



Oregon

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NOTICE OF ADOPTED CHANGE TO A COMPREHENSIVE PLAN OR LAND USE REGULATION

Date: 01/13/2015
Jurisdiction: City of Medford
Local file no.: DCA-14-083
DLCD file no.: 009-14

The Department of Land Conservation and Development (DLCD) received the attached notice of adopted amendment to a comprehensive plan or land use regulation on 12/30/2014. A copy of the adopted amendment is available for review at the DLCD office in Salem and the local government office.

Notice of the proposed amendment was submitted to DLCD 51 days prior to the first evidentiary hearing.

Appeal Procedures

Eligibility to appeal this amendment is governed by ORS 197.612, ORS 197.620, and ORS 197.830. Under ORS 197.830(9), a notice of intent to appeal a land use decision to LUBA must be filed no later than 21 days after the date the decision sought to be reviewed became final. If you have questions about the date the decision became final, please contact the jurisdiction that adopted the amendment.

A 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).

If the amendment is not appealed, it will be deemed acknowledged as set forth in ORS 197.625(1)(a). Please call LUBA at 503-373-1265, if you have questions about appeal procedures.

DLCD Contact

If you have questions about this notice, please contact DLCD's Plan Amendment Specialist at 503-934-0017 or plan.amendments@state.or.us



NOTICE OF ADOPTED CHANGE TO A COMPREHENSIVE PLAN OR LAND USE REGULATION

FOR DLCD USE
File No.: 009-14 {22456}
Received: 12/30/2014

Local governments are required to send notice of an adopted change to a comprehensive plan or land use regulation **no more than 20 days after the adoption.** (See [OAR 660-018-0040](#)). The rules require that the notice include a completed copy of this form. **This notice form is not for submittal of a completed periodic review task or a plan amendment reviewed in the manner of periodic review.** Use [Form 4](#) for an adopted urban growth boundary including over 50 acres by a city with a population greater than 2,500 within the UGB or an urban growth boundary amendment over 100 acres adopted by a metropolitan service district. Use [Form 5](#) for an adopted urban reserve designation, or amendment to add over 50 acres, by a city with a population greater than 2,500 within the UGB. Use [Form 6](#) with submittal of an adopted periodic review task.

Jurisdiction: City of Medford

Local file no.: **DCA-14-083**

Date of adoption: 12/18/14

Date sent: 12/30/14

Was Notice of a Proposed Change (Form 1) submitted to DLCD?

Yes: Date (use the date of last revision if a revised Form 1 was submitted): 08/28/14

No

Is the adopted change different from what was described in the Notice of Proposed Change? Yes No

If yes, describe how the adoption differs from the proposal:

No

Local contact (name and title): Aaron Harris, Planner II

Phone: 541.774.2380

E-mail: aaron.harris@cityofmedford.org

Street address: 200 S. Ivy

City: Medford

Zip: 97501

PLEASE COMPLETE ALL OF THE FOLLOWING SECTIONS THAT APPLY

For a change to comprehensive plan text:

Identify the sections of the plan that were added or amended and which statewide planning goals those sections implement, if any:

For a change to a comprehensive plan map:

Identify the former and new map designations and the area affected:

- Change from _____ to _____ acres. A goal exception was required for this change.
- Change from _____ to _____ acres. A goal exception was required for this change.
- Change from _____ to _____ acres. A goal exception was required for this change.
- Change from _____ to _____ acres. A goal exception was required for this change.

Location of affected property (T, R, Sec., TL and address):

The subject property is entirely within an urban growth boundary

The subject property is partially within an urban growth boundary

If the comprehensive plan map change is a UGB amendment including less than 50 acres and/or by a city with a population less than 2,500 in the urban area, indicate the number of acres of the former rural plan designation, by type, included in the boundary.

Exclusive Farm Use – Acres:	Non-resource – Acres:
Forest – Acres:	Marginal Lands – Acres:
Rural Residential – Acres:	Natural Resource/Coastal/Open Space – Acres:
Rural Commercial or Industrial – Acres:	Other: – Acres:

If the comprehensive plan map change is an urban reserve amendment including less than 50 acres, or establishment or amendment of an urban reserve by a city with a population less than 2,500 in the urban area, indicate the number of acres, by plan designation, included in the boundary.

Exclusive Farm Use – Acres:	Non-resource – Acres:
Forest – Acres:	Marginal Lands – Acres:
Rural Residential – Acres:	Natural Resource/Coastal/Open Space – Acres:
Rural Commercial or Industrial – Acres:	Other: – Acres:

For a change to the text of an ordinance or code:

Identify the sections of the ordinance or code that were added or amended by title and number:

10.370-10.385 (Southeast Overlay District)

For a change to a zoning map:

Identify the former and new base zone designations and the area affected:

Change from	to	Acres:
Change from	to	Acres:
Change from	to	Acres:
Change from	to	Acres:

Identify additions to or removal from an overlay zone designation and the area affected:

Overlay zone designation:	Acres added:	Acres removed:
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Location of affected property (T, R, Sec., TL and address):

List affected state or federal agencies, local governments and special districts:

Identify supplemental information that is included because it may be useful to inform DLCD or members of the public of the effect of the actual change that has been submitted with this Notice of Adopted Change, if any. If the submittal, including supplementary materials, exceeds 100 pages, include a summary of the amendment briefly describing its purpose and requirements.

Ordinance 2014-160 with revised code sections and staff report with findings are included.

ORDINANCE NO. 2014-160

AN ORDINANCE adopting the Master Plan for the Commercial Core as a component of the Southeast Overlay District for the Southeast Plan area and amending Sections 10.372 through 10.385 of the Medford Code.

WHEREAS, the Southeast Plan was originally incorporated into the Comprehensive Plan as part of the General Land Use Plan Element in 1998 and was further refined in December 2004 following the adoption of the Medford Transportation System Plan (TSP) in November 2003; the TSP designated the Southeast Village Center as a Transit Oriented District (TOD) and directed the City to complete and adopt plans and standards for designated TOD areas; and

WHEREAS, between September 2010 and March 2013 the City and property owners worked through a process of developing a master plan, and amending the Comprehensive Plan and the Municipal Code to allow adoption of the proposed plan; and

WHEREAS, in June 2012 City Council voted to initiate Comprehensive Plan and Code amendments to allow for the adoption of the proposed Plan and reviewed recommendations made by the Southeast Committee during a joint City Council/Planning Commission study session in November 2012; and

WHEREAS, the City Council then directed staff to proceed with the proposed Comprehensive Plan and Code amendments and further directed staff to proceed with adoption of the Plan with a requirement that a TIA be completed to demonstrate that a roundabout intersection as proposed in the Plan would operate properly at that location and in March 2013, Council approved enabling legislation to allow for adoption of the Plan; and

WHEREAS, in November 2014 the Southeast Master Plan (Plan) and associated municipal code items were presented before the Planning Commission which determined that the proposal met all applicable criteria but failed to meet the expectations of the Neighborhood Element of the Comprehensive Plan, therefore, the Commission made two separate motions: (1) a motion was passed 4-1 to recommend denial of the SE Master Plan, and (2) a second motion was passed 5-0 to recommend approval of the SE Master Plan's associated municipal code amendments; now, therefore,

THE CITY OF MEDFORD ORDAINS AS FOLLOWS:

- A. The Master Plan for the Commercial Core as a component of the Southeast Overlay District for the Southeast Plan area is hereby adopted and is on file in the Planning Department.
- B. Sections 10.372 through 10.385 of the Medford Code are amended to read as set forth below.

SECTION 1. Section 10.372 of the Medford Code is amended to read as follows:

10.372 General Land Use Plan Map ~~And~~ and Southeast Plan Map Consistency, S-E.
 Within the S-E Overlay District, the Medford General Land Use Plan (GLUP) Map is further refined by the Southeast Plan Map adopted as part of the *Medford Comprehensive Plan*. Within the S-E Overlay District, the Southeast Plan Map shall determine GLUP Map consistency for purposes of zoning and zone changes. See Figure 10.372 for the location of the Southeast Village Center, the Commercial Center (Areas 7A and 7B), and the Commercial Center Core Area (Area 7A). The zoning district(s) with which each Southeast Plan land use category is consistent and their permitted residential density ranges are set forth in Section 10.373.

SECTION 2. Section 10.373 of the Medford Code is amended to read as follows:

10.373 General Land Use Plan Map, Southeast Plan Map, Zoning, and Residential Density, S-E.
~~1A. General Land Use Plan Map Designations, Southeast Plan Map Land Use Categories, Zoning, and Residential Density:~~

The ~~Sub sub-Areas areas~~ areas, General Land Use Plan Map designations, Southeast Plan Map land use categories, zoning, and residential densities permitted in the S-E Overlay District are provided in Table 10.373. See Figure 10.373 for the location of Southeast Plan Map ~~Sub sub-Areas areas~~.

2B. Special Residential Density Provisions for the S-E Overlay District.

A1. Minimum permitted residential density is ~~five (5.0)~~ units per acre in SFR-10 for the portion(s) of a development where dwellings receive sole vehicular access from an alley.

B2. Maximum permitted residential density is ~~thirty-six (36.0)~~ units per acre in MFR-30, ~~C-S/P (7B), and C-C (7A)~~, plus the ~~twenty percent (20%)~~ density bonus permitted in a PUD, ~~and mixed-use buildings as defined herein shall have a maximum density requirement of sixty (60) units per acre within the Commercial Center (7A and 7B).~~ Within the ~~Commercial Center Core Area (7A)~~, residential development shall conform to Section 10.378 (3).

TABLE 10.373: Southeast Sub-Area, General Land Use Plan Map, Southeast Plan Map, Zoning, and Residential Density

Sub-Area	General Land Use Plan Map Designation	Southeast Plan Map Land Use Category ¹	Permitted Zoning	Permitted Residential Density Range DU/ac ³ (PUD Du/Ae) ⁴
1	UR	Estate Lot	SFR-2	0.8 to 2.0 (2.4) ⁴
2, 16, 17, and 20	UR	Standard Lot	SFR-4 or SFR-6	2.5 to 6.0 (7.2) ⁴
6, 11, and 15	UR	Small Lot	SFR-10 with alleys ²	5.0 to 10.0 ² (12.0) ⁴
			SFR-10 without alleys	6.0 to 10.0 (12.0) ⁴

4 and 13	UMDR	Rowhouse	MFR-15	10.0 to 15.0 (18.0) ⁴
3, 5, 10, 12, and 14	UHDR	High Density	MFR-20	15.0 to 20.0 (24.0) ⁴
			MFR-30	20.0 to 36.0 (43.2) ⁴
7A	Commercial	Commercial Center Core	C-C	20.0 to no limit See 10.708(c) Mixed Use Buildings only⁵
7B	Service Commercial	Commercial Center – Service/Office	C-S/P	20.0 to no limit See 10.708(c) 20.0 to 36.0 (43.2) ⁴ 60.0 ⁵
8 and 18	Parks and Schools (UR Underlying)	School	SFR-4 or SFR-6	Not Applicable
9, 19, and 21	Parks and Schools (UR Underlying)	Park	SFR-4 or SFR-6	Not Applicable
See SE Plan Map	Greenway	Greenway	Any	Not Applicable

Table Footnotes:

¹ Southeast Plan Map land use categories are derived from the study entitled *Southeast Medford Circulation & Development Plan*, August 1995, as amended.

² Special density provisions for SFR-10.

³ DU/ac = Dwelling units per acre.

~~⁴ The maximum residential densities with the twenty percent (20%) increase permitted by Section 10.230(1)(2) for PUDs are shown in parentheses.~~

~~⁵ Mixed-use buildings in the Commercial Center shall not exceed a maximum of sixty (60) du/ac. [10.373(2)]~~

~~3. Zone Changes in Commercial Center Core Area (7A).~~

~~The City shall not accept an application for a zone change within the Commercial Center Core Area (7A) until the City has adopted a Commercial Center Core Area (7A) Master Plan, in conformance with Section 10.374 (4).~~

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SECTION 3. Section 10.374 of the Medford Code is amended to read as follows:

10.374 Planned Unit Development and Master Plan Requirements, S-E.

A. Planned Unit Development.

1. ~~Planned Unit Development Requirements.~~

~~Except for properties within Southeast Plan land use areas 1, 2, 7A, 16, 17, 18, 19, and 20; for proposed institutional uses that require a Conditional Use Permit; or as otherwise exempted by the S-E Overlay District, a~~ All new developments consisting of one ~~(1)~~ or more acres shall require approval of a Planned Unit Development pursuant to Sections 10.230 through 10.245 and all applicable provisions of the S-E Overlay District. ~~Proposed PUDs that are not required by this section must be at least one (1) acre in size.~~ Regardless of the size of the property or number of dwellings, all zone change applications for projects in the Commercial Center (Area ~~7A and 7B~~) shall be accompanied by a Preliminary PUD Plan application.

