

# Chapter 1

## Intent and Use of the Master Plan

### *Commercial Center Planning in the Southeast Village Area*

These Design & Development Standards are incorporated by reference as part of the Medford Land Development 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 Commercial Center Core 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 Medford Land Development Code (MLDC) 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. MLDC 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 MLDC 10.378 (Special Standards For Commercial Center, S-E) and MLDC 10.379 (Streetscape, Planter Strip, And Tree Design Standards, S-E). Pursuant to MLDC 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 MLCD 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 areas 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 preferences. 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