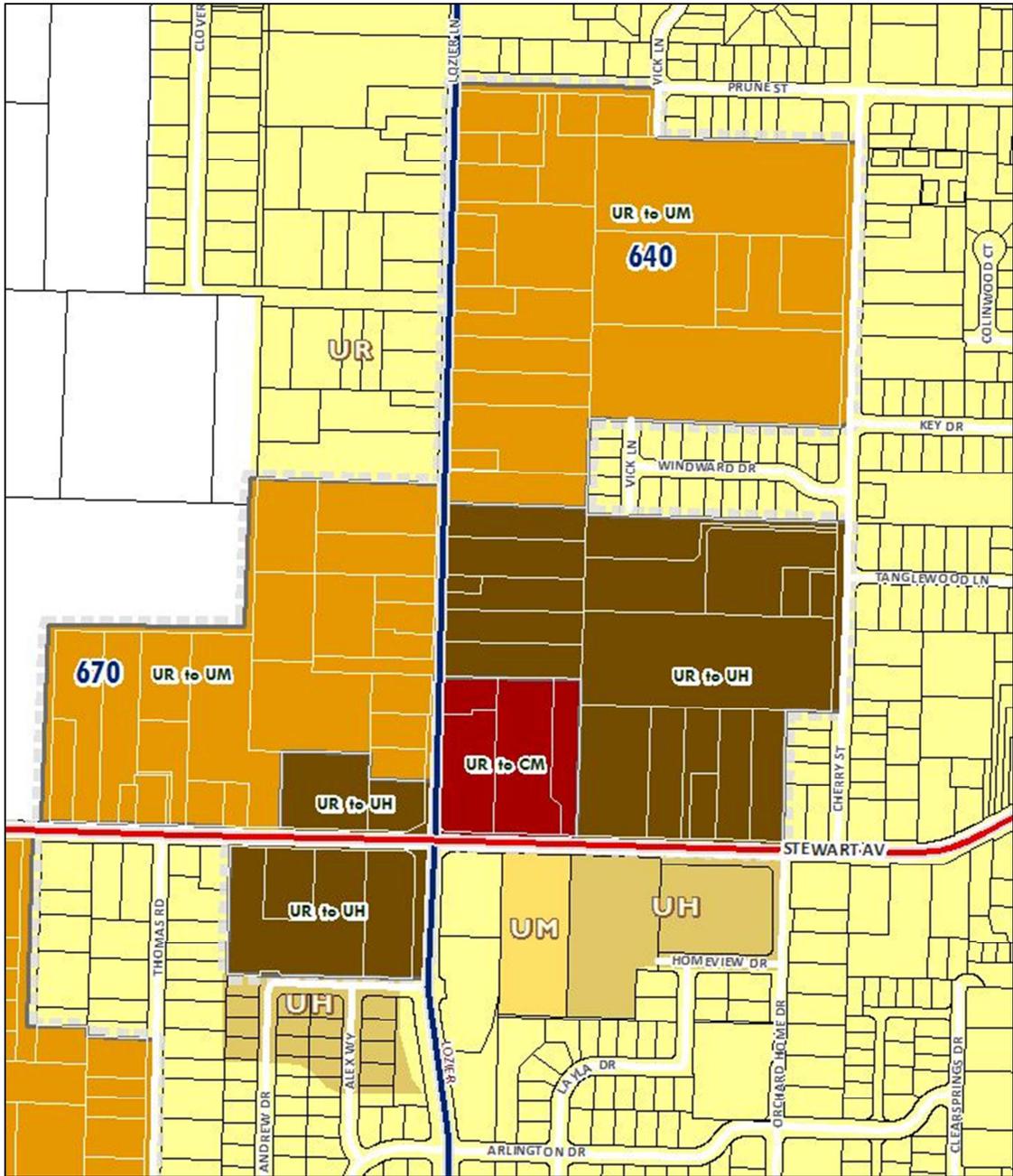
LocationNW corner (generally) of Lozier Ln. & Stewart Ave.

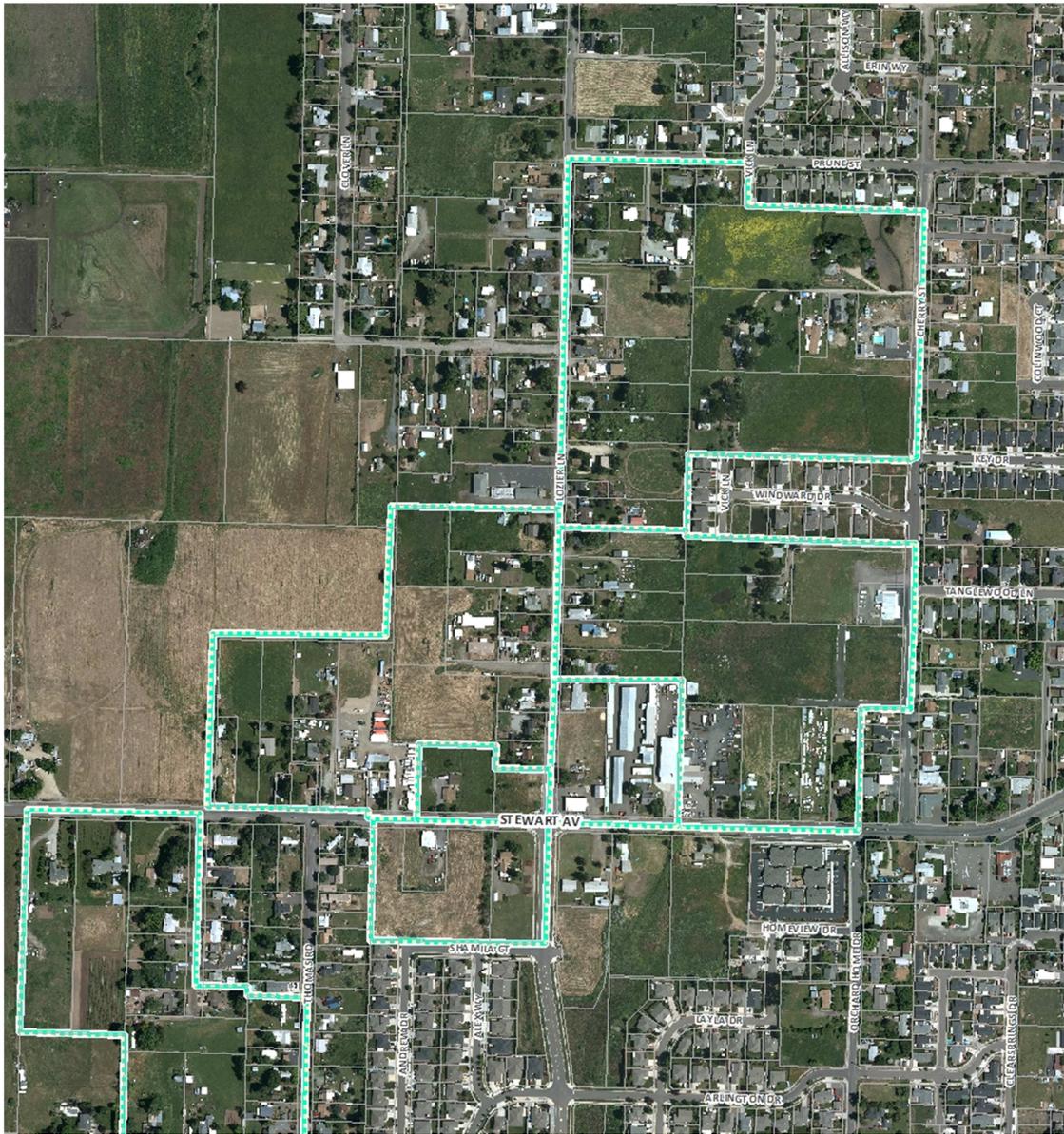
RationaleArea is near South Medford High School and on higher-order streets.
Higher densities suitable for proximity to the school.

Qualitative analysis scores

Average score	Degree of parcelization	Proximity to:			for UH areas:
		Elementary school	Grocery	Bus route	Mix of GLUP designations in vicinity
3.23	1.1	4.0	4.0	4.0	2.0

Notes





718

Area 10 acres (5+5)

Analysis.....(UR → UH) Low-Density Residential to High-Density Residential
 (UR → CM) Low-Density Residential to Commercial

Location West Main TOD area

Rationale Northerly lot is owned by Housing Authority of Jackson County; southerly lot is suggested for change otherwise it will be an isolated pocket of low-density residential between high-density residential and commercial designations.