2. Exemptions. The following shall not require a PUD: ~~Planned Unit Development Exemptions.~~

- a. ~~Projects consisting of less than one (1) acre, and/or~~
- b. ~~non- Mixed-use residential projects of fewer than four (4) dwellings, or~~
- c. ~~Projects that lie within the Southeast Plan land use areas 1, 2, 7A, 16, 17, 18, 19, or 20; or~~
- d. ~~Institutional uses that require a Conditional Use Permit; or~~
- e. ~~Projects that are otherwise exempted by the S-E Overlay District. (e.g., lot line adjustment, partition, single dwelling, duplex, triplex, or two [2] or three [3] unit townhouse) shall not require a PUD.~~

3. ~~Planned Unit Development Approvals.~~

In approving PUD applications for projects within the S-E Overlay District, the Planning Commission shall find that the application conforms to the S-E Overlay District standards. The Planning Commission may grant modifications of City standards, including provisions of the S-E Overlay District, under Section 10.230(D), except for height standards in Section 10.375(3) and the prohibited uses in Section 10.378(4).

B. Master Plan.

41. Commercial Center Core Area (Area 7A) Master Plan.

~~The adopted Southeast Village Commercial Center Core Area (7A) Master Plan, adopted by the City Council, shall governs design and development within the area designated (“7A”) “(Commercial Center Core Area)” on the Southeast Plan Map. (See see Figure 10.372.). All zone changes, PUDs, other land use actions, and permits within the Commercial Center Core Area (7A) shall conform to the Master Plan. The Master Plan, at a minimum, shall contain the following elements:~~

- a. ~~Provision for retail commercial uses on both sides of Stanford Avenue.~~
- b. ~~Pedestrian and bicycle circulation plan.~~
- c. ~~Barnett Road shall be developed to Major Arterial street standards from North Phoenix Road east 250-feet. From two hundred fifty (250) feet east of the intersection of North Phoenix Road and Barnett Road, to the easterly boundary of the Commercial Center Core Area (7A), Barnett Road shall be developed to Minor Arterial street standards.~~
- d. ~~Special street design standards for the main street, Stanford Avenue, that include on-street~~

parking, sidewalks of at least ~~twelve~~ (12) feet in width on both sides of Stanford Avenue, street trees, and no planter strips.

* * *

(8) At least three ~~(3)~~ operating building entrances per block and at least one ~~(1)~~ per building on streets where on-street parking is permitted.

(9) All buildings along Stanford Avenue shall be two-story buildings, or have the appearance of a two-story building.

* * *

52. The ~~S-E Commercial Center Core Area (7A) Master Plan shall be~~ is incorporated by reference as part of the ~~Medford Land Development this Code Chapter~~ for the S-E Overlay District, and shall be as much a part of ~~this Ordinance the Municipal Code~~ as if all were fully described herein. Development within the ~~Commercial Center Core Area (7A)~~ shall be approved by the Site Plan and Architectural Commission only if it can be found to be consistent with the adopted Master Plan. Development within the ~~Master Plan Area (7A)~~ that is not consistent with the adopted Master Plan, regardless of size, shall be approved only when a PUD has been approved by the Planning Commission.

A development shall be found to be consistent only if:

a. The proposed development is consistent with all Code standards unless superseded by Master Plan Sector Design and Development standards, in which case the development shall comply with applicable Sector Design and Development Standards.

b. Revisions are limited to the following:

i. The building envelope is not increased or decreased by more than ~~ten percent~~ (10%) of the envelope shown on the Master Plan.

ii. Plazas are not smaller than ~~ninety percent~~ (90%) of proposed size on Master Plan;

iii. If the location of a building is altered, it does not impair the safety of on-site—pedestrian and vehicular circulation.

SECTION 4. Section 10.375 of the Medford Code is amended to read as follows:

10.375 Special Lot Coverage, Building Setbacks, Building Height Standards, S-E.

A. ~~Maximum Lot Coverage.~~

~~The S-E Overlay District modifies the lot coverage standards of the underlying zones as follows:~~

~~a(1): Maximum lot coverage by roofed structures is forty percent (40%) for lots in the SFR-2 zone, forty five percent (45%) for lots in the SFR-4 and SFR-6 zones, and fifty percent (50%) for lots containing single-family residences in the SFR-10 zone. These percentages may be exceeded if the footprints of the structures on a lot do not exceed 2,000 square feet.~~

~~For the purposes of calculating lot coverage in the S-E Overlay District, outdoor swimming pools are considered structures only if located beneath or within a structure.~~

~~b(2): Maximum lot coverage by structures is increased by ten percent (10%) for single-family lots that contain an accessory dwelling unit (ADU).~~

~~e(3): Front porches, canopies, awnings, porticos, arcades, and similar pedestrian weather protection features, when abutting adjacent to a street or abutting a public plaza, as defined herein, and measuring not less than six (6) feet in depth and six (6) feet in width are exempt from maximum~~

lot coverage calculations.

(4) For commercial zones there is no restriction on lot coverage.

2B. Building Setbacks.

The S-E Overlay District modifies the building setback standards of the underlying zones as follows:

~~_____~~ a.(1) The minimum front yard setbacks in all residential zones are ~~fifteen (15)~~ feet for building walls and ~~twenty (20)~~ feet for garage entrances, except that side-loaded garages (where ~~the garage door is perpendicular~~ vehicular access to the street is parallel to the street) may be set back ~~fifteen (15)~~ feet. Front porches, canopies, awnings, porticos, arcades, patio walls (if the patio wall is constructed of stucco, brick, stone/faux stone, or a similar finish and does not exceed ~~five and a half~~ {5½} feet in height), and similar architectural projections may be placed within ~~nine (9)~~ feet of the front property line, provided that they do not encroach onto any public utility easement.

~~_____~~ b.(2) The minimum rear yard setbacks for garage entrances having alley access are as follows:

~~(1)~~(a) ~~Twenty-four feet from the garage door to the opposite side of the alley;~~ ~~Eighteen (18) feet for a garage with head-in parking on the driveway apron;~~

~~(2)~~(b) ~~Four (4)~~ feet for a side-loaded garage (where ~~the garage door is perpendicular to the street~~ vehicular access to the alley is parallel to the alley);

~~(3)~~(c) ~~Eight (8)~~ feet for a garage having parallel parking only or no parking between the garage entrance and the alley.

~~_____~~ e.(3) Setbacks of the underlying zones are also modified by the following sections of the S-E Overlay District:

~~(1)~~a) Special design standards for attached housing (Section 10.376);

~~(2)~~b) Special design standards for Southeast Village Center (Section 10.377);

~~(3)~~c) Special fencing standards (Section 10.382).

~~(4)~~d) Standards for development in or adjacent to Greenways (Section 10.384);

~~(5)~~e) Standards for development abutting Arterial or Collector streets (Section 10.383).

3C. ~~Maximum~~ Building Height.

Building height shall be measured pursuant to Section 10.705 and standards established in Article V shall apply except as follows:

~~_____~~ a.(1) Within the ~~Commercial Center Core Area (7A)~~, the maximum allowable building height is ~~forty five (45)~~ feet, except that the maximum building height may be increased to ~~sixty (60)~~ feet for residential development in mixed-use buildings as described in Section 10.378(3).

~~_____~~ b.(2) In Area 7B, the maximum allowable building height is ~~forty five (45)~~ feet, except ~~thirty five (35)~~ feet if within ~~one hundred fifty (150)~~ feet of a residential ~~GLUP zoning district~~ or Special Area Plan designation.

~~_____~~ c. ~~The maximum allowable height for the remainder of the Southeast Overlay District is thirty five (35) feet.~~

SECTION 5. Section 10.376 of the Medford Code is amended to read as follows:

10.376 Special Design Standards ~~For~~ Attached Housing, S-E.

Except as provided in Section 10.377 for the Southeast Village Center, the following standards apply

to attached housing types (townhouses, multiple-family, duplexes, and other attached dwellings) in the S-E Overlay District.

1. Primary Dwelling Entrances.

Primary dwelling entrances shall face a street, or face a **court/courtyard**, breezeway, or lobby that is visible from and connected to the street sidewalk. For group quarters or a residential facility, such as a congregate or retirement facility, one ~~(1)~~ primary entrance must meet this requirement. ~~For purposes of this Section, a "courtyard" is an enclosed yard through which pedestrian access is provided to a building.~~

2. Garages.

Every attached dwelling unit shall be provided with at least one ~~(1)~~ parking space in an enclosed garage. **There shall be recorded a restrictive covenant that runs with the land to assure that garages shall be maintained in such a way that they can and will be used for vehicular parking in numbers they were designed to serve.**

a. For group quarters (per Section 10.314~~((5)))~~) or residential facility, such as a congregate or retirement facility, at least half of the parking required pursuant to Section 10.743 for the residents shall be served by enclosed garages. ~~There shall be recorded a restrictive covenant that runs with the land to assure that garages shall be maintained in such a way that they can and will be used for vehicular parking in numbers they were designed to serve.~~

b. Garages shall meet one of the standards in (i~~a~~) through (iii~~e~~) below, and shall additionally meet both (iv~~d~~) and (v~~e~~) below:

a.i. The garage is accessed via an alley or internal drive (required for groups of two ~~(2)~~ or more free-standing garages); or

ii~~b~~. Garage door(s) ~~shall~~ be provided and ~~shall~~ be flush with the front or street side building elevation, ~~shall~~ not exceed ~~five percent (50%)~~ of the entire front or street side building elevation, and ~~shall~~ be constructed of materials that are compatible with the appearance of the primary building that the parking is intended to serve; or

iii~~e~~. Garage door(s) ~~shall~~ be set back from the front or street side building elevation or from a covered porch by at least six ~~(6)~~ feet. To meet this standard, the front or street side building elevation and/or porch must account for at least ~~thirty percent (30%)~~ of the length of the building facing the street.

iv. **Carports and other surface parking covers are not permitted.**

~~d. Carports and other surface parking covers are not permitted.~~

e~~v~~. Groups of two ~~(2)~~ or more freestanding garages on a single lot shall be set back from adjacent streets by at least ~~twenty (20)~~ feet. Frontage landscaping shall be provided to create a visual buffer between group(s) of freestanding garages and adjacent streets.

[Amd, Sec. 2, Ord. No. 2004-258, Dec. 16, 2004; Amd. Sec. 5, Ord. No. 2008-247, Dec. 4, 2008.]

SECTION 6. Section 10.377 of the Medford Code is amended to read as follows:

10.377 Special Design Standards ~~For~~ for Southeast Village Center.

The following design standards apply to the Southeast Village Center.

1. Building Orientation (Build-to Lines).

At least ~~fifty percent (50%)~~ of the length of the ~~ground-ground-level~~, street-facing façade of a building must be located at the minimum street setback line or abut a public plaza, as defined herein, that adjoins a street. No structure, driveway, or motor vehicle parking area may be closer than the minimum street setback line, except where provided for direct vehicle access to the street, and except for fences and patio walls under Section 10.375(2)(a) and Section 10.382.

2. Building Setbacks.

The S-E Overlay District modifies the building setback standards of the underlying zones in the Southeast Village Center. **Commercial Center Core (Area 7A) contains special setback standards provided by the Commercial Center Core Area Master Plan. as follows:**

**Table 10.337-1
Building Setbacks for Southeast Village Center**

Setback Standards	SFR-10	MFR	C-S/P
Minimum Front Yard Building Setback	15 feet	NA	NA
Minimum Street Side Yard Building Setback	10 feet	NA	NA
Maximum Street or Public Plaza Setback	20 feet	15 feet	15 feet

~~a. SFR-10 Zone zoning district. The minimum front yard setback is fifteen (15) feet; the minimum street side yard setback is ten (10) feet, and the maximum street or public plaza setback is twenty (20) feet;~~

~~b. MFR and C-S/P Zones zoning districts. There is no minimum front or street side yard setback, and the maximum street or public plaza setback is fifteen (15) feet;~~

~~c. Commercial Center Core Area (Area 7A). Special setback standards, if any, will be are provided by the Commercial Center Core Area Master Plan.~~

3. Primary Building Entrances.

Buildings in the Southeast Village Center shall provide entrances that conform to the following standards:

a. Commercial, institutional, and the non-residential portion of mixed-use buildings shall have a primary building entrance that either faces an adjacent street or is placed at an angle of up to ~~forty five degrees (45°)~~ degrees from an adjacent street, measured from the property line abutting the right-of-way. Buildings adjacent to, or within ~~two hundred (200)~~ feet of a transit stop or station shall orient a primary building entrance to face the stop or station.

b. When located at the intersection of two ~~(2)~~ streets, ~~thea~~ commercial, institutional, and the non-residential portion of a mixed-use building shall do one ~~(1)~~ of the following:

(1) Provide two ~~(2)~~ primary building entrances, one ~~(1)~~ facing each street; or

(2) Orient one ~~(1)~~ primary building entrance to both streets by placing the entrance at the street corner; or

(3) Place one ~~(1)~~ primary building entrance facing one ~~(1)~~ street that it is not more than ~~twenty (20)~~ feet from either street ~~measured from the property line abutting the right-of-way.~~

c. Residential buildings, except for detached single-family residences, shall conform to the standards in (a) and (b), or provide a pedestrian walkway for access to transit stops or stations

meeting the provisions of Sections 10.775 and 10.776. Detached single-family residences shall provide a primary entrance facing one ~~(1)~~-adjacent street. A primary building entrance for a residential building may face a porch or patio that is located between the building and street.

