

City of Medford

**NEIGHBORHOOD
ELEMENT
SOUTHEAST PLAN**

PREPARED BY

City of Medford, Southeast Plan Implementation Advisory Committee

Carl Bartlett, Chair
Jim Bennett
Randy Jones
Mike Mahar
Dick Gordon, City Council
Greg Jones, City Council
David McFadden, Planning Commission
Robert Tull, Planning Commission

City of Medford Staff

James E. Huber, AICP, Planning Director
Bianca Petrou, AICP, Assistant Planning Director
Suzanne Myers, AICP, Principal Planner
Carly Guillory, Planner II
Chris Olivier, GIS Analyst/Planner II
Larry Beskow, City Engineer
Alex Georgevitch, Transportation Engineer

ADOPTED BY

City of Medford City Council

March 7, 2013
Ordinance Number 20130-42

TABLE OF CONTENTS

1.	Preface	1
2.	Introduction	2
3.	Special Circulation and Land Use Planning Studies	3
3.1	Studies: Phase I.....	3
3.2	Studies: Phase II.....	4
3.3	Implementation: Land Use Actions	4
3.4	Commercial Center Planning.....	5
4.	Primary Purpose of the Southeast Plan	6
5.	Southeast Overlay Zoning District and Maps	6
5.1	Southeast Plan Map	7
5.2	Southeast Plan Map Subareas.....	7
5.3	Southeast Village Center	9
6.	Conclusions	10
7.	Goals, Policies, and Implementation Strategies	11
7.1	Goal 1	11
7.2	Goal 2	12
7.3	Goal 3	13

Appendices

- A. Southeast Plan Map Sub-Areas**
- B. Southeast Village Center Map**

1. PREFACE

When looking east from the intersection of Barnett and North Phoenix Roads at the tranquil setting of oak-studded rolling hills and grazing cattle, imagining a future community of more than 10,000 people may be hard. The southeast area of Medford, 1,000 acres extending from the ridge above Cherry Lane south to Coal Mine Road, is poised for urban development, but not just ordinary urban development. In 1990, the site was identified as Medford’s primary future growth area and included within the Urban Growth Boundary (UGB). Since then, extensive planning studies have created a plan for an out-of-the-ordinary community.

The primary purpose of the planning studies, partially funded by state transportation grants, was to find ways to reduce future auto traffic within the area. The resulting

Southeast Plan has many features intended to help achieve that goal and create a more livable community. It represents the collaborative efforts of many, including property owners, city staff, consultants, interest groups, and appointed and elected officials. Recognizing that land uses directly affect traffic, the plan situates different land uses so that many auto trips will be unnecessary and necessary ones will be shorter.

The Southeast Plan provides for a centrally located commercial area near the intersection of Barnett and North Phoenix Roads surrounded by an area of denser housing and institutional uses, such as a park, church, community center, and fire station. This TOD (Transit Oriented District), the Southeast Village Center, will allow many residents - children, adults, seniors - to live within a five-minute walk of services for their daily needs. The Southeast Village Center places at least 40% of the Southeast Area's future housing units within one-quarter mile of the commercial area. Elsewhere in the Southeast Area, a variety of housing is planned, including large, standard, and small single-family lots, rowhouses, multiple-family dwellings, and retirement housing.

Other features that will help ease traffic congestion include having a gridded street and alley pattern so that walkers, bicyclists, and drivers have many options for reaching destinations. The plan proposes to preserve the area's abundant natural features and vegetation, and adds amenities, such as street trees, to promote a desirable walking and bicycling environment. Creek side greenways, while supplying natural storm drainage and protecting native habitat, will furnish locations for pedestrian and bicycle paths along the forks of Larson Creek and other waterways.

The Southeast Plan was originally approved by the Medford City Council on April 2, 1998 in the form of amendments to the City's *Comprehensive Plan* and *Land Development Code*. Changes to the Southeast Plan, including the *Comprehensive Plan* and *Land Development Code*, which were the result of even more detailed planning efforts, have been subsequently adopted.

2. INTRODUCTION

This section of the "Neighborhood Element" of the Medford *Comprehensive Plan*, entitled *Southeast Plan*, is a special land use plan for the southeast area of the community (SE Area). Extensive planning studies for the SE Area, described below, led to the adoption of this section and its implementing provisions in the Medford *Land Development Code*. The *Southeast Plan Map* included within this plan element is the implementing map governing land use in the SE Area.