Notes The east “panhandle” of the Housing Authority lot was inadvertently left out during a remapping action. It was to be designated CM; staff still supports that change. The panhandle is outlined and labeled on the first map below.

Portions of the two lots in this ISA are in floodplain, which is irrelevant to the designation change since any type of development is allowed in a floodplain.

Qualitative analysis scores

Average score	Degree of parcelization	Proximity to:			for UH areas:
		Elementary school	Grocery	Bus route	Mix of GLUP designations in vicinity
4.80	5.0	5.0	5.0	5.0	4.0

Notes

719

Area<1 acre

Analysis.....(UR → UM) Low-Density Residential to Medium-Density Residential

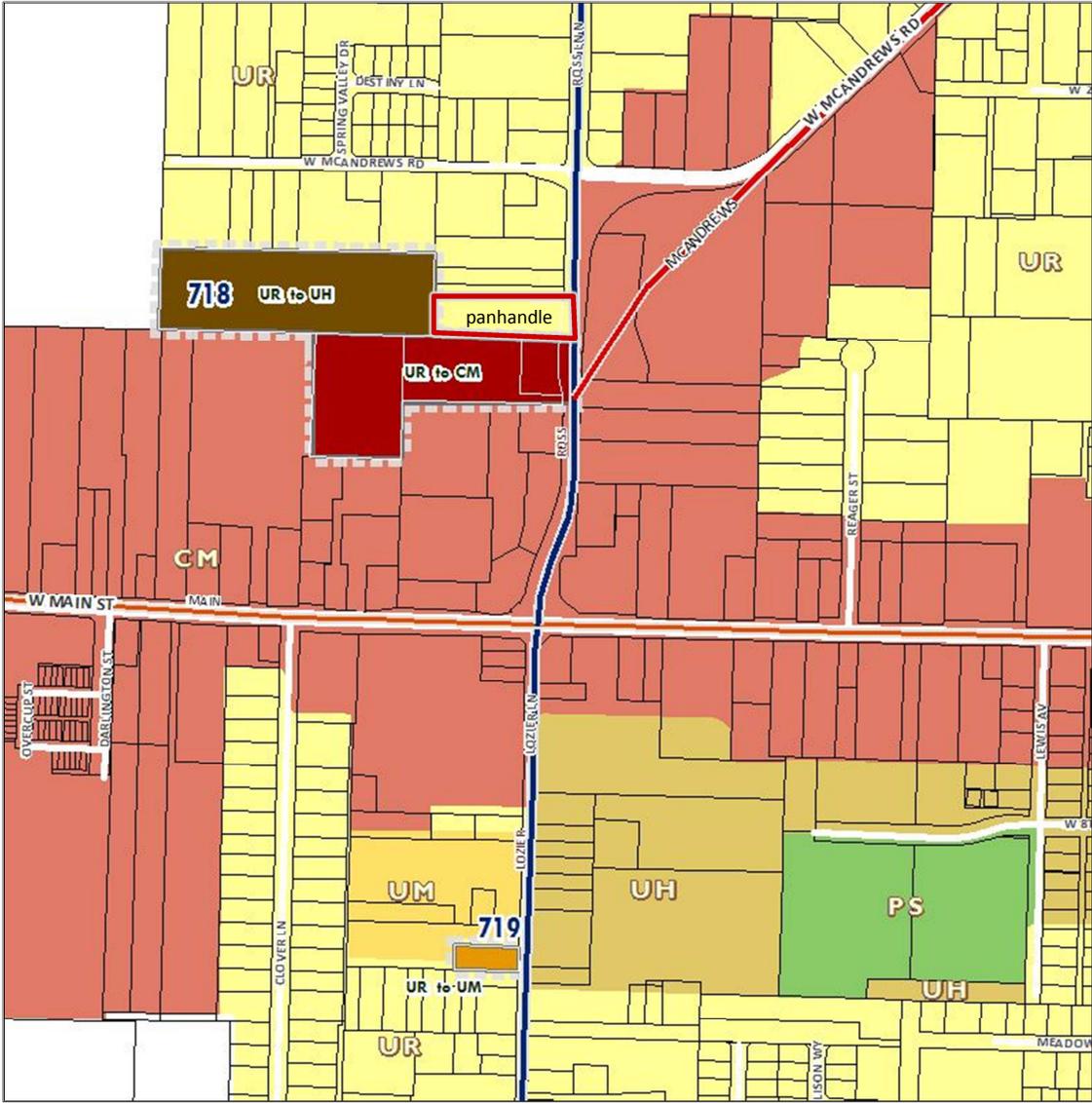
LocationWest Main TOD area

RationaleRetained from West Main transit-oriented design area study. Staff recommends pursuing all the residential changes from that study and leaving out the commercial changes until the City is prepared to make a thorough commitment to the TOD.

Qualitative analysis scores

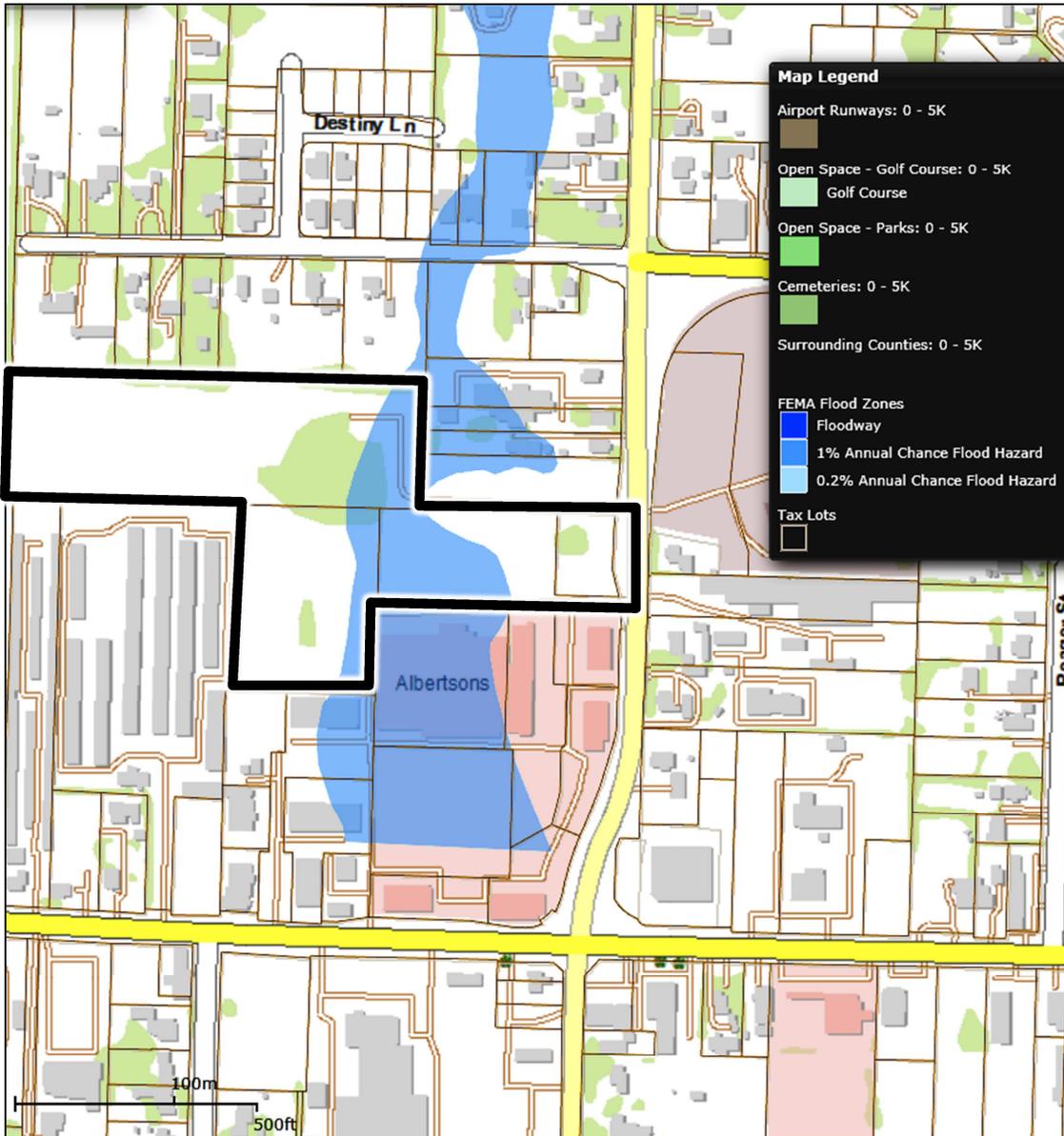
Average score	Degree of parcelization	Proximity to:		
		Elementary school	Grocery	Bus route
3.75	1.0	4.0	5.0	5.0

Notes





ISA 718 flood plain map



Note: ISA outline is approximate

730

Area 18 acres

Analysis.....(UR → UM) Low-Density Residential to Medium-Density Residential

LocationBeatty–Manzanita area

Rationale Flanked by transit and near downtown

Notes This area differs from most of the other ISAs in that it is already developed, but was viewed as an opportunity to introduce higher density in an area close to downtown and along the transit route.

