

TRANSPORTATION AND GROWTH MANAGEMENT PROGRAM
GRANT APPLICATION FORM

2014

APPLICATIONS DUE 4:00 p.m. June 13, 2014

Type of Grant:

Please indicate Category 1
or Category 2

Category 2

PROJECT TITLE:

Phoenix URA Concept Planning

PRIMARY APPLICANT
JURISDICTION:

Rogue Valley Council of Governments

MAILING ADDRESS:

155 N 1st Street

CITY:

Central Point

ZIP:

97502

CONTACT PERSON:

Dick Converse

OTHER JURISDICTIONS
INVOLVED IN THE
PROJECT

City of Phoenix

MATCH	
Yes	No
<input checked="" type="radio"/>	<input type="radio"/>
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TELEPHONE:

(541) 423-1373

FAX:

EMAIL:

dconverse@rvcog.org

ODOT REGION (1 - 5):

Region 3

SUMMARY DESCRIPTION OF PROJECT: This section must be completed. Do not refer to text within the application form. In 2 or 3 sentences, explain what will be done and what the expected outcome is. (For example: The project will result in an access management plan for Black Spot Highway. The plan will be developed in partnership with ODOT based on an analysis of needs, along with input from community workshops and one-on-one contact with property owners along the highway.)

This project will create a land use and transportation concept plan for two of the newly created Urban Reserve Areas for Phoenix, Oregon. The plan will be developed in a partnership involving RVCOG, City of Phoenix, and ODOT. We will work with the community and other agencies in the development of the plan.



TRANSPORTATION AND GROWTH MANAGEMENT (TGM) 2014 GRANT APPLICATION FORM

Please read the Application Packet carefully before completing this application. You must submit your complete application both electronically and via postal mail.

Please limit application to 10 pages.

ORGANIZATION NAME Rogue Valley Council of Governments		PHONE 541-423-1373
CONTACT PERSON NAME AND TITLE Dick Converse, Principal Planner		CONTACT PERSON E-MAIL dconverse@rvcog.org
PROJECT TITLE PHOENIX URA CONCEPT PLANNING		

Section One: GRANT ELIGIBILITY REQUIREMENTS

TGM grants are for planning work leading to local policy decisions. Projects should result in the development of an adoption-ready plan or land use regulation amendment. TGM grants also cannot fund preliminary engineering, engineering, or construction work. If in doubt, discuss with your Region TGM planner about whether your proposed work is eligible.

Applications are reviewed on a pass/fail basis on each of the following criteria. Applications found to not meet each of these eligibility requirements will not be scored against the award criteria and will not be awarded a grant. *Provide a brief statement of how you meet each requirement.*

1. Clear Transportation Relationship

A proposed project must have a clear transportation relationship and produce transportation benefits. A project must entail research, analysis, evaluation of alternative scenarios, development of implementation measures, or public involvement that results in a transportation plan, land use plan, or other product that addresses a transportation problem, need, opportunity, or issue of local or regional importance.

This project will develop a Concept Plan for land use and transportation for the urban reserve areas, PH-5 and PH-10. This Concept Plan will be the basis for further land use and transportation planning for the east side transportation corridor through Phoenix. This area offers tremendous economic potential to Phoenix as well as the Bear Creek Valley region. It is an opportunity to recruit in major industrial businesses looking for park like settings with easy access to I-5 and the Bear Creek Valley communities.

The transportation portion of the Concept Plan will have an engineering base that assures the transportation system through the urban reserve areas (URA) will be able to serve these URA's as well as the communities to the north and south of the area. It will be a transparent public process that will involve working closely with the property owners within and adjacent to the URA as well as other agencies such as ODOT, Jackson County and the Rogue Valley MPO.

The development of the Concept Plan is a requirement of the process defined in the Bear Creek Valley Regional Plan. With the Concept Plan, the City can move forward to develop the housing and economic needs analysis that meets the needs of the City and region.

2. Adoption of Products to meet Project Objectives

A proposed project must include preparation of an adoption-ready product or products that directly address the project objectives, such as a transportation system plan, comprehensive plan amendment or element, land use regulation, or intergovernmental agreement. Projects that will primarily do outreach, research, study an issue, or compile data are not eligible.