4. ~~Ground~~-Ground-Floor Windows.

Commercial, institutional, and the non-residential portion of mixed-use buildings shall provide ~~ground~~-ground-floor windows on street-facing sides that conform to the following standards:

a. ~~Ground~~-Ground-floor windows shall cover at least ~~fifty percent~~ (50%) of the horizontal length and at least ~~twenty-five percent~~ (25%) of the ground floor wall area of all building facades that face a street or public plaza. This requirement does not apply to the walls of residential units, nor to the walls of parking structures when set back at least ~~ten~~ (10) feet and screened with landscape materials in conformance with Section 10.797.

b. Required window areas must be either transparent windows that allow views into working areas or lobbies; pedestrian entrances; or transparent display windows set into the wall. Display cases attached to the outside wall do not qualify. The bottom of the windows must be no more than four ~~(4)~~-feet above the adjacent exterior grade. Only clear or lightly tinted glass in windows, doors, and display windows shall be considered transparent. Transparent areas shall allow views into the structure or into display windows from the outside.

5. Windows on Street-Facing Facades on Residential Buildings.

At least ~~fifteen percent~~ (15%) of the area of each façade on all floors or stories that face a street on all residential buildings or residential portion of a mixed use building must be windows, primary building entrance doors, porches, balconies, and/or a similar visual or physical access way for natural surveillance of the street. Windows used to meet this standard must allow views from the building to the street. Glass block and similar sight-obscuring surfaces do not meet this standard. Windows in garage doors and garage walls ~~apply~~ ~~count~~ toward meeting this standard.

6. Landscaping and Pedestrian Amenities.

a. The following is the minimum amount of landscaped open space required within the Southeast Village Center:

(1) SFR-10 ~~zoning district~~: ~~twenty percent~~ (20%) of the project site area. ~~This requirement, except~~ does not apply to detached single-family residential uses.

(2) MFR ~~zoning district~~ ~~zones~~: ~~fifteen percent~~ (15%) of the project site area;

(3) C-C ~~zoning district~~ ~~zone~~ (Area 7A): ~~ten percent~~ (10%) of the project site area. ~~if any remains.~~

(4) C-S/P (Area 7B) and other ~~zoning districts~~ ~~zones~~ not listed in ~~(1)~~ through ~~(3)~~ above: ~~twenty percent~~ (20%) of the project site area. ~~if any remains.~~

b. Notwithstanding Section 10.797, all land between buildings and/or other structures and the right-of-way shall be treated with a combination of landscaping and hard surfacing for use by pedestrians. Subject to City review and approval, extra-wide public sidewalks may provide for pedestrian amenities such as benches, drinking fountains, and/or other design elements (e.g., public art, planters, and kiosks). Weather-protection elements such as awnings, canopies, porticos, covered entrances, porches, covered seating (e.g., bus waiting areas), and/or similar elements may encroach into a required setback or the public right-of-way when approved through Site Plan and Architectural Review or as part of a PUD.

SECTION 7. Section 10.378 of the Medford Code is amended to read as follows:

10.378 Special Standards ~~For~~ Commercial Center (Areas 7A and 7B), S-E.

The S-E Overlay District modifies the provisions of the underlying zoning districts ~~zones~~ in the Commercial Center (Areas 7A and 7B) as follows:

1. **Outdoor Uses.**

Except as provided in (a) through (c), all uses, activities, sales, merchandise, and the stockpiling and storage of equipment and materials shall be entirely within an enclosed building. The following uses may be outside an enclosed building:

- a. Outdoor eating areas pursuant to Section 10.833 and sidewalk cafes in the public right-of-way pursuant to Section 10.358(1)(c);
- b. Temporary outdoor sales of merchandise pursuant to Section 10.831;
- c. Temporary uses and structures pursuant to Section 10.840;
- d. Parks, playgrounds, greenways, outdoor performing arts facilities, outdoor sports facilities, plazas, pedestrian malls, and news racks in conformance with Chapter 6 of the Code.

-2. **Drive-Through Retail and Service Windows.**

Drive-through retail and service windows are limited to **three sites in the Commercial Center Core Area (7A)** ~~for three sites, one~~ designated ~~as one~~ for a pharmacy, one for a bank, and one for a credit union. These three uses shall conform to the following standards and other appropriate conditions imposed by the approving authority.

- a. Drive-throughs and service windows shall be architecturally integrated ~~(attached) to~~ with all buildings.
- b. Drive-throughs and service windows shall not be located on the street side of **the building**, ~~an internal street; they can be off an internal street.~~

3. **Residential Uses in Commercial Center Core Area (7A).**

Residential uses and group quarters are subject to the provisions of the Commercial Center Core Area (7A) Master Plan, and not more than ~~twenty percent~~ (20%) of the gross floor area on a project site may consist of ground floor residential or group quarter uses. Residential and group quarter uses may be located above a ground-floor commercial or institutional use, subject to the building height standards provided in Section 10.375(3).

4. **Prohibited Uses.** Notwithstanding Section 10.337, the following uses are not permitted in the Commercial Center (Areas 7A and 7B) and cannot be permitted through a PUD approval:

SIC No. *	Commercial Center Prohibited Uses
NA	Drive-through retail and service windows except as designated on the approved Commercial Center Core Area (7A) Master Plan for three buildings and permitted per Section 10.378(2).
SIC 551, 552, 555, 556, 557, 559, 751, 753, 754	Motor vehicle sales and repair (including, but not limited to, autos, trucks, boats, RVs, and airplanes)

SIC-271	Newspaper Printing Facilities
SIC-5541	Gasoline Service Stations, Fueling Stations, and Charging Stations
SIC-6553	Cemeteries and Mausoleums
SIC-7218	Industrial Laundries
SIC-7692	Welding Shops
SIC-7699	Agricultural Equipment Repair, Engine Repair, Industrial Truck Repair, and Septic Tank Services
SIC-7948	Outdoor Race Tracks
SIC-9223	Correctional Institutions

* The SIC numbers correspond to the Standard Industrial Classification (SIC) Code _____ numbers found in Section 10.337.

5. Business Size Limitations in ~~Commercial Center Core Area (7A).~~

~~a.~~ The maximum gross floor area of any one ~~(1)~~ business use shall be 50,000 square feet in accordance with Section 10.328.

6. Off-Street Motor Vehicle Parking.

a. Except for residential and group quarters uses, there shall be no requirement to supply a minimum number of off-street motor vehicle parking spaces in Areas 7A and 7B. ~~the Commercial Center.~~

b. Except for residential and group quarters uses, the number of off-street motor vehicle parking spaces provided for each use in ~~the Commercial Center Core Area (7A)~~ shall not exceed ~~one hundred percent (100%)~~ of the minimum standard for the subject use.

7. Pedestrian Amenities. At least ten percent of any developed site area with

~~For every ten (10) square feet of site area developed with~~ commercial, institutional, residential, and/or mixed-use development, ~~at least one (1) square foot of area shall be~~ devoted to pedestrian amenities. These may include amenities provided by the developer on public property or right-of-way with City authorization. Pedestrian amenities may include, but are not limited to, public and/or private plazas, outdoor seating, pocket parks, transit waiting areas and facilities, extra-wide sidewalks (wider than minimum City standard) with street furnishings (e.g., seating, fountain, public art, information kiosk, sidewalk vending where permitted, and similar furnishings). This ratio may be reduced or waived for projects that provide parking structures for multiple users, subject to City approval and recorded shared parking agreement.

8. Bicycle Parking.

The amount of bicycle parking provided within ~~the Commercial Center Core Area (7A)~~ shall be ~~two times~~ twice the amount required by Section 10.4748 "Bicycle Parking Standards".

SECTION 8. Section 10.379 of the Medford Code is amended to read as follows:

10.379 Streetscape, Planter Strip, ~~And~~ and Street Tree Standards, S-E.

Within the S-E Overlay District, streetscape features, planter strips, and street trees shall be

improved and/or installed as provided in ~~(1) through (6)~~ below.

1. Streetscape and Planter Strip Plan Required.

A Streetscape and Planter Strip Plan shall be submitted as part of an application for a Land Division, Preliminary PUD Plan, Transportation Facility, Site Plan and Architectural Review, or Conditional Use Permit, except when the project site has no public or private street frontage, or a Streetscape and Planter Strip Plan has been previously approved for the site frontage. The approving authority shall approve, conditionally approve, or disapprove the Plan after review and recommendations from City staff.

a. Plan Content. The form and number of copies of the Streetscape and Planter Strip Plan shall be as set forth in the application materials on file in the Medford Planning Department. The Plan shall include details regarding the proposed design of the entire area between the curb and the property line, including sidewalks, landscaping, street trees, street lights, utility poles, traffic signals, and transit stops. It shall acknowledge that an appropriately designed automatic underground irrigation system will be provided per 10.780. The street trees indicated in the Plan shall meet the requirements in (2) through (6) of this Section. Street lighting indicated in the Plan shall meet the requirements of Section 10.380. The Plan shall also include streetscape features, ~~such as traffic calming measures~~, required by any adopted Neighborhood Circulation Plan, Commercial Center Core Area Master Plan, special area plan, or other adopted plans.

b. Landscaping Installation and Continued Maintenance. Except for planter strips and medians in Arterial streets, and for medians in Collector streets, installation and maintenance of the approved landscaping, including street trees, shall be a continuing responsibility of the owners of the abutting property or another responsible entity and shall be assured through CC&Rs, property owner association agreements, or the conditions of approval for PUDs, Site Plan and Architectural Reviews, or Conditional Use Permits.

2. Street Trees and Right-of-Way Landscaping Required.

Street trees and right-of-way landscaping shall be planted and maintained along all public or private streets as a condition of any of the following actions. ~~Trees on private and public property are also regulated elsewhere in this Code, including in Sections 6.700 through 6.750.~~

- a. As a condition of approval for any subdivision, land partition, or PUD; or,
- b. As a condition of approval for any development requiring Site Plan and Architectural Review; or,
- c. As part of the project when Arterial and Collector streets dedicated, or intended to be dedicated, for public use are constructed or improved ; or,
- d. As a condition for a permit to remove a street tree when replacement is required.

3. Street Tree Spacing Standards.

Street trees, ~~Where~~ where they are within or abutting residential ~~zones-zoning districts~~ on the same side of the street, ~~street trees~~ shall be installed to provide not less than a ~~one hundred percent (100%)~~ canopy cover over the sidewalk at the time of tree maturity. Street trees, when they are ~~Within~~ within or abutting commercial ~~zones-zoning districts~~ on the same side of the street, ~~street trees~~ shall be installed to provide not less than a ~~seventy percent (70%)~~ canopy cover over the sidewalk at tree maturity. Canopy cover shall be based on tree maturity and growth habit data provided in the *Official List of City of Medford Approved Street Trees*, a copy of which is on file in the City of Medford Parks Department. Street trees shall not be located within ~~twenty (20)~~ feet of the

corner of an intersection of two ~~(2)~~ streets measured at the curb line. Where trees are required in on-site street frontage landscaping pursuant to Section 10.797, street trees located in the right-of-way may be counted towards this requirement on a ~~one-to-one~~ ~~(1:1)~~ basis at the discretion of the approving authority.

4. Street Tree Types; Minimum Tree Size.

a. Appropriate tree species, variety and cultivars shall be selected from the ~~Official List of~~ City of Medford's *Selected Approved Street Trees List*, a copy of which is on file in the City of Medford Parks Department.

The approving authority shall consider tree type selections based on the following:

- (1) Maximizing tree canopy size at maturity to provide maximum shading.
- (2) Avoiding conflicts with utilities, street lighting, and traffic visibility.
- (3) Meeting unique site aesthetic considerations.
- (4) Ensuring tree type diversity within a ~~multi-block area~~.

b. New street trees shall have a minimum trunk diameter of two ~~(2)~~ inches measured ~~twelve~~ ~~(12)~~ inches from the ground.

5. Location of Street Trees.

a. Street trees shall be planted within the planter strips located between the curb and the sidewalk, no closer than three ~~(3)~~ feet from the curb line. For those commercial areas where no planter strips are planned, tree wells with grates shall be used, the design of which shall be as approved in the Streetscape and Planter Strip Plan.

b. If no planter strip or tree wells exist, required street trees may be planted within the street right-of-way, or on private property, subject to the following conditions:

(1) The street trees may be planted between the edge of the street improvements and street right-of-way line provided that the tree is no closer than three ~~(3)~~ feet from the planned curb line and not within a planned sidewalk.

(2) For any street tree planted within a public utility easement, a deed restriction shall note that tree replacement due to utility work is the responsibility of the property owner.

(3) Any street tree planted within six ~~(6)~~ feet of or inside a public street right-of-way, or in a public utility easement, shall be planted with a City-approved root controlling design.

