

# Medford Climate Friendly Areas (CFA) Evaluation Report December 2023





**MEDFORD**  
PLANNING

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# Executive Summary

The City of Medford has evaluated potential Climate Friendly Areas within the city's Urban Growth Boundary. Early on, staff met to discuss the administrative rule governing CFA designation and identify potential areas for further analysis. Three areas were chosen for further consideration and study. They include:

- Candidate A: Medford's downtown core area and possible subareas to the north and south, (268.29 total net acres);
- Candidate B: the West Main neighborhood (151.35 total net acres); and
- Candidate C: portions of the Southeast Plan Transit Oriented District, (140.35 net gross acres).

Based on the City's adopted 2022-2042 Housing Capacity Analysis, Medford needs 13,102 new dwelling units to accommodate future growth. Thirty percent of the City's existing (33,763) and future needed (13,102) housing units results in a total of 14,060 dwelling units. Using the methodology in 660-012-0315(2), staff estimated that the City needs to designate 145 acres within one or more Climate Friendly Areas (CFA).

City staff worked with 3J Consulting and neighboring communities to conduct public outreach on the project and gain feedback on the study locations. A virtual kickoff meeting was held on February 2, 2023, to launch the project and field initial questions and feedback from the public.

On April 13, 2023, an open house was held with the cities of Medford, Ashland and Talent to provide an overview of the project and discuss with community members their thoughts on the study areas for each city. Five participants filled out comment cards at the open house with feedback specific to the City of Medford.

In addition to these two public outreach events, Medford staff also held a round table discussion with two community members to discuss the proposed locations in more detail. The study areas were discussed with the Planning Commission, which served as the advisory body for the project, on April 10, 2023.

All three locations have strengths and weaknesses that need to be considered. However participating community members and staff favor the Downtown location as the primary candidate for designation with additional acreage included north and south of Downtown.

# Introduction

The Medford Planning Department has conducted a preliminary evaluation of potential Climate Friendly Areas (CFA) in accordance with the Climate Friendly and Equitable Communities (CFEC) rulemaking (OAR 660-012-0310).

Executive Order 20-04 tasked 16 state agencies to develop policies and programs to reduce state greenhouse gas emissions to 45% of recorded 1990 levels. In response, the Land Conservation and Development Commission (LCDC) adopted the Climate Friendly and Equitable Communities (CFEC) administrative rules in July 2022 which amended Statewide Goal 12 (Transportation) to align local land use practices and transportation with regulations to assist in the reduction of greenhouse gas emissions. The rules cover several different topics and set deadlines that communities must work toward including the designation of Climate Friendly Areas and corresponding implementation regulations, parking reform, and Transportation System Plan (TSP) updates.

Under the CFEC rulemaking, Medford is responsible for evaluating potential Climate Friendly Areas within the city. Climate Friendly Areas (CFA) are neighborhoods that provide an urban, mixed-use environment (housing, jobs, services, recreation) creating opportunities for people to meet their daily needs without needing the use of a vehicle. Alternative transportation options exist in these identified locations with enhanced sidewalks, bicycle lanes, and transit routes. In many cases, these areas resemble existing downtowns or transit-oriented districts.

The study area analysis (Phase 1) was conducted in-house by Medford Planning staff with funding provided by the Department of Land Conservation and Development. Planning staff worked with 3J Consulting on community outreach and engagement, in partnership with the cities of Ashland and Talent.

A preliminary report on the Climate Friendly Area locations studied was submitted in June 2023 and this final updated report was submitted in December 2023.

Phase II of the requirements will include identification and formal adoption a CFA location or location(s) by amending the Medford Land Development Code (MLDC) and Comprehensive Plan to designate CFA geography; the Medford Land Development Code may need to be amended in order to achieve consistency between the MLDC and OAR 660-012-0320. This next phase of work must be completed by December 2024 unless an alternative date is approved in accordance with OAR 660-012-0012(4)(c).

# CFA Requirements

The City of Medford is subject to the requirements in OAR 660-012-0310 for designating Climate Friendly Areas. The regulations address the following locational factors:

- Locations able to support development consistent with the land use requirements in OAR 660-012-0320.
- Locations shall be in existing or planned urban centers (such as downtowns, neighborhood centers, transit-served corridors or similar districts).
- Locations shall not be located in areas where development is limited or disallowed by provisions related to Statewide Goal 7 (Natural Hazards).
- Cities may designate climate-friendly areas within the urban growth boundary following the specifics in OAR 660-012-310(e).
- Climate-friendly areas shall have a minimum width of 750 feet including any internal rights of way that may be unzoned.

With a population more than 90,000<sup>1</sup>, the City of Medford designated CFA shall accommodate at least 30 percent of the total identified number of housing units necessary to meet current and future housing needs. Staff have chosen to use the prescriptive standards in meeting the requirements as outlined below.

Cities and Urbanized County Areas (by Population)	Siting of CFA Areas	Minimum Residential Density Requirements	Allowed Building Height No Less Than
Greater than 50,000	At least 25 acres and sized to accommodate at least 30% of housing	25 dwelling units/net acre	85 feet

Table 1: Summary of CFA siting requirements

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<sup>1</sup> 2023 Portland State University Population Research Center Final population estimate, December 15, 2023

Depending on the CFA formally designated in Phase II, land use regulations may need to be modified and zone changes may be required to account for the minimum density, building height, and land use requirements identified above and in OAR 660-012-0320.

### Estimated CFA Size Calculations

The Climate Friendly Area (CFA) Boundary needs to accommodate 30% of all dwelling units needed by 2042. Based on the City's adopted 2022-2042 Housing Capacity Analysis, Medford needs 13,102 new dwelling units to accommodate growth during the 2022-2042 planning period. The City's existing 33,763 units and the 13,102 units built to meet future demand total 46,865 units. Thirty percent of the total (46,865) is 14,060 dwelling units.

Current Number of Existing Units	Projected Number of Units to Meet Future Needs by 2042	30% of Total 2042 Units
33,763	13,102	46,865*0.30 = 14,060

Table 2: CFA dwelling unit calculation

The method provided in OAR 660-012-0315(2) was used to calculate the amount of land needed to accommodate this number of dwelling units. The following assumptions used in the calculations below were drawn from this section as well:

- An average unit size of 900 square feet;
- Building heights permitted up to 85 feet or seven stories; and
- Dwelling units are assumed to occupy thirty percent of total available floor area.

Total floor area needed to accommodate needed DU @ 900SQFT/DU = 14,060 * 900	Total building floor area needed to accommodate total residential floor area (assuming 30% residential occupancy = 12,653,550/0.30	Number building floors available	Total net land needed to accommodate residential development in CFA = 42,178,500/7 of building stories (square feet)	Total net land needed to accommodate residential development in CFA (acres)
12,653,550	42,178,500	7	6,025,500	138

Table 3: CFA estimated land need #1

Using these assumptions and the method defined in administrative rule, staff estimates 138 net acres are needed provide enough land for development to accommodate needed dwelling units calculated in Table 2, above.

Results of the calculations above were compared with those resulting from a slightly different approach that considers the number of stories within a single building envelope that might be available for residential occupancy, rather than assuming that 30 percent of theoretical total floor area is allocated to residential occupancy equally across the maximum number of building stories set forth in OAR 660-012-0315(2)(b)(F). The method defined in OAR 660-012-0315 is purely mathematical and has the effect of underestimating the amount of floor area needed for residential development. Two sets of calculations are presented in Table 4. Both use the same assumptions as the first set of calculations, except that the first scenario assumes residential occupancy takes place on no more than two floors, and the second scenario assumes that residential occupancy takes place on no more than three floors. In the first scenario, residential occupancy of two floors represents the equivalent of nearly 29 percent of a seven story building; residential occupancy of three floors represents the equivalent of nearly 43 percent of a seven story building.

Total floor area needed to accommodate needed DU @ 900SQFT/DU = 14,060 * 900	Number of building floors available for residential occupancy	Total net land needed to accommodate residential development in CFA = 42,178,500/# of building stories (square feet)	Total net land needed to accommodate residential development in CFA (acres)
12,653,550	2	6,326,775	145
	3	4,217,850	97

Table 4: CFA estimated land need #2

Considering the three estimates calculated above, the minimum amount of land required for CFAs in the City of Medford ranges from 97 to 145 acres, depending on how calculations are developed. Given the history of higher density residential and mixed use residential/commercial development in Medford (particularly its downtown), and several recent residential market studies, it is reasonable to conclude that these development types will continue to be built at lower densities. However, recent trends<sup>2</sup> suggest that this is likely

<sup>2</sup> Recent residential development projects in downtown Medford include "The Genesis Apartments", a 62 unit, three story apartment building built on 0.42 acres; "The Concord Apartments", a 50 unit four story, regulated affordable apartment building built on 0.69 acres; and the recent, ongoing renovation of the historic Medford Hotel, a 74 unit 6 story apartment building on 0.55 acres.

to continue to change in the direction of higher density. Nevertheless, the highest estimate of need (145 acres) is probably the most realistic.

This does not include land needed for public rights-of-way and other public facilities. Nor does this account for land use regulations that may reduce developable land such as building setbacks, maximum lot coverage, or off street parking facilities. As explained in detail below, there are no required building setback, maximum lot coverage, or minimum off street parking requirements in Medford's central business district. Although it did not affect the calculations directly, it is worth mentioning that there is no maximum building height standard in Medford's downtown either. Regarding public rights-of-way, development of vacant land and redevelopment of existing properties in downtown Medford is expected to occur within existing blocks bounded and served by existing public ROW. Additional dedications of public ROW are not expected, and therefore do not need to be considered in determining "gross" land need.



## Land Use Regulation Analysis

Staff reviewed the City's commercial, residential, and central business district overlay land use zones against the requirements outlined in OAR 660-012-320, to evaluate where land use regulations may need to be amended or adjusted within designated Climate Friendly Areas in the next phase.

	Max. Height	Min. Density	Setbacks	GFA/ Lot Coverage	Single or Mixed Use	Outright Permitted Use	Block length/ pedestrian connections (feet)
<b>Climate Friendly Areas</b>	85 feet (7 floors)	25 DU/Net Acre	No setback criteria	No lot coverage criteria.	single or mixed use	Residential; ground-floor commercial; office; schools, daycares, and other public uses; non auto-dependent retail and commercial.	500 feet. Pedestrian easements required when block face is greater than 350 ft.
<b>Neighborhood Commercial</b>	35 feet.	20 DU/Gross Acre	Front: 10, 20 for garages. No rear or side yard setback; except 1/2 foot for building height over 20 ft.	5,000	Single or mixed use	Commercial, residential as mixed use	720
<b>Service Commercial</b>	85 feet, except for the portions of a structure within 150 ft. of a residential zone.	20 DU/Gross Acre	Front: 10, 20 for garages. No rear or side yard setback; except 1/2 foot for building height over 20 ft.	None	Single or mixed use	Commercial, Residential as MFR-30, or as single family when attached/in conjunction with commercial use (mixed use)	720
<b>Community Commercial</b>	85 feet,(35 ft. for the portions of a structure within 150 ft. of a residential zone)	20 DU/Gross Acre	Front: 10, 20 for garages. No rear or side yard setback; except 1/2 foot for building height over 20 ft.	50,000	Single or mixed use	Commercial, Residential as MFR-30, or as single family when attached/in conjunction with commercial use (mixed use)	720
<b>Regional Commercial</b>	85 feet,(35 ft. for the portions of a structure within 150 ft. of a residential zone)	20 DU/Gross Acre	Front: 10, 20 for garages. No rear or side yard setback; except 1/2 foot for building height over 20 ft.	None	Single or mixed use	Commercial, Residential as MFR-30, or as single family when attached/in conjunction with commercial use (mixed use)	940
<b>Heavy Commercial</b>	85 feet,(35 ft. for the portions of a structure within 150 ft. of a residential zone)	20 DU/Gross Acre	Front: 10, 20 for garages. No rear or side yard setback; except 1/2 foot for building height over 20 ft.	None	Single or mixed use	Commercial, Residential as MFR-30, or as single family when attached/in conjunction with commercial use (mixed use)	720
<b>SFR-10</b>	35 feet.	6 DU/Gross Acre	Front: 15, 20 for garages; side: 4-12 ft. depending on structure height. Plus, 8 foot setback required from bufferyard to any doors on a dwelling unit.	50% - 60% pending housing type	Single Use	residential	660
<b>MFR-15</b>	45 feet; except maximum height of 35 feet when within 150 feet of the following zones: SFR-00, SFR-2, SFR-4, SFR-6, SFR-10	10 DU/Gross Acre	Front: 15, 20 for garages; side: 4-12 ft. depending on structure height. Plus, 8 foot setback required from bufferyard to any doors on a dwelling unit.	50% - 60% pending housing type	Single Use	residential	660
<b>MFR-20</b>	45 feet; except maximum height of 35 feet when within 150 feet of the following zones: SFR-00, SFR-2, SFR-4, SFR-6, SFR-10	15 DU/Gross Acre	Front: 15, 20 for garages; side: 4-12 ft. depending on structure height. Plus, 8 foot setback required from bufferyard to any doors on a dwelling unit.	50% - 65% pending housing type	Single Use	residential	660
<b>MFR-30</b>	Duplex 35 feet; 55 feet for Triplex, Quadplex, and Multifamily; except when w/i 150 feet of SFR zones	20 DU/Gross Acre	Front: 15, 20 for garages; side: 4-12 ft. depending on structure height. Plus, 8 foot setback required from bufferyard to any doors on a dwelling unit.	70%	Single Use	residential	660
<b>Central Business Overlay</b>	None	20 DU/Gross Acre; No Maximum	None	100%	Single or mixed use	Commercial, Residential, Mixed Use	600

Table 5: CFA land development code audit summary

The Climate Friendly Areas requirements are noted on line 2 above. A list of each of the commercial and residential zones follows below the requirements. Four of the commercial zones allow for 85 feet of building height with a reduced height allowance to 35 feet if the structure is within 150 feet of a residential zone. Three out of the five commercial zones do not have a lot coverage requirement, and allow for a mix of commercial and residential uses.

The Central Business District is represented by the zigzag hatching on the map. The existing Central Business District (CBD) overlay complies with nearly all the land use requirements  
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except for the minimum density and block length requirements. The geographic area that comprises the CBD, however, has long been developed in 350 foot by 350 foot or smaller blocks. Street vacations resulting in longer blockfaces and block perimeters have occurred, but only to accommodate development of public facilities like vertical parking structures and parks. Even in these instances, resulting block lengths do not exceed the maximum established in administrative rule. Land use regulations for commercial and residential zones outside of the CBD overlay would need to be amended in order to comply with the state regulations as outlined in the table above.