The project will result in a Land Use and Transportation Concept Plan for PH-5 and PH-10. This Plan will be prepared and presented to the Phoenix City Council for adoption. The project will also result in the preparation of amendments to the Phoenix Comprehensive Plan and/or Phoenix Land Development Code, if needed, and the presentation of the amendments to the Phoenix City Council for adoption.

3. Support of Local Officials

A proposed project must clearly demonstrate that local officials understand the purpose of the grant application and support the outcomes of the project. A letter or resolution of support from the governing body of the applying jurisdiction is required to be submitted with the application to meet this requirement.

The Phoenix City Council is anxious to work with the community and property owners to move forward on this project and whole-heartedly support this application. (See attached resolution).

AWARD CRITERIA

1. Proposed Project Addresses a Need and Supports TGM Objectives

The project clearly and effectively addresses a local or regional transportation or transportation-related land use issue, problem, need, or opportunity through achieving one or more of the following TGM objectives (as listed on page 11 of the Application Packet).

Overall, the purpose of the grant is to create the Land Use and Transportation Concept Plan. This Concept Plan will be used to ensure the urban reserve areas can be developed and create jobs and housing for the community in a way that matches the values of the community.. The Plan will identify the transportation improvements that would be needed by the new development in the urban reserve area and those needed to facilitate the appropriate development in the area to the north.

Transportation choices necessary for mobility and economic growth.

It is the goal of the City of Phoenix to move forward with the creation of employment opportunities in PH-5 and PH-10. And it is very clear from the adopted Bear Creek Valley Regional Plan (BCVR Plan), that the "Improved transportation facilities are the primary prerequisite for development of PH-5" (City of Phoenix, Regional Plan Element, page 11). The City cannot expect to attract new businesses to the community and region without being able to demonstrate the adequacy of the transportation system, today and into the future. The Land Use and the Transportation Concept Plan will be built from the existing transportation

facilities and the transportation facilities that are currently being installed and will identify the transportation facilities that will be needed in the future.

We know that both PH-5 and PH-10 are well situated to support efficient and alternate transportation systems and we know that the Transportation Concept Plan will serve a variety of transportation needs. The area is located between a major interchange and the east side of the largest city in the region and the transportation system must address these "pass-through" trips. It will have also need to serve the future residents, employees of the area and businesses whose destinations and perhaps even trip origins are in this new area.

The various needs will be met through a range of transportation modes. We must provide a plan that goes well beyond a road system for automobiles. The economic success of the area will partly depend on a transportation system that supports good access for trucks.

Our region has a good network of bicycle paths and lanes that should be connected to and through this area. There is an existing regional transit system and access to transit for this new employment area is important for employees coming from the south or the north of Phoenix. Finally, people, especially the residents of the area, will be looking for safe pedestrian facilities for transportation as well as recreation.

The benefit of the project is to create a plan that addresses the future transportation needs now and lays the groundwork that will allow transportation options to serve an area that will be primarily economic based.

Create communities, vibrant neighborhoods and centers linked by transportation.

The PH-5 area is designated to be economic based as well as for residential and public open space. This will be an opportunity to create a vibrant neighborhood that includes job centers and residential land and the transportation to link the neighborhood to other neighborhoods and more commercial centers. As the BCVR Plan notes on page 12, "Moreover, this area has a great opportunity to integrate proximal residential and employment opportunities which will enable people to walk and bicycle from home to work".

The area is typically flat and provides opportunities for efficient urbanization patterns that are capable of integrating employment, parks and residential. The rolling hills will provide texture to the design and more interest, making it more appealing to homeowners as well as businesses. And the Transportation Plan will ensure these area are accessible to those traveling on foot, on a bike or on transit.

The adopted Plan identified a mix of 66% employment, 12% open space/parks and 22% residential uses for the 427 acres of PH-5 and a mix of 15% employment and 85% residential uses in 43 acres of PH-10. While the Plan has defined the percentages of major land types, it has not defined the relationship among those major land types. The planning process provided through this grant will consider this relationship and the transportation connections and identify a general layout for the reserve area.

