

CITY COUNCIL STUDY SESSION AGENDA



MEDFORD
CITY COUNCIL

February 13, 2020

6:00 P.M.

Medford Room, City Hall

411 W. 8th Street, Medford, Oregon

1. Aquatic/Event Debt Service Plan
2. Downtown Design Standards
3. Climate Adaptation Plan



MEMORANDUM

To: Mayor and Council
From: Ryan Martin, CFO/Deputy City Manager
Study Session Date: February 13, 2020
Subject: Sports & Events Complex Funding Mechanisms

COUNCIL DIRECTION

Staff is seeking Mayor and Council direction on finalizing the funding mechanisms for the proposed Medford Sports & Event Complex.

PRESENTATION OUTLINE

- Ryan Martin, CFO/Deputy City Manager
- Rich Rosenthal, Parks, Recreation & Facilities Director

PREVIOUS STUDY SESSIONS AND G-3 MEETINGS ON THE TOPIC

- At its January 31, 2019 study session, Council directed staff to research indoor recreation facility development options that best address community deficiencies and future needs, with emphasis on aquatics, but also recognizing interest in a multi-purpose event center.
- At its September 12, 2019 study session, Council directed staff to proceed forward with the funding options presented by staff.
- At its October 2019 G-3 meetings, Council discussed the funding mechanisms, outreach, and advocacy for the Sports & Events Complex.
- At its December 5, 2019 Council meeting, Councilmember Gordon asked about redirecting monies from other parks capital projects to the Sports & Events Complex project.

BACKGROUND

At the September 12, 2019 study session, staff brought forward the following funding sources for the proposed Sports & Events Complex:

- Increase to the Park Utility Fee (PUF) of \$2.40
- Increase in the Transient Lodging Tax Rate (TLT) from 9% to 11% (requires voter approval)
- Implementation of a city-wide car rental tax
- Refinancing of Phase 4 of US Cellular Community Park bond

Council was supportive of the options and directed staff to proceed with the next steps of the project.

On December 5, 2019, Councilmember Gordon asked about redirecting monies from parks capital projects to the Sports & Events Complex. Staff will bring forward a list of parks capital projects and estimated costs at the Study Session on February 13, 2020.

EXHIBITS

- None

Thank you,
Ryan Martin
CFO/Deputy City Manager



MEMORANDUM

To: Mayor and City Council *for February 13, 2020 study session*

From: Carla Angeli Paladino, Principal Planner

Date: February 6, 2020

Subject: Downtown Site and Design Standards Discussion/Information

DIRECTION SOUGHT

Staff is interested in discussing the topic of downtown site and design standards with the City Council. The Long Range Planning Division has identified this topic as a project on the division's biennium project list for 2019-2021. The project has not yet begun, but staff is interested in evaluating the development of specific design and site standards that would be implemented in conjunction with the update to the City Center 2050 plan. Staff is seeking Council's general feedback and input on this proposed topic.

PRESENTATION OUTLINE

- Presentation overview and information – Carla Angeli Paladino
- Discussion and Direction – Mayor and City Council

BACKGROUND

The idea to create downtown design standards is not new. This topic was raised after the construction of the County Health Building and parking deck located on Ivy Street were completed in 2015/2016. During that time, planning staff worked with a citizen committee to draft a set of design standards to be incorporated into the Development Code. Unfortunately, other projects took priority at the time and the project was not brought forward for adoption.

The committee drafted a purpose statement to articulate the intentions of adopting downtown design standards.

"The Downtown Design Standards are intended to improve the character of commercial streets by guiding redevelopment, enhancing and protecting the

pedestrian travel mode, enhancing aesthetic appeal, maintaining a continuous street façade while creating opportunities for gathering spaces, and visually linking and enlivening the public space with the activities of the adjacent private spaces.”

Staff interprets the purpose statement above to mean buildings should relate to the physical environment in a positive manner and in a way that makes it enjoyable and pleasant for the user (pedestrian/people). There is an intentional connection and cohesion between the private space (the building/site) and the public space (right-of-way). There are many examples of this in the historic downtown along Main Street, the Medford Jackson County library, and the One West Main building. As redevelopment continues in downtown, the City needs to define its expectations and vision for the built environment and one way to accomplish that is in the form of plans and design standards.

