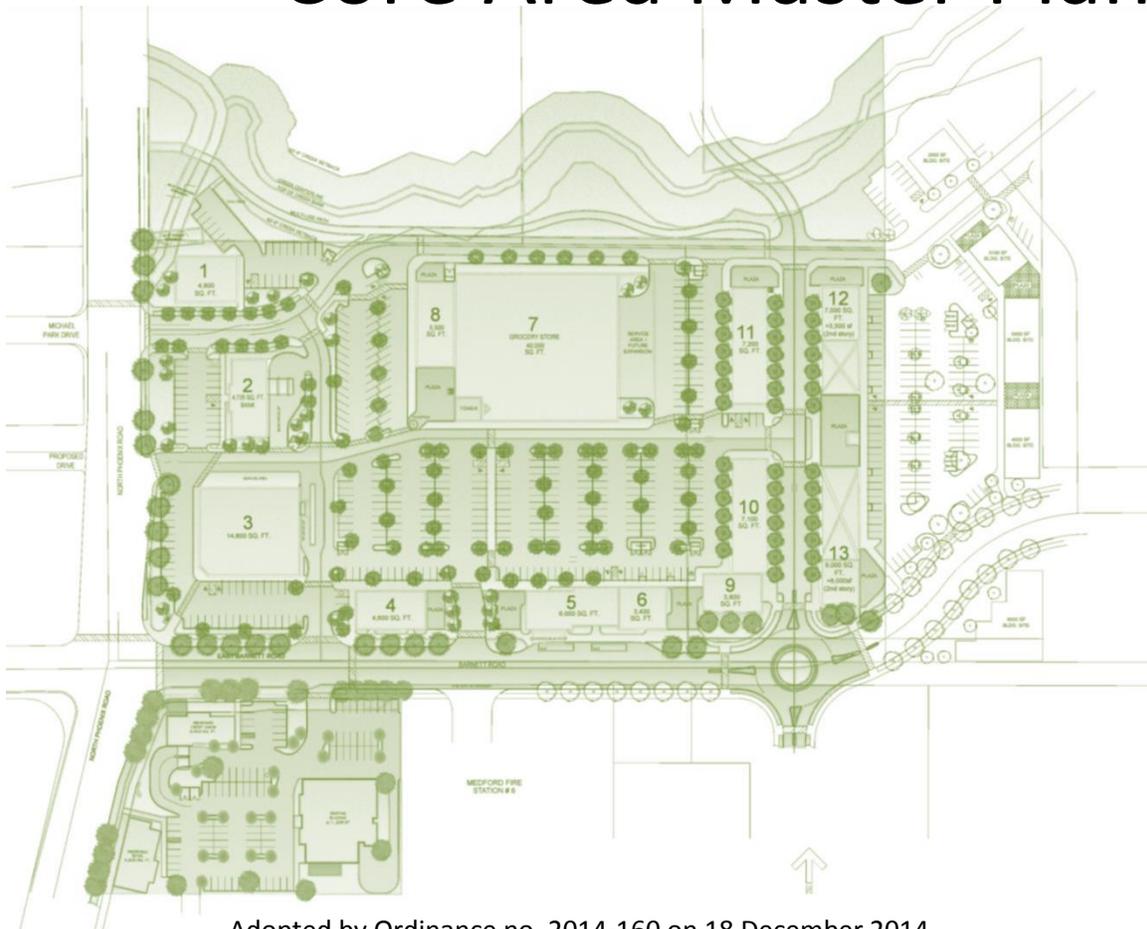


# Design and Development Standards

City of Medford

## Southeast Village Commercial Center Core Area Master Plan



Adopted by Ordinance no. 2014-160 on 18 December 2014



**Table of Contents**

Chapter 1. Intent and Use of the Master Plan..... 1

Chapter 2. Common Design Standards ..... 3

Chapter 3. North Phoenix and Barnett South..... 13

Chapter 4. North Phoenix and Barnett North..... 17

Chapter 5. East Barnett Transit Station..... 21

Chapter 6. Market Grocery Center ..... 24

Chapter 7. Stanford Avenue ..... 28

Chapter 8. Michael Park Creekside..... 33

Chapter 9. Signage Standards..... 37

# Chapter 1. Intent and Use of the Master Plan

## Commercial Center Planning in the Southeast Village Area

These design and development standards are incorporated by reference as part of Chapter 10 of Medford Municipal Code and shall apply to development within the Commercial Center Core Area (7A), as depicted on the City of Medford's Southeast Plan Map. The Area 7A, approximately 19 acres in size, is the retail core of a 53-acre Commercial Center, which itself is nestled within the 178-acre Southeast Village Center Transit-Oriented District.

The Master Plan functions as a component of the Southeast (S-E) Overlay District. Pursuant to Section 10.374(4), the Southeast Overlay District regulations establish that a Master Plan adopted by the City Council shall govern design and development within the Commercial Center Core Area (7A). All zone changes, PUDs, other land use actions, and permits within the Commercial Center Core Area shall conform to the Master Plan. Section 10.377, 'Special Design Standards for Southeast Village Center,' further provides that design standards for the Commercial Center Core Area shall be established through the adopted Master Plan rather than under Section 10.377. The Master Plan provisions are additive to 10.378, 'Special Standards for Commercial Center, S-E,' and 10.379, 'Streetscape, Planter Strip, and Tree Design Standards, S-E.' Pursuant to 10.381, 'Special Street Design and Vehicle Access Standards, S-E,' Commercial Center Core Master Plan controls over the City of Medford Engineering Standards and Specifications where modifications have been adopted as part of the Master Plan. According to Section 10.383, 'Standards for Development Abutting Arterial or Collector Streets, S-E,' access shall be consistent with Commercial Center Core Area Master Plan where applicable.

Land use and development within the Master Plan area will accordingly conform to the Master Plan in addition to all other applicable land use and development regulations. In the situation of a conflict with other regulations of the Medford Land Development Code, the Master Plan Standards shall supersede.

The Master Plan is designed to create a transition from the existing suburban pattern west of North Phoenix Road into the planned neo-traditional form of the Southeast Plan Area. Six distinct sectors effect the transition between the higher-order major arterial North Phoenix Road to a traditional "Main Street" of retail commercial shops and eateries along Stanford Avenue. Setbacks, for instance, shrink as development progresses from the west to the east. Common design standards applicable to all sectors assure the use of high-quality materials and pedestrian-oriented scale throughout the Commercial Center Core Area while also accommodating flexibility of final design to foster an overall vibrancy of individual prefer-

## Southeast Village Commercial Center Core Area Master Plan

ences. Sector-specific standards are also established to address particular attributes, opportunities, and objectives of each subarea. Pictures within the Master Plan illustrate design forms that are to be achieved or avoided in accordance with the accompanying standards.



Commercial Center Core Area Master Plan Map

For this map and all maps in this master plan, any depicted access onto North Phoenix Road and Barnett Road shall not be approved until justified by a traffic impact analysis.

In adopting this master plan, the Council included in its motion an acknowledgement of testimony regarding the location of the roundabout, specifying that it should be adjusted by “eight feet” (northward, according to testimony. Rather than attempt to depict such a small, specific change on a conceptual plan of this scale, it is noted here for reference.

## Chapter 2. Common Design Standards

The following standards apply to all development within the Commercial Center Core Area. All commercial and public right-of-way landscaping, street furnishings, irrigation, and maintenance shall be provided by the abutting property owners or association of property owners unless accepted by the City for public dedication and maintenance.

### 1. Storefront scale and character

- a. Break overall building masses into segments or modules through use of pilasters and columns at intervals of no more than 20 feet.
- b. Provide varied building and parapet heights of at least 20 feet.
- c. Provide awnings, canopies, arcades, or other shelter for pedestrians along adjacent sidewalk areas subject to the following standards:

- i. Awnings/canopies:

*Depth:* Five feet minimum from facade, eight feet maximum.

*Height:* 10 feet minimum clearance from sidewalk

*Location:* Over individual display windows between prominent vertical elements such as pilasters or columns. Awnings and canopies may extend over a street right-of-way up to eight feet subject to obtaining a revocable permit from the City.

*Materials:* Metal or fabric, not shiny.

- ii. Colonnades/arcades:

*Depth:* Eight feet minimum from facade to inside column face.

*Height* 14 feet minimum ceiling clearance from sidewalk



Storefront modules compatible with the Commercial Center Core Area design standards.



Awnings at a pedestrian scale provide shelter without dominating building frontages.

*Location:* Colonnades and arcades shall not extend into the street right-of-way area; the building façade shall be set back to accommodate these where proposed adjacent to street rights-of-way.