This mostly undeveloped area of approximately 1,000 acres lies within the Urban Growth Boundary (UGB) east of North Phoenix Road, north of Coal Mine Road, and generally south of Hillcrest Road. The location and boundaries of the area are depicted on the Medford *General Land Use Plan (GLUP) Map*. The area has slopes that range from moderate to nearly level, with some steep slopes, although rolling terrain predominates. It is characterized by south and west facing slopes which produce magnificent vistas and a near-perfect orientation for solar energy utilization. The SE Area also contains Medford's primary undisturbed natural areas, including stream corridors, wetlands, hilltops, and oak woodlands.

Much of the SE Area was historically devoted to fruit and cattle production, and some portions are still used for those purposes, although previous agricultural uses have diminished. The irrigated soils in the area are not classified as excessively productive for agriculture.¹ Besides dwellings on large home sites, the area previously contained a tennis club and two fraternal lodges on North Phoenix Road, riding stables, and a radio tower.

In 1988, the City undertook studies to determine whether additional land was required in the Medford UGB to satisfy future urbanization needs for a 20-year planning period. The City's work resulted in a documented need for additional land, and the SE Area was among several areas proposed for inclusion in the UGB. The amended UGB was adopted in October 1990 by the Medford City Council and Jackson County Board of Commissioners, and was later acknowledged by the Oregon Land Conservation and Development Commission (LCDC). The acknowledgment was not appealed. The entire SE Area was then designated for Urban Residential (UR) use on the GLUP Map, permitting single-family residential uses at a density of two to ten dwelling units per acre.

3. SPECIAL CIRCULATION AND LAND USE PLANNING STUDIES

3.1 STUDIES: PHASE I

Following inclusion of the SE Area in the UGB, there were serious concerns that development of the SE Area might overwhelm Medford's already stressed transportation system. In 1992, the City undertook the first special planning study (See the *Southeast Medford Land Use and Transportation Study*, 1993) to compare the future traffic impacts produced by two different land use schemes in the SE Area. This study was funded through the State of Oregon's Transportation Growth Management (TGM) grant program.

The first scheme considered in the study was a "contemporary plan" that used single-use zoning and a circulation system that fed all traffic onto collector and arterial streets. This type of development pattern with segregated land uses usually results in almost complete dependence upon auto travel for daily activities, such as shopping, education, recreation, etc. The second scheme was a "neo-traditional" development pattern facilitated by mixed-use zoning and an interconnected street system - a street system that distributed peak period (7-9 a.m. and 4-6 p.m.) traffic to all streets, not just collectors and arterials.

The analysis indicated that, during peak periods, both land use schemes would generate similar traffic levels due to employment locations outside the area. However, the neo-traditional development pattern would reduce off-peak traffic within the area, and produce trips of shorter length. Additionally, it could increase pedestrian and bicycle trips within the area by as much as 60 percent.

¹ The USDA Soil Conservation Service classifies soils within the area as falling generally within the Class 4 category. Agricultural soils are ranked for agricultural productivity between Class 1 and Class 8, with 1 being the best, and 8 being the worst. Statewide Planning Goals 3 and 14 require the preservation of farm lands having a 1 through 4 agricultural capability.

3.2 STUDIES: PHASE II

Based upon the findings of this first phase of the special land use planning for the area, the City began the second phase in 1994, again funded through a state TGM grant. The phase 2 study used the conceptual assumptions developed in the neo-traditional development scheme to prepare a generalized circulation and land use plan for the area (See the *Southeast Medford Circulation & Development Plan Project Report*, August 1995). Neo-traditional development design includes features such as narrow streets with short blocks in a grid pattern, alleys, housing of different types in the same blocks, accessory dwelling units, narrow building setbacks from streets, prominent public buildings and places, and mixed land uses. It places higher density housing near compact commercial centers and transit, and gives neighborhoods well-defined centers and edges.

The phase 2 plan was used to guide the preparation of amendments to the Medford *Comprehensive Plan* and *Land Development Code* for the SE Area. The City worked closely with all interested parties in the preparation of the plan, including public facility and utility providers, Medford and Jackson County Planning Department staff, property owners, school districts, developers, and members of the Medford Planning Commission. The study included a market analysis that verified the marketability and potential absorption rate of the recommended type of development.