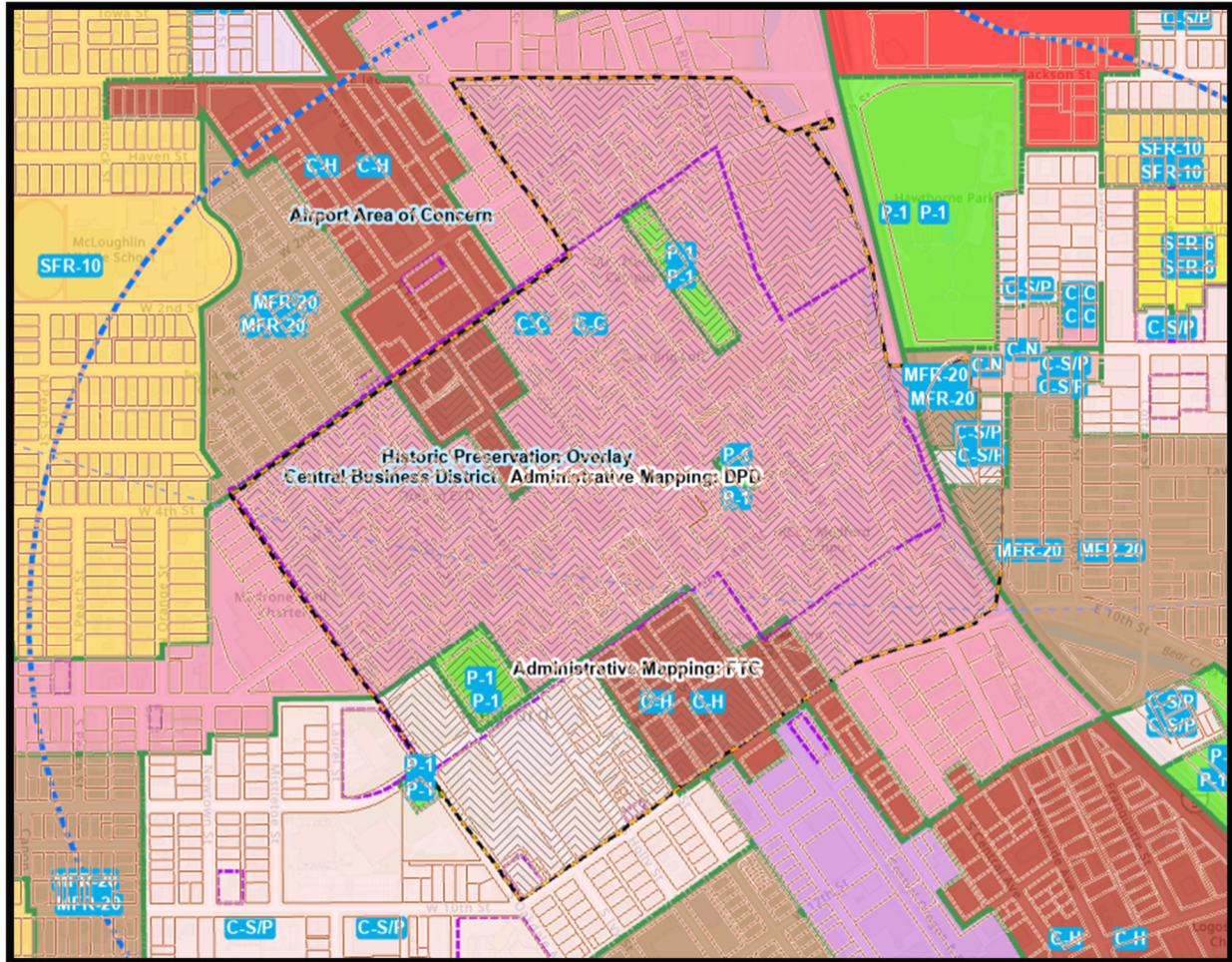


Figure 1: Downtown Medford zoning

# CANDIDATE A - DOWNTOWN

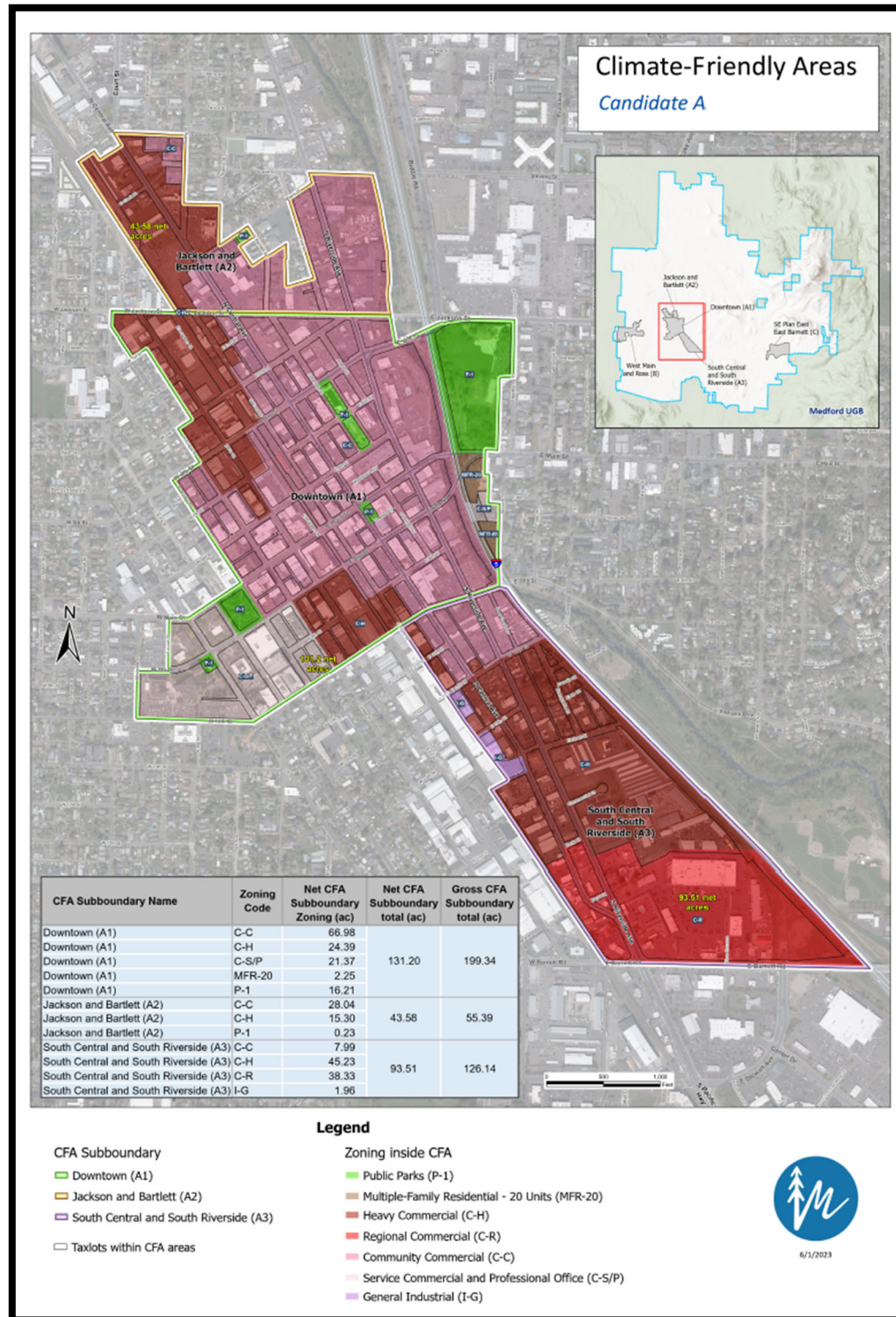


Figure 2: Candidate A with zoning and areas

# Candidate A - Evaluation Questions for Consideration

*Would Climate Friendly Area (CFA) designation be consistent with prior or current planning efforts for this area?*

Yes, Medford's Historic Downtown has all the components that are being sought after in a Climate Friendly Area. The existing zoning and land use regulations provide for mixed-use and multi-family development at the height and nearly the base densities required by OAR 660-012-0320. Examples of consistency between the intent, administrative rule, and current planning and land use regulation of the proposed "Candidate A" include the following:

- No required yard setbacks. Historic buildings in Medford's downtown and recent development are built to front property lines, supporting pedestrian activity.
- No building height limits. Several development proposals over the last 20 years have assessed the opportunity to construct buildings over four stories. Although these projects never moved forward, this allowance remains available.
- Multimodal facilities. In central downtown, at least, sidewalks are wider than the regulatory minimum required in other parts of the City. Street trees line these thoroughfares, enhancing the pedestrian environment. It is important to note that these features are the product of intentional investments by the City through its Urban Renewal Agency, dating back to the late 1980s.

West Main Street, the center of the potential CFA, was reconfigured a few months ago to create a 2-way cycle-track, buffered from travel lanes by on street parallel parking. Riverside Avenue, which is also state highway OR-99, will be reconfigured by reducing travel lane width to better manage vehicular speeds while providing a designated on-road buffered bike lane.

The Rogue Valley Transportation District (RVTD) main transit station hub starts and stops in downtown. RVTD has recently invested in expanding its presence downtown with the acquisition of several properties that will house its administrative functions.

Downtown Medford is characterized by a diverse mix of land uses: offices for some of the region's most significant public and private employers; parks, plazas, and public art; small, local retailers, restaurants, and bars; and two large performance venues in addition to several smaller venues that accommodate local theater and live music.

- Public parking system. The City owns and operates a parking system that includes two parking decks.
- No minimum off-street parking requirements for any development type.

Housing development in downtown Medford has long been a priority for the City. Despite the financial support provided by the Medford Urban Renewal Agency, residential development has been slow. Nevertheless, the first new market rate housing development built in downtown in decades will be completed late this year (2023), adding 62 new homes in downtown. Although the developer elected to construct 15 tuck-under parking spaces, no off-street parking was required for this development. The three story building provides a mix of unit types at a density of nearly 135 DU/net acre.

***Land Area (145 acres calculated to meet 30 percent of existing and needed housing units)***

Subarea A1, A2 and A3 has a total of 268.29 acres. The 145 acres needed can be accommodated in A1. Additional CFAs (so-called secondary CFAs) could be located in areas A2 and/or A3.

***Land Width (Meets minimum 750 foot width)***

Yes, the downtown area exceeds this requirement.

***Are there abutting high intensity residential or employment uses that could be included as part of the CFA?***

The downtown core includes several multiple family apartment complexes (one under construction – 62 dwelling units) and both government and private employers are located within the study area. The CFA, however, is surrounded by established residential neighborhoods that feature a mix of pre-war single family detached homes and middle housing types. Although these neighborhoods have a higher average density than newer neighborhoods in some parts of the City, their overall densities are low relative to those required of “abutting residential or employment-oriented zoned areas within a half-mile walking distance of a mixed-use area zoned” by OAR 660-012-0320(3)(b).

***Are parks, plazas, or open space areas located within or near the CFA?***

Yes, there are three public parks and two plazas as well as a portion of the Bear Creek Greenway located within the study area.

***Are public-serving government facilities located within the CFA?***

Yes, there are city and county government administrative operations are located within downtown as well as other public institutions. Medford City Hall, Medford Water Commission, Medford Police Department, Jackson County administrative and public health offices, Jackson County Public Library, Jackson County Courthouse, and the Southern Oregon University/Rogue Community College Higher Education Center are in close proximity to one another.

***Current status and feasibility of needed upgrades to pedestrian, bicycle, and transit facilities and services?***

The majority of streets have widened sidewalks with planter strips or street trees. Several main streets like 10<sup>th</sup> Street have dedicated bicycle lanes. Main Street has been  
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restriped to establish a two-way cycle track. The Bear Creek Greenway provides a north-south transportation and recreational facility that links commuter and recreational cyclists and pedestrians traveling from Central Point to Ashland. Rogue Valley Transportation District (RVTD)'s main transit station is located in Downtown Medford and provides transit service throughout Medford and neighboring communities.

***Presence of identified hazard areas, and degree to which hazard development requirements could restrict CFA zoning?*** Bear Creek is located on the east side of downtown and has a Special Flood Hazard Area (SFHA). Development within the floodway is difficult and prohibited in almost all circumstances. Other areas identified in the SFHA may require a flood analysis, permits and construction to be one foot above base flood elevation or floodproofed. Many areas along the creek are already built but redevelopment can occur. The SFHA is mostly contained within the channel of the waterway. Land within the SFHA would be considered if built in compliance with National Flood Insurance Program (NFIP) and Community Rating System (CFA) standards and requirements.

***If contiguous, but outside city limits and within Urban Growth Boundary (UGB), can the area comply with OAR 60-012-03109(e)(A)-(E)?*** Not applicable, the downtown area is within the city limits of Medford.

***Preliminary infrastructure evaluation – Water, sewer, or stormwater impediments to CFA level of development that would be challenging to address beyond the scope of capital improvement plans or improvements required with development?***

**Subarea A1:** Sanitary sewer infrastructure is being evaluated in more detail, but the preliminary assessment identifies concerns with the age of pipes and their ability to handle increased development without significant public and/or private investment.

Stormwater collection facilities are generally adequate for anticipated development. There is one undersized pipe with capacity issues near Grape and 3<sup>rd</sup> Streets.

Water lines have good pressure but are old. Fire flows are good.

**Subarea A2:** The City is investing heavily in infrastructure improvements in this area. The “Liberty Park” neighborhood has been the focus of Medford Urban Renewal funded infrastructure projects over the past five years. Projects include a regional stormwater water quality facility that will enable significant redevelopment within a sub basin that includes area A2; and sidewalk infill. A north-south transmission line may be needed in the future in Riverside Avenue.

**Subarea A3:** Existing sewer south of 12<sup>th</sup> Street has extra capacity. There is a need for upsizing some stormwater management lines. There is adequate fire flow from existing water lines. A north-south transmission line may be needed in the future in Riverside Avenue.

***Is there potential for the displacement of members of underserved groups that could result from CFA designation?***

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Within Downtown Medford, there is currently a mix of aging housing types, with some limited new development. Privately owned market-rate housing in and adjacent to downtown will continue to be at risk for possible occupant displacement. However, the City supports the development of a range of housing types for households with low and moderate incomes and efforts are being made to attract additional residential development in Downtown on properties that are underutilized and not currently used for housing.

Within the Downtown Medford boundary area the Housing Authority of Jackson County (HAJC) manages 50 subsidized units that will not be impacted. The conversion of motel units to residential units is also occurring with city-provided grant assistance. Several other regulated affordable housing developments are located in area "A". Like the HAJC development, these units have long-term affordability requirements and are unlikely to be converted to market-rate rental units.

An evaluation of the existing number of residential units was conducted based on utility accounts. It is estimated that there are 623 residential dwelling units within the downtown study areas including both subareas (A2 and A3).