The benefit of the project is to create a Plan which will allow healthy neighborhoods that are internally connected and externally linked to the rest of the Phoenix and Bear Creek Valley Region.

Support economic vitality by planning for land uses and movement.

At the heart of the Concept Plan is the economic land. The Plan will facilitate the creation of jobs through a land use design and a transportation system that recognize the needs of these businesses. The location is perfect, near an I-5 off ramps, beautiful, large tracts of land that can be served by water and sewer. The area will be situated to accommodate regional economic growth opportunities” (page 12). Some of those improvements are underway with the Fern Valley Interchange improvements. These improvements are already generating interest in the properties.

The Plan will also be coordinated with the planning underway for City of Medford and its urban reserve land which adjoins the PH-5 land. The planning is necessary to maximize the value of this primarily industrial land.

The adopted Regional Plan Element, page 11, speaks to this issue, “PH-5 represents Phoenix’s best block of land to supply efficient future urbanization. Much of the land is found to meet the more stringent siting standards of many potential employers for which City of Phoenix has been allocated regional growth beyond its historical share.” And later in the same paragraph, “PH-5 is also well situated from a regional perspective to integrate with planned development in southeast Medford in a manner that concentrates regional residential, commercial and industrial growth for efficient urbanization and utility of public facilities and services.”

The benefit of the project is to prepare a Plan that will allow businesses that will create jobs for the entire region to be located in the identified urban reserve area.

Save costs with compact land uses and efficient transportation patterns.

It is clear that an efficient north/south route to the east of I-5 is important for the protection of the interchanges along the interstate. The corridor already exists with North Phoenix Road. This Transportation Plan will build on those existing facilities. It will improve the efficiency and accessibility of this current system and will address a wider range of transportation choices for employees and residents traveling the east side of the community.

These can and will be identified at concept plan level as we work with Medford and other communities and with the Rogue Valley MPO. This is a long term view and this is only the first step. However, these concept Plans will protect this corridor as development occurs which will make the installation of the transportation facilities less costly in the future.

2. Proposed Project is Timely and Urgent

The application demonstrates timeliness and urgency. The project is needed now to:

- address pressing local transportation and land use issues;
- make amendments to local plans or regulations necessitated by changes in federal regulations, state requirements, or regional plans;
- make amendments to local plans or regulations necessitated by changes that were not anticipated in previous plans including growth, changes in land use patterns, or changes in available funding;
- build on, complement, or take a necessary step toward completing other high priority community initiatives, including supporting a Governor’s Regional Solutions Team priority; or

- resolve transportation- or land use-related issues affecting the project readiness of local, regional, or state transportation projects for which funding is expected to be obligated within the near future.

This project is the first step in a five to seven year process to bring a portion of the PH-5 and PH-10 land into the urban growth boundary and develop the job creation potential of the area. The City is already receiving inquiries which speak to the need for employment lands. The property owners have embraced this future and are anxious to work with the City and the region to develop the land in ways that will fulfill the goals identified in the Bear Creek Valley Regional Plan.

This project sets the groundwork for the economic studies that will follow. It will create the land use concept upon which the future planning is built and it is the transportation concept that allows the Phoenix expansion and the Medford expansion to eventually proceed.

This fits nicely with work that is already underway. The State is investing \$70 million into the Fern Valley Interchange improvements. At the same time, the City and State are working together on an update for the Phoenix Transportation System Plan. And, to a lesser extent, the concept planning for this area will be based on decisions made for the planning of Highway 99. This will result in a powerful document and plan for the City's future.

In summary, the Bear Creek Valley Regional Plan was adopted in 2012 following a 15 year process. The City has a target of five to seven years to be able to move forward and begin creating jobs on the land north east of the City. To do this, we must begin work now to ensure we have the time to deliberatively move through the process.

3. Proposed Project Approach is Reasonable

The application demonstrates a clear approach to achieving the expected outcome and results in consideration for adoption. Where substantial coordination with other local, regional, and state planning efforts occurs (or will need to occur), the mechanisms and responsibilities for the coordination are clear.

