

Chapter 4

North Phoenix and Barnett North

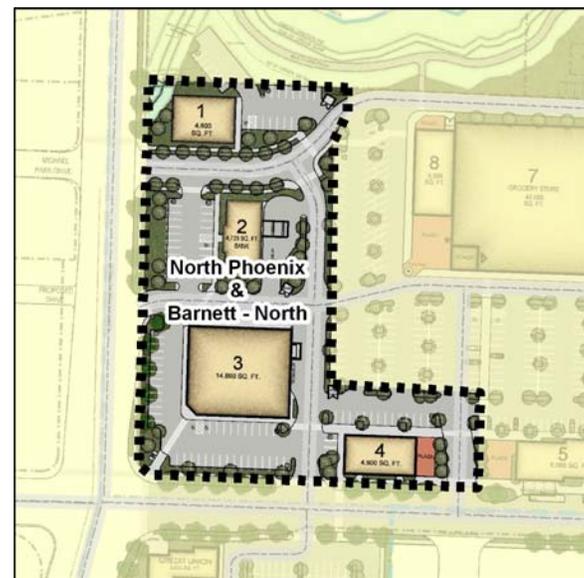
Northwest Entry to the Commercial Center

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



Master Plan Layout



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 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 northwest 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 for 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 & 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 (MLDC 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'-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 MLDC 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 MLDC 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 MLDC 10.735 are met. The maximum setback shall be 15 feet.
 - iv. Pedestrian lighting shall be provided in accordance with MLDC 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.