***If yes, to question above, what are some of the potential mitigation strategies to avoid displacement that would be feasible to implement?***

The City offers funds for the construction or rehabilitation of housing through the Housing Opportunity Fund (HOF) which is affordable to households earning up to 120% of area median income. A portion of the HOF is restricted to housing development projects that are affordable to households earning 60% or less of AMI. To advance affordable housing in new developments within the proposed CFA, the city also has a Vertical Housing Development Zone and a Multiple Unit Property Tax Exemption (MUPTE) program.

Most of candidate area "A" is coincident with Medford's current Urban Renewal District boundary. Medford Urban Renewal Agency has invested significantly in higher density housing in downtown, including the aforementioned 62-unit apartment building that is nearing completion. This development is sited on a former public parking lot, avoiding displacement of existing residents and providing a new housing option for households earning between 80 to 120 percent of AMI.

To identify if the study area may impact vulnerable populations, we used the Census Climate Resilience Estimate, the DLCD Anti-Displacement Toolkit and GIS data. The proposed primary CFA (Downtown Medford) is adjacent to a high proportion of rentals and low-income households. The spillover economic pressures of land value may leave these households at risk of displacement, due to increased development pressures.

***Are the current land use requirements in this study area close to the land use requirements necessary to comply with OAR 660-012-0320?***

Yes, the Central Business District (CBD) overlay regulations align with no maximum density (minimum density would need to be adjusted), building height, and no parking requirements. Areas outside of the CBD overlay and areas added from subareas A2 or A3 may require land use amendments depending on the zoning district to address minimum residential density requirements, block length, lot coverage, building height, and setbacks.

***What is the preliminary estimate of the number of residential units that could be accommodated in this area?***

**Vacant and Redevelopable Land Development Capacity**

An estimate of redevelopable and vacant land within the boundary of Candidate A-1 (Downtown Medford) indicates 67.3 acres is available are more or less immediately available for development. Many of these properties are currently used for surface parking; none are occupied by buildings used for housing or employment. Assuming that two residential stories are developed on these properties, 6,460 residential units could be developed without affecting existing historically significant structures or other significant existing buildings. Increasing the development assumption to three floors of residential it is estimated that 9,691 residential units could be accommodated within the same geography. As mentioned previously, recent residential development has occurred at similar densities and recent residential market studies suggest that building formats that accommodate much higher densities (for example four or more residential stories over parking and/or employment uses) are feasible or nearly feasible under current market conditions.

**Total Estimated Capacity**

Calculating the existing developed land, redevelopable land, and vacant land together, yields the following potential residential units:

Units per acre (2 floors)	Candidate A Acreage	Potential Residential Unit Total
96	265.4	25,478.4
Units per acre (3 floors)	Candidate A Acreage	Potential Residential Unit Total
144	265.4	38,217.6

Table 6: Candidate A total estimated potential residential development capacity

Mathematically, the land proposed to be designated in this CFA has the capacity to exceed 14,060 residential dwelling units. Of course, this assumes uniform development across the entire Candidate A geography at the average densities used in Table 6. In reality, reaching this goal would look much different. To achieve the goal of housing 30 percent of Medford's 2042 population in Candidate A, what would likely need to happen is that some larger developments with densities at or beyond 150 units/net acre would need to occur, and many smaller infill developments with densities at or below 96 units/net acre would need to be developed. Table 7 depicts a development mix that would nearly achieve the number of units



needed to be located within a CFA. Although this scenario assumes that 55 percent of existing properties remain unchanged, it relies on very ambitious assumptions about the rate of residential development in the Candidate A area. For example, existing two story commercial buildings covering roughly 13 acres are assumed to convert second floors to residential use. Given the expense of residential conversions, this assumption may not be realistic. Likewise, larger residential development with an average density of 200 DU/net acre

Development Type	Total Land Area (net acres)	% of CFA	Avg. Density (DU/net acre)	Total Units
6-story over parking/employment	27	10%	200	5,308
3-story w/limited onsite parking	27	10%	150	3,981
3-story w/onsite parking	27	10%	70	1,858
Small infill	27	10%	40	1,062
Mixed use adaptive reuse	13	5%	30	398
Existing	146	55%	6	876

13,482

are assumed to contribute over 5,300 new units. This level of development would be unprecedented.

Table 7: Candidate A potential buildout scenario

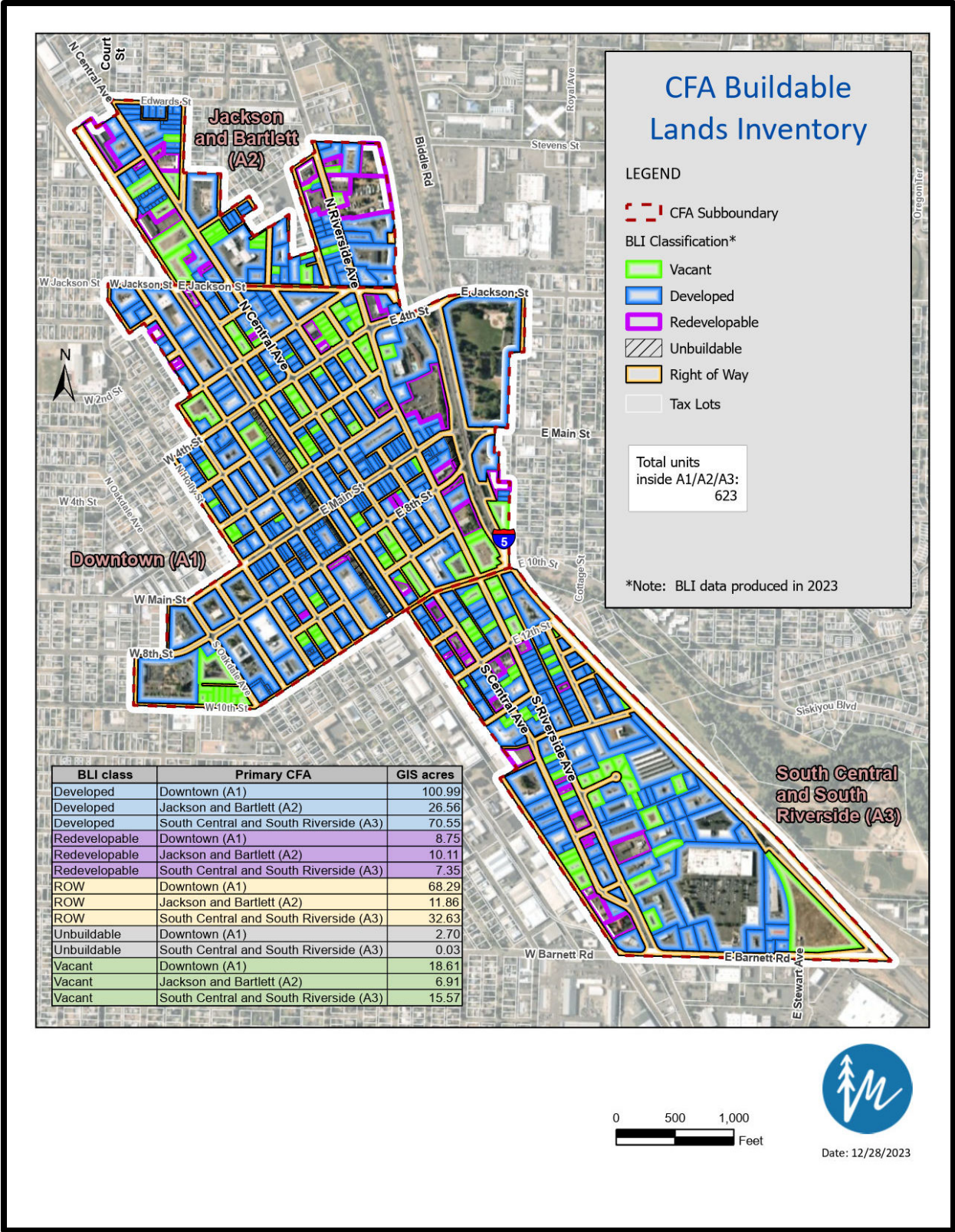


Figure 3: Candidate A buildable lands

# CANDIDATE B WEST MAIN & ROSS

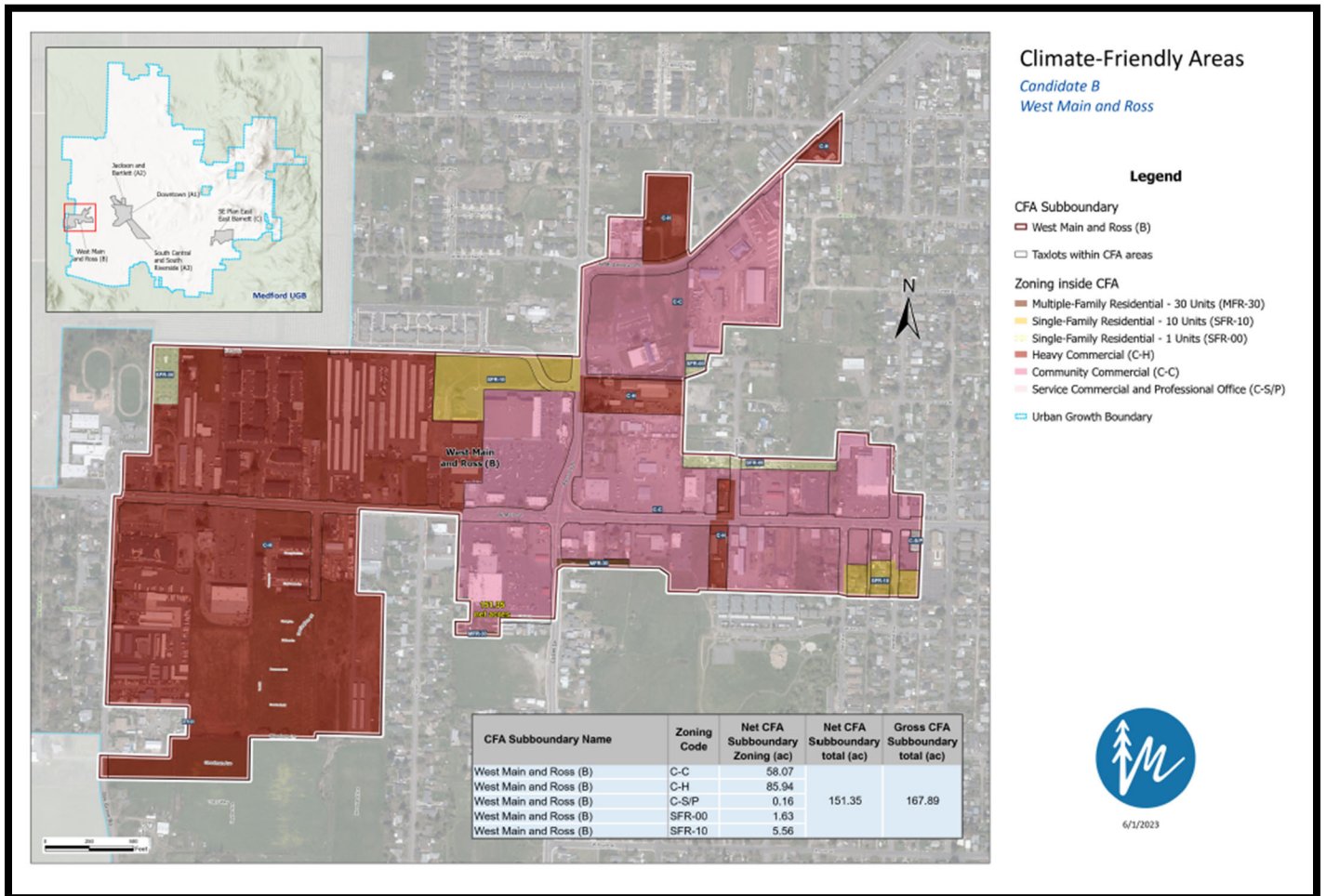


Figure 4: Candidate B with zoning and areas

# Candidate B - Evaluation Questions for Consideration

***Would Climate Friendly Area (CFA) designation be consistent with prior or current planning efforts for this area?***

Yes, this neighborhood is on the western edge of the city and is a mix of city annexed parcels and land still located within the Urban Growth Boundary. Candidate B represents only land that is annexed and is the employment, retail, and residential hub of the surrounding area. This land is part of a larger designated transit-oriented district (TOD) as identified in the City's Transportation System Plan. Prior planning efforts to advance the TOD designation were worked on a decade ago but met with opposition when seeking to designate a local circulation plan.

The existing zoning pattern provides an opportunity for employment, mixed-use and residential development, transit access and use, and redevelopment potential.

***Land Area (145 acres calculated to meet 30 percent of existing and needed housing units)***

This area contains 151 net acres, which is slightly higher than the calculated number.

***Land Width (Meets minimum 750 foot width)***

The majority of the area meets the 750-foot width requirement. There are isolated instances where irregularly shaped and smaller units of land do not meet this standard.

***Are there abutting high intensity residential or employment uses that could be included as part of the CFA?***

Much of the area is zoned for Heavy-Commercial and Community-Commercial. These zoning designations allow for high density residential and employment uses.

***Are parks, plazas, or open space areas located within or near the CFA?*** Oak Grove Elementary and Lewis Park are both just outside the study area boundary.

***Are public-serving government facilities located within the CFA?*** No known government facilities are located within this study area.

***Are there plans to locate such facilities in the CFA in the future?*** It is unknown if any such facilities are proposed within this area.

***Current status and feasibility of needed upgrades to pedestrian, bicycle, and transit facilities and services?*** The higher order streets that bisect the study area include Main Street, which runs east-west and Lozier Lane, which runs north-south. Both streets include sidewalks and bicycle facilities. Routes 27 and 30 provide transit service to the study area.

***Presence of identified hazard areas, and degree to which hazard development requirements could restrict CFA zoning?*** Little Elk Creek is on the eastern side of the study area and would be subject to review of Special Flood Hazard Area requirements. The majority of the study

area is not located in an identified hazard area. Development in floodplain areas would be subject to local and federal floodplain regulations.

***If contiguous, but outside city limits and within Urban Growth Boundary (UGB), can the area comply with OAR 60-012-03109(e)(A)-(E)?*** Not applicable, all the land within the West Main area boundary is within the city limits of Medford.

***Preliminary infrastructure evaluation – Water, sewer, or stormwater impediments to CFA level of development that would be challenging to address beyond the scope of capital improvement plans or improvements required with development?*** Sewer capacity is adequate in this study area and is served by the Rogue Valley Sewer Services District. There is a new water pipe in Main Street and a large diameter pipe in Lozier Lane. There is a mix of new and old water pipes throughout the study area. The looping of water pipes with future development would be helpful in this area.

