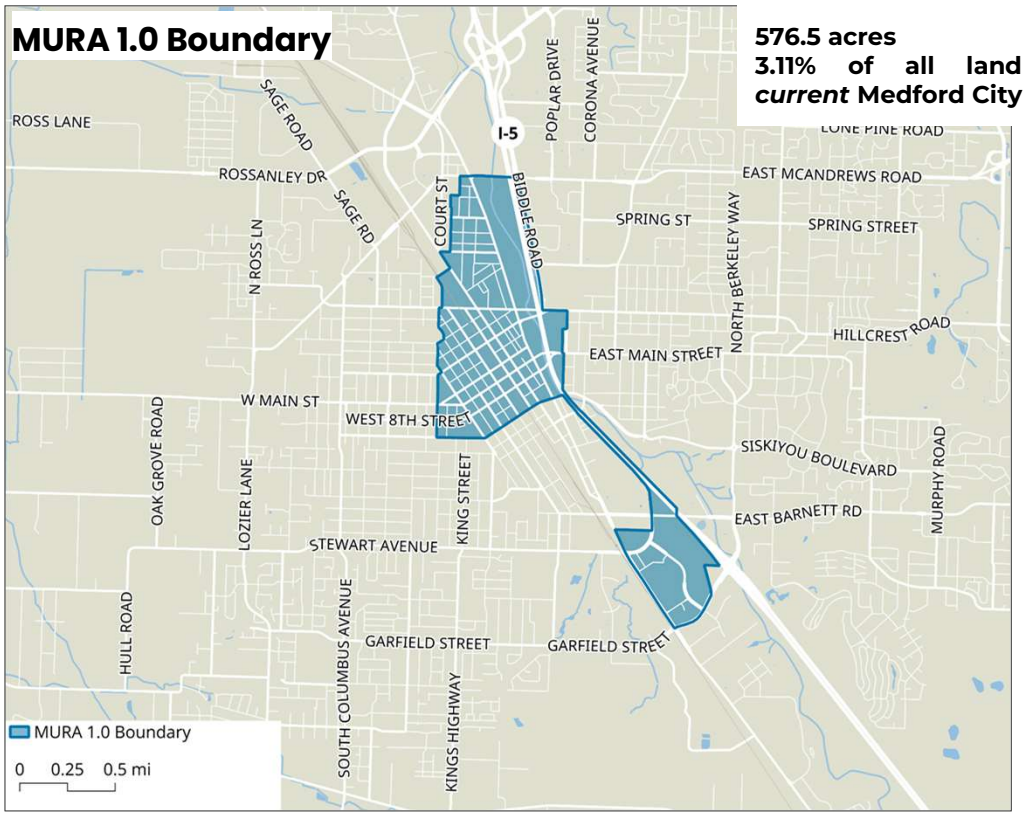
MURA Boundary

Medford Urban Renewal Area 2.0

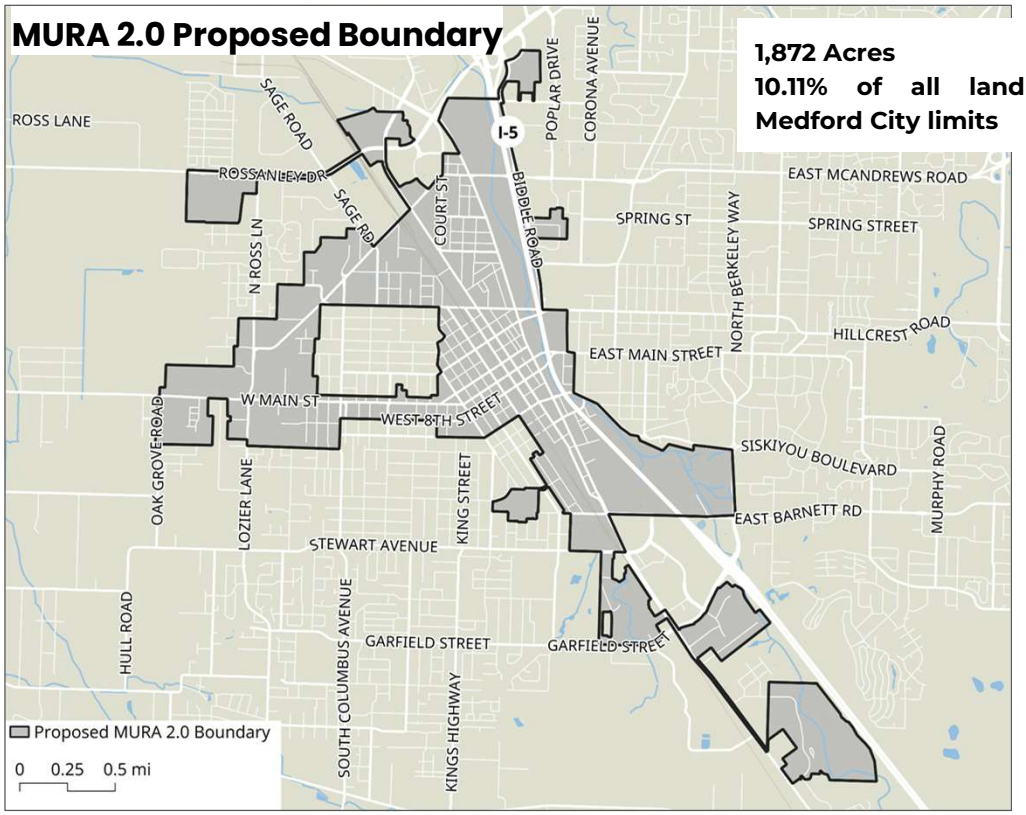
MURA 2.0 Open House
November 2026

MURA 1.0 Boundary



576.5 acres
3.11% of all land within *current* Medford City limits

MURA 2.0 Proposed Boundary



1,872 Acres
10.11% of all land within Medford City limits

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What is TIF?