This project has the goal to adopt a Concept Land Use and Transportation Plan for the PH-5 and PH-10 Urban Reserve Areas, as required by the adopted Bear Creek Valley Regional Plan, and the associated Land Development Code amendments needed to implement the Plan.

The project will be managed through a team that will include City of Phoenix, RVCOG and ODOT/TGM. The team will develop a project schedule and update the schedule as needed.

The Team will create a Steering Committee to include representatives from local business and property owners, public safety, active transportation, public health, Jackson County, Department of Land Conservation and Development, and others as determined by RVCOG and City. The Steering Committee will provide project oversight and review all project deliverables.

The team will also create a stakeholders committee to provide direct feedback through the process (more on the public process later).

Task 1: Develop Baseline Data, completion by end of 2nd month

RVCOG shall prepare and submit Background Information Summary which includes Baseline Inventories. The Information in Baseline Inventories will be in graphic (map) and spreadsheet form, with a simple and concise accompanying narrative. The public will have the opportunity to comment on this summary.

Task 2: Develop and Analyze Alternatives, completion by the end of the 4th month

RVCOG shall prepare and submit to City and ODOT Land Use Scenarios presented in graphic (map) and tabular format with a simple and concise accompanying narrative and up to five Transportation Scenarios.

Agency will do high-level analysis to include

- *Compare/contrast roadway (link) demand-to-capacity ratio for each scenario, and*
- *percent volume change on study area roadways*

The public will have the opportunity to comment on this report.

Task 3: Review Concept Plan Alternatives, completion by the end of the 6th month

RVCOG shall develop up to three Draft Conceptual Plans based on the work completed in prior tasks. Draft Conceptual Plans must include maps and tables, with a simple and concise accompanying narrative. The Traffic analysis will be completed by Region 3. The public will have an opportunity to comment on the alternatives.

Task 4: Analyze Transportation Impacts, completion by the end of the 7th month

Agency will prepare Traffic Impact Study Memorandum (Current Conditions) which summarizes current conditions, as developed for the City of Phoenix TSP Update and OR 99 Corridor Plan. Agency Region 3 will also prepare a Traffic Impact Study Memorandum (2038 Conditions), analyzing all intersections identified in Task 5.1. Agency Region 3 Traffic will develop post-processed 2038 future volumes.

Task 5: Prepare Final Plan and Implementing Code Amendments, completion by the end of the 10th month

RVCOG shall refine Concepts and prepare a Draft Neighborhood Plan that must include, at a minimum:

- *Maps, plans, and summaries as refined from the previous tasks*
- *Street, bicycle and pedestrian facility standards, consistent with City street standards*
- *Summary of the Traffic Impact Study*
- *Internal / external street designs consistent with City's Street Standards, or clearly identify any recommended deviations, that accommodates pedestrian, bicycle, and motor vehicle traffic*
- *Appendices containing baseline information and memoranda developed for Plan*

RVCOG shall prepare Draft Code Amendments that will address any deviations from the City's existing development code necessary to allow the development of the area consistent with the Draft Phoenix Urban Reserve Area Plan. Then RVCOG shall prepare and submit to ODOT a Final Phoenix Urban Reserve Area Plan. Final Phoenix Urban Reserve Area Plan must include pertinent information from prior tasks, as directed by City. Finally, RVCOG shall prepare a Final Code Amendments memorandum and the findings necessary for City adoption of Final Phoenix Urban Reserve Area Plan and Code Amendments.

Expectations about Written and Graphic Deliverables

Plan must be written concisely and use a simple and direct style, both to minimize the length of the final document and to make the document understandable to as large an audience as is reasonable. Where possible, information must be presented in tabular or graphic format, with a simple and concise accompanying narrative (e.g. system inventories, traffic conditions). Electronic documents must be in a format easily translated by a screen reader or text-to-voice software.

Expectations about Meetings and Public Involvement

The Public Involvement program will comply with Statewide Planning Goal 1 (Citizen Involvement), which calls for “the opportunity for citizens to be involved in all phases of the planning process.” The primary aspect of public involvement is through the City’s Planning Commission. City shall ensure that commission meetings include outreach to and opportunity for representatives of the following interests to be heard: property owners, property development, business, residents-at-large, freight, and environmental justice.