***Is there potential for the displacement of members of underserved groups that could result from CFA designation?*** Yes, there may be a potential for displacement of underserved groups in this location.

***If yes, to question above, what are some of the potential mitigation strategies to avoid displacement that would be feasible to implement?*** Financial incentives or regulatory requirements to build a range of housing types that accommodate a range of income levels.

***Are the current land use requirements in this study area close to the land use requirements necessary to comply with OAR 660-012-0320?*** The commercially zoned lands provide for mixed-use development and multiple-family residential construction. Land use regulations related to parking and minimum density would need to be modified. The single-family residential zoning districts in the study area would likely remain unchanged as it includes only 5.5 acres of the total study area.

***What is the preliminary estimate of the number of residential units that could be accommodated in this area?***

Vacant and Redevelopable Land Development Capacity

An estimate of redevelopable and vacant land within Candidate B indicates that 63.99 acres is available for development. Assuming residential development occurs on two floors, 6,143 residential units could be accommodated.

Total Estimated Capacity

Calculating the existing developed land, redevelopable land, and vacant land together, yields the following potential residential units:

Units per acre (2 floors)	Candidate B Acreage	Potential Residential Unit Total
96	151.35	14,529.6
Units per acre (3 floors)	Candidate B Acreage	Potential Residential Unit Total
144	151.35	21,794.4

Table 8: Candidate B total estimated potential residential development capacity

Mathematically, the land proposed to be designated in this CFA has the capacity to exceed 14,060 residential dwelling units. Of course, this assumes uniform development across the entire Candidate B geography at the average densities used in Table 8. In reality, reaching this goal would look much different. Existing residential development density in this area is higher than Candidate A when averaged over the entire 151 acres of the study area. This is due to the presence of higher density development that has been developed over the last ten years. This type of residential development, which is more suburban in format (3-story garden apartments with surface parking and 2-story townhomes stacked over parking and/or flats), develops at much lower densities than those used to estimate potential capacity above. Table 9 depicts a development mix that assumes that this will continue to be the predominant building type in this area, with some larger, very high density development that could occur later in the planning period. Like the estimate for Candidate A, this scenario assumes that 55 percent of existing properties remain unchanged. Unlike Candidate A, there is no significant opportunity for smaller, high density infill or adaptive reuse of existing multistory buildings, because those opportunities simply do not exist.

Development Type	Total Land Area (net acres)	% of CFA	Avg. Density (DU/net acre)	Total Units
6-story over parking/employment	8	5%	200	1,514
3-story w/limited onsite parking	0	0%	150	0
3-story w/onsite parking	61	40%	35	2,119
Small infill	0	0%	40	0
Mixed use adaptive reuse	0	0%	30	0
Existing	83	55%	15	1,249

4,881

Table 9: Candidate B potential buildout scenario

# CANDIDATE C – Southeast Plan (East Barnett)

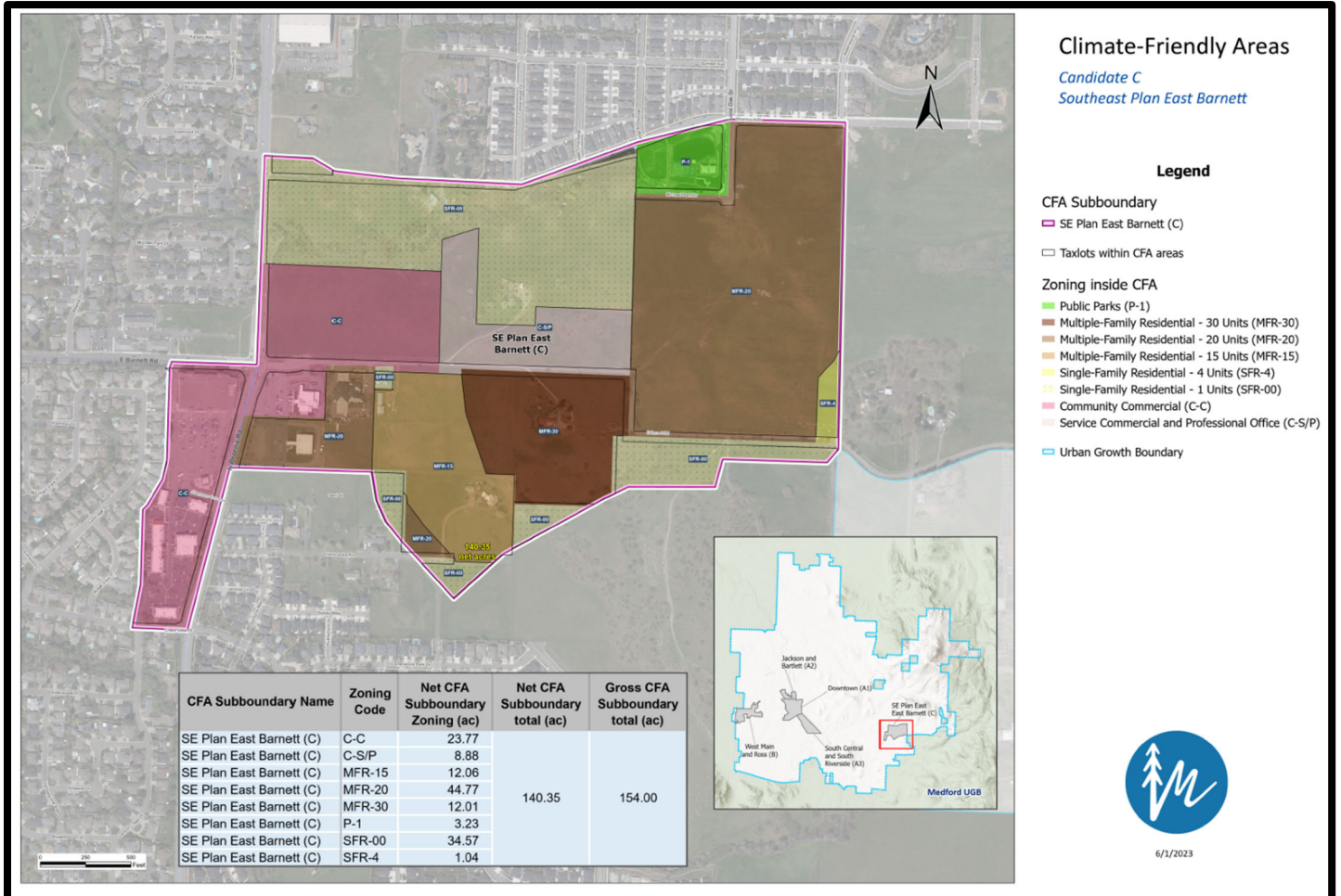


Figure 5: Candidate C with zoning and areas

# Candidate C - Evaluation Questions for Consideration

***Would Climate Friendly Area (CFA) designation be consistent with prior or current planning efforts for this area?*** Yes, the majority of this study area is undeveloped, has commercial or multiple family zoning, and is designated as a transit-oriented district.

***Land Area (145 acres calculated to meet 30 percent of existing and needed housing units)***

The study area is 5 acres short of the needed acreage but could be expanded to meet the minimum requirement.

***Land Width (Meets minimum 750 foot width)***

The study area meets the minimum width of 750 feet.

***Are there abutting high intensity residential or employment uses that could be included as part of the CFA?*** Aside from several freestanding commercial buildings and a 10 acre retail commercial development at the southwest corner of N. Phoenix Road and East Barnett Road that is included in the proposed CFA boundary, there are no other employment uses adjacent are within the proposed boundary. There is some townhome development in neighborhoods further south on North Phoenix Road, but there is no high density residential development in the immediate area.

***Are parks, plazas, or open space areas located within or near the CFA?*** Village Center Park is located within the boundaries of the study area. Plazas are contemplated in the commercial core of the study area.

***Does the Parks Master Plan identify the need for parks or opens space areas within or near the CFA?*** The City of Medford owns land within the potential CFA that is intended to provide additional trails and multiuse paths. This trail network is described in the City's parks and recreation component of the City's comprehensive plan.

***Are public-serving government facilities located within the CFA? Are there plans to locate such facilities in the CFA in the future?*** The location currently includes Fire Station 16. No other government facilities are located within this candidate area. No additional public-serving government facilities are planned for this area currently.

***Current status and feasibility of needed upgrades to pedestrian, bicycle, and transit facilities and services?*** Aside from a few developed parcels, this candidate site consists of undeveloped land. The portion of East Barnett east of North Phoenix Road will need to be fully upgraded with pedestrian and bicycle facilities. Transit service is not yet available to this location, but is envisioned in this location as development occurs and would be served by an RVTD bus route.



***Presence of identified hazard areas, and degree to which hazard development requirements could restrict CFA zoning?*** There are two irrigation canals within the study area. To the extent that any special flood hazard area requirements are applicable, staff would review and evaluate such regulations for development near the canals.

***If contiguous, but outside city limits and within Urban Growth Boundary (UGB), can the area comply with OAR 60-012-03109(e)(A)-(E)?*** Not applicable, the Southeast area is within the city limits of Medford.

***Preliminary infrastructure evaluation – Water, sewer, or stormwater impediments to CFA level of development that would be challenging to address beyond the scope of capital improvement plans or improvements required with development?*** The sewer infrastructure is planned to serve the existing Comprehensive Plan designations currently identified. If changes are made to increase densities or modify Comprehensive Plan designations then another evaluation may be needed. Storm drain improvements may be needed in N. Phoenix (north-south). New mains and connections to serve future development in this study area will be needed. Municipal drinking water infrastructure exists or is planned to be constructed in the near future. The Water Commission is designing a new pump station near Lone Oak Drive, enabling further development in this area.

***Is there potential for the displacement of members of underserved groups that could result from CFA designation?*** No, most of the land is undeveloped.

***If yes, to question above, what are some of the potential mitigation strategies to avoid displacement that would be feasible to implement?*** Not applicable.

***Are the current land use requirements in this study area close to the land use requirements necessary to comply with OAR 660-012-0320?*** A closer look at the SE Plan regulations is needed. Parking regulations, height allowances, and residential density would need to be evaluated.

***What is the preliminary estimate of the number of residential units that could be accommodated in this area?***

#### Vacant and Redevelopable Land Development Capacity

An estimate of redevelopable and vacant land within Candidate C indicates that 111.12 acres is available . Assuming the development of two floors of residential it is estimated that 10,667.5 dwelling units could be accommodated on 111.12 acres. Assuming the development of three floors of residential it is estimated that 16,001.28 residential units can be accommodated on 111.12 acres.

#### Total Estimated Capacity

Calculating the existing developed land, redevelopable land, and vacant land together, yields the following potential residential units:

Units per acre (2 floors)	Candidate C Acreage	Potential Residential Unit Total
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96	140.35	13,473.6
Units per acre (3 floors)	Candidate C Acreage	Potential Residential Unit Total
144	140.35	20,210.4

Table 10: Candidate B total estimated potential residential development capacity

Mathematically, the land proposed to be designated in this CFA has the capacity to exceed 14,060 residential dwelling units. Of course, this assumes uniform development across the entire Candidate C geography at the average densities used in Table 10. In reality, reaching this goal would look much different. Planned high residential development density in this area is relatively low (probably about 30-40 DU/net acre), which includes some mixed use with one or two stories of residential over one story of commercial. Multifamily development has been contemplated as 3-story garden apartment buildings with surface parking.

Table 11 depicts a development mix that departs significantly from the planned buildout of this CFA, but may be feasible as a wider range of higher density residential building types gains acceptance within the development community. Even with these relatively significant changes to building type and the average densities they could support, this buildout scenario would only contribute a little more than half of the units (nearly 8,000) needed under these conditions.

Development Type	Total Land Area (net acres)	% of CFA	Avg. Density (DU/net acre)	Total Units
4-story over parking/employment	14	10%	170	2,386
3-story w/limited onsite parking	14	10%	150	2,105
3-story w/onsite parking	56	40%	35	1,965
Small lot SFR/middle housing	42	30%	30	1,263
Mixed use adaptive reuse	0	0%	30	0
Existing/Future Nonresidential	14	10%	0	0

7,719

Table 11: Candidate C total estimated potential residential development capacity

## Conclusions

The potential CFAs evaluated in this report all have relative advantages and disadvantages. For many reasons, however, Candidate A represents the best opportunity to locate a CFA that has the greatest likelihood of achieving the regulatory goals established by administrative rule. These include

- Presence of larger, existing residential development with densities high enough to realistically meet and exceed minimum residential densities mandated by administrative rule. As discussed above, older and more recently constructed residential development in downtown Medford ranges in density between 70 units/net acre and 150 or more units/net acre.
- Development market momentum favoring high density infill and adaptive reuse development.
- Presence of recreational, service, educational, cultural, and employment opportunities.
- Presence of vacant and underutilized land for development of high density residential and mixed use development;
- Presence of existing multistory buildings that can be converted into vertical mixed use buildings;
- Municipal support for downtown development and revitalization, including consideration of new Urban Renewal Districts within the Candidate A and investments in robust pedestrian and bicycle facilities;
- Regulatory environment that is highly consistent with the land use requirements for a CFA;
- Ongoing long range planning for downtown that will specifically consider its possible designation as a CFA. The plan will address a range of policy issues including the function and operation of a public parking system, urban design, and land use.
- Access to public transportation and regional active transportation network; and
- Existence of adequate public infrastructure.

Candidates B and C also possess relative advantages that make them appealing opportunities for secondary CFAs. A new Urban Renewal District is being considered in the Candidate B geography. Both Candidates B and C have larger, consolidated tracts of development than does Candidate A, providing opportunities for higher density residential development at a scale that could significantly contribute to the goal of locating housing in CFAs. But all things considered, Candidate A is a vastly superior as a CFA to B and C, which could be evaluated as secondary CFAs.

# Public Outreach Documents

## List of Attachments

- 1) Southern Rogue CFEC Engagement Report for Ashland, Medford and Talent
- 2) Medford Comment Forms
- 3) April Public Meeting Write Up

# Southern Rogue Valley Climate Friendly Areas Study

## Community Engagement Report

June 30, 2023

### I. Introduction

By the end of 2024, communities – including Ashland, Medford, and Talent - are required by state law to study, identify, and designate “Climate-Friendly Areas” (CFAs). CFAs are intended to be places where people can meet most of their daily needs without having to drive. These places may be urban mixed-use areas such as downtowns and main streets.

The CFA process requires centering voices of underserved populations and working towards equitable outcomes. While some may see Climate Friendly Area designation as a benefit, others may fear gentrification-caused displacement. As this planning effort may generate significant public interest, the Oregon Department of Land Conservation and Development (DLCD) enlisted a consultant to provide public engagement assistance to these jurisdictions and help ensure the public is engaged in the decision-making process and the voices of underserved populations are heard.