Qualitative analysis scores

Average score	Degree of parcelization	Proximity to:		
		Elementary school	Grocery	Bus route
3.61	1.0	4.0	4.5	5.0

Notes

740

Area 1 acre

Analysis.....(UH → CM) High-Density Residential to Commercial

LocationN. Grape St. between W. Third St. and W. Fourth St.

Rationale Correction area: zoning and uses are commercial

Notes Utility adequacy was not evaluated because there is no proposed change in uses.

Notes

760

Area 5 acres

Analysis..... (HI → CM) Heavy Industrial to Commercial

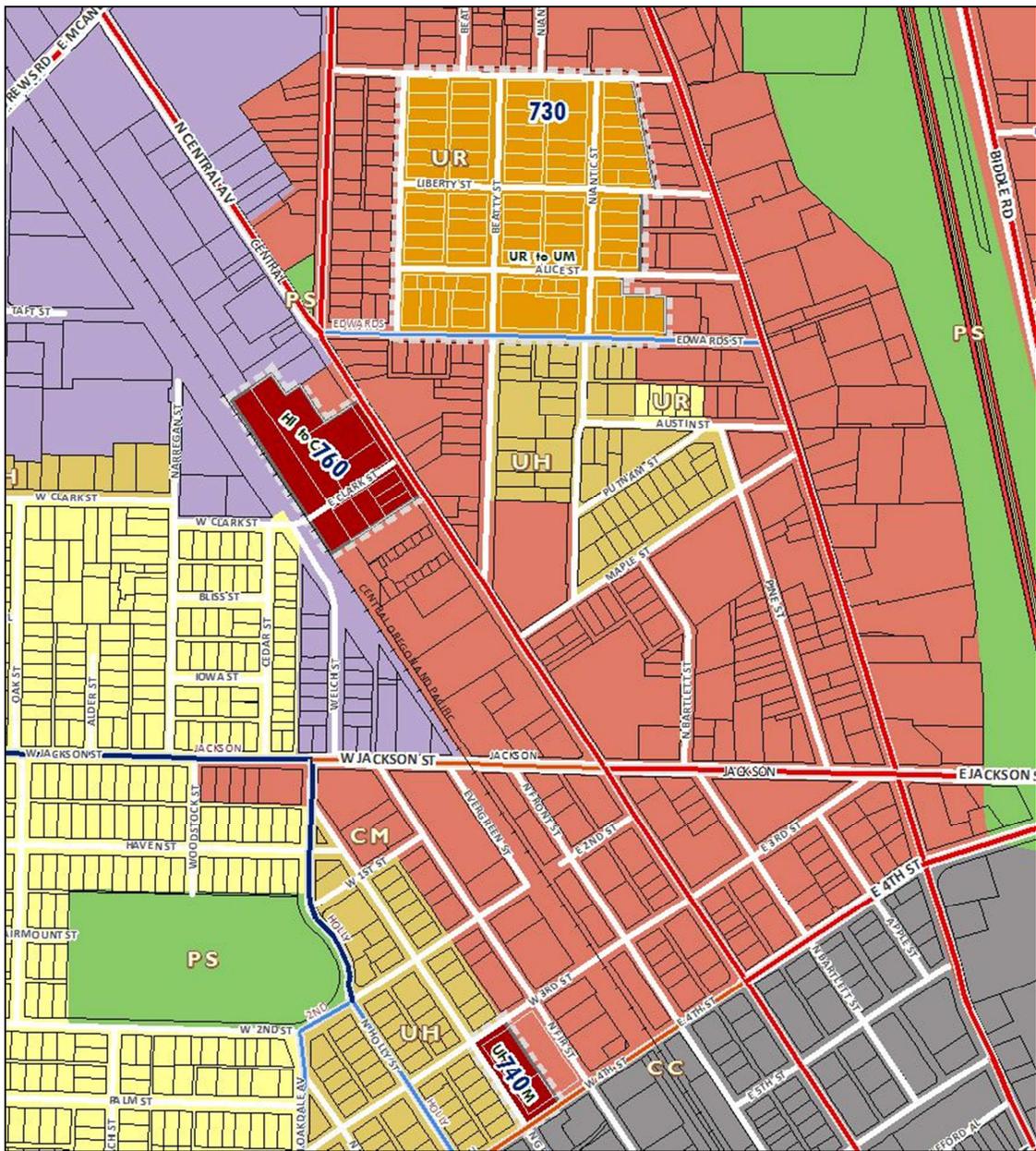
Location Around Clark St. between N. Central Ave. and the railroad

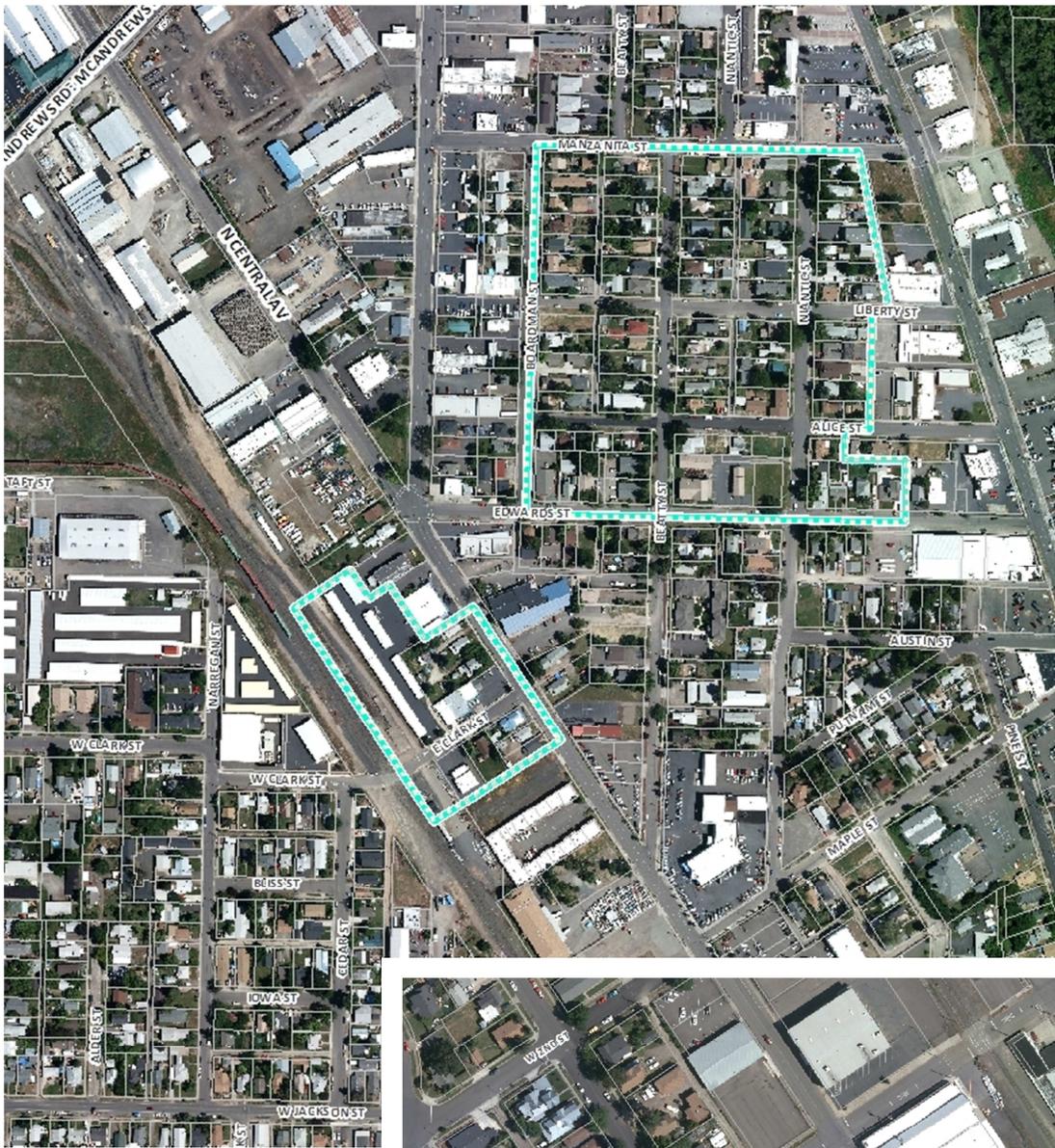
Rationale This is a correction area: zoning and uses are commercial where the GLUP is industrial.

