MEDFORD URBAN RENEWAL AGENCY BOARD CITIZEN ADVISORY COMMITTEE AGENDA

February 18, 2025
Noon
411 W. 8th Street, First Floor – Innovation Room
Medford, OR 97501

To attend this meeting virtually, please use this link:
https://us02web.zoom.us/j/85830784838?pwd=V5MCic72qfaBu4mt91hLlkUJfqOcvX.1

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1. **Welcome & Meeting Overview (5 min)**
   a. Introduction: Chairs and Members
   b. Purpose of the CAC and overview of meeting objectives and structure

2. **High-Level Overview: Urban Renewal Districts (10 min)**
   a. Quick brief on what URA is and how it works.
      i. League Of Oregon City FAQ document

3. **Medford Urban Renewal Successes & Lessons Learned (10 min)**
   a. High-level review of key MURA accomplishments

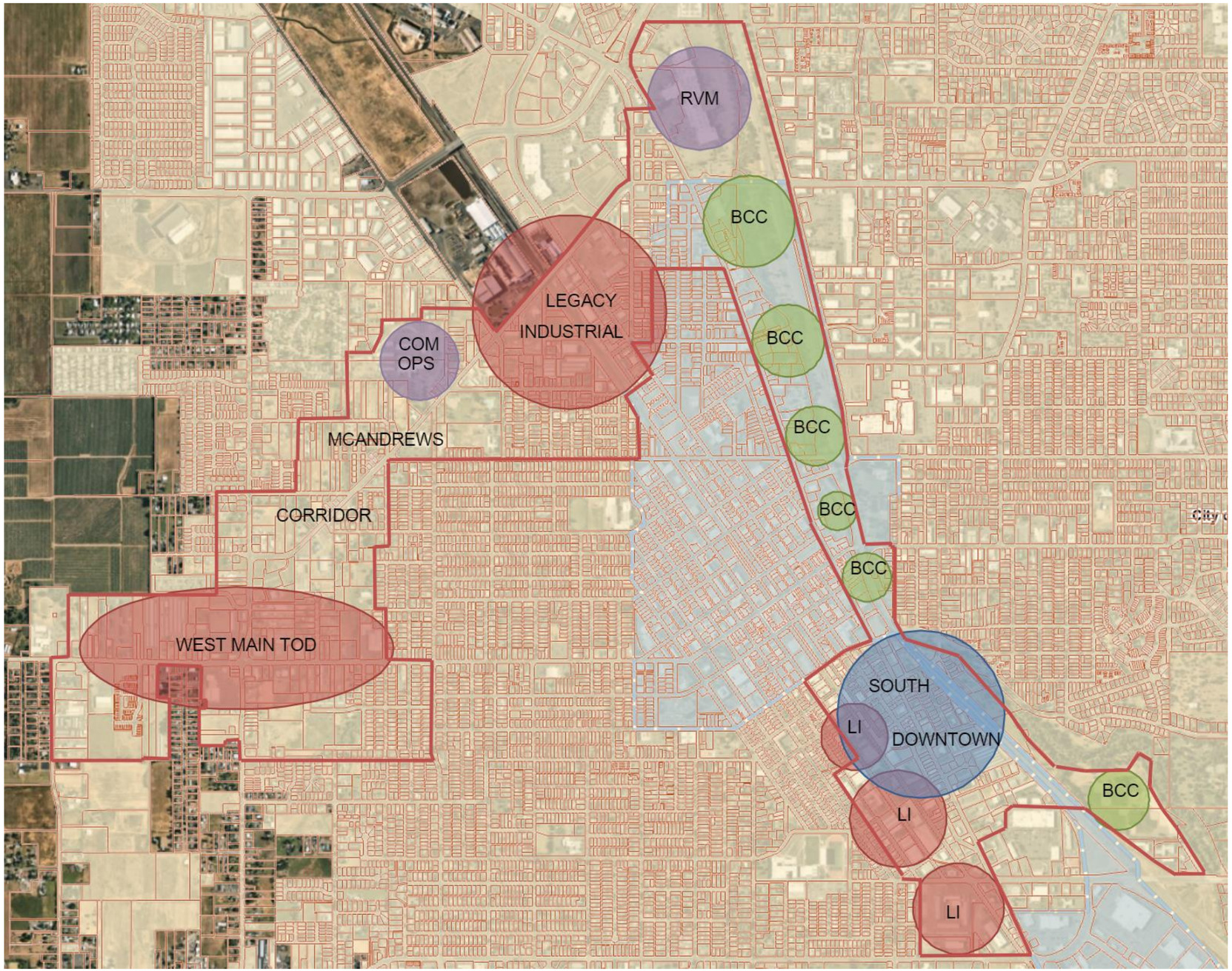
4. **Study Area & Stakeholder Priorities (20 min)**
   a. Review the proposed study area map.
   b. In process of identifying major property owners, businesses, and community stakeholders.
   c. Next step is to define the type of feedback we need to gather.

5. **Public Engagement Strategy: Setting the Framework (10 min)**
   a. Quick discussion: What are the best ways to gather meaningful community input?

6. **Next Steps & Action Items (5 min)**
   a. Follow-up items:
      i. Review the Study Map and share any questions or priority items with EJ & Harry for consideration in the next MURA.
   b. Regular Monthly Meetings: 3rd Thursday of every month, 12p-1p.
   c. Open floor for final thoughts

Meeting locations are generally accessible to persons with disabilities. To request interpreters for hearing impaired or other accommodations for persons with disabilities, please contact the ADA Coordinator at (541) 774-2074 or ada@cityofmedford.org at least three business days prior to the meeting to ensure availability. For TTY, dial 711 or (800) 735-1232.

EXPANDED URBAN RENEWAL STUDY AREA





League of Oregon Cities

FAQ on Urban Renewal

APRIL 2018

Last reviewed by LOC attorneys April 2023

FAQ: Urban Renewal

1. What is "Urban Renewal"?

Urban renewal is a financing mechanism used to improve the economic viability of specified areas. Specifically, ORS Chapter 457 gives cities and counties the authority to activate an urban renewal agency, with the power to propose and act on plans and projects to address "blight" in identified areas.[1] Examples of "blight" include buildings that are unsafe or unfit for occupancy, inadequate infrastructure, or population loss.[2] The area subject to urban renewal is called the "plan area."

2. How does My City Determine if Urban Renewal is Necessary?

The best way to determine if urban renewal is right for your city is to engage in preliminary feasibility studies. State law does not require cities or counties to conduct preliminary feasibility studies, but they can greatly help a city determine if blight exists in an area, how large a plan area should be, and what projects will successfully address the blight. Preliminary feasibility studies are often drafted by a technical advisory committee, ideally with input from residents, business owners, and other stakeholders.

3. How Does My City Create an Urban Renewal Agency?

A city or county can activate an urban renewal agency by declaring, via ordinance, that a blighted area exists in the city or county and there is a need for an urban renewal agency to function in the area.[3]

4. Is an Urban Renewal Agency Part of the City or County?

No. The new urban renewal agency is a separate entity from the city or county that created it. Thus, when the city or county activates an urban renewal agency, it must also establish a governing structure for the agency and appoint a board. An urban renewal agency board can take one of three forms: (1) the governing body of the municipality (*e.g.*, the city council) acts as the agency board; (2) a separate group—appointed by the municipal governing body—acts as the board; or (3) the city housing authority acts as the board.[4] The urban renewal agency board may also appoint an advisory committee, although state law does not require one.

5. Are There any Limits on the Size of an Urban Renewal Area?

Yes. State law limits the amount of acreage and assessed value that may be under the jurisdiction of an urban renewal agency.[5] For cities with a population greater than 50,000, that limit is fifteen (15) percent, and for cities with a population less than 50,000, that limit is 25 percent. The 15 percent and 25 percent for maximum acreage and assessed value includes both the proposed urban renewal area ***and*** all other areas in the city already under an urban renewal plan.

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[1] Article 9 of the Oregon Constitution gives the Legislature authority to provide for urban renewal throughout the state. ORS chapter 457 sets out the state laws that govern urban renewal areas and agencies.
[2] *See* ORS 457.010(1) (statutory definition of blight).
[3] ORS 457.035.
[4] ORS 457.045.
[5] ORS 457.420.

6. What Must be Included in an Urban Renewal Plan?

After being activated by the city or county, an urban renewal agency is tasked with drafting an urban renewal plan.[6] State law identifies the components that must be included in an urban renewal plan.

Urban renewal plans must include the following components:

a. A description of each urban renewal project to be undertaken.
b. An outline of the major project activities planned for the urban renewal area(s).
c. A map and legal description of the urban renewal area(s).
d. An explanation of how the plan relates to local objectives.
e. An indication of proposed land uses, maximum densities, and building requirements for each urban renewal area.
f. A description of relocation methods for residents or businesses that must move because of urban renewal agency projects.
g. A description of property to be acquired by the urban renewal agency (if any) and how it will be disposed (*e.g.*, sale or lease), along with a schedule for acquisition and disposition.
h. If the plan calls for use of tax increment financing, the maximum amount of indebtedness to be issued or incurred.
i. A description of which changes to the urban renewal plan are to be considered "substantial amendments."
j. If the plan calls for the development of a public building (*e.g.*, police station), an explanation of how the building serves or benefits the urban renewal area.