*Openings:* Six-foot minimum width and 10-foot minimum height for openings between arches or columns

iii. Balconies:

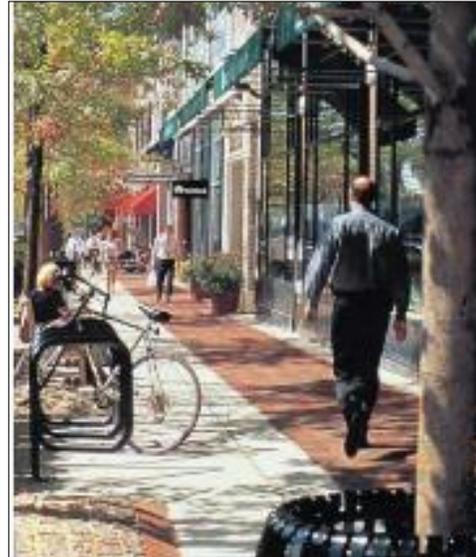
*Depth:* Six feet minimum over sidewalk area, 10 feet maximum

*Height:* 10 feet minimum clearance

*Location:* Balconies may extend over the street right-of-way up to eight feet, subject to obtaining a revocable permit from the City.

## 2. Provide a richness of architectural façade depth and detail

- a. Express columns and beams on the building's exterior.
- b. Provide a minimum of three façade layers (e.g., front of columns or pilasters, wall plane, window frame, and window glass) to building facades that face streets, plazas, parking, and public areas.
- c. Walls in excess of 100 feet horizontally shall employ architectural details to add visual interest, such as varying the height of the parapet, vertical change in materials, or variation in the façade in the horizontal plane.
- d. Finish wall tops with overhangs, projecting cornices, and column caps that provide a strong visual terminus to the structure.
- e. All roofs, whether flat or sloped, shall have eave, gable end, or parapet treatment, which should include a cornice, a cap, outriggers, dentil molding, or other architectural devices to add visual interest to building elevations.
- f. Use applied and integrated design elements such as but not limited to exposed rafter tails (for sloped roofs), cornice moldings, and applied medallions.



Variety of high-quality materials and details at pedestrian scale.

**3. Provide a unified design around all sides of buildings**

- a. Maintain a continuity of design, materials, color, form, and architectural detail for all elevations of a building that are visible from adjacent streets, plazas, parking, and public areas.
- b. Service and loading areas are to be screened through use of landscaping and/or structural elements that repeat the architectural form of the building.

**4. Avoid blank walls and service areas which are visible from adjacent streets and public areas**

- a. Orient buildings to avoid blank walls and service areas which are visible.
- b. For walkways between buildings and other facades visible to the general public where there are no entries, windows, or other openings, add pilasters, trellises, lattices, and/or artwork of permanent materials (metal, glass, stone, and fired ceramics) along with landscaping to make the facades more attractive.

**5. Integrate or screen all trash and service areas**

- a. Match or complement wall materials to that of the building.
- b. Where screen walls are prominently visible, repeat architectural details of the main structure (e.g., wall caps similar to those on the primary structure).
- c. Dense vegetative screening may be used with a plain wall or fence (e.g., concrete block) if full vegetative screening of the wall or fence will be achieved within three years of installation.



Example of integrated equipment housing on roof.

**6. Screen all roof equipment**

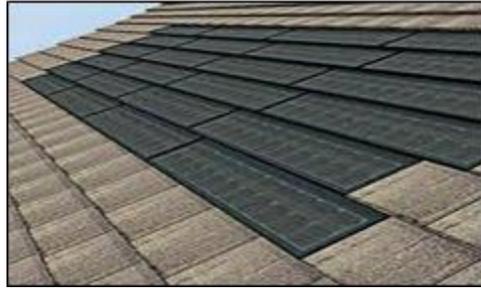
- a. All roof equipment must be screened from view from adjacent streets (opposite sidewalk) and properties.
- b. Roof screens shall be constructed from materials as similar to the



Roof-mounted mechanical equipment is screened by parapet walls on all sides.

building walls as possible, and should be designed to appear as an architecturally integrated part of the building rather than an added-on element.

- c. A roof plan shall be included at the time of submittal for architectural review and approval. The plan shall show the location, type and size, including height, of all roof-mounted equipment and appurtenances.
- d. Special conditions for roof-mounted solar energy systems:



Solar panels parallel to roof plane are permitted outright by ORS 227.505.

- i. Hide or otherwise integrate system components into the architectural forms and character of the building and/or the surrounding landscape.
- ii. Solar voltaic and solar thermal energy systems that comply with ORS 227.505 are permitted outright.



Low planter edge buffers service drive.

**7. Provide visual buffering of on-site utility elements**

- a. Locate on-site ground utility elements in areas inconspicuous from public rights-of-way.
- b. Where inconspicuous location is not possible, screen utility elements from view with landscaping, street furniture, or other means as allowable by the utility provider.



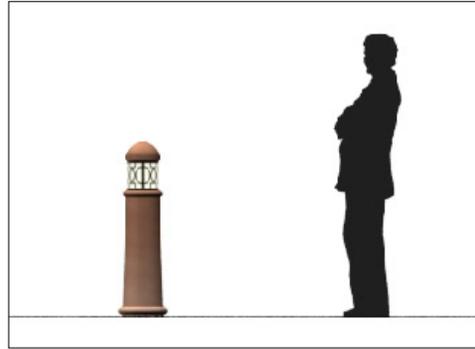
Low hedge as parking lot screen.

**8. Screen off-street parking from public rights-of-way**

- a. Provide low walls, landscaping, and other streetscape treatments at parking lot edges where adjacent to public streets.
- b. Flowering plant materials shall be included with edge treatments.

**9. Provide safe and attractive pedestrian access through off-street parking areas**

- a. Provide a curbed and raised sidewalk at least five feet in paved unobstructed width within off-street parking area where interior parking area sidewalk access is specified on the Master Plan. Where parking is located adjacent to the sidewalk, wheel stops, planters, bollards, or other similar features will be provided to prevent parked vehicles from obstructing the sidewalk.
- b. Sidewalks adjacent to building entries facing parking areas shall be at least eight feet in width and include pedestrian-oriented lighting and street trees in planters or tree wells.
- c. Include pedestrian access ways and crosswalks.
  - i. The Pedestrian Walkway Standards at Section 10.772 through 10.776 shall be met. Pedestrian walkways crossing driving surfaces shall be distinguished from driving surfaces through the use of durable, low-maintenance surface materials such as pavers, bricks or stamped concrete. Stamped asphalt with or without stain is not permitted.
  - ii. Pedestrian access between buildings along street frontages shall be provided at spacing not to exceed 300 feet in order to connect off-street parking areas to the retail streets. Integrate pass-through walkways with other outdoor activity areas such as plazas, patios, or entry courts rather than as secluded narrow corridors.



Use bollard lighting along smaller paths and landscape accents.



Fixture not to exceed 14 feet in height within off-street parking areas. Banner brackets are optional.

- d. Include pedestrian-scale lighting along public streets and along off-street walkways and sidewalks.
  - i. Use bollard lighting along minor paths as indicated in the sector-specific standards.
  - ii. Provide pedestrian-scale street lighting (see figure) within off-street parking areas along major walkways and sidewalks.
  - iii. Where banner or planter brackets are provided, property owners are to maintain banners or plantings in good condition at all times. Drip irrigation systems shall be provided for planter brackets.
  - iv. Use the 'Street Light Standards, S-E,' for public street lighting.

**10. Utilize high-quality building materials and details**

- a. For walls, at least two of the following materials shall be employed: Stucco, brick, split-faced or polished-face concrete block, stone (real or cultured), wood, and glazed or unglazed ceramic tile rated for exterior applications.
- b. For sloped roofs, the following materials may be used: non-reflective metal, architectural/dimensional shingles, clay or concrete tile, or slate (natural or synthetic).
- c. For windows and doors: wood or aluminum storefront, either natural in color or in a painted color. Anodized bronze or black (light, medium, or dark) metal is not permitted.
- d. For street furnishings, use black powder or durable enamel-coated metal, natural wood, stone, or concrete. Plastic or resin furnishings are not permitted for outdoor areas.

**11. Maintain a high degree of transparency at ground-floor window areas**

- a. Ground level windows shall be provided in accordance with 10.377(4).

**12. All projects shall be landscaped in accordance with 10.377(6), 10.735, and 10.780, with the following additional standards:**

- a. Intersection corners and commercial entry drives shall be presented as area focal points for landscaping.
- b. Planter pots, window boxes, and/or other smaller-scale elements shall be provided along sidewalks near storefronts to provide visual interest to the streetscapes and interior walkways (*i.e.*, facing grocery and parking courts).
- c. Provide large shade trees on the interior and perimeter of parking lots.

**13. Utilize colors that are appropriate to the use and surrounding areas**

- a. Use muted tones with stronger accent colors limited to smaller areas of trim. Intense, bright, or fluorescent colors shall not be used as a primary building color.
- b. Distinguish individual buildings by varying tones and hues.
- c. A range of analogous or complementary colors shall be provided throughout the Commercial Center Core rather than a single dominant paint color and shade.

