

CITY OF MEDFORD

APPLICATION FOR URBAN BEAUTIFICATION GRANT

SEPTEMBER 1, 1966

Program Data

Since the beginning of the City of Medford's participation in the Housing and Home Finance Agency's 701 planning program, which was undertaken early in 1957, the city has been vitally interested in beautification. The Street Tree Planting ordinance, which was passed upon by the council in February of 1957, was the first positive step toward control and order in Medford's beautification efforts. The second step was the appointment, by the Mayor, of a committee to study the Park and Recreation needs of the city. As a result of this committee's work, the City Council established a full-time Park and Recreation Department and among other responsibilities, assigned this department and the Park and Recreation Commission the responsibility of working with the city's planning staff in pursuing an accelerated city beautification program. In conjunction with these two steps, the Mayor, with the approval of the council, appointed a City Beautification Committee composed of one member from the Park and Recreation Commission, one member from the Planning Commission and two professional landscape architects who practice in the community, with the Planning Director and the Park and Recreation Director serving as ex officio advisory members. This committee was given the responsibility of coordinating the beautification aspect of all city projects and was particularly concerned with such things as right-of-way planting strips, traffic islands and separators, street tree plantings and maintenance and review of the planting plans proposed for any city owned property, particularly parks. This committee has been involved, on occasion, with the beautification aspects of the city's sign ordinance and the city's zoning ordinance.

The following ordinances, with a brief resume' explaining the relationship of each to the beautification effort and the apparent impact of each upon the community to date, will serve as some indication that those who control policy, under which the city staff operates, are truly dedicated to bettering the city by making it a beautiful place in which to live.

An early effort of the Park and Recreation Department staff and the Planning Staff was directed toward establishing recommended policies which would serve to guide the city's beautification efforts. This resulted in the document entitled "A Park Plan for Medford", which was a report financed in part by the city and in part by an Urban Planning Assistance Grant from the H.H.F.A. This report presented background information on Park and Recreation facilities, the need for additional open space and the need for beautification in the community. The purpose of this report was to suggest that the city pursue a program which would provide adequate recreational facilities, open space, and beautification for an urban area of approximately 70,000 people, which is the estimated population which will be reached by the City of Medford in about twenty-five years. A copy of this report is included in the binder.

In conjunction with the above mentioned report, the City Council approved a contract in January of 1963 with the firm Royston, Hanamoto, Mayes and Beck for a plan which would include several beautification projects high on the priority list. The first of these projects was the renovation of Hawthorne Park, the city's major park and recreation facility. Secondly, this firm was asked to prepare a beautification plan for properties along Bear Creek which flows through the city from South to North and at present, separates the East half of the city from the West half. It is interesting to note that as of this date,