7. How does Urban Renewal Relate to my City's Comprehensive Plan?

State law mandates that an urban renewal plan conform with a city's acknowledged comprehensive plan.[7] However, if a city council certifies that an area is in need of redevelopment or rehabilitation as a result of a flood, fire, hurricane, earthquake, storm or other catastrophe respecting which the governor has certified the need for disaster assistance under federal law, the city council may approve an urban renewal plan and project for such area without having the urban renewal plan and project conform to the city's comprehensive plan.[8]

8. Does the Public have the Right to Participate in Urban Renewal Planning?

Yes. State law requires that an urban renewal agency provides for public involvement in all stages of the development of an urban renewal plan.[9] Public involvement can take different forms, including the following: meetings between agency staff and elected officials; meetings with business owners and chambers of commerce; public hearings and information sessions for residents; and outreach with other taxing jurisdictions (*e.g.*, school districts and special districts).

[6] ORS 457.085(2).
[7] ORS 457.095(3).
[8] ORS 457.160.
[9] ORS 457.085(1).

9. How is Urban Renewal Funded?

Urban renewal may be funded in a variety of manners, including, but not necessarily limited to: tax increment financing (TIF), selling property, loans, grants and bonds.

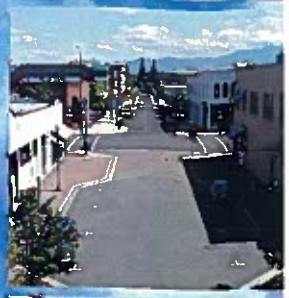
Tax increment financing, perhaps the primary way urban renewal is funded, is used to fund projects within urban renewal areas by earmarking property tax revenue from increases in assessed property value within an urban renewal area. Essentially, the tax increment financing process splits tax revenue from properties within the urban renewal area into two components: base revenue and incremental revenue. Base revenue is the level of property tax revenue available before the urban renewal area is established and is unaffected by urban renewal. Incremental revenue is the revenue that exceeds base revenue and is (ideally) generated by development projects in the urban renewal area. Incremental revenues are allocated to the urban renewal agency to finance urban renewal projects.

10. Where Can I Find More Information on Urban Renewal?

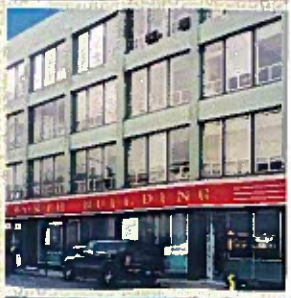
- The Oregon Department of Revenue (DOR) publishes the annual *Oregon Property Tax Statistics,* which contain property tax information for each urban renewal agency and urban renewal plan.
    - DOR Property Tax Statistics: https://www.oregon.gov/dor/gov-research/Pages/Research-Reports-and-Statistics.aspx.
- The former Association of Oregon Redevelopment Agencies (AORA), now a part of the Oregon Economic Development Association (OEDA) as an urban renewal committee, advocates for local redevelopment throughout Oregon.
    - OEDA website: https://oeda.biz/committees/urban-renewal
- The Legal Research Department at the League of Oregon Cities can assist members with questions about urban renewal in their cities.[10]

[10] *See* LOC Municipal Handbook – Chapter 26: Economic Development: https://www.orcities.org/application/files/3016/6636/8249/Chapter_26_-_Economic_Development_EDITED.pdf.

MEDFORD URBAN RENEWAL AGENCY






DOWNTOWN MEDFORD

a city in bloom

ACCOMPLISHMENTS: 1988 - 2010

MEDFORD URBAN RENEWAL AGENCY

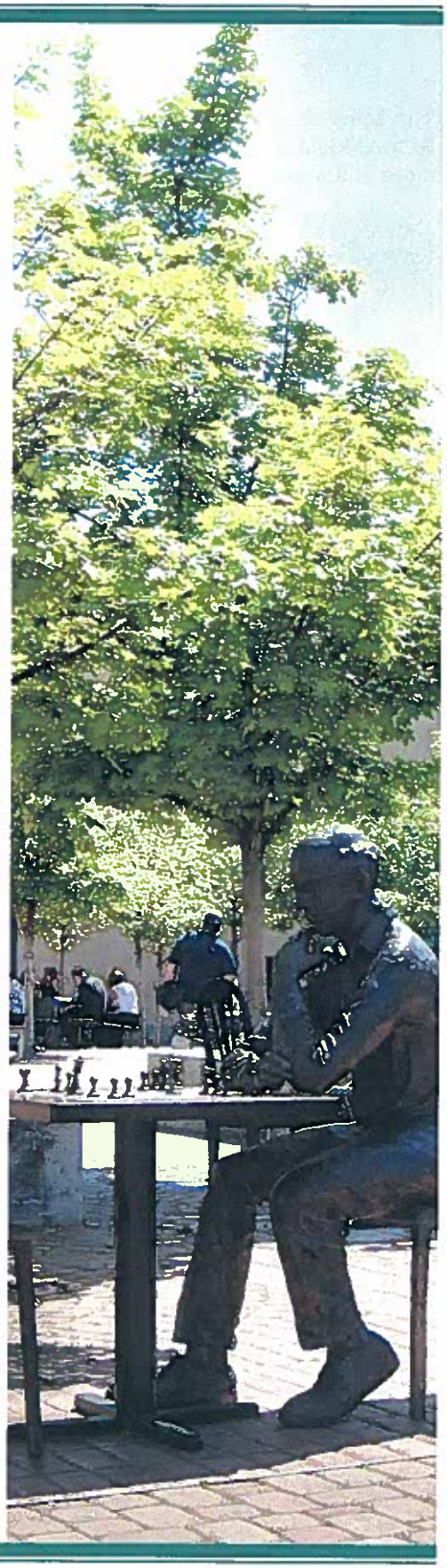


a city in bloom

ACCOMPLISHMENTS: 1988 - 2010

CAPITAL PROJECTS & PROGRAMS

2010	• The Commons Amended and Restated Agreement for Disposition and Development of Property
2009	• Bartlett Street Improvements • Theater Alley
2008	• RCC/SOU Medford Joint Higher Education Streetscapes • New Greyhound Bus Depot & Relocation • Old Greyhound Bus Barn Demolition • Evergreen Parking Facility
2007	• Evergreen Condominium Documents • Parking Lot Resurfacing • Beatty Manzanita Rehabilitation Loan Program (Liberty Park) • Bartlett Street Project Programming
2006	• Middleford Commons Project DDA • South Gateway Project Completion • Merchants Alley Engineering
2005	• Railroad Circuitry Upgrade • Evergreen Way • Central Avenue North Streetscape • 9th Street Pedestrian Bridge • City Hall Streetscape
2004	• Medford Library Streetscape and Parking • Downtown Business Directory • 3rd Street & Central Avenue Streetscape • 8th & Holly Streetscape
2003	• Downtown Railroad Grade Crossings • Sixth Street Plaza Parking Lot
2002	• ERA Building Public Parking • Lions Site and Hearing
2001	• Central Avenue South Streetscape and Parking
2000	• Main and Central Traffic Signals
1999	• Middleford Parking Facility • Middleford Alley
1998	• Craterian Theater • Bear Creek Dam Modification & Creek Bank Restoration • Federal Building Streetscape
1997	• Vogel Plaza
1996	• North Riverside Streetscape • Front Street Sidewalk Improvements
1995	• Fir Street Streetscape • Main Street Streetscape • South Gateway
1993	• Holly Street Parking Lot
On-Going	• Historic District Rehabilitation Loan Program • Historic District Façade Grant Program • Trash Compactor Program • Street Light Pole and Street Banner Program • Real Property Management



EXECUTIVE SUMMARY

The activities of the Medford Urban Renewal Agency are directed by the City Center Revitalization Plan adopted by the Medford City Council in 1988. The scope of each project undertaken by the Agency must fall within one or more of the twenty activities listed in the Plan. The twenty activities are:



South Gateway:

Facilitate the redevelopment of the south interchange area through land assemblage, acquisition of right-of-way, and installation of infrastructure.



Off-Street Parking:

Design and construct parking facilities, including the acquisition of land for such facilities, at specified locations throughout downtown.



Undergrounding Utilities:

Design and construct underground utility systems to eliminate overhead electrical, telephone, and cable lines.



Curbs, Gutters, Sidewalks, and Pedestrian Amenities:

Design and install new curbs, gutters, sidewalks, and related amenities such as street lighting, street trees, planters, irrigation systems, and benches.



Paving Stone Crosswalks:

Installation of pavers in crosswalks at identified intersections.



Pedestrianize Alleys:

Reconstruct alleys with concrete pavers, pedestrian amenities, and landscaping.



Vogel Plaza:

Reconstruct Vogel Park to create an attractive forecourt to the Craterian Theater and a downtown open space for people to gather for special events.



Riverside Avenue Sidewalks:

Construct new sidewalks on Riverside Avenue from 10th Street to McAndrews Road.



Growers Market:

Assist locating a Growers Market to a permanent home in the downtown.



Bear Creek:

Assist with the cost of improving the stream flow in Bear Creek, including modifying the existing dam.

Main-Sixth Street Connection:
To allow the conversion of Main Street to two-way traffic and Sixth Street to one-way traffic, acquire the necessary right-of-way, and relocate displaced businesses.



Sparta Building Site Improvements:
Install landscaping and parking around the Sparta Building following the construction of Project 11.



Central Avenue-Front Street Connection:
To allow the conversion of Central Avenue to two-way traffic, engineer alignment options, acquire the necessary right-of-way, and relocate displaced businesses.



Traffic Signals and Railroad Crossings:
Install pole and mast arm traffic signals and upgrade existing railroad crossings.