Expectations About Traffic Analysis

An Oregon-registered professional engineer (civil or traffic) shall perform or oversee all traffic analysis work. Traffic analysis software must follow Highway Capacity Manual 2010 procedures. Traffic analysis must comply with Oregon Department of Transportation’s (ODOT) Analysis Procedures Manual available at: http://www.oregon.gov/ODOT/TD/TPAU/A_APM.shtml . RVCOG and Region 3 Traffic shall coordinate all analysis with ODOT’s Transportation Planning Analysis Unit (TPAU). RVCOG and Region 3 Traffic shall get approval of methodology via a methodology and assumptions memorandum from TPAU prior to beginning analysis.

To help us understand your project, provide an estimated budget breakdown for the major tasks. If a consultant will be used, separate the costs for local staff and consultant. **(NOTE: the Local Costs include both RVCOG costs and City of Phoenix match contributions).**

TASK	LOCAL COSTS	CONSULTANT COSTS
1. Project Management	\$4,350	
2. Develop baseline data	\$16,250	
3. Develop and analyze alternatives	\$27,050	
4. Review concept plan alternatives	\$18,200	
5. Analyze transportation alternatives	\$3,300	
6. Prepare final plan and code amendments	18,650	
Totals:	\$88,800	

4. Proposed Project has Community Support

Letters and resolutions of support may be submitted separately from the application through June 27, 2014. Those submitted after June 13, 2014 must be submitted electronically to the ODOT FTP TGM Applications folder.

SOURCE		ATTACHED	EXPECTED
1.	HARRY AND DAVID	<input type="checkbox"/>	<input type="checkbox"/>
5.	CHAMBER OF COMMERCE	<input type="checkbox"/>	<input type="checkbox"/>
6.	SOREDI	<input type="checkbox"/>	<input type="checkbox"/>
7.	JACKSON COUNTY	<input type="checkbox"/>	<input type="checkbox"/>
8.	MPO	<input type="checkbox"/>	<input type="checkbox"/>
7.	URBAN RENEWAL	<input type="checkbox"/>	<input type="checkbox"/>
8.	PHOENIX PLANNING COMMISSION	<input type="checkbox"/>	<input type="checkbox"/>

5. Proposed Project Sponsor Readiness and Capacity

The application demonstrates that the local government is ready and able to begin the project within the TGM timetable and that there is local commitment and capability to manage the project considering the complexity of the project, the size of the jurisdiction, and performance on previous TGM projects. Where substantial coordination with other local, regional, and state planning efforts occurs (or will need to occur), all of the partners are ready and able to begin the project within the TGM timetable.

The Rogue Valley Council of Governments and the City of Phoenix are partnering on this project. RVCOG is working on a nearly identical project with the City of Talent. This project will be modeled after that project and be able to take advantage of the positive experiences and learn from the difficulties that may occur in that project.

RVCOG will be assigning Dick Converse as the Project Manager. He has over 35 years of experience working with the planning process in communities throughout Southern Oregon. He was involved with regional problem solving from beginning to the final adoption of the Bear Creek Valley Regional Plan in 2012. He coordinated a pilot project to prepare a land use and circulation plan for Central Point’s Future Growth Area CP-2B. While this was only a pilot project, Central Point intends to use the plan as a foundation for future work in that area.

Converse has been directly involved with the development of transportation system plans in several cities, including Shady Cove, Cave Junction, and Talent. He is currently the Project Manager for the TGM grant in Talent which is the model for this proposal.

