



Oregon
Theodore R. Kulongoski, Governor

Department of Land Conservation and Development

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NOTICE OF ADOPTED AMENDMENT

04/08/2013

TO: Subscribers to Notice of Adopted Plan
or Land Use Regulation Amendments

FROM: Plan Amendment Program Specialist

SUBJECT: City of Medford Plan Amendment
DLCD File Number 009-12

The Department of Land Conservation and Development (DLCD) received the attached notice of adoption. Due to the size of amended material submitted, a complete copy has not been attached. A Copy of the adopted plan amendment is available for review at the DLCD office in Salem and the local government office.

Appeal Procedures*

DLCD ACKNOWLEDGMENT or DEADLINE TO APPEAL: Thursday, April 18, 2013

This amendment was submitted to DLCD for review prior to adoption pursuant to ORS 197.830(2)(b) only persons who participated in the local government proceedings leading to adoption of the amendment are eligible to appeal this decision to the Land Use Board of Appeals (LUBA).

If you wish to appeal, you must file a notice of intent to appeal with the Land Use Board of Appeals (LUBA) no later than 21 days from the date the decision was mailed to you by the local government. If you have questions, check with the local government to determine the appeal deadline. Copies of the notice of intent to appeal must be served upon the local government and others who received written notice of the final decision from the local government. The notice of intent to appeal must be served and filed in the form and manner prescribed by LUBA, (OAR Chapter 661, Division 10). Please call LUBA at 503-373-1265, if you have questions about appeal procedures.

***NOTE:** The Acknowledgment or Appeal Deadline is based upon the date the decision was mailed by local government. A decision may have been mailed to you on a different date than it was mailed to DLCD. As a result, your appeal deadline may be earlier than the above date specified. NO LUBA Notification to the jurisdiction of an appeal by the deadline, this Plan Amendment is acknowledged.

Cc: Carly Guillory, City of Medford
Gordon Howard, DLCD Urban Planning Specialist
Josh LeBombard, DLCD Regional Representative
Gary Fish, DLCD Transportation Planner

<paa> YA

FORM **2****DLCD**☐ In person ☐ electronic ☐ mailed**DEPT OF**

APR 01 2013

**LAND CONSERVATION
AND DEVELOPMENT**

For Office Use Only

Notice of Adoption

This Form 2 must be mailed to DLCD within **5-Working Days after the Final Ordinance is signed** by the public Official Designated by the jurisdiction and all other requirements of ORS 197.615 and OAR 660-018-000

Jurisdiction: **City of Medford**Local file number: **CP-12-089**Date of Adoption: **3/7/2013**Date Mailed: **3/13/2013**Was a Notice of Proposed Amendment (Form 1) mailed to DLCD? ☒ Yes ☐ No Date: 7/5/2012☒ Comprehensive Plan Text Amendment☐ Comprehensive Plan Map Amendment☐ Land Use Regulation Amendment☐ Zoning Map Amendment☐ New Land Use Regulation☐ Other:

Summarize the adopted amendment. Do not use technical terms. Do not write "See Attached".

Consideration of a Class A (major) legislative amendment of the Medford Comprehensive Plan Neighborhood Element, to revise the Commercial Center Core Area (7A) of the Southeast Plan pertaining to the Master Plan, which is approximately 18 acres at the northeast corner of East Barnett Road and North Phoenix Road, and to revise the Street Functional Classification Map of the Transportation Element to adjust the alignment of Barnett Road

Does the Adoption differ from proposal? No, no explanation is necessary

N/A

Plan Map Changed from: **N/A**to: **N/A**Zone Map Changed from: **N/A**to: **N/A**Location: **371w26 tax lots: 1604, 1605, 1601, 1606, 1602**Acres Involved: **18**Specify Density: Previous: **N/A**New: **N/A**

Applicable statewide planning goals:

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
☒	☒	☐	☐	☒	☒	☒	☒	☒	☒	☐	☒	☐	☐	☐	☐	☐	☐	☐

Was an Exception Adopted? ☐ YES ☒ NO

Did DLCD receive a Notice of Proposed Amendment...

35-days prior to first evidentiary hearing?

☒ Yes ☐ No

If no, do the statewide planning goals apply?

☐ Yes ☐ No

If no, did Emergency Circumstances require immediate adoption?

☐ Yes ☐ No

DLCD File No. 009-12 (19594) [17402]

DLCD file No. _____

Please list all affected State or Federal Agencies, Local Governments or Special Districts:

City of Medford

Local Contact: **Carly Guillory**

Phone: **(541) 774-2380** Extension:

Address: **200 S. Ivy Street**

Fax Number: - -

City: **Medford**

Zip: **97501-**

E-mail Address:

carly.guillory@cityofmedford.com

ADOPTION SUBMITTAL REQUIREMENTS

This Form 2 must be received by DLCD no later than 5 working days after the ordinance has been signed by the public official designated by the jurisdiction to sign the approved ordinance(s)

per ORS 197.615 and OAR Chapter 660, Division 18

1. This Form 2 must be submitted by local jurisdictions only (not by applicant).
2. When submitting the adopted amendment, please print a completed copy of Form 2 on light green paper if available.
3. Send this Form 2 and one complete paper copy (documents and maps) of the adopted amendment to the address below.
4. Submittal of this Notice of Adoption must include the final signed ordinance(s), all supporting finding(s), exhibit(s) and any other supplementary information (ORS 197.615).
5. Deadline to appeals to LUBA is calculated **twenty-one (21) days** from the receipt (postmark date) by DLCD of the adoption (ORS 197.830 to 197.845).
6. In addition to sending the Form 2 - Notice of Adoption to DLCD, please also remember to notify persons who participated in the local hearing and requested notice of the final decision. (ORS 197.615).
7. Submit **one complete paper copy** via United States Postal Service, Common Carrier or Hand Carried to the DLCD Salem Office and stamped with the incoming date stamp.
8. Please mail the adopted amendment packet to:

**ATTENTION: PLAN AMENDMENT SPECIALIST
DEPARTMENT OF LAND CONSERVATION AND DEVELOPMENT
635 CAPITOL STREET NE, SUITE 150
SALEM, OREGON 97301-2540**

9. **Need More Copies?** Please print forms on 8½ - 1/2x11 green paper only if available. If you have any questions or would like assistance, please contact your DLCD regional representative or contact the DLCD Salem Office at (503) 373-0050 x238 or e-mail plan.amendments@state.or.us.

ORDINANCE NO. 2013-41

AN ORDINANCE approving a major amendment to the *Neighborhood Element* and *Transportation Element* of the *Comprehensive Plan* pertaining to the Commercial Center Core Area of the Southeast Plan, located north of Barnett Road, east of North Phoenix Road.

THE CITY OF MEDFORD ORDAINS AS FOLLOWS:

Section 1. A major amendment to the *Neighborhood Element* and *Transportation Element* of the *Medford Comprehensive Plan* by revising the requirements for a Master Plan for the Commercial Center Core Area (7A) of the Southeast Plan by amending the alignment of Barnett Road, modifying a policy, and removing an implementation strategy related to transportation level of service which will assist in the review and approval of the required Master Plan, is hereby approved and adopted.

Section 2. This major amendment to the *Medford Comprehensive Plan* is supported by the Findings of Fact and Conclusions of Law contained in the Staff Report dated February 20, 2013, attached as Exhibit A and incorporated herein, and supplemented by the record of the public hearing on March 7, 2013.

PASSED by the Council and signed by me in authentication of its passage this 7 day of March, 2013.

ATTEST: Glenda Wilson
City Recorder

APPROVED: March 7, 2013.

[Signature]
Mayor
[Signature]
Mayor



CITY OF MEDFORD
AGENDA ITEM COMMENTARY
www.cityofmedford.org

Item No:

DEPARTMENT: Planning

AGENDA SECTION: [City Recorder]

STAFF CONTACT: James E. Huber, AICP, Planning Director

MEETING DATE: March 7, 2013

STAFF PHONE: 541-774-2380

COUNCIL BILL 2013-

Land Use, Legislative – Ordinance amending the Neighborhood Element and Transportation Element of the Comprehensive Plan pertaining to the Commercial Center Core Area (7A) of the Southeast Plan, located north of Barnett Road, east of North Phoenix Road.

[City Recorder will enter Ordinance or Resolution header written by Legal]

ISSUE STATEMENT & SUMMARY:

The objective of this Comprehensive Plan amendment is to revise the requirements for the Master Plan of the Commercial Center Core Area (7A) of the Southeast Plan.

BACKGROUND:

In September 2010, various property owners within the Commercial Center Core Area (7A) of the Southeast Plan submitted a Master Plan and associated Comprehensive Plan and Code Amendments. The City Council initiated review of the proposal, asking first for a recommendation from the Southeast Plan Implementation Advisory Committee (SEPIAC). SEPIAC provided their recommendation in a study session to City Council in September 2012.

The Comprehensive Plan amendment was discussed at the following meetings: SEPIAC, September 2010 through September 2012; Planning Commission study session on November 12, 2012; Citizens Planning Advisory Committee meeting on November 13, 2012; and Site Plan and Architectural Commission study session on December 7, 2012. The proposal was forwarded for agency and public comment on November 7, 2012. The Planning Commission conducted a noticed public hearing on February 14, 2013, and voted to forward a favorable recommendation to the City Council for approval.

A. Council Action History

The City Council initiated the Comprehensive Plan amendment at their June 7, 2012 meeting.

B. Analysis

The proposal revises the Comprehensive Plan to revise the requirements for a Master Plan for the Commercial Center Core Area (7A) of the Southeast Plan. The changes amend the alignment of Barnett Road, modify a policy, and remove an implementation strategy related to transportation level of service. The changes will assist in the review and approval of the required Master Plan for the Commercial Center Core Area (7A) of the Southeast Plan.

C. Financial and/or Resource Considerations

The proposed change to the alignment of Barnett Road may eliminate the need for the City to purchase additional right-of-way.

D. Timing Issues

There are no deadlines to meet for this Comprehensive Plan amendment; it was initiated by the City Council at the property owner's request.



STRATEGIC PLAN:

Goal 6: Maintain and enhance community livability.

Objective 6.1: Promote the aesthetic quality of the urban environment.

Goal 9: Provide a safe, multi-modal, efficient and well planned transportation system.

Objective 9.1: Ensure that neighborhoods are designed with pedestrian and bicycle access ways that are connected to recreational facilities in the City.

Objective 9.2: Maximize the efficiency of the transportation system through effective land use planning.

Action 9.2a: Undertake efforts to increase the percentage of new dwelling units and employment located in Transit Oriented Districts (TODs) and mixed use areas.

Objective 9.3: Encourage pedestrian friendly design near activity centers.

Objective 10.2: Use incentives to encourage innovative means of detaining and conveying stormwater associated with the development of private property.

Objective 13.1: Protect waterways and wetlands which are unique components of the urban landscape.

COUNCIL OPTIONS:

1. Adopt the ordinance.
2. Amend the ordinance.
3. Remand the proposal to the Planning Commission for further consideration.
4. Do not adopt the ordinance.

STAFF RECOMMENDATIONS:

Staff recommends adoption of the ordinance as proposed, based on the finding that the Comprehensive Plan amendment approval criteria are met.

SUGGESTED MOTION:

Finding that the Comprehensive Plan amendment approval criteria are met, I move to adopt the ordinance amending the Comprehensive Plan pertaining to the Master Plan of the Commercial Center Core Area (7A) of the Southeast Plan overlay zone.

EXHIBITS:

Staff Report for file CP-12-089 dated February 20, 2013, with exhibits attached.



CITY OF MEDFORD PLANNING DEPARTMENT

STAFF REPORT – COMPREHENSIVE PLAN AMENDMENT

Date: February 20, 2013
To: City Council for March 7, 2013 hearing
From: Carly Guillory, Planner II
Reviewer: Bianca Petrou, AICP, Assistant Planning Director
Subject: Southeast Plan, Commercial Center Core Area Amendments CP-12-089

BACKGROUND

Proposal: Consideration of a Class A (major) legislative amendment of the Medford *Comprehensive Plan* Neighborhood Element, to revise the Commercial Center Core Area (7A) of the Southeast Plan pertaining to the Master Plan, which is approximately 18 acres at the northeast corner of East Barnett Road and North Phoenix Road, and to revise the Street Functional Classification Map of the Transportation Element to adjust the alignment of Barnett Road (City of Medford, Applicant). (See Exhibit A)

History: In 1993, following the inclusion of the Southeast (S-E) Area within the Medford urban growth boundary (UGB), the City undertook the first special planning study (*Southeast Medford Land Use and Transportation Study*, 1993) to compare the future traffic impacts that would result from development of the area in a manner based on the neo-traditional rather than contemporary development schemes. Based on the study, the City chose to pursue a neo-traditional development pattern facilitated by mixed-use zoning and an interconnected street system to distribute peak period traffic to all streets; not just to collectors and arterials.

1995-1998 A subsequent study (*Southeast Medford Circulation & Development Project Report*, August 1995) guided the preparation of amendments to the Medford *Comprehensive Plan* and *Land Development Code* for the Southeast Area. The Southeast Plan was originally incorporated into the *Comprehensive Plan* as part of the General Land Use Plan Element in 1998.

2004 The S-E Plan was further refined by Ordinance No. 2004-258 on December 16, 2004, following the adoption of the *Medford Transportation System Plan* (TSP) in November 2003. The TSP designated the S-E Village Center as a Transportation Oriented District (TOD) and directed the City to complete and adopt plans and standards for the designated TOD areas, such as pedestrian and bicycle facilities, a mix of residential, retail and office uses, and a supporting network of roads, bicycle and pedestrian ways. The 2004 revisions to the S-E Plan incorporated additional TOD design guidelines and standards, refined the sub-area boundaries and designations, and incorporated the S-E Plan within the Neighborhood Element of the *Comprehensive Plan*, rather than the General Land Use Plan (GLUP) Element. The refinements also established a Commercial Center and a Commercial Center Core Area (7A) within the Village Center to establish a town center with a "main street" along Barnett Road that would not be subject to the City's level of service (LOS) mobility standard for automobile traffic. This was enabled by incorporation of the *S-E Medford Plan Area Neighborhood Circulation Plan* and

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Transportation Policies and Guidelines into the S-E Plan. Part of this proposal changes the "main street" focus from Barnett Road to Stanford Avenue.

2010 In September 2010, various property owners within the Commercial Center Core Area (7A) submitted a Master Plan, accompanied by design guidelines, and amendments to the *Comprehensive Plan* and *Land Development Code*. The City Council asked the Southeast Plan Implementation Advisory Committee (SEPIAC) to review said proposal and give a recommendation to City Council.

2012 On June 7, 2012, the property owners who submitted the Master Plan requested initiation of the *Comprehensive Plan* and *MLDC* amendments that would allow adoption of the proposed Master Plan from the City Council. Council voted to initiate the process with the stipulation that work not begin until after the SEPIAC made a recommendation.

The SEPIAC recommendations were reviewed by the City Council during a study session on November 1, 2012. City Council then directed staff to proceed with the proposed *Comprehensive Plan* and *MLDC* amendments as recommended by the property owners and SEPIAC.

Criteria: MLDC 10.184(1) refers one to the criteria in the Review & Amendments section of the *Comprehensive Plan* for amendments to Goals and Policies. Those approval criteria found applicable to this amendment include: *Goals and Policies*, *Implementation Strategies*, and *Street Reclassification*.

Authority: The Planning Commission is authorized to recommend, and the City Council to approve, amendments to the *Comprehensive Plan* under Sections 10.102, 10.110, 10.111, and 10.122. An amendment must be initiated by the Planning Commission or City Council per Section 10.181. The City Council initiated this amendment at their November 1, 2012 study session, after review of the recommendations from the SEPIAC.

GLUP Map Designation, Zoning, and Uses on Subject Property

The subject properties affected by this amendment are located within the S-E Commercial Center Core Area (7A), and are zoned SFR-00 (Single Family Residential – one dwelling unit per parcel) and MFR-20 (Multiple Family Residential – 20 units per acre), with a General Land Use Plan (GLUP) map designation of CM (Commercial). A zoning map (Exhibit H) and GLUP map (Exhibit I) are attached. The surrounding GLUP Map designation, zoning district, and use are described in the following Table I.

TABLE I: ADJACENT LAND DESIGNATIONS AND USES

	GLUP	ZONE	USE
North	SC	SFR-00	Single Family Residential
South	UH and UM	MFR-20, SFR-00, MFR-15	City of Medford Fire Station
East	SC and UM	SFR-00 and MFR-20	City of Medford Fire Station
West	CM, SC, and UR	SFR-4, C-S/P, C-C	Detached Residential, Larson Creek Shopping Center

GLUP MAP DESIGNATIONS

CM = Commercial
SC = Service Commercial
UH = Urban High Density Residential
UM = Urban Medium Density Residential
UR = Urban Residential

ZONING DISTRICTS

C-C = Community Commercial
C-S/P = Commercial Service/Professional
MFR-15 = Multiple Family Residential – 15 units per acre
MFR-20 = Multiple Family Residential – 20 units per acre
SFR-00 = Single Family Residential – one dwelling unit per parcel
SFR-4 = Single Family Residential – 4 units per acre

ANALYSIS OF PROPOSED AMENDMENT

The purpose of the proposed amendments is to revise the requirements for a Master Plan for the Commercial Center Core Area (7A) of the S-E Plan. The proposed amendment is included in this staff report as Exhibit A.

The amendment proposes the following changes to the Comprehensive Plan:

1. Realignment of Barnett Road, moving the curve approximately 400-feet to the east;
2. Moving the "main street" emphasis from Barnett Road to Stanford Avenue;
3. Removal of the square footage cap of 150,000 square feet for retail and commercial uses;
4. Removal of the Goddard Property (37 1W 27 tax lot 1602, 765 North Phoenix Road) from the Commercial Center Core Area (7A) boundary;
5. Removal of the Planned Unit Development (PUD) requirement for the Master Plan; and
6. Modification of Policy 3-A and removal of Implementation Strategy 3-A(1) pertaining to level of service. (See page 8 of Exhibit A)

These textual amendments result in a revision to the following three maps:

1. S-E Plan Map (Figure 1 of the S-E Plan, Neighborhood Element) (Exhibit A);
2. S-E Village Center Map (Figure 2 of the S-E Plan, Neighborhood Element) (Exhibit A);
3. S-E Area Neighborhood Circulation Plan Map (Figure 1 of the S-E Medford Area Neighborhood Circulation Plan and Transportation Policies and Guidelines, Neighborhood Element) (Exhibit A); and
4. Medford Street Functional Classification Map (Figure 1-2 of Transportation System Plan Element, Exhibit A).

The following narrative describes the primary proposed changes to the *Comprehensive Plan*:

Barnett Road Realignment

Barnett Road is currently planned to align in a way that curves within the Commercial Center Core Area (7A). The proposed amendment moves this curve approximately 400 feet to the east. This shift results in an intersection with Stanford Avenue at the southerly boundary of the Commercial Center Core Area (7A). The SEPIAC finds that the realignment of Barnett Road will facilitate a future potential intersection with Stanford Avenue that will enable transit to freely maneuver, thereby bringing public transportation to the area as soon as possible.

The intention of this design is to facilitate the ability of public transportation to service the area early in the development of the Commercial Center Core Area (7A) and eliminate the need to purchase additional right-of-way. SEPIAC found that this shift in Barnett Road will not preclude the Commercial Center Core Area (7A) from meeting the goals and policies of the Neighborhood Element of the *Comprehensive Plan*.

Main Street

The *Comprehensive Plan* and *Medford Land Development Code* currently designate Barnett Road as the "main street" of the Commercial Center Core Area (7A) and the Village Center. The "main street" emphasis includes elements such as wide sidewalks, street furniture, slow moving traffic, and sidewalk cafes. This amendment proposes changing this designation from Barnett Road to Stanford Avenue. Stanford Avenue will be constructed as a commercial street with retail shops and on-street parking on both sides.

Square Footage Cap

The current *Comprehensive Plan* contains a 150,000 square footage cap within the Commercial Center Core Area (7A). This proposal removes this square footage cap, thereby facilitating neo-traditional development patterns consistent with the goals and policies of the *Comprehensive Plan*. Without a square footage cap, an increase in density of employment, residential, and retail is permitted.

Removal of the Goddard Property

Currently the Commercial Center Core Area (7A) contains approximately 18 acres. The Goddard property is proposed for removal because it is a very small part of the Commercial Center Core Area (7A), and all of the Goddard property is designated greenway. What makes this Master Plan difficult to develop is the number of property owners involved. Removal of this tax lot from the Commercial Center Core Area (7A) would make it easier to get agreement among the property owners for a Master Plan without compromising the intent of the Master Plan. The removal of the Goddard property, 765 North Phoenix Road, 37 1W 27 tax lot 765, would reduce this total acreage by about 0.16 acres. As shown in the proposal (Exhibit A), removal of this tax lot also removes a portion of the Greenway from the Commercial Center Core Area (7A); however the greenway designation would still remain on this property. Removal of this tax lot from the Commercial Center Core Area (7A) will not prevent the area from meeting its purpose of being a main neighborhood activity center for the S-E Plan.

Removal of the Planned Unit Development (PUD) Requirement

Currently, the S-E Plan of the Neighborhood Element of the *Comprehensive Plan* requires that a Master Plan for the Commercial Center Core Area (7A) be approved via a Planned Unit Development (PUD) process. The proposed text revision allows the Master Plan to be approved independent from a PUD application. Said Master Plan will be approved by the City Council. And, as described in detail in the associated Land Development Code Amendment application (DCA-12-090), any future changes to the adopted Master Plan will require a PUD application under certain circumstances, such as when a building envelope is increased or decreased by more than ten percent (10%). Removing the PUD requirement under all circumstances eliminates unnecessary duplicative review of the development.

Modification of Policy 3-A and removal of Implementation Strategy 3-A(1)

This amendment proposes to modify Policy 3-A and remove Implementation 3-A(1) of the Neighborhood Element, S-E Plan and the Goals, Policies, and Implementation Element. Policy 3-A is proposed to be modified and Implementation Strategy 3-A(1) deleted for the following reasons: the amendment proposes (1) changing the "main street" emphasis from Barnett Road to Stanford Avenue; and (2) shifting the curve in Barnett Road approximately 400 feet to the east. It is intended that these changes in the plan will move the high level of slow moving traffic to Stanford Avenue, and Barnett Road will serve as a Minor Arterial through the S-E Commercial Center Core Area (7A) (from approximately 250 feet east of the intersection of North Phoenix Road). This proposed amendment continues to support the goals and policies of the S-E Plan to create and assure mixed-use, pedestrian-friendly development that protects natural features and reduces vehicle miles traveled.

APPROVAL CRITERIA COMPLIANCE

The Review and Amendment Procedures section of the *Comprehensive Plan* requires that the following amendments comply with the criteria listed below:

- (1) The modification of Policy 3-A of the S-E Plan section of the Neighborhood Element requires compliance with the criteria for amendments to *Goals and Policies* of the *Comprehensive Plan*;
- (2) The removal of Implementation Strategy 3-A(1) of the S-E Plan section of the Neighborhood Element requires compliance with the criteria for amendments to *Implementation Strategies* of the *Comprehensive Plan*; and
- (3) The reclassification of portions of Barnett Road requires compliance with the criteria for *Street Reclassification*.

Compliance with these criteria follows.

The other proposed changes to the *Comprehensive Plan* text and maps are not insignificant, and they will result in changes to the requirements for a Master Plan in the *Medford Land Development Code*. As such, findings justifying these changes are discussed in detail in the associated Land Development Code Amendment (DCA-12-090).

COMPREHENSIVE PLAN - REVIEW AND AMENDMENTS SECTION – GOAL AND POLICIES

The following criteria apply to the modification of Policy 3-A (See page 8 of Exhibit A).

Amendments shall be based on:

Criterion 1. A significant change in one or more Conclusion.

Findings: The proposed amendment does not change any of the Conclusions of the Neighborhood Element nor of the TSP. The proposed amendment continues to support the conclusions of the S-E Plan to create and assure mixed-use, pedestrian-friendly development that protects natural features and reduces vehicle miles traveled. The applicable Conclusion of the TSP is supported by the removal of the square footage cap, which in turn could result in increased square footage of housing. The proposed amendment complies with Implementation 1-B(3) of the S-E Plan, which requires the Commercial Center Core Area (7A) to be master planned prior to development.

Conclusion: Criterion 1 is satisfied as the proposed modification of Policy 3-A does not change any Conclusions.

Criterion 2. Information reflecting new or previously undisclosed public needs.

Findings: The proposed amendment is not a result of new or previously undisclosed public needs. The proposed amendment continues to support the goals and policies of the S-E Plan to create and assure mixed-use, pedestrian-friendly development that protects natural features and reduces vehicle miles traveled.

Conclusion: Criterion 2 is satisfied as the modification of Policy 3-A is not a result of new or previously undisclosed public needs.

Criterion 3. A significant change in community attitude or priorities.

Findings: Several property owners within the Village Center's Commercial Center Core Area (7A) submitted a Master Plan and design guidelines for the Commercial Center Core Area (7A) in September 2010. Submittal of a Master Plan is required by MLDC Section 10.374(4), and supported by Implementation 1-B(3) of the *Comprehensive Plan*. This submittal was reviewed by SEPIAC, and a recommendation was made to the City Council on November 1, 2012. The Master Plan proposed by the property owners indicates a realignment of Barnett Road, shifting the curve approximately 400 feet to the east. This realignment is found to be consistent with the goals and

policies of the *Comprehensive Plan*. Additionally, Barnett Road is no longer intended to carry a large level of slow moving traffic. Instead, Stanford Avenue will host the main street atmosphere, and slow moving traffic. As a result, Policy 3-A is proposed to be modified. This policy will be modified because Barnett Road is no longer intended to provide a high level of slow moving traffic, instead, Stanford Avenue will host the main street atmosphere. Therefore, Policy 3-A is proposed for modification to reflect this sight adjustment.

Conclusion: Criterion 3 is satisfied, a change in community attitude or priority necessitated the modification of Policy 3-A.

Criterion 4. Demonstrable inconsistency with another Plan provision.

Findings: None. The amendments propose changes to the Southeast Circulation Plan, which lies within the Neighborhood Element and the TSP. Amending the same map in both locations will ensure consistency is maintained between the two elements. Modification of Policy 3-A does not result in, nor is it the result of, a demonstrable inconsistency with other Plan provisions.

Conclusion: Criterion 4 is satisfied, there are no demonstrable inconsistencies with other Plan provisions.

Criterion 5. Statutory changes affecting the Plan.

Findings: The proposed amendment is not a result of a statutory change. The proposed amendment continues to support the goals and policies of the S-E Plan to create and assure mixed-use, pedestrian-friendly development that protects natural features and reduces vehicle miles traveled.

Conclusion: Criterion 5 is satisfied, there are no statutory changes affecting the Plan.

Criterion 6. All applicable Statewide Planning Goals.

Findings: The following demonstrates conformity with the applicable Statewide Planning Goals:

1. Citizen Involvement:

Goal 1 requires the City to have a citizen involvement program that sets the procedures by which a cross-section of citizens will be involved in the land use planning process, including participation in identifying public goals, developing policy guidelines, and evaluating alternatives in the revision of the *Comprehensive Plan*, and in the inventorying, mapping, and analysis necessary to develop the plan content and implementation strategies. Citizens must also be given the opportunity to participate in the development, adoption, and application of legislation to carry out a comprehensive plan. Goal 1 requires providing an opportunity to review proposed amendments prior to the public hearing, and any recommendations must be retained and receive a response from policy-makers. The rationale used to reach land use policy decisions must be available in the written record.

The City of Medford has an established citizen involvement program consistent with Goal 1 that includes review of proposed legislative *Comprehensive Plan* amendments by CPAC, the Planning Commission, and the City Council in study sessions, regular meetings, and public hearings. Affected agencies and interested persons are also invited to review and comment on such proposals, and meeting and hearing notices are published in the local newspaper, and posted on the city's website. This process has been adhered to in the development of this proposed amendment.

The proposal was prepared by CSA Planning, Inc. (representing various property owners within the Commercial Center Core Area (7A)) and the SEPIAC, and made available for review by the

public (via the city's website), affected agencies, departments, and interested persons. The Planning Commission reviewed the amendments in a study session on November 12, 2012. CPAC reviewed the amendment at a regular meeting on November 13, 2012, and Site Plan and Architectural Commission reviewed the amendments in a study session on December 7, 2012. Minutes of said meetings are included as Exhibits E, F, and G respectively.

2. Land Use Planning:

Goal 2 and its implementing *Oregon Administrative Rule* (OAR) and *Oregon Revised Statutes* (ORS) require City land use actions to be consistent with the adopted *Comprehensive Plan*, which must include identification of issues and problems, inventories, and other factual information for each applicable Statewide Planning Goal, and evaluation of alternative courses of action and ultimate policy choices, taking into consideration social, economic, energy, and environmental needs. Comprehensive plans must state how the Statewide Planning Goals are to be achieved. The plan must contain specific implementation strategies that are consistent with and adequate to carry out the plan, and which are coordinated with the plans of other affected governmental units. Implementation strategies can be management strategies such as ordinances, regulations, and project plans, and/or site or area-specific strategies such as development permits, construction permits, public facility construction, or provision of services. Comprehensive plans and implementation ordinances must be reviewed and revised on a periodic cycle to take into account changing public policies and circumstances. "Major" (legislative) revisions occur when changes are proposed that affect a large area or many different property owners or the entire city.