(4) When necessary, the street trees may be planted on private property not more than ~~ten~~ ~~(10)~~ feet back from the street right-of-way line. When required street trees are planted on private property, deed restrictions shall be recorded indicating that such trees are subject to the same City of Medford regulations as street trees within a public right-of-way.

6. Timing for Installing Street Trees and Right-of-Way Landscaping; Security to Guarantee Installation.

a. Single-Family Residential Development. The installation of sidewalks, planting of street trees, and landscaping of planter strips in the right-of-way may be deferred for new single-family development until dwellings are constructed. In such cases where sidewalks, street trees and landscaping are deferred, the developer shall enter into an agreement with the City to ensure compliance according to Sections 10.666 ~~and~~ 10.667. Sidewalks, street trees, and landscaping of planter strips conforming with the approved Streetscape and Planter Strip Plan shall be installed prior to issuance of Certificate of Occupancy.

b. Multiple-Family Residential, Commercial, and Institutional Development. Street trees and

planter strip landscaping conforming with the approved Streetscape and Planter Strip Plan, Landscape Plan and this Section shall be planted in conjunction with new multiple-family residential, commercial, and institutional development. As a condition of PUD, Site Plan and Architectural Review, or Conditional Use Permit approval, the developer shall enter into a written agreement pursuant to Sections 10.666 and 10.667.(A) to ensure compliance with this Section.

SECTION 9. Section 10.380 of the Medford Code is amended to read as follows:

10.380 Street Lighting Standards, S-E.

1. Public Streets.

For public streets within the S-E Overlay District, street lighting and pedestrian-scale street lighting meeting the design and improvement standards specified for the S-E Overlay District within the *City of Medford Street Lighting Standards and Specifications*, a copy of which is on file in the Medford Public Works Department, shall be installed as follows:

a. At least one ~~(1)~~ streetlight shall be installed at each street intersection and at any pedestrian street crossing other than at street intersections.

b. Pedestrian-scale street lights shall be installed on both sides of lower-order streets at least every ~~eighty (80)~~ feet within the planter strips, or, where planter strips are not required, located within the street right-of-way at locations agreed upon by the Director of the Medford Public Works Department or designee. For Collector and Arterial streets, the use and location of pedestrian scale streetlights shall be as determined by the approving authority in the development review process.

c. Streetlights and pedestrian-scale streetlights shall be designed or shielded so as to prevent light from being emitted above the fixture.

d. The location of streetlights and pedestrian-scale streetlights shall be coordinated with streetscape and planter strip or street tree planting plans where required or utilized.

e. The operation and maintenance costs for the pedestrian-scale street lighting shall be charged to the benefiting property owners through establishment of a utility fee.

2. Private Streets.

For private streets within the S-E Overlay District, street lighting and pedestrian-scale street lighting shall be installed in accordance with (1), unless the PUD approval authorizes a modification. Legal documents shall be submitted in a form acceptable to the City Attorney prior to recording in the official records of Jackson County that assure that the street lighting and pedestrian-scale street lighting systems will be perpetually maintained and operated by individual property owners, an association of property owners, or other non-public entity.

SECTION 10. Section 10.381 of the Medford Code is amended to read as follows:

10.381 Special Street Design ~~And~~ and Vehicle Access Standards, S-E.

1. ~~Street, Streetscape, and Vehicle Access~~ Design. Streets, streetscapes, and vehicle access to individual properties within the S-E Overlay District shall be located, designed, and constructed consistent with the Code and adopted *City of Medford Engineering Standards and Specifications*, except as modified by any adopted Neighborhood Circulation Plan and, as applicable, the Commercial Center Core Master Plan. Maximum block length and perimeter length standards found

in Section 10.426-426.C.1 are not applicable to the S-E Overlay District.

2. Vehicle Access to Narrow Lots. Residential lots with ~~fifty (50)~~ feet or less width and ~~fifty (50)~~ feet or less street frontage shall receive vehicular access from an alley or ~~additional Minimum- minimum Access- access Easement easement.~~

SECTION 11. Section 10.382 of the Medford Code is amended to read as follows:

10.382 Special Fencing Standards, S-E.

1. Fences Abutting Rights-of-Way, Front Yard.

Notwithstanding Section 10.732 and except as provided for patio walls in Section 10.375(2)(a), the maximum wall or fence height within a front yard abutting a street right-of-way is three ~~(3)~~ feet, provided that the wall or fence shall be located on private property and no closer than two ~~(2)~~ feet from the sidewalk. The fence setback area between any fencing and the sidewalk shall be landscaped, irrigated, and maintained with a combination of perennial ground cover plants and low growing (less than three [3] feet in height) shrub plantings.

2. Fences Abutting Rights-of-Way, Side or Rear Yard.

Notwithstanding Section 10.732, and except as provided for patio walls in Section 10.375(2)(a) and for Major Arterial street frontages, the maximum wall or fence height within a rear or side yard abutting a street right-of-way is six ~~(6)~~ feet, provided that the wall or fence shall be located on private property, no closer than ~~ten (10)~~ feet from the sidewalk, and must be of a consistent design and color within a single block. Open fencing having a picket design within a rear or side yard abutting a street right-of-way can be located within three ~~(3)~~ feet of the sidewalk, if not exceeding five and a half ~~(5½)~~ feet in height, provided that the wall or fence shall be located on private property and must be of a consistent design and color within a single block. The fence setback area between any fencing and the sidewalk shall be landscaped, irrigated, and maintained by the abutting property owner, a property owners' association, or other responsible entity.

3. ~~Chain-Chain-Link~~ Fencing Limitations.

~~Chain-Chain-link~~ fencing is prohibited within the S-E Overlay District, except black dip-coated chain link fencing with black posts and without interwoven strips is permitted adjacent to open space, schools, and parks. The approving authority at their discretion may allow ~~chain-chain-link~~ fencing in other situations or designs.

SECTION 12. Section 10.383 of the Medford Code is amended to read as follows:

10.383 Standards ~~For~~ Development Abutting Arterial ~~Or~~ Collector Streets, S-E.

1. Purpose.

This section is intended to protect the functionality of Collector and Arterial streets, which must serve multiple modes of traffic while meeting the need for access to neighborhoods and individual uses. This section is also intended to promote an attractive and safe streetscape by orienting buildings toward the street for natural surveillance, rather than orienting backyard fences to the street.

2. Vehicular Access Standards.

Direct vehicular access to a parcel shall not be provided from an Arterial or Collector street unless none of the options in (a) through (d) are available; however, access shall be consistent with any

adopted Neighborhood Circulation Plan, and the Commercial Center Core Area Master Plan where applicable.

- a. Access from a side street that is a lower-order street; or
- b. Access from an alley; or
- c. Access from a ~~Frontage~~-frontage street (commercial); or
- d. Access from a shared driveway (not permitted on Arterials).

3. Through-Lots.

Notwithstanding ~~Subsection 10.383(2) of this Section~~ and Section 10.704, the following applies to through-lots:

a. Detached or attached single-family residential through-lots are permitted only where an applicant can demonstrate why the creation of through-lots is unavoidable due to environmental, physical, topographical, or existing development constraints, subject to the review and approval of the approving authority.

b. Where through-lots are authorized in any zoning district, except for single-family residential through-lots on Major Arterial streets, an irrigated landscaped buffer shall be installed behind the back of the sidewalk abutting the rear yard. The landscaped buffer may be in common ownership or incorporated into extra deep lots, subject to the review and approval of the approving authority. The minimum depth of the buffer shall be at least ~~ten (10)~~ feet, except where Section 10.382(2) permits a fence within three ~~(3)~~ feet of the sidewalk. Additional depth may be required by the approving authority when necessary to provide visual buffering. Design, installation, and maintenance of the landscaped buffer shall be assured in a form acceptable to the City Attorney's ~~Office~~. All required landscape improvements shall be installed or guaranteed, in conformance with City standards, prior to issuance of building permits.

SECTION 13. Section 10.384 of the Medford Code is amended to read as follows:

10.384 Greenways,— Special Design and Development Standards, S-E.

Within the S-E Overlay District, development within or adjacent to the areas designated as Greenways in this Chapter and the Comprehensive Plan shall be consistent with the following regulations, and such regulations shall be required through the PUD and/or Site Plan and Architectural Review processes. For those areas within an adopted riparian corridor, the regulations of Sections 10.920 through 10.928 shall take precedence.:

A. Location and Extent of Greenway Designation.

Within the S-E Overlay District, the general location of Greenways shall be depicted on both the General Land Use Plan Map and the Southeast Circulation Plan Map, Appendix A, of the Comprehensive Plan Neighborhood Element ~~(Figure 1, "Southeast Medford Plan Area: Neighborhood Circulation Plan and Transportation Policies and Guidelines")~~ provided that a more precise location shall be established as follows:

1. Major Greenways. The Greenway designation shall extend not less than ~~fifty (50)~~ feet from the top of the bank on each side of the channel along Larson Creek, North Fork Larson Creek, and in the Village Center. ~~the Major Greenway designated on the Southeast Circulation Plan Map for the North, Middle, and South Forks of Larson Creek.~~ The top of the bank shall be as defined in Section 10.012. These greenways are identified as Major Greenways in the Southeast

Circulation Plan of the Comprehensive Plan.

2. Minor Greenways. For Greenways that are not located along Larson Creek, North Fork Larson Creek, or in the Village Center, the Greenway designation shall extend as indicated in the Southeast Circulation Plan of the Comprehensive Plan. These greenways are identified as Minor Greenways ~~designated on~~ in the Southeast Circulation Plan of the Comprehensive Plan. ~~Map along natural surface drainageways,~~ The Greenway designation shall extend not less than twenty (20) feet from the centerline of the drainageways. For Minor Greenways not located along natural surface drainage features, the designation shall be 40 feet in width consistent with Figure 5 of the Southeast Medford Plan Area Neighborhood Circulation Plan.

3. The size and location of Greenways may be altered by the City when needed to comply with other City, state and federal regulations.

B. Permitted Uses.

Notwithstanding the provisions of Sections 10.306 through 10.337, and subject to any other provisions of this Code and law, the only uses permitted within areas designated as Greenways shall be:

1. Streets, roads, bridges, and paths where necessary for access or crossings, provided these uses are designed and constructed to minimize intrusion into the riparian area.
2. Drainage facilities, utilities, and irrigation pumps.
3. Water-related and water-dependent uses.
4. Interpretive and educational displays, and overlooks, including benches and outdoor furniture.
5. Replacement of existing structures with structures in the same location that do not disturb additional riparian area.
6. Other uses and activities permitted in the underlying zoning district, unless prohibited by state or federal regulations, as may be approved as part of a PUD, provided that the City may install or permit the installation of any use or activity permitted in the underlying zoning district without PUD approval.

C. Greenway Improvements.

1. Improvement Standards.

Greenways shall be improved according to the following standards:

a. Except for the Greenway ~~in that passes through the Village Center Commercial designation shown on the Southeast Plan Map,~~ and as may otherwise be approved as part of a PUD, Greenways shall consist of native vegetation, and shall not be improved except as permitted or required in this Code and in the Southeast Circulation Plan of the Comprehensive Plan, ~~and in this Section,~~ provided that:

(1) Additional canopy trees of a size, species, and variety approved by the City may be installed to augment the natural landscape and stabilize the banks of ~~waterways~~ drainageways.

(2) Enhancement of the native vegetation is encouraged. Noxious weeds or nonnative vegetation may be removed if replaced with native plant species as approved by the City and appropriate state and federal agencies.

(3) Nothing in this Section shall be construed to prohibit the preservation or enhancement of wetlands as may be required by any public agency having jurisdiction over wetlands consistent with the laws of the City, state, and federal governments.

b. Improved access for the equipment needed for maintenance of storm drainage facilities and for bicycle and pedestrian circulation shall be provided ~~on at least one (1) side of each drainageway within or abutting each~~ Greenway in a location determined by the City to have the least impact on the vegetation in the riparian area. Said access shall be constructed to the standards of the City. Where acceptable access for the maintenance of storm drainage facilities and bicycle and pedestrian circulation is provided along a planned or existing street adjacent to a Greenway, the access requirement within the Greenway may be waived.

c. Greenways shall be improved at the time adjacent land is developed.

d. Where feasible, streets shall be collinear and adjacent to Greenways.