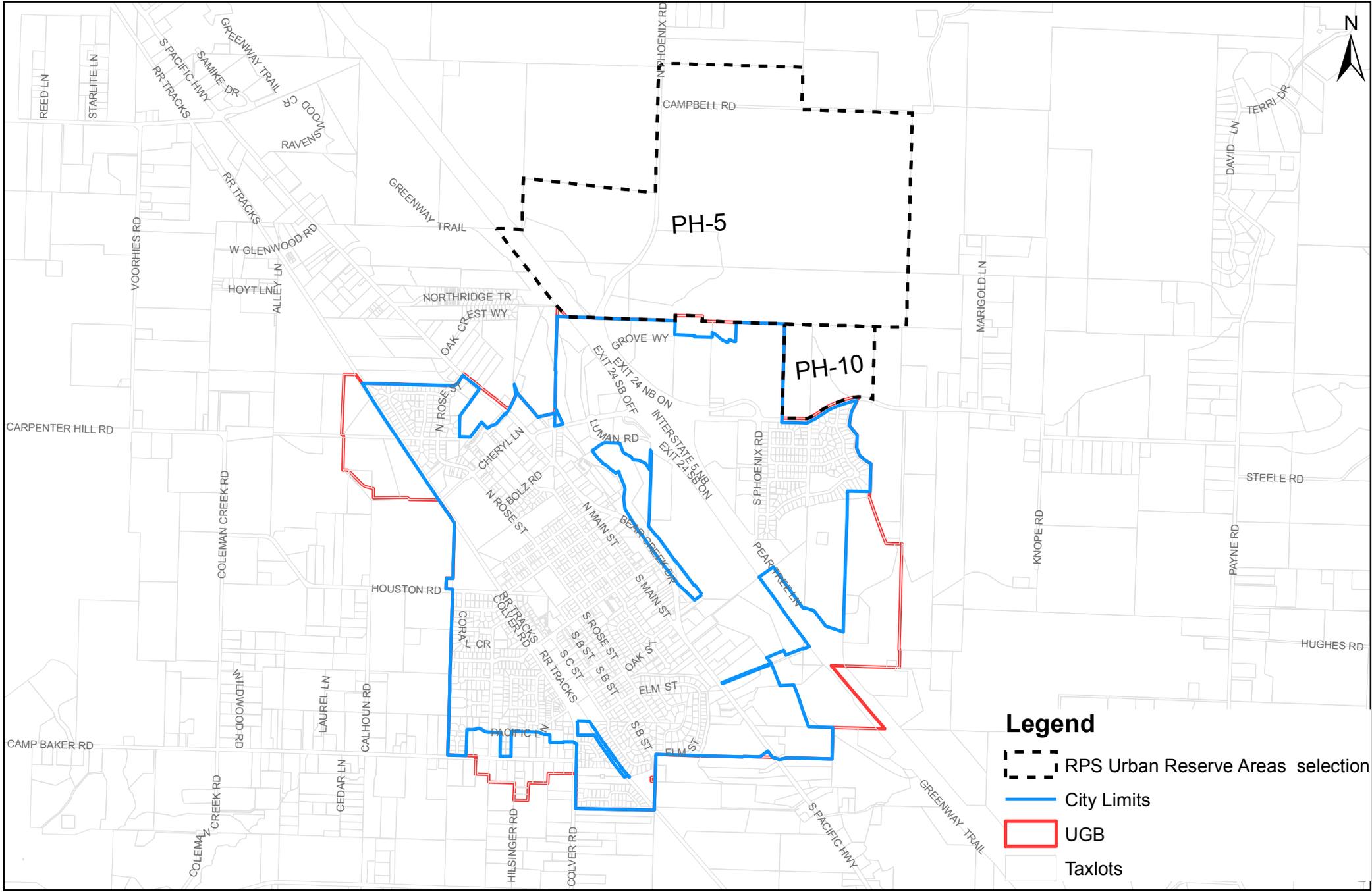
The City will be assigning Laurel Samson to serve as Project Manager. She has served local governments in Southern Oregon for nearly 30 years in roles as Community Development Director, Director of the Grants Pass Redevelopment Agency, and City Manager. In her roles, she managed the development of a number of planning projects as well as capital projects. She prepared and presented the capital budget for Grants Pass for 20 years. She worked with the public through public open houses, public meetings and citizen committees. She is currently one of two representatives on the team developing the updated Transportation System Plan for Phoenix.

6. Proposed Project is Innovative

The application demonstrates that the project will be innovative in its subject matter, approach, or expected outcomes. For example, the project will use health impact assessments or economic impact analysis as part of the evaluation of transportation alternatives.

The Phoenix project would use the template developed through the Talent project and, therefore, would not be considered a generally innovative project. Although I do not want to suggest that the results of the work will be the same. Certainly the projects are looking at different land uses in the different physical areas and these differences will be reflected in the plans that are developed.