The proposed amendments affect the Commercial Center Core Area (7A) of the Village Center of the S-E Plan: a special area plan designated within the Neighborhood Element of the *Comprehensive Plan*, and the implementing regulations of the S-E Overlay District included in the *Land Development Code*. The amendment proposes altering the alignment of Barnett Road by shifting its curve approximately 400 feet to the east. This change necessitates a revision to the S-E Circulation Plan Map, found both in the Neighborhood Element and the TSP. The proposal is consistent with the existing conclusions, goals, and policies of the *Comprehensive Plan*.

3. Agricultural Lands: Does not apply.

4. Forest Lands: Does not apply.

5. Natural Resources, Scenic and Historic Areas, and Open Spaces:

Goal 5 requires an inventory of significant natural, scenic, and historic resources and the development of protection programs to conserve the resources through an evaluation of conflicting use impacts. The S-E Plan area as described in the Neighborhood Element of the *Comprehensive Plan* is characterized by south and west facing slopes which produce view sheds and ideal orientation for solar energy utilization. The Commercial Center Core Area (7A) contains Medford's primary undisturbed natural areas, including stream corridors and oak woodlands. Medford's *Comprehensive Plan* includes an Environmental Element that identifies Goal 5 resources and establishes appropriate policies and protection measures.

The stream drainage which runs through the Commercial Center Core Area (7A) has been identified in the Southeast Plan and on the City's General Land Use Plan Map as a Greenway corridor and, although it is not a riparian corridor, the *Land Development Code* protects this resource by providing setbacks 50 feet from top of bank. This amendment does not change the intent to protect this greenway as open space and for it to be used as a resource for bicycle and pedestrian access.

6. Air, Water, and Land Resources Quality:

Goal 6 applies because in that the S-E Plan establishes a development pattern that promotes a central core design that encourages residents to walk or cycle between neighborhoods and to the

commercial core, and thereby reduce automobile emissions. The land use plan also seeks to maximize access to, and encourage the use of, solar energy. This is also a benefit to air and water resources. Part of this proposal is the removal of the commercial square footage cap. The intention of this removal is to allow future development consistent with neo-traditional patterns by building up, thereby increasing density and shortening distances between destinations. This development pattern style allows more frequent and convenient transit service, and helps shorten car trips. All of this is a benefit to air, water, and land resources, and is also consistent with the goals and policies of the *Comprehensive Plan*.

7. Areas Subject to Natural Hazards:

Goal 7 requires local governments to adopt comprehensive plan inventories, policies, and implementing strategies that reduce the risk to people and property from natural hazards, including floods. Development in hazard areas where the risk to people and property cannot be mitigated must be avoided. In adopting plan policies and implementing strategies to protect people and property from natural hazards, local governments must consider the benefit of maintaining natural hazard areas for open space, recreation, or similar uses, and identify mitigation strategies related to the management of natural resources. Local governments must manage stormwater runoff to address flood and landslide hazards. Waterways, especially those in a natural condition, provide hydrological control benefits, and are a necessary component of an adequate stormwater management program.

The Commercial Center Core Area (7A) contains a natural drainage which is protected with a 50-foot setback. The proposed amendments do not change the protection of this area which may be beneficial to the area in case of flooding.

8. Recreation Needs:

The Commercial Center Core Area (7A) contains a portion of a Greenway, designated as a Major Greenway (Figure 3 of the S-E Plan). This greenway design contains a 20-foot wide asphalt path and 50-foot setback from top-of-bank. The proposed *Comprehensive Plan* amendment does not propose changes to the major greenway section or design standards. It is the intention of the S-E Plan to create an interconnected network of pedestrian and bicycle paths throughout the 1,000 acre S-E Plan Area. The S-E Plan states that one of the purposes of the S-E Village Center is, "To provide a design that incorporates and promotes the existing waterway and wetland areas into the Commercial Center." The amendment continues to promote this purpose.

9. Economic Development:

Goal 9 requires comprehensive plan policies to contribute to a stable and healthy economy. Such policies must be based on an inventory of sites of suitable sizes, types, locations, and service levels for a variety of industrial and commercial uses and must not exceed the carrying capacity of air, land, and water resources of the planning area.

The S-E Plan included a market study for the Commercial Center area. The amount and type of commercial businesses that would serve the area and which would be economically feasible was assessed. The S-E Plan is based on neo-traditional development patterns with detail design standards to be established. Altering the alignment of Barnett Road, and moving the "main street" from Barnett to Stanford Avenue, is in keeping with the neo-traditional development patterns.

The proposed amendments do not affect the amount of designated employment land. Part of the amendment proposes removing the square footage cap on commercial uses. This cap removal could provide for an increase in commercial square footage, leading to an increase in employment opportunities.

10. Housing:

Goal 10 specifies that each city must plan and accommodate needed housing types. Needed housing types include attached and detached single-family, multiple-family, and manufactured

homes. Plan provisions to meet housing needs must not exceed the carrying capacity of the air, land, and water resources of the planning area. Goal 10 requires an increase in population densities in urban areas while taking into consideration the ESEE (Environmental, Social, Economic, and Energy) consequences of the proposed densities.

Removal of the commercial square footage cap could encourage an increase in residential square footage, thereby increasing residential housing units in the commercial core.

11. Public Facilities and Services: Does not apply.

12. Transportation:

Goal 12 requires that the City's transportation plan be based upon an inventory of local, regional, and state transportation needs, and minimizes adverse social, economic, and environmental impacts and costs. Plans providing for the transportation system must not exceed the carrying capacity of the air, land, and water resources of the planning area, and must identify the positive and negative impacts on environmental quality.

The existing neighborhood circulation plan of the S-E Plan is located in the TSP, and calls for providing a planned layout of local streets. The S-E Village Center Transportation Oriented District (TOD) qualifies as a "mixed-use, pedestrian-friendly center" for the purpose of the Transportation Planning Rule (TPR) because it is designated in the acknowledged TSP as a TOD and will include a concentration of housing and commercial uses. The S-E Village Center qualifies as a TOD because, when built out, it will make a major transit stop more viable in the area.

According to Oregon Department of Transportation (ODOT), the proposal does not significantly affect a transportation facility according to the TPR. It does not change the functional classification of transportation facilities identified in the TSP (major streets). It does not allow new land uses that would result in levels of travel that are inconsistent with the functional classification of a transportation facility. The provisions of the S-E Overlay zone, in addition to the existing Code requirements, will require the development of a mixed-use, pedestrian-friendly center and provide for pedestrian and bicycle connectivity and access to transit.

This proposal amends the adopted neighborhood circulation plan by shifting the curve in Barnett Road approximately 400 feet to the east. This alteration in the alignment maintains a circulation pattern that promotes multi-modal transportation viability in the S-E Plan area and is consistent with the goal and policies of the *Comprehensive Plan*.

13. Energy Conservation: See findings under 6 and 12.

14. Urbanization: Does not apply.

Note: Goals 15–19 apply only to other regions of the State.

Conclusion: Criterion 6 is satisfied.

COMPREHENSIVE PLAN - REVIEW AND AMENDMENTS SECTION – IMPLEMENTATION STRATEGIES

The following criteria apply to the removal of Implementation Strategy 3-A(1). (See Page 8 of Exhibit A)

Amendments shall be based on:

Criterion 1. A significant change in one or more Goal or Policy.

Findings: This amendment proposes to modify Policy 3-A and remove Implementation 3-A(1) of the Neighborhood Element, S-E Plan and the Goals, Policies, and Implementation Element. This policy is proposed to be modified, and implementation strategy to be removed for the following reasons: the amendment proposes (1) changing the "main street" emphasis from Barnett Road to Stanford Avenue; and (2) shifting the curve in Barnett Road approximately 400 feet to the east. It is intended that these changes in the plan will move the high level of slow moving traffic to Stanford Avenue, and Barnett Road will serve as a Minor Arterial through the S-E Commercial Center Core Area (7A) (from approximately 250 feet east of the intersection of North Phoenix Road). This proposed amendment continues to support the goals and policies of the S-E Plan to create and assure mixed-use, pedestrian-friendly development that protects natural features and reduces vehicle miles traveled.

Conclusion: Criterion 1 is satisfied, because removal of Implementation 3-A(1) is a result of the modification of Policy 3-A.

Criterion 2. Availability of new and better strategies such as may result from technological or economic changes.

Findings: The proposed amendment is not a result of new or better strategies resulting from technological or economic changes. The proposed amendment continues to support the goals and policies of the S-E Plan to create and assure mixed-use, pedestrian-friendly development that protects natural features and reduces vehicle miles traveled.

Conclusion: Criterion 2 is not applicable, because the removal of Implementation Strategy 3-A(1) is not the result of the availability of new or better strategies resulting from technological or economic changes.

Criterion 3. Demonstrable ineffectiveness of present strategy(s).

Findings: The proposed amendment is not a result ineffectiveness of the present strategies of the *Comprehensive Plan*. The proposed amendment continues to support the goals and policies of the S-E Plan to create and assure mixed-use, pedestrian-friendly development that protects natural features and reduces vehicle miles traveled.

Conclusion: Criterion 3 is satisfied; there is not a demonstrable ineffectiveness of the present strategy(s).

Criterion 4. Statutory changes affecting the Plan.

Findings: The proposed amendment is not a result of a statutory change. The proposed amendment continues to support the goals and policies of the S-E Plan to create and assure mixed-use, pedestrian-friendly development that protects natural features and reduces vehicle miles traveled.

Conclusion: Criterion 4 is not applicable, because there are no statutory changes affecting the Plan.

Criterion 5. Demonstrable budgetary constraints in association with at least one of the above criteria.

Findings: The proposed amendments are not a result of budgetary constraints. The proposed amendments continue to support the goals and policies of the S-E Plan to create and assure mixed-use, pedestrian-friendly development that protects natural features and reduces vehicle miles traveled.

Conclusion: Criterion 5 is not applicable because there are no demonstrable budgetary constraints in association with the above criteria.

Criterion 6. All applicable Statewide Planning Goals.

Findings: Please see findings above under "Goals and Policies, Criterion 6."

Conclusion: Criterion 6 is satisfied.

COMPREHENSIVE PLAN - REVIEW AND AMENDMENTS SECTION – STREET RECLASSIFICATIONS

The following criteria are applied to the following portions of the proposed amendment: (1) correcting the S-E Circulation Plan Map to show Barnett Road as a Major Arterial from North Phoenix Road to 250 feet east; and (2) moving the curve and special street standards for Barnett Road 400 feet to the east. The correction to the designation of Barnett Road is a mapping correction. The shift in the curve in Barnett Road is proposed because the City of Medford currently has right-of-way for Barnett Road, in a linear configuration, at this location. Also, the curve in Barnett Road at this location is no longer necessary to accommodate a large level of slow moving traffic because the main street focus is proposed to be shifted to Stanford Avenue, from Barnett Road. Barnett Road east of Stanford Avenue, in Area 7B, is proposed to have on-street parking, and slow moving traffic.

Amendments shall be based on:

Criterion 1. A demonstrated change in need for capacity which is consistent with other plan provisions.

Findings: The proposed amendment is not the result of change in need for capacity. The amendment proposes to correct the S-E Circulation Plan to illustrate the change in designation of Barnett Road. Currently the S-E Plan designates Barnett Road as a Major Arterial from North Phoenix Road to 250 feet east; and the S-E Circulation Plan does not. This amendment will correct this mapping error.

Conclusion: Criterion 1 is satisfied, there is no demonstrated change in need for capacity.

Criterion 2. Consideration of alternatives to the proposed revision which includes alternative vehicle routes and alternative travel modes that would better preserve the livability of affected residential neighborhoods.

Findings: Consideration of alternatives to the proposed revision is not necessary due to the nature of the proposal: the amendment simply corrects a mapping error to ensure consistency between the S-E Circulation Plan and the S-E Plan. Barnett Road is designated a Major Arterial from North Phoenix Road to 250 feet east. From this location, Barnett Road is then designated a Minor Arterial.

Conclusion: Criterion 2 is satisfied, no change in classification is proposed, so no consideration is required of alternatives.

Criterion 3. A significant change in one or more Goals or Policy.

Findings: The amendment proposes the modification of Policy 3-A of the Neighborhood Element, S-E Plan, because the proposal moves the main street emphasis from Barnett Road to Stanford Avenue within the Commercial Center Core Area (7A). This change in emphasis will result in slow moving traffic on Stanford Avenue rather than on Barnett Road. As such, the policy

which provides for a reduced level of service to accommodate slower moving traffic on Barnett Road in the Commercial Center Core Area (7A) is proposed to be modified to reflect this change.

Conclusion: Criterion 3 is satisfied. Policy 3-A of the Neighborhood Element is proposed to be modified.

Criterion 4. Statutory changes affecting the Plan.

Findings: The proposed amendment is not a result of a statutory change. The proposed amendment continues to support the goals and policies of the S-E Plan to create and assure mixed-use, pedestrian-friendly development that protects natural features and reduces vehicle miles traveled.

Conclusion: Criterion 4 is satisfied; there are no statutory changes affecting the Plan.

Criterion 5. Demonstrable budgetary constraints in carrying out the existing Plan.

Findings: Barnett Road is proposed to be realigned because the City of Medford currently possesses the linear right-of-way for Barnett Road at its current location. Curving Barnett Road within the Commercial Center Core Area (7A) would require city funds to acquire the right-of-way. Also, Barnett Road in this location is no longer intended to carry a high level of slow moving traffic because the main street emphasis is proposed to be moved to Stanford Avenue. The proposed amendments continue to support the goals and policies of the S-E Plan to create and assure mixed-use, pedestrian-friendly development that protects natural features and reduces vehicle miles traveled.

Conclusion: Criterion 5 is satisfied; the realignment of Barnett Road will utilize existing right-of-way and avoid the need to use city funds to purchase additional right-of-way.

Criterion 6. All applicable Statewide Planning Goals.

Findings: Please see findings above under "Goals and Policies, Criterion 6."

Conclusion: Criterion 6 is satisfied.

COMMENTS FROM AGENCIES

Comments were received from the following affected agencies: Jackson County Roads (Exhibit B) and Oregon Department of Transportation (ODOT) (Exhibit C).

The Medford Public Works Department Report is included as Exhibit D. Contained within this report is clarifications regarding Stanford Avenue, and a suggested revision to the proposed language regarding Barnett Road not being the "main street."

RECOMMENDATIONS

Southeast Plan Implementation and Advisory Committee

The SEPIAC found the proposed master plan to be technically approvable and consistent with the *Comprehensive Plan* and *MLDC* with proposed amendments. However, SEPIAC did not endorse the master plan, and felt it could be more pedestrian-friendly, greenway-oriented, and architecturally specific, particularly along Stanford Avenue (the new main street). The proposed *Comprehensive Plan* amendments proposed in this application are recommended by the SEPIAC, as they are a result of collaboration among the property owners and the committee.

Planning Commission

The Planning Commission reviewed the proposals at their November 12, 2012 study session. Minutes are included as Exhibit E. The Planning Commission held a public hearing on February 14, 2013 in which they voted to forward a favorable recommendation to the City Council for approval of CP-12-089 (Exhibit J).

Citizens Planning Advisory Committee

The Citizens Planning Advisory Committee (CPAC) reviewed the proposed amendments on November 13, 2012. No recommendation was made (Exhibit F).

Site Plan and Architectural Commission

The Site Plan and Architectural Commission (SPAC) reviewed the proposal at their December 7, 2012 study session. Minutes are included as Exhibit G.

RECOMMENDED ACTION

Based on the findings and conclusions that all of the approval criteria are either met or are not applicable, the Planning Commission recommends that the City Council approve CP-12-089 per the Staff Report dated February 20, 2013 including Exhibits A through J.

EXHIBITS

- A** Proposed *Comprehensive Plan* Amendment
- B** Jackson County Roads Memorandum dated November 14, 2012
- C** Oregon Department of Transportation Email dated November 21, 2012
- D** Public Works Department Staff Report dated January 9, 2013
- E** Planning Commission November 12, 2012 Study Session Minutes
- F** Citizens Planning Advisory Committee November 13, 2012 Meeting Minutes
- G** Site Plan and Architectural Commission December 7, 2012 Study Session Minutes
- H** Zoning Map
- I** General Land Use Plan Map
- J** Planning Commission Hearing Minutes February 14, 2013

PLANNING COMMISSION AGENDA:	FEBRUARY 14, 2013
CITY COUNCIL AGENDA:	MARCH 7, 2013

Comprehensive Plan Amendment Proposal

Underlined copy indicates an addition; ~~Struck-through copy~~ indicates a deletion.

NEIGHBORHOODS ELEMENT

SPECIAL CIRCULATION AND LAND USE PLANNING STUDIES IN SOUTHEAST MEDFORD

The primary purposes of the *Southeast Plan* include:

- 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, including The Southeast Village Center (Area 7A) may be approved through a Master Plan rather than a PUD process.

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.

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 ~~both sides of~~ Barnett Road has been designated as the "Commercial Center Core Area"- (7A).

Exhibit A

SOUTHEAST OVERLAY ZONING DISTRICT

The *Southeast Plan* is implemented through various planning and zoning controls in the Medford *Land Development Code*. 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 Planned Unit Development process, and lays out regulations for design features such as pedestrian-friendly site design, streetscapes, greenways, alleys and street trees.

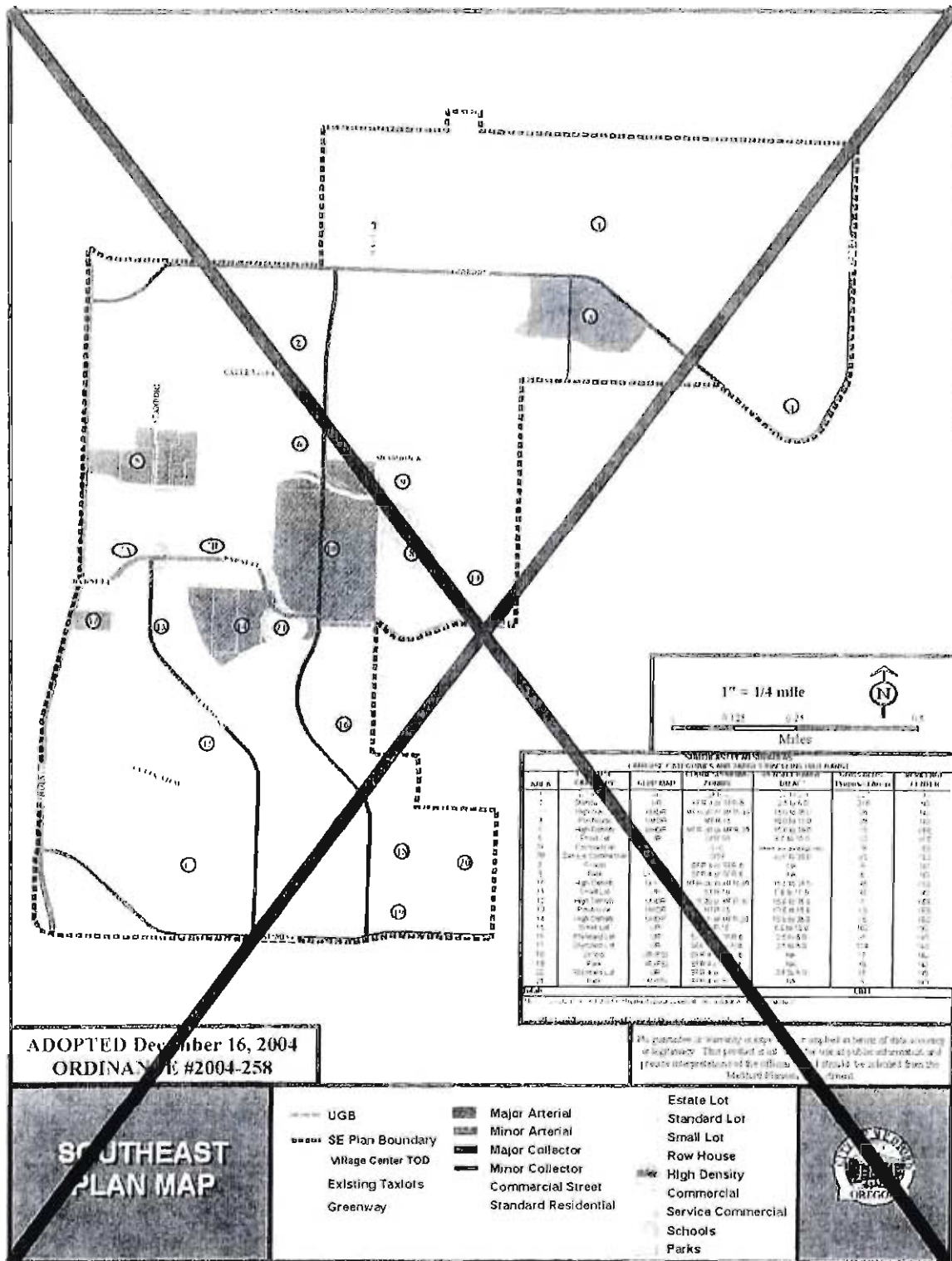
An Oregon Transportation and Growth Management (TGM) Program Code Assistance Grant was utilized to update the S-E Overlay Zoning District. In addition, the Medford City Council appointed the Southeast Plan Implementation Advisory Committee to oversee the update of the S-E Overlay District as well as 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.

Exhibit A

SE Plan Commercial Center Core Area Comp. Plan Amendments (CP-12-089)

February 20, 2013

FIGURE 1: SOUTHEAST PLAN MAP NEIGHBORHOOD ELEMENT, SE PLAN, COMPREHENSIVE PLAN



I:\Project Files\Planning\SEMED\Figures\Landuse 2004 8x11.mxd

Exhibit A

SE Plan Commercial Center Core Area Comp. Plan Amendments (CP-12-089)

February 20, 2013

(Revisions include: Goddard property removed from 7A, Barnett Road realigned to east and designated a Major Arterial from North Phoenix Road 250-feet east)

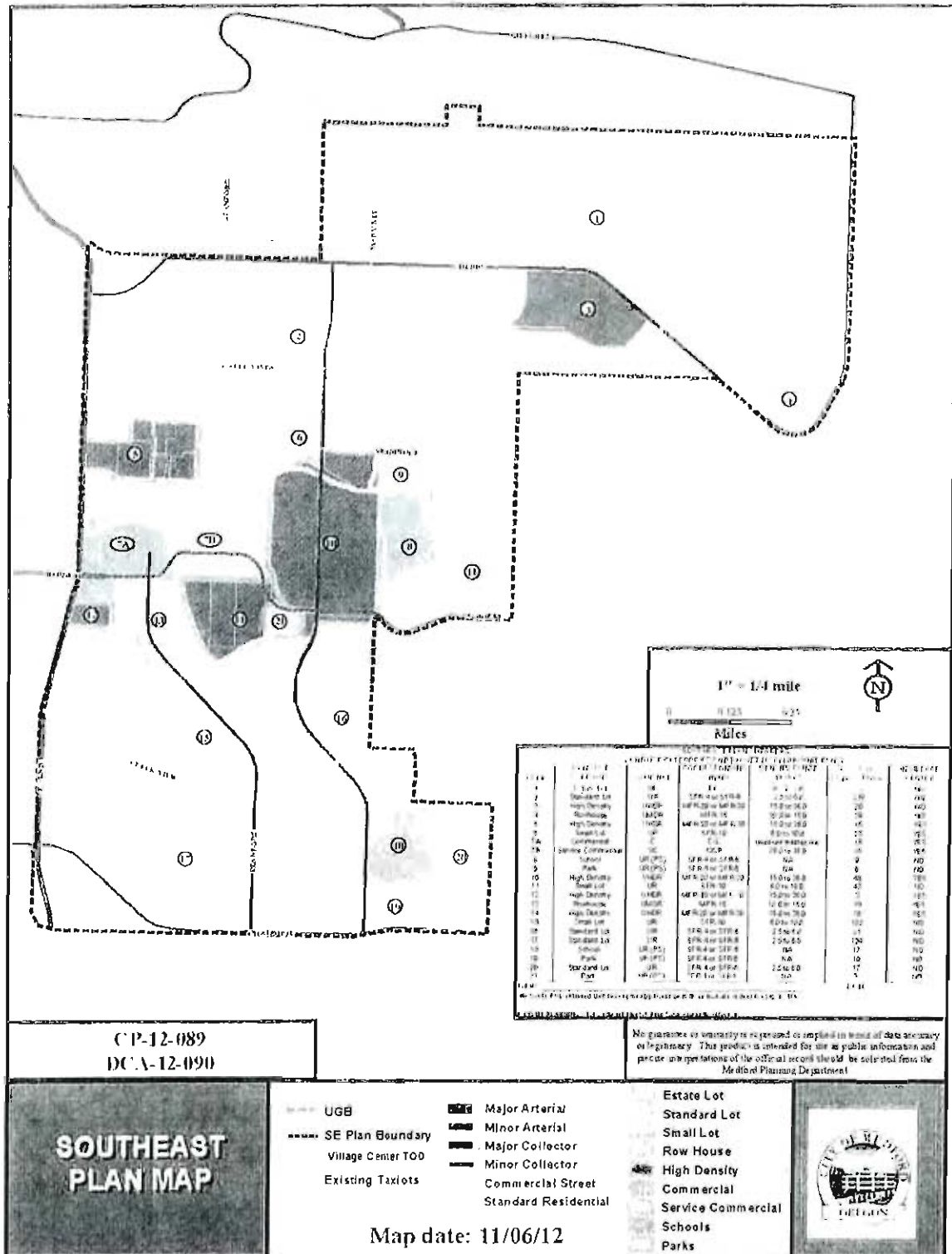


Exhibit A

SOUTHEAST VILLAGE CENTER

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 (sub-area 7A) of approximately 18 acres is the primary retail center located ~~on both sides of~~ along Barnett Road extending from North Phoenix Road to a point east of Stanford Avenue. The Core Area will contain ~~150,000 square feet of~~ retail and commercial businesses with residential uses allowable above ground floor level in mixed use buildings. ~~And a portion of the Greenway is also located within the Core Area (7A) boundary.~~ These areas are depicted in Figure 2.