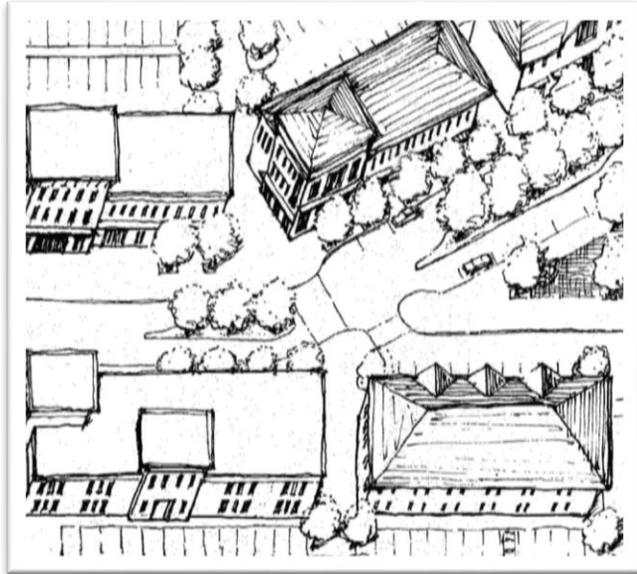
3.3 IMPLEMENTATION: LAND USE ACTIONS

To facilitate future implementation of the phase 2 plan, the City then undertook several land use actions. One was the adoption of a new GLUP designation of Urban Medium Density Residential (UMDR) and corresponding zoning district of MFR-15 (Multiple-Family Residential - 15 units per acre) which permit a density range of 10 to 15 dwelling units per acre. The UMDR designation was needed to allow more specific placement of a rowhouse land use type in the SE Area. The Commercial GLUP designation and commercial zoning districts were then amended to limit the size of businesses in the Community Commercial (C-C) zoning district to 50,000 square feet, and to create a new Regional Commercial (C-R) zoning district. This action was needed to allow the use of C-C zoning in the SE Area without permitting large regional retail uses. Finally, changes to the Medford Street Classification Map were adopted which set a circulation pattern for the arterial, collector, and standard residential streets in the SE Area.

This section of the "Neighborhood Element," of the *Southeast Plan*, represents the latest phases of the special planning efforts in the SE Area. The intent of these extensive planning efforts is to create an area that is much less reliant on automobile travel, and that preserves the natural environment, incorporating it into a desirable, livable community. The principal function of the *Southeast Plan* is to apply detailed land use planning and implementation techniques to a geographical area of the community that has important and unique physical qualities, including having a large tract of undeveloped land, rolling terrain, the general availability of public facilities and services, and few ownerships to divide the tract.

3.4 COMMERCIAL CENTER PLANNING

The Commercial Center area, including the abutting Greenway, encompasses approximately 53 acres located east of North Phoenix Road and north of Barnett Road. A detailed planning effort for this site was undertaken in 2000 through an Oregon Transportation and Growth Management (TGM) Program “Quick Response Grant” (See the *SE Medford Village Center Plan – Medford, Oregon*, November 2000). The plan, prepared by Lennertz Coyle and Associates, recommended realigning Barnett Road, a Minor Arterial street, east of its intersection with North Phoenix Road to create a pedestrian-friendly retail “main street” with commercial buildings on both sides. For the retail uses to be viable, a high level of slow moving traffic with on-street parking, similar to a traditional main street, was deemed necessary. Subsequently, through the planning process to adopt the Commercial Center Core Area (7A) Master Plan, the point of realignment was shifted to initiate East Barnett Road’s intersection with Stanford Avenue.



The plan included a market study by Robert Gibbs to determine the amount and types of commercial businesses that would serve the area and which would be economically feasible. The preferred alternative recommended approximately 100,000 square feet of retail commercial uses and up to 50,000 square feet for a grocery store, with the remainder of the commercial area utilized for civic, office, service, and high-density residential uses, including mixed uses. Based on the recommendations of this study, the retail core area, approximately 18 acres in size, located between North Phoenix Road and Stanford Avenue along Barnett Road has been designated as the “Commercial Center Core Area (7A).”

The *Southeast Plan* and its implementing *Land Development Code* provisions also aid the City in meeting the requirements of Oregon’s Transportation Planning Rule (TPR). The TPR requires cities to implement measures that reduce reliance on automobile travel. It requires the planned land use patterns and transportation system to promote an increase in the number of trips accomplished through walking, bicycling, and transit use. This can be achieved if safe and convenient opportunities are provided, and if land use types and density are appropriate. The *Southeast Plan* translates neo-traditional land uses developed in the phase 2 study into special categories to guide zone change and development approvals in the SE Area. As explained below, the special categories have been established to address the uses, needs, and issues specific to the SE Area.