The Long Range Planning Division intends to update the City Center 2050 plan over the course of the next year providing an opportunity to simultaneously engage with the community about site and design priorities as development occurs in the future. The City's Development Code already provides design standards for Multi-Family Dwellings (§10.717) and Large Retail Structures (50,000 square feet or larger)(§§10.722-10.725). The City's Landmarks and Historic Preservation Commission also adopted *Design Guidelines for New Construction* for the Downtown Historic District in 2008 which align with the goals adopted in the City Center 2050 plan. Design standards and guidelines are not new to the City of Medford. All of these documents together provide a starting point for drafting code specifically focused on downtown.

Staff began initial discussions internally regarding this topic by asking a few questions.

What do we want for downtown?

What are good codes from other cities?

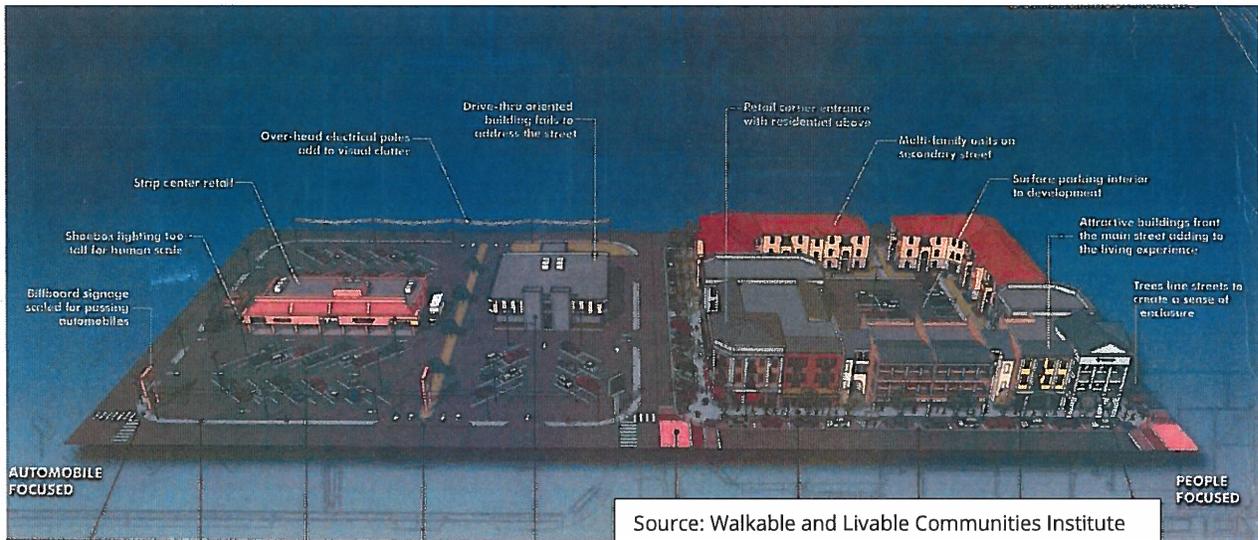
How do we engage the community on this topic?

How does this work tie into historic regulations, the Central Business overlay, and the City Center 2050 plan?

What geographic area downtown will these regulations apply to?

To date, planning staff has identified some codes from other cities in Oregon and around the country. A more thorough review of these codes still needs to occur, but staff is interested in writing a code that is easy to read and understand, includes pictures, tables and graphics describing the text, and provides clear intent but does not stifle the creativity of the design professional.

The graphic below depicts the kinds of elements that would be considered by design standards. Future downtown development would consider the streetscape, sidewalks, parking placement, buildings, and character of the district in order to maximize the use of land, activate the street for pedestrians, and be designed to accommodate a mix of uses that harmoniously co-exist together in a historic and evolving setting.



COUNCIL DIRECTION

Are there any concerns with staff evaluating site and design standards for the downtown as a part of the City Center 2050 Plan update project?

NEXT STEPS

Planning staff needs to create a work plan for both the City Center 2050 plan update and the development of site and design standards into one cohesive project scope.



MEMORANDUM

To: Mayor and City Council *for February 13, 2020 study session*
From: Matt Brinkley, Planning Director
Date: February 6, 2020
Subject: Climate Change Adaptation and Resilience Plan

DIRECTION SOUGHT

This project is only at a preliminary stage, limited to information-gathering and evaluation of existing long range plans and implementation programs. Staff wishes to provide Council members with information and seeks general questions and comments on the topic.

No particular action is requested of Council at this time.