Exhibit A

FIGURE 2: SOUTHEAST VILLAGE CENTER MAP, NEIGHBORHOOD ELEMENT, SE PLAN, COMPREHENSIVE PLAN

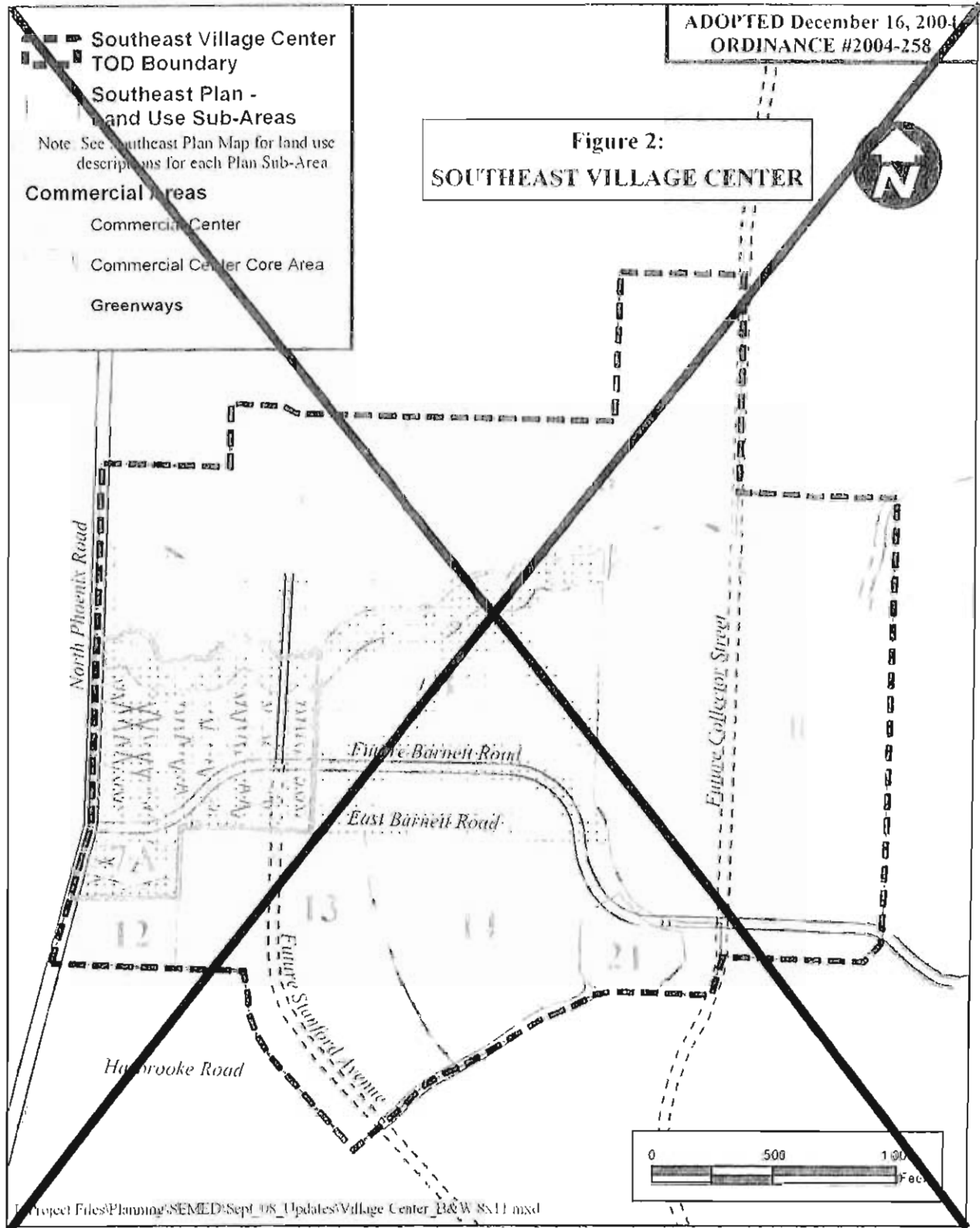
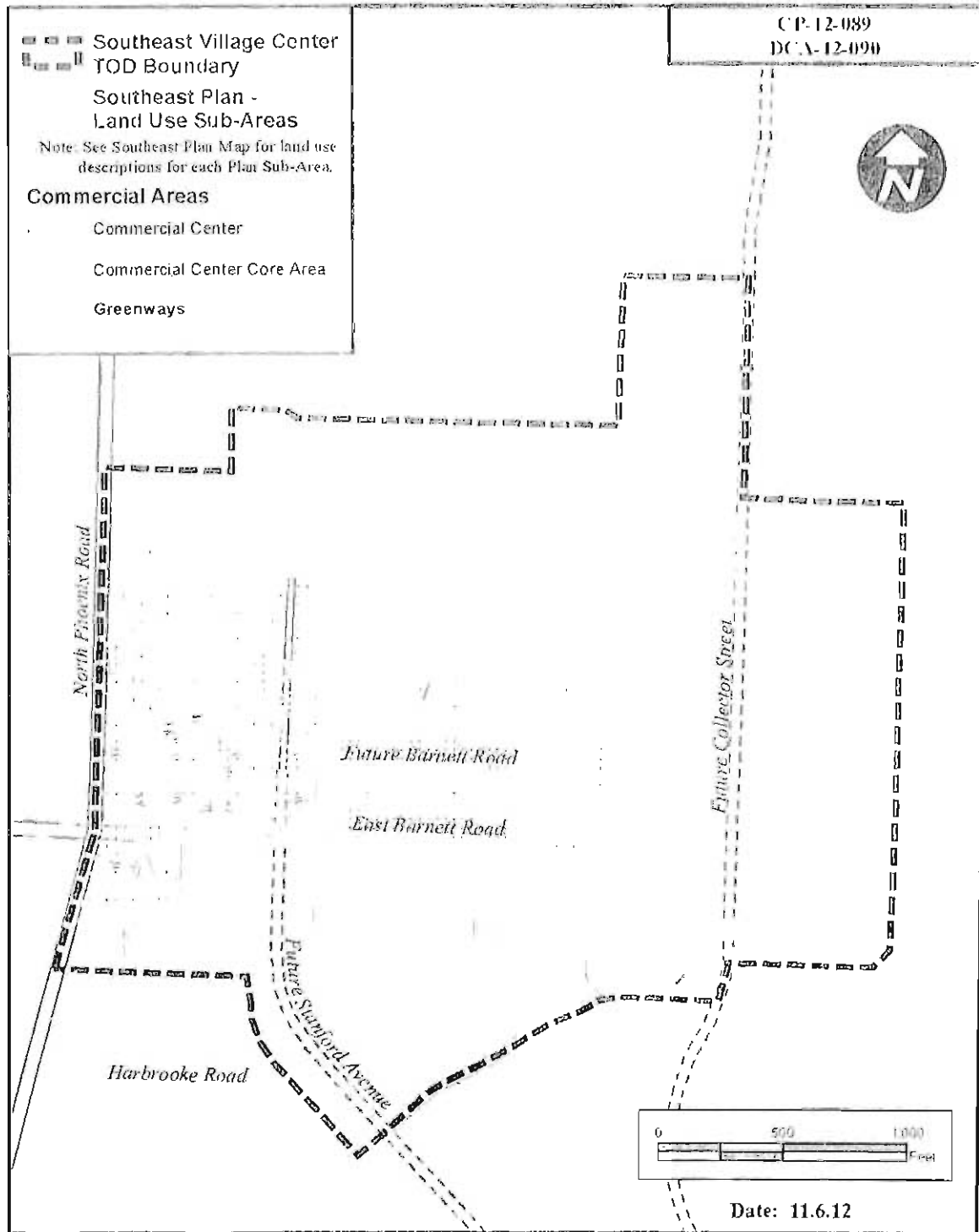


Exhibit A

(Revisions include: Goddard property removed from 7A, and Barnett Road realigned to east)



GOALS, POLICIES, AND IMPLEMENTATION MEASURES. SOUTHEAST PLAN.

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 Barnett Road-Stanford Avenue within the Commercial Center is desired to have a high level of slow moving traffic.

~~**Implementation 3-A(1):** Assess *Medford Land Development Code* language related to the transportation LOS to determine if changes are needed to accommodate the exemption of zone changes in the City from meeting the minimum transportation LOS standard for the alternatively-designed section of Barnett Road located within the Southeast Commercial Center. (Deleted [Date of Approval])~~

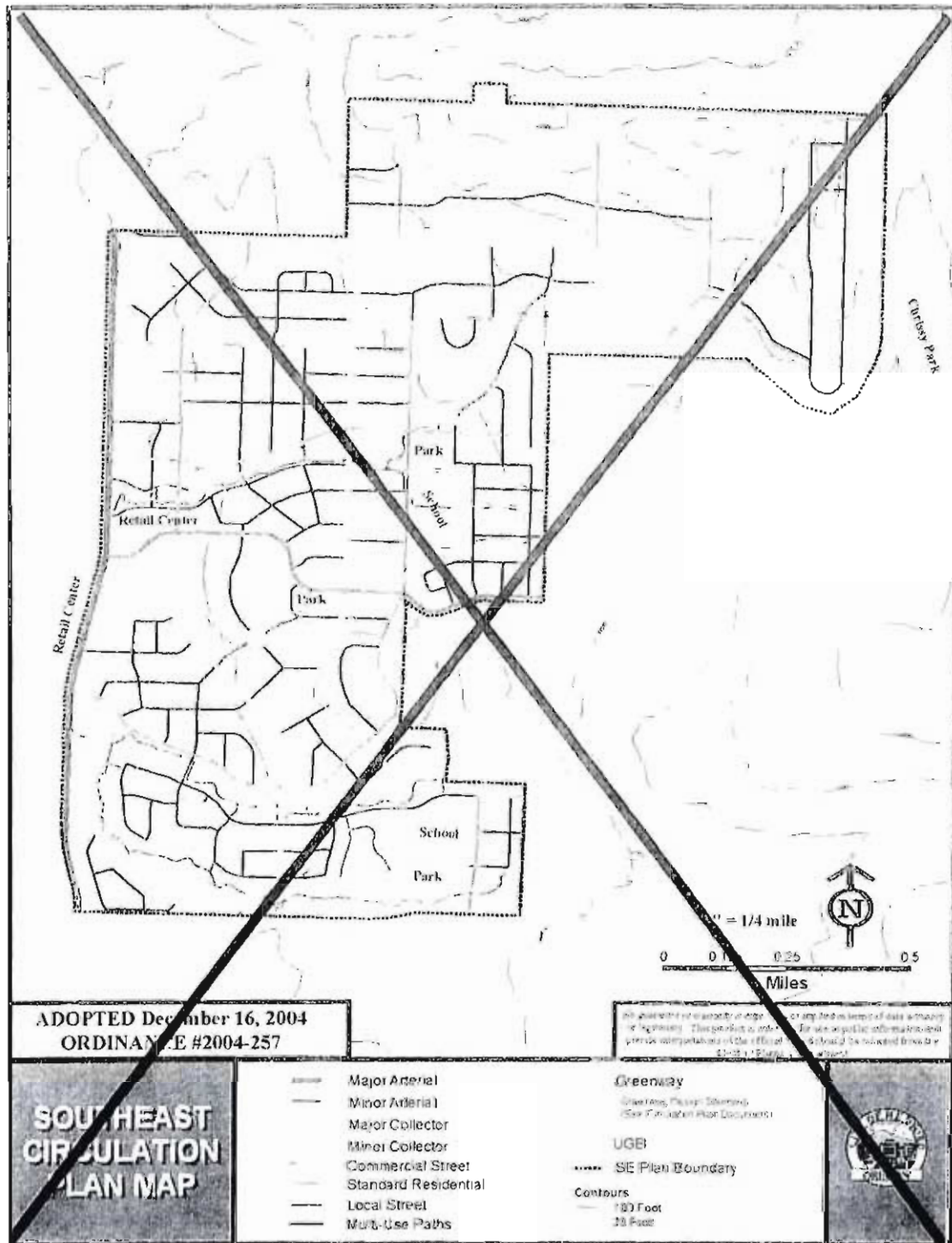
Southeast Medford Plan Area Neighborhood Circulation Plan and Transportation Policies and Guidelines

Neighborhood Circulation Plans

TSP Implementation Strategy 2-D(1) directs the City to “*Identify unique street design treatments, such as boulevards or “main” streets, through the development and use of special area plans, neighborhood plans, or Neighborhood Circulation Plans adapted in the Medford Comprehensive Plan.*” This Neighborhood Circulation Plan anticipates a town center “main street” along Barnett Road in the Southeast Village Commercial Center, along Stanford Avenue within the Commercial Center Core Area [7A].

Exhibit A

FIGURE 1: SOUTHEAST AREA NEIGHBORHOOD CIRCULATION PLAN MAP, SE MEDFORD PLAN AREA, NEIGHBORHOOD CIRCULATION PLAN AND TRANSPORTATION POLICIES AND GUIDELINES, NEIGHBORHOOD ELEMENT, COMPREHENSIVE PLAN



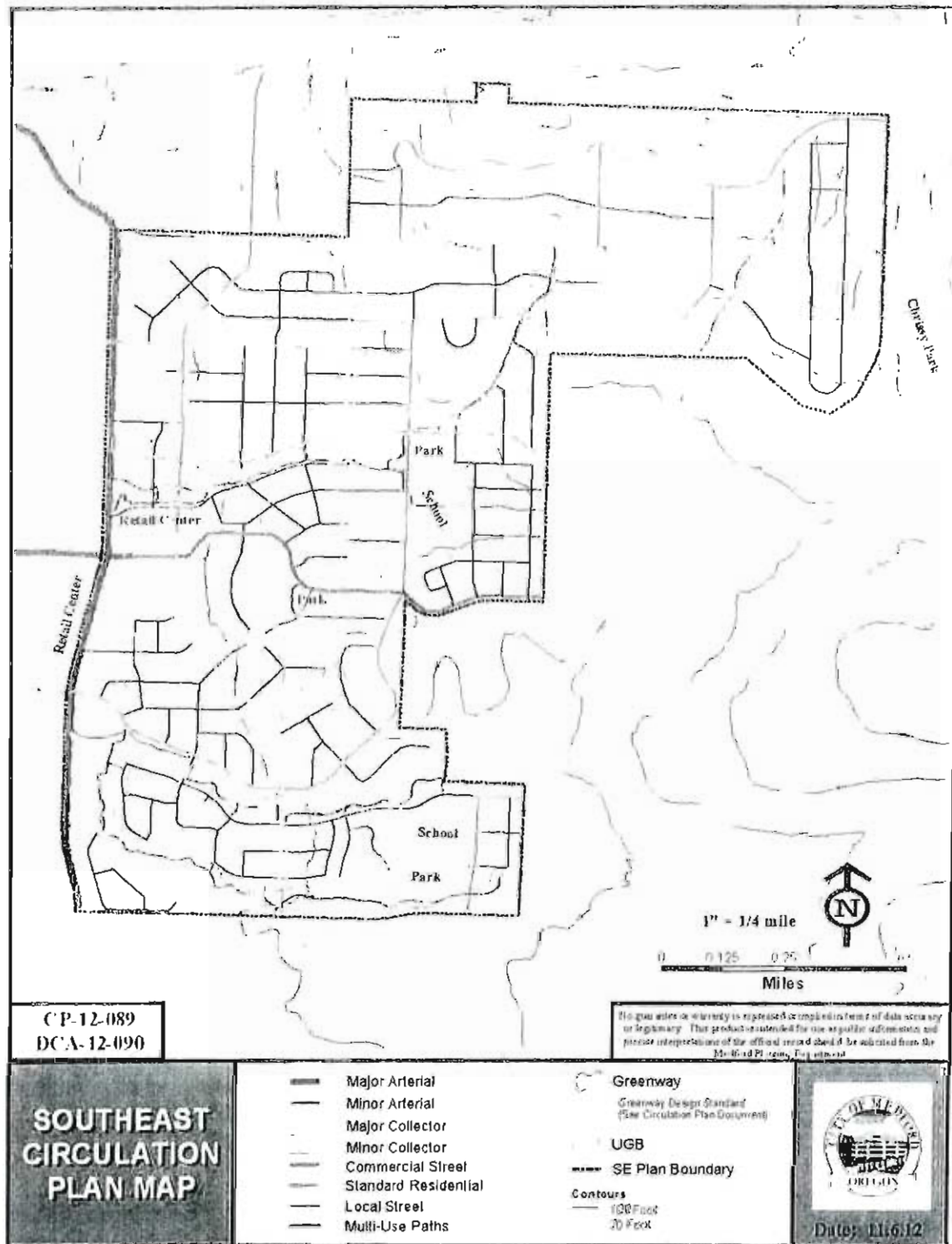
P:\COMP PLANNING DIV\Comprehensive Plan\Adopted Comprehensive Plan Document\Neighborhoods\Adopted Circulation Plan & 11

Exhibit A

SE Plan Commercial Center Core Area Comp. Plan Amendments (CP-12-089)

February 20, 2013

(Revisions include: Barnett Road realigned to east, and designated Major Arterial from North Phoenix Road 250-foot east)



PART I -- Existing and Planned Activity Centers and Transportation System in the Southeast Area

A. Existing and Planned Neighborhood Activity Centers

Southeast Village Center

The Southeast Village Center TOD is to contain a Commercial Center Core Area (7A) with ~~up to 100,000 square feet of community commercial uses, plus including~~ up to 50,000 square feet for a grocery store, residential uses of up to sixty units per acre, and a Greenway with shared-use paths. The TOD will also contain an additional 35 acres of service and professional office commercial and high-density residential uses, and a surrounding 150 acres of other residential uses, ranging from small lot single-family and medium density (rowhouses), to high-density residential, including retirement facilities. The streetscape and street/alley designs in this area will have special character to assure pedestrian friendliness and a "town center" atmosphere. Rogue Valley Transportation District (RVTD) transit service is being extended to the area from the west via Barnett Road. Initially, a transit stop will be provided in the Commercial Center Core Area (7A).

Lennertz-Coyle Commercial Center Plan

According to the study, for the retail uses to be viable, a high level of slow moving traffic with on-street parking, similar to a traditional main street, is necessary. The planned realignment has been shifted approximately 400 feet further east as a result of the more detailed Commercial Center Core

Area (7A) master planning process. This location coincides with the intersection at East Barnett Road and Stanford Avenue.

The study's preferred alternative for the community commercial site recommended approximately 100,000 square feet of retail commercial uses and up to 50,000 for a grocery store located generally between North Phoenix Road and Stanford Avenue, with the remainder of the commercial area utilized for civic, office, and high-density residential uses, including mixed uses. Stanford Avenue designated a Commercial Street where the abutting zoning is commercial, and will be the north-south retail street. The block on Barnett Road between its intersections with North Phoenix Road and Stanford Avenue will need to be addressed designed to assure pedestrian connectivity due to its considerable length.

Other Existing Facilities

Other existing facilities in the Southeast Plan Area include the Swim and Tennis Club on North Phoenix Road, the Medford Fire Station on Barnett Road, and two fraternal lodges. A regional fiber optic network hub facility is also sited adjacent and to the east of the fire station. Adequate access for the fire station located on the south side of Barnett Road in the future Commercial Center Core Area (7A) will be critical. The planned realignment of Barnett Road to the north in the vicinity of the fire station will necessitate driveway and traffic signal design that assures quick access to North Phoenix Road as well as to the east.

PART II – General Circulation System Policies and Guidelines for the Southeast Area**A. Interconnected Street Network**

Street Design Standards

Private streets are often utilized when a deviation of City street standards is desired to accommodate a particular site design or difficult property. Private streets or alleys should be utilized only when neighborhood interconnectedness and convenient public access to activity centers will not be compromised. The "Exceptions" (variance) process has also been used to vary public street standards when a private developer is constructing a public street. When the City is constructing the street, a Transportation Facility process is used to vary street standards. A clear process for considering alternative street design standards should be developed for the *Land Development Code* since these processes do not provide the best means for determining when alternative standards are acceptable. Locations where alternative street designs are appropriate in the Southeast Plan Area have been identified in this plan where known.

Access Management

The ~~proposed~~ Southeast Overlay District requires residential owners abutting Collector streets to landscape and maintain the planter strips and any landscape area between the property line and sidewalk. When through-lots are demonstrated to be necessary, a fencing setback of at least 10 feet and full improvement of the abutting right-of-way with landscaping and irrigation is required, along with a property owners' association or another design or mechanism that will assure continued maintenance. In the Southeast Area, North Phoenix Road is the only higher order street expected to contain several abutting residential through-lots due to its higher speed limit. This design can likely be avoided elsewhere in the Southeast Area. The North Phoenix Road "Arterial Street Frontage Landscaping and Vertical Separation Features" are displayed on pages 19 and 20.

B. Streetscape Design

Right-of-Way Design

Right-of-way design in the Southeast Area is intended to be "context sensitive". This means that modifications to designs have been considered based upon the abutting planned land use. The needs of the abutting planned land use should be balanced with area-wide and citywide transportation needs. The context of the Southeast Village Center as a Transit Oriented District (TOD) will dictate the design of the rights-of-way in this area, and most particularly in the

Commercial Center portion of the TOD. The proposed street design in the Commercial Center is described in more detail under the Streetscape Design section for Barnett Road.

Medford TSP Implementation Strategy 1-A(3) requires that the City maintain Arterial streets to a minimum overall performance during peak travel periods meeting Level of Service (LOS) "D." This test usually occurs at the time facility adequacy is determined during consideration of a proposed zone change. Because Stanford Avenue and Barnett Road, east of Stanford Avenue, within the Commercial Center is desired to have a high level of slow moving traffic, future zone changes in the City will be exempt from meeting the minimum LOS standard for Stanford Avenue and the alternatively-designed section of Barnett Road, east of Stanford Avenue, located within the Commercial Center. ~~Land Development Code language related to LOS should be assessed to determine if changes are needed to accommodate this special situation.~~

PART III – Street Specific Circulation System Policies and Guidelines for the Southeast Area

A. North Phoenix Road (Major Arterial Street)

Planned Intersections – North Phoenix Road

Barnett Road with North Phoenix Road (Major Arterial with Major Arterial)

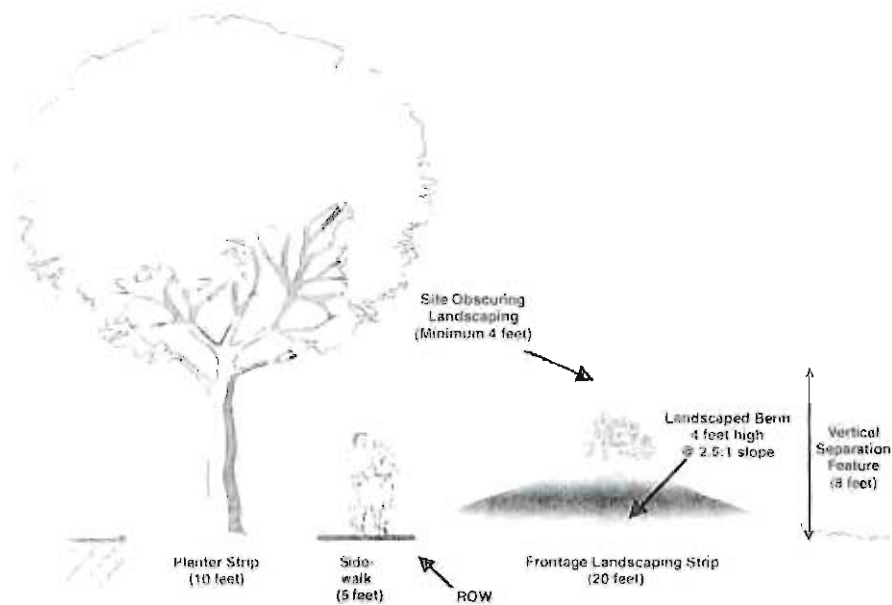
The primary pedestrian, bicycle, and motor vehicle access to and from the Southeast Area will be via this intersection. It will function as the "gateway" to this neighborhood. The multi-modal design and improvement of the intersection will be essential in connecting the Larson Creek Shopping Center with the future Commercial Center Core Area (7A) located diagonally across the intersection. Retail commercial development will be located at three corners of the intersection with office development at the northwest corner. Widening of the intersection is planned as a "medium range" project (2009-2013). Due to the potential expansive width of the intersection, designing specifically for pedestrian and bicycle friendliness will be crucial. (Note that the classification of Barnett Road ~~is~~ transitions from a Major Arterial to a Minor Arterial about 250 feet east of North Phoenix Road.)

Streetscape Design – North Phoenix Road

FIGURE 6: NORTH PHOENIX ROAD ARTERIAL STREET FRONTAGE LANDSCAPING AND VERTICAL

Exhibit A

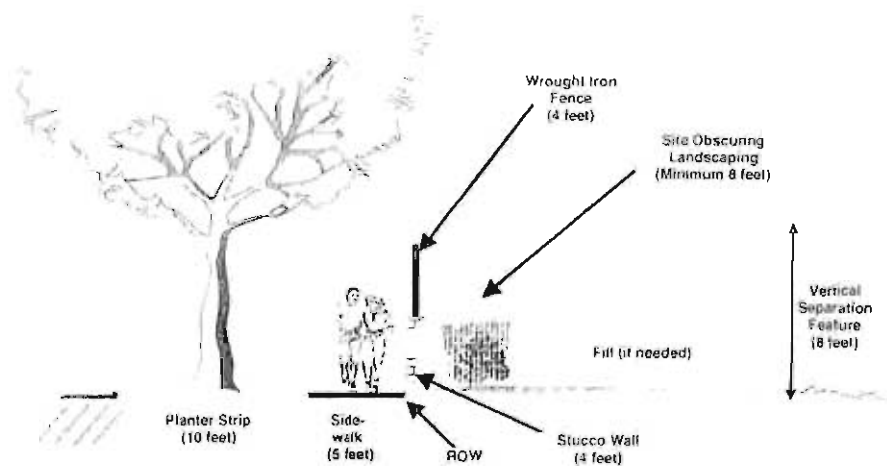
SEPARATION FEATURE 'A', FOR RESIDENTIAL DEVELOPMENT



For the easterly side of North Phoenix Road between Barnett Road and Coal Mine Road

*To fulfill the requirements of Medford Land Development Code Section 10.797-(12)

FIGURE 7: NORTH PHOENIX ROAD ARTERIAL STREET FRONTAGE LANDSCAPING AND VERTICAL SEPARATION FEATURE 'B,' FOR RESIDENTIAL DEVELOPMENT



For the easterly side of North Phoenix Road between Barnett Road and Old Cherry Lane

*To fulfill the requirements of Medford Land Development Code Section 10.797-(12)

B. Barnett Road (Minor Arterial Street)

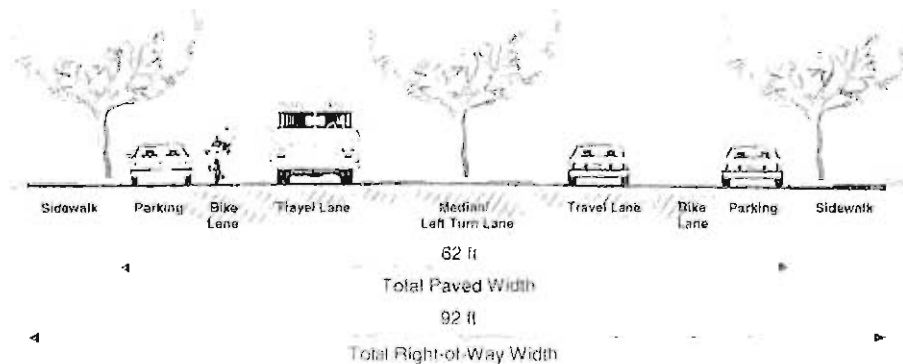
Streetscape Design -- Barnett Road

Commercial Center

To achieve commercial zoning on both sides of Barnett Road, which will be essential to creating a town center, Barnett Road will be curved northward through the commercially designated area, where the City will acquire a new right-of-way. The realignment will initiate at the intersection with Stanford Avenue as East Barnett Road extends through Commercial Center Area 7B. The current Barnett Road right-of-way will be vacated to the abutting property owners leaving the Commercial designation north of the centerline of the old right-of-way. This will provide a commercial lot depth of approximately 250 feet. The recommended speed in town centers is 25 mph. Stanford Avenue, north of East Barnett Road, will also be constructed as commercial street with retail shops and parking on both sides. *"A high volume of slow moving traffic is critical to a successful retail main street. A lowered design speed will allow smaller main street style businesses to capture traffic without long frontages or large signs."* (Lennertz-Coyle Commercial Center Plan).

The Scottish Rite Lodge has been changed to a commercial designation to provide a consistent commercial designation on both sides of the street at this gateway entry into the Southeast Village Area. Since there will be on-street parking in the town center, extra wide sidewalks (15+/- feet) with tree wells should be used in lieu of planter strips. -Bicyclists should not be permitted on the sidewalks in the Commercial Center. -The fire station should retain its frontage on Barnett Road due to the value of having a striking civic building at this location. A "green" should be considered for the newly created area between the fire station and the relocated street. It will be essential that proper access and traffic signals are provided for quick response from the fire station in all directions.

Figure 8: EAST BARNETT ROAD CROSS SECTION IN SE COMMERCIAL CENTER



* Beginning approximately 250 feet east of North Phoenix Road at intersection with Stanford Avenue

The City will be responsible for the installation and maintenance of the landscaping in the

planter strips on Barnett Road only where abutting residential zones. -A consistent design should be developed for the Commercial Center, including pedestrian-scale streetlights. -A consistent design for landscaped medians for which the City will be responsible should also be developed. Where on-street parking is planned in the Commercial Center, street trees will be located in extra wide sidewalks in lieu of planter strips. The special cross section for Barnett Road, including on-street parking, should extend from ~~approximately 250 feet east of North Phoenix Road~~ Stanford Avenue to the easterly edge of the Commercial Center designation.

TRANSPORTATION SYSTEM PLAN ELEMENT

SOUTHEAST MEDFORD TOD

Land Use Types

The core of the Southeast Plan Area, the Southeast Village Center TOD encompasses approximately 175 acres located along Barnett Road containing a retail commercial center core area with surrounding mixed-use commercial area, and additional medium and high density residential and institutional uses. The commercial area is to be designated as a "town center" with on-street parking and ground-floor retail adjacent to the sidewalks. Barnett Road between North Phoenix Road and Stanford Avenue will not have on-street parking. The neighborhood circulation plan includes design standards for streets, streetscapes, and non-motorized transportation circulation.

Implementation Ideas

Likely land uses within the TOD include community commercial shopping opportunities, such as grocery stores to compete with Albertsons across the street, chain stores such as Office Depot and smaller specialty shops that cater to the residents of the higher density residential within the village Center and those living in the surrounding trade area. ~~The Southeast Plan limits the Commercial Center core Area to 150,000 square feet of retail uses.~~ Individual businesses are limited to no more than 50,000 square feet.



JACKSON COUNTY Roads

**JC Roads
Engineering**

Russell Logue
Construction & Development Manager

200 Antelope Road
White City, OR 97503
Phone: (541) 774-6255
Fax: (541) 774-6295
loguer@jacksoncounty.org

www.jacksoncounty.org

November 14, 2012

Attention: Carly Quillory
Planning Department
City of Medford
200 South Ivy Street, Lausmann Annex, Room 240
Medford, OR 97501

RE: Class A (Major) legislative amendment of the Medford Comprehensive Plan.
Planning File: CP-12-089

Dear Carly:

Thank you for the opportunity to comment on this request for a Class A (Major) legislative amendment of the Medford Comprehensive Plan to revise the Neighborhood Element, Southeast Plan, Commercial Center Core Area (7A) pertaining to the Master Plan and of the Commercial Center Core Area (7A), approximately 18 acres located at the northeast corner of East Barnett Road and North Phoenix Road, and the Street Functional Classification Map of the Transportation Element to designate East Barnett Road as a Major Arterial from North Phoenix Road 250-feet east and adjust its development. Jackson County Roads has no comments.

If you have any questions or need further information feel free to call me at 774-6255.

Sincerely,

Russell Logue
Construction & Development Manager

Carly A Guillory

From: GUEVARA Thomas <Thomas.GUEVARA@odot.state.or.us>
Sent: Wednesday, November 21, 2012 9:58 AM
To: 'Carly.Guillory@cityofmedford.org'
Subject: Southeast Plan Commercial Center Core Area Amendment (CP-12-089)

Thank you for sending agency notice on a proposed consideration of a Class A (major) legislative amendment of the Medford Comprehensive Plan to revise the Neighborhood Element, Southeast Plan, Commercial Center Core Area (7A) pertaining to the Master Plan & of the Commercial Center Core Area (7A), approximately 18 acres located at the northeast corner of East Barnett Rd. & North Phoenix Rd. & the Street Functional Classification Map of the Transportation Element to designate East Barnett Rd. as a Major Arterial from North Phoenix Rd. 250 feet east & adjust its development. We reviewed the proposed project and determined it does not significantly affect state transportation facilities under the State Transportation Planning Rule (OAR 660-012-0060) or State Access Management Rule (OAR 734-051-000). We have no further comments at this time.