**14. Drive-Through Facilities**

- a. Drive-through facilities shall be restricted to the three locations depicted on the Master Plan Layout. Drive-through facilities shall be subordinate and ancillary to the primary structure in conjunction with a pharmacy, bank, or credit union. See Master Plan Map and Chapter 3 for interim use of existing building for credit union drive-through window in the North Phoenix & Barnett South sector. No other drive-through uses are allowed within the Commercial Center Core Area.
- b. Drive-through facilities shall be oriented and designed so as not to substantially disrupt pedestrian activity or surrounding uses. Utilize low landscape materials to maintain safe visibility at sidewalk crossings and to separate the lane from adjacent parking and circulation areas.
- c. The service windows shall be architecturally integrated with the building by extension of the roof structure or provision of a canopy over the adjacent service lane.
- d. Automated teller machines (ATMs) shall be integrated as part of the architecture of the building or canopy support pylons for the bank and the credit union buildings.



Example of small bank drive-through facility with appropriate landscape treatment.

**15. Plazas**

- a. Plazas shall be located as indicated on the Master Plan and shall be designed as “public plazas” within the meaning of 10.012.
- b. Public plazas are areas adjoining a sidewalk or walkway that provide places for pedestrians to sit, stand, or rest. Plazas are located at transit stops, building entrances, or intersections, and connect directly to adjacent sidewalks, walkways, transit stops, building entrances, and intersec-

tions. They are usually paved with concrete, pavers, bricks, or similar materials, and include seating, pedestrian-scale lighting, and similar pedestrian improvements. Low walls or planters and landscaping are provided to create a semi-enclosed space and to buffer and separate the plaza from any adjoining parking lots and vehicle-maneuvering areas.

- c. Plazas must be provided at the time the adjacent structures are built, and must be maintained by the property owner or association of property owners unless otherwise accepted by the City for public ownership and maintenance.

**16. Bicycle Parking**

- a. Bicycle parking shall be provided in accordance with 10.747 through 10.751, except that the amount of bicycle parking provided shall be two-times the amount required by 10.748, ‘Bicycle Parking Standards.’
- b. Bicycle parking facilities shall be located as shown on the pedestrian and bicycle circulation plan at the end of this chapter. Additional locations may be sited in accordance with 10.749.

**17. Include a Transportation Demand Management Program**

A transportation demand management plan shall be included with applications for site plan and architectural review. The plans must score a minimum of 10 points each under the following schedule:

- a. Physical: 10 points needed per designated Sector

| Options  | Score/Points   |
|--|--|
| Provide additional sheltered bicycle parking over adopted minimums   | 1 point per each 50 percent increase over minimum                                    |
| Provide bicycle lockers or secured bicycle parking area, or fixed bicycle maintenance station  | 1 point per secured bicycle space, 5 points per locker, or 5 per maintenance station |
| Provide on-site shower and lockers for employees   | 5 points for shower and locker facility  |
| Provide transit shelter with landscaping and trash receptacles   | Full point allotment for transit plaza sector  |
| Provide two-wheeled vehicle parking  | 1 point per space  |
| Provide off-site public pedestrian/bicycle trails or equivalent monetary contribution for greenway, park areas, or substandard rights-of-way within one-quarter mile | 1 point for 10 linear feet improved or funded  |

Southeast Village Commercial Center Core Area Master Plan

b. Programmatic: 10 Points needed per annum per designated Sector.

| Options   | Score/Points  |
|---|---|
| Host and event such as a bicycle rally, walk-athon, health fair, contest, etc., to promote benefits of walking, cycling, using transit, or ride-sharing | 2 points per event  |
| Cost share or provision of group transit passes for employees   | 8 points per group transit program                                    |
| Cost share or provision of bicycles for employees   | 8 points per bicycle  |
| Car-share program   | 5 points per fleet/shared vehicle                                     |
| Carpool/vanpool   | 4 points per car for carpool, 8 points per van for vanpool            |
| Unbundle parking from residential rents (charge for parking space: residents who do not have a car do not pay for parking)                              | 1 point per “unbundled” residential unit                              |
| Establish a bicycle commuter benefit program [maintenance funds provided as fringe benefit using pre-payroll tax code allowances]                       | 4 points  |
| Become a marketing partner with RVTD or other alternative transportation mode provider [e.g., reciprocal advertising and sponsorships]                  | 8 points for full year campaign; 2 points for single quarter campaign |

An administrator/ETC (employee transportation coordinator) shall be designated by Sector (or consolidated area) to monitor and maintain records on ongoing program participation and events.



## Chapter 3. North Phoenix and Barnett South

### Southwest Entry to the Commercial Center

The sector is a redevelopment site containing a single 2.2-acre (net) parcel located at the intersection of two major arterial streets, North Phoenix Road and East Barnett Road. It will function as a cornerstone gateway into the Commercial Center Core Area from the west.

As of 2011, this sector is improved with a single-story building of approximately 11,000 square feet, formerly used as a fraternal lodge, sited on the southeast corner to the rear of the parcel with appurtenant parking located to the front. A wireless transmission tower (monopole) is located behind the building.

A fire station is located on the adjacent property to the east. The property to the south is improved with a fraternal lodge of similar style. The parking lots are connected for cross-access needs. A grocery store and community shopping center are located to the west across North Phoenix Road, and a professional office park is located to the northwest across the intersection of North Phoenix Road and East Barnett Road.



North Phoenix & Barnett – South Sector



Master Plan Layout

A credit union acquired the subject land for the purpose of establishing a neighborhood branch. Initially, it plans to re-purpose a 1,800-square-foot portion of the existing 11,200-square-foot building and make the remaining space available for community meetings and events. A drive-through window would be integrated into the north side of the building for the interim credit union use. Ultimately, the credit union plans to construct a new building of approximately 3,500 square feet as the permanent branch which would be sited on the northwest corner of the property. The new building would include a drive-through service window to the rear, to be



Interim Plan Layout for Credit Union Use of Existing Building

architecturally integrated and designed in accordance with the Common Design Standards (Chapter 2). The original building will be re-purposed or, alternatively, replaced with a new structure for commercial or institutional uses. The interim drive-through service is to be removed from that building upon completion of the new credit union building.

A third building of approximately 4,200 square feet for retail uses will complete the redevelopment project. That building site would be located in the southwest corner of the property.

## Sector-Specific Standards

The following design and development standards apply in this sector:

### 1. Site Design

- a. North Phoenix Road Frontage (approximately 260 feet)
  - i. Utilize the standard major arterial cross-section (10.428) to buffer pedestrians from higher-velocity traffic and to promote a consistent treatment with existing improvements on the west side of the street. This will provide a six-foot-wide bike lane, a 10-foot-wide planter strip, and five-foot-wide sidewalk.



Existing building and parking from N. Phoenix.

- ii. Provide street furniture along the sidewalk area adjacent to building sites.
- iii. A minimum landscaped setback of 10 feet shall be maintained from the fronting right-of-way line. Cluster additional trees and shrubs to screen the drive-through service lane from the sidewalk and street right-of-way.
- iv. The ten-foot setback line shall be treated as a positive edge with one or more of the following:

- Low wall
- Hedge
- Trellis structure
- Building



Example of a gabled roof treatment added to a re-purposed building of similar style to existing lodge building.

- v. Front-setback edge treatments shall be at least three feet in height to screen the view of automobiles in the parking lot and interior access lanes except where the same would conflict with standards for clear view of intersecting streets pursuant to 10.735.

b. East Barnett Road Frontage (approximately 310 feet)

- i. The west 250 feet of East Barnett Road shall utilize the Major Arterial cross-section pursuant to 10.428(1) except that minimum 12-foot-wide sidewalk shall be provided and tree-wells may be used in lieu of planter strips.
- ii. East of the major arterial segment, the Minor Arterial cross-section at 10.428(2) shall be utilized except that a minimum 12-foot-wide setback and tree wells shall be used in lieu of planter strips.



A building corner treatment with inviting street presence.

- iii. A minimum setback of 10 feet shall be maintained from the fronting right-of-way line.
  - iv. Pedestrian lighting shall be provided in accordance with 10.380, 'Street Lighting Standards, S-E.'
  - v. Define the edge between the sidewalk and parking area along this frontage with a three- to four-foot stucco wall, wrought iron fence, or box hedges.
- c. Driveway entries to sector shall include the following elements:
- i. Pedestrian crossings shall be distinguished from driving surfaces through the use of durable, low-maintenance surface materials such as pavers, bricks or stamped concrete. Stamped asphalt with or without stain is not permitted.
  - ii. Flowering plants shall be provided in landscape planters at entries.
- d. Clear and direct walkways shall be provided between fronting streets and the primary building entries.
- e. Improve parking areas that pre-exist the Master Plan adoption and new parking areas with interior and frontage landscaping.
- i. Provide landscape islands in conformance with normal standards to visually break up long parking aisles and to provide separation for the drive through service lane.
  - ii. Provide edge treatments to define the south property line and cross-access location.

## **2. Building Design**

- a. Exterior treatments to the existing building shall be provided at the time of redevelopment for commercial use to screen roof-mounted equipment and to add interest to side facades in a manner consistent with the Common Design Standards.
- b. Limit height of structures within 150 feet of North Phoenix Road to 35 feet.
- c. New buildings shall be located as shown on the Master Plan Map and designed in accordance with 10.377, 'Special Design Standards for the Southeast Village Center.'