A portion of this ISA was removed on 12/06/2013 after discovering that a number of lots in it do not have a conflict between GLUP and zoning designations. Early in the ISA process, staff and the Planning Commission had considered analyzing some industrial areas near the downtown to change to commercial, but eventually that idea was abandoned and only the “correction” ISAs (740–760) were retained. However, staff had evidently overlooked the fact that this ISA was only partially corrective, so the excessive extent of it has persisted up to the present. Rather than retain these lots—only to then recommend their removal—staff has removed them from consideration.

Notes Utility adequacy was not evaluated because there is no proposed change in uses.

Notes





750

Area8 acres

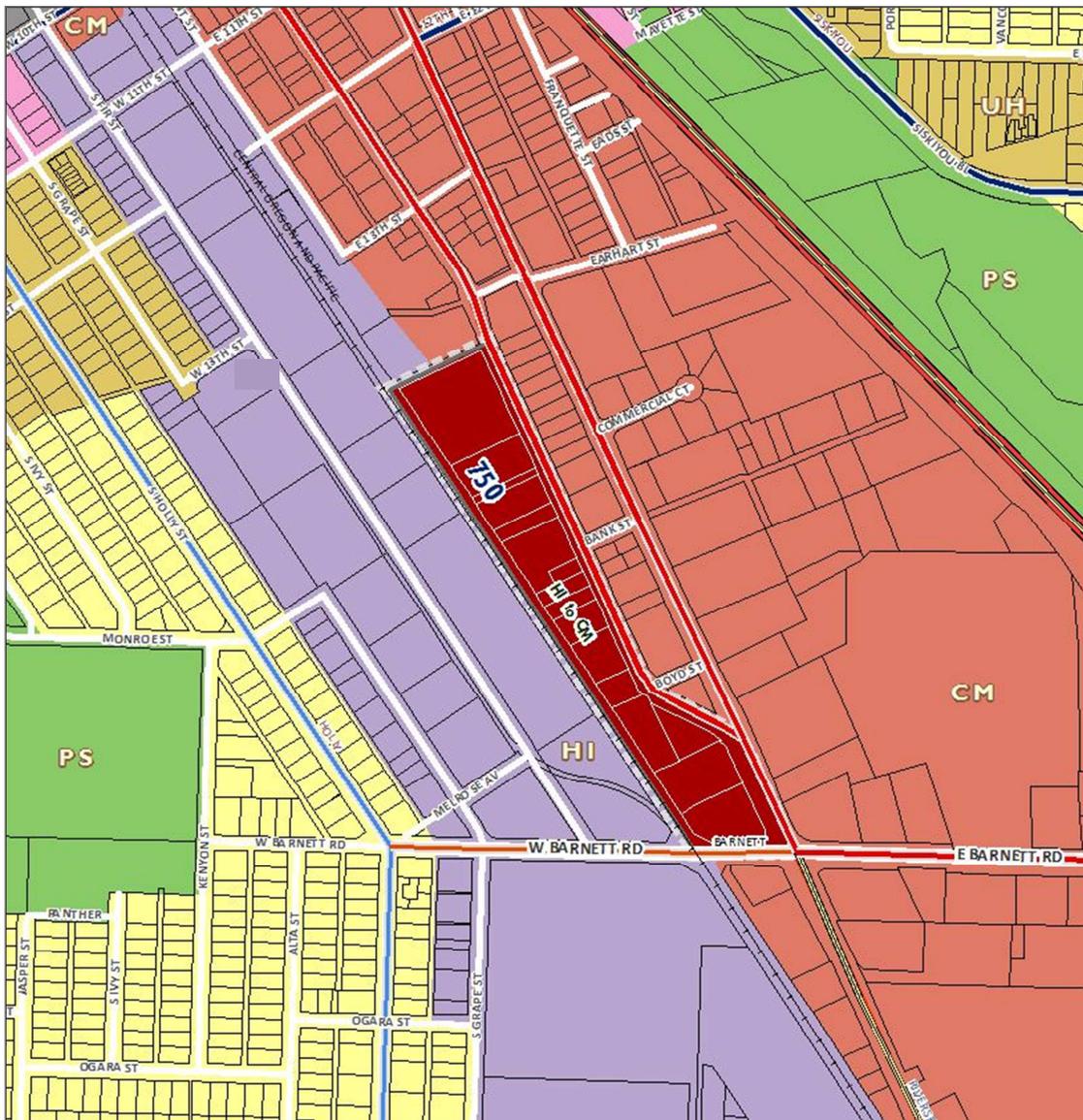
Analysis.....(HI → CM) Heavy Industrial to Commercial

Locationbetween S. Central Ave. and railroad line, from south of 13th St. to W. Barnett Rd.

RationaleCorrection area: zoning and uses are commercial. A change is somewhat better than continuing to allow this area to have conflicting GLUP and zoning designations.

NotesUtility adequacy was not evaluated because there is no proposed change in uses.

Notes





810

Area 16 acres

Analysis..... (UR → UH) Low-Density Residential to High-Density Residential

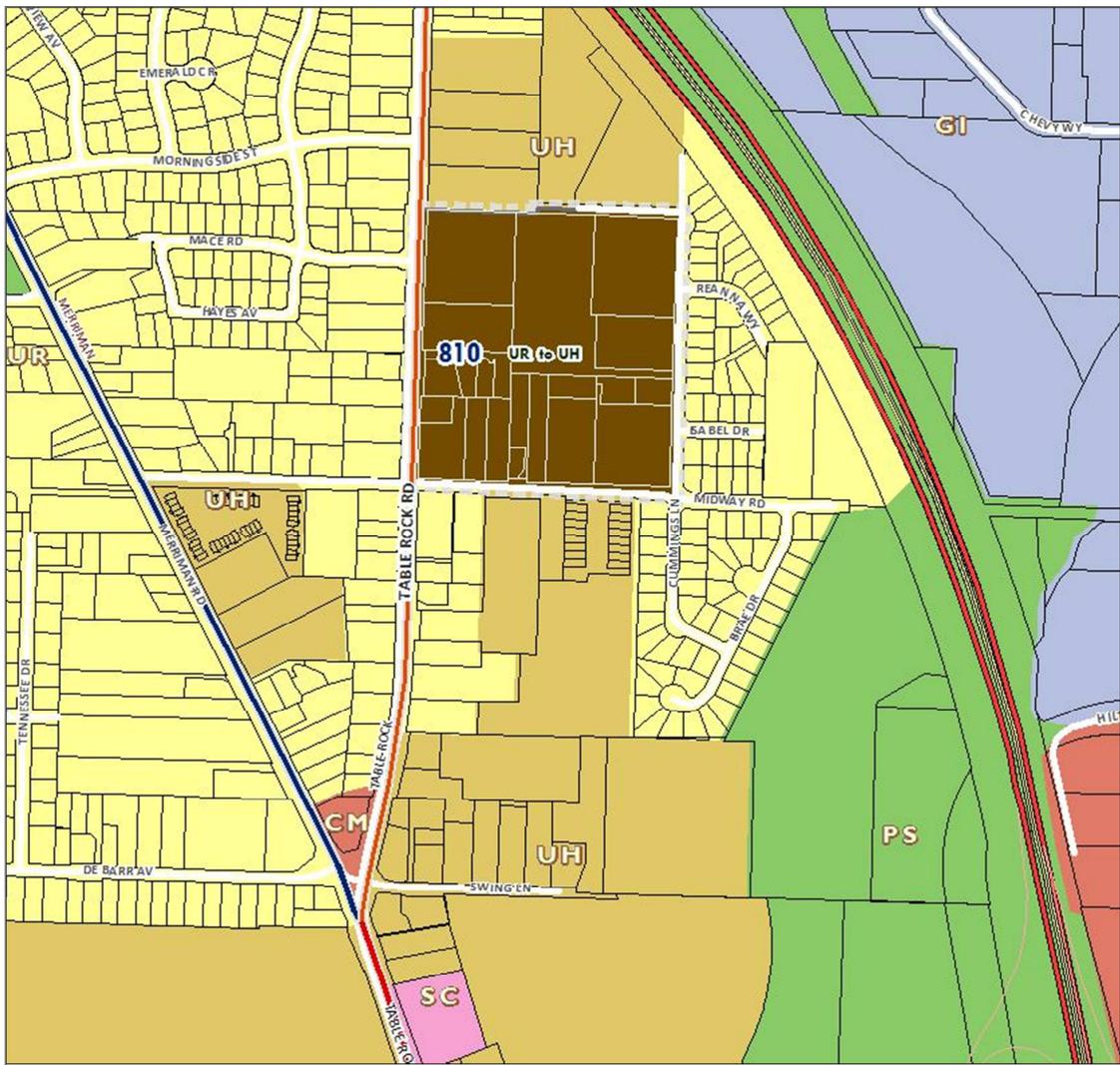
Location NE corner of Table Rock Rd. & Midway Rd.