Thomas Guevara Jr. | ODOT Planning & Finance Section

Region 3 | 3500 NW Stewart Parkway | Roseburg, OR 97470

T: 541-957-3692 | F: 541-957-3547 | E: Thomas.Guevara@odot.state.or.us

CITY OF MEDFORD
GRANT # C
File # CP-12-089

PUBLIC WORKS DEPARTMENT STAFF REPORT

Project Description:

Consideration of a Class A (major) legislative amendment of the Medford Comprehensive Plan to revise the Neighborhood Element, Southeast Plan, Commercial Center Core Area (7A) pertaining to the Master Plan and of the Commercial Center Core Area (7A), approximately 18 acres located at the northeast corner of East Barnett Road and North Phoenix Road, and the Street Functional Classification Map of the Transportation element to designate East Barnett Road as a Major Arterial from North Phoenix Road 250 feet east and adjust its development.

Applicant: City of Medford

The Public Works Department has reviewed the proposed amendment to the Medford Comprehensive Plan, and have the following comments:

1. Appendix A: Southeast Plan Map (Page 2 of 7)

Stanford Avenue is only a major collector south of Barnett Road. It is a commercial street north of Barnett Road within the commercial core area.

2. Appendix C: Figure 1: Southeast Area Neighborhood Circulation Plan Map (Page 3 of 7):

Stanford Avenue is only a major collector south of Barnett Road. It is a commercial street north of Barnett Road within the commercial core area.

3. Lennertz-Coyle Commercial Center Plan (Page 4 of 7):

The first paragraph in this section should address that Stanford has been identified as the "traditional main street" with slow moving traffic and on-street parking within the retail area, instead of Barnett Road. If the proposed amendment is adopted, Barnett would no longer be considered as the "traditional main street". This would include the section of Barnett east of Stanford Avenue.

CP-12-089



MINUTES
PLANNING COMMISSION STUDY SESSION
November 12, 2012

The study session of the Medford Planning Commission was called to order at 12:00 p.m. in Room 151 of the Lausmann Annex on the above date with the following members and staff in attendance:

Commissioners: Tim Jackle, Norm Nelson, Daniel Bunn, David McFadden, Robert Tull, and Michael Zarosinski.

Staff: Jim Huber, Bianca Petrou, Larry Beskow, Kelly Akin, Terri Rozzana, Carly Guillory and Lori Cooper.

Subject:

1. Proposed Amendment of the Comprehensive Plan for Southeast Plan Commercial Core area.
2. Proposed Amendment of the Land Development Code Southeast (S-E) Overlay Zone.

Bianca Petrou, Assistant Planning Director presented a PowerPoint Presentation regarding the Southeast Implementation Advisory Committee Recommendations of the Southeast Plan Commercial Center Core.

Ms. Petrou stated that a Master Plan is required prior to allowing zone changes in the Commercial Center Core Area. The primary property owners submitted a Master Plan in September 2010 that included a site plan and forty pages of regulations. The Master Plan was reviewed by the Southeast Committee at eleven official meetings between September 2010 and May 2012. The Committee determined that there were some Comprehensive Plan and Code Amendments required for approval of the Master Plan. On June 7, 2012 the property owners who submitted the Master Plan requested initiation. The direction staff was given by City Council on June 7, 2012 is that the Southeast Committee completes their review of the proposed text amendments and Master Plan by September 30, 2012. Also, Council moved to approve the initiation with the stipulation that the work not begin on this until after the Council has reviewed the Southeast Committee's recommendations. On November 1, 2012 City Council reviewed the recommendations and requested staff to proceed with adoption and they requested a Traffic Impact Analysis before the Master Plan is adopted as recommended by the Southeast Committee and Engineering Department. Staff has prepared a draft of the recommended Comprehensive Plan and Code Amendments which have been sent out for Agency Comment. The Master Plan adoption will follow once the Traffic Impact Analysis is complete.

Ms. Petrou continued with the Southeast Committee's Recommendations. The Southeast Committee recommended approval of the Comprehensive Plan and Development Code Amendments dated September 19, 2012, and found the Master Plan proposal dated March 8, 2012 to be "technically" approvable. The following are the highlights of the recommendations made by the Southeast Committee: 1) Main Street changed from Barnett Road to Stanford Avenue; 2) Modify Barnett Road alignment; 3) Roundabout at Barnett Road and Stanford Avenue for a bus turn-around. This is where the requirement of a Traffic Impact Analysis prior to adoption of the Master Plan was also recommended by the Engineering Department; 4) Two-story or the appearance of two-story buildings on Stanford Avenue. This will give it a feel of a downtown; 5) Allow three drive-through in exchange for not allowing gas stations; 6) Eliminate limitation on building square footage. The Code currently allows 150,000 square feet and it seemed silly to limit it; 7) Goddard property be removed due to its small size. Instead of six property owners it would now be five; 8) Adopt the Master Plan as a separate document instead of being adopted into the Code or Comprehensive Plan; and 9) A Planned Unit Development (PUD) be required only for Master Plan modifications. The Southeast Committee

recommends adoption of Code and Comprehensive Plan Amendments that would allow adoption of the proposed Master Plan. They do not necessarily endorse the proposed Master Plan. They wish that the proposed Master Plan was more pedestrian-friendly, more greenway-oriented and more specific about architectural design particularly for the Main Street, and changes be made to the proposed site plan per Robert Tull's letter to Mark McKechnie dated March 5, 2012.

Ms. Petrou reported that the Planning Commission will hold a public hearing and make recommendation to the Council on the Comprehensive Plan and Code Amendments. The Planning Commission public hearing is tentatively scheduled for February 14, 2013.

Jim Huber, Planning Director commented that the Southeast Committee recommended that the design incorporate neo-traditional elements.

Commissioner Tull reported that the importance of the neo-traditional element is that the overall conceptual standard for the entire Southeast Project is essentially a neo-traditional approach to design and architectural detail. The Committee felt it important to carry that theme approach into the Commercial Center as much as possible.

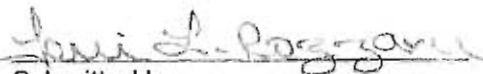
Ms. Petrou stated that the proposed Code Amendments as recommended by the Southeast Committee states under 10.374 (4) (f) "Required architectural design standards and unique architectural themes for each sector of development. All applicants shall incorporate neo-traditional design elements into the development."

Mr. Huber asked the Commission if they were interested in looking at the Master Plan and the Design and Development Standards? The Commission felt there are enough guidelines present that a developer can come up with what the type of design the Southeast Committee is looking for. If it goes to Site Plan and Architectural Commission for their review they can make their decision based on the proposed packet being reviewed today.

Commissioner Tull commented that based on this study and the Planning Commission's public hearing, framing a recommendation to City Council that these Comprehensive Plan Amendments and Code Amendments be adopted and that the Master Plan for site design should have the considerations of his letter dated March 5, 2012 built into it.

Vice Chair Nelson stated that he hopes that the Planning Commission has the opportunity to review the Master Plan before City Council adopts it.

The meeting was adjourned at 1:05 p.m.


Submitted by:

Terri L. Rozzana, Recording Secretary



MINUTES
Citizens Planning Advisory Committee Meeting
November 13, 2012

The regular meeting of the Medford Citizens Planning Advisory Committee was called to order at 5:30 p.m. in the Medford Room of City Hall on the above date with the following members and staff in attendance:

10. Roll Call

Members Present

Dan Bell
Christine Lachner
Curtis Folsom
David McFadden

Hugh Hohe
Karen Blair
Joel Marks

Members Not Present

Gerald Anderson, EJ Fordyce

Staff Present

Carly Guillory, Planner II

20. Minutes

20.1 Minutes of the June 12, 2012, meeting were approved as submitted.

30. Guest Speaker

30.1 None.

40. Staff Report, Upcoming Study Sessions and Public Hearing Topics

40.1 Staff Report: Staff reported on Planning Booth at the Farmer's Market for National Planning Awareness Month.

40.2 City Council:

40.4 PUD Neighborhood Meetings Subcommittee. No report.

50. Old Business

50.1 No discussion.

60. New Business

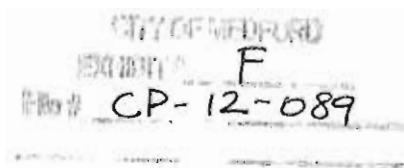
60.1 None.

70. Applications and Referrals

70.1 CP-12-089 and DCA-12-090: David McFadden discusses the background of the proposed changes, and the proposed Master Plan submitted by some of the property owners of the Commercial Center Core Area: greenway, property purchased by the City, the realignment of Barnett Road, and the elimination of the square footage cap. SE Plan Commercial Center is only area in city requiring a Master Plan prior to development. Members discuss importance of access to a commercial site, fire safety, and vehicular parking at the Northgate Center. Members discuss likelihood of retirees walking and using motorized wheelchairs. Staff reads section in code regulating when the greenway shall be developed. Topic of drive throughs is discussed: why three? Members suggest limiting drive through windows to only 150-feet within North Phoenix Road. Staff asks Committee their thoughts on the change in bicycle parking: proposal requests two times the amount of bicycle parking. Members find that in the future the bicycle parking spaces will be needed, but not now. No recommendation was made.

80. General Discussion

90. Adjournment The meeting was adjourned at 7:26 PM. Submitted by: Carly Guillory, Planner





MINUTES
SITE PLAN AND ARCHITECTURAL COMMISSION STUDY SESSION
DECEMBER 7, 2012

The study session of the Medford Site Plan and Architectural Commission was held at approximately 12:45 p.m. in the Medford Room 330, Third floor, City Hall, on the above date with the following members and staff in attendance:

Commissioners: Scott Sinner, Nan King, Brita Entenmann, Roy Cooper, Bob Neathamer, Bob Seibert, Jeff Bender.

Staff: Jim Huber, Suzanne Myers, Kelly Akin, Lori Cooper, Debbie Strigle

Guests: Raoul Werner, Paige West

Topic: Southeast Plan Commercial Core Area Proposal – Presented by Bianca Petrou

Ms. Petrou gave a PowerPoint presentation regarding the Southeast Plan Implementation Advisory Committee (Southeast Committee) recommendations concerning the Master Plan for the Southeast Plan Commercial Core Area (7A). The highlights are as follows:

Summary of Southeast Committee Comprehensive Plan and Land Development Code Amendment Recommendations:

The primary changes the Committee recommends for the Southeast Commercial Core Area (7A) are that:

1. "Main Street" be changed from Barnett Road to Stanford Avenue
2. The alignment of Barnett Road be modified
3. A round-about be allowed at Stanford and Barnett for a bus turn-around
4. Buildings with a two-story appearance be required along Stanford Avenue
5. Three drive-throughs be allowed in exchange for not allowing gas stations in the Commercial Core Area.
6. The maximum square footage limitation for the Commercial Core Area be eliminated
7. The Goddard property be removed from the Master Plan Area (7A)
8. A Master Plan be adopted as a separate document (not as part of the Code or Comprehensive Plan)
9. A PUD be required only for modifications to the Master Plan
10. A Traffic Impact Analysis be done prior to adoption of the Master Plan.

Southeast Committee Recommendations Concerning the Proposed Master Plan:

Although the adoption of the recommended Comprehensive Plan and Land Development Code Amendments would technically allow the adoption of the proposed Master Plan, the Committee expressed disappointment in the proposed Plan. They indicated that they would prefer that the plan be:

1. More pedestrian-friendly
2. More greenway-oriented
3. More specific about the architectural design (particularly for Main Street)

CITY OF MEDFORD
CLERK: G
CP-12-089

Zoning Map

Application Name/Description:

Southeast Plan,
Commercial Center
Core Area (7A)
Comprehensive Plan
and Land Development
Code Amendments

Proposal:

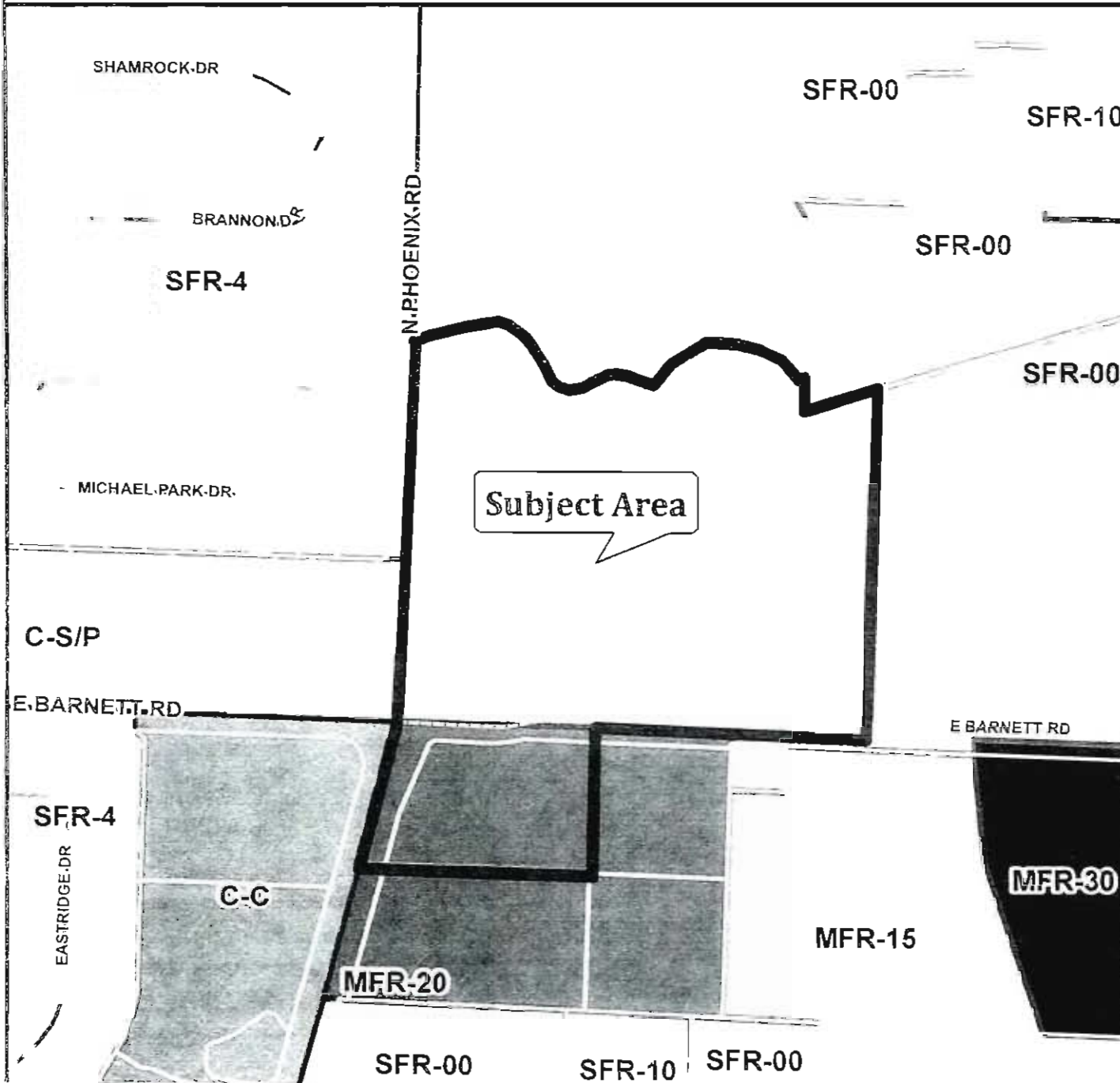
Revisions to the
Commercial Center
Core Area (7A)
Regulations

File no.

CP-12-089

DCA-12-090

Tax Lots



CITY OF MEDFORD

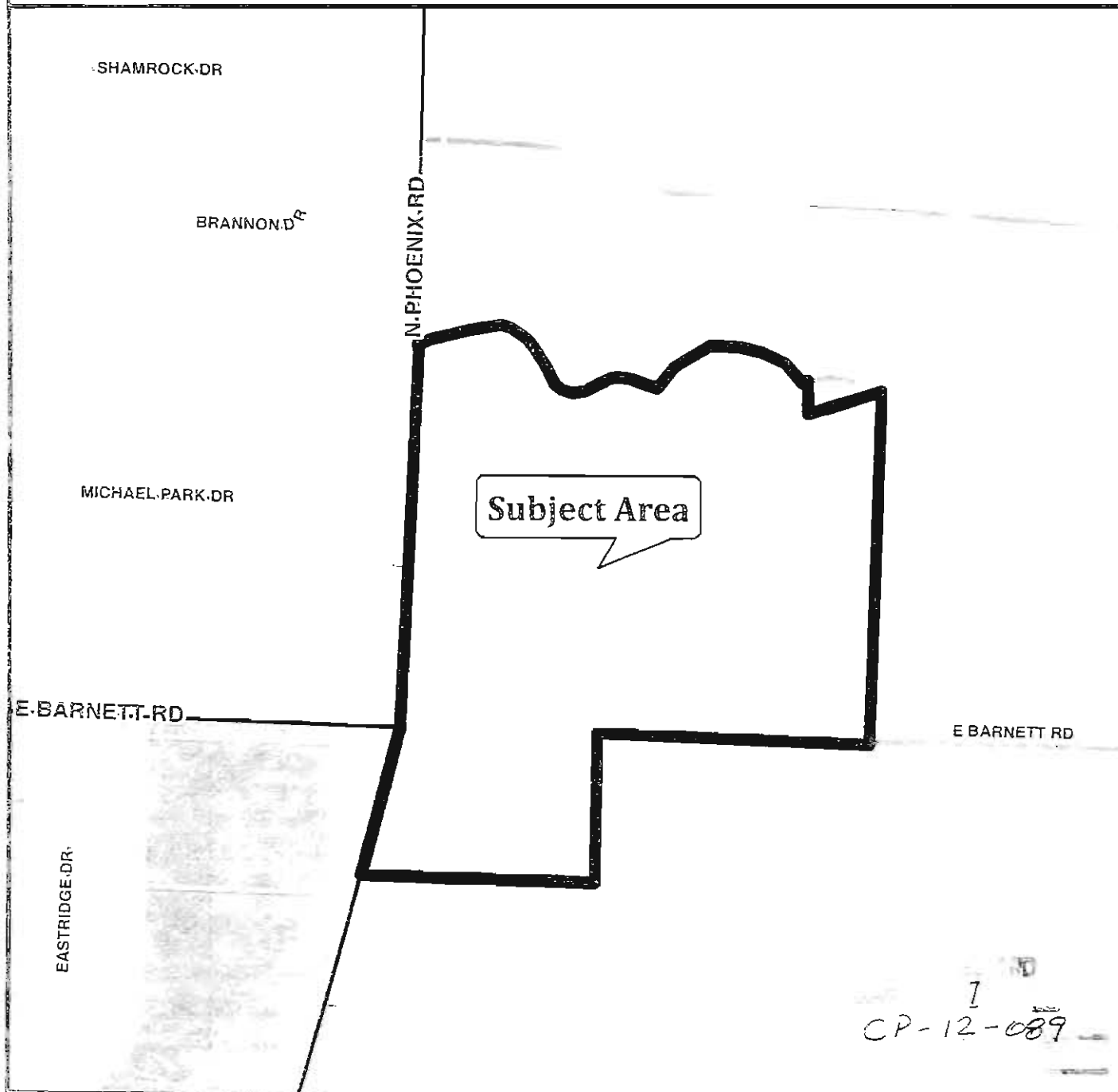
EXHIBIT

H

CP-12-089



01/23/13



Application Name/Description:

**Southeast Plan,
Commercial Center
Core Area (7A)
Comprehensive Plan
and Land Development
Code Amendments**

Proposal:

**Revisions to the
Commercial Center
Core Area (7A)
Regulations**

File no.

CP-12-089**DCA-12-090**

Tax Lots

A- AIRPORT

CC- CITY CENTER

CM- COMMERCIAL

SC- SERVICE COMMERCIAL

GI- GENERAL INDUSTRIAL

HI- HEAVY INDUSTRIAL

LS- LIMITED SERVICE AREA

PS- PARKS & SCHOOLS

UR- URBAN RESIDENTIAL

UM- URBAN MEDIUM DENSITY RESIDENTIAL

UH- URBAN HIGH DENSITY RESIDENTIAL



01/23/13



MINUTES
Planning Commission Meeting
February 14, 2013

The regular meeting of the Medford Planning Commission was called to order at 5:30 p.m. in the Council Chambers on the above date with the following members and staff in attendance:

Commissioners Present

Tim Jackle, Chair
Robert Tull, Vice Chair
Bill Christie
Norman Fincher
David McFadden (arrived at 5:34 p.m.)
Patrick Miranda

Staff

Jim Huber, Planning Director
Bianca Petrou, Assistant Planning Director
Kelly Akin, Senior Planner
Lori Cooper, Deputy City Attorney
Larry Beskow, City Engineer
Terri L. Rozzana, Recording Secretary
Carly Guillory, Planner II

Commissioners Absent

Michael Zarosinski, Excused Absence
Brita Entenmann, Unexcused Absence

10. Roll Call

10.1 Election of Officers

Commissioner Tull nominated Commissioner Christie to serve as Chair for 2013. Commissioner Fincher seconded.

Commissioner Christie nominated Commissioner Jackle to serve as Chair for 2013.

Chair Jackle stated there is a motion and second on the table for Commissioner Christie as Chair for 2013. Chair Jackle asked Commissioner Christie if he was indicating he would not want to be Chair? Commissioner Christie responded that he would rather Commissioner Jackle be Chair.

Commissioner Tull withdrew his motion and Commissioner Fincher withdrew his second.

Commissioner Tull seconded Commissioner Christie's motion of nominating Commissioner Jackle as Chair for 2013.

Roll Call Vote: Motion passed, 5-0-1, with Commissioner Jackle abstaining.

Commissioner Christie nominated Commissioner Tull to serve as Vice Chair for 2013. Commissioner Jackle seconded.

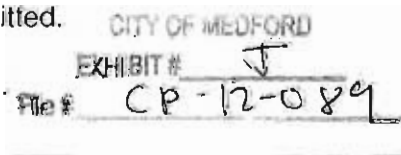
Roll Call Vote: Motion Passed, 5-0-1 with Commissioner Tull abstaining.

20. Consent Calendar/Written Communications. None.

30. Minutes.

30.1 The minutes for January 24, 2013, were approved as submitted.

40. Oral and Written Requests and Communications. None.



Chair Jackle stated that on Agenda Items 50.1 and 50.2 he has a conflict of interest so he would recuse himself at this time and turn the meeting over to Vice Chair Tull to complete the public hearings.

50. Public Hearing.

New Business

- 50.1 **CP-12-089** Consideration of a Class A (major) legislative amendment of the Medford Comprehensive Plan to revise the Neighborhood Element, Southeast Plan, Commercial Center Core Area (7A) pertaining to the Master Plan and of the Commercial Center Core Area (7A), approximately 18 acres located at the northeast corner of East Barnett Road and North Phoenix Road, and the Street Functional Classification Map of the Transportation Element to designate East Barnett Road as a Major Arterial from North Phoenix Road 250-feet east and adjust its development. (City of Medford, Applicant).

Vice Chair Tull inquired whether any other Commissioners have a conflict of interest or ex parte communication they would like to disclose.

Carly Guillory, Planner II, presented the affected location of the amendment, background, proposed revisions, approval criteria and conclusion. Ms. Guillory stated that on pages 9 and 15 of the staff report she inadvertently referenced Barnett Road as a collector and she will change that to read arterial. Ms. Guillory reported that Policy 3-A initially was proposed to be removed. However, tonight staff would like to propose an alternative. Originally the policy was eliminated because it allowed zone changes to be exempt from the level of service standards for Barnett Road. However, because of moving the main street emphasis away from Barnett to Stanford it has been agreed to leave the policy but modify it such that it reads, zone changes can be exempt from level of service standard on Stanford and Barnett east of Stanford.

Vice Chair Tull asked staff to speak to the change that staff indicated regarding Barnett and Stanford. He is not sure he understood what that change was and why. What he understood of the presentation was that staff was recommending a different approach. Bianca Petrou, Assistant Planning Director stated that originally, zone changes were going to be exempt from meeting the level of service standard on Barnett. Now, zone changes will be exempt from meeting the level of service standard on Stanford and Barnett east of Stanford but not for Barnett west of Stanford and east of North Phoenix Road.

The public hearing was opened and the following testimony was given.

- a. Raul Woerner, CSA Planning, Ltd, 4497 Brownridge, Suite 101, Medford, Oregon, 97504. Mr. Woerner stated that his company represents most of the property owners in the 7A area. Mr. Woerner fully supports the modification of Policy 3-A. In regards to the text amendments, he pointed out that the vertical separation along North Phoenix Road was not required along commercial frontage. It is a residential standard. He suggested on Figures 6 and 7 of the vertical separation, that at the end of each title, stating for residential zones or residential development instead of referencing the Code Section. They support the changes as presented.

Vice Chair Tull acknowledged the leadership that Mr. Woerner provided and the studies that the Southeast Implementation Advisory Committee engaged in. Mr. Woerner was very

patient with the Committee as they labored on the provisions. This evening represents an achievement for all of them.

- b. Carl Bartlett, 2829 Kari Circle, Medford, Oregon, 97504, Chairman of the Southeast Implementation Advisory Committee. Mr. Bartlett read a statement that he wrote as Chairman representing the Southeast Implementation Advisory Committee to the Planning Commission. The Southeast Implementation Advisory Committee has implemented the Southeast Plan with exception of the Master Plan for the commercial core area 7A. The Neighborhood Element of the Medford Comprehensive Plan is the law. The Medford Land Development Code 10.370 through 10.384 is the Southeast Overlay District. The City adopted the Southeast Medford Circulation Plan, GLUP Map designation and different land uses including a greenway. The Southeast Committee has developed recommendations regarding the detailed planning efforts for the Master Plan of 7A, the commercial center core area. The changes we recommended in the Comprehensive Plan and the Medford Land Development Code will affect the goals, policies and the factual data and projection in which the policies were based. We followed the goals and policies of implementation measures of the Comprehensive Plan Neighborhood Element. The Southeast Committee has endeavored to establish a special Commercial Center Core area 7A, part of the Southeast Village Center Transit Oriented District (TOD), with compact pedestrian oriented commercial institutional and residential uses. To preserve natural greenways while providing routes for pedestrians and bicycle travel. To establish special design development standards for streetscapes, building orientation, setbacks, building heights, access, lot coverage and density and use of pedestrian street lighting and street trees. We hope this will aid the City in meeting the requirements of Oregon's Transportation Planning Rule (TPR).

Vice Chair Tull asked Mr. Bartlett if he was speaking in support of the action that is proposed by staff? Mr. Bartlett replied yes, very much so.

- c. Randy Jones, Veranda Park Living, 1641 Veranda Park Drive, Medford, Oregon, 97504 with Mahar Homes. Mr. Jones stated that he is totally in support of staff's proposal. He is very pleased that the wording is back in on 3-A. His company and partners do not have any ownership interest in 7A but they have significant ownership in 7B and almost all of 10. How Barnett, east of the village core shapes up, is very important to them. They could not be more supportive.
- d. Bob Seldon, 758 Fernwood Drive, Medford, Oregon, 97504. Mr. Seldon stated that he was present tonight representing parcels 1602 & 1604. They support the amendment as presented. Mr. Seldon stated that the greenway is not a creek and if the City wants to continue to call it a creek, it needs to make an effort to buy that land and make it whatever they want to make it. The parcel owners were hoping that when the City bought the center parcel and had the ability to a three acre park, they would relieve the other two parcels of this obligation. The Southeast Committee has chosen not to do that. So, they are requesting some relief from the Planning Commission to talk to the City Council. Mr. Seldon and his clients are pursuing forth a regulatory taking issue. One of the tenants is proportional use. On parcel 1602 it takes 51% of their parcel leaving them two tiny islands that are useless. On parcel 1604 it takes 37%. There is no way one can rationalize proportionality taking that much of those people's property. Hopefully, in the next month they can amicably work something out with the City for an acquisition, or he has commitments from both parties. They need to move forward and he asks the Commission for their help.

Vice Chair Tull asked Mr. Seldon whether the action staff is recommending to the Planning

Commission this evening, the step forward that is needed from his perspective? Mr. Seldon replied yes, he has no objection to the 7A people. They need to be free to build. Vice Chair Tull stated that if the Commission takes a positive action on what is recommended by staff regarding the Comprehensive Plan amendment, by sending a favorable recommendation to Council, it seems to him that the Planning Commission has helped set the stage for the sort of resolution Mr. Seldon is looking for. Mr. Seldon stated that the Comprehensive Plan change does not say anything about the creek or greenway. So he does not see how it affects it. He thinks any progress at this point is good progress.

Commissioner McFadden stated that Mr. Seldon began his testimony by saying he was going to ask for something and he is not sure he heard it. He wrote down that Mr. Seldon was asking for relief from the setbacks along the greenway be reduced but as he finished Commissioner McFadden had the feeling he was saying he wants the City to leave it as a greenway but do not call it a creek. Mr. Seldon replied none of those. He only sees three options. His clients are requesting: 1) They get treated the same as the people along Golf View and have the City put in a 21-inch culvert wherever they want and let them grade over it like they have in another section; 2) Buy their property; or 3) They go through a regulatory taking case. They do not want to do that but it has been over a decade and their backs are against the wall. They feel confident in their position. He has spent a lot of time on the telephone with Joe Willis who is willing to take their case. Mr. Willis is the lead council for the famous Dolan versus Tigard and several other takings cases. To answer Commissioner McFadden's question, he is asking that the Planning Commission individually or as a whole body, to please go to the City Council and tell them they see there is something wrong with this and they need to make an effort to resolve it.