PRESENTATION OUTLINE

- Presentation overview and information – Matt H. Brinkley
- Discussion and Direction – Mayor and City Council

BACKGROUND

Through the recent preparation and adoption of the Natural Hazard Mitigation and Transportation System plans, and ensuing discussions concerning wildfire risk mitigation, the Long Range Planning Division began to discuss the benefits of a project that would deliberately and comprehensively address the issue of community adaption and resilience to the impacts of climate change. The project has been included in the division's biennial project list for 2019-2021. A draft work plan is attached with this memo.

Community resilience against significant, pervasive natural phenomena has become a top priority for planning and many other fields. The City's recently adopted Natural Hazard Mitigation Plan is an example of this interest in improved community resilience and adaptation. Within this area of inquiry, the effects of climate change have emerged as matters of great concern in part because those impacts are potentially very significant, complex, and will manifest themselves over a long period time. Impacts can reasonably be anticipated to affect the local and regional economy; regional population growth and

demographic characteristics; viability of the current built environment and infrastructure; food systems; public health and other quality of life factors.

This project would be timely, because the Planning Department will be assessing affected components of the Comprehensive Plan over the next 4-6 years, most importantly its Population, Housing, and Economic Elements. For example, climate change impacts will likely alter population migration and distribution patterns as severely impacted populations seek relatively less impacted places to resettle. As the center of a vast economic region consisting of nine counties in southern Oregon and northern California, Medford could experience population influxes. The consequences of poor resilience could, likewise, result in depopulation. A Climate Change Adaptation and Resilience Plan would 1) assess the potential influence of climate change impacts on local population trends and 2) recommend policy that could address those impacts.

In addition, climate vulnerability is increasingly viewed as a risk factor in investment decision-making. Laurence Fink, founder and CEO of the world's single largest asset manager with \$7 trillion under management, stated that "Climate change has become a defining factor in companies' long-term prospects", concluding that, "And because capital markets pull future risk forward, we will see changes in the capital allocation more quickly than we see changes to the climate itself. In the near future—and sooner than most anticipate—there will be a significant reallocation of capital."¹ And although the municipal bond market, which is the City's most direct exposure to capital markets, has yet to be significantly influenced by such a shift in investment strategies, ratings companies including Moody's are already incorporating climate risk into analyses of municipal bonds, a trend that will only grow as climate impacts undermine (or are perceived to undermine) the financial capacity of public entities to pay debt service. Some assessments take into consideration (and give credit to) resilience measures, another reason to proactively confront these issues.²

Finally, whatever the outcome of current legislation that addresses greenhouse gas emissions at the state and national level, climate change could be incorporated into statewide planning goals and guidelines. In other words, land use decisions and local land use regulations would be rendered in a regulatory framework that considers climate change. This was, in fact, one of the alleged assignments of error in the unsuccessful appeal of the City's recently adopted Transportation System Plan. In its decision, LUBA sided with the City

¹ Fink, L. (2020, January 14). *A Fundamental Reshaping of Finance*. BlackRock. <https://www.blackrock.com/corporate/investor-relations/larry-fink-ceo-letter>

² Norton L.P. (2019, September 20). *Muni Bonds Face Climate Change. And Investors are Ignoring the Risks*. Barrons. <https://www.barrons.com/articles/muni-bonds-face-climate-change-and-investors-are-ignoring-the-risks-51569010788>

February 6, 2020

because such a regulatory framework did not exist within the statewide planning goals, in particular Goal 11, as known as the Transportation Planning Rule or TPR. Within a different regulatory context, this particular challenge would have been more difficult to defend.

NEXT STEPS

Planning staff will continue to perform background research, identify and contact potential stakeholders and subject area experts, conduct a limited number of preliminary meetings with stakeholders, and provide Council with a progress report before preparing a final report for consideration by City Council and conducting additional community outreach.



Climate Change Adaptation and Resilience Plan (CCARP) Work Plan

By: Matt Brinkley

Date: February 13, 2020

Project Overview

This project will assess the City's vulnerability to the effects of climate change and recommend actions that can be taken by the City to avoid those impacts to the greatest extent possible and minimize exposure to those impacts that cannot be avoided.

Based on a growing body of academic and professional research, it is anticipated that these impacts will reach far beyond those that may be more obvious. Population patterns (both in and outmigration), the vitality of the local economy, and the viability of the built environment and other urban systems are but a few examples of phenomena that will be affected by climate change.