## Chapter 4. North Phoenix and Barnett North

### Northwest Entry to the Commercial Center

The sector includes approximately 3.3 net acres of vacant land fronting on North Phoenix Road to the west and East Barnett Road to the south. At the time of Master Plan adoption, this sector along with the East Barnett Transit Station and the Market–Grocery Center sectors were part of a single eight-acre parcel.

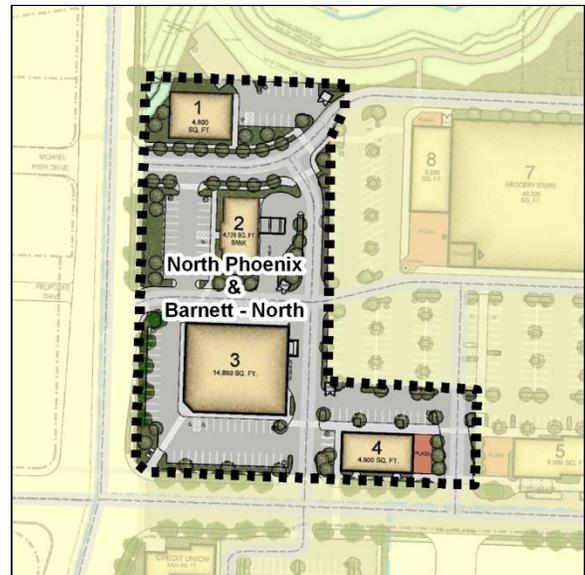
Natural grade is gently sloped rising to the east and draining northerly to North Larson Creek. The creek, which flows east to west, is the major feature to the north in the adjacent Michael Park/Greenway Sector of the Master Plan. The Medford Canal, owned by the Medford Irrigation District, crosses the creek from the north and flows through a culvert under North Phoenix Road at the northwest corner of this plan sector.

A residential subdivision of 37 single-family homes is located to the west of North Phoenix Road, opposite the northern half of this sector. A closed-loop street system—Michael Park Drive—provides the access to the neighborhood. The homes are oriented to the internal street system. Four lots are located along North Phoenix Road with fencing and vegetative buffering as side or rear yard boundaries. South of the subdivision is a professional office park.

Development of this sector will establish the needed infrastructure connections that will serve the remaining Commercial Center Core Area to the east. Sanitary sewer tie-in to the regional system is located near the northwest corner of the sector, and will be extended along the new street and access ways. Water mains will similarly be



North Phoenix and Barnett North sector



Master Plan Layout

extended and looped from North Phoenix Road to East Barnett Road, where the sector will extend to an entry drive across from the existing fire station.

East-west connections through the Commercial Center Core area initiate in this sector. These include the major arterial intersection at the southwest corner of the sector and the extension of Michael Park Drive from its intersection at the north-west corner of this sector. Michael Park Drive will be collinear to the North Larson Creek Greenway. A private commercial access with right-in-only movement is shown on the Master Plan Layout which will lead through the Grocer's Market Sector and rise to the east plaza in the Stanford Avenue Sector. The transportation impact analysis (TIA) to be required at the time of zone change shall determine whether the Michael Park Drive connection to North Phoenix Road can be a full-movement intersection or a restricted-movement intersection, and whether a drop-lane will be required. The commercial right-in-only access must also be supported by the TIA or otherwise to be removed from the final development plans.

## Sector-Specific Standards

The following design and development standards will apply in this sector:

### 1. Site Design

- a. North Phoenix Road Frontage (approximately 500 feet)
  - i. Utilize the standard major arterial cross section (10.428) to buffer pedestrians from higher-velocity traffic and to provide a consistent street corridor treatment as the sector located south the Barnett intersection. This will provide a six-foot-wide bike lane, a 10-foot-wide planter strip, and five-foot-wide sidewalk.
  - ii. Maintain landscaped setbacks of at least 10 feet from the fronting right-of-way line. Cluster additional trees and shrubs near the north sector boundary to achieve a park-like transition to the Greenway area.
  - iii. Provide well-defined project and building entries.
    - Provide monument signage, street furniture, and accent lighting with generous landscaping at commercial entries and the public street intersections.
    - The Michael Park Drive entry shall include wayfinding elements to the Greenway trailhead area. Greenway trail markers and/or iconic elements shall extend along Michael Park Drive leading to key greenway interface areas.

- iv. The interior edge of the front setback (i.e., away from the street edge) will be treated as a positive edge with one or more of the following:
    - Low wall
    - Hedge
    - Trellis structure
    - Buildings
  - v. Front-setback edge treatments shall be at least three feet in height to screen the view of automobiles in the parking lot and interior access lanes.
  - vi. Final site designs shall be coordinated with and approved by the Medford Irrigation District with regard to need for access restrictions, setbacks, safety railings/fencing, modified crossing needs, and drainage/erosion/pollutant controls within and adjacent to the irrigation easement area.
- b. East Barnett Road Frontage (approximately 400 feet)
- i. The west 250 feet of East Barnett Road shall utilize the Major Arterial cross-section pursuant to 10.428(1) except that minimum 12-foot-wide sidewalk shall be provided and tree-wells may be used in lieu of planter strips.
  - ii. East of the major arterial segment, the Minor Arterial cross-section at 10.428(2) shall be utilized except that a minimum 12-foot-wide sidewalk and tree wells shall be used in lieu of planter strips.
  - iii. There is no minimum setback from the right-of-way line subject to provision of a public utility easement through the interior parking and circulation area and the clear-vision triangle standards or 10.735 are met. The maximum setback shall be 15 feet.
  - iv. Pedestrian lighting shall be provided in accordance with 10.380, 'Street Lighting Standards, S-E.'
  - v. Define the edge between the sidewalk and parking area along this frontage with a three- to four-foot stucco wall, wrought iron fence, or box hedges.
  - vi. Street furniture shall be provided along the minor arterial segments. At a minimum, benches and a bicycle rack shall be placed at intervals no greater than 200 feet. Street furniture is to be located so as to maintain a clear pedestrian path and shall be placed within six feet of the curb or, alternatively, adjacent to the building or property line. Benches and other street furniture shall be made of metal painted or powder coated with a black or dark green matte finish and/or wood with a natural finish. Durable materials such as stone or concrete may be used for bench planters, urns, and other furnishings.

- vii. A pedestrian crossing to the south sector across East Barnett Road is indicated on the Master Plan in this sector at the minor arterial transition. Final design and location shall be considered at the time of zone change in coordination with the Public Works Department. The crossing is to be incorporated with the final development plan for this sector.
  - viii. Define the outdoor plaza on the west side of Building 4 with edge elements such as bollards, low walls, hedges, or trellises.
- c. Driveway entries to the sector shall include the following elements:
    - i. Pedestrian crossings shall be distinguished from driving surfaces through the use of durable, low-maintenance surface materials such as pavers, bricks or stamped concrete inlays. Stamped asphalt with or without stain is not permitted.
    - ii. Flowering plants shall be provided in landscape planters at entries.
  - d. Clear and direct walkways shall be provided between fronting streets and the primary building entries.

## **2. Building Design**

- a. Limit height of structures within 150 feet of North Phoenix Road to 35 feet and shall maintain the standard front setbacks applicable to the C-C zoning district.
- b. A cross-access easement shall be provided over the Building 1 parking area to provide for access to the greenway trailhead parking area. The developer of Building 1 will coordinate with the City to construct both parking areas concurrently if the City agrees to provide funding for its facility. If the City elects not to have the greenway parking constructed at the time of Building 1 site development, the Building 1 parking area shall be designed and constructed to accommodate and reserve a future connection point.
- c. Final design for drive-thru facilities shall comply with the Common Design Standards.
- d. Service areas shall be screened or architecturally integrated through use of similar materials and forms utilized for the adjacent building.
- e. Landscaping shall be integrated into building and site design including edge and parking area treatments.

## Chapter 5. East Barnett Transit Station

### Transit Plaza and Retail Shops

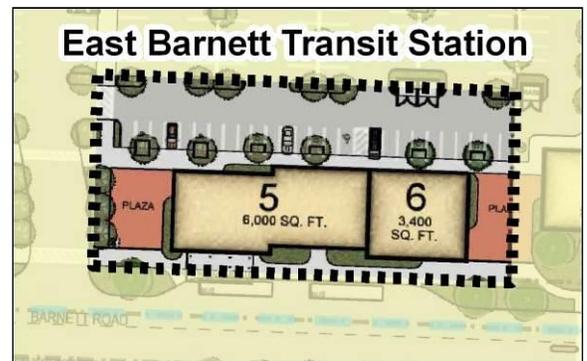
The sector is 0.70 net acres fronted by East Barnett Road to the south. It will function as a public transit center with retail shops. The East Barnett Transit Station will provide a central transit hub to serve the residents, employees, and the public when service becomes available to the area.

