



City of Phoenix  
Heart of the Rogue Valley

**City Council**  
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541-535-1955

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Joint City Council/Planning Commission Study/Work Session  
Agenda  
March 04, 2024  
5:30 p.m. Public Meeting  
**Hybrid Meeting in Person and Via Zoom**  
Phoenix Plaza Civic Center 220 N. Main St./Via Zoom

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*A complete agenda packet is available on the city's website. This meeting is being conducted in person and virtually to allow for public participation. A recording of the meeting in its entirety will be posted to [www.phoenixoregon.gov](http://www.phoenixoregon.gov). To comment on agenda items, please write your name on the sign-in sheet and include the item number, if attending via Zoom raise your hand when the topic is discussed by Council. **If you need special accommodations, please give the City Recorder 72-hours prior notice.***

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Please click the link below to join the webinar:

[https://us06web.zoom.us/j/87546584460?pwd=dI819wdSSqAazbYpOdvmpogVa4joYQ.7dvK7-kEItD\\_izUY](https://us06web.zoom.us/j/87546584460?pwd=dI819wdSSqAazbYpOdvmpogVa4joYQ.7dvK7-kEItD_izUY) Passcode: 088737

Or One tap mobile: +1 253 20 50468, 87546584460#, \*088737# US +1 253 215 8782, 87546584460#, \*088737# US (Tacoma)

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**1. Call to Order / Roll Call / Confirmation of a Quorum**

*Except as provided in Section 33 of the City Charter, a minimum of four Council Members are needed for a quorum and to conduct city business. If the Mayor is needed to establish a quorum, then he/she may become a voting member for that meeting (Phoenix Municipal Code, Chap. 2.28.020.A.4).*

**2. Discussion – Highway 99 / Bear Creek Greenway Corridor Revisioning Project Update,.....3**

**3. Adjournment**

## Memorandum

**To:** City of Phoenix, City Council and Planning Commission  
**From:** David Sacamano, Consultant Team Project Manager  
**Copies:** Project Management Team  
**Date:** March 4, 2024  
**Subject:** Highway 99 / Bear Creek Greenway Corridor Revisioning Project Update  
**Project No.:** 18940.G

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The project team will present an update on the Highway 99/Bear Creek Greenway Corridor Re-visioning Project to a joint meeting of the City of Phoenix City Council and Planning Commission. This memo accompanies the presentation with an additional summary of the project, including overall objectives, outcomes to date, and upcoming next steps in Phase 2 of the project.

### Background

In early September 2020, the Almeda Fire began in northern Ashland and moved north up the Highway 99 and Bear Creek corridor through the cities of Talent and Phoenix, as well as unincorporated Jackson County. Altogether, the fire destroyed approximately 2,500 residential properties, including approximately 1,500 manufactured homes in 18 mobile home parks and approximately 180 commercial properties. Southern Oregon suffers from a substantial lack of housing affordable to local residents. The Almeda Fire has exacerbated this affordability problem. The vegetation along the Bear Creek Greenway, a 20-mile, paved, multi-use trail that links the cities of Ashland, Talent, Phoenix, Medford, and Central Point, suffered major damage as well. A significant portion of the destroyed housing, including manufactured housing, was located in the Bear Creek floodplain or floodway. This will impact redevelopment options and, potentially, the affordability of replacement housing.

### Project Area

The project area comprises the land along the Highway 99 / Bear Creek Greenway corridor between the city limits of Medford and Ashland, including properties inside and outside of the Almeda Fire burn scar that are adjacent to both sides of Highway 99, and properties between Highway 99 and the Bear Creek Greenway (See Figure 1). The project considers connections to Highway 99 and the Bear Creek Greenway from areas outside the immediate Project Area. The project also considers portions of unincorporated Jackson County adjacent to Phoenix city limits.