**CURRENT CITY LIMITS, URBAN GROWTH BOUNDARY
 AND URBAN RESERVE AREAS PH-5 AND PH-10**



**CITY OF PHOENIX
PHOENIX, OREGON**

RESOLUTION NO. 893

A RESOLUTION ENDORSING THE APPLICATION FOR A TGM GRANT TO CREATE A LAND USE AND TRANSPORTATION CONCEPT PLAN.

WHEREAS, the City Council approved the Regional Plan in 2012; and

WHEREAS, the City understands the process required to incorporate the Urban Reserve Areas into the urban Growth Boundaries for the adjoining cities; and

WHEREAS, the City has placed a top priority a goal to increase jobs in the Community; and

WHEREAS, PH-5 is primarily a job generator for the City of Phoenix and the entire region; and

WHEREAS, this grant would allow the City of Phoenix pursue the development of a concept plan at this time;

WHEREAS, the City has included the funding for the local match in the budget that is under review for FY 2015.

NOW THEREFORE, BE IT RESOLVED, that the City Council of the City of Phoenix, Oregon as follows:

Section 1. The City of Phoenix Council endorses the application for a grant through the Transportation and Growth Management program that would lead to the development of a Concept Plan for Land Uses and Transportation and adoptable code changes needed to move forward.

Section 2. The City of Phoenix Council will maintain the funding to will be the match necessary for this grant.

PASSED AND APPROVED by the City Council of the City of Phoenix and signed in authentication thereof at a regular meeting on the 2nd day of June, 2014.



Jeff Bellah, Mayor

ATTEST:



Steve Dahl, City Manager

Steve Dahl, City Manager
City of Phoenix
112 W 2nd Street
Phoenix, Oregon 97535-0330

June 9, 2014

Dear Mr. Dahl,

Members of the City of Phoenix Planning Commission voted unanimously to support the Transportation Growth Management grant application. We have been very involved with the development of the Bear Creek Valley Regional Plan. It is exciting to see the City working on the implementation of that adopted plan.

We are very familiar with the two urban reserve areas that will be included in the proposed project. The Planning Commission is also familiar with the Bear Creek Valley Regional Plan that was adopted and understands the first step is the development of land use and transportation concept plans. We applaud your effort to begin this process now.

We are also looking forward to being involved in the development of the Concept Plans and believe that we bring history to the big picture view that can assist the Council in its decision making.

Sincerely,

A handwritten signature in cursive script that reads "Micki Summerhays". The signature is written in black ink and is positioned to the right of the word "Sincerely,".

Micki Summerhays
Chairperson of the City of Phoenix Planning Commission



Harry & David

June 5, 2014

Mr. Steve Dahl, City Manager
City of Phoenix Oregon
PO Box 330,
Phoenix, OR 97535.

RE: Letter of Support - City of Phoenix TGM Grant Request

Dear Mr. Dahl,

It is our understanding that the City of Phoenix is preparing a grant application request to the Oregon Department of Land Conservation and Development and seeks Harry & David's support for the application.

Pursuant to the draft grant application, the City is requesting Transportation and Growth Management (TGM) funding to develop Urban Reserve Area (URA) Concept Plans to be used as a basis for a future Urban Growth Boundary amendment. As you are already aware, Harry and David has, for a number of years, worked closely with the City of Phoenix with regard to its property identified as part of the City's PH-5 area.

Harry & David provides this letter in support of the City's grant request, provided that the City maintains close coordination with Harry & David, through its representatives relating to the development of the URA Concept Plans.

Sincerely,

Tom Forsythe
SVP, Production & Orchards



PHOENIX URBAN RENEWAL AGENCY

P.O. Box 330

157 S. Main Street, Phoenix, OR 97535

541-512-8703

<http://phoenixura.com>

June 1, 2014

Steve Dahl
City Manager
City of Phoenix, Oregon
112 2nd Street
P.O. Box 330
Phoenix, Oregon 97535

Subject: City of Phoenix, Oregon Transportation and Growth Management Grant Application

Dear Mr. Dahl:

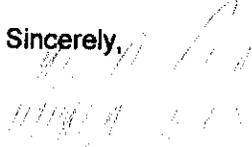
In 2005, the City of Phoenix created the Phoenix Urban Renewal Agency (PHURA) for the purposes of working to improve the vitality of its downtown area and other commercial areas by investing urban renewal tax dollars in public improvements, property rehabilitation, and public/private partnerships. For the downtown in particular, this investment is designed to create a sense of place for the community.