Regional transit service is provided by the Rogue Valley Transportation District. As of 2011, the nearest service line terminates approximately one mile to the west at Black Oak Drive adjacent to the Rogue Valley Medical Center. Extension of service to North Phoenix Road is a priority listed in the district's adopted long-range plan as funding becomes available. Conditions needed to sustain an extended route include increases in population, residential densities, and the tax base. Those conditions will be advanced by installation of infrastructure in tandem with the Commercial Center Core Area development.

Bus bays and transit platforms will be provided along with frontage improvements for this sector at time of construction even if transit service has not yet been extended to the area. The bays may be used for off-street parking and loading until such service is available. Two plazas located adjacent to the transit stop will provide space for public art, planters, kiosks, and dining alongside two attached retail buildings. These will also function in tandem with the building design standards to invite pedestrians and the transit public to explore, shop and dine.



East Barnett Transit Station Sector



Master Plan Layout

## Sector-Specific Standards

The following design and development standards will apply in this sector:

### 1. Site Design

- a. East Barnett Road Frontage (approximately 260 feet)
  - i. The transit station shall include bus pull-outs and shelters. Design of shelters and other details is to be coordinated with the transit service provider.
  - ii. A transit area plaza shall be provided between the buildings in this sector and the Stanford Avenue sector. Buildings abutting the plaza shall incorporate entries oriented to the plaza. Plaza furnishings shall include planters, trash receptacles, accent pavers, lighting, and an information kiosk for transit service, special events, and the Commercial Center Core Area. The final design will be expected to promote a high level of pedestrian interest and activity. Outdoor dining and food vendor stands are to be strongly encouraged and accommodated by design. Plaza design shall also function as a passageway between buildings with wayfinding elements to lead people to other areas of interest nearby.
  - iii. Frontage treatment shall utilize the Minor Arterial cross-section at 10.428(2) with minimum 12-foot-wide sidewalk and tree wells in lieu of planter strips. Bus bays shall be provided consistent with the Sector plan. These may be used as on-street parking or service delivery/loading until needed for transit provider use.
  - iv. Structures shall be built to the right-of-way line except to accommodate public utility easements. If an alternative easement location is not available, the structures shall be built to the interior boundary of the easement.



RVTD bus at Front Street Transit Station.



Graphic design example of a shelter that would not obstruct view of storefronts.

- v. Tree grates with tree lighting fixtures shall be provided every 48 feet on center.
  - vi. Pedestrian lighting shall be provided in accordance with 10.380, 'Street Lighting Standards, S-E.'
  - vii. Street furniture shall be provided along the public street. At a minimum, benches and a bicycle rack shall be placed at intervals no greater than 200 feet. Street furniture is to be located so as to maintain a clear pedestrian path and shall be placed within six feet of the curb or, alternatively, adjacent to the building or property line. Benches and other street furniture shall be made of metal painted or powder coated with a black or dark green matte finish and/or wood with a natural finish. Durable materials such as stone or concrete may be used for bench planters, urns, and other furnishings.
- b. The north side of the buildings shall include sidewalks with tree planters at the curb, pedestrian lighting (may be building mounted), and outdoor furnishings similar to the public street frontage.

## **2. Building Design**

- a. To promote a strong storefront presence, the north and south facades of the buildings in this sector shall include minimum 20-foot-high front facades with zero setback from adjacent sidewalks, except at paved vestibule entries or façade off-sets of up to six feet in depth. Public utility easements shall be provided to the rear of the buildings through the common areas, except where a utility provider indicates that an easement along the street frontage is required by the City for a utility provider. In that situation, the building front shall be set back no further than the width of the easement and the intervening area shall include non-structural landscaping or additional sidewalk area.
- b. Ground-floor windows shall be provided in accordance with 10.377(4).
- c. Display window lighting to enhance night-time vibrancy is encouraged. Methods may include shielded or recessed spotlights to highlight display merchandise or pin lights to define window outlines.
- d. Use wall materials primarily composed of stone, brick or stucco for facades. Avoid non-traditional materials such as wood, shingles, cultured stone, small tiles, rough finished materials, and metal.
- e. Primary entrances shall be provided consistent with Section 10.377.

## Chapter 6. Market Grocery Center

### Anchor Store

The sector includes approximately 3.9 net acres of vacant land. This sector is designed to accommodate a grocery store of up to 50,000 square feet. An additional 5,500 square feet will be provided for retail, service, or restaurant uses in an end-cap building on the west side of the grocery store.

The central off-street parking area for the Commercial Center Core Area is located between the grocery store and the retail shops fronting the surrounding public streets. The parking area is less than 200 feet deep from the front of the grocery store to the retail shops that will line East Barnett Road. The design facilitates convenient pedestrian access to all retail street frontages within the Commercial Center Core Area in a manner that also functions well for grocery store use.

The layout presented in the Master Plan reflects site requirements commonly sought by community retail grocers. Retailers grade sites for store locations by considering elements such as visibility, access, population and household income within the sales area (i.e., the “marketshed”), and both automobile and pedestrian traffic. The Master Plan provides for an anchor store site that will be visible from the surrounding streets without hiding the smaller retail shops along the street frontages. The site is well designed to function both in the near term to serve the prevailing existing households as well as the planned transit-oriented community of the future when high-density residential districts are built out.



Market Grocery Center



Master Plan Layout

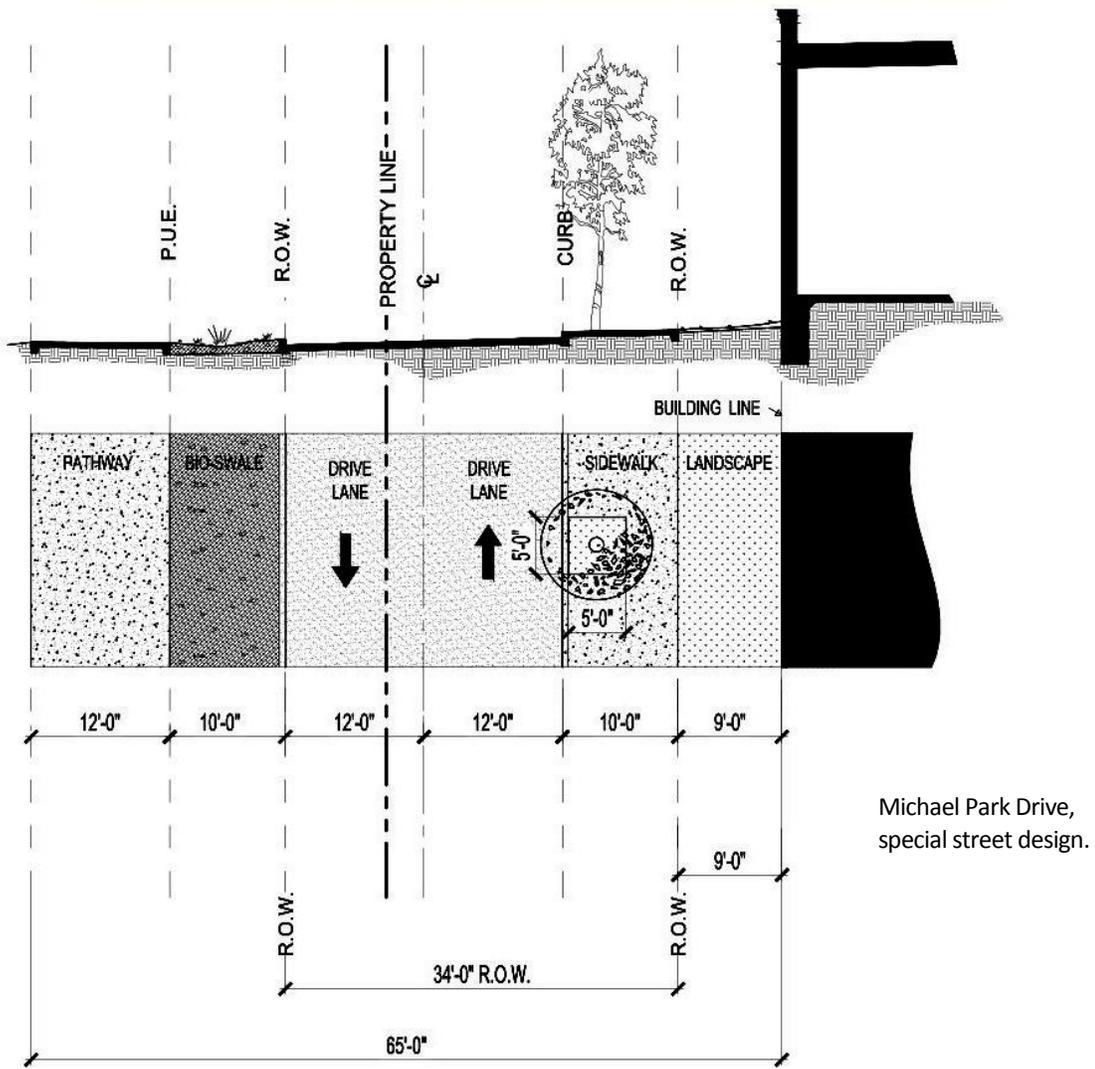
## Sector-Specific Standards

The following design and development standards will apply in this sector:

### 1. Site Design

#### a. Michael Park Drive Frontage (approximately 430 feet)

- i. The proposed alignment of Michael Park Drive coincides with the property line to south the North Larson Creek Greenway. A special street design for Michael Park Drive will provide greenway frontage improvements along the north side to include a bio-swale (variable width as needed for stormwater treatment) and a 12-foot-wide shared-use path on the north side of the street which will function



as the greenway trail. Frontage improvements along the south side of the street will include a ten-foot-wide sidewalk with street tree wells and a nine-foot-wide landscape planter as a transitional treatment from the greenway to the commercial shopping area.