This project will address adaption to changing conditions over the short and long term with the general goal of achieving greater community wide resilience to their consequences; it does not directly confront the causes contributing to those conditions and assess the City's role in mitigating them.

The City has already begun to address climate-influenced phenomena. Several recent comprehensive planning projects, most notably the 2018 update of the City's Natural Hazard Mitigation Plan and wildfire risk reduction project, address the effects of climate change on the local community.

Related Council Goals

This project directly supports the following Council Goal:

Economic Development: Develop a policy framework that integrates economic health, social sustainability, and environmental stewardship to inform economic and community development strategies and guide interdepartmental collaboration.

Questions/Issues

1. What will climate change look like in this region, specifically?
2. What local systems will be impacted by the effects of climate change, and to what degree?
3. What are Medford's vulnerabilities, and how might the City act to best address those vulnerabilities?



Scope of Work

This project will begin with the collection of relevant information, including a review of similar plans that have been adopted by other communities with characteristics similar to Medford. Based on this information and stakeholder input, we define and rank Medford’s climate change vulnerabilities. Finally, we will work with stakeholders and subject area experts to develop policy recommendations. All three components will be assembled into a single document that will be presented to City Council for review and adoption as a nonbinding policy guide. We do not recommend adoption of the document into the City’s Comprehensive Plan at this time, given uncertainty concerning the way statewide land use regulation may address climate change in the future. The plan may recommend revisions to the Land Development Code that would address climate-related vulnerabilities (such as wildfire mitigation), but those revisions would be processed through a separate legislative process. In short, the CCARP itself will not change the land development code or other implementation policy or programs.

Activity or Milestone	Estimated Start Date	Estimated Completion Date	Deliverable/Outcome	Responsible Party	Notes
Background research	January 2020	September 2020	Preliminary report compiling and assessing available scientific studies, case studies and best practices	Planning Department	
Stakeholder & subject area expert engagement	June 2020	November 2020	Regular meetings, assemble and incorporate comments into final report	Planning Department	
Final report	September 2020	December 2020	Revise preliminary report, add policy recommendations, and finalize document	Planning Department	
Presentation of final report	December 2020	March 2021	Present findings and recommendations to City elected and appointed officials, affected internal and external entities, and stakeholder groups	Planning Department	

CITY COUNCIL STUDY SESSION MINUTES



MEDFORD
CITY COUNCIL

February 13, 2020

6:00 P.M.

Medford Room, City Hall

411 West 8th, Medford, Oregon

The City Council Study Session was called to order at 6:00 p.m. in the Medford Room of the Medford City Hall on the above date with the following members and staff present:

Mayor Gary Wheeler; Councilmembers Clay Bearson, Kay Brooks, Dick Gordon, Alex Poythress, Eric Stark, Kevin Stine, Michael Zarosinski (arrived at 6:11 p.m.; left at 7:15 p.m.); City Manager Brian Sjothun, Deputy City Attorney Eric Mitton, Deputy City Recorder Winnie Shepard; Chief Financial Officer/Deputy City Manager Ryan Martin, Parks, Recreation & Facilities Director Rich Rosenthal, Planning Director Matt Brinkley and Principal Planner Carla Paladino

Councilmember Tim D'Alessandro was absent.

Aquatic/Event Debt Service Plan

Chief Financial Officer/Deputy City Manager presented a history of the aquatics and event center and outlined the funding timeline. (See PowerPoint 1.)

Members of the Political Action Committee have contacted multiple local agencies to gain support for the event center and they expect to raise an estimated \$30,000 to \$35,000.

Parks, Recreation & Facilities Director Rich Rosenthal explained that Parks receives most of its funding from SDC fees and the general fund. (See PowerPoint 1.) The artificial turf replacement will require 44% of the funding anticipated. Parkland acquisition funds are used to purchase properties for future parks.

Mr. Martin outlined potential revisions to storm drain and parks utility fees to fund the proposed event center. He noted that the Parks SDC fees were analyzed by the FCS Group in 2016 as part of the Leisure Services Plan.

Council discussed potential funding options, including requiring car rental tax for all car rentals within Medford, increasing SDC fees and diverting current funding.

After discussion, Mayor Wheeler stated that Council would like staff to move forward with the event center project, with funding options to be determined. There were no objections. Mr. Martin clarified that Council would like staff to bring back information on park acquisition funding and potential revisions of SDC fees.