This report describes the community engagement efforts carried out for the CFAs project by the cities of Ashland, Medford, and Talent with support from 3J Consulting. This document outlines the methodologies employed to engage traditionally underserved populations and the broader public, the strategies employed for disseminating information, the channels utilized for gathering feedback, and the plans for integrating the received input into the study.

### II. Objectives

The objectives of the study’s community engagement program were to:

- Help the community identify preferred location(s) of climate-friendly areas.
- Center the voices of traditionally underserved populations, particularly those disproportionately harmed by past land use and transportation decisions and engage with those populations to develop key community outcomes.
- Give all potentially affected interests an opportunity for input.
- Actively seek participation of potentially affected and/or interested agencies, individuals, businesses, and organizations.
- Provide meaningful community engagement opportunities and demonstrate through a reporting back process how input has influenced the decisions.
- Clearly articulate the process for decision-making and opportunities for input or influence.
- Explore partnerships between your city, county, Council of Governments and other agencies and organizations, for overcoming potential barriers to plan implementation.
- Help the public to understand how this fits into other planning processes local governments are undertaking.
- Comply with Title VI of the Civil Rights Act and Environmental Justice rules and the Climate-Friendly and Equitable Communities community engagement requirements in OAR 660-012-

0120 through 0135. The outreach process will promote the fair and meaningful involvement of all people regardless of race, color, national origin, disability, gender, sexual orientation, housing status, primary language, immigration status, age, or income. No person shall be excluded from participation or subjected to discrimination on the basis of these factors.

- Ensure the community engagement process is consistent with applicable state and federal laws and requirements, and is sensitive to local policies, goals, and objectives.

### III. Scope and Approach

The project scope outlined the creation of a community engagement plan to guide this first phase of the Climate-Friendly Area study and designation work, and to support the cities in conducting meaningful community involvement.

Outreach Activities and Materials were planned according to a three-round schedule:

#### Round 1

During Round 1, the key engagement goals revolved around informing the public about CFEC rules and generating interest in the initiative. The focus was on answering important questions such as why these rules were adopted, what exactly is meant by Climate-Friendly and Equitable Communities (CFEC), what the CFEC guidelines are, and understanding the process and timeline involved. Additionally, the aim was to encourage public participation and provide a platform for general feedback on CFA designation. As part of the engagement activities and materials, customized CFA identification handouts were prepared along with draft webpage content and PowerPoint (PPT) presentations. Furthermore, there was a virtual meeting and stakeholder interviews. The intention was to share proposed local goals or guiding principles and, where applicable, introduce local city zones that already met the CFA requirements.

#### Round 2

During Round 2, the key engagement goals were to share details of the CFA analysis process, present possible areas for CFA designation and explore ways to narrow down the areas. The aim was to compare the goals and guiding principles to the proposed locations, ensuring alignment and suitability. Additionally, the project sought to collect valuable input and feedback from the public regarding these locations. To facilitate the engagement process, in-person public meetings were organized,



providing an opportunity for face-to-face discussions and interactions. Furthermore, online questionnaires were made available, enabling wider participation and gathering input from a broader audience. These engagement activities and materials were implemented to ensure comprehensive and inclusive decision-making.

### **Round 3**

In Round 3, the key engagement goals were to present the narrowed down CFA designations. The focus was on providing the public with an understanding of the potential effects and implications of CFA designation. Moreover, this round aimed to create an opportunity for stakeholders to provide their comments and feedback on the potential designations, ensuring their perspectives were taken into account. To facilitate this engagement process, focus group meetings were conducted, providing a platform for in-depth discussions and exchange of ideas. Additionally, the online questionnaire was continuously available to gather input from a wider audience, making the engagement process more accessible and inclusive. These engagement activities and materials were implemented to foster transparency, collaboration, and informed decision-making.

## **IV. Key Findings**

### **Round 1**

In February 2022, a region-wide virtual meeting was held to inform the public of the recently enacted Climate-Friendly and Equitable Community (CFEC) rules and the related local efforts. The meeting was led by the Rogue Valley Council of Governments (RVCOG), which was responsible for the CFA technical analysis. RVOG representatives described roles for the cities, RVCOG, and consultant, reviewed the project schedule, and listed the ways in which people will be able to participate. Representatives from DLCDC provided an overview of CFEC requirements and timelines.

An overall discussion was held where community members could ask City staff questions specific to their community. Questions and concerns raised during the public meeting revolved around how CFA designation could impact historic buildings, what financial support exists to implement this program, and how this is connected to public transit initiatives. This question-and-answer session served as a starting point for the community leader and stakeholder interviews and focus groups held soon after this meeting.

Following the virtual meeting, several interviews and focus group meetings were conducted with community leaders and stakeholder groups in order to gather input on how to best engage underserved populations. The interviewees were asked two categories of questions: general engagement and CFA-specific discussion. The following highlights some key findings from these conversations:

- Language inclusive and accessible discussions allow for meaningful engagement.
- Equitable events offer childcare, transportation, and food incentives.
- A mixture of event types and the opportunity for continuous feedback allows for more successful information exchange.
- Visually appealing and easy-to-read project information ensures the intended message is portrayed to the widest possible audience.



## Round 2

During the second round of engagement, from January through May 2023, in-person public meetings were held in each city. The purpose of these meetings was to present and get public feedback on CFA candidate areas. RVCOG representatives provided an overview of how CFEC rules apply to each city, then described each of the CFA candidate areas. Following the presentation, community members participated in an open-house style discussion providing comments on each of the CFA candidate areas.

An online questionnaire was made available for those who could not attend the in-person meeting or preferred to participate through that tool. The questionnaire sought to receive feedback from the community regarding the proposed Climate-Friendly Areas.

## Round 3

The final round of community engagement consisted of some additional focus groups and continued feedback through the online questionnaire. The results of the questionnaires for each city provided insight into each of the communities' opportunities and challenges regarding the proposed CFA designations. Specifically, folks expressed concerns regarding the availability of infrastructure, the potential increase in density, and walkability while also expressing interest in the potential for revitalization, cohesiveness, and access to more services.

## V. Conclusion

As a result of the community feedback, the Cities will continue to vet and refine their current proposed Climate-Friendly Areas. Specifically, in Ashland, community members were largely in favor of the regulations, and appreciated the regulation's attempts to provide more affordable housing sited close to employment centers. They will continue to analyze as many candidate areas as possible and present their options to elected and appointed officials in the latter half of 2023, offering further opportunities for public engagement.

In Medford, while engagement efforts were supported by our team, the analysis and subsequent changes to potential CFA's were undertaken by the City of Medford. Lastly, in Talent, through work history and past interaction with citizens, city staff identified a need to preserve the downtown area and encouraged the technical analysis team to site the CFA in an area to encourage redevelopment in areas affected by the Alameda fire. When the proposed CFA was presented to the public, community members again grappled with the impact and concept of the rules themselves. There was some desire to site the CFA in a future urban reserve. Overall, the public seemed to largely agree with the candidate area.



**VI. Attachments**

- A. Ashland Interview Summary
- B. Medford Interview Summary
- C. Talent Interview Summary
- D. Ashland Questionnaire Data
- E. Medford Questionnaire Data
- F. Talent Questionnaire Data

## **Climate-Friendly and Equitable Communities – Ashland Community Leader Interview Summary**

### **Background and Purpose**

The Oregon Land Conservation and Development Commission adopted the Climate-Friendly and Equitable Communities (CFEC) rules on July 21, 2022. As part of these new rules, local governments are required to study, identify, and designate climate-friendly areas by December 31, 2024.

“Climate-friendly areas” are intended to be places where people can meet most of their daily needs without having to drive by having housing located near a mix of jobs, businesses, and services. This means that some cities and urban areas across Oregon will likely see that new buildings in these areas will be taller and incorporate a greater mix of uses with a focus on adding more housing units along transit routes over time. This will most likely occur in existing downtowns that have or can implement high-quality pedestrian, bicycle, and transit infrastructure. The first phase of the process is to study and determine potential locations of climate-friendly areas by the end of 2023. The second phase is to adopt development standards for these areas by the end of 2024.

3J Consulting has been employed by the Department of Land Conservation and Development (DLCD) to assist local cities in public outreach for this project. Due to the effects that potential, high-intensity redevelopment may have on gentrification and displacement in certain areas, the project includes a strong focus on ensuring the voices of underserved communities are centered in the engagement process. The first step is conducting interviews with key community leaders to better understand how their community would like to be engaged in this process. These interviews will inform the community engagement plan and activities we conduct with the community over the next two years. These activities will focus on identifying potential locations for these “climate-friendly areas” and discussing the burdens and benefits of each.

### **Additional Resources**

- [Climate-Friendly and Equitable Communities webpage](#)
- [Climate-Friendly Areas summary](#)
- [One-Page Summary of Climate-Friendly and Equitable Communities Rulemaking](#)

### **Key Themes**

The initial round of community engagement offered jurisdictional specific feedback to help inform the upcoming engagement efforts. The stakeholder interviews and focus groups were asked two categories of questions: general engagement and Climate Friendly Area specific discussion. The following highlights some key findings from these conversations:

- **Language inclusive, experience focused, and culturally aware discussions allow for meaningful engagement.**
- **Equitable events offer childcare, transportation, and monetary incentives.**
- **A mixture of event types and the opportunity for continuous feedback allows for more successful use of information.**
- **Visually appealing and easy-to-read project information ensures the intended message is portrayed to the widest possible audience.**

### **General engagement**

- **When there is an opportunity for your community to engage in a local project or process, what makes them feel like their participation was meaningful?**
  - Being clear on where the process is already, and what level of decision-making power is available, not giving folks a false sense of agency.
  - Follow-through on informing and updating those same folks.
  - People want to be heard, being talked to versus being heard.
  - Really starting with affected community.
  - Real solutions come out of projects that involve the folks that are going to be most impacted.
- **What can we do to have a larger number of community members participate in this process? Ideas or solutions could include food and childcare during activities, for example.**
  - Making sure events are held during hours where the majority of working people could attend with food, stipends, and childcare.
  - If in-person, be in an area where people are living or close enough.
  - Offering a couple different times during the day.
  - Having the ability to have the live event after working hours, but also some daytime options to have several smaller groups.
  - Getting ahead with concrete ways to how this will benefit the entire community.
  - Fred Meyer Gift Cards.
- **What challenges/problems have you and your community experienced engaging in projects?**
  - General overwhelming attitude, issues are piling up, getting people interested in the first place.
  - The people that are paying attention to opportunities are already involved.
  - People are busy, in-person and survey responses can be hard to get people to do.
  - Ashland has become exclusive through good intentions but has resulted in the lack of engagement of folks that need to be engaged.
  - NIMBY folks have presented obstacles to reaching affected community.
  - A larger effort on the part of the city to address NIMBYism and educate the community on housing needs.
- **What has worked well?**
  - Hybrid helps a lot with barriers related to in-person comfort.

- More you can collaborate with known folks/organizations in an area.
- Market in a way that grabs different demographics, make it obvious why they want to participate.
- Giveaways for surveys.
- Less talking and more listening.
- Briefing/trainings for folks to help in this process so that not all the information is coming from the City.
- **How do you go to your community to share information and receive their input? What methods/channels work best for informing people about community projects?**
  - Depends on where you are; like fire recovery with survivors with direct canvassing has been successful.
  - Social media and community providers, especially the groups around LTRD.
  - Having grassroots support that work with affected community.
  - Communicate directly with houseless folks, teaming with groups that work with them. Speak to Echo Fields, engaged with the community.
  - Judy's Midnight Diner.
- **Are there any specific types of activities that work well?**
  - Focus groups are a good idea.
  - Surveys first, and then public forum.
  - Survey fatigue from fires.
  - A mixture of event types to allow for folks to participate as they can.
- **Online or in-person?**
  - Hybrid is needed.
  - Depends on how much resources are available.
  - Online and in-person, doing both helps a lot.
- **(If applicable) – Translation or interpretation needed?**
  - Yes, mainly in Spanish.
  - Spanish in-person options.

### Climate Friendly Areas

- **From the information we have shared today, are there any questions that you have, or your community might have, about the climate-friendly area process?**
  - So often we've seen Environmental Justice and concerns around the climate positioned in a way that is opposite to economic justice, so the more the messaging can be around how this will increase access for people to get resources they need, the better.
  - The intention is good, but are we ensuring that unintended consequences aren't coming along with it?
  - Do changes in housing development create worse conditions for affordable options?
  - Process of where this product might go, being transparent about that.

- **How can we make sure we have information that is easy to understand and easy for your community to provide comments about?**
  - More specificity to communities and local people.
  - Community leaders' collaboration to help (Pam Marsh).
  - Engaging local municipalities and city leaders, community buy-in.
  - Framing the information as to why is this important, to the point statements.
  - Short, to the point ways of informing folks.
- **What elements of this process might your community be interested in engaging around? What are some key topics of concern for your community?**
  - How does this help my family find more affordable housing?
  - What resources will this process provide me?
  - How will it change what I know my community to be?
  - How this affects housing.
  - Framing using climate in Ashland makes sense.
  - Accessible housing for folks.
  - There is a moment to seize right now with the fire and the reduction of housing and the long history of housing needs.
- **Any red flags or major concerns that you see in this overall process? How do those concerns affect your sense of community, safety, and belonging to this place?**
  - North Ashland and Downtown get even more resources where there are areas that people are currently living more affordability, could have their connectivity improved.
  - Affordable housing versus fair housing.
  - Even with a well-intentioned project, new housing contributes to gentrification.

### **Next Steps**

- Any other ideas, suggestions, or recommendations as we plan for engagement on climate-friendly areas?
  - RAC would like to continue to be involved in this process and support community representation.
  - Make sure to incorporate unique characteristics of each community, what works in Ashland won't work in Medford.

## **Climate-Friendly and Equitable Communities – Medford Community Leader Interview Summary**

### **Background and Purpose**

The Oregon Land Conservation and Development Commission adopted the Climate-Friendly and Equitable Communities (CFEC) rules on July 21, 2022. As part of these new rules, local governments are required to study, identify, and designate climate-friendly areas by December 31, 2024.

“Climate-friendly areas” are intended to be places where people can meet most of their daily needs without having to drive by having housing located near a mix of jobs, businesses, and services. This means that some cities and urban areas across Oregon may see a higher intensity of development over time. This will most likely occur in existing downtowns that have or can implement high-quality pedestrian, bicycle, and transit infrastructure. The first phase of the process is to study and determine potential locations of climate-friendly areas by the end of 2023. The second phase is to adopt development standards for these areas by the end of 2024.

3J Consulting has been employed by the Department of Land Conservation and Development (DLCD) to assist local cities in public outreach for this project. Due to the effects that potential, high-intensity redevelopment may have on gentrification and displacement in certain areas, the project includes a strong focus on ensuring the voices of underserved communities are centered in the engagement process. The first step is conducting interviews with key community leaders to better understand how their community would like to be engaged in this process. These interviews will inform the community engagement plan and activities we conduct with the community over the next two years. These activities will focus on identifying potential locations for these “climate-friendly areas” and discussing the burdens and benefits of each.