4. PRIMARY PURPOSE OF THE SOUTHEAST PLAN

The primary purposes of the *Southeast Plan* include:

- a. To establish land use patterns and development design that emphasizes transportation connectivity and promotes viability for many modes of transportation;
- b. To require coordinated planning and encourage the development of neighborhoods with a cohesive design character;
- c. To provide a mix of compatible housing types at planned densities;
- d. To establish a special central core - the Southeast Village Center as a Transit Oriented District (TOD) with compact, pedestrian-oriented commercial, institutional, and residential uses;
- e. To preserve natural waterways while providing routes for pedestrian and bicycle travel;
- f. To require the approval of much of the development through the Planned Unit Development (PUD) ordinance in order to coordinate planning of designated areas. The Southeast Village Center (Area 7A) may be approved through a Master Plan rather than a PUD process; and
- g. To establish special design and development standards for streetscapes, building orientation, setbacks, building height, access, lot coverage and density, and the use of pedestrian street lighting, greenways, alleys, and street trees.

5. SOUTHEAST PLAN OVERLAY ZONING DISTRICT AND MAP

The Southeast (S-E) Overlay Zoning District is a primary tool to carry out the *Southeast Plan*, and establishes special standards and criteria for planning and development approvals. The Southeast Overlay Zoning District requires much of the development in the SE Area to be approved through the PUD process, and lays out regulations for design features such as pedestrian-friendly site design, streetscapes, greenways, alleys and street trees.

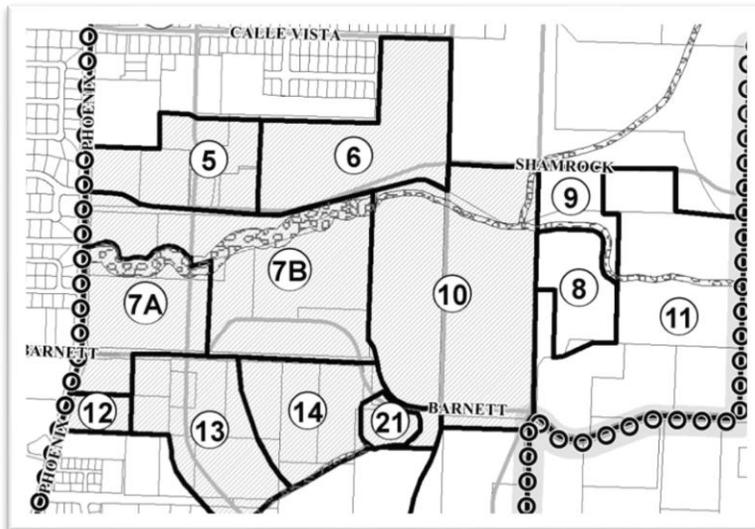
An Oregon Transportation and Growth Management (TGM) Program Code Assistance Grant was utilized to update the S-E Overlay Zoning District. In addition, the Medford City Council appointed the Southeast Plan Implementation Advisory Committee to oversee the update of the S-E Overlay District as well as the development of the Neighborhood Circulation Plan. The Committee consisted of two City Council members, two Planning Commissioners, a community member, and five stakeholders. Over a period of two years, the Committee developed recommendations, through unanimous consensus, regarding the detailed planning efforts. The Committee also facilitated implementation review efforts, including coordination of the Commercial Center Core Area (7A) Master Plan.

5.1 SOUTHEAST PLAN MAP

In 1990, when the SE Area was included in Medford’s UGB, all of the land was placed under the “Urban Residential” GLUP Map designation. The phase 2 study created other land use categories to produce an environment of mixed land uses, housing types, and densities. The different land uses, identified in the study as estate lot, standard lot, small lot, rowhouse, high density residential, commercial center, greenway, park and school, were applied to specific sub-areas.

The existing GLUP Map designations that are most similar to each land use category have been applied to the SE Area on the GLUP Map, while the *Southeast Plan Map* (Figure 1) applies the special land use categories to each of 21 consecutively numbered sub-areas. Additionally, the boundaries of the phase 2 sub-areas have been adjusted to better accommodate existing parcel boundaries, existing and planned land uses, and planned street locations. Regulations specific to the *Southeast Plan Map* land use categories are set forth in the Southeast Overlay Zoning District of the Medford *Land Development Code*. The approximate acreage and target dwelling unit range in each sub-area is set forth in Table 1.