Larry Beskow, City Engineer reported that according to their records the pipe that goes underneath North Phoenix Road is 41-inches in diameter not 21-inches. It is a significant drainage. The watershed that feeds this area is approximately one square mile. There are definite features that make it an intermittent stream. It is a natural drainage. There is some drainage that was created by the Irrigation District south of the drainage way that is being discussed tonight. It is not the main feature. As part of the Southeast Plan they were looking to incorporate bike and pedestrian paths. Whether the City would have to purchase the parcels or not remains to be seen down the road. Anyone who wants to develop along the greenway, the regulatory agencies will require a setback from that drainage way.

Vice Chair Tull asked whether Mr. Beskow saw anything in the issue that has been raised regarding this greenway that has barring on the Commission's decision tonight regarding amendments to the Comprehensive Plan?

Mr. Beskow replied that the designation as a greenway has always been in the Comprehensive Plan and they are not changing that. It will still be called a greenway with the amendments proposed tonight.

Mr. Beskow stated that the regulatory agencies will not allow the City to culvert this drainage way. Vice Chair Tull inquired whether it will remain an open water course. Mr. Beskow replied he would anticipate that. Mr. Beskow qualified his earlier statement by saying the regulatory agencies would not allow the City to enclose the drainage way unless they mitigated it someplace else.

The public hearing was closed.

Motion: Based on the findings and conclusions that all of the approval criteria are either

met or are not applicable, forward a favorable recommendation for adoption to the City Council per the Staff Report dated February 5, 2013, including Exhibits A through I, the new letter from Rogue Valley Transit District, additions and typographical errors reported by staff, the new Policy 3-A language and modification on page 32 of the staff report dealing with Exhibit A, figures 6 and 7 indicating those are for areas with residential zoning between the properties and roadways.

Moved by: Commissioner McFadden Seconded by: Commissioner Christie

Vice Chair Tull stated mostly as a member of the Southeast Implementation Advisory Committee but also as a member of this Commission that adopting these Comprehensive Plan amendments does not constitute adoption of a Master Plan. Deliberations over the last number of months were triggered by a proposal brought to the Southeast Advisory Committee for a particular way of developing this property and proposed that design plan become the Master Plan that the Comprehensive Plan requires before this can be developed. Their study of that proposal resulted in these proposed changes to the Comprehensive Plan and the Medford Land Development Code. Adopting these does not involve adopting or approving of the particular design that they brought to the Committee but rather establishes the planning perimeters and comprehensive plan perimeters within which any proposal for development of this property would be considered. We do in fact have a proposal presented to the City for consideration. That clarifies it in his mind and he hopes it makes a difference the way the Commission sees what they have before them tonight.

Voice Vote: Motion passed, 5-0. Chair Jackle recused himself from this agenda item.

Commissioner McFadden stated that if the Commission was missive or moved on with the agenda without giving Mr. Seldon's issues that he brought forward maybe a little more extra attention; he is not sure what that would take or what the Commissioners can do right now. He made this comment in case another Commissioner would like to say something that might be passed on to the City Council in terms of a recommendation. He asked for other Commissioner's opinions regarding whether they feel there might be something to pass on to the City. Vice Chair Tull asked would the Commission consider they move through the established agenda and then return to this question to see whether or not there is further discussion or action the Commission wants to take? It was agreed by all Commissioners.

- 50.2 **DCA-12-090** Consideration of a Class A (major) legislative amendment of the Medford Land Development Code to revise the Southeast Plan overlay zoning district, Sections 10.372, 10.373, 10.374, 10.377, 10.378, and 10.384 pertaining to the Master Plan and features such as drive through windows, fueling stations, parking limitations, aggregate building square footage limitations, and stormwater facilities in the Commercial Center Core Area, approximately 18 acres located at the northeast corner of East Barnett Road and North Phoenix Road (City of Medford, Applicant).

Vice Chair Tull inquired whether any Commissioners have a conflict of interest or ex parte communication they would like to disclose.

Carly Guillory, Planner II, gave a summary of the proposed revisions, approval criteria and conclusion.

Vice Chair Tull stated that is a lot of territory to be covered and a lot of detail but has been very carefully considered by a lot of folks. A lot of citizens have had input to this process along the way, along with some very competent professional guidance.

The public hearing was opened and the following testimony was given.

- a. Raul Woerner, CSA Planning, Ltd, 4497 Brownridge, Suite 101, Medford, Oregon, 97504. Mr. Woerner stated that he was present tonight representing several property owners in the area. He commended staff on a job well done of codifying what the Southeast Implementation Committee put together for a recommendation. He really appreciated the provision about how much flexibility there is to the adopted Master Plan without having to revise the plan. He does have concerns with the prohibited uses section regarding the fueling stations and adding a charging station. He understands that the charging station was added because it is "vehicle" oriented. There are a lot of charging stations that are a little post in front of an existing parking space. More and more merchants are adding those as an amenity to attract customers and their employees. There is a lot of public initiative support changing to an electric vehicle. He asked the Commissioners to reconsider and whether or not they wanted to completely prohibit all charging stations or just stand alone commercial facilities that take up acreage. If there is an existing parking space, it does not take up any more space to install a charging station. He does not believe it makes it any less pedestrian friendly as a district.
- b. Randy Jones, Veranda Park Living, 1641 Veranda Park Drive, Medford, Oregon, 97504 with Mahar Homes. Mr. Jones stated that he was on the Southeast Implementation Advisory Committee since its inception. He also chaired the Greenway Subcommittee. There are solutions he believes for Mr. Seldon's issues. They are probably to be discussed after these next steps. Staff did an admirable job taking years of meetings and helping the Committee condense it down to what the Planning Commission has before them tonight.

The public hearing was closed.

Motion: Based on the findings and conclusions that all of the approval criteria are either met or are not applicable, forward a favorable recommendation for adoption to the City Council per the Staff Report dated February 6, 2013, including Exhibits A through J. and staff's recommendation of the changes to be made to Section 10.384 as presented at tonight's meeting.

Moved by: Commissioner McFadden Seconded by: Commissioner Christie

Voice Vote: Motion passed, 5-0. Chair Jackle recused himself from this agenda item.

Vice Chair Tull stated that before he turns the meeting back over to Chair Jackle he proposed as a Commission, they express particular appreciation to Bianca Petrou, who more than any other person on staff, has helped them build this understanding, consensus and recommendation. Ms. Petrou has served them well; very patient and constructive. He proposed that the Commission express formally, an appreciation. Commissioner Christie seconded the proposal. It was a unanimous voice vote.

Vice Chair Tull stated that earlier there was a question whether the Commission wanted to pay further attention to the concern of Mr. Seldon. Does Chair Jackle want to lead the Commission in that?

Chair Jackle replied that he did not want to lead the Commission in that because he recused himself earlier on those agenda items.

Vice Chair Tull asked whether the Commission wished to take that item further this evening?

Commissioner McFadden stated that he is not prepared to take it further and thinks some of the comments made after Mr. Seldon's testimony leads him to believe there may be solutions.

Commissioner Christie reported that he appreciated Mr. Jones' comments and thinks that helped a lot.

Vice Chair Tull turned the meeting back over to Chair Jackle.

60. Report of Citizens Planning Advisory Committee.

60.1 Commissioner McFadden reported that the Citizens Planning Advisory Committee met last Tuesday evening, February 12, 2013. It was an interesting meeting. John Huttli, City Attorney, went over the Boards and Commissions issues and ethics. It was very enlightening in some positions. Glenda Wilson, City Recorder, was also present that lead part of the discussion as well as City Council President, Al Densmore. Mr. Densmore offered to be the liaison from City Council for the Citizens Planning Advisory Committee. The Citizens Planning Advisory Committee will meet once a quarter instead of twice a month. The next meeting is scheduled for Tuesday, March 12, 2013 at 5:30 p.m. That would be an interesting meeting for people who are interested in attending. The Citizens Planning Advisory Committee is for people who want to attend and discuss varying issues related to planning.

70. Report of the Site Plan and Architectural Commission. (Taken out of order).

70.1 Chair Jackle stated the report of the Site Plan and Architectural Commission will be taken out of order and discussed under the report of the Planning Department.

80. Report of the Joint Transportation Subcommittee. None.

80.1 Commissioner Christie reported that the Joint Transportation Subcommittee met this afternoon for their ethics orientation. They elected their new chairperson who is a former Planning Commissioner, Jerry Shean.

90. Report of the Planning Department.

90.1 Kelly Akin, Senior Planner, stated the Site Plan and Architectural Commission met on February 1, 2013, approving a hanger at the Jackson County Airport.

Ms. Akin welcomed the Planning Commission's newest members, Commissioner Miranda and Commissioner Fincher. There is one more vacancy on the Planning Commission. Applications are available on the City's website.

City Council, last week had no business from the Planning Department with the exception of an agreement for Cherry Creek. They are negotiating the appraisal amount. At the next Planning Commission meeting the Commissioner's will hear the partition for that project.

On Thursday, February 21, 2013, City Council will hear a couple amendments that the Planning Commission considered and recommended regarding the public communication tower code amendment and the elimination of unnecessary provisions.

The next Planning Commission study session is scheduled for Monday, February 25, 2013 that will consist of discussions on ethics, public records, the City's strategic plan, and the

role of the chair.

There is business scheduled for Thursday, February 28, 2013 and March 28, 2013 Planning Commission meetings. There is no business scheduled for the Thursday, March 14, 2013 meeting.

As Commissioner McFadden noted the Citizens Planning Advisory Committee meetings were officially changed to quarterly. Ms. Akin understands that there are some additional interim meetings set. Besides the interim meetings they will meet May, August and November.

Appointments need to be made for Joint Transportation Subcommittee, Site Plan and Architectural Commission and Citizens Planning Advisory Committee.

Commissioner McFadden commented about the Indian Gaming Center opening in the City of Medford that keeps coming up. He does not hear much being said from the City's standpoint about it. Personally, he is not sure that the City should encourage people to show their vices so-to-speak and what sometimes gambling does to people who are not able to fight its allure. He does not see it as an economic stimulant of the type that Medford wants. It will probably suck more dollars out of the community than it puts in. He encourages the City to take a more active part in defining their role of it. The Planning Commission has worked for years arguing about eighteen acres in the Southeast Plan and the importance that brings to the City of Medford. If he remembers correctly from the last article in the newspaper, that is the size of the development that the Indian Gaming Center has rights to inside the City of Medford. We will have absolutely no say about any of it. He is hoping that our City fathers are looking at that to determine how we should interact with it or not.

100. Messages and Papers from Chair of Planning Commission. None.

110. Remarks from the City Attorney. None.

120. Propositions and Remarks from the Commission. None.

130. Adjournment.

130.1 The meeting was adjourned at 6:50 p.m. The proceedings of this meeting were digitally recorded and are filed in the City Recorder's office.

Submitted by:

Terri L. Rozzana
Recording Secretary

Tim Jackle
Planning Commission Chair

Approved: February 28, 2013



CITY OF MEDFORD

PLANNING DEPARTMENT

STAFF REPORT – COMPREHENSIVE PLAN AMENDMENT

Date: February 20, 2013
To: City Council for March 7, 2013 hearing
From: Carly Gullory, Planner II
Reviewer: Bianca Petrou, AICP, Assistant Planning Director
Subject: Southeast Plan, Commercial Center Core Area Amendments CP-12-089

BACKGROUND

Proposal: Consideration of a Class A (major) legislative amendment of the Medford *Comprehensive Plan* Neighborhood Element, to revise the Commercial Center Core Area (7A) of the Southeast Plan pertaining to the Master Plan, which is approximately 18 acres at the northeast corner of East Barnett Road and North Phoenix Road, and to revise the Street Functional Classification Map of the Transportation Element to adjust the alignment of Barnett Road (City of Medford, Applicant). (See Exhibit A)

History: In 1993, following the inclusion of the Southeast (S-E) Area within the Medford urban growth boundary (UGB), the City undertook the first special planning study (*Southeast Medford Land Use and Transportation Study*, 1993) to compare the future traffic impacts that would result from development of the area in a manner based on the neo-traditional rather than contemporary development schemes. Based on the study, the City chose to pursue a neo-traditional development pattern facilitated by mixed-use zoning and an interconnected street system to distribute peak period traffic to all streets; not just to collectors and arterials.

1995-1998 A subsequent study (*Southeast Medford Circulation & Development Project Report*, August 1995) guided the preparation of amendments to the Medford *Comprehensive Plan* and *Land Development Code* for the Southeast Area. The Southeast Plan was originally incorporated into the *Comprehensive Plan* as part of the General Land Use Plan Element in 1998.

2004 The S-E Plan was further refined by Ordinance No. 2004-258 on December 16, 2004, following the adoption of the *Medford Transportation System Plan* (TSP) in November 2003. The TSP designated the S-E Village Center as a Transportation Oriented District (TOD) and directed the City to complete and adopt plans and standards for the designated TOD areas, such as pedestrian and bicycle facilities, a mix of residential, retail and office uses, and a supporting network of roads, bicycle and pedestrian ways. The 2004 revisions to the S-E Plan incorporated additional TOD design guidelines and standards, refined the sub-area boundaries and designations, and incorporated the S-E Plan within the Neighborhood Element of the *Comprehensive Plan*, rather than the General Land Use Plan (GLUP) Element. The refinements also established a Commercial Center and a Commercial Center Core Area (7A) within the Village Center to establish a town center with a "main street" along Barnett Road that would not be subject to the City's level of service (LOS) mobility standard for automobile traffic. This was enabled by incorporation of the *S-E Medford Plan Area Neighborhood Circulation Plan* and

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EXHIBIT A

Transportation Policies and Guidelines into the S-E Plan. Part of this proposal changes the "main street" focus from Barnett Road to Stanford Avenue.

2010 In September 2010, various property owners within the Commercial Center Core Area (7A) submitted a Master Plan, accompanied by design guidelines, and amendments to the *Comprehensive Plan* and *Land Development Code*. The City Council asked the Southeast Plan Implementation Advisory Committee (SEPIAC) to review said proposal and give a recommendation to City Council.

2012 On June 7, 2012, the property owners who submitted the Master Plan requested initiation of the *Comprehensive Plan* and *MLDC* amendments that would allow adoption of the proposed Master Plan from the City Council. Council voted to initiate the process with the stipulation that work not begin until after the SEPIAC made a recommendation.

The SEPIAC recommendations were reviewed by the City Council during a study session on November 1, 2012. City Council then directed staff to proceed with the proposed *Comprehensive Plan* and *MLDC* amendments as recommended by the property owners and SEPIAC.

Criteria: *MLDC* 10.184(1) refers one to the criteria in the Review & Amendments section of the *Comprehensive Plan* for amendments to Goals and Policies. Those approval criteria found applicable to this amendment include: *Goals and Policies*, *Implementation Strategies*, and *Street Reclassification*.

Authority: The Planning Commission is authorized to recommend, and the City Council to approve, amendments to the *Comprehensive Plan* under Sections 10.102, 10.110, 10.111, and 10.122. An amendment must be initiated by the Planning Commission or City Council per Section 10.181. The City Council initiated this amendment at their November 1, 2012 study session, after review of the recommendations from the SEPIAC.

GLUP Map Designation, Zoning, and Uses on Subject Property

The subject properties affected by this amendment are located within the S-E Commercial Center Core Area (7A), and are zoned SFR-00 (Single Family Residential – one dwelling unit per parcel) and MFR-20 (Multiple Family Residential – 20 units per acre), with a General Land Use Plan (GLUP) map designation of CM (Commercial). A zoning map (Exhibit H) and GLUP map (Exhibit I) are attached. The surrounding GLUP Map designation, zoning district, and use are described in the following Table I.

TABLE I: ADJACENT LAND DESIGNATIONS AND USES

	GLUP	ZONE	USE
North	SC	SFR-00	Single Family Residential
South	UH and UM	MFR-20, SFR-00, MFR-15	City of Medford Fire Station
East	SC and UM	SFR-00 and MFR-20	City of Medford Fire Station
West	CM, SC, and UR	SFR-4, C-S/P, C-C	Detached Residential, Larson Creek Shopping Center

GLUP MAP DESIGNATIONS

CM = Commercial
SC = Service Commercial
UH = Urban High Density Residential
UM = Urban Medium Density Residential
UR = Urban Residential

ZONING DISTRICTS

C-C = Community Commercial
C-S/P = Commercial Service/Professional
MFR-15 = Multiple Family Residential – 15 units per acre
MFR-20 = Multiple Family Residential – 20 units per acre
SFR-00 = Single Family Residential – one dwelling unit per parcel
SFR-4 = Single Family Residential – 4 units per acre

ANALYSIS OF PROPOSED AMENDMENT

The purpose of the proposed amendments is to revise the requirements for a Master Plan for the Commercial Center Core Area (7A) of the S-E Plan. The proposed amendment is included in this staff report as Exhibit A.

The amendment proposes the following changes to the Comprehensive Plan:

1. Realignment of Barnett Road, moving the curve approximately 400-feet to the east;
2. Moving the "main street" emphasis from Barnett Road to Stanford Avenue;
3. Removal of the square footage cap of 150,000 square feet for retail and commercial uses;
4. Removal of the Goddard Property (37 1W 27 tax lot 1602, 765 North Phoenix Road) from the Commercial Center Core Area (7A) boundary;
5. Removal of the Planned Unit Development (PUD) requirement for the Master Plan; and
6. Modification of Policy 3-A and removal of Implementation Strategy 3-A(1) pertaining to level of service. (See page 8 of Exhibit A)

These textual amendments result in a revision to the following three maps:

1. S-E Plan Map (Figure 1 of the S-E Plan, Neighborhood Element) (Exhibit A);
2. S-E Village Center Map (Figure 2 of the S-E Plan, Neighborhood Element) (Exhibit A);
3. S-E Area Neighborhood Circulation Plan Map (Figure 1 of the S-E Medford Area Neighborhood Circulation Plan and Transportation Policies and Guidelines, Neighborhood Element) (Exhibit A); and
4. Medford Street Functional Classification Map (Figure 1-2 of Transportation System Plan Element, Exhibit A).

The following narrative describes the primary proposed changes to the *Comprehensive Plan*:

Barnett Road Realignment

Barnett Road is currently planned to align in a way that curves within the Commercial Center Core Area (7A). The proposed amendment moves this curve approximately 400 feet to the east. This shift results in an intersection with Stanford Avenue at the southerly boundary of the Commercial Center Core Area (7A). The SEPIAC finds that the realignment of Barnett Road will facilitate a future potential intersection with Stanford Avenue that will enable transit to freely maneuver, thereby bringing public transportation to the area as soon as possible.

The intention of this design is to facilitate the ability of public transportation to service the area early in the development of the Commercial Center Core Area (7A) and eliminate the need to purchase additional right-of-way. SEPIAC found that this shift in Barnett Road will not preclude the Commercial Center Core Area (7A) from meeting the goals and policies of the Neighborhood Element of the *Comprehensive Plan*.

Main Street

The *Comprehensive Plan* and *Medford Land Development Code* currently designate Barnett Road as the "main street" of the Commercial Center Core Area (7A) and the Village Center. The "main street" emphasis includes elements such as wide sidewalks, street furniture, slow moving traffic, and sidewalk cafes. This amendment proposes changing this designation from Barnett Road to Stanford Avenue. Stanford Avenue will be constructed as a commercial street with retail shops and on-street parking on both sides.

Square Footage Cap

The current *Comprehensive Plan* contains a 150,000 square footage cap within the Commercial Center Core Area (7A). This proposal removes this square footage cap, thereby facilitating neo-traditional development patterns consistent with the goals and policies of the *Comprehensive Plan*. Without a square footage cap, an increase in density of employment, residential, and retail is permitted.

Removal of the Goddard Property

Currently the Commercial Center Core Area (7A) contains approximately 18 acres. The Goddard property is proposed for removal because it is a very small part of the Commercial Center Core Area (7A), and all of the Goddard property is designated greenway. What makes this Master Plan difficult to develop is the number of property owners involved. Removal of this tax lot from the Commercial Center Core Area (7A) would make it easier to get agreement among the property owners for a Master Plan without compromising the intent of the Master Plan. The removal of the Goddard property, 765 North Phoenix Road, 37 1W 27 tax lot 765, would reduce this total acreage by about 0.16 acres. As shown in the proposal (Exhibit A), removal of this tax lot also removes a portion of the Greenway from the Commercial Center Core Area (7A); however the greenway designation would still remain on this property. Removal of this tax lot from the Commercial Center Core Area (7A) will not prevent the area from meeting its purpose of being a main neighborhood activity center for the S-E Plan.

Removal of the Planned Unit Development (PUD) Requirement

Currently, the S-E Plan of the Neighborhood Element of the *Comprehensive Plan* requires that a Master Plan for the Commercial Center Core Area (7A) be approved via a Planned Unit Development (PUD) process. The proposed text revision allows the Master Plan to be approved independent from a PUD application. Said Master Plan will be approved by the City Council. And, as described in detail in the associated Land Development Code Amendment application (DCA-12-090), any future changes to the adopted Master Plan will require a PUD application under certain circumstances, such as when a building envelope is increased or decreased by more than ten percent (10%). Removing the PUD requirement under all circumstances eliminates unnecessary duplicative review of the development.

Modification of Policy 3-A and removal of Implementation Strategy 3-A(1)

This amendment proposes to modify Policy 3-A and remove Implementation 3-A(1) of the Neighborhood Element, S-E Plan and the Goals, Policies, and Implementation Element. Policy 3-A is proposed to be modified and Implementation Strategy 3-A(1) deleted for the following reasons: the amendment proposes (1) changing the "main street" emphasis from Barnett Road to Stanford Avenue; and (2) shifting the curve in Barnett Road approximately 400 feet to the east. It is intended that these changes in the plan will move the high level of slow moving traffic to Stanford Avenue, and Barnett Road will serve as a Minor Arterial through the S-E Commercial Center Core Area (7A) (from approximately 250 feet east of the intersection of North Phoenix Road). This proposed amendment continues to support the goals and policies of the S-E Plan to create and assure mixed-use, pedestrian-friendly development that protects natural features and reduces vehicle miles traveled.

APPROVAL CRITERIA COMPLIANCE

The Review and Amendment Procedures section of the *Comprehensive Plan* requires that the following amendments comply with the criteria listed below:

- (1) The modification of Policy 3-A of the S-E Plan section of the Neighborhood Element requires compliance with the criteria for amendments to *Goals and Policies* of the *Comprehensive Plan*;
- (2) The removal of Implementation Strategy 3-A(1) of the S-E Plan section of the Neighborhood Element requires compliance with the criteria for amendments to *Implementation Strategies* of the *Comprehensive Plan*; and
- (3) The reclassification of portions of Barnett Road requires compliance with the criteria for *Street Reclassification*.

Compliance with these criteria follows.

The other proposed changes to the *Comprehensive Plan* text and maps are not insignificant, and they will result in changes to the requirements for a Master Plan in the *Medford Land Development Code*. As such, findings justifying these changes are discussed in detail in the associated Land Development Code Amendment (DCA-12-090).

COMPREHENSIVE PLAN - REVIEW AND AMENDMENTS SECTION – GOAL AND POLICIES

The following criteria apply to the modification of Policy 3-A (See page 8 of Exhibit A).

Amendments shall be based on:

Criterion 1. A significant change in one or more Conclusion.

Findings: The proposed amendment does not change any of the Conclusions of the Neighborhood Element nor of the TSP. The proposed amendment continues to support the conclusions of the S-E Plan to create and assure mixed-use, pedestrian-friendly development that protects natural features and reduces vehicle miles traveled. The applicable Conclusion of the TSP is supported by the removal of the square footage cap, which in turn could result in increased square footage of housing. The proposed amendment complies with Implementation 1-B(3) of the S-E Plan, which requires the Commercial Center Core Area (7A) to be master planned prior to development.

Conclusion: Criterion 1 is satisfied as the proposed modification of Policy 3-A does not change any Conclusions.

Criterion 2. Information reflecting new or previously undisclosed public needs.

Findings: The proposed amendment is not a result of new or previously undisclosed public needs. The proposed amendment continues to support the goals and policies of the S-E Plan to create and assure mixed-use, pedestrian-friendly development that protects natural features and reduces vehicle miles traveled.

Conclusion: Criterion 2 is satisfied as the modification of Policy 3-A is not a result of new or previously undisclosed public needs.

Criterion 3. A significant change in community attitude or priorities.

Findings: Several property owners within the Village Center's Commercial Center Core Area (7A) submitted a Master Plan and design guidelines for the Commercial Center Core Area (7A) in September 2010. Submittal of a Master Plan is required by MLDC Section 10.374(4), and supported by Implementation 1-B(3) of the *Comprehensive Plan*. This submittal was reviewed by SEPIAC, and a recommendation was made to the City Council on November 1, 2012. The Master Plan proposed by the property owners indicates a realignment of Barnett Road, shifting the curve approximately 400 feet to the east. This realignment is found to be consistent with the goals and

policies of the *Comprehensive Plan*. Additionally, Barnett Road is no longer intended to carry a large level of slow moving traffic. Instead, Stanford Avenue will host the main street atmosphere, and slow moving traffic. As a result, Policy 3-A is proposed to be modified. This policy will be modified because Barnett Road is no longer intended to provide a high level of slow moving traffic, instead, Stanford Avenue will host the main street atmosphere. Therefore, Policy 3-A is proposed for modification to reflect this sight adjustment.

Conclusion: Criterion 3 is satisfied, a change in community attitude or priority necessitated the modification of Policy 3-A.

Criterion 4. Demonstrable inconsistency with another Plan provision.

Findings: None. The amendments propose changes to the Southeast Circulation Plan, which lies within the Neighborhood Element and the TSP. Amending the same map in both locations will ensure consistency is maintained between the two elements. Modification of Policy 3-A does not result in, nor is it the result of, a demonstrable inconsistency with other Plan provisions.

Conclusion: Criterion 4 is satisfied, there are no demonstrable inconsistencies with other Plan provisions.

Criterion 5. Statutory changes affecting the Plan.

Findings: The proposed amendment is not a result of a statutory change. The proposed amendment continues to support the goals and policies of the S-E Plan to create and assure mixed-use, pedestrian-friendly development that protects natural features and reduces vehicle miles traveled.

Conclusion: Criterion 5 is satisfied, there are no statutory changes affecting the Plan.

Criterion 6. All applicable Statewide Planning Goals.

Findings: The following demonstrates conformity with the applicable Statewide Planning Goals:

1. Citizen Involvement:

Goal 1 requires the City to have a citizen involvement program that sets the procedures by which a cross-section of citizens will be involved in the land use planning process, including participation in identifying public goals, developing policy guidelines, and evaluating alternatives in the revision of the *Comprehensive Plan*, and in the inventorying, mapping, and analysis necessary to develop the plan content and implementation strategies. Citizens must also be given the opportunity to participate in the development, adoption, and application of legislation to carry out a comprehensive plan. Goal 1 requires providing an opportunity to review proposed amendments prior to the public hearing, and any recommendations must be retained and receive a response from policy-makers. The rationale used to reach land use policy decisions must be available in the written record.

The City of Medford has an established citizen involvement program consistent with Goal 1 that includes review of proposed legislative *Comprehensive Plan* amendments by CPAC, the Planning Commission, and the City Council in study sessions, regular meetings, and public hearings. Affected agencies and interested persons are also invited to review and comment on such proposals, and meeting and hearing notices are published in the local newspaper, and posted on the city's website. This process has been adhered to in the development of this proposed amendment.

The proposal was prepared by CSA Planning, Inc. (representing various property owners within the Commercial Center Core Area (7A)) and the SEPIAC, and made available for review by the

public (via the city's website), affected agencies, departments, and interested persons. The Planning Commission reviewed the amendments in a study session on November 12, 2012. CPAC reviewed the amendment at a regular meeting on November 13, 2012, and Site Plan and Architectural Commission reviewed the amendments in a study session on December 7, 2012. Minutes of said meetings are included as Exhibits E, F, and G respectively.

2. Land Use Planning:

Goal 2 and its implementing *Oregon Administrative Rule (OAR)* and *Oregon Revised Statutes (ORS)* require City land use actions to be consistent with the adopted *Comprehensive Plan*, which must include identification of issues and problems, inventories, and other factual information for each applicable Statewide Planning Goal, and evaluation of alternative courses of action and ultimate policy choices, taking into consideration social, economic, energy, and environmental needs. Comprehensive plans must state how the Statewide Planning Goals are to be achieved. The plan must contain specific implementation strategies that are consistent with and adequate to carry out the plan, and which are coordinated with the plans of other affected governmental units. Implementation strategies can be management strategies such as ordinances, regulations, and project plans, and/or site or area-specific strategies such as development permits, construction permits, public facility construction, or provision of services. Comprehensive plans and implementation ordinances must be reviewed and revised on a periodic cycle to take into account changing public policies and circumstances. "Major" (legislative) revisions occur when changes are proposed that affect a large area or many different property owners or the entire city.

The proposed amendments affect the Commercial Center Core Area (7A) of the Village Center of the S-E Plan: a special area plan designated within the Neighborhood Element of the *Comprehensive Plan*, and the implementing regulations of the S-E Overlay District included in the *Land Development Code*. The amendment proposes altering the alignment of Barnett Road by shifting its curve approximately 400 feet to the east. This change necessitates a revision to the S-E Circulation Plan Map, found both in the Neighborhood Element and the TSP. The proposal is consistent with the existing conclusions, goals, and policies of the *Comprehensive Plan*.