2. Responsibility for Greenway Improvements.

Required improvements in Greenways shall serve two ~~(2)~~ principal purposes as explained in the *Medford Comprehensive Plan*: 1) for storm drainage based on the *Comprehensive Medford Area Drainage Master Plan* (1996); or, 2) for pedestrian and bicycle circulation. **Pedestrian and bicycle circulation are essential to the success of the transit-oriented development.** The Southeast Circulation Plan ~~Map~~ denotes the principal purpose for the required improvements in each Greenway. The responsibility for installing Greenway improvements to the standards in this Section shall be based on the following:

a. Greenway Improvements for Storm Drainage. Open space for stormwater quality and detention facilities required by Section 10.486 and Section 10.729 may be provided in Greenways rather than on site. The installation of improvements that provide required access to storm drainage facilities in Greenways based on the Southeast Circulation Plan ~~Map~~ and the *Comprehensive Medford Area Drainage Master Plan* (1996) shall be by, and at the sole expense of, the owners of the land adjacent to either side of the Greenway, or segment thereof, unless otherwise approved by the City. **Consistent with the Absent an adopted Greenway design plan in the Southeast Circulation Plan**, the City shall approve, on a case-by-case basis, the location of a surfaced path required to provide access for storm drainage maintenance, and any other required or proposed improvements. The City may require all or any part of the Greenway to be dedicated for public use and/or ownership following the installation of the required improvements. However, the City, in its sole discretion, may permit the dedication of easements in lieu of fee-simple land dedication.

b. Greenway Improvements Exclusively for Pedestrian and Bicycle Circulation. The installation of a surfaced path in Greenways, other than those for storm drainage, shall be by and at the sole expense of the City unless otherwise agreed upon. **Consistent with the Absent an adopted Greenway design plan in the Southeast Circulation Plan**, the City shall approve, on a case-by-case basis, the location of a surfaced path required to provide pedestrian and bicycle circulation, and any other required improvements. All or part of Greenways improved exclusively for pedestrian and bicycle circulation may be acquired by the City through dedication or purchase of the land in fee-simple or through the acquisition of easements.

c. Extent of Greenway Improvements. Pursuant to this Section, the portion of each Greenway required to be improved by a property owner at the time of development shall be that portion of ~~Greenway his/her property~~ contiguous to the property to be developed. ~~unless the adjacent greenway has not yet been secured by the City through acquisition, dedication, or other means.~~ Where a Greenway passes through a parcel, the owner, pursuant to Section 10.384(C)(2)(a), shall be required to dedicate and improve the entire Greenway segment passing through his/her parcel.

d. Section 10.668 (Limitation of Exactions) shall be considered in relation to the above requirements.

3. Maintenance of Greenway Improvements.

Greenway improvements dedicated to the City for any purpose, whether in fee-simple or as easements, shall be maintained by the City. However, the City may relinquish the maintenance of any Greenway improvements to an association of owners established pursuant to Section 10.230(E).

D. Commercial Center (7A and 7B).

1. Greenway Improvements. Unless prohibited by **other City**, state or federal regulations, in the Village Center Greenway ~~encompassed by the Commercial designation~~, undesirable shrubs, trees, and noxious vegetation may be removed, and ornamental vegetation installed to supplement the remaining native vegetation. Prior to commencing alteration of vegetation within the Greenway area, a landscape restoration plan shall be prepared for review and approval by the City in conjunction with an application for associated Development Permit, if any, or by the Medford Parks Department if not associated with a Development Permit application. The landscape plan shall demonstrate that an equivalent or better amount of stream corridor shading will result upon maturity of the replacement vegetation elements and that the selected plant varieties will survive given the site conditions.

2. Creekside Development. The development of land adjoining the Greenway within the Village Center ~~Commercial designation~~ shall conform with the following requirements, unless waived or modified as part of the **Commercial Center Core Area Master Plan or a PUD approval process**:

a. Pedestrian Walkway Connections. A pedestrian walkway as required in Sections 10.772 through 10.776 shall link the principal building of each creekside use or activity to the multi-use path within the Greenway, if on the same side of the ~~waterway drainage way~~ as the path.

b. Pedestrian Walkway Lighting. All pedestrian walkway connections to the multi-use Greenway path shall be lighted with the type of fixtures and meeting the definition of "pedestrian scale lighting" in Section 10.012.

c. Landscaping Between Creekside Development and Greenway. Undeveloped land between each creekside building, use, or activity and the Greenway shall be landscaped in a manner compatible with the native vegetation, and irrigated with an automatic underground system. Such landscaping shall be designed to produce areas of high surveillance to reduce the potential for vandalism and criminal mischief. Landscaping to achieve high surveillance includes grass and ground cover, shrubs less than two and one-half (2½) feet in height, and deciduous trees that produce canopies having the lowest branches more than six ~~(6)~~ feet from the ground. Such landscaping shall not conflict with or violate state and federal regulations related to the preservation of wetlands or riparian areas.

SECTION 14. Section 10.385 of the Medford Code is amended to read as follows:

10.385 School and Park Site ~~Siting Location~~ Standards, S-E.

1. Purpose.

The purpose of requiring public school and park sites to abut streets instead of the backs of lots is to support natural surveillance of public spaces for crime prevention, and to provide adequate public

access to parks and schools. The standard ensures at least a minimal amount of visibility into the site for security, and the potential for a limited amount of on-street parking.

2. Schools and Parks location standard.

Public school and park sites shall abut streets instead of the backs of lots. This standard is met when a school or park site has frontage onto at least one ~~(1)~~ public street for a distance of not less than ~~one hundred~~ ~~(100)~~ feet. The standard does not apply to private schools, parks, or open spaces.

PASSED by the Council and signed by me in authentication of its passage this 18 day of December, 2014.

ATTEST: Glenda Wilson
City Recorder

[Signature]
Mayor
[Signature]
Mayor

APPROVED Dec 18, 2014.

NOTE: Matter in bold in an amended section is new. Matter ~~struck out~~ is existing law to be omitted. Three asterisks (***) indicate existing law which remains unchanged by this ordinance but was omitted for the sake of brevity.



CITY OF MEDFORD

PLANNING DEPARTMENT

STAFF REPORT – LAND DEVELOPMENT CODE AMENDMENT

Date: December 2, 2014
To: Mayor and City Council *for 12-18-2014 hearing*
From: Aaron Harris, Planner II
Reviewer: John Adam, Senior Planner
Subject: Commercial Center Core Area Master Plan for the Southeast Overlay District—City of Medford, Applicant
File no.: DCA-14-083

BACKGROUND

Proposal: To initiate an amendment and make a recommendation to revise Municipal Code Sections 10.370–10.385 (Southeast Overlay District), to adopt the Commercial Center Core Area Master Plan, and to complete general housekeeping items within these sections. Pursuant to Section 10.374(5), the Master Plan will be incorporated by reference as part of the Municipal Code for the regulation of development in Area 7A in the Southeast Overlay District.

History: In 1993, following the inclusion of the Southeast Area within the Medford urban growth boundary, 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 neo-traditional rather than contemporary development schemes. Based on the study, the City chose to pursue a neo-traditional development pattern characterized by mixed-use zoning and an interconnected street system to distribute peak period traffic to all streets, not just collectors and arterials.

1995–1998 A subsequent study (Southeast Medford Circulation & Development Plan Project Report, August 1995) guided the preparation of amendments to the Medford Comprehensive Plan and Municipal 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 Southeast Plan was further refined by Ordinance no. 2004-258 on December 16, 2004, following the adoption of the Medford Transportation System Plan (TSP) in

“Working with the Community to Shape a Vibrant and Exceptional City”

November 2003. The TSP designated the Southeast Village Center as a Transportation Oriented District (TOD) and directed the City to complete and adopt plans and standards for the designated TOD areas. The 2004 revisions to the Southeast Plan incorporated additional TOD design guidelines and standards, refined the sub-area boundaries and designations, and incorporated the Southeast Plan within the Neighborhood Element of the Comprehensive Plan rather than the General Land Use Plan Element. The refinements also established a Commercial Center and a Commercial Center Core Area within the Village Center to establish a concentric town center with a “main street” along Barnett Road that would not be subject to the City’s LOS mobility standard for automobile traffic. This was enabled by incorporation of the Southeast Medford Plan Area Neighborhood Circulation Plan and Transportation Policies and Guidelines into the Southeast Plan.

2008 The City, through Ordinance nos. 2008-246 and 2008-247, adopted text amendments to the Southeast Plan within the Neighborhood Element of the Comprehensive Plan and to the S-E Overlay District of the Municipal Code which corrected inconsistencies in the mapping for SE Plan Sub-Areas (12) and (7A) and also refined the district development standards pertaining to garages for attached housing and to building height limitations. Other minor housekeeping corrections were also adopted.

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 Municipal Code. The City Council asked the Southeast Plan Implementation Advisory Committee (Southeast Committee) to review said proposal and give a recommendation to the City Council.

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

The Southeast Committee noted that “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 Master Plan itself. They indicated that they would prefer that the Plan be (1) more pedestrian-friendly; (2) more greenway-oriented; and (3) more specific about the architectural design (particularly for Main Street).”

The Southeast Committee recommendations were reviewed by the City Council during a joint study session on November 1, 2012. The primary changes the Committee recommended for the Southeast Commercial Core Area (7A) were:

1. Changing the “Main Street” from Barnett Road to Stanford Avenue;
2. Modifying the alignment of Barnett Road;
3. Allowing a roundabout at Stanford and Barnett for a bus turn-around;
4. Requiring two-story buildings along Stanford Avenue;
5. Allowing three drive-throughs in exchange for not allowing gas stations in the Commercial Center Core Area;
6. The elimination of a maximum square footage limitation for the Commercial Center Core Area;
7. Removing the Goddard property from the Master Plan Area (7A);
8. Adopting a Master Plan as a separate document, not as part of the Code or Comprehensive Plan;
9. Requiring a PUD for modifications to the Master Plan; and
10. Requiring a Traffic Impact Analysis prior to adoption of the Master Plan.

The City Council, at the conclusion of the study session, directed staff to proceed with the proposed Comprehensive Plan and Code amendments as recommended by the property owners and Southeast Committee. The City Council further directed staff to proceed with adoption of the Master Plan with a requirement that a Traffic Impact Analysis (TIA) be completed to demonstrate that a roundabout intersection as proposed in the Master Plan will operate properly at that location.

2013 On March 7, 2013, the City Council adopted Ordinance no. 2013-41 approving major amendments to the Neighborhood Element and Transportation Element of the Comprehensive Plan and also adopted Ordinance no. 2013-42 approving amendments to the Section 10.372, 10.373, 10.374, 10.377, 10.378 and 10.384 of the Medford Municipal Code pertaining to the Commercial Center Core Area (7A) of the S-E Overlay District. The amendments to the Comprehensive Plan included the following substantive text changes:

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 exemption for zone changes with the effect that the exemption shall apply to Stanford Avenue and the alternatively designed section of Barnett Road east of Stanford Avenue within the Southeast Commercial Center.

The amendments to the Comprehensive Plan also resulted in the revision of the following maps:

1. S-E Plan Map (Figure 1 of the S-E Plan, Neighborhood Element);
2. S-E Village Center Map (Figure 2 of the S-E Plan, Neighborhood Element)
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); and
4. Medford Street Functional Classification Map (Figure 1-2 of Transportation System Plan Element).

The substantive amendments to the Municipal Code included the following changes:

1. Revision to Figure 10.372 (Southeast Village Center) to match changes to the corresponding map at Figure 2 of the S-E Plan, Neighborhood Element in the Comprehensive Plan;
2. Revision to Figure 10.373 (Southeast Plan Map Sub Areas) to match changes to the corresponding map at Figure 1 of the S-E Plan, Neighborhood Element in the Comprehensive Plan;
3. Revisions to Code Section 10.374(4) regarding the minimum required elements to be included in the Master Plan. The revisions reflected the changes to the Comprehensive Plan regarding street standards for the arterial segments of Barnett and "Main Street" treatments for Stanford Avenue, a new requirement that neo-traditional design elements be incorporated into the development, a requirement that all buildings along Stanford Avenue be two-story or have such an appearance, and that the Master Plan include a requirement for development permit applications within Area 7A to include photometric data and illumination plans consistent with Code Section 10.764;
4. Code Section 10.374(5) was added to require that the Master Plan be incorporated by reference as part of the Medford Municipal Code for the S-E Overlay District. The provision also specifies that development within Area 7A be approved by the Site Plan and Architectural Commission if found to be consistent with the adopted Master Plan, or to otherwise obtain approval of a PUD from the Planning Commission for proposed development that is not consistent with the adopted Master Plan. Section 10.374(5) further establishes parameters for minor revisions that would be found consistent with the adopted Master Plan to provide some flexibility in final design;
5. Code Section 10.378, "Special Standards for Commercial Center (7A and 7B), S-E", was revised to clarify standards for outdoor eating and sidewalk cafes, to allow for drive-through service at three sites in Area 7A with specified limitations, to disallow fueling stations that had previously been allowed by CUP, to establish that the maximum amount of off-street motor vehicle parking

spaces within the Commercial Center Core Area (7A) shall not exceed the minimum standard normally applicable for the subject use, and to require that the amount of bicycle parking provided within the Commercial Center Core Area (7A) be two times the amount required by Section 10.478, "Bicycle Parking Standards";

6. Section 10.984 was revised to specify the location for Major and Minor Greenway designations on the Southeast Circulation Plan Map, to allow open space for stormwater quality and detention facilities as required by Section 10.486 and 10.729 to be provided in Greenways rather than on-site, to clarify timing of Greenway improvements adjacent to development, and to require that a landscape restoration plan be prepared for review and approval by the City to demonstrate equivalent or better amount of stream corridor shading will result upon maturity of replacement vegetation elements.