5.2 SOUTHEAST PLAN MAP SUBAREAS



The implementing provisions in the Southeast Overlay Zoning District ensure that the target housing densities anticipated for each residential land use category will be met at the time development approvals are granted by the City. A key difference between the SE Area and other parts of the community is that the sub-areas are restricted to specific zoning

districts to meet the density targets, rather than having a wide range of zones.² The overlay zone establishes permissible density ranges and one or two zoning districts for each of the special land use categories. Additional restrictions, discussed below, regulate the permitted uses within the SE Area’s central Transit Oriented District (TOD), the Southeast Village Center, which encompasses several sub-areas. The amendment procedures for the *Southeast Plan Map* are the same as for a minor or major GLUP Map amendment.

² For example, the City’s Urban Residential GLUP Map designation permits the application of four different zoning districts: SFR-2, SFR-4, SFR-6 and SFR-10. Under the regulatory scheme for the SE Area, each sub-area is permitted to develop under only one or two zones that best approximate the development types and densities recommended in the Phase 2 study.

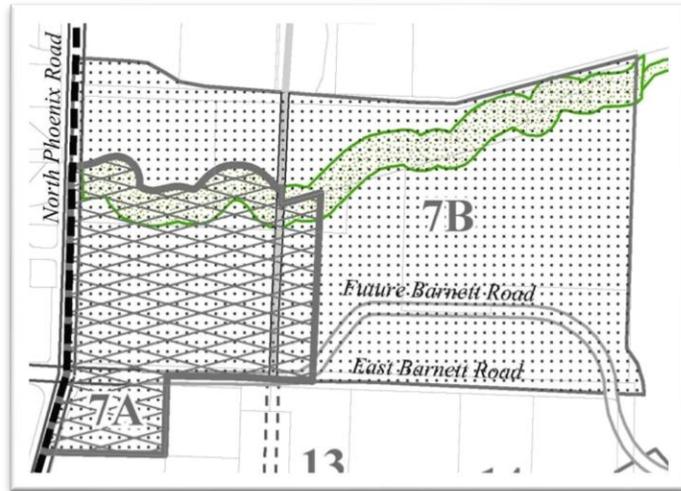
Table 5.2-1 Southeast Plan Map Subareas

Targeted land use, zoning, density, and estimated dwelling unit range

Sub Area	Land Use Category	GLUP Map	Corresponding Zoning	Density Range DU/AC (PUD)**	Gross Acres	Dwelling Unit Range (PUD)**
1	Estate Lot	UR	SFR-2	0.8 to 2.0 (2.4)	237	190-474 (569)
2	Standard Lot	UR	SFR-4 or SFR-6	2.5 to 6.0 (7.2)	219	548-1,314 (1,577)
3	High Density	UHDR	MFR-20 or MFR-30	15.0 to 36.0 (43.2)	20	300-720 (864)
4	Rowhouse	UMDR	MFR-15	10.0 to 15.0 (18.0)	28	280-420 (504)
5	High Density	UHDR	MFR-20 or MFR-30	15.0 to 36.0 (43.2)	15 [^]	225-540 (648)
6	Small Lot	UR	SFR-10	6.0 to 10.0 (12.0)	23 [^]	138-230 (276)
7A	Commercial Center - Core	C	C-C	Mixed-use buildings only	18 [^]	NA
7B	Commercial Center – Service/Office	SC	C-S/P	20.0 to 36.0 (43.2)	35 [^]	NA
8	School	PS (UR)	SFR-4 to SFR-6	NA	9	NA
9	Park	PS (UR)	SFR-4 to SFR-6	NA	6	NA
10	High Density	UHDR	MFR-20 or MFR-30	15.0 to 36.0 (43.2)	46 [^]	690-1,656 (1,987)
11	Small Lot	UR	SFR-10	6.0 to 10.0 (12.0)	43	258-430 (516)
12	Commercial Center – Service/Office	SC	C-S/P	20.0 to 36.0 (43.2)	3 [^]	NA
13	Rowhouse	UMDR	MFR-15	10.0 to 15.0 (18.0)	19 [^]	190-285 (342)
14	High Density	UHDR	MFR-20 or MFR-30	15.0 to 36.0 (43.2)	16 [^]	240-576 (691)
15	Small Lot	UR	SFR-10	6.0 to 10.0 (12.0)	102	612-1,020 (1,224)
16	Standard Lot	UR	SFR-4 or SFR-6	2.5 to 6.0 (7.2)	31	78-186 (223)
17	Standard Lot	UR	SFR-4 or SFR-6	2.5 to 6.0 (7.2)	124	310-744 (893)
18	School	PS (UR)	SFR-4 or SFR-6	NA	17	NA
19	Park	PS (UR)	SFR-4 or SFR-6	NA	10	NA
20	Standard Lot	UR	SFR-4 to SFR-6	2.5 to 6.0 (7.2)	17	43-102 (122)
21	Park	PS (UHDR)	MFR-20 or MFR-30	NA	3 [^]	NA
TOTALS				4.0 to 8.5 (10.2)	1041	4,102-8697