Parking Lot Resurfacing:
Resurface existing public parking lots and where necessary redevelop parking lots, including trees and irrigation.



Miscellaneous Public Works:
To further the CCRP objectives, construct storm drains, waterlines, sanitary sewers, fire hydrants, railroad crossings, streets, alley paving, & misc. infrastructure.



Beatty-Manzanita Park (Liberty Park):
Property acquisition, design, and construction of a neighborhood park.



Property Rehabilitation Loans:
Develop a program to provide below market interest rate loans to buildings that are being rehabilitated.



Craterian Theater:
Craterian Theater — Assist in the redevelopment of the Craterian Theater as a cultural performing arts venue.



Middleford Park:
To provide a public common centered in a high density mixed-use re-development area.



2010 – THE COMMONS DISPOSITION AND DEVELOPMENT AGREEMENT

In 2006 the City of Medford approved addition of Project 20, The Commons, to its City Center Revitalization Plan (Plan). In 2010 the finalized Amended and Restated Disposition and Development Agreement (DDA) started the movement toward revitalizing the area between Bear Creek, Middleford Alley, Central Avenue, and Jackson Street. This is the City's largest Downtown Project. Financed and overseen by MURA, this project includes park blocks, parking structure remodel, environmental, property acquisitions and a new parking structure.

2009 – BARTLETT STREET IMPROVEMENTS

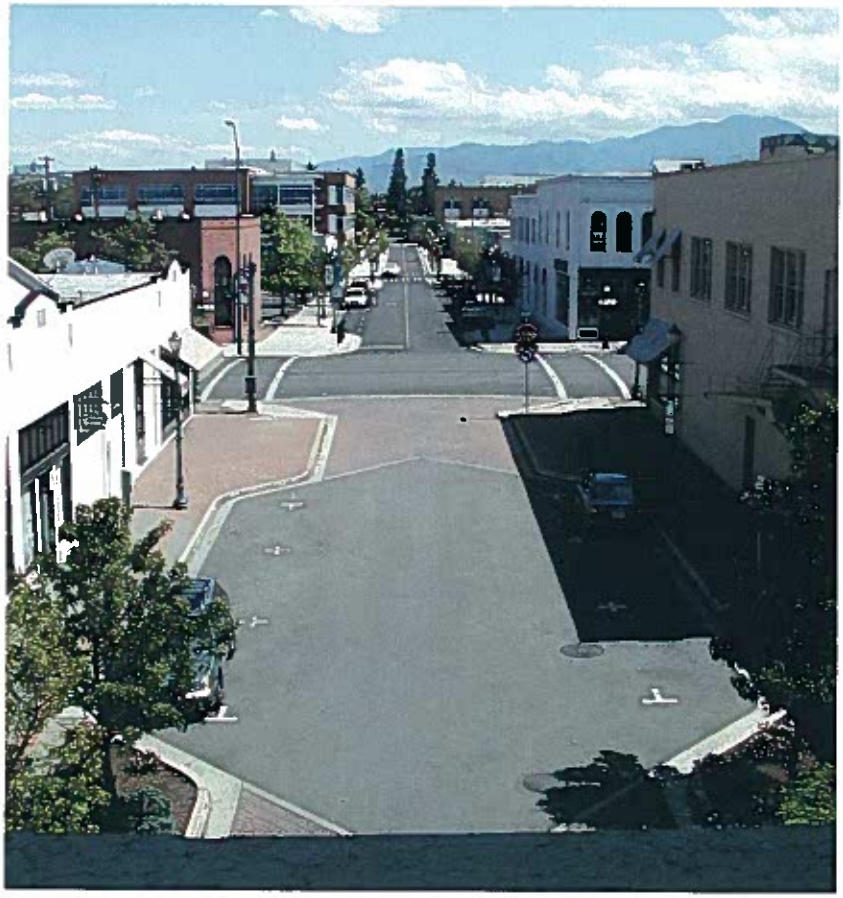
Bartlett Street, between Middleford Alley and 9th Street, provides a connection from The Commons Project to the Jackson County Headquarters Library, RCC/SOU Campus and Craterian Theater.

Pedestrians, automobiles, bicycles, and delivery vehicles share Bartlett Street. Improvements include: underground utilities, rebuilt sidewalks, curbs and streets, new street trees, light poles and streetscape.

Preliminary design of the project was completed and approved by the Board in FY06-07. Design and construction of the project was coordinated with the RCC/SOU project.

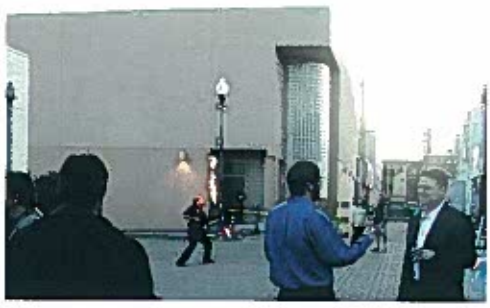
The Bartlett Street Improvement Project was completed in September 2009.





2009 – THEATER ALLEY

The Theater Alley Paving project was completed as part of the Bartlett Street Improvements.



2008 – ROGUE COMMUNITY COLLEGE/SOUTHERN OREGON UNIVERSITY MEDFORD JOINT HIGHER EDUCATION FACILITY



The Rogue Community College/Southern Oregon University Medford Joint Higher Education Center was part of the Bartlett Street Improvement Project.

Medford Urban Renewal Agency partnered in the Rogue Community College/Southern Oregon University Joint Higher Education Center through the donation of land and the reconstruction of Bartlett Street and sidewalks surrounding the facility.

During Fiscal Year 2006-2007 Rogue Community College/Southern Oregon University commenced construction of the new facility and the Agency completed engineering for all public improvements. In September 2008 the Agency completed its participation of design and construction of sidewalk improvements along the project's frontage on Riverside Avenue, 9th Street and 8th Street.



2008 – NEW GREYHOUND BUS DEPOT & RELOCATION

As part of the Commons Project, the New Greyhound Bus Depot & Relocation Project was completed on September 9, 2008.

The new historic looking Greyhound bus station at the Rogue Valley Transit site is located at Front Street between 8th and 10th Streets, Downtown Medford.







2008 – OLD GREYHOUND BUS BARN DEMOLITION

As part of the Commons Project, on November 11, 2008 the Old Greyhound Bus Barn, deemed unsafe by the City of Medford, was demolished by the Agency.

2008 – EVERGREEN PARKING FACILITY

As part of the proposed Evergreen Mixed-Use Project, this public 410-space 4-story parking facility was constructed on the block faced by Main, Fir, 8th and Evergreen Way. Its purpose is to relive parking demand at the RCC/SOU campus and provide parking for future mixed-use development at the site.







2006 – COMMONS DISPOSITION & DEVELOPMENT AGREEMENT

In 2006 the City of Medford approved addition of Project 20, The Commons, to its City Center Revitalization Plan (Plan). The Disposition and Development Agreement (DDA) started the movement toward revitalizing the area between Bear Creek, Middleford Alley, Central Avenue, and Jackson Street. Financed and overseen by MURA, this project includes park blocks, parking structure remodel, environmental, property acquisitions and parking.



2005 – RAILROAD CIRCUITRY UPGRADE

Prior to construction of Evergreen Way, the Oregon Department of Transportation, Rail Division, determined it was necessary to upgrade the circuitry connecting the downtown crossings. The circuitry upgrade enhanced safety, upgraded equipment, and relocated overhead utilities underground. Central Oregon and Pacific Railroad, operator of the rail line, managed the design and installation of the upgrade on Front Street between 8th and 10th Streets, downtown Medford.



2005 – EVERGREEN WAY

Evergreen Way is a component of an improved network of streets as described in the In-Town Village and Evergreen/Front Corridor. It is an attractive roadway that encourages pedestrian activity and includes wide sidewalks, outdoor dining, and a variety of pedestrian amenities. The corridor accommodates both bicycles and on-street parking. The objective of the project is to provide additional parking, beautify the railroad corridor, and to provide redevelopment opportunities along Evergreen Way and the In-Town Village area. It also serves as the preferred alternative to Project No. 13, the Central Avenue/Front Street Connection.

The project was completed in four phases. Phase I extends from 6th Street to Main Street. Phase II extends from 4th Street to 6th Street. Phase III extends from 8th Street to 10th Street. The section from Main Street to 8th Street was constructed with the Evergreen Parking Facility.















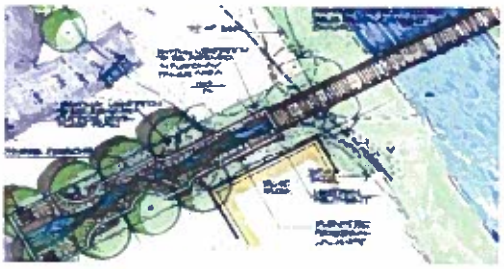
2005 – CENTRAL AVENUE STREETSCAPE, NORTH

Over a 10 month period, the agency's contractor rebuilt Central Avenue from 4th Street to Main Street including the adjoining parking lots, sidewalks, streets, and alleys. New streetlights, traffic signals, sidewalks, and street trees were added along Central Avenue, 5th Street, 6th Street, Front Street, and Bartlett Street. These amenities, along with the addition of new storm drains, fire hydrants, and water lines, increased the pedestrian-accessibility and economic viability to the area. Environmentally, the area is cleaner with the de-commissioning of three under-ground storage tanks that were discovered during construction.