### **Additional Resources**

- [Climate-Friendly and Equitable Communities webpage](#)
- [Climate-Friendly Areas summary](#)
- [One-Page Summary of Climate-Friendly and Equitable Communities Rulemaking](#)

### **Key Themes**

The initial round of community engagement offered jurisdictional specific feedback to help inform the upcoming engagement efforts. The stakeholder interviews and focus groups were asked two categories of questions: general engagement and Climate Friendly Area specific discussion. The following highlights some key findings from these conversations:

- **Language inclusive, experience focused, and culturally aware discussions allow for meaningful engagement.**
- **Equitable events offer childcare, transportation, and monetary incentives.**

- **A mixture of event types and the opportunity for continuous feedback allows for more successful use of information.**
- **Visually appealing and easy-to-read project information ensures the intended message is portrayed to the widest possible audience.**

### General engagement

- **When there is an opportunity for your community to engage in a local project or process, what makes them feel like their participation was meaningful?**
  - The opportunity to provide the feedback, being asked in the first place.
  - There needs to be a broader net cast to make sure that all populations are involved.
  - Underserved communities are not being served as much.
  - Including everyone in the conversation.
  - Have a chance to speak to things and be heard.
  - Meetings hosted entirely in Spanish and marketed towards the agricultural community.
- **What can we do to have a larger number of community members participate in this process? Ideas or solutions could include food and childcare during activities, for example.**
  - Food and childcare, but you also need additional incentives; if it is in person, the event needs to be accessible.
  - Trying to identify the organizations that work with communities that are harder to reach.
  - Include an opportunity to teach a skill or activity.
  - A meal and a safe childcare option, but not everyone will be comfortable with that so, family friendly.
- **What challenges/problems have you and your community experienced engaging in projects?**
  - Not just downtown locations, and transportation isn't good enough.
  - These issues can be very complex and hard to understand, which leads to people feeling overwhelmed.
  - There are places E/W that are impossible to get to without a car.
  - Access, you must take your show on the road. Getting permission to hang out at a school, workplace, a community fair of sorts.
  - Transportation in the valley is rough, if folks don't have cars, they aren't going to be able to come to you.
  - The only way to get to rural communities is to go to them.
- **What has worked well?**
  - Can be as simple as starting your event with "let me start with how this affects you."
  - Authentic interaction, leveraging service organizations.

- **How do you go to your community to share information and receive their input? What methods/channels work best for informing people about community projects?**
  - Social media is good, working with vulnerable populations are reachable this way.
  - Work with organizations that already have contacts that you can reach out to.
  - Social media and flyers as a combination helps reach more, but social media can be a scrolling void.
  - A social media specific account or event, especially in Spanish.
  - Medford lost its newspaper, there is TV news.
- **Are there any specific types of activities that work well?**
  - They are all important parts of the process, it's more about people being able to participate at all levels.
  - Family focused events; specially to reach the Latinx community.
  - Survey is tangible in terms of people doing it and being done.
  - Focus groups can be a way to leverage more tailored activities. Doing them in both English and Spanish.
- **Online or in-person?**
  - A mixture.
- **(If applicable) – Translation or interpretation needed?**
  - The Latino community in Medford is the most prominent, Spanish is very helpful.

### Climate Friendly Areas

- **From the information we have shared today, are there any questions that you have, or your community might have, about the climate-friendly area process?**
  - How this works in Medford? There are a lot of development hurdles here, will this process just be bogged down and forgotten?
  - Have areas been identified?
  - What even is this?
  - What are the possible consequences?
  - What is the actual timeline?
- **How can we make sure we have information that is easy to understand and easy for your community to provide comments about?**
  - The information needs to be at a level that people can understand, and highlighting how it affects people.
  - Well-done bilingual translation.
  - Climate-friendly wording may not bring people in. Finding a way to remain authentic.
- **What elements of this process might your community be interested in engaging around? What are some key topics of concern for your community?**
  - The actual locations of these areas and how that will change things.
  - School access: how this affects my ability to get my kids to school?



- How does this increase my ability to recreate?
- A focus that accomplishes more outside of the process space to create opportunity and vision.
- **Any red flags or major concerns that you see in this overall process? How do those concerns affect your sense of community, safety, and belonging to this place?**
  - Think about how this will impact the homeless community.
  - Making sure people are reached out to, even if it's difficult.

#### **Next Steps**

- **Any other ideas, suggestions, or recommendations as we plan for engagement on climate-friendly areas?**
  - Ed wants to continue working with us, and La Clinica would be happy to push out information about this project.
  - Vicky will send along her contact that works with the agricultural community.

## **Climate-Friendly and Equitable Communities – Talent Community Leader Interview Summary**

### **Background and Purpose**

The Oregon Land Conservation and Development Commission adopted the Climate-Friendly and Equitable Communities (CFEC) rules on July 21, 2022. As part of these new rules, local governments are required to study, identify, and designate climate-friendly areas by December 31, 2024.

“Climate-friendly areas” are intended to be places where people can meet most of their daily needs without having to drive by having housing located near a mix of jobs, businesses, and services. This means that some cities and urban areas across Oregon may see a higher intensity of development over time. This will most likely occur in existing downtowns that have or can implement high-quality pedestrian, bicycle, and transit infrastructure. The first phase of the process is to study and determine potential locations of climate-friendly areas by the end of 2023. The second phase is to adopt development standards for these areas by the end of 2024.

3J Consulting has been employed by the Department of Land Conservation and Development (DLCD) to assist local cities in public outreach for this project. Due to the effects that potential, high-intensity redevelopment may have on gentrification and displacement in certain areas, the project includes a strong focus on ensuring the voices of underserved communities are centered in the engagement process. The first step is conducting interviews with key community leaders to better understand how their community would like to be engaged in this process. These interviews will inform the community engagement plan and activities we conduct with the community over the next two years. These activities will focus on identifying potential locations for these “climate-friendly areas” and discussing the burdens and benefits of each.

### **Additional Resources**

- [Climate-Friendly and Equitable Communities webpage](#)
- [Climate-Friendly Areas summary](#)
- [One-Page Summary of Climate-Friendly and Equitable Communities Rulemaking](#)

### **Key Themes**

The initial round of community engagement offered jurisdictional specific feedback to help inform the upcoming engagement efforts. The stakeholder interviews and focus groups were asked two categories of questions: general engagement and Climate Friendly Area specific discussion. The following highlights some key findings from these conversations:

- **Language inclusive, experience focused, and culturally aware discussions allow for meaningful engagement.**
- **Equitable events offer childcare, transportation, and monetary incentives.**

- **A mixture of event types and the opportunity for continuous feedback allows for more successful use of information.**
- **Visually appealing and easy-to-read project information ensures the intended message is portrayed to the widest possible audience.**

### General engagement

- **When there is an opportunity for your community to engage in a local project or process, what makes them feel like their participation was meaningful?**
  - A little follow-through in the end.
- **What can we do to have a larger number of community members participate in this process? Ideas or solutions could include food and childcare during activities, for example.**
  - Connecting with the organizations that provide things like food or hosting a food bank at the event.
  - Food is a great way to pull the community together.
- **What challenges/problems have you and your community experienced engaging in projects?**
  - Trauma from the Alameda fire, so finding ways to not burden people.
- **How do you go to your community to share information and receive their input? What methods/channels work best for informing people about community projects?**
  - Email that can be printed off and give copies to residents.
- **Are there any specific types of activities that work well?**
  - Activities for kids, family friendly events.
- **Online or in-person?**
  - Love the opportunity to go in-person, but Zoom is an important option as well.
- **(If applicable) – Translation or interpretation needed?**
  - Spanish to English and vice versa.

### Climate Friendly Areas

- **From the information we have shared today, are there any questions that you have, or your community might have, about the climate-friendly area process?**
  - How does this affect Talent?
  - Will this help bring an affordable grocery store.
- **How can we make sure we have information that is easy to understand and easy for your community to provide comments about?**
  - No issues I can think of.
- **What elements of this process might your community be interested in engaging around? What are some key topics of concern for your community?**
  - Where are these areas going to go?
  - How will this impact the burnt places? Will this help expedite removing burnt buildings?

- **Any red flags or major concerns that you see in this overall process? How do those concerns affect your sense of community, safety, and belonging to this place?**
  - People not having the opportunity to give feedback.

### **Next Steps**

- **Any other ideas, suggestions, or recommendations as we plan for engagement on climate-friendly areas?**
  - Any type of food or social event, or vouchers for groceries.

On a scale from 'Do Not Support' to 'Strongly Support' how do you feel about the priority option?	What are the challenges and opportunities you see for the priority option?	On a scale from 'Do Not Support' to 'Strongly Support' how do you feel about the secondary option?	What are the challenges and opportunities you see for the secondary option?	Did we miss any areas you think should be considered?	If you would like to be added to the City of Ashland's email list for updates on this project, please add your name and email below.	
Open-Ended Response	Open-Ended Response	Open-Ended Response	Open-Ended Response	Open-Ended Response	Name	Email Address
10	Medford filed lawsuit against CFA. They are apparently coming up with their own plan but nobody knows what that is. Planning is the future and nobody what will happen	10		No mention of reducing methane gas. I saw where Eugene has passed a law to reducing methane hookup for new houses.	Bruce Bauer	bbauer1942@yahoo.com
0	One of the four greenhouse gasses is H2O ad a high density "development" would enhance a urban heat island. This thermal pollution would disrupt the daily weather patterns affecting downwind community and magnetic field disruptions annually.	3		Consider passing legislation barring unrestrained planning and development instead a scientific approach with tech advancements and control. share great democratic values preserve heat and emissions. I think something could be done here to make it more of a neighborhood. I.e. small stores, coffee shop - put business in areas where folks can meet and communicate. Maybe a house could be turned into a shop. Could a house be turned into a meeting place.	Joseph Kauth	josephkauth@outlook.com
10	Getting effective ordinances in place.	7	Getting buy-ins from existing owners. Getting commitment from developers.			
10	Croman area has potential for a variety of living spaces. Hopefully greenspace included. Solar rooftops, providing charging for EV's.		How to reduce the visual impact of cars (e.g. in driveways, on streets. I really like allec access to garages leaving front of homes for walking, biking, etc. creates a buffer between structures.	when discussing "climate-friendly" it makes sense to maintain southern exposure whenever possible - also, beneficial in planting pollinating beds (flowery native plants)	Nick and Sooney Viani	nickviani@gmail.com
10	Railroad yes. No not growing unless it gets retail with housing. bank has always been and remains a big obstacle.	7	These already exist. The two primary areas already have city master plans.	Include all areas on the existing RVTD bus route and the yet to be developed/redeveloped East Main St. Ashland St has large parking areas that should see # of spaces reduced or consolidated.		katharinejackten@me.com
10	Railroad property should be given top priority whereas the Croman Mill property is suburban sprawl with limited services. Such services will be extremely burdensome on City budgets whereas services to the Railroad property abut the property from four sides. The Railroad property is within a 5 minute walk to all essential services, primary parks and schools whereas the Croman property requires significantly more miles to travel to the City's center putting a burden on City roads and constrained parking. I would consider Railroad property #1 priority, the Transit Triangle area #2, Downtown #3 and the Croman property #4.	10	Both are logical, but again, I feel both should be considered primary before the Croman Mill property.	No. Thank you	Mark Knox	knox@mind.net

7	North CFA is already developed=traffic and high density living? affordability? South CFA looks like a nice opportunity to start from scratch.	5	Would both of these areas get better traffic flow? How is the south area going to feel green when it is a commercial corridor? 3-4 story buildings? How will these planned developments effect our water shortages in the summer?	Will more housing units/offices mean a strain our water supply?		
0	Both selected priority one areas encompass large area parcels owned by single organizations that have had decades to participate in any sort of redevelopment or revitalization or basic DEQ compliance. This will assure the climate friendly initiatives are not undertaken. The solar ordinance prevents the N side of Hersey that is more vacant from development to the current standards let alone taller more dense buildings, people and parking. The Croman site requires huge amounts of infrastructure to ever develop. The Railroad is a disinterested party and has been all talk for years.	10	These areas actually have potential to redevelop and have property owners that are more interested than Croman or CORP.	The area of Hersey to RR is not a bad area, if included in the Ashland Street Option 2 area. Downtown should just have the height limit modified and it largely meets the CFA objectives. Croman Master plan can be massaged to meet CFA. Area of Washington/Jefferson and areas North Ashland in UGB outside city should be future areas. It might encourage annexation which provides a huge financial incentive to the city with the additional tax lots. The area across I5 zoned commercial should be included. Federal regulations limit heights but area is large and accessible to transit.		
0	you are wasting money again.		Quit wasting time and money on this nonsense	Things will work out naturally. This "climate" stuff is nonsense.		
10	I would love to see a Southside plaza and sensitivity to establish tended paths where people actually walk. We need more established right of ways that cross the tracks.	5	I live and walk in this area already. Make it more livable and walker friendly? I am all for that. Again, more right-of-ways with tended paths to cross the tracks would be great. Walking over the overpass is like walking on the freeway. Unfriendly. Slower traffic would be good or a tended path under the overpass.		Ruth Coulthard	ruthcoulthard@hotmail.com
8	Transit connection from C1 to the rest of town. It is located in an area that still encourages/requires driving to other parts of Ashland.	10	I formerly lived in the south area and it is already walkable/bikeable from residences to essential businesses like food stores and restaurants.		John Baxter	frictionshift@gmail.com
10	CM is extremely close to I5	7	Already a mix of housing and business			
8	All income Housing opportunities, grocery and other services, in a walkable neighborhood is the biggest challenge.	8	Organizing public transit with shorter routes that intersect each other would make journeys from home to grocery, dining, healthcare, work simple and timely.		John-Scott Forester	j-s.forester@sbcglobal.net

0 The Croman Mill (CM) site is the only remaining large industrial track in the city. If the CM site is designated as a CFA, the city will foreclose the potential to site a large employer within the city absent designating other lands, outside the current UGB, as industrial. Such a choice would likely mean designating the Billings Ranch as industrial. That would be an unfortunate outcome. The city should identify, as a part of the CFA designation process, where the replacement industrial land will be located. Goal 9, Economy, shouldn't be ignored. The Transit Triangle should be a primary CFA but expanded to include lands owned and controlled by SOU. SOU, as a public agency, has the potential to leverage its ownership as a part of a private/public partnership to 1) add substantial workforce housing 2) stimulate new development in an area that already has significant employment and 3) create a vital University District at the intersection of the two most important streets in Ashland.