5.3 SOUTHEAST VILLAGE CENTER

Several *Southeast Plan Map* sub-areas in the central part of the SE Area have been combined to form the Southeast Village Center, which is one of the City's four adopted Transit Oriented Districts (TODs) (See the Transportation System Plan for more detailed information about Medford's TODs). The land uses proposed for the Village Center include commercial, institutional, medium and high density residential, and a greenway/park. The Southeast Village Center TOD consists of three concentric areas nestled within one another. The Village Center of approximately 178 acres contains sub-areas 5, 6, 7A, 7B, 10, 12, 13, and 14. Sub-areas 7A and 7B make up the 53-acre Commercial Center. The Commercial Center Core Area (7A) of approximately 18 acres is the primary retail center located along Barnett Road extending from North Phoenix Road to a point east of Stanford Avenue. The Commercial Center Core Area (7A) will contain retail and commercial businesses with residential uses allowable above ground floor level in mixed use buildings. A portion of the Greenway is also located within the Core Area (7A) boundary. These areas are depicted in the Southeast Village Center Map (Appendix B).



The Village Center's Commercial Center area is surrounded by medium and high density residential uses to assure that many residents are within a five-minute walking distance. The Village Center is intended to be the main neighborhood activity center for the SE Area, and may also include a church, park, community center, and fire station (already constructed), besides locally-oriented shopping and services. Providing higher residential densities within one-quarter mile of shopping and employment areas, along with safe and convenient pedestrian and bicycle circulation, will also foster future transit viability. Specific Village Center regulations have been developed in the Southeast Overlay Zoning District.

5.3.1 Purpose

The purpose of having a Village Center with special regulations is to:

- a. Foster a clear sense of place by establishing a geographical focal point, central area, and gathering place for the social, cultural, political, and recreational interaction of people living and working in the SE Area;

- b. Provide convenient opportunities for shopping accessible by all modes of transportation to reduce traffic congestion, and facilitate greater convenience and community livability;
- c. Provide a development design that produces a pedestrian-oriented central core (Transit Oriented District) that endeavors to reduce reliance on the automobile;
- d. Provide a design that incorporates and promotes the existing waterway and wetland areas into the Commercial Center; and
- e. Fulfill the *Rogue Valley Regional Transportation Plan's* Land Use Element and the City of Medford Transportation System Plan as one of the designated areas of mixed land use and denser residential development that increases future transit opportunities (Transit Oriented Districts).

6. CONCLUSIONS

1. Special planning studies for the SE Area have determined that a neo-traditional circulation and development pattern could reduce the number and length of motor vehicle trips within the area.
2. The SE Area is the only area of the community where streams and waterways remain in a mostly natural state.
3. During the preparation of the special planning studies for the SE Area, the property owners indicated a very strong desire to preserve the natural resources, especially the streams, wetlands, and woodlands.
4. The creation of a Village Center Transit Oriented District in the SE Area with denser mixed land uses will be a primary means of reducing traffic within the SE area by serving the daily needs of residents through walking, bicycling, transit, and shortened motor vehicle trips.
5. Assuring that the minimum densities and housing types are achieved and located as proposed, particularly in the Village Center, is essential in carrying out the purposes of the *Southeast Plan*.
6. Steeper slopes in the SE Area will require expertise in hillside development techniques, particularly regarding storm drainage retention/detention and street design.
7. Residential design features such as placing garages on alleys, providing front porches, park strips with street trees, sidewalks, and pedestrian-scale lighting, etc., promotes alternative forms of transportation such as walking.

7. GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES

7.1 GOAL 1

To assure that development in the SE Area occurs in a manner that reduces reliance on automobile travel within the area and promotes multi-modal travel, including pedestrian, bicycle and transit.