Mr. Sjothun noted if the voters approved the 2% increase in Transient Lodgings Tax (TLT) in May, the estimated revenue of \$300k could be used for debt services. That funding was not included in the calculations presented.

Mayor Wheeler reiterated that Council unanimously approved the project and staff will bring back a variety of funding options for consideration. There were no objections.

Mr. Martin clarified Council would like staff to look at increasing the parks SDC fees, decreasing the storm drain fees, while also looking at parkland acquisition funds. There were no objections.

Downtown Design Standards

Principal Planner Carla Paladino presented a PowerPoint outlining proposed design standards for inclusion in the Municipal Code which would enable the City to require/request building plans to match neighboring structures and improve aesthetics to change the look and feel of downtown Medford. (See PowerPoint 2.)

Council had no objections to staff moving forward with creating design standards for new commercial development within the downtown area. Councilmember Stark recommended design standards for all housing within the downtown area as well.

Climate Adaptation Plan

Planning Director Matt Brinkley explained that a Climate Adaptation and Resilience Plan (CARP) could help mitigate the severity and rate of climate change. (See PowerPoint 3.)

Climate change has led to drought, fires and severe temperatures which increase energy consumption to provide air conditioning. Communities which were unable to support the increased energy, suffered extended power outages or reductions. Climate change could potentially cause population changes in the Rogue Valley if people are forced into/out of our area.

Mr. Brinkley presented a rough timeline for creating a CARP; Mr. Sjothun added that a plan would allow the City to receive legislative funding.

Council Officers Review

Councilmember Stine reported on the topics discussed at the Council Officers meeting.

The meeting adjourned at 8:05 p.m.

Winnie Shepard, CMC
Deputy City Recorder



FUNDING OPTIONS

Medford Sports & Events Complex



Staff is seeking direction on proceeding with funding options for the Medford Sports & Events Complex



PREVIOUS DISCUSSIONS



APRIL 20, 2017

Council Meeting

Council Bill 2017-39 was approved to incorporate the 2016 Leisure Services Plan into the Medford Comprehensive Plan

- Local feedback and needs
 - Meet the demand for aquatic programming growth
 - 85% of survey respondents supportive of new municipal aquatic facility
- Implementation 1-C (6): Pursue opportunities to develop an indoor aquatic facility and recreation center



JANUARY 31, 2019

Council Study Session

Directed staff to research indoor recreation facility development options that best address community deficiencies and future needs, with emphasis on aquatics, but also recognizing interest in a multi-purpose event center



JUNE 20, 2019

Council Meeting

Council approved Resolution 2019-63, adopting biennial goals that included:

- Determining the feasibility of an aquatic/event center
- Reviewing aquatic facility analysis and determining direction



SEPTEMBER 12, 2019
Council Study Session

Council directed staff to explore funding options as presented:

- 2% increase in TLT (requires voter approval)
- City-wide Car Rental Tax
- \$2.40 increase to Park Utility Fee
- Restructuring of USCCP debt



OCTOBER 2019
G-3 Meetings

Council discussed the funding mechanisms, outreach, and advocacy for the Sports & Events Complex.



DECEMBER 5, 2019
Council Meeting

Councilmember Gordon asked about redirecting monies from other parks capital projects to the Sports & Events Complex project.



DECEMBER 12, 2019
Study Session
 A majority of Council preferred the specific TLT rate of 11% be included on the May ballot and set a Study Session for February to revisit funding options.



JANUARY 2, 2020
Council Meeting
 Council Bill 2020-03 was approved to submit to the electors of the City of Medford the question of raising the maximum rate of the TLT to 11%.



FUNDING TIMELINE
Tentative schedule for bond issuance

- April 1, 2020: Begin work on official statement
- May 19, 2020: Council adopts resolution for sale of bonds
- July 1, 2020: Give presentation to bond rating agency
- July 15, 2020: Competitive bidding process begins
- August 15, 2020: Bonds issued



POLITICAL ACTION COMMITTEE

Measure 15-187: Amends City Charter to allow the City of Medford to collect lodging tax from lodging intermediaries

Measure 15-188: Amends City Charter to change the lodging tax from 9% to 11%

Messaging Team	Fundraising Team	Outreach Team
Kevin Stine	Dennis Murphy	Justin Carson
Alex Poythress	Ed Singler	Dr. Doug Naversen
Al Densmore	Bill Thorndike	Dr. Mujahid Rizvi
Larry Hildebrandt	Bruce Hoevet	Eli Matthews