Bump-out parking refuges may be provided as an option along the north side of the street as an option for the final street design.

- ii. Pedestrian lighting shall be provided along the sidewalks and greenway trail.
  - iii. An outdoor seating area oriented to the greenway area shall be provided along the north side of Building 8.
- b. Pedestrian walkways shall conform to the standards of Sections 10.773, 'Pedestrian Walkway Connections and Routing,' and 10.775, 'Pedestrian Walkway Design Standards.'
  - c. Sidewalks, street furnishings, pedestrian light fixtures and tree wells shall be included along the interior access drives fronting the buildings.
  - d. Pedestrian walkways crossing driving surfaces shall be distinguished from driving surfaces through the use of durable, low-maintenance surface materials such as pavers, bricks or stamped concrete.
  - e. Bicycle parking shall be provided adjacent to the plaza in front of Buildings 7 and 8. An additional bicycle rack will be provided adjacent to the southeast corner of the building along the front walkway.
  - f. The service and loading area to the east of Building 7 shall be designed in conformance with Section 10.742 with screening elements to minimize visual impacts from general view.

## **2. Building Design**

- a. Final design of the building complex in this sector will be consistent with the 'Special Development Standards for Large Retail Structures' at Section 10.725.
- b. The principal entry for the anchor store shall be located adjacent to the smaller retail building and shall include a plaza area and prominent entry feature such as a tower.
- c. Shopping cart storage shall be incorporated into the building design to screen stored carts and in a manner that avoids the plaza area.

## Southeast Village Commercial Center Core Area Master Plan



Conceptual renderings of Buildings 7 and 8 provided by Oregon Architecture, Inc. depicts facade roof treatments with a variety of animating features, windows, repeating elements, materials, and colors with prominent entries. The renderings also illustrate the 45-foot-wide Michael Park Drive design alternative where the street is located entirely within the boundaries of this sector.

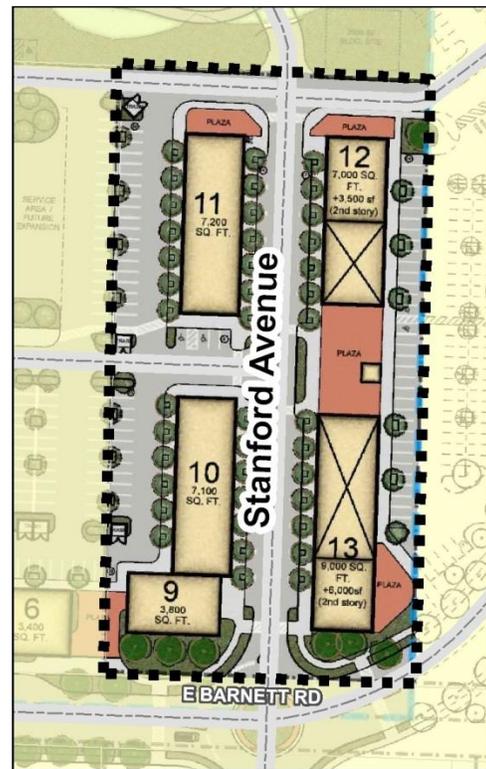
## Chapter 7. Stanford Avenue

### A Main Street Style Retail District

The Stanford Avenue Sector is a retail block of shops of approximately 2.9 acres in the style of a traditional “Main Street” shopping district. This sector will provide highly attractive and pedestrian-friendly community space for the surrounding residential areas in the Southeast Plan Area. Entry from the north is across and along the North Larson Creek Greenway. Entry from the south will be through a rotary intersection (roundabout) at East Barnett Road.



Stanford Avenue Sector



Master Plan Layout

A plaza located mid-block on the east side of Stanford Avenue sits at the high point of the central east-west axis through the Commercial Center Core Area. The plaza will have commanding views over the Commercial Center Core Area and the valley beyond. Multi-story buildings will flank the north and south side of the plaza, and a clock tower sited within the plaza will visually link the East Plaza with the western sectors. The plaza will also function as a link to the larger Commercial Center Area 7B to the east.

Shared off-street parking areas will be located to the rear of the retail shop buildings in the adjacent Grocery–Market Sector to the west and Commercial Center Subarea 7B to the east. All façades will be designed with storefront treatments but with

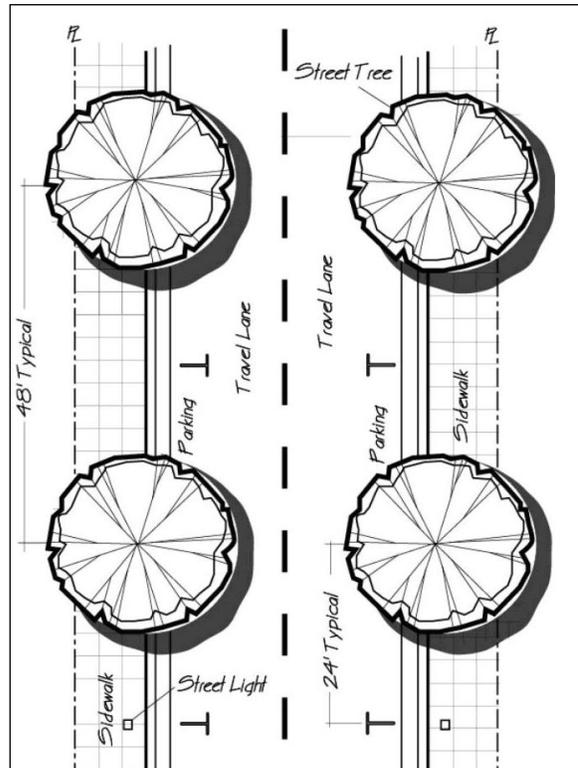
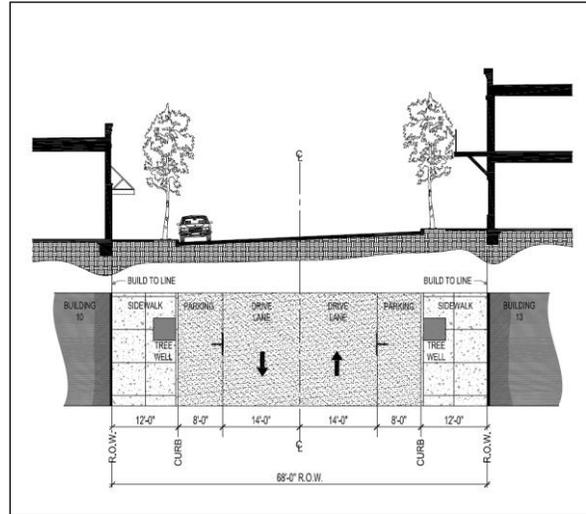
special focus to enlivening the Stanford Avenue streetscape with a high degree of pedestrian activity.

## Sector-Specific Standards

The following design and development standards will apply in this sector:

### 1. Site Design

- a. Stanford Avenue frontage (approximately 475 feet):
  - i. The streetscape for this sector is based on buildings “built-to” the right-of-way line along minimum 12-foot-wide sidewalks.
  - ii. At least one storefront per building shall be provided a minimum 14-foot-wide sidewalk to accommodate an eight-foot-wide area for outdoor dining plus a six-foot-wide pedestrian corridor.
  - iii. Minimum 12-foot-wide sidewalk shall otherwise be provided between street curb and retail buildings.
  - iv. Structures shall be built to the right-of-way line except to accommodate recessed vestibule entryways and architectural offsets (see, Building Design standards below) or to accommodate public utility easements if alternative easement location is not available, in which case the structures shall be built to the interior boundary of the easement.
  - v. Pedestrian streetlight fixtures shall be located within three feet of the curb and at intervals of no greater than 80 feet.



The Stanford Avenue cross-section with zero-setback streetscape.