2005 – 9TH STREET PEDESTRIAN BRIDGE

The 9th Street Pedestrian Bridge over Bear Creek links Rogue Community College/Southern Oregon University and the Medford/Jackson County Headquarters Library with a boardwalk to existing all-day parking and the Bear Creek bike path. The pre-manufactured bridge is constructed from Coretan® steel and a special Ironwood® deck. Foundations and approaches with landscaping, irrigation, lighting and concrete pavers were constructed on-site.





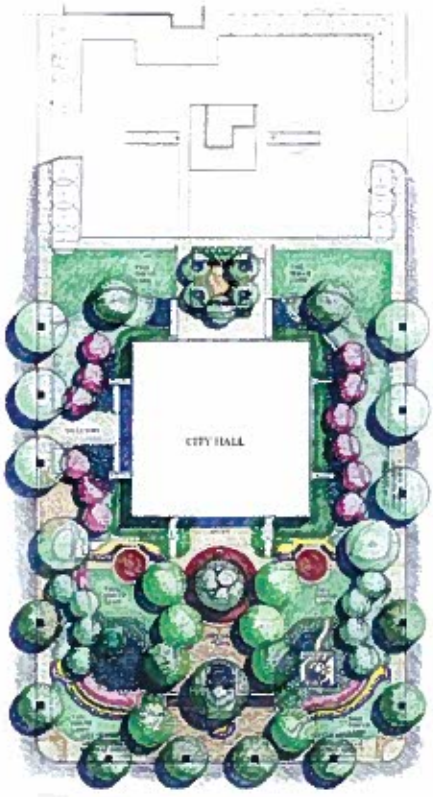




2005 – CITY HALL STREETSCAPE

With the seismic retrofit of the Medford City Hall Building, the City of Medford renovated the landscaping and walks between the building and the sidewalks. The Agency replaced the sidewalks, street trees and tree grates, and added new decorative light poles. City of Medford Public Works participated by partially funding the replacement of curbs. The City Hall Streetscape project increased the pedestrian accessibility around City Hall.



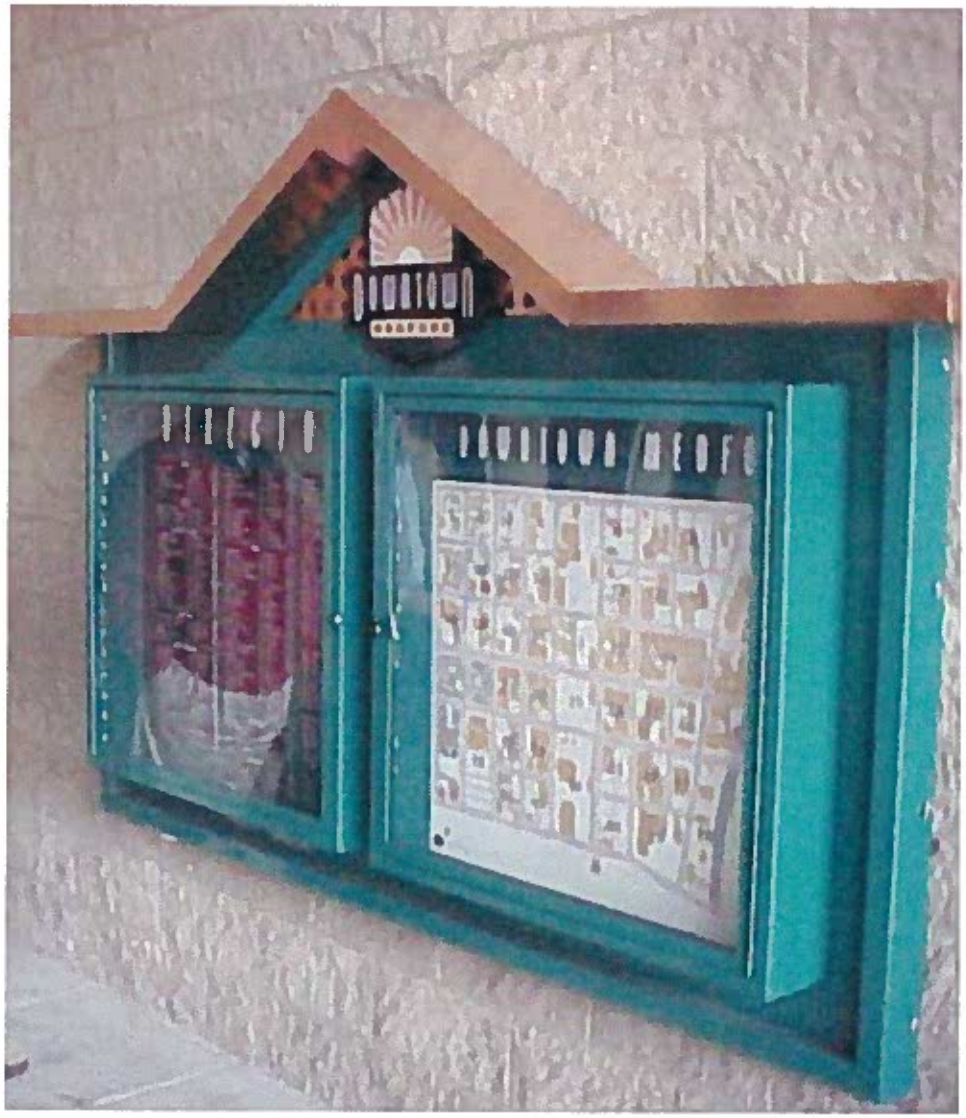


2004 – MEDFORD LIBRARY STREETSCAPE AND PARKING

Medford Urban Renewal Agency, City of Medford and Jackson County coordinated efforts to retain the Medford/ Jackson County Headquarters Library in downtown. The role of the Agency started with land acquisition and followed with renovation of the surrounding streetscapes and construction of a 93-space off-street parking facility. In preparation for the Library, MURA renovated the surrounding streetscapes and built an 88-space parking lot at South Central and 10th Street. Infrastructure improvements included the installation of a new waterline at 9th Street for the Library.







2004 – DOWNTOWN BUSINESS DIRECTORY

A directory sign was installed in the breezeway of the Middleford Parking Facility. The sign contains a keyed map with the names of downtown commercial, retail, service and institutional places of business. Management of the sign is handled by the Heart of Medford Association.

2004 – 3RD AND CENTRAL STREETSCAPE PROJECT

When Heritage Motors purchased two buildings at the intersection of 3rd Street and Central Avenue, and committed to a full seismic retrofit and façade improvement to the buildings, they requested the Agency partner in their renovation project by improving the surrounding streetscape. New curbs, sidewalks, tree grates, street trees, and decorative street lights were added along 3rd Street and Central Avenue, replacing the deteriorated sidewalks.







2004 – 8TH AND HOLLY STREETSCAPE PROJECT

The First Presbyterian Church requested the Agency become a partner in its renovation project by improving the surrounding streetscapes. The existing deteriorated sidewalks and curbs were replaced, and street trees with tree grates and street lights were added. Additionally, the overhead utility lines were placed underground. The 60-year old traffic signals were replaced at the intersections of Holly and Main Streets and 8th and Holly Streets.



2003 – DOWNTOWN RAILROAD GRADE CROSSINGS

The railroad crossings in downtown Medford at 4th, 6th, Main, 8th and 10th Streets were upgraded to a concrete panel system to provide smoother, long lasting crossings. The new concrete panels replaced the existing deteriorating crossings and the extra side tracks that were no longer in use.











2003 – 6TH STREET PLAZA PARKING LOT

The Agency purchased a 1960's-era two-story office building with an adjacent restaurant and parking lot. The office building and the parking lot were demolished and a new parking lot was constructed in their place. The new parking lot was carefully planned to preserve two existing Japanese Maples and was brought up to current standards to include handicap parking, landscaping, irrigation, underground water detention and bicycle parking. The adjoining sidewalks were rebuilt to include new street lights and street trees while preserving a number of existing street trees that were incorporated into the new sidewalks. Additionally, the overhead utilities in the alley were placed underground.





2002 – ERA BUILDING PUBLIC PARKING

The ERA Building and the surrounding parking lot, located at the corner of 6th and Grape Streets, was acquired to accommodate future parking needs. The existing 21 spaces are used as leased, reserved and timed parking for accommodation of varying needs. The formerly vacant building is currently leased to a long term tenant.







2002 – LION'S SIGHT AND HEARING

Improvements to the infrastructure in the 100-block of North Holly Street include fifty feet of new residential sidewalk, grading and paving of 100 feet of alley, and installation of new storm-water detention lines. Funding by the Agency provided for the necessary public infrastructure improvements for the new Lion's Sight and Hearing four-unit apartment at 140 North Holly Street. The storm drainage line was adequately sized to accommodate future redevelopment of neighboring properties.



2002 – ON-GOING HISTORIC DISTRICT REHABILITATION LOAN PROGRAM

This project involves the administration of a revolving loan program for seismic, historic and ADA renovation of historic structures in the Downtown Historic District. Money loaned through this program is repaid to the Agency to be re-loaned to other projects. Completed projects through this program include: Franklin Building, Heritage Motors and Lawrence Jewelers.









2001 – CENTRAL AVENUE STREETSCAPE AND PARKING, SOUTH

Central Avenue and the two adjoining parking lots, between Main Street and 10th Street, were completely reconstructed to better facilitate the expanding retail businesses, Rogue Community College and Medford Library. Broken sidewalks were replaced with concrete pavers. Street trees, benches and lighting were added. All overhead utilities were placed underground and the traffic signals at 8th and 9th Streets were replaced. One hundred parking spaces were added as the lots were expanded and renovated to include storm drainage, landscaping, handicap and bicycle parking, and lighting. There was an added environmental benefit due to the removal of numerous underground storage tanks discovered during construction.