0  
5 Downtown is already pretty pedestrian and biking friendly. I think the secondary areas should be prioritized. We also need small independent businesses in order to make the areas appealing to people

5 the City has other pressing issues, the college is financial dissaray, OSF on the verge of collapse, reduced inflow of tourism, downtown businesses collapse, limits and safety concerns for our electric grid, 50 ft buildings sound terrible, changes the fabric of our beautiful town. Need analysis of the unintended consequences

7 Living near one of these areas, I see many unhousted people. Will creating these designated areas cause them to become even more of a magnet for this population? I know this is a separate issue, but it is related.

0 See previous page regarding the Transit Triangle. The Downtown CFA is too small and should be expanded to include all land along Pioneer between Lithia and A Street and extend along A Street to 5th. There is ample opportunity to redevelop lands in this area to add needed residential density to the city's most vital commercial district. The temptation of exploit the "green fields" of Croman Mill site shouldn't undermine future investment and redevelopment in the Downtown.

9 Existing infrastructure

0 more negative on the secondary choices

8 They are not as accessible as the other choices, but may help to develop those areas as a result of this development.

Sorry, to be so contrary. But your initial proposal reflects "the path of least resistance." Instead, the CFA process should be focused on strengthening existing developed areas to make them more vital. You should switch the "priority CFA's" with the "secondary CFA's, and the area bound by Hersey and the railroad tracks should be dropped. It is too isolated from the rest of the city to function in the manner intended for a CFA. A traditional gridded street network is essential to promote walking and biking. The railroad tracks preclude that.

I'm on the list

gshaff@gmail.com

6	Croman mill site challenges are traffic onto smaller neighborhood street & being further away from downtown Ashland. I think the Hersey area makes more sense as you can walk to downtown. I reject completely allowing buildings taller than 2 story.	6	Downtown ashland option seems to me obvious but do we have space to add in more housing without building taller buildings? And Ashland Street corridor has potential to be climate friendly area and already has businesses to support a cohesive plan.	No. In order of what makes sense to me would be 1) Hersey corridor 2) Ashland Street corridor 3) downtown Ashland 4) croman Mill Site. Croman Mill feels the most disjointed from the rest of the community & I feel would cause more traffic issues as people roam from that location into the rest of the established parts of town.	Angela	lajollans@gmail.com
0	Turning the current R-1 neighborhoods into R-2 neighborhoods targets (relatively) moderate income housing, making those neighborhood a target for wealthy investors and landlords rather than neighborhoods in which people can afford to own their own homes. The wealthiest neighborhoods in Ashland would still remain R-1.	0				
10	The railroad district site seems well placed to capitalize on ties to existing downtown facilities and the bike path. Makes sense 100%. I feel like the Cronan site might be far removed from the city core and will need more facilities on-site to be attractive.	5	I am not familiar with what opportunities there are for growth or redevelopment in this area.		Len Wyatt	lenwyatt@hotmail.com
8		2				
10	I can't see larger grocery markets with competitive pricing wanting to build there. Not enough people to support it.	10	Same as the first	No	Barbara McHugh	barbarajeane.mchugh@gmail.com
10		10			Catherine Greenspan	catherinemgreenspan@gmail.com
5	Crosman Mill is far from stuff. A lot has to be built from scratch. More housing there would be good.	10	Need to maximize high efficiency and higher density housing in this main corridor. Then, improve bike lanes.	Maybe area on E main by AHS and Mountain Ave		
6	I strongly support the general concept, but it's not spelled out here what kind of development us to take place in each area.					



8	<p>The railroad area one has less optimal access to public transport and the closest grocery is expensive and has a limited selection of shelf-stable products. Croman, being undeveloped basically, offers more flexibility for innovative development and laudable closeness to grocery and pharmacy services, among others. For example, Crowman might be a perfect site to consider whether a city supported geothermal power base could precede actual building. Perhaps there are other sites where it would make sense to put in the geothermal infrastructure before any other construction occurs.</p>	6	<p>The problem with the one centered on Main St downtown is the fact that most of that area is already built up, with or without the housing features that are desired, and the newer housing is not exactly affordable. It is also not so near grocery options. The advantage of the one centered on Ashland Street is the broader availability of land without existing buildings and the existing presence of public transport that can get one to the shopping one needs.</p>	Becky Snow	snowak71@gmail.com
5	<p>With the number of jobs that increases the need for housing and there is very little space for homes. Affordability continues to be a huge challenge. In order to serve Ashland residents, we need housing that is affordable for local worker/residents. This plan will not necessarily help.</p>	5	<p>Same as prior.</p>		
3	<p>Congestion and traffic on Hersey. Speeding cars are prevalent on Hersey and more housing combined with speed issues seem to be a bad mix.</p>	4	<p>Congestion and traffic on Hersey.</p>		
8	<p>Need a mix of price points. Tremendous opportunity to keep Ashland revitalized For the next generation in a resilient and intelligent concept</p>	7	<p>What is the thought about the areas off of Water St South of the tracks?</p>	Claudia	gd97520@yahoo.com
10	<p>effective walking and bicycling paths are needed to connect between the different Ashland areas</p>	10			
8		8			

5

Encouraging less driving is great, as well as making it possible. However, people like choice, so if they want to, they will drive none the less, so not sure this is an integral solution. However, if the walks are attractive, well kept and safe, with just as attractive and safe bike paths along side, they may attract young and energetic positive people, and be meet the preference of many. The physically challenged will likely call an Uber(etc) to get to the market anyway. The plan would be especially effective in the Salem and Portland areas where getting to work requires much driving for most. Finding a solution to get the roving bands of drug addicts and mentally ill off the streets would be smart, prior to expecting people to be comfortable walking to destinations. I'm neutral here, as I do not see that the proposal offers conclusive solutions to the above issues. That is, it would be good to solve the climate problem, but maybe we need to keep the analysis going until a plan can be stated that makes sense.

On a scale from 'Do Not Support' to 'Strongly Support' how do you feel about this candidate area? (Primary)	What are the challenges and opportunities you see for this candidate area? (Primary)	On a scale from 'Do Not Support' to 'Strongly Support' how do you feel about this candidate area? (E. Barnett)	What are the challenges and opportunities you see for this candidate area? (E. Barnett)	On a scale from 'Do Not Support' to 'Strongly Support' how do you feel about this candidate area? (West Main)	What are the challenges and opportunities you see for this candidate area? (West Main)	Did we miss any areas you think should be considered?	If you would like to be added to the City of Medford's email list for updates on this project, please add your name and email below.
5	Limited availability of RVTD services in more outlying neighborhoods. For example, I live 1 block off E Main and no bus runs up to North Phoenix Rd or down to downtown w/out walking 10 blocks or more. Provides for easy access to public transportation and close to essential services. Helps redevelop underdeveloped and somewhat blighted areas.		Again, no good bus routes to these 5 areas from outlying neighborhoods.	5			Kristine A. Groskopp groskoppk@centurylink.net
10		1	The soil type can pose development challenges. Removed from the present area of density around downtown and where the busses are utilized. This area could create a 'separate' downtown effect. The most advantageous reason for this area is that this region is an underdeveloped area where meeting the goals would not displace the lower-income population area of Liberty Park and preserves historic 10 structures.	10	Close to central services and public transportation.  Other than the distance from the freeway and downtown, this area is great. There are already numerous residential dwellings and commercial businesses. It's flat and walkable. There are fewer residential units impacted and the area and less displacement. I own a large piece of property on this ground, and run a business on that ground. How does this effect my business?	no. Thank you	Mark Knox knox@mind.net
9	The area has some of the most historic homes and businesses. The CFAs threaten those areas to demolish and clear sites to make way for the larger area footprint necessary to support the vertical construction.						Amy Gunter amygunter.planning@gmail.com
0							Brian Stuart brian@roquepacific.com
0	Parking issues - Transportations logistics for commuting citizens, impacts to existing property owners. Has retail shopping and city and county government, as well as restaurants and parks. Traffic flow of Central and Riverside provides natural barriers to contain area. While some of the area is already developed other parts need to be restored and developed. Could be a great asset to downtown Medford.		Where do all the residents park? If there are commercial properties where do customers park? Logistics on 5 enough access to support a business.		How do you create a climate friendly zone in a major transportation thorough fare? West Main (old 238) and Ross Lane that was just improved. Where do all the residents of these huge apartment complexes park. I know the idea is less vehicles but assuming no vehicles is not realistic. 85 ft building height and minimal parking, hoping people use Public Transportation and bicycles?  Variety of structures and enterprises already existing could be a good starting point for development of a CFA. Traffic patterns are heavy use for West Main and rerouting heavy traffic probably 5 necessary.		Lois Hoeffler lhoeffler@yahoo.com
10			Too far removed from center of Medford to be a nexus of climate-free 0 activity.				
0			It appears this area includes land in at least partial agricultural production. What is the justification for converting 0 it to some other use?	5		Before imposing any of these changes it is essential that you have the support of the majority of the property owners who will be affected by zoning changes. The city has a reputation of forcing changes on owners without adequate support.	

Has existing development and huge gaps in development, so there are opportunities to make this area denser and easier for residents to access and use via active transportation if there were more housing and development. Its location close to downtown and a freeway exit/entrance also make it really attractive as an accessible area, as does its proximity to Phoenix.

It is not as adjacent to shopping centers and its distance from downtown and the freeway make it less attractive as an area that could support residents who seek to solely use active transportation. It is an advantage that it is near to Asante, and might take some pressure off Barnett, which sees far too much traffic to feel safe or accessible for active transportation users.

Developing this area would help to provide more equitable resources to parts of our community that are under-served and most vulnerable to the impacts of climate change.

No

Kyna Moser

kynamaureen@gmail.com

On a scale from 'Do Not Support' to 'Strongly Support' how do you feel about the conceptual area?	What are the challenges and opportunities you see for this conceptual area?	Did we miss any areas you think should be considered?	If you would like to be added to the City of Talent's email list for updates on this project, please add your name and email below.	
Open-Ended Response	Open-Ended Response	Open-Ended Response	Name	Email Address
7 0	<p>Opportunities; car share, Fourth new main road needed to relieve Suncrest traffic, green building, solar, electric trolley to and from Ashland, walking bridge over 99. Challenges; suncrest is narrow and cant take more traffic. Please keep whackers Hollow as a potential park.</p>	Not sure.	Erin Douglas	erind@banyanbotanicals.com

# Climate Friendly Areas Public Meeting Comment Form



## What are Climate Friendly & Equitable Communities?

Climate Friendly and Equitable Communities (CFEC) Rules were adopted in July 2022. As part of these new rules, local governments are required to study, identify, and designate climate friendly areas to help provide local residents with more housing and transportation choices while also meeting Oregon's Climate Pollution Reduction Targets for 2050. These rules require some cities to update their transportation and land use plans and development codes to accommodate walkable, mixed-use development.



## What do Climate Friendly Areas look like?

A Climate Friendly Area (CFA) is intended to be a place where residents, workers, and visitors can meet most of their daily needs without having to drive. These places may be urban mixed-use areas such as downtowns and main streets.

CFAs include a greater variety of housing, jobs, business, and services.



CFAs are served, or planned for service, by high quality pedestrian, bicycle and transit infrastructure.



CFAs will provide greater transportation options and a complete network of EV charging stations for Oregon's electric vehicle future.



1. On the matrix below, please mark your level of support for each candidate area.

	Do Not Support	Somewhat Support	Support	Strongly Support
<b>CFA Candidate A:</b>				
<b>CFA Candidate A1:</b>				
<b>CFA Candidate A2:</b>				
<b>CFA Candidate A3:</b>				
<b>CFA Candidate B:</b>				
<b>CFA Candidate C:</b>				



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1. On the matrix below, please mark your level of support for each candidate area.

	Do Not Support	Somewhat Support	Support	Strongly Support
<b>CFA Candidate A:</b>		X		
<b>CFA Candidate A1:</b>	X			
<b>CFA Candidate A2:</b>				
<b>CFA Candidate A3:</b>		X		
<b>CFA Candidate B:</b>				X
<b>CFA Candidate C:</b>	X			





Enter your name and email address below to be added to the project email list.

Name: Deidre Krupp

Email Address: vrysha@gmail.com

**Thank You!**

Thank you for completing this comment form for the Southern Rogue Valley Climate Friendly Areas Public Meeting. For more information about the Climate Friendly and Equitable Communities project or to take the online questionnaire, visit the project website at:

<https://www.medfordoregon.gov/Government/Departments/Planning/PlanningProjects>

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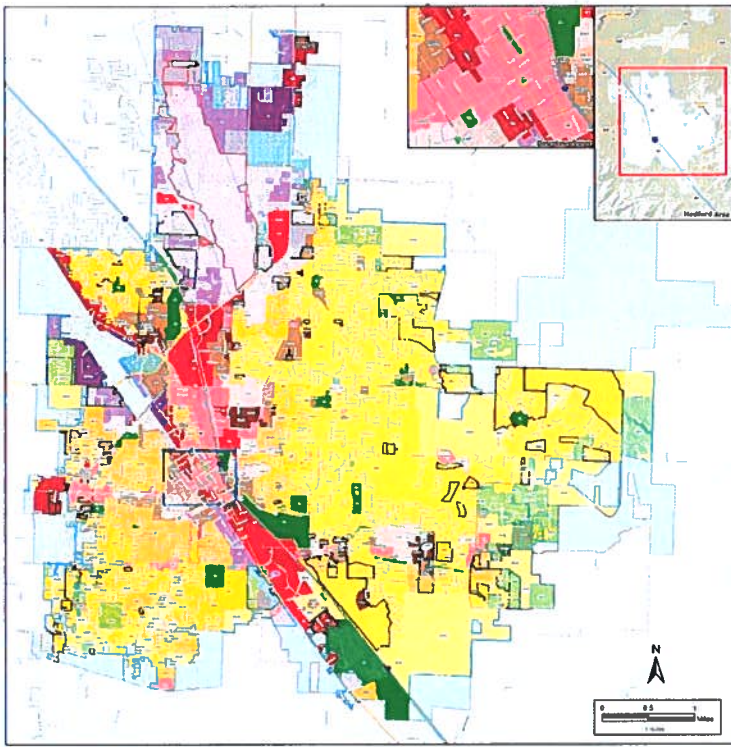
1. On the matrix below, please mark your level of support for each candidate area.

	Do Not Support	Somewhat Support	Support	Strongly Support
<b>CFA Candidate A:</b>				✓
<b>CFA Candidate A1:</b>			✓	
<b>CFA Candidate A2:</b>			✓	
<b>CFA Candidate A3:</b>		✓		
<b>CFA Candidate B:</b>			✓	
<b>CFA Candidate C:</b>	✓			

2. Please explain. What are the challenges and opportunities you see for these candidate areas?

IT'S GOING TO BE A CHALLENGE TO  
HAVE PEOPLE GIVE UP THEIR VEHICLES, ITS  
SORT OF A FORM OF FREEDOM.