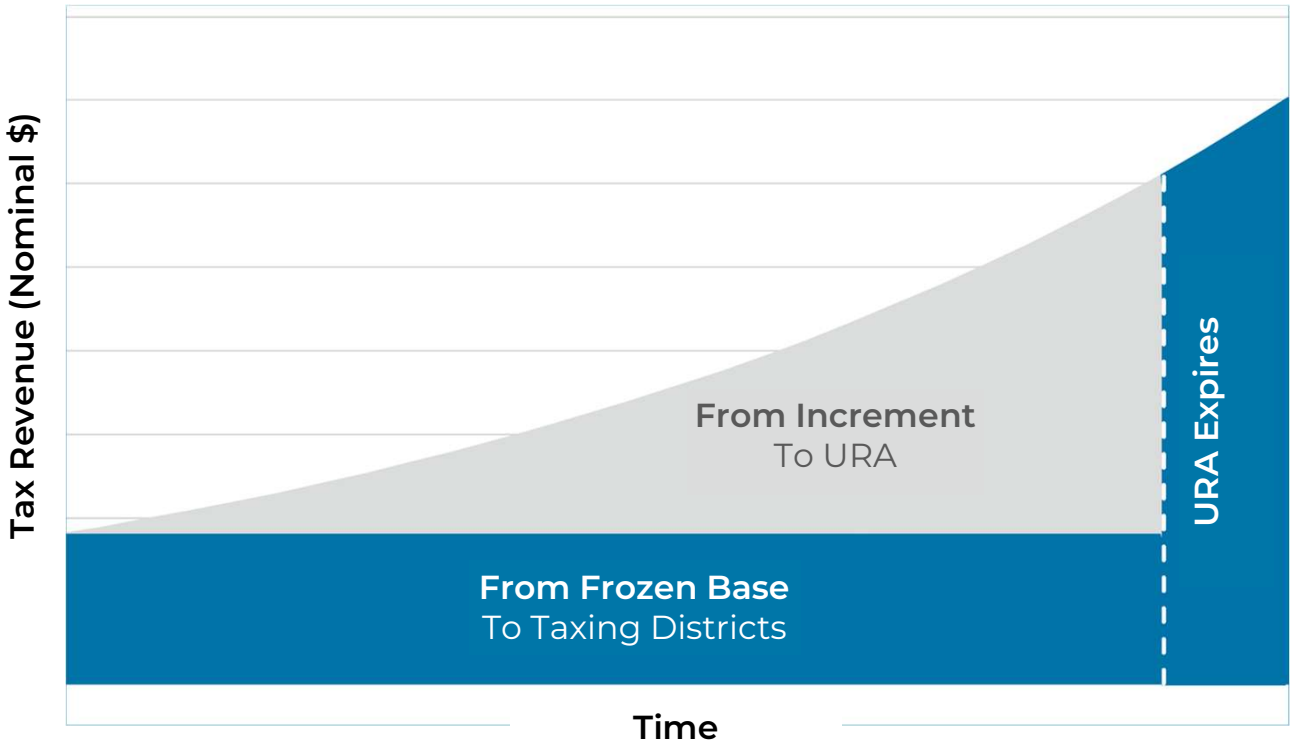
Medford Urban Renewal Area 2.0

MURA 2.0 Open House
November 2026

When an **urban renewal area** (URA) is established, the tax revenue collected is "frozen," or kept at that level for the life of the URA. This is called the "**frozen base**".

Each year, property tax revenue from the frozen base in the URA is distributed normally. However, the URA receives all the new property tax revenue generated from the area's increase in value. This is called the "**increment**" and it is what funds the URA. This is referred to as "**Tax Increment Financing**" or "TIF". This TIF revenue is reinvested in the area through the program, activities, and facilities planned and performed by the URA. TIF is, by far, the most common way that URAs are funded.

After the termination (or **expiration**) of the URA, the increment no longer goes to the URA and is distributed normally.



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Urban Renewal 101

Medford Urban Renewal Area 2.0

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What is Urban Renewal?

Urban renewal (also called tax increment financing) is a local funding tool authorized by State statutes (ORS 457) to encourage economic development.

Cities and counties may establish an urban renewal area (URA), by adopting an urban renewal plan. Future growth in property tax revenues within the URA are redirected from other taxing districts to be reinvested back into specific projects that benefit the URA. Eligible uses of urban renewal funding include:

- Construction of public facilities, including streets, utilities, parks and other facilities;
- Acquisition and improvement of property;
- Rehabilitation and improvement of existing buildings;
- Other housing and economic development activities;