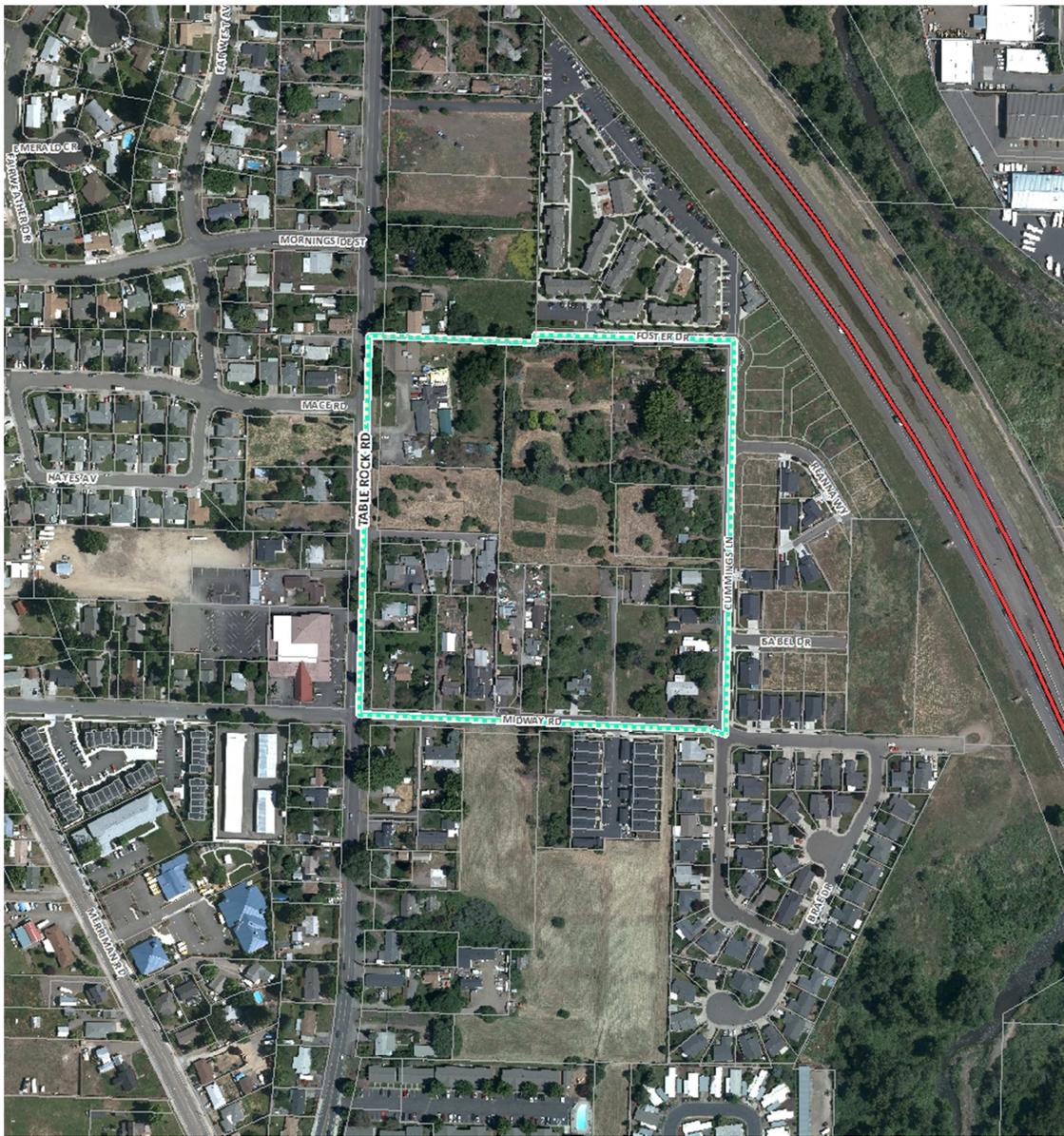
Rationale Bounded by high-density residential and on a higher-order street.

Qualitative analysis scores

Average score	Degree of parcelization	Proximity to:			for UH areas:
		Elementary school	Grocery	Bus route	Mix of GLUP designations in vicinity
3.84	1.2	5.0	4.0	5.0	4.0

Notes





930

Area 93 acres (28+20+27+13+5)

Analysis.....(UR → UM) Low-Density Residential to Medium-Density Residential
 (UR → UM) Low-Density Residential to Medium-Density Residential
 (UR → UM) Low-Density Residential to Medium-Density Residential
 (UR → CM) Low-Density Residential to Commercial
 (UR → CM) Low-Density Residential to Commercial

Location Various areas W of N. Foothill Rd. between E. McAndrews Rd. & Hillcrest Rd. (Carpenter property)

Rationale Good opportunity for a master-planned community, integrating the wetlands, clustered development of various densities, and commercial near the intersection of two higher-order streets.