2000 – MAIN AND CENTRAL TRAFFIC SIGNALS

To complement the work completed at Vogel Plaza, the Agency undertook the task of upgrading and replacing traffic signals at the intersection of Main Street and Central Avenue. As part of the project, the pavers from Vogel Plaza were extended across Main and Central to the street corners that were given new traffic signal poles. The new poles feature underground wiring and are set up to permit the conversion of Main or Central to two-way traffic.











2000 – ON-GOING HISTORIC DISTRICT FAÇADE GRANT PROGRAM

The Façade Grant Program was created in 2000 with the objective of renewing the viability of downtown through the renovation of historic buildings, leading to the recruitment of new businesses to downtown. The program assists property and business owners by a grant of matching funds for the rehabilitation of downtown building façades and storefronts, including: windows, doors, brickwork, stucco, painting, awnings, signage, and removal of non-historical materials or additions. Matching public funds in the amount of $37,500 ($5,000 to lessees and tenants) are available to building owners on a dollar for dollar basis. Additionally, each applicant receives 15 hours of free historic design assistance.

The Façade Grant Program is an award-winning program and a prototype for other urban renewal agencies. In December 2004 the James C. Howland Municipal Enrichment Gold Award was presented to City of Medford, on behalf of the National League of Cities and CH2M Hill in recognition of contributions made to the enrichment of the urban environment through the "Medford Urban Renewal Agency Façade Grant Program".



1999 – MIDDLEFORD PARKING FACILITY

Medford's first parking structure provides spaces of parking to the retail core of downtown, as well as to surrounding employment centers. Middleford parking structure includes retail space and interior office space, featuring a downtown police station, along Middleford Alley. The structure won the 1999-2000 Best of the Bay and Beyond Award of San Francisco. In 2000, the Medford Downtown Parking Structure was a co-winner of the Oregon Downtown Development Association Physical Improvement & Community Reinvestment Award.









1999 & 2001 – MIDDLEFORD ALLEY

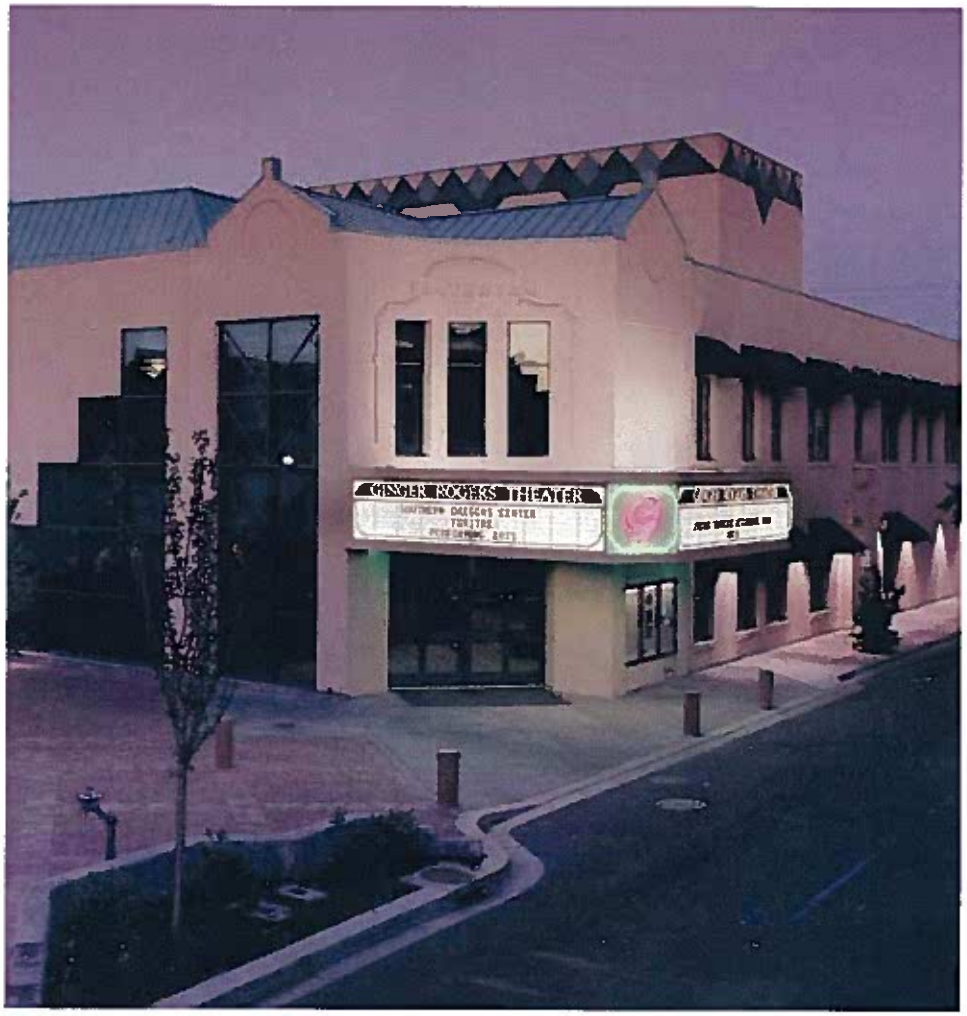
Redevelopment of Middleford Alley into a shared pedestrian and vehicle space occurred along with construction of Medford's first parking structure. Overhead utility lines were placed underground, dumpsters were moved into compactor rooms, and pedestrian friendly pavers replaced broken asphalt. In 2001, planters and overhead lights were added to the Alley. Oregon Downtown Development Association awarded its Physical Improvement and Community Reinvestment Award to the Agency for its Middleford Alley project in 2000.

1999 – ON-GOING TRASH COMPACTOR PROGRAM

In 1999, the Middleford Parking Structure Trash Compactor Program, operating as an enterprise fund, was created in an effort to eliminate dumpsters in the adjacent alley.







1998 – GINGER ROGERS CRATERIAN THEATER

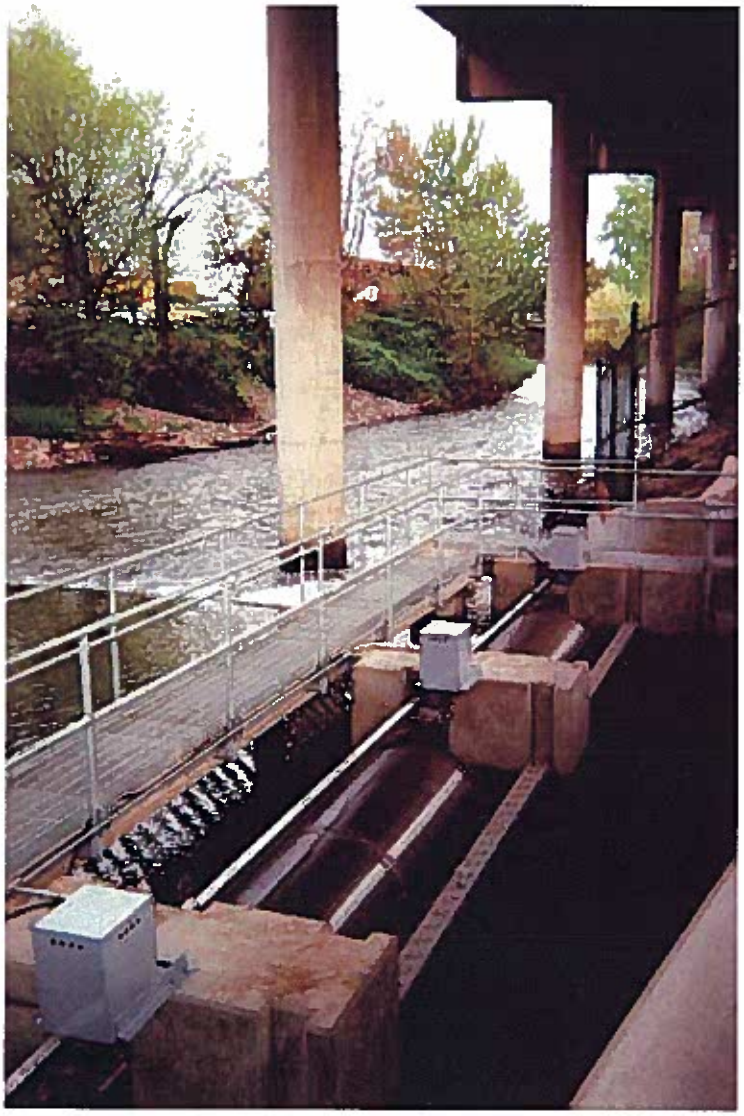
A result of community efforts and the Agency, the Craterian Theater was transformed from a dark, run-down movie theater into a state-of the-art performing arts facility seating 750. Over $3,000,000 of private donations and $2,000,000 of public funds were raised to make this project a reality. In 2000, the Craterian Theater won the Governor's Oregon Livability Award and the Oregon Downtown Development Association Physical Improvement & Community Reinvestment Award.





1994-1998 – BEAR CREEK DAM MODIFICATION & CREEK BANK RESTORATION

Salmon have returned to Bear Creek since 1999, when removal of an old irrigation diversion dam and construction of the fish passage were completed. Secretary of Interior, Bruce Babbit, christened the removal of the old dam. The new diversion facility, fish screens and overlooks have created a refreshing future for Bear Creek. The America the Beautiful Award was presented for Bear Creek's improvements in 1998.