3. Did we miss any areas you think should be considered? (Please describe why and circle the candidate area on the map)



I THINK THE AREA  
ALONG E BARNETT  
WOULD BE WORTH A  
LOOK. A LOT OF  
JOBS ALONG THIS  
ROUTE IN THE  
MEDICAL PROFESSION.

Enter your name and email address below to be added to the project email list.

Name: GARY SUMRAK

Email Address: SUMGTD@CHARTER.NET

**Thank You!**

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<https://www.medfordoregon.gov/Government/Departments/Planning/PlanningProjects>

# Climate Friendly Areas Public Meeting Comment Form



## What are Climate Friendly & Equitable Communities?

Climate Friendly and Equitable Communities (CFEC) Rules were adopted in July 2022. As part of these new rules, local governments are required to study, identify, and designate climate friendly areas to help provide local residents with more housing and transportation choices while also meeting Oregon's Climate Pollution Reduction Targets for 2050. These rules require some cities to update their transportation and land use plans and development codes to accommodate walkable, mixed-use development.



## What do Climate Friendly Areas look like?

A Climate Friendly Area (CFA) is intended to be a place where residents, workers, and visitors can meet most of their daily needs without having to drive. These places may be urban mixed-use areas such as downtowns and main streets.

CFAs include a greater variety of housing, jobs, business, and services.



CFAs are served, or planned for service, by high quality pedestrian, bicycle and transit infrastructure.



CFAs will provide greater transportation options and a complete network of EV charging stations for Oregon's electric vehicle future.



1. On the matrix below, please mark your level of support for each candidate area.

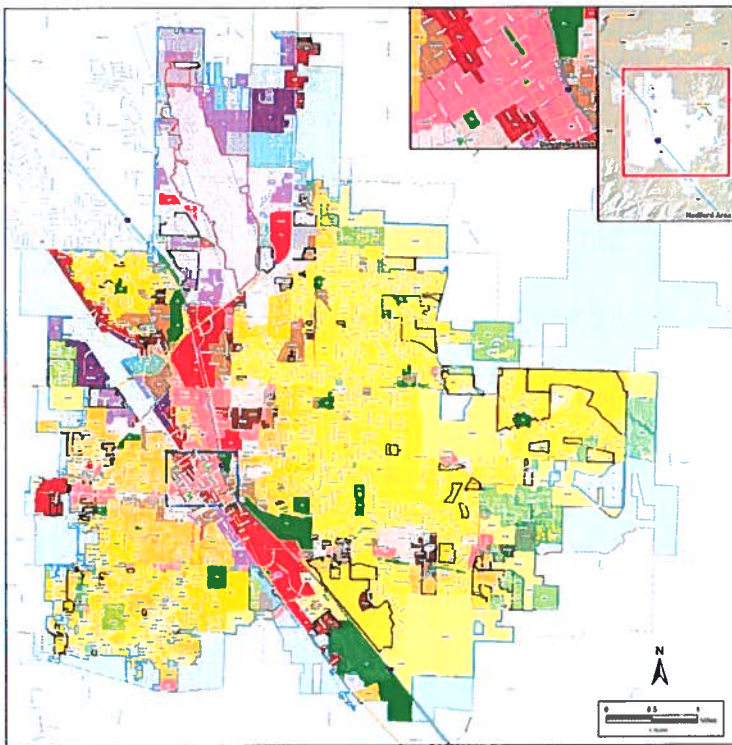
	Do Not Support	Somewhat Support	Support	Strongly Support
CFA Candidate A:			✓	
CFA Candidate A1:			✓	
CFA Candidate A2:				✓
CFA Candidate A3:				✓
CFA Candidate B:		✓		
CFA Candidate C:		✓		

2. Please explain. What are the challenges and opportunities you see for these candidate areas?

I think its meaningful that Area A3 (and South) could bridge between the hospital & employers downtown. Curious how A2's development would impact all of the Mental Health Services currently there.

3. Did we miss any areas you think should be considered? (Please describe why and circle the candidate area on the map)

(Closer to the hospital on Riverside)



Enter your name and email address below to be added to the project email list.

Name: Peter Edwards

Email Address: i192837466@gmail.com

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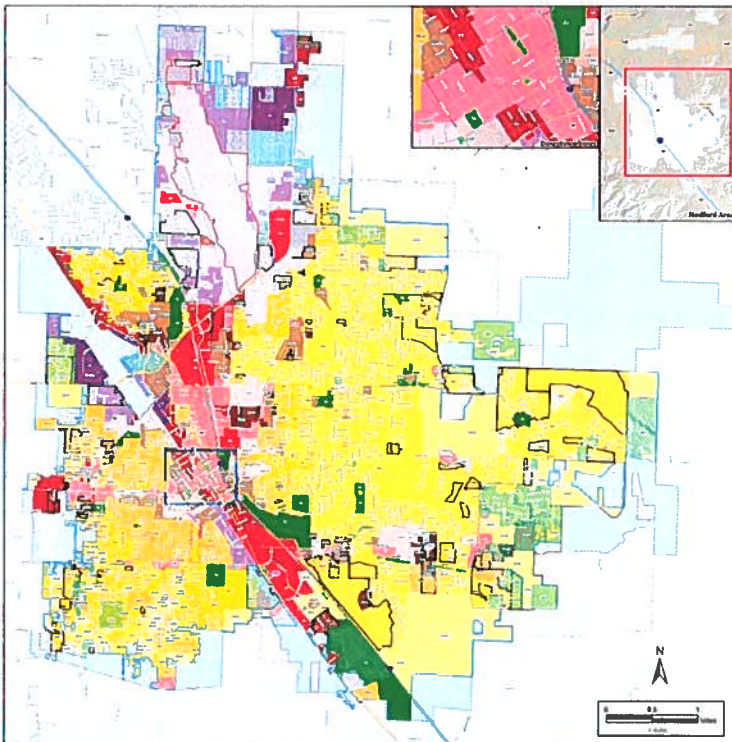
1. On the matrix below, please mark your level of support for each candidate area.

	Do Not Support	Somewhat Support	Support	Strongly Support
<b>CFA Candidate A:</b>			✓	
<b>CFA Candidate A1:</b>			✓	
<b>CFA Candidate A2:</b>			✓	
<b>CFA Candidate A3:</b>			✓	
<b>CFA Candidate B:</b>			✓	
<b>CFA Candidate C:</b>	✓			

2. Please explain. What are the challenges and opportunities you see for these candidate areas?

MEDFORD FILED LAWSUIT AGAINST CFA. APPARENTLY MEDFORD DOES NOT HAVE A PLAN YET. WHAT IS THE MEDFORD PLAN? ALSO, THE ENTIRE CFA PLAN DOES NOT MENTION REDUCING METHANE GAS USAGE. I HEARD EUGENE IS REDUCING THE HOUSE HOOKUP FOR METHANE. WHY ISN'T THIS PLAN REDUCING METHANE. PLANNING IS THE FUTURE AND NOBODY KNOW WHAT THE FUTURE LOOKS LIKE.

3. Did we miss any areas you think should be considered? (Please describe why and circle the candidate area on the map)



CANDIDATE C DOES NOT PRESENTLY HAVE ANY BUSES? ALSO, THE FARMS SHOULD BE CONSIDERED AS WELL. PLANNING SHOULD BE CONSIDER ALL POSSIBILITIES OF DISASTERS. FLOODING, FIRES, EARTHQUAKE. I MADE A COMPLAINT TO THE MEDFORD POLICE ABOUT SPEEDERS ON BARNETT. I ASKED FOR A SPEED CAMERA, BUT THEY CAN NOT DO IT BECAUSE NO ROOM. THE POLICE TOLD ME "POOR PLANNING!"

Enter your name and email address below to be added to the project email list.

Name: BAUER1942@YAHOO.COM

Email Address: BRUCE BAUER

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IF YOU ARE SERIOUS ABOUT REDUCING GREENHOUSE GASES YOU NEED TO REDUCE METHANE GAS USAGE AND WE RAIL TRAVEL NORTH & SOUTH. THAT WOULD REDUCE HUGE AMOUNTS OF GASES IN OUR AIR.

# Climate Friendly Areas Public Meeting Comment Form



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1. On the matrix below, please mark your level of support for each candidate area.

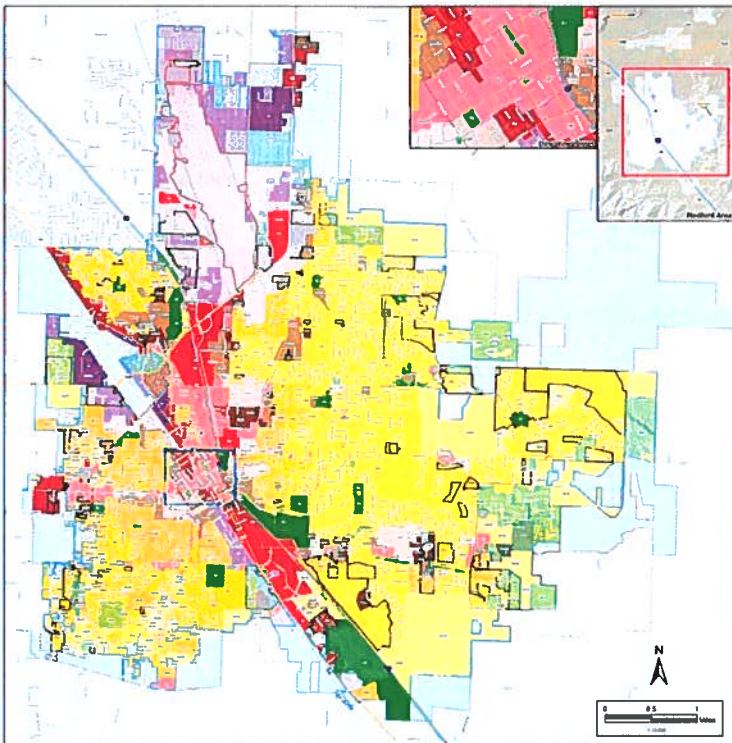
	Do Not Support	Somewhat Support	Support	Strongly Support
<b>CFA Candidate A:</b>			/	
<b>CFA Candidate A1:</b>			/	
<b>CFA Candidate A2:</b>			/	
<b>CFA Candidate A3:</b>			/	
<b>CFA Candidate B:</b>				✓
<b>CFA Candidate C:</b>				✓

*Probably easiest to work with area less developed currently*

2. Please explain. What are the challenges and opportunities you see for these candidate areas?

*challenge will be turning parking lots into dwelling units.*

3. Did we miss any areas you think should be considered? (Please describe why and circle the candidate area on the map)



*The Centennial Golf course*

Enter your name and email address below to be added to the project email list.

Name: Alan Journet

Email Address: alanjournet@gmail.com

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Poor introduction. When we were sent to forage at the boards, we had received no instructions on what we were doing there i.e. offering comments on the CFA options.

Southern Rogue Climate Friendly Areas Public Meeting

April 13<sup>th</sup>, 2023

1. What is your level of support for each candidate area?
  - a. CFA Candidate A:
    - i. Somewhat Support
    - ii. Strongly Support
    - iii. Support
    - iv. Support
    - v. Support
  - b. CFA Candidate A1:
    - i. Do Not Support
    - ii. Support
    - iii. Support
    - iv. Support
    - v. Support
  - c. CFA Candidate A2:
    - i. Support
    - ii. Strongly Support
    - iii. Support
    - iv. Support
  - d. CFA Candidate A3:
    - i. Somewhat Support
    - ii. Somewhat Support
    - iii. Strongly Support
    - iv. Support
    - v. Support
  - e. CFA Candidate B:
    - i. Strongly Support
    - ii. Support
    - iii. Somewhat Support
    - iv. Support
    - v. Strongly Support
  - f. CFA Candidate C:
    - i. Do Not Support
    - ii. Do Not Support
    - iii. Somewhat Support
    - iv. Do Not Support
    - v. Strongly Support
2. What are the challenges and opportunities you see for these candidate areas?
  - a. *For all areas I hope that developers are willing and able to build multi-family housing units and attractive business to serve residents and visitors. Please find incentives for builders and let's build CFAs throughout the city. I would love to live in a car-independent area.*

- b. *C does not have good connectivity to the rest of town, A, A1, A2 have many established buildings – what will be torn down for new development? What jobs will realistically move in? What can utility connections support, especially in more historical areas? Plus removing parking downtown at this time will affect outside residents who come downtown for activities. The Ross/W. Main area is fantastically active right now, has direct lines to existing high schools, access to multiple grocery stores, and a direct connection to downtown. I drive by every day and think this is the perfect time for the city to set a new standard there – we should do so! Plus O don't forget Rogue X is right out there too!*
  - c. *It's going to be a challenge to have people give up their vehicles. It's sort of a form of freedom.*
  - d. *I think it's meaningful that area A3 and south could bridge between the hospital and employers downtown. Curious how A2's development would impact all the mental health services currently there.*
  - e. *Medford filed a lawsuit against CFA. Apparently, Medford does not have a plan yet. What is the Medford plan? Also, the entire CFA plan does not mention reducing methane gas usage. I heard Eugene is reducing the house hookup for methane. Why isn't this plan reducing methane. Planning is the future, and nobody knows what the future looks like.*
  - f. *The challenge will be turning parking lots into dwelling units.*
3. Did we miss any areas?
- a. *I think the area along E Barnett would be worth a look. A lot of jobs along this route in the medical profession.*
  - b. *Closer to the hospital on Riverside.*
  - c. *Candidate C does not presently have any buses? Also, the farmers should be considered as well. Planning should be considering all possibilities of disasters, flooding, fire, earthquake. I made a complaint to the Medford police about speeds on Barnett. I asked for a speed camera, but they cannot do it because there is no room. The police told me "poor planning."*
  - d. *The Centennial Golf Course*
4. Name and Email address
- a. Deidre Krupp – [vrysha@gmail.com](mailto:vrysha@gmail.com)
  - b. Gary Sumrak – [Sumgi@charter.net](mailto:Sumgi@charter.net)
  - c. Peter Edwards – [il92837466@gmail.com](mailto:il92837466@gmail.com)
  - d. Bruce Bauer – [bbauer1942@yahoo.com](mailto:bbauer1942@yahoo.com)
  - e. Alan Journet – [alanjournet@gmail.com](mailto:alanjournet@gmail.com)
5. General Comments
- a. *If you are serious about reducing greenhouse gases, you need to reduce methane gas usage and we need rail travel north and south. That would reduce huge amounts of gases in our air.*
  - b. *Poor introduction. When we were sent to forage at the boards, we had received no instructions on what we were doing there i.e., offering comments on the CFA options.*