The opportunity presented to the City of Phoenix to plan and grow into the locations outlined in the Regional Problem Solving agreement (PH 2 and PH 5) will certainly help the PHURA achieve its goals in two ways:

1. By providing more area for growth there will be a spillover effect on areas within the Urban Renewal Area. This will encourage new construction to accommodate new business and housing, which in turn will increase the assessed value within the Urban Renewal Area -- the main goal of PHURA.
2. By providing activity to the areas in and around Phoenix, some of which are outside the Urban Renewal Area, the City will be able to showcase Phoenix as an up-and-coming place in which to live, start a new business or relocate an existing business. This in turn will increase PHURA's downtown investment activities, and open up opportunities for PHURA to work with the City in supporting new commercial development in areas beyond the downtown. In short, the more positive activity in Phoenix, the better, because more people will want to become a part of it. This will help PHURA achieve its mission and help Phoenix grow and become successful.

Because of these two reasons, PHURA supports the City of Phoenix's application for a 2014 Transportation and Growth Management Grant from the Oregon Department of Transportation.

Sincerely,


Marla Cates
Executive Director

June 3, 2014

Steve Dahl, City Manager
City of Phoenix, Oregon
112 2nd Street
P.O. Box 330
Phoenix, Oregon 97535

Subject: City of Phoenix, Oregon Transportation and Growth Management Grant Application

Dear Mr. Dahl,

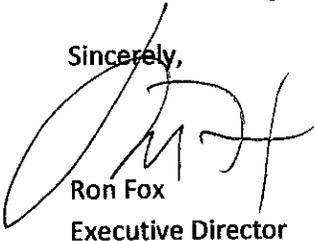
The growth in export/trade sector businesses in Jackson County over the coming decades will most likely continue to occur in categories of industries seeking suitably zoned non-retail commercial or light industrial sites which provide amenities such as proximity to a mix of residential type housing and commercial developments adjacent to convenient freeway access, broad-based transportation options for employees and a "campus type" environment. This forecast is consistent with the pre-recession business sector and employment growth which occurred in the Medford, Phoenix, and Ashland and adjacent Rogue River valley. These sectors of industry will continue to be characterized by their need for "human capital" or highly skilled workers as their compelling local infrastructure requirement for success along with business park style locations. The land uses under consideration for the PH5 and PH10 areas of the Regional Problem Solving effort appear well suited to meet this category of business needs and will require appropriate conceptual development and transportation planning to achieve their destiny of becoming the South Valley Jobs Center.

In general terms the South Valley Jobs Center as included in the Urban Reserve Areas will meet these essential site characteristics for the continued growth in this employment category by providing sites suited to businesses seeking a campus environment. Our area can continue to anticipate that traditional industrial-type businesses seeking to expand in the Medford/Phoenix area to find the White City industrial enclave as meeting the site and transportation requirements for heavy industry.

The Medford-Phoenix-Ashland metropolitan area was recently recognized by the Milken Institute report on the development of high technology sectors to be an area with businesses matching twelve of the eighteen identified high tech categories. Additionally, the Medford-Phoenix-Ashland metro area has six establish high tech categories which have a concentration in employment that exceeds national averages according to the same Milken Institute report. The continued growth of these categories of high technology sector businesses should be well suited to the characteristics anticipated in the long-range planning for the PH5 and PH10 areas east of the Interstate 5 freeway and north of the Fern Valley interchange.

I encourage the Oregon Department of Transportation to support the planning necessary to achieve the realization of the South Valley Job Center to provide suitable capacities for business expansions seeking locations with adjacent housing, transportation and business park amenities.

Sincerely,

A handwritten signature in black ink, appearing to be 'Ron Fox', written over a printed name and title.

Ron Fox
Executive Director