Also in 2013, a Traffic Impact Analysis was completed by JRH Transportation Engineering which analyzed traffic operations for the proposed roundabout intersection of Stanford Avenue with East Barnett Road. The report also provided a comparative analysis of alternative intersection operations without a roundabout (i.e., a two-way stop, a four-way stop, and a signalized traffic control). The Medford Public Works Department, after reviewing the analysis, confirmed by interoffice memorandum to Medford Development Services that report shows that a roundabout will accommodate traffic with less delay than either a two-way stop, four-way stop, or a traffic signal. Public Works stated in its memo that it supports the proposed installation of a single lane roundabout to provide access to the town center and adjoining properties. In conclusion, Public Works also stated that its recommendation was made without conditions and pursuant to the recommendations in the subject traffic impact report most recently revised December 3, 2013.

2014 On November 13, 2014, the SE Master Plan and associated housekeeping items were presented before the Planning Commission. The Planning Commission determined that the proposal met all applicable criteria, but failed to meet the expectations of the Neighborhood Element of the Comprehensive Plan. The Planning Commission made two separate motions. A motion was passed 5-0 to recommend approval of the SE Master Plan's associated housekeeping items. A second motion was passed 4-1 to recommend denial of the SE Master Plan.

AREA CHARACTERISTICS

The subject land affected by this amendment is located within the S-E Commercial Center Core Area (7A) and currently 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).

Table 1. Adjacent Land Designations and Uses

	GLUP	Zoning	Uses
North	SC	SFR-00	Single Family Residence
South	UH, UM	SFR-00, MFR-15 and -20	City of Medford Fire Station
East	SC, UM	SFR-00, MFR-20	Single Family Residence
West	CM, SC, UR	SFR-4, C-S/P, C-C	Michael Park Subdivision (SFR); Joseph Office Park; Larson Creek Shopping Center

AUTHORITY

The Planning Commission is authorized to recommend, and the City Council to approve, amendments to the Municipal Code under Sections 10.102, 10.110, 10.111, and 10.122. An amendment must be initiated by the Planning Commission or the City Council per Section 10.181.

APPROVAL CRITERIA COMPLIANCE

The criteria for this amendment are the typical criteria found in the Medford Municipal Code, Section 10.184. “Class ‘A’ Amendment Criteria,” and, in this particular case, criteria in Section 10.374(4). The general code amendment criteria will be addressed in “Part 1” and particular criteria will be addressed in “Part 2” following.

Part 1

Findings and Conclusions relating to general code amendment criteria in Municipal Code Section 10.184(2)

10.184(2) Class ‘A’ Amendment Criteria—Land Development Code Amendment.

The Planning Commission shall base its recommendation, and the City Council its decision, on the following criteria:

Criterion 10.184(2)(a). Explanation of the public benefit of the amendment.

Findings and Conclusions: A Master Plan for the Commercial Center Core Area of the Village Center is required to implement the Southeast Plan (Neighborhood Element, Medford Comprehensive Plan). The Master Plan will assure creation of a pedestrian-friendly retail “main street” with commercial buildings on both sides of Stanford Avenue and will establish special design and development standards for streetscapes, building

orientation, architectural form, signage, lighting, landscaping, plazas, transit station, and other physical elements in promotion of a transit-oriented neighborhood. The Master Plan has also been coordinated with the Rogue Valley Transit District to locate a transit station and needed public street infrastructure including a roundabout intersection that will serve to extend transit service to the area much sooner than would be likely without the Master Plan. Normally, RVTD would not extend service until the street grid for the larger neighborhood area is built out in the future. The Master Plan also includes a requirement that a transportation demand management program be included as part of future development plans within the Core Area. The TDM program provides developers with a variety of options under a “cafeteria”-type approach to make improvements on or off site to promote multi-modal transportation opportunities, and also will require on-going programs in support of alternative travel mode use. Adoption of the Master Plan will also enable rezoning of and development of the Core Area to proceed in implementation of the underlying General Land Use Plan. Much of the critical urban infrastructure needed to serve the remaining Southeast Plan Neighborhood to the east must run through the Commercial Center Core Area which may not be rezoned for development until a Master Plan has been adopted by the City. In effect, adoption of the Master Plan for the Core Area is also needed to enable lands beyond—some of which have already been re-zoned—to be made available for needed housing and employment opportunities. Accordingly, staff concludes that the proposed Code amendment will provide public benefit.

The proposed changes to the Code aim to clarify and rectify existing code. The purpose is to align code with practice, to fix small errors, to maximize opportunities for creative development, and to reflect adopted riparian corridor regulations. The proposed changes will improve administration of the Development Code through increased clarity. The public will have an easier time interpreting the regulations and staff can provide answers clearly and more quickly.

Criterion 10.184(2)(b). The justification for the amendment with respect to the following factors:

Criterion 10.184(2)(b)(1). Conformity with applicable Statewide Planning Goals and Guidelines.

Findings and Conclusions: The proposed code amendment to adopt a Commercial Center Core Area Master Plan for the Village Center of the Southeast Plan Area is a requirement of the existing adopted Code at Sections 10.373(3) and 10.374(4 & 5), which in turn implement Southeast Plan Policy 1-B (Implementation 1-B(3)) in the Neighborhoods Element of the adopted Medford Comprehensive Plan. These comprehensive plan and implementing ordinance provisions have already been acknowledged by the state as being in conformance with the Statewide Planning Goals and Guidelines.

Therefore, staff concludes that a Master Plan that conforms to the adopted requirements for the same as set forth at Code Section 10.374(4) is also in conformance with the Statewide Planning Goals and Guidelines.

The proposed amendments concern the functioning of the Development Code rather than applying new policies. They do not, for the greater part, rise to the level of enacting the Goals. Where an amendment has some relationship with a Goal, it supports the Goal in some modest way.

Criterion 10.184(2)(b)(2). Conformity with goals and policies of the Comprehensive Plan considered relevant to the decision.

Findings and Conclusions: Medford Municipal Code Section 10.374(4), which establishes the minimum required elements to be provided in the Master Plan within the S-E Overlay District, was adopted to implement and assure conformity with the goals and policies of the Comprehensive Plan for the Southeast Plan Area. The proposed Master Plan conforms to the Southeast Plan Goals and Policies as follows:

Goal 1: To assure that development in the SE Area occurs in a manner that reduces reliance on automobile travel within the area and promotes multi-modal travel, including pedestrian, bicycle and transit.

Policy 1-A: The City of Medford shall assure that circulation and development design in the SE Area emphasizes connectivity and promotes multi-modal transportation viability.

Implementation 1-A (1): Do not allow private streets to prevent vehicular or pedestrian connectivity or public access to greenways, parks, schools, or other activity centers.

Finding: Access to the greenway within the Core Area will be by way of Michael Park Drive which is to be a public street to the south and generally parallel to the greenway. The Master Plan includes a dedicated sector (Michael Park Creekside) with specific standards to ensure public connectivity and access to the greenway is preserved. Access to the north side of the creek through the Master Plan (7A) area is provided by crossings at North Phoenix Road and Stanford Avenue. Public street access is also provided to the East Plaza in the Stanford Avenue Sector and to the Transit Station Plaza which are the other activity centers in the Master Plan area. All public streets as provided in the Master Plan are located in accordance with the locations shown in the adopted Southeast Area Neighborhood Circulation Plan Map of the Comprehensive Plan.

Implementation 1-A (2): Discourage gated or dead-end developments because they prevent connectivity and neighborhood formation. Require adjacent developments to integrate with one another.

Finding: There are no gated or dead-end developments indicated on the proposed Master Plan. The Master Plan includes six specific sectors that are designed to work together as an integrated whole to create a transition from the existing suburban pattern west of North Phoenix Road to a traditional “main street” of retail commercial shops and eateries along Stanford Avenue and from there into the planned neo-traditional form of the larger Village Center. The buildings and plaza along the east side of Stanford Avenue will have shared access and parking with the adjoining development in Area 7B, and the North Phoenix & Barnett (South) Sector to the west of the fire station is designed with cross-access connectivity to the adjoining property in Area 12 to the south. The Michael Park Creekside Sector will integrate Area 7A with the portion of Area 7B to the north of the creek. Lands to the west are outside the Southeast Plan Area, which is bordered by North Phoenix Road on the west side.

Implementation 1-A (3): Assure that development design and street improvements on North Phoenix Road promote non-vehicular access across this major arterial at intersections.

Finding: North Phoenix Road is designated as a major arterial and a freight route, and is regionally significant in its function as a local arterial route alternative to Interstate 5. The Master Plan provides for greater landscaped setbacks for development within the Sectors located adjacent to North Phoenix, and requires that the City’s standard major arterial cross section street treatments be utilized to buffer pedestrian from higher-velocity traffic. See Site Design requirements for North Phoenix Road frontage – Chapters 3 and 4. Pedestrian crosswalks that now exist at the signalized intersection of Barnett Road and North Phoenix Road will be preserved. An additional cross-walk is indicated for the future intersection of Michael Park Drive with North Phoenix Road. A final design will be coordinated with the Public Works Department for final review and approval by the City at the time Michael Park Drive is offered for dedication and construction.

Implementation 1-A (4): Discourage development site design along collector and arterial streets from creating a walled effect near the sidewalk.

Finding: Area 7A includes two arterial streets (North Phoenix Road and Barnett Road) and no collector streets. The Master Plan is a form based code keyed to the plan map separated by sectors with a primary objective to establish transitional streetscapes from west to east – that is, from the regional arterial to a traditional “main street”. The Master Plan map provides for greater separation in between

buildings and between buildings and the street along North Phoenix Road where traffic is heaviest. The greater separation along that corridor also serves to preserve view of Roxy Ann for those many people who travel north along that street every day. Along Barnett, structural setbacks to the street are reduced to zero as the major arterial segment transitions to a minor arterial street 250 feet east of North Phoenix Road. The spacing between buildings decreases as this transition continues eastward. The Master Plan also establishes Common Design Standards (Chapter 2) that apply in all sectors. Common Design Standard (CDS) 9(c)(ii) requires that pedestrian access be provided between buildings along street frontages at spacing not to exceed 300 feet in order to connect parking areas with retail streets. These pass-through walkways are to be integrated with other outdoor activity areas such as plazas, patios, or entry courts rather than as secluded narrow corridors. Extra-wide sidewalks and street furnishings are also required, along with architectural façade treatments that require a richness of depth and detail (CDS 1 and 2). Blank walls only visible from adjacent streets and public areas must also be avoided (CDS 4). In these ways, the Master Plan discourages site design along collector and arterial streets from creating a walled effect near the sidewalk.

Implementation 1-A (5): Encourage the Rogue Valley Transportation District (RVTD) to serve the SE Area with transit service as soon as feasible.

Finding: This implementation strategy was a critical objective in the development of the Master Plan. The Southeast Village, within which the Commercial Center Core Area (7A) is located, is designated as Transit-Oriented Development (TOD) district. The core of this district is the subject Master Plan area. However, transit service currently is not available to the area. The nearest service line terminates at the Rogue Regional Medical Center one mile to the west (Black Oak Drive and Barnett Road). Until the Southeast Neighborhood plan area is more fully developed with a grid of public streets, the transit district indicated that it would not be likely to extend the route beyond North Phoenix Road although demand in the near future may warrant an extension of service to that point. However, the transit district agreed that it would be willing to extend service to a transit station in the Master Plan area if able to maneuver its vehicles to the return route without need to leave the public right-of-way. The transit district does not allow routing of its vehicles through private property for risk-control reasons. The roundabout intersection at Stanford Avenue and Barnett was then proposed as a means to make it feasible for RVTD to cross provide service within the actual SE Village Center TOD east of North Phoenix Road sooner than it would otherwise be possible when additional streets are dedicated and built in the future. The right-of-way for Barnett Road already exists and will be widened as development within Area 7A occurs along Barnett. The transit station will be located on the north side of Barnett Road just west of the roundabout to provide the first stop on the return trip for that service line. A Transportation Demand Management (TDM) Program was also created in coordination

with the property owners at the request of RVTD to provide further incentive for the district to extend service as soon as feasible. The Master Plan also include a specific transit station sector and design standards to provide a plaza and other transit amenities such as bicycle storage so as to create a hub between a wide variety of travel modes.

Finding: Policy 1-A applies to the entire SE Area, including the Commercial Center Core Area (7A).

Conclusion – Policy 1-A: Based on the findings above demonstrating conformance with the Policy 1-A implementation strategies, staff concludes that the Master Plan will assure circulation and development design that emphasizes connectivity and promotes multi-modal transportation viability in a manner consistent with Policy 1-A.

Policy 1-B: The City of Medford shall assure that the Village Center is developed as a pedestrian-oriented, mixed-use, higher-density central core (Transit-Oriented District) for the SE Area.

Implementation 1-B (1): Require special design for development within the Village Center, affecting such elements as building location and orientation, lighting, signage, parking, outdoor storage and display, greenway/wetlands treatment, etc.