3. Agricultural Lands: Does not apply.

4. Forest Lands: Does not apply.

5. Natural Resources, Scenic and Historic Areas, and Open Spaces:

Goal 5 requires an inventory of significant natural, scenic, and historic resources and the development of protection programs to conserve the resources through an evaluation of conflicting use impacts. The S-E Plan area as described in the Neighborhood Element of the *Comprehensive Plan* is characterized by south and west facing slopes which produce view sheds and ideal orientation for solar energy utilization. The Commercial Center Core Area (7A) contains Medford's primary undisturbed natural areas, including stream corridors and oak woodlands. Medford's *Comprehensive Plan* includes an Environmental Element that identifies Goal 5 resources and establishes appropriate policies and protection measures.

The stream drainage which runs through the Commercial Center Core Area (7A) has been identified in the Southeast Plan and on the City's General Land Use Plan Map as a Greenway corridor and, although it is not a riparian corridor, the *Land Development Code* protects this resource by providing setbacks 50 feet from top of bank. This amendment does not change the intent to protect this greenway as open space and for it to be used as a resource for bicycle and pedestrian access.

6. Air, Water, and Land Resources Quality:

Goal 6 applies because in that the S-E Plan establishes a development pattern that promotes a central core design that encourages residents to walk or cycle between neighborhoods and to the

commercial core, and thereby reduce automobile emissions. The land use plan also seeks to maximize access to, and encourage the use of, solar energy. This is also a benefit to air and water resources. Part of this proposal is the removal of the commercial square footage cap. The intention of this removal is to allow future development consistent with neo-traditional patterns by building up, thereby increasing density and shortening distances between destinations. This development pattern style allows more frequent and convenient transit service, and helps shorten car trips. All of this is a benefit to air, water, and land resources, and is also consistent with the goals and policies of the *Comprehensive Plan*.

7. Areas Subject to Natural Hazards:

Goal 7 requires local governments to adopt comprehensive plan inventories, policies, and implementing strategies that reduce the risk to people and property from natural hazards, including floods. Development in hazard areas where the risk to people and property cannot be mitigated must be avoided. In adopting plan policies and implementing strategies to protect people and property from natural hazards, local governments must consider the benefit of maintaining natural hazard areas for open space, recreation, or similar uses, and identify mitigation strategies related to the management of natural resources. Local governments must manage stormwater runoff to address flood and landslide hazards. Waterways, especially those in a natural condition, provide hydrological control benefits, and are a necessary component of an adequate stormwater management program.

The Commercial Center Core Area (7A) contains a natural drainage which is protected with a 50-foot setback. The proposed amendments do not change the protection of this area which may be beneficial to the area in case of flooding.

8. Recreation Needs:

The Commercial Center Core Area (7A) contains a portion of a Greenway, designated as a Major Greenway (Figure 3 of the S-E Plan). This greenway design contains a 20-foot wide asphalt path and 50-foot setback from top-of-bank. The proposed *Comprehensive Plan* amendment does not propose changes to the major greenway section or design standards. It is the intention of the S-E Plan to create an interconnected network of pedestrian and bicycle paths throughout the 1,000 acre S-E Plan Area. The S-E Plan states that one of the purposes of the S-E Village Center is, "To provide a design that incorporates and promotes the existing waterway and wetland areas into the Commercial Center." The amendment continues to promote this purpose.

9. Economic Development:

Goal 9 requires comprehensive plan policies to contribute to a stable and healthy economy. Such policies must be based on an inventory of sites of suitable sizes, types, locations, and service levels for a variety of industrial and commercial uses and must not exceed the carrying capacity of air, land, and water resources of the planning area.

The S-E Plan included a market study for the Commercial Center area. The amount and type of commercial businesses that would serve the area and which would be economically feasible was assessed. The S-E Plan is based on neo-traditional development patterns with detail design standards to be established. Altering the alignment of Barnett Road, and moving the "main street" from Barnett to Stanford Avenue, is in keeping with the neo-traditional development patterns.

The proposed amendments do not affect the amount of designated employment land. Part of the amendment proposes removing the square footage cap on commercial uses. This cap removal could provide for an increase in commercial square footage, leading to an increase in employment opportunities.

10. Housing:

Goal 10 specifies that each city must plan and accommodate needed housing types. Needed housing types include attached and detached single-family, multiple-family, and manufactured

homes. Plan provisions to meet housing needs must not exceed the carrying capacity of the air, land, and water resources of the planning area. Goal 10 requires an increase in population densities in urban areas while taking into consideration the ESEE (Environmental, Social, Economic, and Energy) consequences of the proposed densities.

Removal of the commercial square footage cap could encourage an increase in residential square footage, thereby increasing residential housing units in the commercial core.

11. Public Facilities and Services: Does not apply.

12. Transportation:

Goal 12 requires that the City's transportation plan be based upon an inventory of local, regional, and state transportation needs, and minimizes adverse social, economic, and environmental impacts and costs. Plans providing for the transportation system must not exceed the carrying capacity of the air, land, and water resources of the planning area, and must identify the positive and negative impacts on environmental quality.

The existing neighborhood circulation plan of the S-E Plan is located in the TSP, and calls for providing a planned layout of local streets. The S-E Village Center Transportation Oriented District (TOD) qualifies as a "mixed-use, pedestrian-friendly center" for the purpose of the Transportation Planning Rule (TPR) because it is designated in the acknowledged TSP as a TOD and will include a concentration of housing and commercial uses. The S-E Village Center qualifies as a TOD because, when built out, it will make a major transit stop more viable in the area.

According to Oregon Department of Transportation (ODOT), the proposal does not significantly affect a transportation facility according to the TPR. It does not change the functional classification of transportation facilities identified in the TSP (major streets). It does not allow new land uses that would result in levels of travel that are inconsistent with the functional classification of a transportation facility. The provisions of the S-E Overlay zone, in addition to the existing Code requirements, will require the development of a mixed-use, pedestrian-friendly center and provide for pedestrian and bicycle connectivity and access to transit.

This proposal amends the adopted neighborhood circulation plan by shifting the curve in Barnett Road approximately 400 feet to the east. This alteration in the alignment maintains a circulation pattern that promotes multi-modal transportation viability in the S-E Plan area and is consistent with the goal and policies of the *Comprehensive Plan*.

13. Energy Conservation: See findings under 6 and 12.

14. Urbanization: Does not apply.

Note: Goals 15–19 apply only to other regions of the State.

Conclusion: Criterion 6 is satisfied.

COMPREHENSIVE PLAN - REVIEW AND AMENDMENTS SECTION - IMPLEMENTATION STRATEGIES

The following criteria apply to the removal of Implementation Strategy 3-A(1). (See Page 8 of Exhibit A)

Amendments shall be based on:

Criterion 1. A significant change in one or more Goal or Policy.

Findings: This amendment proposes to modify Policy 3-A and remove Implementation 3-A(1) of the Neighborhood Element, S-E Plan and the Goals, Policies, and Implementation Element. This policy is proposed to be modified, and implementation strategy to be removed for the following reasons: the amendment proposes (1) changing the "main street" emphasis from Barnett Road to Stanford Avenue; and (2) shifting the curve in Barnett Road approximately 400 feet to the east. It is intended that these changes in the plan will move the high level of slow moving traffic to Stanford Avenue, and Barnett Road will serve as a Minor Arterial through the S-E Commercial Center Core Area (7A) (from approximately 250 feet east of the intersection of North Phoenix Road). This proposed amendment continues to support the goals and policies of the S-E Plan to create and assure mixed-use, pedestrian-friendly development that protects natural features and reduces vehicle miles traveled.

Conclusion: Criterion 1 is satisfied, because removal of Implementation 3-A(1) is a result of the modification of Policy 3-A.

Criterion 2. Availability of new and better strategies such as may result from technological or economic changes.

Findings: The proposed amendment is not a result of new or better strategies resulting from technological or economic changes. The proposed amendment continues to support the goals and policies of the S-E Plan to create and assure mixed-use, pedestrian-friendly development that protects natural features and reduces vehicle miles traveled.

Conclusion: Criterion 2 is not applicable, because the removal of Implementation Strategy 3-A(1) is not the result of the availability of new or better strategies resulting from technological or economic changes.

Criterion 3. Demonstrable ineffectiveness of present strategy(s).

Findings: The proposed amendment is not a result ineffectiveness of the present strategies of the *Comprehensive Plan*. The proposed amendment continues to support the goals and policies of the S-E Plan to create and assure mixed-use, pedestrian-friendly development that protects natural features and reduces vehicle miles traveled.

Conclusion: Criterion 3 is satisfied; there is not a demonstrable ineffectiveness of the present strategy(s).

Criterion 4. Statutory changes affecting the Plan.

Findings: The proposed amendment is not a result of a statutory change. The proposed amendment continues to support the goals and policies of the S-E Plan to create and assure mixed-use, pedestrian-friendly development that protects natural features and reduces vehicle miles traveled.

Conclusion: Criterion 4 is not applicable, because there are no statutory changes affecting the Plan.

Criterion 5. Demonstrable budgetary constraints in association with at least one of the above criteria.

Findings: The proposed amendments are not a result of budgetary constraints. The proposed amendments continue to support the goals and policies of the S-E Plan to create and assure mixed-use, pedestrian-friendly development that protects natural features and reduces vehicle miles traveled.

Conclusion: Criterion 5 is not applicable because there are no demonstrable budgetary constraints in association with the above criteria.

Criterion 6. All applicable Statewide Planning Goals.

Findings: Please see findings above under "Goals and Policies, Criterion 6."

Conclusion: Criterion 6 is satisfied.

COMPREHENSIVE PLAN - REVIEW AND AMENDMENTS SECTION – STREET RECLASSIFICATIONS

The following criteria are applied to the following portions of the proposed amendment: (1) correcting the S-E Circulation Plan Map to show Barnett Road as a Major Arterial from North Phoenix Road to 250 feet east; and (2) moving the curve and special street standards for Barnett Road 400 feet to the east. The correction to the designation of Barnett Road is a mapping correction. The shift in the curve in Barnett Road is proposed because the City of Medford currently has right-of-way for Barnett Road, in a linear configuration, at this location. Also, the curve in Barnett Road at this location is no longer necessary to accommodate a large level of slow moving traffic because the main street focus is proposed to be shifted to Stanford Avenue, from Barnett Road. Barnett Road east of Stanford Avenue, in Area 7B, is proposed to have on-street parking, and slow moving traffic.

Amendments shall be based on:

Criterion 1. A demonstrated change in need for capacity which is consistent with other plan provisions.

Findings: The proposed amendment is not the result of change in need for capacity. The amendment proposes to correct the S-E Circulation Plan to illustrate the change in designation of Barnett Road. Currently the S-E Plan designates Barnett Road as a Major Arterial from North Phoenix Road to 250 feet east; and the S-E Circulation Plan does not. This amendment will correct this mapping error.

Conclusion: Criterion 1 is satisfied, there is no demonstrated change in need for capacity.

Criterion 2. Consideration of alternatives to the proposed revision which includes alternative vehicle routes and alternative travel modes that would better preserve the livability of affected residential neighborhoods.

Findings: Consideration of alternatives to the proposed revision is not necessary due to the nature of the proposal; the amendment simply corrects a mapping error to ensure consistency between the S-E Circulation Plan and the S-E Plan. Barnett Road is designated a Major Arterial from North Phoenix Road to 250 feet east. From this location, Barnett Road is then designated a Minor Arterial.

Conclusion: Criterion 2 is satisfied, no change in classification is proposed, so no consideration is required of alternatives.

Criterion 3. A significant change in one or more Goals or Policy.

Findings: The amendment proposes the modification of Policy 3-A of the Neighborhood Element, S-E Plan, because the proposal moves the main street emphasis from Barnett Road to Stanford Avenue within the Commercial Center Core Area (7A). This change in emphasis will result in slow moving traffic on Stanford Avenue rather than on Barnett Road. As such, the policy

which provides for a reduced level of service to accommodate slower moving traffic on Barnett Road in the Commercial Center Core Area (7A) is proposed to be modified to reflect this change.

Conclusion: Criterion 3 is satisfied. Policy 3-A of the Neighborhood Element is proposed to be modified.

Criterion 4. Statutory changes affecting the Plan.

Findings: The proposed amendment is not a result of a statutory change. The proposed amendment continues to support the goals and policies of the S-E Plan to create and assure mixed-use, pedestrian-friendly development that protects natural features and reduces vehicle miles traveled.

Conclusion: Criterion 4 is satisfied; there are no statutory changes affecting the Plan.

Criterion 5. Demonstrable budgetary constraints in carrying out the existing Plan.

Findings: Barnett Road is proposed to be realigned because the City of Medford currently possesses the linear right-of-way for Barnett Road at its current location. Curving Barnett Road within the Commercial Center Core Area (7A) would require city funds to acquire the right-of-way. Also, Barnett Road in this location is no longer intended to carry a high level of slow moving traffic because the main street emphasis is proposed to be moved to Stanford Avenue. The proposed amendments continue to support the goals and policies of the S-E Plan to create and assure mixed-use, pedestrian-friendly development that protects natural features and reduces vehicle miles traveled.

Conclusion: Criterion 5 is satisfied; the realignment of Barnett Road will utilize existing right-of-way and avoid the need to use city funds to purchase additional right-of-way.

Criterion 6. All applicable Statewide Planning Goals.

Findings: Please see findings above under "Goals and Policies, Criterion 6."

Conclusion: Criterion 6 is satisfied.

COMMENTS FROM AGENCIES

Comments were received from the following affected agencies: Jackson County Roads (Exhibit B) and Oregon Department of Transportation (ODOT) (Exhibit C).

The Medford Public Works Department Report is included as Exhibit D. Contained within this report is clarifications regarding Stanford Avenue, and a suggested revision to the proposed language regarding Barnett Road not being the "main street."

RECOMMENDATIONS

Southeast Plan Implementation and Advisory Committee

The SEPIAC found the proposed master plan to be technically approvable and consistent with the *Comprehensive Plan* and *MLDC* with proposed amendments. However, SEPIAC did not endorse the master plan, and felt it could be more pedestrian-friendly, greenway-oriented, and architecturally specific, particularly along Stanford Avenue (the new main street). The proposed *Comprehensive Plan* amendments proposed in this application are recommended by the SEPIAC, as they are a result of collaboration among the property owners and the committee.

SE Plan Commercial Center Core Area Comp. Plan Amendments (CP-12-089) February 20, 2013
Staff Report

Planning Commission

The Planning Commission reviewed the proposals at their November 12, 2012 study session. Minutes are included as Exhibit E. The Planning Commission held a public hearing on February 14, 2013 in which they voted to forward a favorable recommendation to the City Council for approval of CP-12-089 (Exhibit J).

Citizens Planning Advisory Committee

The Citizens Planning Advisory Committee (CPAC) reviewed the proposed amendments on November 13, 2012. No recommendation was made (Exhibit F).

Site Plan and Architectural Commission

The Site Plan and Architectural Commission (SPAC) reviewed the proposal at their December 7, 2012 study session. Minutes are included as Exhibit G.

RECOMMENDED ACTION

Based on the findings and conclusions that all of the approval criteria are either met or are not applicable, the Planning Commission recommends that the City Council approve CP-12-089 per the Staff Report dated February 20, 2013 including Exhibits A through J.

EXHIBITS

- A Proposed *Comprehensive Plan* Amendment
- B Jackson County Roads Memorandum dated November 14, 2012
- C Oregon Department of Transportation Email dated November 21, 2012
- D Public Works Department Staff Report dated January 9, 2013
- E Planning Commission November 12, 2012 Study Session Minutes
- F Citizens Planning Advisory Committee November 13, 2012 Meeting Minutes
- G Site Plan and Architectural Commission December 7, 2012 Study Session Minutes
- H Zoning Map
- I General Land Use Plan Map
- J Planning Commission Hearing Minutes February 14, 2013

PLANNING COMMISSION AGENDA:	FEBRUARY 14, 2013
CITY COUNCIL AGENDA:	MARCH 7, 2013

Comprehensive Plan Amendment Proposal

Underlined copy indicates an addition; Struck-through copy indicates a deletion.

NEIGHBORHOODS ELEMENT

SPECIAL CIRCULATION AND LAND USE PLANNING STUDIES IN SOUTHEAST MEDFORD

The primary purposes of the *Southeast Plan* include:

- 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, including the Southeast Village Center (Area 7A) may be approved through a Master Plan rather than a PUD process.

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.

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 ~~both sides of Barnett Road~~ has been designated as the "Commercial Center Core Area": (7A).

Exhibit A

SOUTHEAST OVERLAY ZONING DISTRICT

The *Southeast Plan* is implemented through various planning and zoning controls in the *Medford Land Development Code*. 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 Planned Unit Development 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.

FIGURE 1: SOUTHEAST PLAN MAP NEIGHBORHOOD ELEMENT, SE PLAN, COMPREHENSIVE PLAN

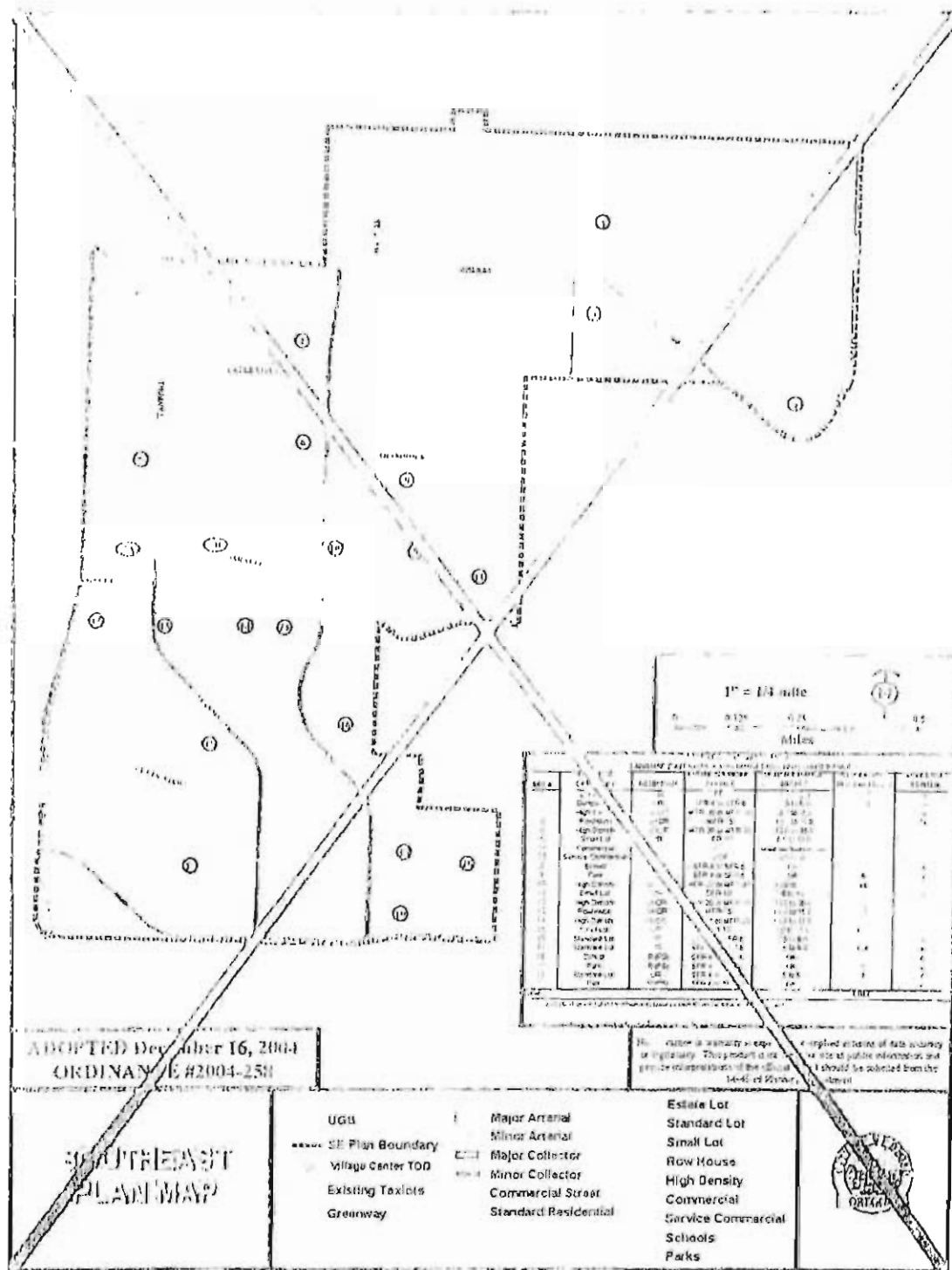
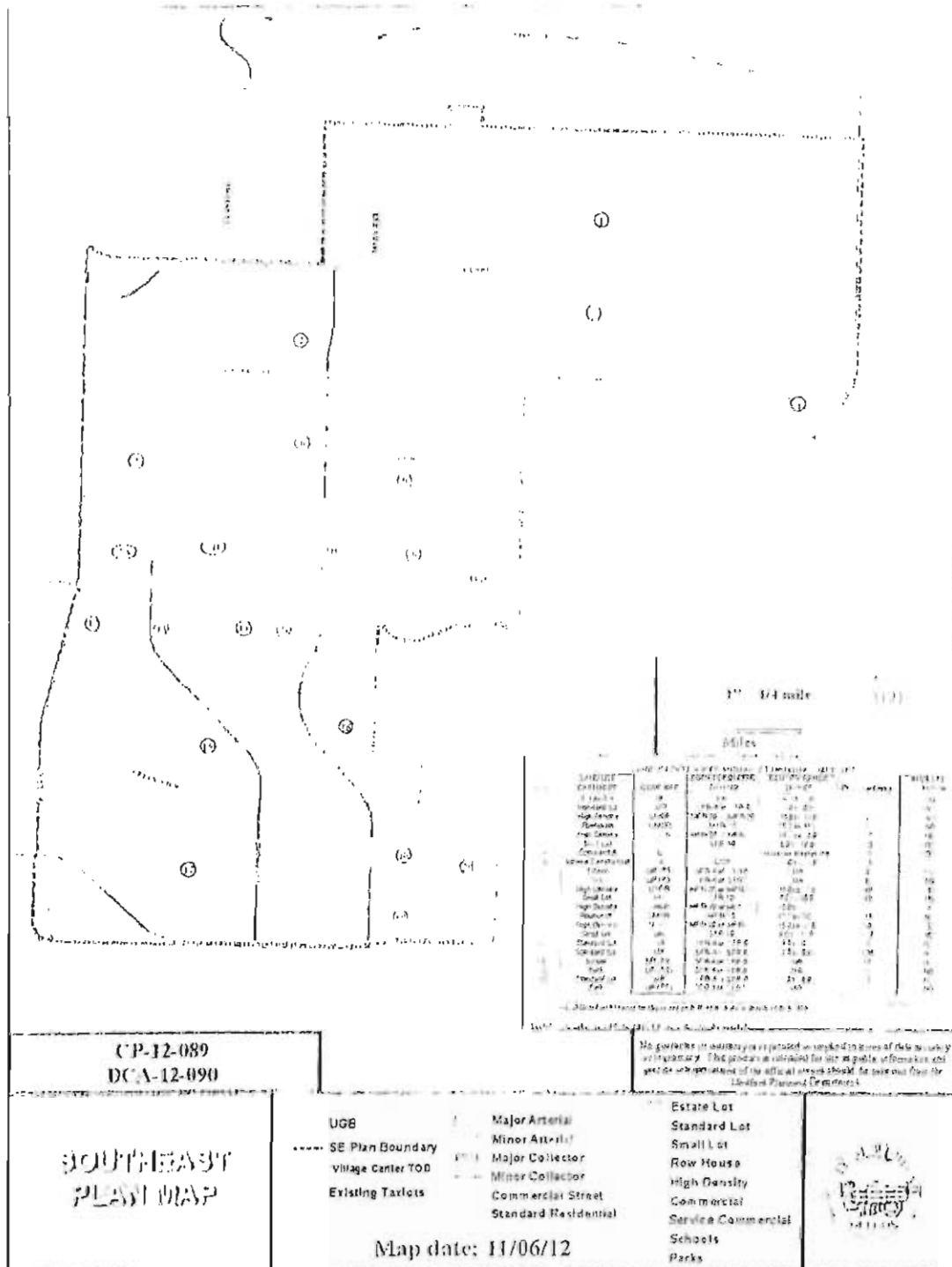


Exhibit A

SE Plan Commercial Center Core Area Comp. Plan Amendments (CP-12-089)

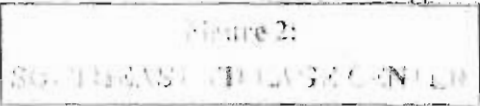
February 20, 2013

(Revisions include: Goddard property removed from 7A, Barnett Road realigned to east and designated a Major Arterial from North Phoenix Road 250-feet east)

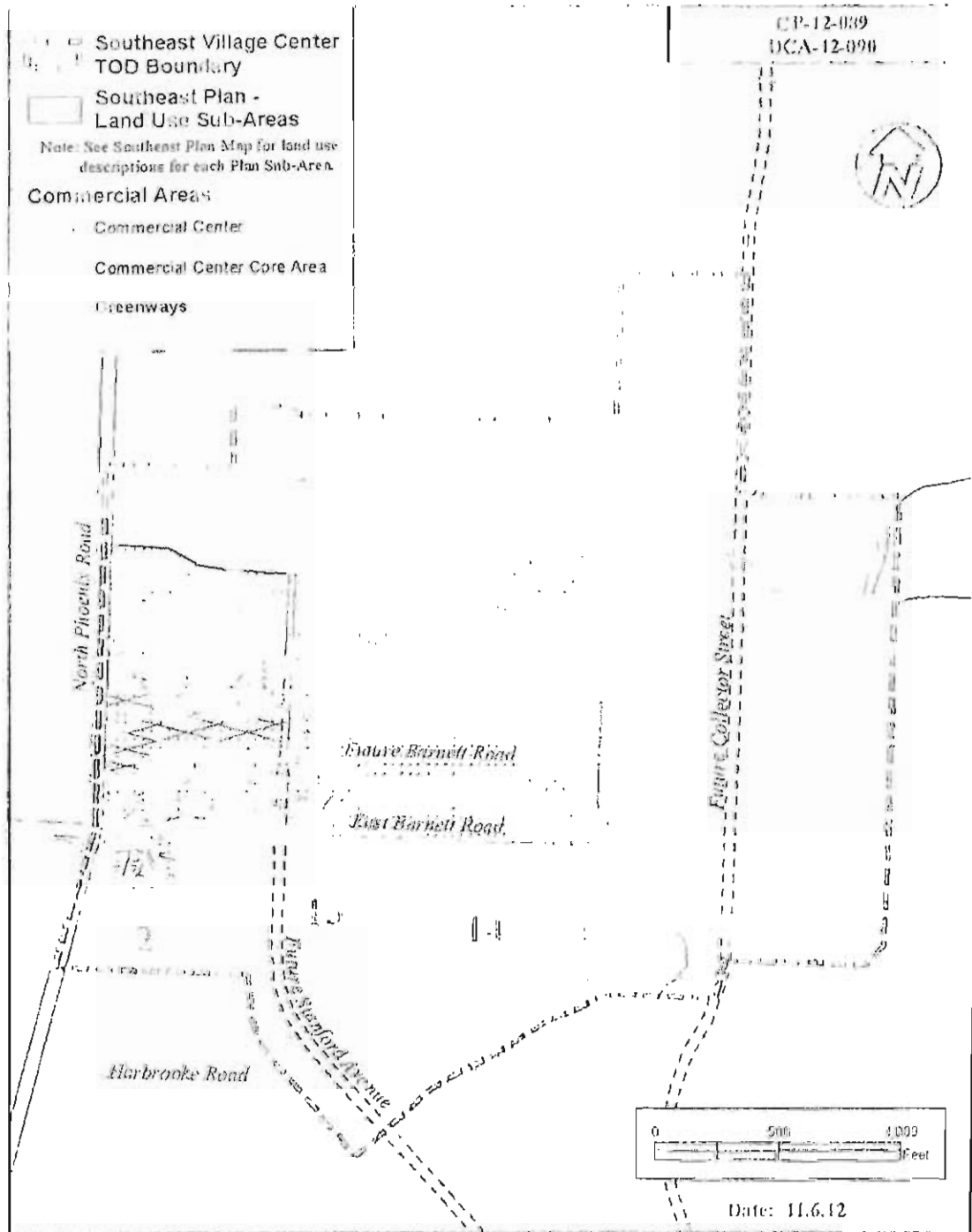


SOUTHEAST VILLAGE CENTER

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 (sub-area 7A) of approximately 18 acres is the primary retail center located ~~on both sides of~~ along Barnett Road extending from North Phoenix Road to a point east of Stanford Avenue. The Core Area will contain ~~150,000 square feet of~~ retail and commercial businesses with residential uses allowable above ground floor level in mixed use buildings. ~~And a~~ A portion of the Greenway is also located within the Core Area (7A) boundary. These areas are depicted in Figure 2.

[illegible]

(Revisions include: Goddard property removed from 7A, and Barnett Road realigned to east)



GOALS, POLICIES, AND IMPLEMENTATION MEASURES. SOUTHEAST PLAN.

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 Barnett Road-Stanford Avenue within the Commercial Center is desired to have a high level of slow moving traffic.