Guiding Policies and Implementation Strategies:

- a. **Policy 1-A:** The City of Medford shall assure that circulation and development design in the SE Area emphasizes connectivity and promotes multi-modal transportation viability.
 - i. **Implementation 1-A(1):** Do not allow private streets to prevent vehicular or pedestrian connectivity or public access to greenways, parks, schools, or other activity centers.
 - ii. **Implementation 1-A(2):** Discourage gated or dead-end developments because they prevent connectivity and neighborhood formation. Require adjacent developments to integrate with one another.
 - iii. **Implementation 1-A(3):** Assure that development design and street improvements on North Phoenix Road promote non-vehicular access across this major arterial at intersections.
 - iv. **Implementation 1-A(4):** Discourage development site design along collector and arterial streets from creating a walled effect near the sidewalk.
 - v. **Implementation 1-A(5):** Encourage the Rogue Valley Transportation District (RVTD) to serve the SE Area with transit service as soon as feasible.
- b. **Policy 1-B:** The City of Medford shall assure that the Village Center is developed as a pedestrian-oriented, mixed use, higher density central core (Transit Oriented District) for the SE Area.
 - i. **Implementation 1-B(1):** Require special design for development within the Village Center, affecting such elements as building location and orientation, lighting, signage, parking, outdoor storage and display, greenway/wetlands treatment, etc.
 - ii. **Implementation 1-B(2):** Limit the commercial zoning districts and permitted uses within the commercial portion of the Village Center to assure pedestrian-oriented development.

- iii. **Implementation 1-B(3):** Require master planning of the entire Commercial Center Core Area of the Village Center prior to development approval.
 - iv. **Implementation 1-B(4):** Promote the location of public and quasi-public uses within the Village Center, such as a fire station, day care center, community center, church, park, public plaza, etc.
- c. **Policy 1-C:** The City of Medford shall support the location of small neighborhood commercial sites in the SE Area outside the Village Center.

7.2 GOAL 2

To assure that development in the SE Area occurs in a manner that preserves its abundant natural features and resources.

Guiding Policies and Implementation Strategies:

- a. **Policy 2-A:** The City of Medford shall strive to provide a system of interconnected open spaces in the SE Area utilizing drainageways and stream corridors open to public view and access.
 - i. **Implementation 2-A(1):** Accentuate drainageways and stream corridors by locating street rights-of-way collinear and adjacent to them in order to open them for public view and access. Such placement should be outside the Greenway, should not disturb the riparian area, and should be in conjunction with enhancement and/or restoration. Creekview Drive in particular should be so located in relation to the North Fork of Larson Creek.
- b. **Policy 2-B:** The City of Medford shall strive to protect natural features and resources in the SE Area, including restoration when necessary.
 - i. **Implementation 2-B(1):** Encourage clustered development to avoid alteration of important natural features.
 - ii. **Implementation 2-B(2):** Apply best management practices for private and public development activities that affect streams, drainageways, and wetlands, including reducing impervious surfaces so that runoff is slowed and filtered.
 - iii. **Implementation 2-B(3):** Require hillside development to meet stringent standards limiting grading and vegetation disturbance, and minimizing visual intrusion.
 - iv. **Implementation 2-B(4):** Require tree preservation plans indicating existing trees of more than six inches in diameter, in conjunction with development applications.

- c. **Policy 2-C:** The City of Medford shall pursue the continuing evaluation of the SE Area's natural resources to determine which should be protected by permanent use restrictions or public ownership, and which can be included in environmentally sensitive development.