PARKS & RECREATION 10-year Revenue and CIP Projection



PARKS REVENUE

Excluding Revenue Used for Operations

Fund	Description	FY19-21 Allocation	10-Year Cumulative
100	General Fund	\$840,000	\$4,200,000
620	Parks SDC	850,000	4,250,000
621	SE Area Parks SDC	300,000	1,500,000
630	Park Improvement Fund	1,176,000	5,880,000
	Total	\$3,166,000	\$15,830,000



10-Year Projected Parks CIP

Project	Ward	Park Type	Projection
USCCP Turf Replacement	2	Community Park	\$7,013,000
Parkland acquisition	All	All wards	2,100,000
Cedar Links Park development	1	Neighborhood Park	1,890,000
Howard Memorial Sports Park development	3	Community Park	1,360,000
Howard School Park renovation	3	Neighborhood Park	1,000,000
Midway Park development	3	Neighborhood Park	850,000
Donahue-Frohnmayr Park expansion	4	Neighborhood Park	700,000
Prescott Park development	1	Community Park	467,000
Jackson School Park renovation	2	Neighborhood Park	250,000
Oregon Hills Park expansion	1	Neighborhood Park	200,000
TOTAL			\$15,830,000



MONETARY EFFECTS OF ELIMINATING PARKS PROJECTS



MONETARY EFFECTS OF ELIMINATING TURF REPLACEMENT



FUNDING SOURCES



PARK UTILITY FEE

- Increase Per Month (per unit): \$2.40
- Total Park Utility Fee: \$5.35
- Annual Revenue Increase: \$1.135 million
- Total Annual Revenue: \$2.533 million



POTENTIAL ALTERNATIVE

Reduce Storm Water Utility Fee

	2018	2019	2020	2021	2022		2027	2028	2029
Storm	1%	0%	0%	0%	0%		0%	0%	0%
Street	9%	9%	9%	9%	9%		8%	3%	3%
Sewer	11%	11%	10%	6%	5%		1%	1%	1%



STORM DRAIN UTILITY FUND

Ending Fund Balance by Biennium

2013-15 (Actual)	2015-17 (Actual)	2017-19 (Actual)	2019-21 (Budget)
\$7,643,175	\$13,062,860	\$16,549,525	\$13,413,310



FEE OFFSET

Park Utility Fee Increase and Storm Drain Fee Decrease

Type of Customer	Monthly Increase in Utility Bill	Loss of Storm Drain Revenue Annually
Single-Family 21,618 total billable units	\$0.00	\$622,598
Multi-Family (7-units) 4,517 total billable units	\$9.77 (\$1.40 per unit)	\$130,083



STORM DRAIN REVENUE IMPACT FOR REDUCING ALL STORM ACCOUNTS

\$1.5 million per year



IMPACT TO CUSTOMERS

Per month

Type of Customer	Monthly Increase in Utility Bill	Average Monthly Bill	New Monthly Bill
Single-Family	\$0.00	\$54.63	\$54.63
Multi-Family (7-units)	\$9.77 (\$1.40 per unit)	\$189.09	\$198.86
Large Retail	\$2.40	\$5,203.59	\$5,205.99
Fast Food	\$2.40	\$453.57	\$455.97
Hospital	\$2.40	\$15,942.17	\$15,944.57
Supermarket	\$2.40	\$1,956.45	\$1,958.85
Office Building (8 suites)	\$19.20	\$433.45	\$452.65



STAFF RECOMMENDATION

- Decrease Storm Drain Utility Fee for Single Family and Multi Family by \$2.40 per month
- Keep Storm Drain Utility Fee the same for commercial
- Increase Park Utility Fee by \$2.40 per month for all utility customers
- Re-evaluate Storm Water Fee after master plan is completed in two years



OTHER FUNDING SOURCES



TRANSIENT LODGING TAX

Requires Voter Approval

- TLT would increase from 9% to 11%
- Would be paid by people staying in hotels, motels, and Holiday Inn (as well as short term rentals)
- Annual Revenue Increase: \$741,500



CITY-WIDE CAR RENTAL TAX

The below revenue figures are estimates:

- Revenue increase per year (based on city-wide tax of 12.5%):
 - Excluding U-Haul: \$150,000
 - Including U-Haul: \$250,000



DEBT RESTRUCTURING

Phase 4 USCCP Bond

- Frees up \$1.6 million of cash flow per year
- Would increase annual bond payment by \$290k
- Currently paid from TLT and Car Rental Tax



Staff is seeking direction on proceeding with funding options for the Medford Sports & Events Complex



SUMMARY OF FUNDING QUESTIONS

Park Utility Fee

- Does Council prefer to eliminate parks projects to lower the impact to the Park Utility Fee?
- Does Council prefer to increase the Park Utility Fee as a funding mechanism for this project?
- Does Council prefer to decrease the Storm Drain Utility Fee and increase the Park Utility Fee?



SUMMARY OF FUNDING QUESTIONS

Car Rental Tax

- Does Council prefer to expand the car rental tax city wide?
- Does Council prefer to include or exclude U-Haul rentals?
 - Would reduce the increase of the Park Utility Fee by \$.21







Downtown Site & Design Standards

City Council Study Session
February 13, 2020



Council Direction

- Direct staff to evaluate site and design standards for Downtown in conjunction with the update to the City Center 2050 Plan project?

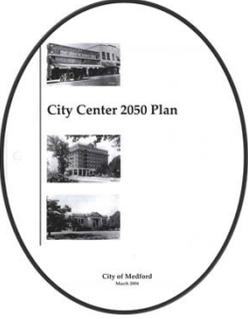


Long Range Division Projects



Downtown Projects

- Update City Center 2050 Plan
- Update Downtown Historic Survey
- Review Parking Requirements
- Create Site and Design Standards



City of Medford
March 2016



Why regulate Site and Design Standards?



Because...

- It makes a statement
- It says the City cares
- The City gets to decide





I PITY THE FOOL

Because we want the "A Plan"



Not all plans are created equal



What are Site & Design Standards?



They are...

- Adopted code
- Set of regulations to follow
- Applicable to the building and site layout



Potential Building Elements to Regulate

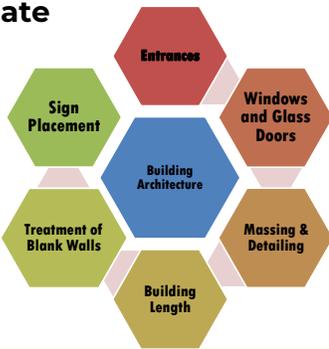


Figure 28-24. Examples of Maximum 100-Foot Offsets



Examples of Combined 100' Horizontal and Vertical Offset In Combination with Detailing Option (above) and Massing Option (below)

Example of Building Length and Massing and Detailing



Figure 20-14. Building Entrance Oriented to Public Sidewalk, With Sheltering Elements

A corner entrance with sheltering elements provides a face toward the public sidewalk and the parking area.

Example of Entrance Placement

Figure 20-38. Building Designs That Do and Don't Include Areas for Signs

Complies. This building design includes an area for signs for tenants. Signs are part of the building design and relate to the design and scale of the building.

Does Not Comply. This building design does not include an area for signs for tenants. Signs are an afterthought and do not relate to the design or scale of the building. The signs obscure design features.