~~Implementation 3-A(1): Assess Medford Land Development Code language related to the transportation LOS to determine if changes are needed to accommodate the exemption of zone changes in the City from meeting the minimum transportation LOS standard for the alternatively-designed section of Barnett Road located within the Southeast Commercial Center. (Deleted [Date of Approval])~~

Southeast Medford Plan Area Neighborhood Circulation Plan and Transportation Policies and Guidelines

Neighborhood Circulation Plans

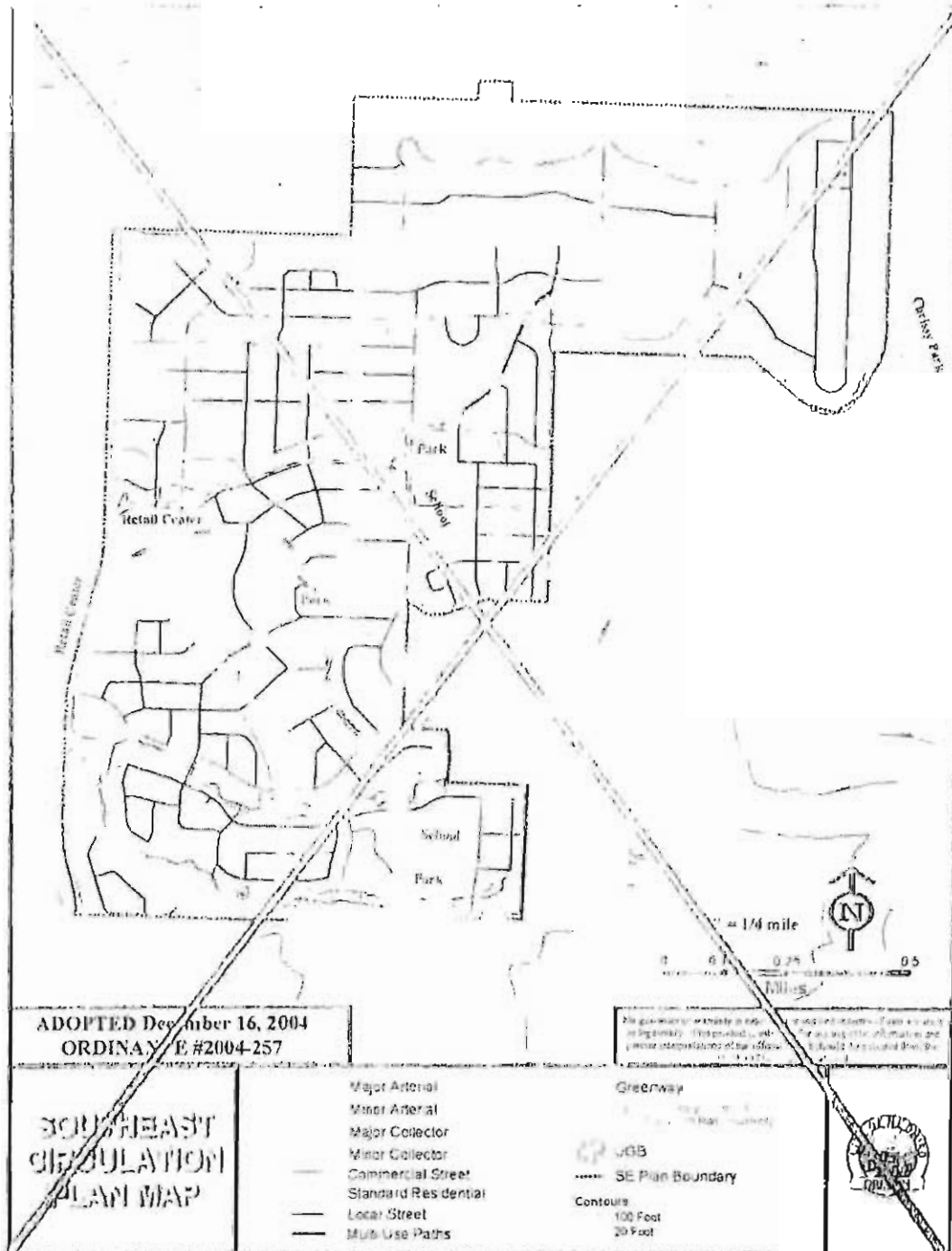
TSP Implementation Strategy 2-D(1) directs the City to “*Identify unique street design treatments, such as boulevards or “main” streets, through the development and use of special area plans, neighborhood plans, or Neighborhood Circulation Plans adopted in the Medford Comprehensive Plan.*” This Neighborhood Circulation Plan anticipates a town center “main street” along Barnett Road in the Southeast Village Commercial Center along Stanford Avenue within the Commercial Center Core Area (7A).

Exhibit A

SE Plan Commercial Center Core Area Comp. Plan Amendments (CP-12-089)

February 20, 2013

FIGURE 1: SOUTHEAST AREA NEIGHBORHOOD CIRCULATION PLAN MAP, SE MEDFORD PLAN AREA, NEIGHBORHOOD CIRCULATION PLAN AND TRANSPORTATION POLICIES AND GUIDELINES, NEIGHBORHOOD ELEMENT, COMPREHENSIVE PLAN



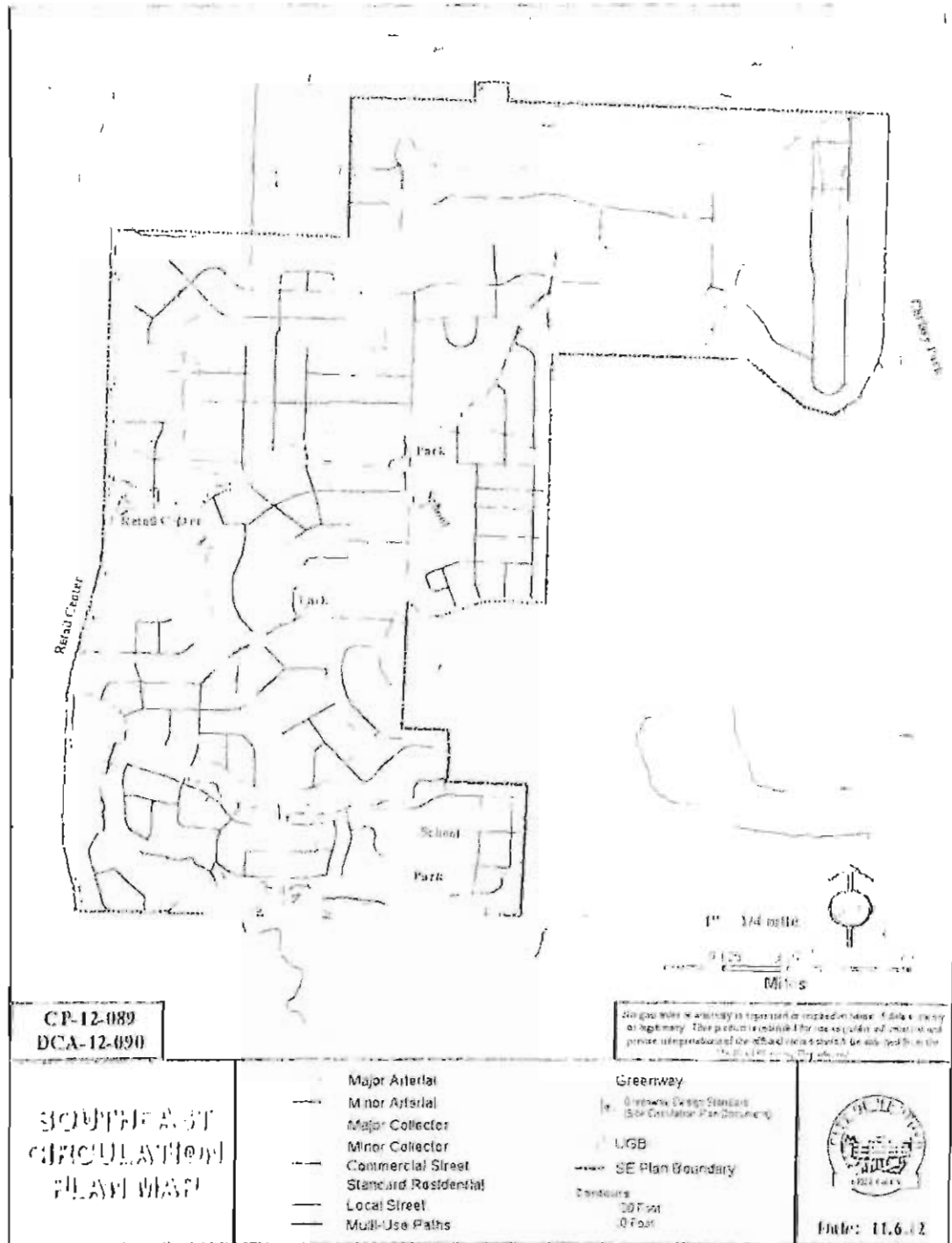
P:\COMPLANNING DIV\Comprehensive Plan\Adopted Comprehensive Plan Document\Neighborhoods\Adopted Circulation Plan Sx 11

Exhibit

SE Plan Commercial Center Core Area Comp. Plan Amendments (CP-12-089)

February 20, 2013

(Revisions include: Barnett Road realigned to east, and designated Major Arterial from North Phoenix Road 250 feet east)



PART I -- Existing and Planned Activity Centers and Transportation System in the Southeast Area

A. Existing and Planned Neighborhood Activity Centers

Southeast Village Center

The Southeast Village Center TOD is to contain a Commercial Center Core Area (7A) with up to 100,000 square feet of community commercial uses, plus including up to 50,000 square feet for a grocery store, residential uses of up to sixty units per acre, and a Greenway with shared-use paths. The TOD will also contain an additional 35 acres of service and professional office commercial and high-density residential uses, and a surrounding 150 acres of other residential uses, ranging from small lot single-family and medium density (rowhouses), to high-density residential, including retirement facilities. The streetscape and street/alley designs in this area will have special character to assure pedestrian friendliness and a "town center" atmosphere. Rogue Valley Transportation District (RVTD) transit service is being extended to the area from the west via Barnett Road. Initially, a transit stop will be provided in the Commercial Center Core Area (7A).

Lunnertz-Coyle Commercial Center Plan

According to the study, for the retail uses to be viable, a high level of slow moving traffic with on-street parking, similar to a traditional main street, is necessary. The planned realignment has been shifted approximately 400 feet further east as a result of the more detailed Commercial Center Core

Area (7A) master planning process. This location coincides with the intersection at East Barnett Road and Stanford Avenue.

The study's preferred alternative for the community commercial site recommended approximately 100,000 square feet of retail commercial uses and up to 50,000 for a grocery store located generally between North Phoenix Road and Stanford Avenue, with the remainder of the commercial area utilized for civic, office, and high-density residential uses, including mixed uses. Stanford Avenue designated a Commercial Street where the abutting zoning is commercial, and will be the north-south retail street. The block on Barnett Road between its intersections with North Phoenix Road and Stanford Avenue will need to be addressed and designed to assure pedestrian connectivity due to its considerable length.

Other Existing Facilities

Other existing facilities in the Southeast Plan Area include the Swim and Tennis Club on North Phoenix Road, the Medford Fire Station on Barnett Road, and two fraternal lodges. A regional fiber optic network hub facility is also sited adjacent and to the east of the fire station. Adequate access for the fire station located on the south side of Barnett Road in the future Commercial Center Core Area (7A) will be critical. The planned realignment of Barnett Road to the north in the vicinity of the fire station will necessitate driveway and traffic signal design that assures quick access to North Phoenix Road as well as to the east.

PART II – General Circulation System Policies and Guidelines for the Southeast Area**A. Interconnected Street Network**

Street Design Standards

Private streets are often utilized when a deviation of City street standards is desired to accommodate a particular site design or difficult property. Private streets or alleys should be utilized only when neighborhood interconnectedness and convenient public access to activity centers will not be compromised. The "Exceptions" (variance) process has also been used to vary public street standards when a private developer is constructing a public street. When the City is constructing the street, a Transportation Facility process is used to vary street standards. A clear process for considering alternative street design standards should be developed for the *Land Development Code* since these processes do not provide the best means for determining when alternative standards are acceptable. Locations where alternative street designs are appropriate in the Southeast Plan Area have been identified in this plan where known.

Access Management

The proposed Southeast Overlay District requires residential owners abutting Collector streets to landscape and maintain the planter strips and any landscape area between the property line and sidewalk. When through-lots are demonstrated to be necessary, a fencing setback of at least 10 feet and full improvement of the abutting right-of-way with landscaping and irrigation is required, along with a property owners' association or another design or mechanism that will assure continued maintenance. In the Southeast Area, North Phoenix Road is the only higher order street expected to contain several abutting residential through-lots due to its higher speed limit. This design can likely be avoided elsewhere in the Southeast Area. The North Phoenix Road "Arterial Street Frontage Landscaping and Vertical Separation Features" are displayed on pages 19 and 20.

B. Streetscape Design

Right-of-Way Design

Right-of-way design in the Southeast Area is intended to be "context sensitive". This means that modifications to designs have been considered based upon the abutting planned land use. The needs of the abutting planned land use should be balanced with area-wide and citywide transportation needs. The context of the Southeast Village Center as a Transit Oriented District (TOD) will dictate the design of the rights-of-way in this area, and most particularly in the

Commercial Center portion of the TOD. The proposed street design in the Commercial Center is described in more detail under the Streetscape Design section for Barnett Road.

Medford TSP Implementation Strategy 1-A(3) requires that the City maintain Arterial streets to a minimum overall performance during peak travel periods meeting Level of Service (LOS) "D." This test usually occurs at the time facility adequacy is determined during consideration of a proposed zone change. Because Stanford Avenue and Barnett Road, east of Stanford Avenue, within the Commercial Center is desired to have a high level of slow moving traffic, future zone changes in the City will be exempt from meeting the minimum LOS standard for Stanford Avenue and the alternatively-designed section of Barnett Road, east of Stanford Avenue, located within the Commercial Center. ~~Land Development Code language related to LOS should be assessed to determine if changes are needed to accommodate this special situation.~~

PART III – Street Specific Circulation System Policies and Guidelines for the Southeast Area

A. North Phoenix Road (Major Arterial Street)

Planned Intersections – North Phoenix Road

Barnett Road with North Phoenix Road (Major Arterial with Major Arterial)

The primary pedestrian, bicycle, and motor vehicle access to and from the Southeast Area will be via this intersection. It will function as the "gateway" to this neighborhood. The multi-modal design and improvement of the intersection will be essential in connecting the Larson Creek Shopping Center with the future Commercial Center Core Area (7A) located diagonally across the intersection. Retail commercial development will be located at three corners of the intersection with office development at the northwest corner. Widening of the intersection is planned as a "medium range" project (2009-2013). Due to the potential expansive width of the intersection, designing specifically for pedestrian and bicycle friendliness will be crucial. (Note that the classification of Barnett Road is transitions from a Major Arterial to a Minor Arterial about 250 feet east of North Phoenix Road.)

Streetscape Design – North Phoenix Road

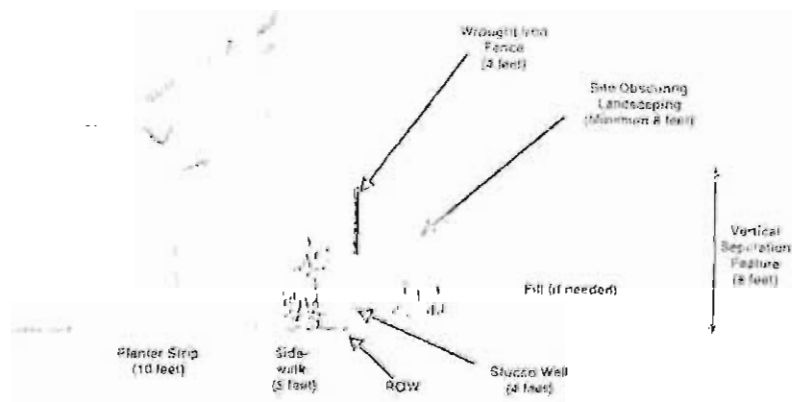
FIGURE 6: NORTH PHOENIX ROAD ARTERIAL STREET FRONTAGE LANDSCAPING AND VERTICAL

SEPARATION FEATURE 'A' FOR RESIDENTIAL DEVELOPMENT



For the easterly side of North Phoenix Road between Barnett Road and Coal Mine Road
 *To fulfill the requirements of Medford Land Development Code Section 10.797-(12)

FIGURE 7: NORTH PHOENIX ROAD ARTERIAL STREET FRONTAGE LANDSCAPING AND VERTICAL SEPARATION FEATURE 'B,' FOR RESIDENTIAL DEVELOPMENT



For the easterly side of North Phoenix Road between Barnett Road and Old Cherry Lane
 *To fulfill the requirements of Medford Land Development Code Section 10.797-(12)

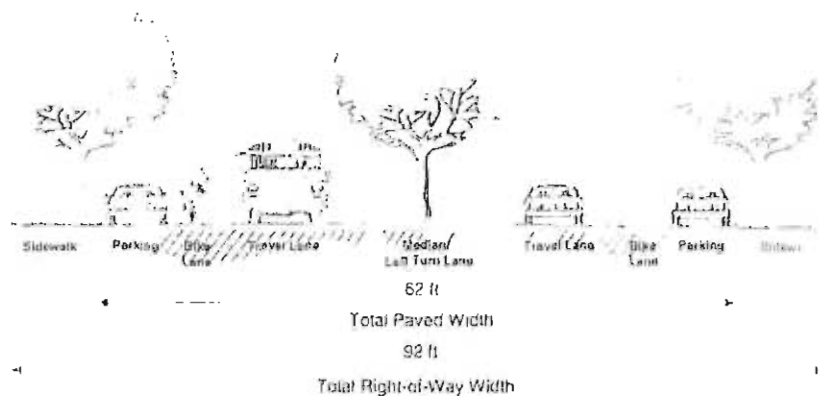
B. Barnett Road (Minor Arterial Street)

Streetscape Design – Barnett Road
Commercial Center

To achieve commercial zoning on both sides of Barnett Road, which will be essential to creating a town center, Barnett Road will be curved northward through the commercially designated area, where the City will acquire a new right-of-way. The realignment will initiate at the intersection with Stanford Avenue as East Barnett Road extends through Commercial Center Area 7B. ~~The current Barnett Road right-of-way will be vacated to the abutting property owners leaving the Commercial designation north of the centerline of the old right-of-way.~~ This will provide a commercial lot depth of approximately 250 feet. The recommended speed in town centers is 25 mph. Stanford Avenue, north of East Barnett Road, will also be constructed as commercial street with retail shops and parking on both sides. *"A high volume of slow moving traffic is critical to a successful retail main street. A lowered design speed will allow smaller main street style businesses to capture traffic without long frontages or large signs."* (Lennertz-Coyle Commercial Center Plan).

The Scottish Rite Lodge has been changed to a commercial designation to provide a consistent commercial designation on both sides of the street at this gateway entry into the Southeast Village Area. Since there will be on-street parking in the town center, extra wide sidewalks (15+/- feet) with tree wells should be used in lieu of planter strips. -Bicyclists should not be permitted on the sidewalks in the Commercial Center. -The fire station should retain its frontage on Barnett Road due to the value of having a striking civic building at this location. ~~A "green" should be considered for the newly created area between the fire station and the relocated street.~~ It will be essential that proper access and traffic signals are provided for quick response from the fire station in all directions.

Figure 8: EAST BARNETT ROAD CROSS SECTION IN SE COMMERCIAL CENTER



* Beginning approximately 250 feet east of North Phoenix Road at intersection with Stanford Avenue

The City will be responsible for the installation and maintenance of the landscaping in the

Exhibit A

planter strips on Barnett Road only where abutting residential zones. -A consistent design should be developed for the Commercial Center, including pedestrian-scale streetlights. -A consistent design for landscaped medians for which the City will be responsible should also be developed. Where on-street parking is planned in the Commercial Center, street trees will be located in extra wide sidewalks in lieu of planter strips. The special cross section for Barnett Road, including on-street parking, should extend from approximately 250 feet east of North Phoenix Road Stanford Avenue to the easterly edge of the Commercial Center designation.

TRANSPORTATION SYSTEM PLAN ELEMENT

SOUTHEAST MEDFORD TOD

* : *

Land Use Types

The core of the Southeast Plan Area, the Southeast Village Center TOD encompasses approximately 175 acres located along Barnett Road containing a retail commercial center core area with surrounding mixed-use commercial area, and additional medium and high density residential and institutional uses. The commercial area is to be designated as a "town center" with on-street parking and ground-floor retail adjacent to the sidewalks. Barnett Road between North Phoenix Road and Stanford Avenue will not have on-street parking. The neighborhood circulation plan includes design standards for streets, streetscapes, and non-motorized transportation circulation.

Implementation Ideas

Likely land uses within the TOD include community commercial shopping opportunities, such as grocery stores to compete with Albertsons across the street, chain stores such as Office Depot and smaller specialty shops that cater to the residents of the higher density residential within the village Center and those living in the surrounding trade area. ~~The Southeast Plan limits the Commercial Center core Area to 150,000 square feet of retail uses.~~ Individual businesses are limited to no more than 50,000 square feet.

* : *



JACKSON COUNTY

Roads

JC Roads
Engineering

Russell Logue
Construction & Development Manager

200 Antelope Road
Wilo City, OR 97503
Phone: (541) 774-6255
Fax: (541) 774-6255
loguer@jacksoncounty.org

www.jacksoncounty.org

November 14, 2012

Attention: Carly Quillory
Planning Department
City of Medford
200 South Ivy Street, Lausmann Annex, Room 240
Medford, OR 97501

RE: Class A (Major) legislative amendment of the Medford Comprehensive Plan.
Planning File: CP-12-089

Dear Carly:

Thank you for the opportunity to comment on this request for a Class A (Major) legislative amendment of the Medford Comprehensive Plan to revise the Neighborhood Element, Southeast Plan, Commercial Center Core Area (7A) pertaining to the Master Plan and of the Commercial Center Core Area (7A), approximately 18 acres located at the northeast corner of East Barnett Road and North Phoenix Road, and the Street Functional Classification Map of the Transportation Element to designate East Barnett Road as a Major Arterial from North Phoenix Road 250-feet east and adjust its development. Jackson County Roads has no comments.

If you have any questions or need further information feel free to call me at 774-6255.

Sincerely,

Russell Logue
Construction & Development Manager

Carly A Guillory

From: GUEVARA Thomas <Thomas.GUEVARA@odot.state.or.us>
Sent: Wednesday, November 21, 2012 9:58 AM
To: 'Carly.Guillory@cityofmedford.org'
Subject: Southeast Plan Commercial Center Core Area Amendment (CP-12-089)

Thank you for sending agency notice on a proposed consideration of a Class A (major) legislative amendment of the Medford Comprehensive Plan to revise the Neighborhood Element, Southeast Plan, Commercial Center Core Area (7A) pertaining to the Master Plan & of the Commercial Center Core Area (7A), approximately 18 acres located at the northeast corner of East Barnett Rd. & North Phoenix Rd. & the Street Functional Classification Map of the Transportation Element to designate East Barnett Rd. as a Major Arterial from North Phoenix Rd. 250 feet east & adjust its development. We reviewed the proposed project and determined it does not significantly affect state transportation facilities under the State Transportation Planning Rule (OAR 660-012-0060) or State Access Management Rule (OAR 734-051-000). We have no further comments at this time.

Thomas Guevara Jr. | ODOT Planning & Finance Section
Region 3 | 3500 NW Stewart Parkway | Roseburg, OR 97470

| 541-957-3692 | F: 541-957-3547 | E: Thomas.Guevara@odot.state.or.us

CP-12-08^C

PUBLIC WORKS DEPARTMENT STAFF REPORT

Project Description:

Consideration of a Class A (major) legislative amendment of the Medford Comprehensive Plan to revise the Neighborhood Element, Southeast Plan, Commercial Center Core Area (7A) pertaining to the Master Plan and of the Commercial Center Core Area (7A), approximately 18 acres located at the northeast corner of East Barnett Road and North Phoenix Road, and the Street Functional Classification Map of the Transportation element to designate East Barnett Road as a Major Arterial from North Phoenix Road 250 feet east and adjust its development.

Applicant: City of Medford

The Public Works Department has reviewed the proposed amendment to the Medford Comprehensive Plan, and have the following comments:

1. Appendix A: Southeast Plan Map (Page 2 of 7)

Stanford Avenue is only a major collector south of Barnett Road. It is a commercial street north of Barnett Road within the commercial core area.

2. Appendix C: Figure 1: Southeast Area Neighborhood Circulation Plan Map (Page 3 of 7):

Stanford Avenue is only a major collector south of Barnett Road. It is a commercial street north of Barnett Road within the commercial core area.

3. Leameriz-Cuyie Commercial Center Plan (Page 3, 4 of 7):

The first paragraph in this section should address that Stanford has been identified as the "traditional main street" with slow moving traffic and on-street parking within the retail area, instead of Barnett Road. If the proposed amendment is adopted, Barnett would no longer be considered as the "traditional main street". This would include the section of Barnett east of Stanford Avenue.

CP-12-089^D



The study session of the Medford Planning Commission of the Lausmann Annex on the above date is hereby:

Commissioners: Tim Jackle, Norm Nelson, James Boy, Zarosinski.

Staff: Jim Huber, Bianca Pount, Larry Poon, and Lori Cooper

Subject: 1. Proposed Amendment of Commercial Core
2. Proposed Amendment of

Bianca Pount
Bianca Pount
Bianca Pount

Ms. Pount
Bianca Pount
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Ms. Pount
Bianca Pount
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Ms. Pount
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Ms. Pount
Bianca Pount
Bianca Pount
Bianca Pount

...

recommends adoption of Code and Comprehensive Plan Amendments that would allow adoption of the proposed Master Plan. They do not necessarily endorse the proposed Master Plan. They wish that the proposed Master Plan was more pedestrian-friendly, more greenway-oriented and more specific about architectural design particularly for the Main Street, and changes be made to the proposed site plan per Robert Tull's letter to Mark McKechnie dated March 5, 2012.

Ms. Petrou reported that the Planning Commission will hold a public hearing and make recommendation to the Council on the Comprehensive Plan and Code Amendments. The Planning Commission public hearing is tentatively scheduled for February 14, 2013.

Jim Huber, Planning Director commented that the Southeast Committee recommended that the design incorporate neo-traditional elements.

Commissioner Tull reported that the importance of the neo-traditional element is that the overall conceptual standard for the entire Southeast Project is essentially a neo-traditional approach to design and architectural detail. The Committee felt it important to carry that theme approach into the Commercial Center as much as possible.

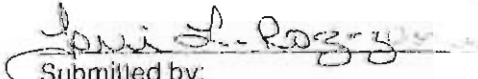
Ms. Petrou stated that the proposed Code Amendments as recommended by the Southeast Committee states under 10.374 (1) (f) "Required architectural design standards and unique architectural themes for each sector of development. All applicants shall incorporate neo-traditional design elements into the development."

Mr. Huber asked the Commission if they were interested in looking at the Master Plan and the Design and Development Standards? The Commission felt there are enough guidelines present that a developer can come up with what the type of design the Southeast Committee is looking for. If it goes to Site Plan and Architectural Commission for their review they can make their decision based on the proposed packet being reviewed today.

Commissioner Tull commented that based on this study and the Planning Commission's public hearing, framing a recommendation to City Council that these Comprehensive Plan Amendments and Code Amendments be adopted and that the Master Plan for site design should have the considerations of his letter dated March 5, 2012 built into it.

Vice Chair Nelson stated that he hopes that the Planning Commission has the opportunity to review the Master Plan before City Council adopts it.

The meeting was adjourned at 1:05 p.m.


Submitted by:

Terri L. Rozzana, Recording Secretary



MINUTES
Citizens Planning Advisory Committee Meeting
November 13, 2012

The regular meeting of the Medford Citizens Planning Advisory Committee was called to order at 5:30 p.m. in the Medford Room of City Hall on the above date with the following members and staff in attendance:

10. Roll Call

Members Present

Dan Bell
Christine Lachner
Curtis Folsom
David McFadden

Hugh Hohe
Karen Blair
Joel Marks

Members Not Present

Gerald Anderson, EJ Fordyce

Staff Present

Carly Guillory, Planner II

20. Minutes

20.1 Minutes of the June 12, 2012, meeting were approved as submitted.

30. Guest Speaker

30.1 None.

40. Staff Report, Upcoming Study Sessions and Public Hearing Topics

40.1 Staff Report: Staff reported on Planning Booth at the Farmer's Market for National Planning Awareness Month.

40.2 City Council:

40.4 PUD Neighborhood Meetings Subcommittee. No report.

50. Old Business

50.1 No discussion.

60. New Business

60.1 None.

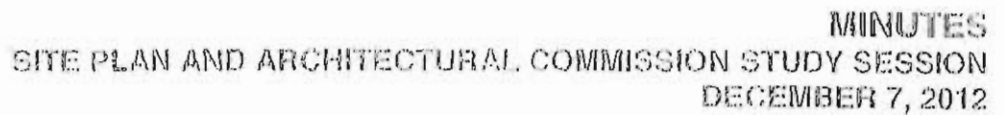
70. Applications and Referrals

70.1 CP-12-089 and DCA-12-090: David McFadden discusses the background of the proposed changes, and the proposed Master Plan submitted by some of the property owners of the Commercial Center Core Area: greenway, property purchased by the City, the realignment of Barnett Road, and the elimination of the square footage cap. SE Plan Commercial Center is only area in city requiring a Master Plan prior to development. Members discuss importance of access to a commercial site, fire safety, and vehicular parking at the Northgate Center. Members discuss likelihood of retirees walking and using motorized wheelchairs. Staff reads section in code regulating when the greenway shall be developed. Topic of drive throughs is discussed: why three? Members suggest limiting drive through windows to only 150-feet within North Phoenix Road. Staff asks Committee their thoughts on the change in bicycle parking: proposal requests two times the amount of bicycle parking. Members find that in the future the bicycle parking spaces will be needed, but not now. No recommendation was made.