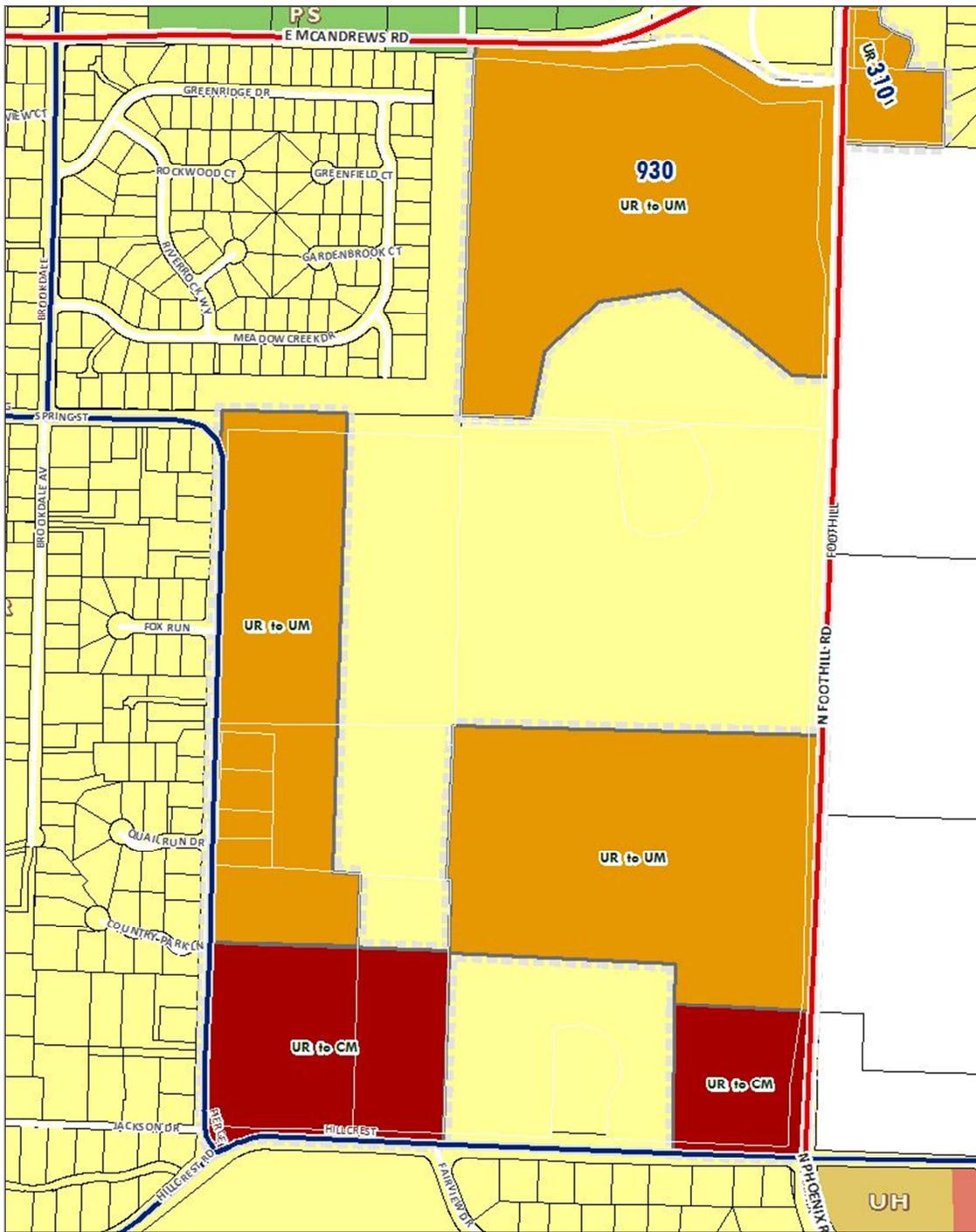
Notes There is a large area of wetland in this area, which is largely immaterial to the question of land-use designation. Development of any type will need to address its presence.

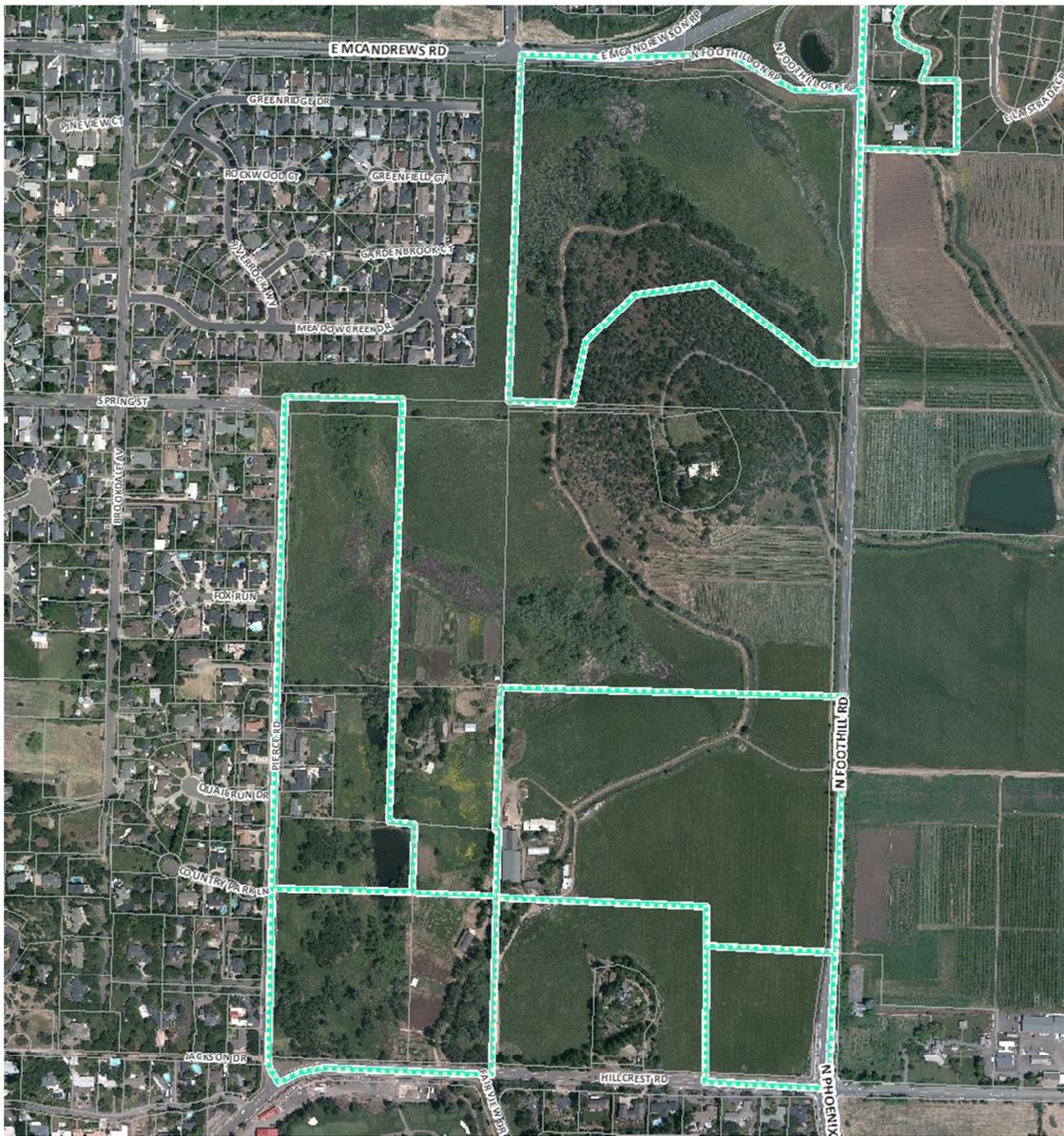
Some of the irregularity of the analysis-GLUP boundaries in this ISA were deliberate attempts to avoid the high-slope areas.

Qualitative analysis scores

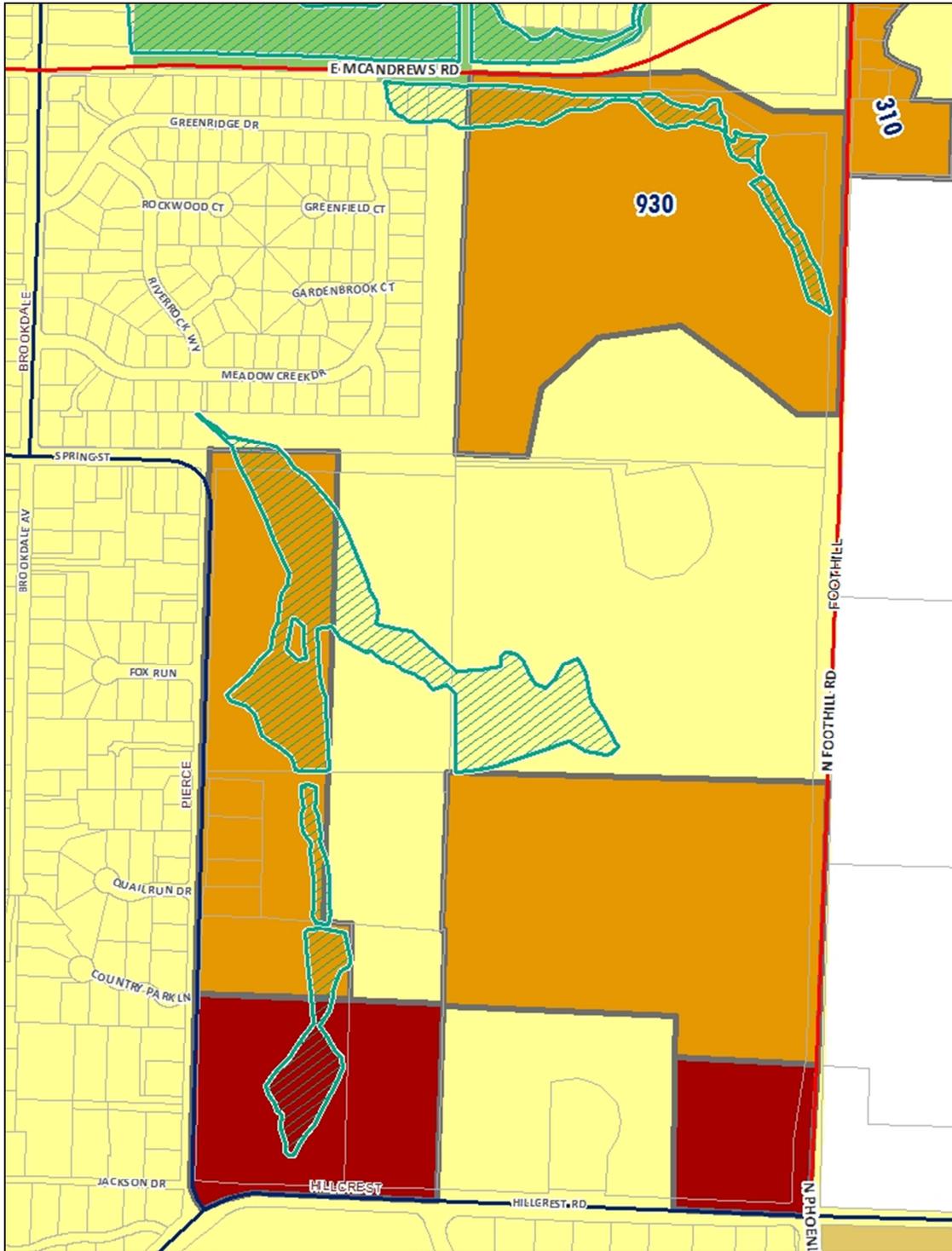
Average score	Degree of parcelization	Proximity to:		
		Elementary school	Grocery	Bus route
3.25	3.0	4.0	2.8	3.3