- vi. At a minimum, street furniture shall include benches and bicycle racks placed at intervals no greater than 200 feet. Street furniture shall be located so as to maintain a clear pedestrian path and shall be placed within 6 feet of the curb. Benches and other street furniture shall be made of metal painted or powder coated with a black or dark green matte finish and/or wood with a natural finish. Durable materials such as stone or concrete may be used for bench planters, urns, and other furnishings.
  - vii. Sidewalk cafés may be operated in the public right-of-way area consistent with Section 10.358(c), 'Sidewalk Cafés in Commercial and Industrial Zones.'
- b. The rear of the buildings shall include sidewalk with tree wells at the curb, pedestrian lighting (may be building mounted), and storefront façade treatments.
  - c. The East Plaza
    - i. The plaza shall include a prominent tower feature.
    - ii. The plaza shall connect directly to the adjacent sidewalks, walkways, and building entrances.
    - iii. It will be paved with concrete, pavers, bricks, or similar materials, and include seating, pedestrian-scale lighting, and similar pedestrian improvements.
    - iv. Amenities shall include a covered community information board or kiosk, art works, public restrooms, and space for small or temporary vendors.
    - v. Low walls or planters and landscaping shall be provided to create a semi-enclosed space and to buffer and separate the plaza from any adjoining parking lots and vehicle maneuvering areas.
    - vi. At least 20 percent of the plaza area shall be landscaped with live plantings subject to Section 10.780, 'Landscape and Irrigation Requirements,' and 50 percent of the seating area is to be shaded with trees, canopies, or structural elements.
  - d. East Barnett Intersection and corners
    - i. The Master Plan depicts a roundabout intersection with East Barnett Road as the preferred intersection type to facilitate the extension of mass transit service to the area which would not otherwise occur until the public street grid for the neighborhood is further developed. The design will also function as an important civic feature to foster a clear sense of place. A roundabout design will be considered warranted as a matter of policy in the Southeast Neighborhood Plan by the City of Medford in order to safely circulate mass transit buses at this location. The roundabout may be designed for later conver-

- sion to a standard intersection when the local street grid is connected well enough to circulate a bus route.
- ii. The final design and location shall be coordinated with the adjacent property owners. Minor adjustments to the location and alignment may be required to accommodate full circle construction at the time the Stanford Avenue intersection is constructed.
  - iii. Final design for the center element shall avoid placement of any permanent structures over the water main or other in-ground utilities.
  - iv. Both corner buildings sites will include plaza areas as extended public space from the intersection streetscape.
    - The East Barnett Transit Station Plaza shall be extended through the Building 9 site on the westerly corner.
    - A small plaza shall be provided at the easterly corner at Building 13.
  - e. Michael Park Drive
    - i. A small plaza shall be provided along Michael Park Drive to the north of Building 11 to provide for outdoor seating/dining oriented to the greenway corridor.

## **2. Building Design**

- a. To promote a strong storefront presence, the buildings in this sector shall include minimum 20-foot-high front façades with zero setback from adjacent sidewalks, except at paved vestibule entries or façade off-sets of up to six feet in depth. Public utility easements shall be provided to the rear of the buildings through the common areas except where a utility provider indicates that an easement along the street frontage is required by the City for a utility provider. In that situation, the building front shall be set back no further than the width of the easement and the intervening area shall include non-structural landscaping or additional sidewalk area.
- b. Ground-floor windows shall be provided in accordance with 10.377(4). Display window lighting to enhance night-time vibrancy is encouraged. Methods may include shielded or recessed spotlights to highlight display merchandise or pin lights to define window outlines.
- c. Use wall materials primarily composed of stone, brick or stucco for façades. Avoid non-traditional materials such as wood, shingles, cultured stone, small tiles, rough finished materials, and metal.
- d. Primary entrances shall be provided consistent with Section 10.377.
- e. Buildings fronting the east side of Stanford Avenue shall have at least two stories or otherwise have the appearance of having two or more stories.

- i. Second-level floors may be used for commercial or residential use. Additional levels may be added for residential units subject to provision of dedicated residential parking facilities consistent with the standards of Section 10.376.
  - ii. Upper levels shall include design elements such as bay windows, projecting balconies with French doors, or awnings over the windows.
  - iii. Window proportions on the upper levels shall generally be smaller than ground floor windows, vertical in proportion, and related to ground floor windows.
- f. Weather protection shall be provided along sidewalk areas through use of awnings or arcades.

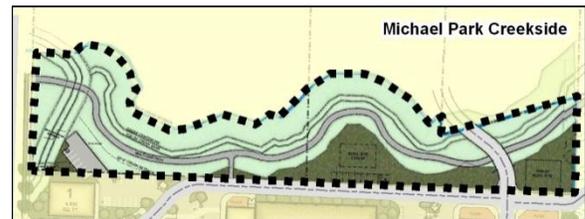
## Chapter 8. Michael Park Creekside

### Village Center Greenway

This sector includes approximately 3.7 acres of vacant land oriented along the North Fork of Larson Creek. A major greenway overlay through this area has been designated over the creek corridor as shown on the Southeast Circulation Plan Map. As described therein, the greenway area includes the streambed and area upland within 50 feet of either stream bank. Its north boundary also corresponds to the northern extent of the Commercial Center Core Area (7A). The creek and greenway meander over the south portion of two parcels of land that are otherwise designated in Area 7B (Commercial Center) as they extend north of the greenway boundary to Shamrock Drive. There are small areas on these parcels located to the south of the greenway boundary within Area 7A.



Michael Park Creekside Sector



Master Plan Layout

The Southeast Overlay District standards for greenway development were originally crafted in anticipation that greenways would be developed by property owners at the time “adjacent” land is developed. However, the majority of developable commercial land in Area 7A was in different ownership than the land on which the greenway is located. The Master Plan layout was therefore prepared in anticipation that the City would acquire the designated greenway corridor and additional land to accommodate public access and parking at the trailhead. Remnant land south and outside of the greenway boundary can accommodate two building envelopes of approximately 2,500 square feet each. “Creekside” commercial use and development standards are established for the sector to assure that greenway and commercial uses complement one another. Michael Park is predominantly located within the adjacent Market–Grocery Sector to the south to assure its timely construction in the event that public acquisition of the greenway area is forestalled and/or the privately held land in the MP-Creekside Sector is similarly delayed. The cross-section proposed for Michael Park Drive at this

location is intended to function with the adjacent public and commercial spaces to accommodate special community events such as street fairs, celebrations, contests, and the like. The layout also will accommodate public use of enclaved areas rather than commercial building sites as discussed in the alternative below.

The Master Plan encourages the City to acquire adequate upland area to accommodate development of a regional stormwater detention and water quality facility as described in Chapter 9, “Capital Improvement Program” of the adopted *City of Medford Stormwater Management Plan*. As described in the plan, the water quality facility “would simply be a buffered low-flow channel and the detention would be dedicated upland area where flows from the one-year storm would back up. The slope allows the backing, and the upland area could serve as open space. This facility would work hand in hand with site-specific WQ control measures and low-impact development designs.” The described facility could be intergrated with the trail, recreational, and open space components of the greenway in an attractive manner. If the City acquires enough upland area, actual construction could be funded by nearby developers in lieu of constructing on-site facilities or in exchange for storm drainage SDC credits. Such projects constructed on public land would include a required recreational or trail amenity to be constructed or funded. This would leave more private land available for taxable improvements to the benefit of the general fund.

Other funding opportunities could be made available to individuals and organizations in the form of sponsorships, memorials, or licensing, which could fund tree plantings, artwork, and gateway gardens throughout the greenway while fostering grassroots community involvement and sense of ownership. Although this greenway segment is just under 1,000 feet in length, the model could be exported beyond the Commercial Center Core Area for the entire course of the greenway, ultimately to Chrissy Park two miles to the east.

## **Sector-Specific Standards**

The following design and development standards will apply in this sector:

### **1. Site Design**

#### **a. Trailhead Parking**

- i. The trailhead parking area is to be a major access point to the greenway.
- ii. The City shall coordinate with the developer of Building 1 in the adjacent sector to the south to construct the trailhead parking concurrently with the parking area for the Building 1 site, in accordance with the related provisions for the adjacent sector. A development

- agreement or similar instrument will be negotiated to establish the terms for cost sharing.
- iii. Special consideration shall be given to the interface with the Medford Canal in coordination with the irrigation district with regard to need for access restrictions, setbacks, safety railings/fencing, modified crossing needs, and drainage/erosion/pollutant controls. Crossings or other improvements within the irrigation district easement will require review and approval by the irrigation district.
  - iv. There shall be considerable flexibility provided in the final parking area design plan to allow adjustment based on site conditions that will minimize intrusion impacts to nearby and adjacent natural features and to provide the most value for the public investment. For example, the parking area may be reduced in size or eliminated in favor of more on-street parking. Parallel, angled, or perpendicular parking bays alongside Michael Park Drive where area is available outside the greenway boundary. Parking bays along the street may also be used for event booth or public seating areas for special events such as street fairs, parades, or races.
- b. Michael Park Drive frontage
- i. An open edge treatment in lieu of a standard street tree and sidewalk design shall be promoted for this frontage along this sector to promote the open space connectivity with the street space. A multi-use path and water quality swale or rain garden plantings shall be provided along the north street frontage. Parking bays, curbing, and sidewalk shall be incorporated in the final design where adequate space exists outside the greenway boundary.
  - ii. Tree and other plantings in this sector shall be targeted to improvement and enhancement of existing groves along the creek, water quality improvements, and recreational open space considerations in accordance with a greenway landscape plan as adopted by the City for the public areas. Areas acquired for public use will be designed by the City for park and greenway use, stormwater detention, and water quality enhancement projects. The design plan shall be consistent with the standards established at 10.384(D) and based on public input in accordance with neighborhood park and open space planning objectives.
  - iii. Building sites A and B outside the greenway boundary as shown on the Master Plan if developed are subject to the creekside development standards of 10.384(D). The sites may instead be utilized for park, open space, and storm-water management facilities to include buildings accessory to the same.
  - iv. Final site design shall accommodate the stream-crossing alignment for Stanford Avenue in a manner consistent with the Southeast Circulation Plan Map.