Finding: The Master Plan includes common and sector-specific special design standards affecting the above elements. The Commercial Center Core Area (7A) is also subject to other special standards applicable within the S-E Overlay District as established in the Medford Municipal Code which have been adopted in accordance with this Implementation 1-B (1).

Implementation 1-B (2): Limit the commercial zoning districts and permitted uses within the commercial portion of the Village Center to assure pedestrian-oriented development.

Finding: The adopted Southeast Plan includes a history of the development of that neighborhood plan. It is explained there that the Commercial GLUP designation and commercial zoning districts amended following adoption of a Phase 2 plan to limit the size of businesses in the Community Commercial (C-C) zoning district to 50,000 square feet, and to create a new Regional Commercial (C-R) zoning district. This action was needed to allow the use of C-C zoning in the SE Area without permitting large regional retail uses. The C-C zoning district will be applied to the Commercial Center Core Area (7A) when rezoning is allowed after the Master Plan is adopted. The Master Plan also includes additional and more specific limitations and special design standards to assure pedestrian-oriented development.

Implementation 1-B (3): Require master planning of the entire Commercial Center Core Area of the Village Center prior to development approval.

Finding: This requirement was included in the adopted regulations for S-E Overlay District, and the Master Plan is a result of this requirement.

Implementation 1-B (4): Promote the location of public and quasi-public uses within the Village Center, such as a fire station, day care center, community center, church, park, public plaza, etc.

Finding: A fire station currently sits within the Village Center, adjacent and south-southeast of the Commercial Center Core Area (7A). The Master Plan includes the Michael Park Creekside Sector which promotes park and open space use along the greenway and the Master Plan includes the East Plaza with public restrooms in the Stanford Avenue Sector and a transit plaza in the East Barnett Transit Station Sector. The existing fraternal lodge within the North Phoenix and Barnett (South) Sector also functions as a community center. A small portion of that building will be adapted for interim use by a credit union which will continue to offer the remainder of the building for community meetings and activities. The Master Plan also specifies the location of commercial plazas and courts and retail streetscapes with wide sidewalks and furnishings to establish a sense of place at the street level. These features, combined with the roundabout intersection, will effect a plaza form around the intersection of Stanford and Barnett. The property owners to the south of the intersection, located in Area 13 (MFR-15) outside the Core Area but within the Village Center, also plan to mirror this treatment. A mixed-use plan for that property to the south, which includes retail commercial along the roundabout, was considered in the Roundabout Analysis (Master Plan Appendix B) and is attached as Appendix F to that report.

Conclusion – Policy 1-B: Based on the findings herein above demonstrating conformance with the Policy 1-B implementation strategies, staff concludes that the Master Plan will meet Policy 1-B to assure that the Village Center is developed as a pedestrian-oriented, mixed use, higher density central core (Transit-Oriented District) for the SE Area.

Policy 1-C: The City of Medford shall support the location of small neighborhood commercial sites in the SE Area outside the Village Center.

Finding: This policy does not apply to Area 7A.

Conclusion – Goal 1: Based on the findings and conclusion above that the Goal 1 policies are met by the Master Plan, staff concludes that the Master Plan comports with the goal to assure that development in the SE Area occurs in a manner that reduces reliance on

automobile travel within the area and promotes multi-modal travel, including pedestrian, bicycle and transit.

Goal 2: To assure that development in the SE Area occurs in a manner that preserves its abundant natural features and resources.

Policy 2-A: The City of Medford shall strive to provide a system of interconnected open spaces in the SE Area utilizing drainageways and stream corridors open to public view and access.

Implementation 2-A (1): Accentuate drainageways and stream corridors by locating street rights-of-way collinear and adjacent to them in order to open them for public view and access. Such placement should be outside the Greenway, should not disturb the riparian area, and should be in conjunction with enhancement and/or restoration. Creekview Drive in particular should be so located in relation to the Middle Fork of Larson Creek.

Finding: The Master Plan provides for Michael Park Drive, a public street, to be located collinear and adjacent to the greenway in a manner consistent with Implementation 2-A (1). The pattern will thereby be set to extend easterly as the greenway continues through the remainder of the SE Plan Area and ultimately to Chrissy Park and Prescott Park. Code Section 10.384 (Greenway – Special Design and Development Standards, S-E) and the Michael Park Sector specific standards further provide for protection and enhancement of the riparian area. The area along the Medford Irrigation Canal is also reserved as accessible open space. There are no other drainageways or stream corridors within Area 7A.

Conclusion – Policy 2-A: Based on the finding herein above demonstrating conformance with the Policy 2-A implementation strategy, staff concludes that the Master Plan will meet Policy 2-A to assure that development in the SE Area occurs in a manner that preserves its abundant natural features and resources.

Policy 2-B: The City of Medford shall strive to protect natural features and resources in the SE Area, including restoration when necessary.

Implementation 2-B (1): Encourage clustered development to avoid alteration of important natural features.

Finding: The Master Plan sets aside the natural features as a specific sector (Michael Park Creekside). The sector includes provisions to considerable flexibility in design of the buildable pads outside the greenway boundary in order to protect the natural features.

Implementation 2-B (2): Apply best management practices for private and public development activities that affect streams, drainageways, and wetlands, including reducing impervious surfaces so that runoff is slowed and filtered.

Finding: The Master Plan include a special street design for Michael Park Drive requiring a bio-swale edge treatment on the north (creek) side, and provides for a subarea stormwater detention and treatment facility to be accommodated in accordance with the City of Medford Stormwater Management Plan. As described in the plan, the water quality facility would “be a buffered low flow channel and the detention would be dedicated upland area where flows from the one-year storm would back up. The slope allows the backing and the upland area could serve as open space. This facility would work hand in hand with site specific water quality control measures and low impact development designs. ...” The described facility will be integrated with the trail, recreational, and open space components of the greenway in an attractive manner.

Implementation 2-B (3): Require hillside development to meet stringent standards limiting grading and vegetation disturbance, and minimizing visual intrusion.

Finding: The City of Medford, in accordance with this requirement, has adopted hillside development regulations (Code Sections 10.929–10.933). The Master Plan does not change or relieve development within the Master Plan area from hillside development requirements. The land within Area 7A is, however, moderately sloped in general. There is a hill situated to the southeast in Areas 13 and 14. The toe of slope extends partially into Area 7A where the existing Barnett Road right-of-way is located. The planned re-alignment of Barnett Road to the east of Area 7A will follow the slope contour at the foot of the hill.

Implementation 2-B (4): Require tree preservation plans indicating existing trees of more than six inches in diameter, in conjunction with development applications.

Finding: The only existing trees in Area 7A are located adjacent to the creek within the greenway boundary. Code Section 10.384 will continue to apply special greenway design and development standards. Subsection (D) of that section, which applies specifically to land within the Commercial Center (7A and 7B), requires a landscape restoration plan be approved by the City prior to commencing any alteration of vegetation within the greenway area.

Conclusion – Policy 2-B: Based on the finding above demonstrating conformance with the Policy 2-B implementation strategies, staff concludes that the Master Plan will meet Policy 2-B to protect natural features and resources in the SE Area, including restoration when necessary.

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

Finding and Conclusion – Policy 2-B: The City of Medford City Council, in the course of the master planning project, commissioned a survey of the natural area along the creek and resolved to acquire the greenway area and some adjacent lands within Area 7A and some land within Area 7B. The Master Plan establishes the Michael Park Creekside Sector that is specific to reserving the natural area as open space and park use. Accordingly, staff concludes that the Master Plan complies with Policy 2-C.

Conclusion – Goal 2: Based on the findings and conclusion above that the Goal 2 policies are met by the Master Plan, staff concludes that the Master Plan comports with the goal to assure that development in the SE Area occurs in a manner that preserves its abundant natural features and resources.

Goal 3: To provide for the implementation of the 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 Municipal 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 within the Commercial Center is desired to have a high level of slow moving traffic.

Finding and Conclusion – Policy 1-A: This policy is implicated at the time zone changes are considered, but is not directly applicable to adoption of the Master Plan. However, it should be noted that the policy was enacted so that the "main street" development pattern that is required by the Southeast Plan and the Master Plan will not inhibit the ability of property owners to obtain zone change approvals within the City should congestion through the Commercial Center (7A and 7B) result. The policy furthers the implementation of a TOD district by expressly accepting that a high level of slow-moving traffic supports a retail district.

Policy 3-B: Where a street functions as the boundary separating two land use designations or categories in the SE Area, changes to the street location resulting from planning actions shall shift the designations or categories accordingly. Encourage similar land use types to be located facing one another across streets with changes in land use types occurring at the backs of lots where possible.

Finding and Conclusion – Policy 3-B: East Barnett Road is currently the boundary between Area 7A and Area 13 (Rowhouse – MFR-15). A planned re-alignment of the roadway will occur east of the roundabout, which will place a small corner of the Core Area to the south of the re-aligned right-of-way. However, the Southeast Plan explains that the realigned portion of Barnett Road is intended to provide for commercial uses facing on both sides of an alternatively designed minor arterial cross section for that segment east of Stanford Avenue. Due to the location of existing water mains in the existing right-of-way which connect to the nearby reservoir to the southeast which serves this part of the City, a utility easement will be retained over this alignment so as not to disturb those facilities. Accordingly, staff concludes that the boundary separating Area 7A from Area 13 does not shift with the re-alignment of Barnett. By retaining the existing boundaries after the realignment, the policy will be achieved as the result will be similar land use types facing one another across the street with change in land use types occurring at the back of the lots located on the south side of Barnett east of Stanford – which will be generally beyond and east of Area 7A.

Policy 3-C: The City of Medford shall pursue the future adoption of regulations and design criteria that promote transportation-oriented design in the SE Area pursuant to the recommendations of the Rogue Valley Regional Transportation Plan, the Medford Transportation System Plan, and other plans as adopted.

Finding and Conclusion – Policy 3-C: The Master Plan is a regulatory code to be adopted in conformance with this policy to promote transportation-oriented design in the SE Area. Staff also notes that the likely intended word in the goal is “transit” instead of “transportation.” The current proposal cannot make that change that since the Comprehensive Plan is not being amended.

Policy 3-D: The City of Medford shall assure that notice is provided to the Medford and Phoenix-Talent School Districts that land designated for future schools and/or parks in the SE Area may be acquired by the City or school district for such purposes. The City shall notify the applicable school district of pending development permit applications on such land. The City shall not withhold the approval of zoning or development permit applications solely on the basis that a school district or the City has not acquired title to the property. Nothing in this policy prohibits the location of a school or park from changing.

Finding and Conclusion – Policy 3-D: No school site has been designated in the SE Plan for Area 7A, which is located in the Medford School District. The school district is included in the agency notification for Class A authorizations.

Policy 3-E: The City of Medford shall seek to expend parks systems development charges (SDCs) collected within the SE Area on park-related improvements within the same SE Area.

Finding and Conclusion – Policy 3-E: This policy is not directly implicated for adoption of the Master Plan. The City has adopted separate and generally applicable Systems Development Charge regulations consistent with this policy and State regulations for the same.

Conclusion – Goal 2: Based on the findings and conclusion above that the Goal 2 policies are met by the Master Plan, staff concludes that the Master Plan comports with the goal to provide for the implementation of the Southeast Plan.

The associated housekeeping amendments cannot be easily linked to policies in the Comprehensive Plan. As previously noted, housekeeping changes are meant to make the Code clearer and easier to use in terms of general policy only. The Comprehensive Plan tends to name goals with more specific solutions.

Criterion 10.184(2)(b)(3). Comments from applicable referral agencies regarding applicable statutes or regulations.

Findings and Conclusions: City of Medford Parks and Recreation Department submitted project comments on October 27, 2014 and are attached as Exhibit D. Parks comments reference Master Plan Chapters 1, 6, and 8, the Master Plan chapters applicable to the development and maintenance of Michael Park Creekside.

City of Medford Public Works Department submitted project comments on October 29, 2014 (Exhibit E). Public Works comments for Master Plan Chapter 1 recommend that access points onto North Phoenix Road and East Barnett Road be removed from the Master Plan map with future approval to be justified by a traffic impact analysis. In response, staff added language to the caption for the map on page 1.2 to stipulate that access points along North Phoenix Road and East Barnett Road shall not be approved until justified by a traffic impact analysis.

Public Works comments for Master Plan, Chapter 2, sub-section 1, point out that “encroachment permit” is not the correct term. In response, staff changed the phrase on page 2.2 from ‘encroachment permit’ to ‘revocable permit.’

Public Works comments for Master Plan, Chapter 2, sub-section 12, state that language in the Master Plan should stipulate that intensification of landscaping at intersection corners and at driveway entrances shall conform to the clear view triangle as specified in MLDC 10.735. In response, staff modified Master Plan language on page 2.6 to state that landscaping shall conform to MLDC 10.375 in addition to 10.377(6) and 10.780.

Staff has determined that all additional Public Works comments are informational for future development. Additional modifications to Master Plan language is unnecessary.

Staff concludes that the Plan has been modified to adequately address the issues raised by responding agencies.

Criterion 10.184(2)(b)(4). Public comments.