1998 – FEDERAL BUILDING STREETSCAPE

New sidewalks, curbs and street trees were installed on Sixth and Holly Streets to coincide with the renovation of the Federal Courthouse.



1997 – VOGEL PLAZA

In collaboration with the renovation of the Craterian Theater, Vogel Park was turned into Vogel Plaza. Overgrown vegetation was removed and pedestrian-friendly shade trees, benches, fountains and brick pavers were installed in its place. Vogel Plaza serves as an enjoyable gathering place for visitors, employees and residents of downtown, where events are staged in celebration of the seasons and Medford's history. The adjoining intersection of Main Street and Central Avenue was rebuilt to include new curbs, pavers, planters and traffic signals. Vogel Plaza was awarded the Governor's Oregon Livability Award and the Oregon Downtown Development Association Physical Improvement & Community Reinvestment Award in 2000.











1996 – NORTH RIVERSIDE STREETSCAPE

New sidewalks and curbs were installed along Riverside Avenue south of McAndrews Road.

1996 – FRONT STREET SIDEWALK IMPROVEMENTS

New sidewalks and curbs were installed on Front Street between 4th and Main Streets at the Historic Train Depot to coincide with its two million dollar renovation. Existing street trees were preserved in the process.







1995 – FIR STREET STREETSCAPE

New sidewalks, curbs, street trees and street lights are now all part of Fir Street between Main and 8th Streets. The project coincided with the private renovation of an adjacent building and parking lot.

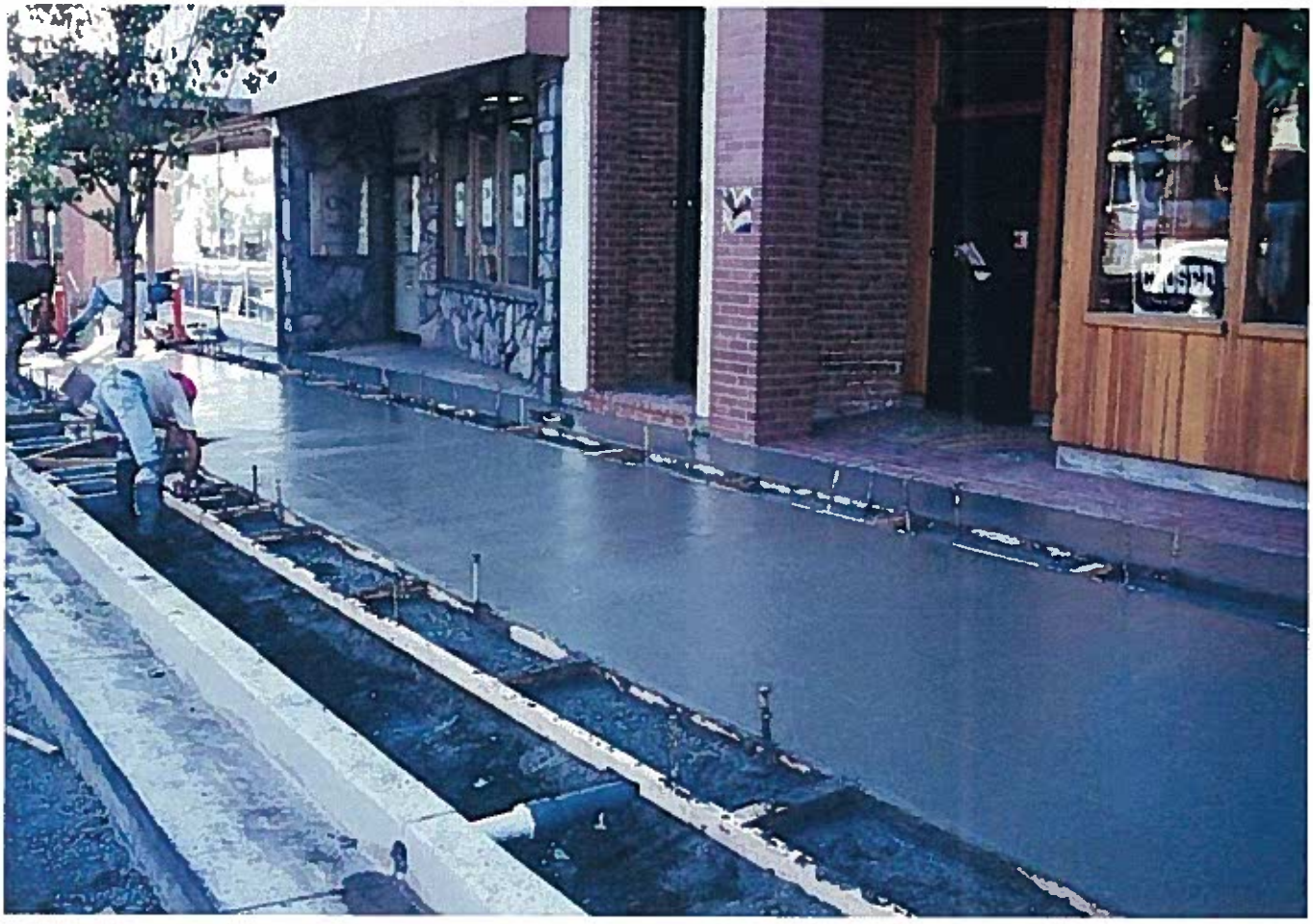




1995 – MAIN STREET STREETSCAPE

Over a period of four years, culminating in 1995, the Agency replaced curbs, sidewalks, and street trees along Main Street from Bear Creek to the Central Oregon and Pacific Railroad tracks. The final phase of the project extended the street trees along Main Street west to Oakdale Avenue.







1995 – SOUTH GATEWAY

The Agency recruited a development company and assisted in the planning and construction of infrastructure and Veteran's Park within the ninety acre South Gateway Center. The project included the reconstruction of the railroad crossing at Stewart Avenue and the addition of a parking lot at Miles Field. To date, 600,000 square feet of retail has been constructed, including anchor businesses such as Fred Meyer, Hometown Buffet, McGrath's Fish House, Comfort Inn, and Harry and David's Country Store.



1995 – ON-GOING STREET LIGHT POLE & STREET BANNER PROGRAM

In 1995 Medford City Council directed the Agency to create a Downtown Banner Program. Since then, the "Street" Banner Program (across Central Avenue) and the Light Pole Banner Program along Central, Main, Bartlett and other streets between 5th and 10th Streets have proven to be highly popular. These banners facilitate advertising City sanctioned seasonal downtown events as well as other events benefiting the community.









1994 – ON-GOING REAL PROPERTY MANAGEMENT

Manage the Agency's real properties.

1993 – HOLLY STREET PARKING LOT

To facilitate the surrounding all-day parking needs, a parking lot with all leased parking was constructed at the intersection of 8th and Holly Streets. The parking lot featured landscaping, irrigation, handicap parking, and a storm drainage system. New sidewalks and landscaping surrounding the parking lot were installed as part of the 8th and Holly Street Streetscape project.













PLANS & STUDIES:

BEAR CREEK VISION PLAN – 1989

In a 1989 a vision for how Bear Creek could integrate with downtown was developed through an intensive community involvement process. The vision developed for Bear Creek was to make it into a civic asset with business and public spaces oriented toward Bear Creek, while maximizing recreational opportunities.

SOUTH GATEWAY MASTER PLAN – 1995

The Agency worked with the South Gateway developer to obtain plan approval for the 90 acre South Gateway Center. Efforts included preliminary plat approvals and road traffic signal layouts.

DOWNTOWN CITY CENTER VISION PLAN – 1994

With implementation of the City Center Revitalization Plan picking up steam, the Agency developed a more focused vision for the type of downtown desired by the community. After extensive public input, a vision for downtown to recapture its regional position, protect its historic heritage, and to reintroduce residential uses, was developed and serves as the primary policy document for the revitalization of downtown.

MASTER UNDERGROUND UTILITY PLAN – 1994

To accomplish the goals of the City Center Revitalization Plan Project Number 3, undergrounding existing overhead utilities, a master plan was developed to ensure the orderly undergrounding of the overhead utilities in downtown Medford.

DOWNTOWN MEDFORD HISTORIC DISTRICT DESIGNATION – 1998

In 1996 the Medford Urban Renewal Agency, along with the Heart of Medford Association and the City of Medford, hired a historic consultant to complete an inventory of historic downtown Medford and prepare a nomination for historic designation. In 1998, the Medford Downtown Historic District nomination was approved by the Oregon State Historic Preservation Office. Downtown's recognition as a Historic District formalized historic preservation as a key revitalization strategy.

DOWNTOWN PARKING STUDIES – 1999 & 2003

There have been two parking studies completed for downtown Medford. The Medford Downtown Parking Report, in which the downtown was divided into four quadrants was completed in 1999. In 2003, the Parking Supply and Demand Analysis for Parking Structure No. 2 (Evergreen) was completed by International Parking Design, Inc. with the Agency providing the primary staff support for the project. The study assessed the parking supply for the area near Eighth Street and Main Street to evaluate the need for a parking facility on the site bound by Main Street, Fir Street, Eighth Street, and the Central Oregon and Pacific Railroad.

The study concluded that to maintain the vitality of downtown and provide easily accessible parking for visitors and employees to the downtown, a 400-425 space parking facility should be constructed on the site.