Notes





ISA 930 wetland map



940

Area 13 acres (3+3+7)
Analysis.....(UR → UM) Low-Density Residential to Medium-Density Residential
(UR → CM) Low-Density Residential to Commercial
(UR → UM) Low-Density Residential to Medium-Density Residential
LocationNE and SE corners of Sunrise Ave–Springbrook Rd. & E. McAndrews Rd.
RationaleVacant land at the intersection of two higher-order streets. Absence of commercial zoning in the larger area.

Qualitative analysis scores

Average score	Degree of parcelization	Proximity to:		
		Elementary school	Grocery	Bus route
3.63	3.5	4.0	3.0	4.0

Notes

950

Area 11 acres

Analysis..... (UR → UM) Low-Density Residential to Medium-Density Residential

Location SE corner of N. Berkley Way & E. McAndrews Rd.

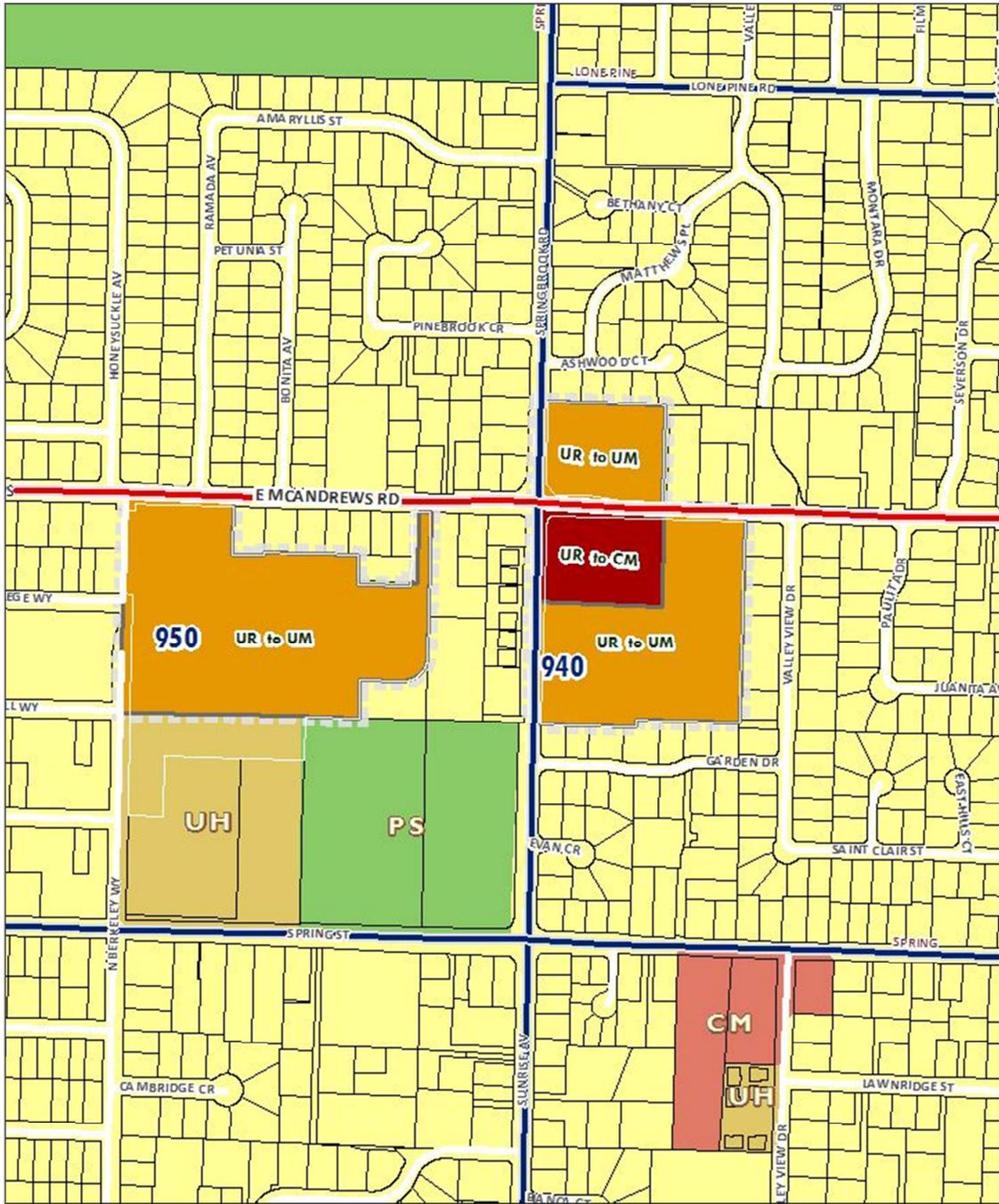
Rationale Adjacent to high-density residential and a park. Also, located on an arterial street.