- Only projects and programs located within the URA boundary;
- Only capital projects or administration of the urban renewal plan (No funding for operations and maintenance)

How Will the Medford Urban Renewal Agency (MURA) 2.0 Be Governed?

City Council has the authority to appoint the MURA board. Currently, the MURA board consists only of City Council members, but City Council may consider changes to the board structure as part of the MURA 2.0 process.

The MURA 2.0 Citizen Advisory Committee has recommended that the MURA board be a hybrid board model with **2 City Council members** and **5 at-large residents** representing housing, business, and community perspectives.

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Objectives and Authority

Medford Urban Renewal Area (MURA) 2.0

MURA 2.0 Open House
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MURA 2.0 CAC Objectives

- **Facilitate Infill and Adaptive Reuse**
- **Mixed-Use Corridor Development**
- **Increase Downtown Residency**
- **Bear Creek Revitalization**
- **Mixed-income and Mixed-use Corridors**
- **Site Preparation for Key Employers**
- **Align jobs with Housing and Transit**
- **Business Retention and Expansion Programs**
- **Redevelop Aging Commercial Centers**
- **Identify Redevelopment Opportunities**
- **Business Relocation Assistance**
- **Environmental and Site Cleanup**
- **Phased Redevelopment of Industrial Land**
- **Sustainable Land Use Pattern**
- **Address Known Barriers**
- **Align with Capital Plans**
- **Site Assembly and Prep**
- **High-Return Investments**
- **Resilient and Modernized Utilities**
- **Adaptive Reuse of Downtown Buildings**
- **Public Space and Streetscape Enhancements**
- **Thriving, Mixed-Use Downtown Core**
- **Corridor Redevelopment and Connectivity**
- **Cultural and Entertainment Anchors**