CITY CENTER DESIGN CONCEPT '99 – 1999

In 1999 downtown was presented with numerous public development challenges and opportunities, including a new headquarters library, a large potential mixed use project, and expansion of Rogue Community College. In response to these opportunities, the Medford Urban Renewal Agency, with much community involvement, prepared the Medford City Center Design Concept '99, which refined prior planning efforts and illustrated how these projects could be accomplished within the context of the City Center Vision Plan and the City Center Revitalization Plan. The Concept plan was made possible by a grant through the Department of Land Conservation and Development/Oregon Department of Transportation Growth Management Program.



CITY CENTER 2050 PLAN – 2003

Completed in 2003, the purpose of the City Center 2050 Plan is to define a long-term vision and implementation program for the revitalization of Downtown Medford. It is a program set within the context of the City's comprehensive planning process, to become a distinct, but integral, element of the City of Medford's Comprehensive Plan. The objectives of this project were to provide the means for the integration of Downtown Medford as a unique and sustainable element of the City's landscape. Comments on the draft plan were solicited at presentations to many groups including, Heart of Medford Association, Medford Planning Commission, MURA Board, the Citizens Planning Advisory Committee, and the Downtown Design Committee. A 2050 Plan Committee was set up to review the plan in depth. The Medford Planning Department took the plan through its final adoption process. The following policy framework guided the development of the plan:

1. **Regional Position.** Downtown is the Rogue Valley's largest integrated mixed use urban center – a vibrant, enjoyable, and highly regarded regional hub for residential, business, retail, finance, government, arts and entertainment, and education; and it is the Rogue Valley's largest transit oriented district with convenient multi-modal access to all areas of the region.
2. **Growth.** Downtown's position as a vibrant and attractive integrated 24-hour urban center is firmly established as part of the City's urban centered growth management objective, with plans and programs to assure the sustained growth and development of the downtown as the Rogue Valley's largest urban service center. Downtown is not only the heart of Medford, but also the Rogue Valley, and is a unique irreplaceable component to the City's identity and sense of community.
3. **Urban Design.** Downtown is the region's most recognizable and enjoyable integrated urban center with its traditional historic character, a comprehensive network of sidewalks, bike and pedestrian ways, attractive streetscapes, ground-level retail, a network of parks and plazas, and convenient transportation linkages to surrounding neighborhoods.
4. **Housing.** Downtown is a vibrant 24-hour urban center with a large residential community supported by convenient services within easy walking distance.
5. **Historic Preservation.** Throughout the downtown it is visibly evident that Medford's heritage is a major contributor to the community's livability and identity. The historic architecture and traditional designs of the downtown have been preserved through renovation, and enhanced and complemented by new development, making downtown a truly unique and enjoyable urban place for both residents and visitors, while providing a competitive advantage over, and the setting apart of the downtown from other commercial centers.
6. **Transportation.** Downtown is a balanced multi-modal urban center with easy access to all areas of the Rogue Valley. Within the downtown, there is provided a full range of transportation opportunities with an emphasis on the quality of travel and preservation of a highly livable and pedestrian-friendly downtown environment.
7. **Partnerships.** The revitalization and redevelopment of the downtown is a long-term program supported by a unique public-private partnership that recognizes past investments and works to leverage public, institutional, commercial, and private investments, and to share the benefits and risks of future downtown investments to achieve a common objective, and a healthy and vibrant downtown.



CITY CENTER 2050 PLAN







SOUTH INTERCHANGE PROJECT, ENVIRONMENTAL IMPACT STUDY/ MAJOR INVESTMENT STUDY (EIS/MIS) – 2003

Through an inter-governmental agreement with the City of Medford and the Oregon Department of Transportation (ODOT), the Agency contributed $750,000 to the cost of preparing an EIS/MIS for construction of the new I-5 South Interchange. The EIS/MIS was completed by ODOT in 2003. The objective of this project was to improve the capacity of the I-5 South Interchange.



HOUSING STUDY – 2002

Completed in 2002, the Housing Study determined the financial viability of new, market-rate residential in Downtown Medford. The study found that by the end of 2006 the Downtown can absorb 628 new market-rate housing units with a population of 890 persons. The study found that housing units could be allocated 80% to ownership units and 20% to rental units.



IN-TOWN VILLAGE AND EVERGREEN/ FRONT CORRIDOR STUDY – 2002

Through a $70,000 Oregon Department of Transportation/ Department of Land Conservation and Development (ODOT/ DLCD) Transportation and Growth Management (TGM) grant, the Agency prepared plans for the Evergreen/Front corridor, and the redevelopment of the In-Town Village; a high- density residential and mixed-use, pedestrian friendly neighborhood, adjacent to the downtown. Following a series of neighborhood meetings, the project evaluated the Evergreen/Front corridor's transportation value, particularly for north/south connectivity; and prepared an implementation plan for adoption into the City's Transportation System Plan. Standards and redevelopment strategies were created for the In-Town Village that increased opportunities for transit, walking, and cycling.



OFFICE MARKET STUDY – 2003

The Office Market Study, completed in 2003 evaluated the demand for office space throughout Jackson County while focusing on the office market niche for downtown. According to the study, downtown is the region's largest office location, but that role has declined over the last 50 years, from 80% of the office market to less than 30%. The study concluded that to retain its current office market position over the next ten years, downtown should target approximately 250,000 sq. ft. of new office space. The study determined the market share of office space that could be captured by the downtown over the next 5 and 10 year period.

BEAR CREEK MASTER PLAN – 2002

In 2002, this project involved the preparation of a master plan for Bear Creek, from the Southerly to the Northerly urban growth boundary of the City of Medford. This project fulfills the City Council Goal regarding making Bear Creek a greater asset to Medford. The master plan was completed by Design Studios West with the Agency providing the primary staff support for the project. Building on the vision plan for Bear Creek prepared in 1989 by the Agency, the master plan designated appropriate land uses and design standards for development and redevelopment along the entire length of Bear Creek.



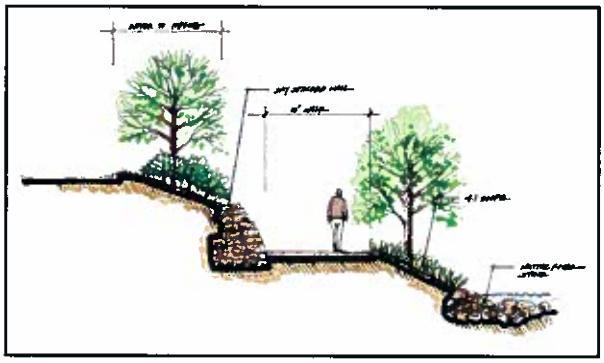
DOWNTOWN MARKETING PLAN – 2002

The Agency's marketing plan guides the efforts of the Agency in the use of various mediums of marketing for the revitalization of downtown. The objective of this project is to focus on efficient methods of marketing the downtown as a traditional and vibrant mixed use regional center for commerce, education, government, and arts and entertainment. Previous publications of the Agency newsletter, The DownTowner, was included as part of the marketing efforts.



BEAR CREEK DESIGN STANDARDS – 2003

This project involved the preparation of design standards for Bear Creek, from the southerly to the northerly urban growth boundary of the City of Medford.



AWARDS & RECOGNITION

2009	• HMA Downtown Community Partnership Award
2005	• HMA Downtown Improvement Award – 9th Street Pedestrian Bridge
2005	• HMA Pioneer Award – Evergreen Way & Parking Structure
2004	• National League of Cities, James C. Howland Municipal Enrichment Gold Award – Façade Grant Program
2004	• Oregon Downtown Development Association Community Partnership Award – Medford Library Streetscape and Parking
2004	• Oregon Downtown Development Association Business Development Award – Mellelo's Coffee
2001	• Oregon Governor's Livability Award – Craterian Ginger Rogers Theater
2000	• Oregon Downtown Development Association Award – Craterian Ginger Rogers Theater, Vogel Plaza, Middleford Alley, and Middleford Parking Structure
1999	• International Best of the Bay & Beyond Award – Middleford Parking Structure
1998	• America the Beautiful Award – Bear Creek Dam Modification & Creek Bank Restoration
1998	• HMA Pioneer Award – Successful completion and promotion of the 6th Street Parking

AGENCY ACCOMPLISHMENTS

PLANS:

- Urban Renewal Plan
- Bear Creek Design Guideline
- Bear Creek Master Plan
- Bear Creek Greenway - Management Plan
- Master Underground Utility Plan
- Marketing Plan
- City Center Revitalization Plan
- Plan Concept '99
- Traffic Realignment Study
- Downtown Medford Historic Designation
- Parking Structures Feasibility & Preliminary Design Analysis
- Design Standards & Guidelines
- South Gateway Master Plan
- Bear Creek Vision Plan
- Bear Creek Dam Modification Plan
- City Center Vision Plan
- Miles Field Master Plan
- Miles Field Complex Implementation Plan
- Miles Field Renovation Project
- Miles Field Relocation Project
- Traffic Study 2000 (Publication)
- 2050 Plan
- Rogue Community College Campus Plan
- Traffic Studies:
- In-Town Village, Evergreen Street, & Land-Use Survey

PROGRAMS:

- Downtown Business Directory
- Medford Senior Center parking lot paving
- Seismic Rehabilitation Loan Program
- Medford Historic Walking Tour Brochure
- Jackson County Library Participation
- Historic Façade Grant Program
- Grower's Market: Main Street
- Parking Program
- Trash Compactor Program
- Liberty Park Revolving Loan Program
- EPA Brownfields Website: ww.medfordcommons.com
- Main Street Program's Oregon Program Participation
- Street Light Pole and Banner Pole Program
- MURA/Downtown Website