7.3 GOAL 3:

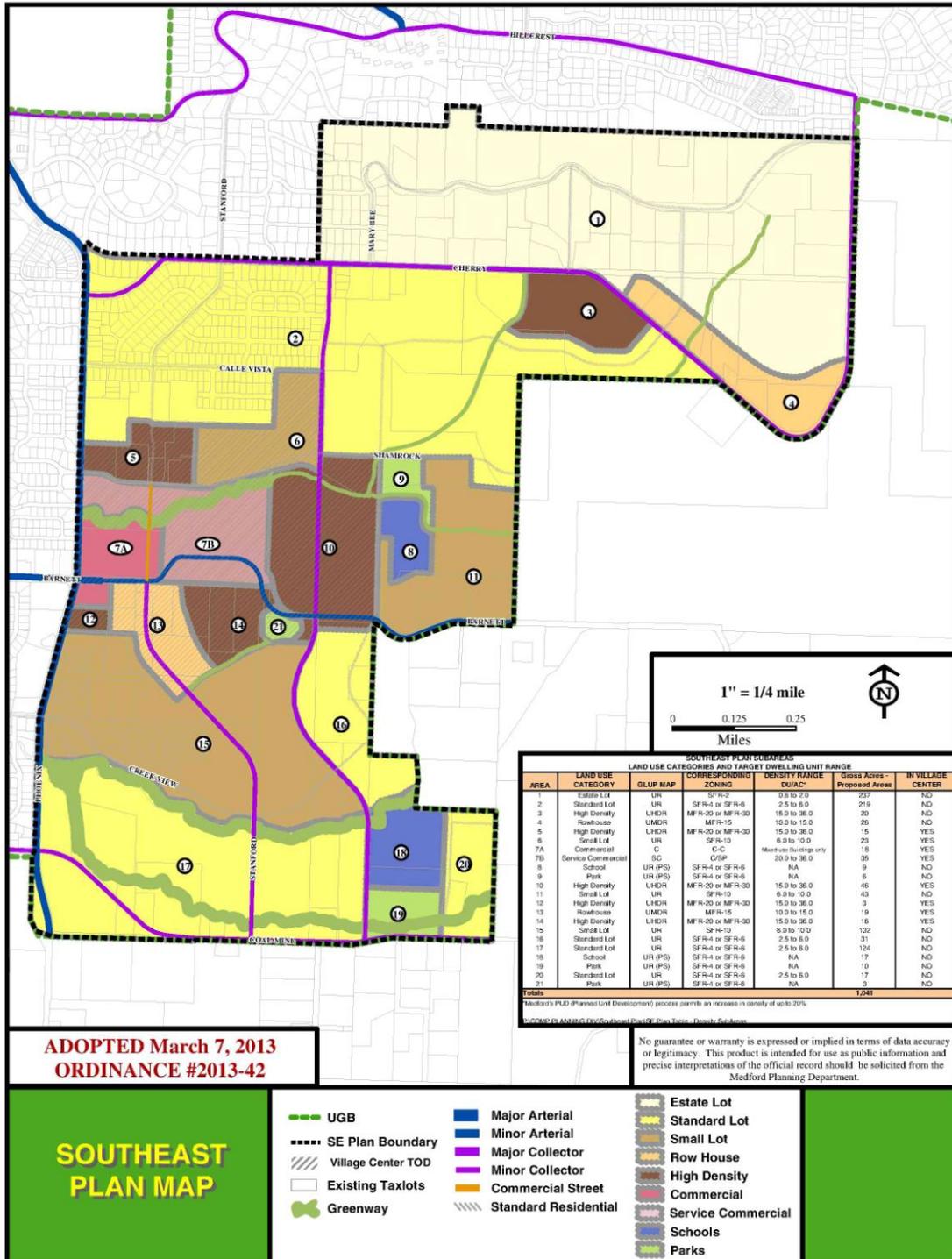
To provide for the implementation of the Southeast Plan.

Guiding Policies and Implementation Strategies:

- a. **Policy 3-A:** The City of Medford shall use zone change procedures as the timing mechanism to control development within the SE Area, based upon the availability and adequacy of public facilities and services, as required by the *Medford Comprehensive Plan* and *Medford Land Development Code*. However, future zone changes in the City will be exempt from meeting the minimum transportation LOS standard for Stanford Avenue and the alternatively-designed section of Barnett Road east of Stanford Avenue located within the Southeast Commercial Center because Stanford Avenue within the Commercial Center is desired to have a high level of slow moving traffic.
- b. **Policy 3-B:** Where a street functions as the boundary separating two land use designations or categories in the SE Area, changes to the street location resulting from planning actions shall shift the designations or categories accordingly. Encourage similar land use types to be located facing one another across streets with changes in land use types occurring at the backs of lots where possible.
- c. **Policy 3-C:** The City of Medford shall pursue the future adoption of regulations and design criteria that promote transportation oriented design in the SE Area pursuant to the recommendations of the *Rogue Valley Regional Transportation Plan*, the *Medford Transportation System Plan*, and other plans as adopted.
- d. **Policy 3-D:** The City of Medford shall assure that notice is provided to the Medford and Phoenix-Talent School Districts that land designated for future schools and/or parks in the SE Area may be acquired by the City or school district for such purposes. The City shall notify the applicable school district of pending development permit applications on such land. The City shall not withhold the approval of zoning or development permit applications solely on the basis that a school district or the City has not acquired title to the property. Nothing in this policy prohibits the location of a school or park from changing.
- e. **Policy 3-E:** The City of Medford shall seek to expend parks systems development charges (SDCs) collected within the SE Area on park-related improvements within the same SE Area.

APPENDIX A

Southeast Plan Map



APPENDIX B

Southeast Village Center

SOUTHEAST VILLAGE CENTER