80. General Discussion

90. Adjournment The meeting was adjourned at 7:26 PM. Submitted by: Carly Guillory, Planner

F
CP-12-089



1. More pedestrian-friendly
2. More greenway-oriented
3. More specific about the architectural design (particularly for Main Street)

CP-12-0801

CITY OF MEMPHIS PLANNING DEPARTMENT

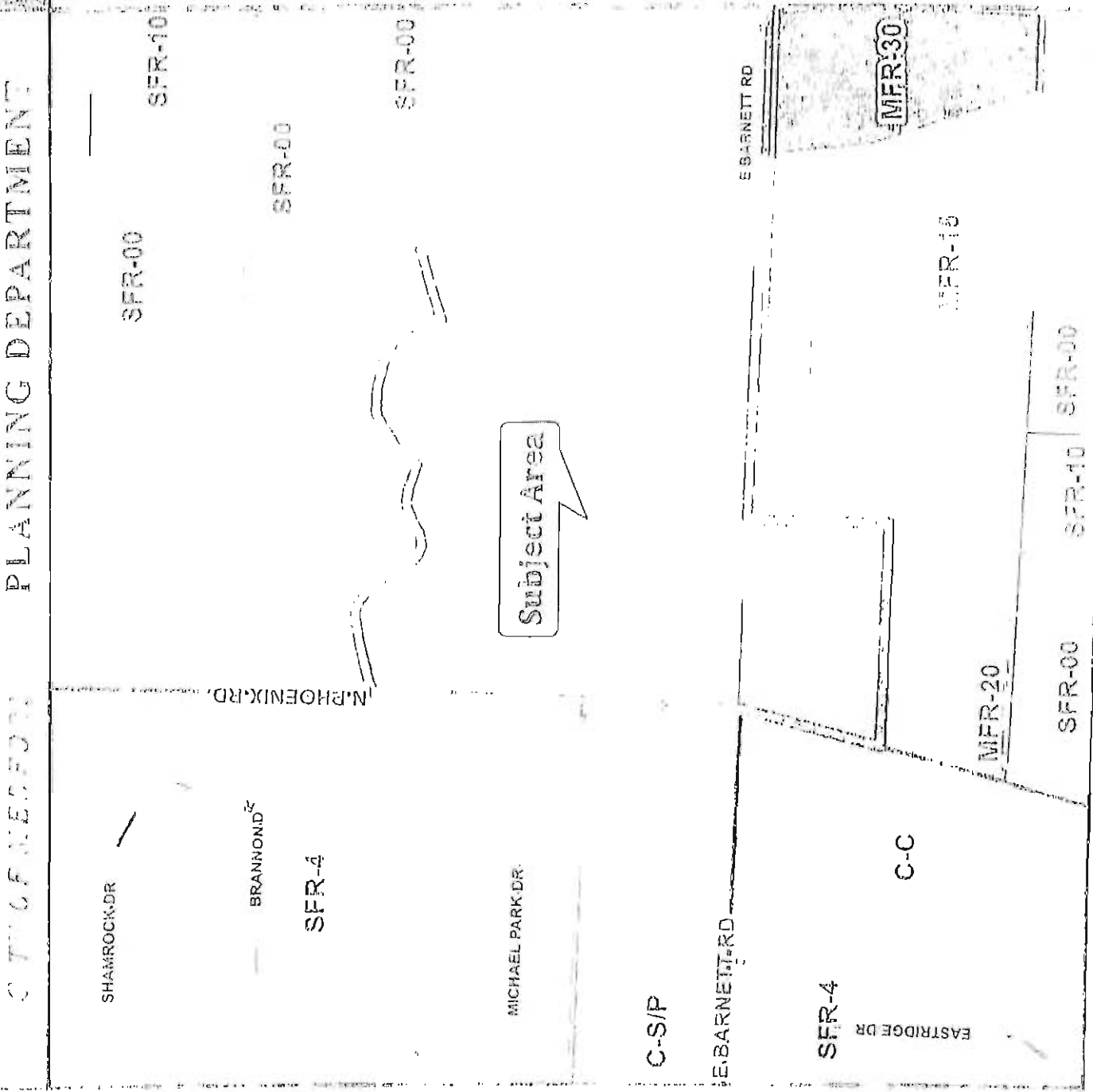
Zoning Map

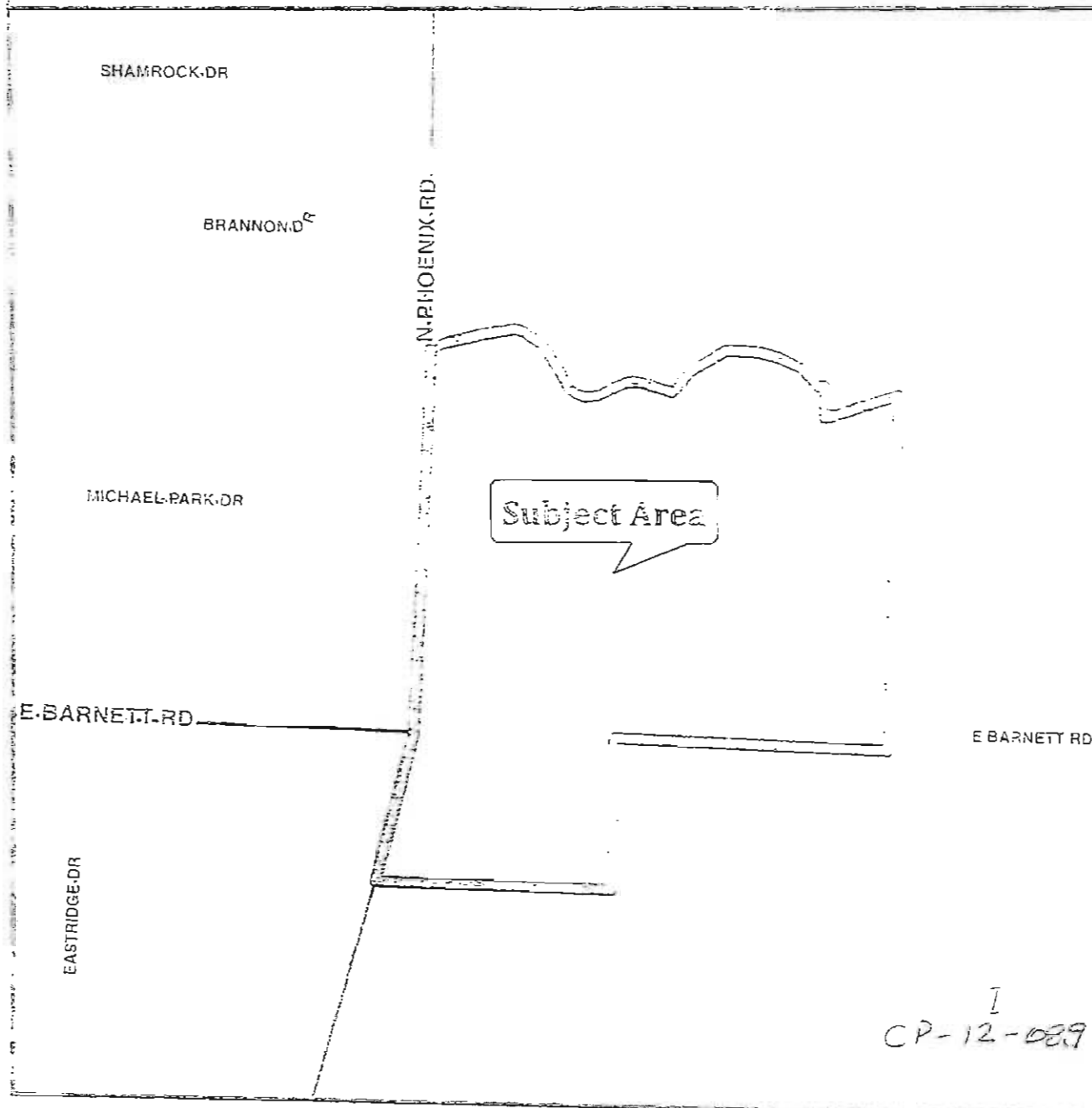
Application Name/Description:
 Southeast Plan,
 Commercial Center
 Core Area (7A)
 Comprehensive Plan
 and Land Development
 Code Amendments

Proposal:
 Revisions to the
 Commercial Center
 Core Area (7A)
 Regulations

File no:
 CP-12-089
 DCA-12-090

Tax Lots





Application Name/Description

Southeast Plan,
Commercial Center
Core Area (7A)
Comprehensive Plan
and Land Development
Code Amendments

Proposal:

Revisions to the
Commercial Center
Core Area (7A)
Regulations

File no.

CP-12-089
DCA-12-090

Tax Use

A-AIRPORT

CC-CITY CENTER

CM-COMMERCIAL

SC-SERVICE COMMERCIAL

GI-GENERAL INDUSTRIAL

MI-HEAVY INDUSTRIAL

LS-LIMITED SERVICE AREA

PS-PARKS & SCHOOLS

UR-URBAN RESIDENTIAL

UM-URBAN MEDIUM DENSITY RESIDENTIAL

UH-URBAN HIGH DENSITY RESIDENTIAL



01/23/13



MINUTES
Planning Commission Meeting
February 14, 2013

The regular meeting of the Medford Planning Commission was called to order at 5:30 p.m. in the Council Chambers on the above date with the following members and staff in attendance:

Commissioners Present

Tim Jackle, Chair
Robert Tull, Vice Chair
Bill Christie
Norman Fincher
David McFadden (arrived at 5:34 p.m.)
Patrick Miranda

Staff

Jim Huber, Planning Director
Bianca Petrou, Assistant Planning Director
Kelly Akin, Senior Planner
Lori Cooper, Deputy City Attorney
Larry Beskow, City Engineer
Terri L. Rozzana, Recording Secretary
Carly Guillory, Planner II

Commissioners Absent

Michael Zarosinski, Excused Absence
Brita Entenmann, Unexcused Absence

- 10. Roll Call
- 10.1 Election of Officers

Commissioner Tull nominated Commissioner Christie to serve as Chair for 2013. Commissioner Fincher seconded.

Commissioner Christie nominated Commissioner Jackle to serve as Chair for 2013.

Chair Jackle stated there is a motion and second on the table for Commissioner Christie as Chair for 2013. Chair Jackle asked Commissioner Christie if he was indicating he would not want to be Chair? Commissioner Christie responded that he would rather Commissioner Jackle be Chair.

Commissioner Tull withdrew his motion and Commissioner Fincher withdrew his second.

Commissioner Tull seconded Commissioner Christie's motion of nominating Commissioner Jackle as Chair for 2013.

Roll Call Vote: Motion passed, 5-0-1, with Commissioner Jackle abstaining.

Commissioner Christie nominated Commissioner Tull to serve as Vice Chair for 2013. Commissioner Jackle seconded.

Roll Call Vote: Motion Passed, 5-0-1 with Commissioner Tull abstaining.

- 20. Consent Calendar/Written Communications. None.
- 30. Minutes.
- 30.1 The minutes for January 24, 2013, were approved as submitted.
- 40. Oral and Written Requests and Communications. None.

CITY OF MEDFORD
20-31T
CP 12-08

Chair Jackle stated that on Agenda Items 50.1 and 50.2 he has a conflict of interest so he would recuse himself at this time and turn the meeting over to Vice Chair Tull to complete the public hearings.

50. Public Hearing.

New Business

- 50.1 CP-12-089 Consideration of a Class A (major) legislative amendment of the Medford Comprehensive Plan to revise the Neighborhood Element, Southeast Plan, Commercial Center Core Area (7A) pertaining to the Master Plan and of the Commercial Center Core Area (7A), approximately 18 acres located at the northeast corner of East Barnett Road and North Phoenix Road, and the Street Functional Classification Map of the Transportation Element to designate East Barnett Road as a Major Arterial from North Phoenix Road 250-feet east and adjust its development. (City of Medford, Applicant).

Vice Chair Tull inquired whether any other Commissioners have a conflict of interest or ex parte communication they would like to disclose.

Carly Guillory, Planner II, presented the affected location of the amendment, background, proposed revisions, approval criteria and conclusion. Ms. Guillory stated that on pages 9 and 15 of the staff report she inadvertently referenced Barnett Road as a collector and she will change that to read arterial. Ms. Guillory reported that Policy 3-A initially was proposed to be removed. However, tonight staff would like to propose an alternative. Originally the policy was eliminated because it allowed zone changes to be exempt from the level of service standards for Barnett Road. However, because of moving the main street emphasis away from Barnett to Stanford it has been agreed to leave the policy but modify it such that it reads, zone changes can be exempt from level of service standard on Stanford and Barnett east of Stanford.

Vice Chair Tull asked staff to speak to the change that staff indicated regarding Barnett and Stanford. He is not sure he understood what that change was and why. What he understood of the presentation was that staff was recommending a different approach. Bianca Petrou, Assistant Planning Director stated that originally, zone changes were going to be exempt from meeting the level of service standard on Barnett. Now, zone changes will be exempt from meeting the level of service standard on Stanford and Barnett east of Stanford but not for Barnett west of Stanford and east of North Phoenix Road.

The public hearing was opened and the following testimony was given.

- a. Raul Woerner, CSA Planning, Ltd, 4497 Brownridge, Suite 101, Medford, Oregon, 97504. Mr. Woerner stated that his company represents most of the property owners in the 7A area. Mr. Woerner fully supports the modification of Policy 3-A. In regards to the text amendments, he pointed out that the vertical separation along North Phoenix Road was not required along commercial frontage. It is a residential standard. He suggested on Figures 6 and 7 of the vertical separation, that at the end of each title, stating for residential zones or residential development instead of referencing the Code Section. They support the changes as presented.

Vice Chair Tull acknowledged the leadership that Mr. Woerner provided and the studies that the Southeast Implementation Advisory Committee engaged in. Mr. Woerner was very

patient with the Committee as they labored on the provisions. This evening represents an achievement for all of them.

- b. Carl Bartlett, 2829 Kari Circle, Medford, Oregon, 97504, Chairman of the Southeast Implementation Advisory Committee. Mr. Bartlett read a statement that he wrote as Chairman representing the Southeast Implementation Advisory Committee to the Planning Commission. The Southeast Implementation Advisory Committee has implemented the Southeast Plan with exception of the Master Plan for the commercial core area 7A. The Neighborhood Element of the Medford Comprehensive Plan is the law. The Medford Land Development Code 10.370 through 10.384 is the Southeast Overlay District. The City adopted the Southeast Medford Circulation Plan, GLUP Map designation and different land uses including a greenway. The Southeast Committee has developed recommendations regarding the detailed planning efforts for the Master Plan of 7A, the commercial center core area. The changes we recommended in the Comprehensive Plan and the Medford Land Development Code will affect the goals, policies and the factual data and projection in which the policies were based. We followed the goals and policies of implementation measures of the Comprehensive Plan Neighborhood Element. The Southeast Committee has endeavored to establish a special Commercial Center Core area 7A, part of the Southeast Village Center Transit Oriented District (TOD), with compact pedestrian oriented commercial institutional and residential uses. To preserve natural greenways while providing routes for pedestrians and bicycle travel. To establish special design development standards for streetscapes, building orientation, setbacks, building heights, access, lot coverage and density and use of pedestrian street lighting and street trees. We hope this will aid the City in meeting the requirements of Oregon's Transportation Planning Rule (TPR).

Vice Chair Tull asked Mr. Bartlett if he was speaking in support of the action that is proposed by staff? Mr. Bartlett replied yes, very much so.

- c. Randy Jones, Veranda Park Living, 1641 Veranda Park Drive, Medford, Oregon, 97504 with Mahar Homes. Mr. Jones stated that he is totally in support of staff's proposal. He is very pleased that the wording is back in on 3-A. His company and partners do not have any ownership interest in 7A but they have significant ownership in 7B and almost all of 10. How Barnett, east of the village core shapes up, is very important to them. They could not be more supportive.
- d. Bob Seldon, 758 Fernwood Drive, Medford, Oregon, 97504. Mr. Seldon stated that he was present tonight representing parcels 1602 & 1604. They support the amendment as presented. Mr. Seldon stated that the greenway is not a creek and if the City wants to continue to call it a creek, it needs to make an effort to buy that land and make it whatever they want to make it. The parcel owners were hoping that when the City bought the center parcel and had the ability to a three acre park, they would relieve the other two parcels of this obligation. The Southeast Committee has chosen not to do that. So, they are requesting some relief from the Planning Commission to talk to the City Council. Mr. Seldon and his clients are pursuing forth a regulatory taking issue. One of the tenants is proportional use. On parcel 1602 it takes 51% of their parcel leaving them two tiny islands that are useless. On parcel 1604 it takes 37%. There is no way one can rationalize proportionality taking that much of those people's property. Hopefully, in the next month they can amicably work something out with the City for an acquisition, or he has commitments from both parties. They need to move forward and he asks the Commission for their help.

Vice Chair Tull asked Mr. Seldon whether the action staff is recommending to the Planning

Commission this evening, the step forward that is needed from his perspective? Mr. Seldon replied yes, he has no objection to the 7A people. They need to be free to build. Vice Chair Tull stated that if the Commission takes a positive action on what is recommended by staff regarding the Comprehensive Plan amendment, by sending a favorable recommendation to Council, it seems to him that the Planning Commission has helped set the stage for the sort of resolution Mr. Seldon is looking for. Mr. Seldon stated that the Comprehensive Plan change does not say anything about the creek or greenway. So he does not see how it affects it. He thinks any progress at this point is good progress.

Commissioner McFadden stated that Mr. Seldon began his testimony by saying he was going to ask for something and he is not sure he heard it. He wrote down that Mr. Seldon was asking for relief from the setbacks along the greenway be reduced but as he finished Commissioner McFadden had the feeling he was saying he wants the City to leave it as a greenway but do not call it a creek. Mr. Seldon replied none of those. He only sees three options. His clients are requesting: 1) They get treated the same as the people along Golf View and have the City put in a 21-inch culvert wherever they want and let them grade over it like they have in another section; 2) Buy their property; or 3) They go through a regulatory taking case. They do not want to do that but it has been over a decade and their backs are against the wall. They feel confident in their position. He has spent a lot of time on the telephone with Joe Willis who is willing to take their case. Mr. Willis is the lead council for the famous Dolan versus Tigard and several other takings cases. To answer Commissioner McFadden's question, he is asking that the Planning Commission individually or as a whole body, to please go to the City Council and tell them they see there is something wrong with this and they need to make an effort to resolve it.

Larry Beskow, City Engineer reported that according to their records the pipe that goes underneath North Phoenix Road is 41-inches in diameter not 21-inches. It is a significant drainage. The watershed that feeds this area is approximately one square mile. There are definite features that make it an intermittent stream. It is a natural drainage. There is some drainage that was created by the Irrigation District south of the drainage way that is being discussed tonight. It is not the main feature. As part of the Southeast Plan they were looking to incorporate bike and pedestrian paths. Whether the City would have to purchase the parcels or not remains to be seen down the road. Anyone who wants to develop along the greenway, the regulatory agencies will require a setback from that drainage way.

Vice Chair Tull asked whether Mr. Beskow saw anything in the issue that has been raised regarding this greenway that has barring on the Commission's decision tonight regarding amendments to the Comprehensive Plan?

Mr. Beskow replied that the designation as a greenway has always been in the Comprehensive Plan and they are not changing that. It will still be called a greenway with the amendments proposed tonight.

Mr. Beskow stated that the regulatory agencies will not allow the City to culvert this drainage way. Vice Chair Tull inquired whether it will remain an open water course. Mr. Beskow replied he would anticipate that. Mr. Beskow qualified his earlier statement by saying the regulatory agencies would not allow the City to enclose the drainage way unless they mitigated it someplace else.

The public hearing was closed.

Motion: Based on the findings and conclusions that all of the approval criteria are either

met or are not applicable, forward a favorable recommendation for adoption to the City Council per the Staff Report dated February 5, 2013, including Exhibits A through I, the new letter from Rogue Valley Transit District, additions and typographical errors reported by staff, the new Policy 3-A language and modification on page 32 of the staff report dealing with Exhibit A, figures 6 and 7 indicating those are for areas with residential zoning between the properties and roadways.

Moved by: Commissioner McFadden Seconded by: Commissioner Christie

Vice Chair Tull stated mostly as a member of the Southeast Implementation Advisory Committee but also as a member of this Commission that adopting these Comprehensive Plan amendments does not constitute adoption of a Master Plan. Deliberations over the last number of months were triggered by a proposal brought to the Southeast Advisory Committee for a particular way of developing this property and proposed that design plan become the Master Plan that the Comprehensive Plan requires before this can be developed. Their study of that proposal resulted in these proposed changes to the Comprehensive Plan and the Medford Land Development Code. Adopting these does not involve adopting or approving of the particular design that they brought to the Committee but rather establishes the planning perimeters and comprehensive plan perimeters within which any proposal for development of this property would be considered. We do in fact have a proposal presented to the City for consideration. That clarifies it in his mind and he hopes it makes a difference the way the Commission sees what they have before them tonight.

Voice Vote: Motion passed, 5-0. Chair Jackle recused himself from this agenda item.

Commissioner McFadden stated that if the Commission was missive or moved on with the agenda without giving Mr. Seldon's issues that he brought forward maybe a little more extra attention; he is not sure what that would take or what the Commissioners can do right now. He made this comment in case another Commissioner would like to say something that might be passed on to the City Council in terms of a recommendation. He asked for other Commissioner's opinions regarding whether they feel there might be something to pass on to the City. Vice Chair Tull asked would the Commission consider they move through the established agenda and then return to this question to see whether or not there is further discussion or action the Commission wants to take? It was agreed by all Commissioners.

- 50.2 DCA-12-090 Consideration of a Class A (major) legislative amendment of the Medford Land Development Code to revise the Southeast Plan overlay zoning district, Sections 10.372, 10.373, 10.374, 10.377, 10.378, and 10.384 pertaining to the Master Plan and features such as drive through windows, fueling stations, parking limitations, aggregate building square footage limitations, and stormwater facilities in the Commercial Center Core Area, approximately 18 acres located at the northeast corner of East Barnett Road and North Phoenix Road (City of Medford, Applicant).

Vice Chair Tull inquired whether any Commissioners have a conflict of interest or ex parte communication they would like to disclose.

Carly Guillory, Planner II, gave a summary of the proposed revisions, approval criteria and conclusion.

Vice Chair Tull stated that is a lot of territory to be covered and a lot of detail but has been very carefully considered by a lot of folks. A lot of citizens have had input to this process along the way, along with some very competent professional guidance.

The public hearing was opened and the following testimony was given.

- a. Raul Woerner, CSA Planning, Ltd, 4497 Brownridge, Suite 101, Medford, Oregon, 97504. Mr. Woerner stated that he was present tonight representing several property owners in the area. He commended staff on a job well done of codifying what the Southeast Implementation Committee put together for a recommendation. He really appreciated the provision about how much flexibility there is to the adopted Master Plan without having to revise the plan. He does have concerns with the prohibited uses section regarding the fueling stations and adding a charging station. He understands that the charging station was added because it is "vehicle" oriented. There are a lot of charging stations that are a little post in front of an existing parking space. More and more merchants are adding those as an amenity to attract customers and their employees. There is a lot of public initiative support changing to an electric vehicle. He asked the Commissioners to reconsider and whether or not they wanted to completely prohibit all charging stations or just stand alone commercial facilities that take up acreage. If there is an existing parking space, it does not take up any more space to install a charging station. He does not believe it makes it any less pedestrian friendly as a district.
- b. Randy Jones, Veranda Park Living, 1641 Veranda Park Drive, Medford, Oregon, 97504 with Mahar Homes. Mr. Jones stated that he was on the Southeast Implementation Advisory Committee since its inception. He also chaired the Greenway Subcommittee. There are solutions he believes for Mr. Seldon's issues. They are probably to be discussed after these next steps. Staff did an admirable job taking years of meetings and helping the Committee condense it down to what the Planning Commission has before them tonight.

The public hearing was closed.

Motion: Based on the findings and conclusions that all of the approval criteria are either met or are not applicable, forward a favorable recommendation for adoption to the City Council per the Staff Report dated February 6, 2013, including Exhibits A through J. and staff's recommendation of the changes to be made to Section 10.384 as presented at tonight's meeting.

Moved by: Commissioner McFadden Seconded by: Commissioner Christie

Voice Vote: Motion passed, 5-0. Chair Jackle recused himself from this agenda item.

Vice Chair Tull stated that before he turns the meeting back over to Chair Jackle he proposed as a Commission, they express particular appreciation to Bianca Petrou, who more than any other person on staff, has helped them build this understanding, consensus and recommendation. Ms. Petrou has served them well; very patient and constructive. He proposed that the Commission express formally, an appreciation. Commissioner Christie seconded the proposal. It was a unanimous voice vote.

Vice Chair Tull stated that earlier there was a question whether the Commission wanted to pay further attention to the concern of Mr. Seldon. Does Chair Jackle want to lead the Commission in that?

Chair Jackle replied that he did not want to lead the Commission in that because he recused himself earlier on those agenda items.

Vice Chair Tull asked whether the Commission wished to take that item further this evening?

Commissioner McFadden stated that he is not prepared to take it further and thinks some of the comments made after Mr. Seldon's testimony leads him to believe there may be solutions.

Commissioner Christie reported that he appreciated Mr. Jones' comments and thinks that helped a lot.

Vice Chair Tull turned the meeting back over to Chair Jackle.

60. Report of Citizens Planning Advisory Committee.

60.1 Commissioner McFadden reported that the Citizens Planning Advisory Committee met last Tuesday evening, February 12, 2013. It was an interesting meeting. John Huttli, City Attorney, went over the Boards and Commissions issues and ethics. It was very enlightening in some positions. Glenda Wilson, City Recorder, was also present that lead part of the discussion as well as City Council President, Al Densmore. Mr. Densmore offered to be the liaison from City Council for the Citizens Planning Advisory Committee. The Citizens Planning Advisory Committee will meet once a quarter instead of twice a month. The next meeting is scheduled for Tuesday, March 12, 2013 at 5:30 p.m. That would be an interesting meeting for people who are interested in attending. The Citizens Planning Advisory Committee is for people who want to attend and discuss varying issues related to planning.

70. Report of the Site Plan and Architectural Commission. (Taken out of order).

70.1 Chair Jackle stated the report of the Site Plan and Architectural Commission will be taken out of order and discussed under the report of the Planning Department.

80. Report of the Joint Transportation Subcommittee. None.

80.1 Commissioner Christie reported that the Joint Transportation Subcommittee met this afternoon for their ethics orientation. They elected their new chairperson who is a former Planning Commissioner, Jerry Shean.

90. Report of the Planning Department.

90.1 Kelly Akin, Senior Planner, stated the Site Plan and Architectural Commission met on February 1, 2013, approving a hanger at the Jackson County Airport.

Ms. Akin welcomed the Planning Commission's newest members, Commissioner Miranda and Commissioner Fincher. There is one more vacancy on the Planning Commission. Applications are available on the City's website.

City Council, last week had no business from the Planning Department with the exception of an agreement for Cherry Creek. They are negotiating the appraisal amount. At the next Planning Commission meeting the Commissioner's will hear the partition for that project.

On Thursday, February 21, 2013, City Council will hear a couple amendments that the Planning Commission considered and recommended regarding the public communication tower code amendment and the elimination of unnecessary provisions.

The next Planning Commission study session is scheduled for Monday, February 25, 2013 that will consist of discussions on ethics, public records, the City's strategic plan, and the

role of the chair.

There is business scheduled for Thursday, February 28, 2013 and March 28, 2013 Planning Commission meetings. There is no business scheduled for the Thursday, March 14, 2013 meeting.

As Commissioner McFadden noted the Citizens Planning Advisory Committee meetings were officially changed to quarterly. Ms. Akin understands that there are some additional interim meetings set. Besides the interim meetings they will meet May, August and November.

Appointments need to be made for Joint Transportation Subcommittee, Site Plan and Architectural Commission and Citizens Planning Advisory Committee.

Commissioner McFadden commented about the Indian Gaming Center opening in the City of Medford that keeps coming up. He does not hear much being said from the City's standpoint about it. Personally, he is not sure that the City should encourage people to show their vices so-to-speak and what sometimes gambling does to people who are not able to fight its allure. He does not see it as an economic stimulant of the type that Medford wants. It will probably suck more dollars out of the community than it puts in. He encourages the City to take a more active part in defining their role of it. The Planning Commission has worked for years arguing about eighteen acres in the Southeast Plan and the importance that brings to the City of Medford. If he remembers correctly from the last article in the newspaper, that is the size of the development that the Indian Gaming Center has rights to inside the City of Medford. We will have absolutely no say about any of it. He is hoping that our City fathers are looking at that to determine how we should interact with it or not.

- 100. Messages and Papers from Chair of Planning Commission. None.
- 110. Remarks from the City Attorney. None.
- 120. Propositions and Remarks from the Commission. None.
- 130. Adjournment.
- 130.1 The meeting was adjourned at 6:50 p.m. The proceedings of this meeting were digitally recorded and are filed in the City Recorder's office.

Submitted by:

Terri L. Rozzana
Recording Secretary

Tim Jackle
Planning Commission Chair

Approved: February 28, 2013

CERTIFIED MAIL

REET
01



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ATTN: PLAN AMENDMENT SPECIALIST
DEPT. OF LAND CONSERVATION AND
DEVELOPMENT
635 CAPITOL STREET NE, SUITE 150
SALEM, OR 97301-2540



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AND DEVELOPMENT

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