COMMITTEES:

- Marketing
- Parking (FY94-95 thru FY08-09)
- Downtown Design
- Budget

STREETSCAPES:

- Main Street
- Central Avenue North, 10th to Main Streets
- Central Avenue South, Main to 4th Streets
- Riverside (Library) Streetscape
- Federal Building Streetscape
- Jackson Street and Central Avenue
- 3rd Street and Central Avenue
- 8th Street & Holly Street
- City Hall Streetscape
- Central Avenue & South Riverside
- Riverside, North
- Front Street (West side) Sidewalk Improvement

GRANTS:

- Main Street Tree Grant
- Traffic Growth Management (TGM)
- DLC & ODOT GPA
- Back to the Natives
- FEMA
- US EPA Brownfield's Pilot Project
- EDA - Vision Plan (thru SOREDI)
- NW Economic Adjustment Initiative
- GPA (State) Grant from Department of Land Conservation and ODOT.
- ODFW Urban & Community Forestry Program
- Brainerd Foundation
- Oregon Trout
- Oregon Watershed Health Program
- EPA Grant-Economic Development Agency
- Grant from Governor's Watershed Health Program
- Governor's Watershed Enhancement Program
- DLCD Technical Assistance
- EPA Brownfields Grant

PROJECTS:

- Bear Creek Modification and Bank Restoration
- Bear Creek Enhancement
  - Diversion Facility
  - Fish Screens
  - Dam Overlook
  - East and West Bank Landscaping
- Hydrological Analysis and Phase I Modifications
- Dam Removal
- Main Street sidewalks & streetscape
- Mail Tribune Underground Utilities
- Kay Building sidewalks & streetscape
- South Interchange: EIS/MIS & Funding
- South Gateway Project
- Craterian Theater
- Vogel Park (Plaza)
- Miles Field Project
- Winetrout Mixed-Use Project
- Pedestrian Bridge: RCC - Bear Creek
- Merchants Alley (Design/Engineering)
- 9th to 10th Streets Alley Improvements
- Franklin Building Pavers
- Alley from Bartlett to Riverside
- US Bank alley improvement
- Senior Center – Repaving
- Wells Fargo Parking Lot Development
- Veterans' Park/Hwy 99 Sidewalk Improvements
- Veterans' Park/Hwy 99 Storm Drain Improvements
- Beatty Manzanita Park Master File & Neighborhood Meetings
- Rogue Community College Medford Campus
- Middleford Alley
- Evergreen Way Redevelopment from 10th to 4th Streets
- Middleford Commons (DDA): Acquisitions & Environmentals
- Middleford Parking Structure
- Southern Pacific Railroad Depot-Public Improvements
- RVTD Transfer Site
- Greyhound Bus Station Relocation & New Building
- Greyhound Bus Barn Demolition
- RCC/SOU Joint Higher Education Facility Partnership (Funds)
- Bartlett Street Improvements Main to 9th
- Jackson County Library Drop Boxes Participation
- Theater Alley Redevelopment
- Theater Alley Trash Enclosure
- RVTD Bicycle Parking Partnership
- Evergreen Parking Structure
- The Commons Amended and Restated DDA

PROPERTIES:

- Holly & 8th
- Riverside & 10th
- Central & 10th
- Central & 9th
- Middleford Parking Structure (Riverside & 6th)
- Evergreen Parking Structure (Evergreen & 8th)
- Superior Stamp Building
- Grape & 5th/6th (NEC)
- Grape & 6th (SEC)
- Evergreen Way North (4th-Main)
- Evergreen Way Center (Main - 8th)
- Evergreen Way South (8th - 10th)
- Greyhound Depot
- Greyhound Garage Site

SIGNALIZATIONS:

- 4th Street
- 8th Street
- Main & Jackson Streets
- 8th Street and Holly Street
- 4th, 6th, Main, Eighth and 10 Streets
- 6th Street
- 10th Street
- Main Street /Central Avenue

TRAFFIC SIGNAL & RAILROAD CROSSING MODIFICATIONS:

- 10th Street
- Main Street
- 4th Street
- Railroad Crossings: 10th, 8th, Main, 6th, 4th
- 10th and Central
- Jackson Streets
- 8th Street
- 6th Street and Central
- 8th & 9th Streets and Central

MISCELLANEOUS PUBLIC WORKS:

- Bear Creek Greenway Foundation
- Railroad Depot Streetscape Improvements
- Jacob, Jewett, Theirolf Law Office
- YMCA Addition
- Bear Creek Greenway Foundation
- Headquarters Library 9th Street Waterline
- Bicycle Racks at RCC
- Right of Way - Evergreen Way, 4th to 10th
- Presbyterian Church
- Kay Building
- Mail Tribune
- Lions Sight & Hearing Center & Access
- RVTD Transfer Site
- Rogue Community College @ 8th and Bartlett
- Bicycle Racks at Medford Library
- Bicycle Racks on Central Avenue

AWARDS:

- America the Beautiful: Bear Creek Enhancement
- Oregon Governor's Livability: Vogel Plaza
- HMA Downtown Community Partnership Award
- Oregon Governor's Livability: Craterian Theater
- HMA Pioneer Award: Middleford Parking Structure
- Oregon Downtown Development Association: Craterian Theater
- Best of the Bay and Beyond: Middleford Parking Structure
- Heart of Medford Association: 9th Street Pedestrian Bridge
- Oregon Downtown Development Association: Vogel Plaza
- Oregon Downtown Development Association: Mellelo's Coffee
- Oregon Downtown Development Association: Middleford Alley
- Oregon Downtown Development Association: Middleford Parking Structure

ACKNOWLEDGEMENTS:

- Horizon Air Magazine
- SkyWest Magazine
- Oregon Business Magazine
- Craterian
- EPA/DEQ's Oregon Representation in "Northwest Guide"
- CICS Letter of Congratulations from Medford City MayorWheeler

HISTORIC FAÇADE GRANT PROGRAM:

- JW Building
- Rogue Gallery & Art Center
- Memories Antiques
- Central Fire House
- Craterian Theater
- The ARC
- Sparta Building
- The Goldy Building Partnership
- Chips Wright's Karate
- Lawrence's Jewelers
- Franklin Building - Dave Michaelis
- Franklin Building - Planned Parenthood
- University Club
- Joseph Winan's Furniture
- Jackson Creek Pizza
- Skinners Garage
- Mellelo Coffee Roasters
- Heritage Motors Garage
- Adkins-Childers
- Cuthbert Building
- Fluhrer Bakery
- Johnson-Childers (Beyond Comics)
- Getchell Building-Winans II
- Thomas Bldg. #2, Jackson Co. Legal
- Davis-Johnson Building
- Acme Building
- Woolworth Building
- Medford Auto Clinic
- Hubbards' Hardware
- Habitat for Humanity
- Western Oregon Windows Fashion
- Rack 'Em
- Palm Rental
- Main Street Market
- Pronto Print
- Safeway Building (Lithia Dodge)
- Littrell Auto Parts Building (Lithia)
- Leever Motor Company (Lithia)
- Norris Shoes
- Hot Pots
- Smith Dynge Lumber Company
- Miller Building
- Habañeros
- L.C. Taylor Building
- Crater Lake Garage
- In Progress:
- Evangel Bookstore (McAndrews East Bldg.)

MEMBERSHIPS:

- Medford Jackson County Chamber of Commerce
- Association of Oregon Redevelopment Agencies (AORA)
- Heart of Medford Association (HMA)
- Southern Oregon Regional Economic Development (SOREDI)

Notable MURA Projects		
Project	Completion Date	Funding & Description
Historic Elks Lodge Revitalization	Near Completion - December 2024	$150K loan for electrical, HVAC, and accessibility upgrades. $50K forgivable if four community events are hosted annually for five years.
Bear Creek Stormwater Treatment Facility	Approved - 2024	$300K to improve water quality in Bear Creek.
62-Unit Apartment Building in Downtown	Completed - 2023	MURA-backed housing project adding 62 units to downtown.
Liberty Park Neighborhood Revitalization	Initiated - 2017	$19M allocated for infrastructure and housing improvements.
One West Main Development	Completed - 2014	$2M for a 116,600 sq. ft. Class A office building.
Inn at the Commons Renovation	Completed - 2013	MURA-supported redevelopment of the former Red Lion Hotel.
The Commons and Lithia Motors Headquarters	Completed - 2012	$14.1M public-private project for corporate HQ and park space.
Craterian Theater Renovation	Completed - 1997	MURA-backed restoration of a historic performing arts venue.

Other MURA Efforts	
Accomplishment	Details
Liberty Park Neighborhood Upgrades	$2M invested in land acquisition for infill housing. Infrastructure upgrades: new sidewalks, pedestrian/bike improvements, and traffic calming on Central and Riverside Avenues. 3.25-acre site secured for 80-120 housing units and a future Career Technical Education Center.
Central Avenue Property Redevelopment	MURA acquired underutilized properties to promote mixed-use development.
Seismic and Fire Safety Upgrades for Downtown Buildings	Expanded funding to support seismic retrofits and sprinkler system installations.
Grants to Small Businesses for Downtown Development	Financial assistance for property owners making improvements aligned with urban renewal goals.
Public Infrastructure Investments	Sidewalk, bike lane, and pedestrian safety improvements throughout central and downtown Medford.
Career Technical Education Center Partnership	Supporting workforce training and education through land acquisition and partnerships with local schools.