Urban Renewal Agency powers to carry out an approved Urban Renewal Plan (ORS 457.170)

Housing-Authority Powers	ORS 457.170(1) says an urban renewal agency may exercise whatever powers a housing authority has under ORS 456.055–456.235 (the "Housing Authorities Law"), including: • Financing and lending tools - to enter into a partnership agreement with, or loan money to, an individual, partnership, corporation, or other association to finance, plan, undertake, construct, acquire, manage, or operate a housing project. In practice, this is what lets an agency lend toward a private housing deal rather than only buying and reselling land. • Entity formation - to form, finance, and have a nonstock interest in, and to manage or operate, partnerships, nonprofit corporations, and limited liability companies. • Mixed-income housing authority with specific set-asides - power to finance, develop, own, operate, or manage a mixed income housing project with defined thresholds. • Bonding and borrowing - general authority to issue bonds, borrow, and accept grans for housing purposes specifically
Rehabilitation or Conservation work	To carry out any rehabilitation or conservation work in an urban renewal area.
Property Acquisition/disposition	• To acquire real property, by condemnation if necessary, when needed to carry out the plan. • To dispose of, including by sale or lease, any property or part thereof acquired in the urban renewal area in accordance with the approved urban renewal plan.
Property clearing, demolition, or rehab work	To clear any areas acquired, including the demolition, removal or rehabilitation of buildings and improvements.
Install, construct, or reconstruct streets, utilities, and other site improvements	To install, construct or reconstruct streets, utilities and site improvements in accordance with the urban renewal plan.
Voluntary repair and rehabilitation programs	To carry out plans for a program of the voluntary repair and rehabilitation of buildings or other improvements in an urban renewal area in accordance with the urban renewal plan.
Assist relocation	To assist in relocating persons living in, and property situated in, the urban renewal area in accordance with the approved urban renewal plan and to make relocation payments
Plan and carry out neighborhood development programs	To plan, undertake and carry out neighborhood development programs consisting of urban renewal project undertakings in one or more urban renewal areas which are planned and carried out on the basis of annual increments in accordance with the provisions of this chapter for planning and carrying out urban renewal plans. • The annual-increment neighborhood development power is the statutory basis for MURA 2.0's stated shift from a project-by-project model to a broader, phased, district-wide strategy spanning Downtown, Bear Creek, West Main Gateway, and Rogue Valley Mall/North Medford.
Accomplish any combination of the above	To accomplish a combination of the things listed in this section to carry out an urban renewal plan.

MEDFORD URBAN RENEWAL

Timeline

Medford Urban Renewal Area (MURA) 2.0

MURA 2.0 Open House
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MURA 2.0 Process Timeline

2026		2027					
Nov	**Dec**	**Jan**	**Feb**	**March**	**May**	**June**	**July**
11/9 Community Participation Event **11/18** MURA Study Session	**12/02** MURA Board gives feedback on Draft MURA 2.0 Plan and selects preferred finance plan	**1/20** MURA Board reviews Final Draft Plan and Report Documents	**2/17** MURA board refers Draft Plan to Planning Commission	**3/11** Public Hearing - Planning Commission Recommendation **3/24** Other taxing district's 45-day review period begins	**5/19** City-wide notice mailed.	**6/9** MURA/City Council Public Hearing **6/11** Adoption Notice Published	**7/12** Ordinance Effective **7/13** Assessor Noticed

Dates are tentative and subject to change

Stay Involved

- Submit Comments here tonight or send them to CommentOnMURA2026@cityofmedford.org and they will be shared with MURA board members
- Attend/Speak at a public hearing (events above)

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