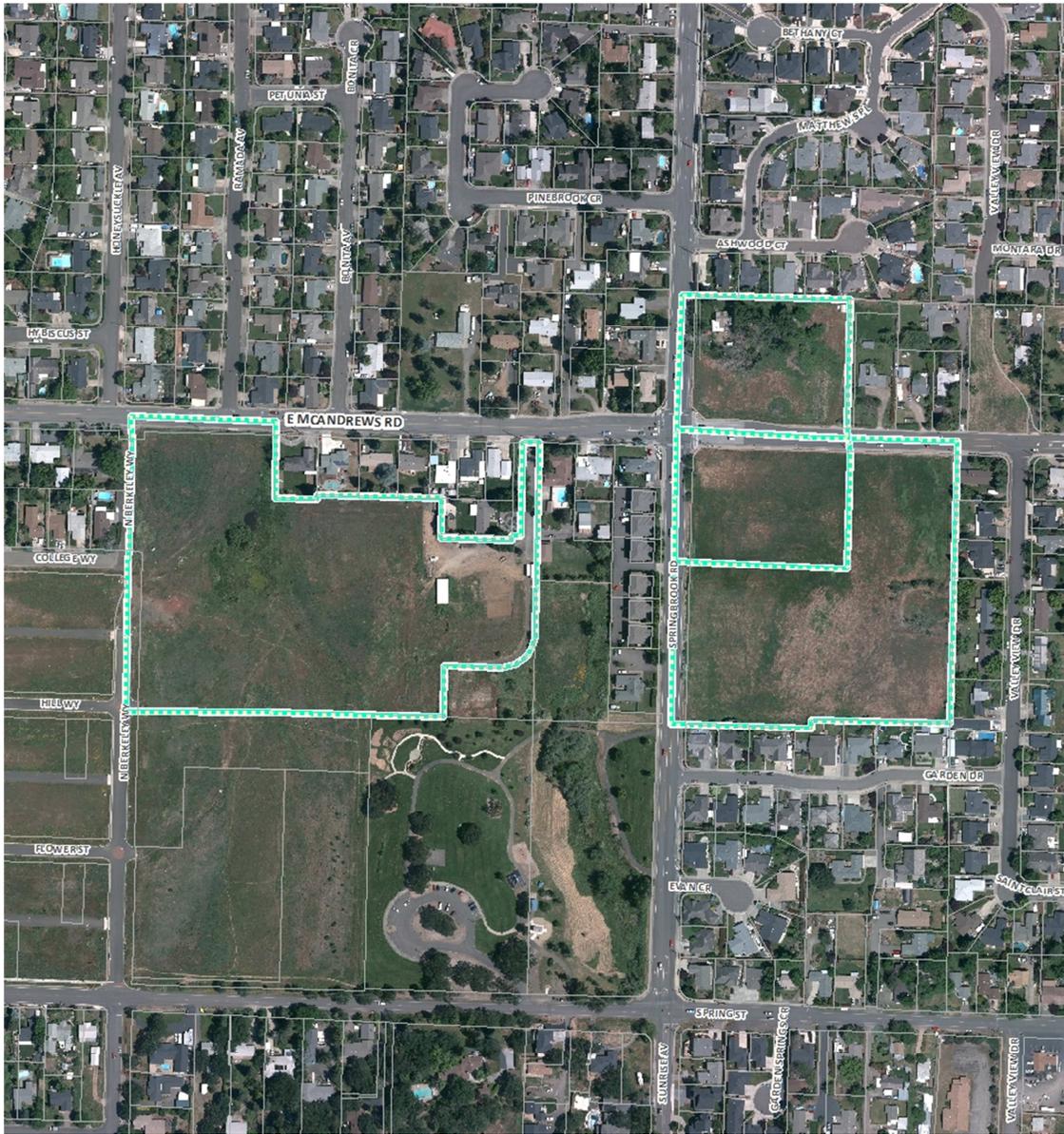
Notes The fact there is a wetland is largely immaterial to the question of land-use designation. Development of any type will need to address its presence.

Qualitative analysis scores

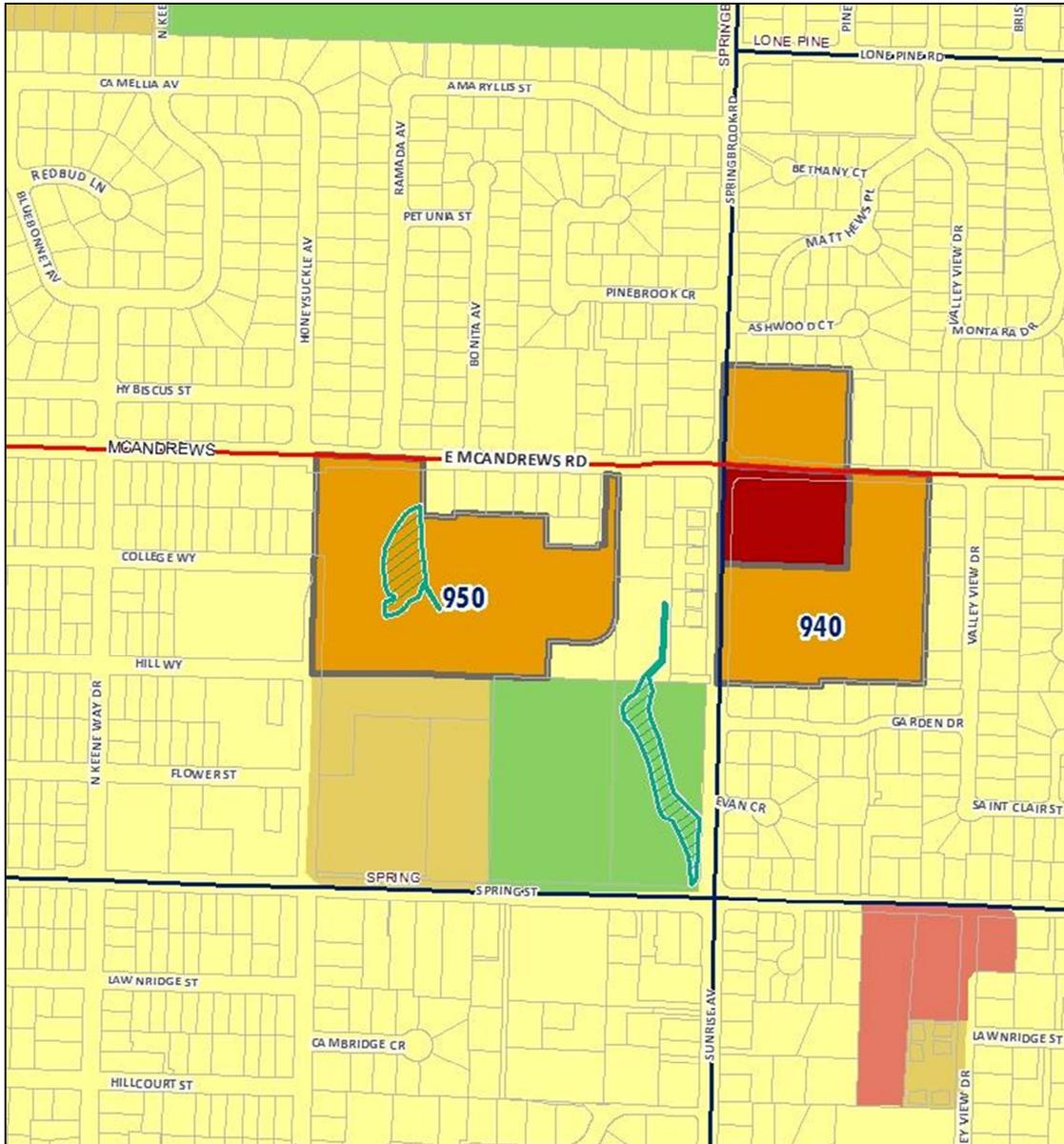
Average score	Degree of parcelization	Proximity to:		
		Elementary school	Grocery	Bus route
4.20	5.0	3.0	4.0	5.0

Notes





ISA 950 wetland map



Basis for ISAs

Below is the text of the resolution that was adopted to begin the ISA screening and selection process with the Planning Commission, which body, through a series of public hearings, shall prepare a recommendation to the City Council on which ISAs or portions of ISAs should be adopted. The Council will then hold its own hearings to weigh the Planning Commission's recommendations and any additional testimony or evidence it receives.

Resolution No. 2013-127

A RESOLUTION initiating a General Land Use Plan Map amendment to reclassify 856 acres of land within the current urban growth boundary (UGB).

WHEREAS the Medford Urban Growth Boundary Amendment (UGBA) project includes analyses of growth options that are both internal and external to the existing urban area; and

WHEREAS the redesignation of land in the urban area to be used more efficiently is supported by the City of Medford Strategic Plan under Action Items 5.1a, 6.2c, and Objective 7.1 under the theme "Healthy Economy"; and

WHEREAS the redesignation of land in the urban area for more efficient use is supported by Housing Policies 2 and 3 of the Comprehensive Plan; and

WHEREAS the redesignation of land in the urban area for more efficient use is recommended by Oregon Revised Statute 197.296(6)(b); and

WHEREAS the redesignation of land in the urban area for more efficient use is required by Statewide Planning Goal 14, titled "Urbanization"; and

WHEREAS the provision of adequate transportation facilities for current and future boundary expansions needs to be taken into account; and

WHEREAS the Medford City Council seeks a balance between the differing methods of urban growth; and

WHEREAS there is potential for poor compatibility between intensification areas and existing neighborhoods that calls for standards to counter architectural, massing, and spatial incompatibilities; and

WHEREAS there is a recognized need for design standards, they will be developed separately from the UGBA project

NOW, THEREFORE, the City Council resolves to direct staff and the Planning Commission to initiate the screening and recommendation process for the internal study areas with the following provisions:

Glossary

VMT	Vehicle Miles Travelled: the total number of miles driven by all vehicles within a given time period and geographic area. The Transportation Planning Rule (TPR; found in OAR 660-0012) requires cities to reduce per capita VMT over time.
TOD	Transit-Oriented Development: a node of intensive development in which there is a compact mix of commercial, industrial, and high-density residential land uses. Also known as “nodal development.”
MWC	Medford Water Commission
RVS	Rogue Valley Sewer Services