The figure above depicts a street with bioswale along a downgrade edge. The photo shows a built example of a street with a bioswale edge.

## Chapter 9. Signage Standards

The following signage standards are applicable within the Master Plan Area:

### 1. Prohibited Signage Types

- a. Lighted signs that flash on and off, fluctuate or appear to move. Moving signs that rotate or move in any fashion, except barber poles
- b. Attraction Boards and Movable Letter Signs (except for theaters, performing arts facilities, or similar uses that have frequently changing events or showings)
- c. A-frame Signs
- d. Off-premises Signs
- e. Electronic Signs
- f. Projected Light Signs which are flashed or projected onto walls or other structures by means of a projector or other device
- g. Roof-mounted Signs
- h. Billboards
- i. Cloth, paper, or fabric signs hung from the building or placed in windows except for Temporary Signs otherwise allowed under the sign regulations
- j. Any signs specifically prohibited under the sign ordinances where not otherwise expressly provided for below.

### 2. Building Signs

- a. Building signs are panels or individual letters mounted flat against and parallel to a building wall or roof fascia.
- b. Place building signs within a sign band area that is relatively flat and does not contain doors, windows, or projecting molding or trim.
- c. Limit one building sign per store front.
- d. Building signage shall not exceed 15 percent of the building façade.
- e. Use either individually applied letters to the face of the wall, or apply sign letters to a board or panel mounted on the wall face.
- f. Sign copy and graphics applied to a board or panel may consist of any of the following:
  - i. Individual letters and graphics of wood, metal, or similar materials
  - ii. Individual letters and graphics carved into the surface of a wood panel and engraved or cut into the surface of a metal panel
  - iii. Letters and graphics painted directly onto the surface of the panel
- g. Do not paint signs directly onto wall surfaces.
- h. Conceal all sign and sign lighting raceway and other connections
- i. Provide sign illumination appropriate to the streetscape

- j. Interior illuminated “can” signs which include multiple letters within a single sign enclosure shall not be allowed for any wall sign.
- k. Interior illuminated individual letters may be used except along Stanford Avenue where shielded exterior illumination shall be used for building signs.

### **3. Awning Signs**

- a. Awning signs consist of letters and graphics applied directly to the face or valance of awnings. Awning signs are often used effectively in combination with window signs.
- b. Place awning signs for easy visibility from the street level.
- c. Apply signs to awning front valances (i.e., the flat vertical surface of awnings) or to sloped awning faces with a slope of at least 2 to 1.
- d. Limit awning signs to the business name, business logo, services or type of business, and/or the business address number.
- e. Limit the size of logos or text placed on awnings to a maximum of 15 percent of the valance surface areas.
- f. Limit sign width on awning valances to a maximum of 85 percent of the awning width.
- g. Limit the letter height to a maximum of 80 percent of the valance height.
- h. Backlit awnings are not allowed.
- i. Signage on an awning’s sloped face may be illuminated by shielded and attractive directional lights.

### **4. Window Signs**

- a. Window signs are primarily oriented to passing pedestrians, and are generally applied to the inside of display windows.
- b. Limit the amount of signage area (including graphic logos and images) to a maximum of 25 percent within any individual window
- c. Entry doors or adjacent window may also indicate tenancy in non-illuminated lettering a maximum of six inches high placed on the glass between four and seven feet above the exterior sidewalk
- d. Limit the maximum height of lettering to 10 inches, with an exception for leading capital letters of text which may be up to 14 inches in height.
- e. Use paint or vinyl film applied directly to the inside of the window. Wood or metal panels with applied lettering may be used within a product-display window.
- f. Paper signs placed in windows are not allowed.

### **5. Projecting and Hanging Signs**

- a. Projecting signs are relatively flat, two-sided solid panels attached to brackets which are mounted on and perpendicular to the face of buildings and storefronts. They may include graphic images in addition to text, and

express the unique personality of an individual business. Hanging signs are similar, but are smaller and suspended below awnings, bay windows, balconies, and similar projections.

- b. Use wood or metal material.
- c. Limit number to either one projecting or hanging sign per business frontage along a sidewalk or plaza area. A minimum interval of 15 feet is required between signs.
- d. Limit the size of any projecting sign panel to five square feet, and the size of any hanging sign panel to three square feet.
- e. Project and hanging signs will be located no more than 36 inches from the building face, and provide at least six inches between the inside edge of the sign and the building.
- f. Provide at least nine feet clearance from the bottom of signs to the ground, and locate the top of the projecting sign no more than 14 feet above the sidewalk.
- g. Provide sign lighting only with shielded spotlights. Utilize cylinder spots or decorative fixtures. Do not use exposed standard spot or flood light bulbs.

## **6. Plaque Signs**

- a. Plaque signs are pedestrian-oriented flat panels mounted to wall surfaces near the entry to a business. They include signs that identify a specific business, directory signs for multiple businesses, and menu boxes for restaurants.
- b. Locate plaque signs only on wall surfaces adjacent to tenant entries or entry passageways to off-street courtyards.
- c. A plaque sign identifying a single business shall be limited to an area of four square feet.
- d. Directory plaque signs for the identification of multiple second floor or courtyard tenants may be larger, but no more than eight square feet in area.

## **7. Menu Signs or Boxes**

- a. Use menu signs or boxes for the display of restaurant menus to promote the village as a restaurant district where customers are able to walk from one to the next to compare menus and prices.
- b. Menu signs or boxes shall not exceed six square feet in area. For establishments featuring live entertainment, a second sign or box of similar size may be provided for promotional information.
- c. Limit one menu sign or box per establishment.
- d. Menu signs or boxes shall have internal indirect lighting or direct lighting using decorative fixtures.

## 8. Monument Signs

- a. Monument Signs are low ground signs that identify community gateways (non-commercial) and assist motorists in finding commercial businesses along streets where businesses are separated from the street front by landscaped setbacks.
- b. Maximum size of Monument Signs along North Phoenix Road:
  - i. Area: 30 square feet per sign
  - ii. Height: 12 feet
- c. Maximum size of Monument Signs along East Barnett Road:
  - i. Area: 20 square feet per sign
  - ii. Height: 7 feet
- d. Maximum size of Monument Signs in other sectors:
  - i. Area: 16 square feet per sign
  - ii. Height: 5 feet



A multi-tenant Monument Sign will be limited to three tenants with distinct panels with a uniform background color. Example shown is located at the Hillcrest Office Park, one mile north of the Master Plan area.

- e. Locate Monument Signs within landscaped yards and outside utility easements and the public rights-of-way. Maintain required turning movement sight triangles to avoid blocking vehicular or pedestrian sight lines.
- f. Multi-tenant Monument Signs are limited to three tenants. A multi-tenant sign will use a common background color throughout and provide distinct panels for each tenant.



Example shows a community entry Monument sign in east Medford integrated as part of a decorative wall with durable materials and direct spotlight illumination.

## 9. Free-standing signs

- a. Freestanding Signs are tall ground signs appropriate only within 150 feet of the signalized major arterial intersection of East Barnett Road and North Phoenix Road. One freestanding sign will be allowed for the sector to the south of East Barnett Road, and one for the sector to the north.

- b. Locate Freestanding Signs in landscaped setback areas so as not to project into the public right-of-way or encroach into public utility easements.
- c. Maximum size of Freestanding Signs:
  - i. Area: 150 square feet per sign
  - ii. Height: 20 feet, and not to project higher than the roof peak of the nearest building.
- d. Multi-tenant Freestanding Signs will be limited to three tenants. A multi-tenant sign will use a common background color throughout and provide distinct panels for each tenant.
- e. Metal posts and housings where used for ground signs shall be of a non-reflective black matte finish.
- f. Community entry Monument Signs will be provided with prominent entry landscape treatments at the Michael Park Drive intersection corners. The signs will be integrated into decorative wall elements. Lighting for community entry signs will be by direct spotlight illumination from fixtures mounted either at the top of the sign or on the ground below the sign. Fixtures must be shielded to avoid direct view of the bulbs.
- g. Backlit sign faces may otherwise be used where ground signage is allowed.
- h. Direction signs limited to a maximum area of three square feet each may be provided within off-street parking areas to guide internal circulation.



Small directional signs are appropriate for internal circulation in off-street parking areas.