Example of Sign Placement

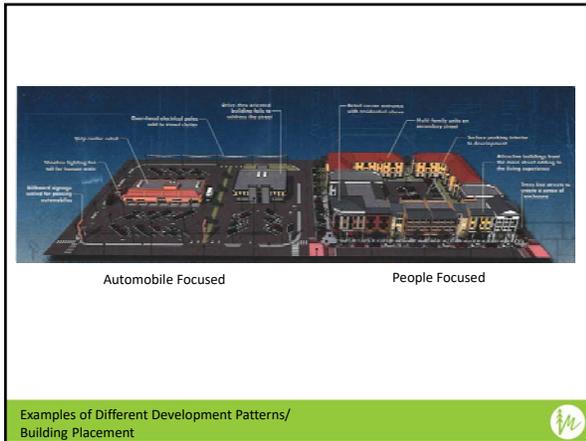
Potential Site Elements to Regulate

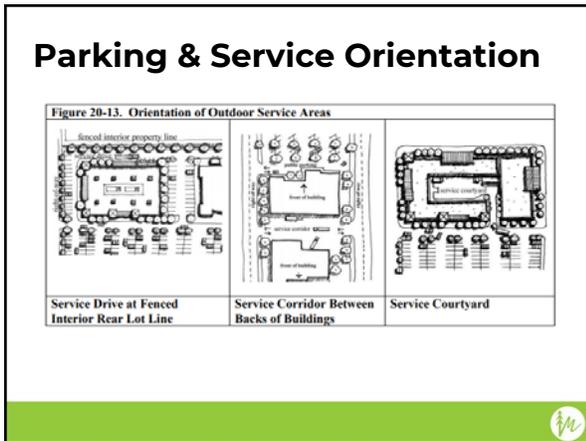
Building Placement

Property/Site

Parking & Service Orientation

Active Edges







Current Design Standards

- Big Box Retail over 50,000 square feet
- Multi-family Residential
- Historic Guidelines



Next Steps



Create a Work Plan

- Research other cities
- Discuss the topic with the community/commissions
- Draft code
- Study session & Hearing Schedule



Council Direction

- Direct staff to evaluate site and design standards for the downtown in conjunction with the update to the City Center 2050 Plan project?







Climate Adaptation and Resilience Plan

City Council Study Session
February 13, 2020



Presentation Outline

Climate Adaptation & Resilience Plan

- What it is, and isn't
- Why it's important
- How



What is a Climate Adaption and Resilience Plan?

What it isn't



What is a Climate Adaption and Resilience Plan?

Mitigation

- Reduce overall severity and rate of climate change



What is a Climate Adaption and Resilience Plan?



Adaptation

- Reduce the impact of climate change on people and the environment



What is a Climate Adaption and Resilience Plan?



Topic	Adaptation	Mitigation	Resilience
Water	1	1	1
Energy	1	1	1
Transportation	1	1	1
Buildings	1	1	1
Industry	1	1	1
Land Use, Planning and Construction	1	1	1
Infrastructure	1	1	1
Waste Management	1	1	1
Health and Safety	1	1	1
Environment and Natural Resources	1	1	1
Community Development	1	1	1
Education	1	1	1
Public Safety	1	1	1
Emergency Management	1	1	1
Other	1	1	1



What is a Climate Adaption and Resilience Plan?

Medford City led adaptation strategies

This set of 10 slides was developed to help all levels of staff understand the City's climate adaptation and resilience plan. The plan is a key part of the City's overall strategy to address climate change.

Goal 1: Reducing greenhouse gas emissions (Energy and Efficiency)

Goals:

- Reduce greenhouse gas emissions by 15% by 2020
- Reduce greenhouse gas emissions by 30% by 2030
- Reduce greenhouse gas emissions by 50% by 2050

Emissions reductions over time from prioritized City-led actions

Medford's climate adaptation and resilience plan is a key part of the City's overall strategy to address climate change. The plan is a key part of the City's overall strategy to address climate change.



Why is CARP important?



Why is CARP important?

Impacts and human and natural systems:

- Food systems
- Wildlife & vegetation
- Drought and severe weather events



Why is CARP important?
 Impacts and human and natural systems:

- Human health
- Stresses on infrastructure and the built environment
- Economic & financial stress



Why is CARP important?
 Impacts and human and natural systems:

The New York Times | <https://nyti.ms/2p41307>
 DEALBOOK

BlackRock C.E.O. Larry Fink: Climate Crisis Will Reshape Finance

In his influential annual letter to chief executives, Mr. Fink said his firm would avoid investments in companies that "present a high sustainability-related risk."

MUNI BONDS Contain New Fine Print: Beware of Climate Change

The underwriters of municipal bonds are disclosing more about their exposure to higher temperatures and sea-level rise.

By Danielle Moran



Why is CARP important?
 Impacts and human and natural systems:

- Regulatory
- Population, housing, etc.





Activity or Milestone	Estimated Start Date	Estimated Completion Date	Deliverable/Outcome	Responsible Party	Notes
Background research	January 2020	September 2020	Preliminary report compiling and assessing available scientific studies, case studies and best practices	Planning Department	
Stakeholder & subject area expert engagement	June 2020	November 2020	Regular meetings, assemble and incorporate comments into final report	Planning Department	
Final report	September 2020	December 2020	Revise preliminary report, add policy recommendations, and finalize document	Planning Department	
Presentation of final report	December 2020	March 2021	Present findings and recommendations to City elected and appointed officials, affected internal and external entities, and stakeholder groups	Planning Department	