

# 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 to 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.



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.



Master Plan Layout

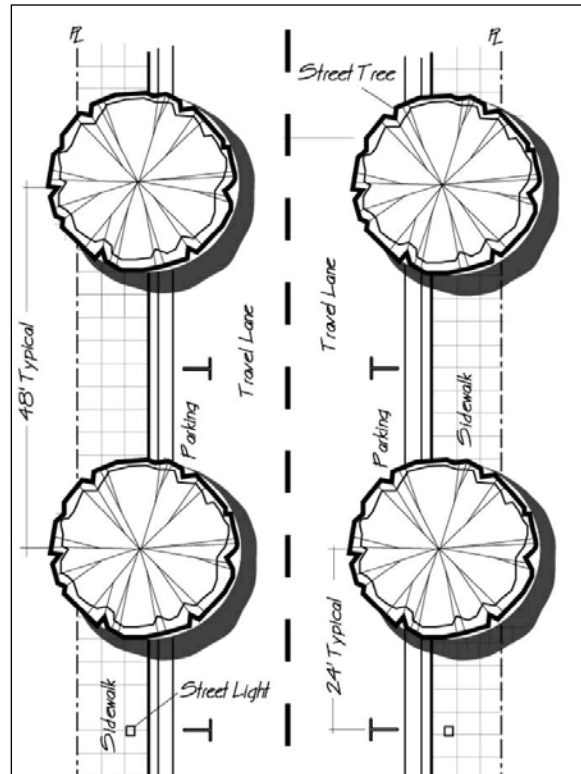
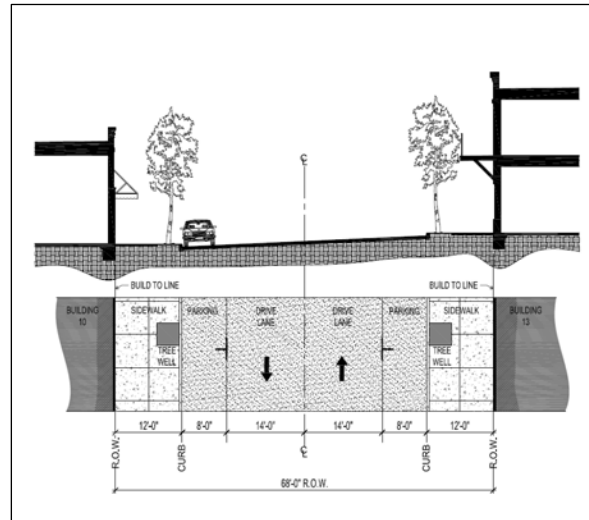
Shared off-street parking areas will be located to the rear of the retail shop buildings in the adjacent Grocery-Market Sector to the west and Commercial Center Subarea 7B to the east. All façades will be designed with storefront treatments but with special focus to enlivening the Stanford Avenue streetscape with a high degree of pedestrian activity.

## Sector Specific Standards

The following Design & 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 street light fixtures shall be located within three feet of the curb and at intervals of no greater than 80 feet.
  - vi. At a minimum, street furniture shall include benches and bicycle racks placed at intervals no greater than 200



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



- 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 MLDC Section 10.358(c) - Sidewalk Cafés in Commercial and Industrial Zones (Central Business District Overlay).
- 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% of the plaza area shall be landscaped with live plantings subject to MLDC Section 10.780 (Landscape and Irrigation Requirements), and 50% 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 conversion to a standard intersection when the local street grid is well enough connected 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 setback 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 MLDC 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 facades. 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 MLDC 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 MLDC 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.