Findings and Conclusions: Comment from Rogue Credit Union expressing support for the project was received on October 24, 2014 and is attached as Exhibit F.

Criterion 10.184(2)(b)(5). Applicable governmental agreements.

Findings and Conclusions: No government agreements were found to be directly implicated by adoption of the Master Plan or by revisions to the Municipal Code. The City of Medford and Jackson County have mutually adopted an urban growth boundary agreement that recognizes land within the urban growth boundary is to be made available to meet the city's urban land needs. The Master Plan is to be adopted in furtherance of the adopted urbanization policies.

CONCLUSION: the foregoing finding and conclusions demonstrate that the Master Plan comports with the required criteria for a Class "A" Land Development Code Amendment.

Part 2

Findings and Conclusions relating to Commercial Center Core Area Master Plan requirements in Municipal Code Section 10.374

Section 10.374 (4) Commercial Center Core Area (7A) Master Plan

The Southeast Village Commercial Center Core Area (7A) Master Plan, adopted by the City Council, shall govern design and development within the area designated (7A) "Commercial Center Core Area" on the Southeast Plan Map (See Figure 10.372). All zone changes, PUDs, other land use actions, and permits within the Commercial Center Core Area (7A) shall conform to the Master Plan. The Master Plan, at a minimum, shall contain the following elements:

Criterion 10.374 (4) a. Provision for retail commercial uses on both sides of Stanford Avenue.

Finding: The Master Plan provides for retail commercial uses on both sides of Stanford Avenue which is governed by the Stanford Avenue Sector provisions in Chapter 7 of the plan and in satisfaction of this requirement.

Criterion 10.374 (4) b. Pedestrian and bicycle circulation plan.

Finding: The Master Plan includes a pedestrian and bicycle circulation plan at Appendix A. The Common Design Standards included at Chapter 2 also include specifications for pedestrian and bicycle facilities.

Criterion 10.374 (4) c. Barnett Road shall be developed to Major Arterial street standards from North Phoenix Road east 250 feet. From 250 feet east of the intersection of North Phoenix Road and Barnett Road, to the easterly boundary of the Commercial Center Core Area (7A), Barnett Road shall be developed to Minor Arterial street standards.

Finding: The Master Plan includes these requirements for Barnett Road as specified for the site design standards for the adjacent Sectors in Chapters 3, 4, 5, and 7 of the Master Plan.

Criterion 10.374 (4) d. Special street design standards for the main street, Stanford Avenue, that include on-street parking, sidewalks of at least twelve (12) feet in width on both sides of Stanford Avenue, street trees, and no planter strips.

Finding: The Stanford Avenue Sector specific standards for site design at Chapter 7 in the Master Plan include special street design standards that comply with this requirement.

Criterion 10.374 (4) e. Required architectural design standards and unique architectural themes for each sector of development. All applicants shall incorporate neo-traditional design elements into the development.

Finding: The Master Plan includes Common Design Standards at Chapter 2 that include neo-traditional architectural design standards applicable throughout the district. Specific sector standards are also established in Chapters 3 through 8 covering each Sector within Area 7A.

Criterion 10.374 (4) f. Required “pedestrian friendly” design through the use of:

(1) Building facades set nearer the sidewalk.

Finding: The Master Plan provides for a transition from the context of the heavily travelled North Phoenix Road (major arterial and freight route) to a “main street” pedestrian friendly design where retail buildings are to be sited adjacent to wide sidewalks and plazas. Building setbacks to the adjacent street decrease along Barnett Road from west to east as it transitions from a major to a minor arterial and then to the roundabout intersection with Stanford Avenue, the designated “main street”.

(2) De-emphasis of automobile access and storage; avoiding an uninterrupted expanse of asphalt; and provision of large shade trees on the interior and perimeter of parking lots.

Finding: The Master Plan arrays buildings along the street edges with common parking area provided to the rear and thereby screened from the public streets, which the Master Plan emphasizes to create as a “main street” retail district. Trees are shown on the plan on the interior and perimeter of parking lots, and the same are required to be large shade trees pursuant to the Common Design Standards (Ch. 2, 12(c)). An interior pedestrian walkway from East Barnett Road to the Market-Grocery buildings functions to separate the common interior parking and to provide safe and attractive pedestrian access in accordance with the Master Plan standards (Ch. 2, CSD 9).

(3) Interesting and varied landscape designs including hardscapes.

Finding: The Master Plan is a form-based regulatory code under which development of buildings and sites within Area 7A will be subject to Site Plan and Architectural or Planning Commission review and approval. Development plans must comply with the Common Design Standards and the Sector Specific Standards included in the Master Plan as well as the remaining applicable code requirements for development in the S-E Overlay District and the City as a whole. The Master Plan includes detailed architectural and landscape standards throughout to assure that interested and varied landscapes will be provided including hardscapes.

(4) Common streetlights that are architecturally appropriate.

Finding: Chapter 2 of the Master Plan requires that pedestrian scale lighting be provided along public streets and along off-street walkways and sidewalks (CDS 9d). The standards require the use of the S-E Area Street Light Standards for public street lighting. Bollard and pedestrian scale pole fixtures including banner or planter brackets are specified for off-street parking areas.

(5) Street furniture, such as benches, lights, raised flowerpots, drinking fountains, and public art.

Finding: Each Sector include specific site design standards for these elements. (Ch. 3, 1(ii); Ch. 4, 1(b)(vi); Ch. 5, 1(a)(ii, vii), and 1(b); Ch. 6, 1(a)(iv) and 1(c); Ch. 7, 1(a)(vi), 1(c), and 1(e); and Ch. 8, 1(b). The Common Design Standards in Chapter 2 applicable to the entire area also require projects design intersection corners and commercial entry drives as area focal points for landscaping, and to include planter pots, window boxes and/or other smaller scale elements along sidewalks and near storefronts to provide visual interest to the streetscapes and interior walkways (CDS 12). Plazas and adjoining sidewalks are to include seating, pedestrian scale lighting and similar pedestrian

improvements, and low walls or planters and landscaping to separate the plazas from adjoining parking lots and maneuvering areas (CDS 12).

(6) Weather protection for pedestrians.

Finding: The Common Design Standards in Chapter 2 of the Master Plan requires weather protection for pedestrians along adjacent sidewalks to storefronts and includes standards for awnings, canopies, arcades, or other shelter (CDS 1(c)).

(7) Design that discourages use of fencing.

Finding: The Master Plan specifies fencing with vegetative screening as an option for screening of trash and service areas (Ch. 2, 5(c)) and potentially as may be required by the Medford Irrigation District for safety and control along the irrigation canal (Ch. 4, 1(a)(vi)). Otherwise, the Master Plan provides for a cohesive integrated project that discourages the use of fencing.

(8) At least three (3) operating building entrances per block and at least one (1) per building on streets where on-street parking is permitted.

Finding: Primary building entrances continue to be subject to the standards of Section 10.377(3) which requires all buildings within the Southeast Village Center (including Area 7A) to have a primary building entrance face an adjacent street or placed at an angle of up to 45 degrees from an adjacent street. Buildings at intersections need to provide a primary entrance along each adjacent street or orient a primary entrance to both streets. The Master Plan provides at least three buildings along each block. Consequently, Section 10.377(3) will operate in combination with the Master Plan to ensure that there will be at least three operating entrances per block. On-street parking will not be permitted along North Phoenix Road, East Barnett Road, or Michael Park Drive within the Master Plan Area (7A). Again, Section 10.377(3) will operate to require building to include primary entrances oriented to adjacent streets, plazas, and transit stations. The Sector Specific Standards reflect this requirement (Ch. 3, 2(c); Ch. 4, 1(d); Ch. 5, 2(e); Ch. 6, 2(a & b); Ch. 7, 1(a)(ii), 1(c), and 2(d)

(9) All buildings along Stanford Avenue shall be two-story buildings, or have the appearance of a two-story building.

Finding: The Master Plan contains this requirement at Chapter 2, Section 2 (Building Design).

Criterion 10.374 (4) g. Lighting plan that avoids lighting adjacent properties and the night sky. The master plan shall require that applicants for development within Area 7A include photometric data and an illumination plan consistent with Section 10.764 at the

time development permit applications are submitted to the City for review and approval.

Finding: The Master Plan includes no exemption to the generally applicable standards of Code Section 10.764. Accordingly, the Master Plan continues to require photometric data and an illumination plan at the time development permit applications are submitted to the City for review and approval. The Master Plan also specifies that low bollard lighting fixtures are to be used along smaller paths and as landscape accents and that hooded pedestrian-scale lighting fixtures are to be used within off-street parking areas. City standard street lighting for the S-E Overlay District is to be utilized along the public streets.

Criterion 10.374 (4) h. Master signage plan that encourages monument signs, discourages retail signage that lists tenants, and discourages rooftop lights.

Finding: The Master Plan includes signage standards in Chapter 9 that includes authorization and specifications for monument signs (Section 8), disallows roof-mounted signs (Section 1(g)), and limits multiple tenant signage to three tenants (Sections 8(f) and 9(d)).

Criterion 10.374 (4) i. Covered bicycle parking areas.

Finding: The Master Plan Common Design Standards in Chapter 2 require bicycle parking to be provided in accordance with Sections 10.747 through 10.751 except that the amount of bicycle parking provided shall be two-times the amount required by Section 10.748 "Bicycle Parking Standards" (Master Plan Ch. 2, 16(a)). Common Design Standard 16(b) also specifies that the eleven separate bicycle parking facilities shown on the Bicycle and Pedestrian Circulation Plan (Appendix A) must be provided. In turn, Section 10.747 requires that at least 50% of the bicycle parking spaces shall be covered where 10 or more bicycle spaces are required. Section 10.748 requires that the minimum number of parking spaces to be provided for bicycles is to be equivalent to 10% of the number of spaces provided for automobiles. Accordingly, the Master Plan requires that the minimum number of bicycle parking spaces shall be equivalent to 20% of the number of spaces provided for commercial development in the Core Area. Covered parking areas will necessarily be required to meet these standards as development of the Master Plan area proceeds. The Master Plan also includes incentives to provide additional sheltered bicycle parking over minimums and other bicycle amenities by awarding points for that as an option in the Transportation Demand Management Program at Common Design Standard 16.

Criterion 10.374 (4) j. Public restrooms.

Finding: Public restrooms are required by the Master Plan to be provided as an amenity in the East Plaza within the Stanford Avenue Sector (Ch. 7, 1(c)(iv)). Public restrooms would also likely be provided as park amenities along the greenway when park design planning is finalized as discussed in Chapter 8 of the Master Plan.

Criterion 10.374 (4) k. Usable exterior spaces and outdoor gathering and eating areas open to the public.

Finding: The Master Plan includes Sector-specific standards to assure that the East Plaza and the East Barnett Transit Station Plaza will be usable outdoor gather and eating areas open to the public in addition to the extensive public open space reserved in the Michael Park Creekside Sector. The plan also includes provisions throughout to promote outdoor dining areas to be provided along and within extra-wide sidewalks and retail plazas, patios, and courtyards. A large plaza is also required for Buildings 7 and 8 in the Market/Grocery Sector.

Criterion 10.374 (4) l. Shopping cart storage incorporated into building design to screen stored carts.

Finding: This is required in the Master Plan (Ch. 6, 2(c)).

Criterion 10.374 (4) m. Separated truck delivery and circulation from customer circulation.

Finding: Separated truck delivery and circulation is specified on the Master Plan for Building 3 (to be a pharmacy) and Building 7 (Market-Grocery). The bus bays to be provided along the East Barnett Transit Station will also be dedicated for interim use as loading zones until transit service is extended to the area (Chapter 5).

SUMMARY

The proposed Code amendment can be found to be consistent with the overall Goals and Policies of the Comprehensive Plan by continuing the City's efforts to promote neo-traditional neighborhood design and TOD principles while protecting the physical features and qualities that are unique to the Southeast Plan in an effective and efficient manner. The amendment also can be found to be consistent with the requirements of Section 10.374(4) because all of the required elements for Commercial Center Core Area (7A) Master Plan are included in the plan.

RECOMMENDED ACTION

Based on the findings of this staff report that all approval criteria are met or are not applicable, staff recommends approval of the Core Area Master Plan and an associated set of clarifying code amendments.

At their meeting of November 13, 2014, the Planning Commission voted to forward a recommendation for denial of the Core Area Master Plan based on its finding that the Plan fails to meet the expectations of the Neighborhood Element. The Planning Commission recommends approval of the associated set of clarifying code amendments, however.

EXHIBITS

- A. Southeast Village Commercial Center Core Area Master Plan (Note: Appendices B through H of the Master Plan comprise a 98-page TIA addressing the East Barnett Road roundabout and are available for review at the City of Medford Planning Department)
- B. Proposed Code Amendment, Sections 10.370–10.385
- C. Minutes from October 27, 2014 Planning Commission Study Session
- D. City of Medford Parks and Recreation Department Comments
- E. City of Medford Public Works Department Comments
- F. Rogue Credit Union Letter of Support

CITY COUNCIL AGENDA: December 18, 2014