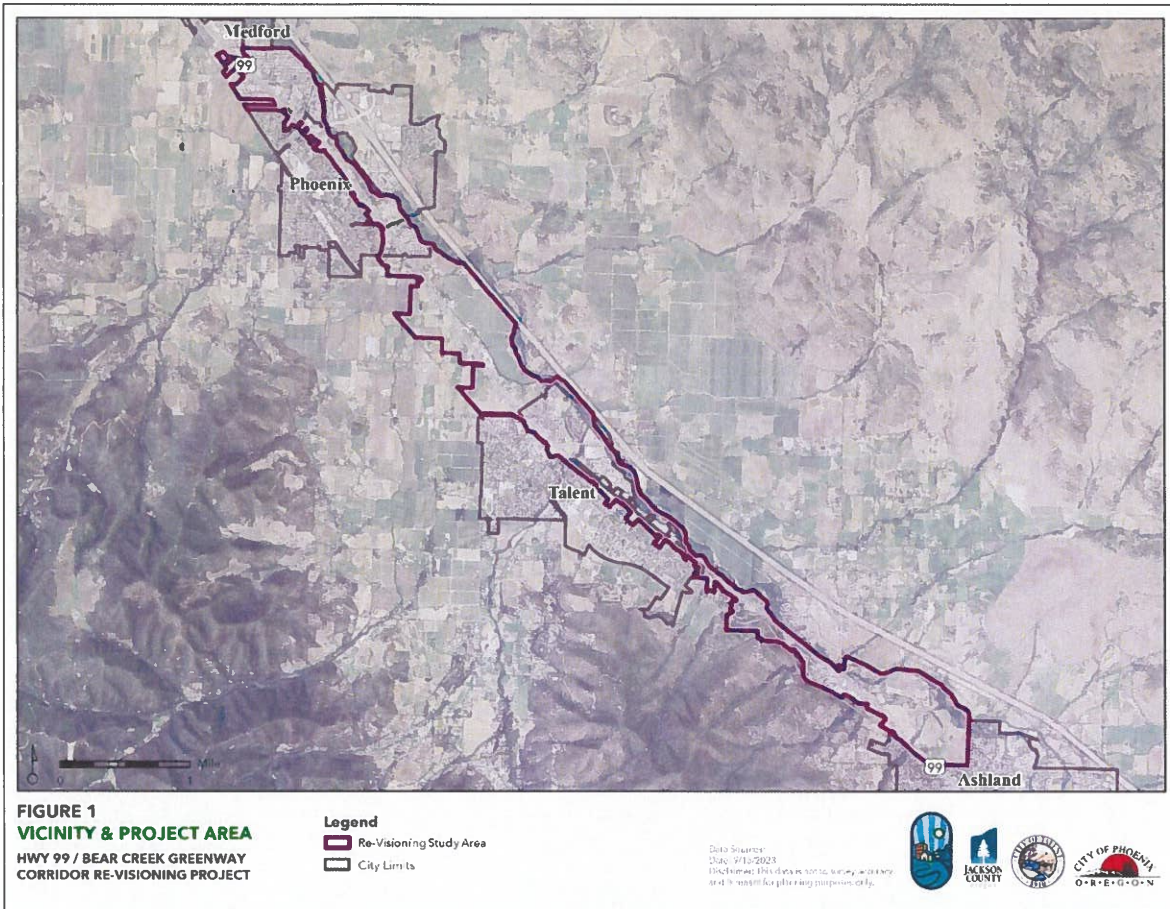


Figure 1

### Project Description and Objectives

The Highway 99/Bear Creek Greenway Corridor Re-visioning Project is a two-phase project funded by the Oregon Transportation and Growth Management (TGM) Program, in partnership with Jackson County and the Cities of Phoenix and Talent, to develop a comprehensive vision and implementation strategies for future growth and development in the area that was impacted by the Almeda fire in 2020. Consistent with TGM’s mission, the project supports multi-modal transportation options (e.g., walking, biking, transit) throughout the corridor, increased housing opportunities, and mixed-use hubs that improve destination accessibility and reduce the need for motor vehicle travel.

## Phase 1 Outcomes

Phase 1 of the project, a visioning and strategic planning process, is nearing completion. Some descriptions below include links to highlighted project documents. All key project documents are available on the project website at <https://hwy99-bear-creek-vision.squarespace.com/>.

- **Meaningful community engagement and reflection.** A Project Advisory Committee (PAC) and a Citizen Advisory Committee (CAC) were established and met at key points to provide input, review interim findings, and make recommendations. In addition, planning team members interviewed community stakeholders to seek feedback about the expectations for the project and the values of the community. A project website was created to provide real-time project updates and a community survey was used to identify issues and opportunities in the study area.
- **Review of Existing Conditions and Opportunities.** The project team analyzed existing conditions, recognizing the challenges and opportunities of the post-fire landscape, which has resulted in conditions that are different from those on which existing plans are based.
  - [Final Existing Conditions Report](#) (February 2023)
- **Development Feasibility Analysis.** The project team evaluated increased housing opportunities and types (especially affordable housing types) through mixed-use nodes of commercial/residential development along Highway 99, including a review of opportunities and constraints for zoning districts along the corridor.
  - [Final Development Feasibility Memorandum](#) (August 2023)
- **Placemaking<sup>1</sup> Recommendations.** Based on the input from two in-person workshops, the project team developed design recommendations and other suggestions for placemaking for the City of Talent and the City of Phoenix, including green infrastructure strategies to mitigate flooding and improve multi-modal transportation.
  - [Placemaking Workshop and Recommendation Report](#) (December 2023)
- **Comprehensive Plan and Code Evaluation.** The project team analyzed existing development regulations in the three partner jurisdictions relative to the project objectives to support multi-modal transportation and mixed-use hubs along the Highway 99/Bear Creek, and developed recommendations to better align the development regulations in the three jurisdictions to support vibrant mixed-use development.
  - [Comprehensive Plan & Development Code Evaluation Memorandum](#) (December 2023)

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<sup>1</sup> Placemaking is the creation of public spaces in a community for the purposes of strengthening connections between people and the places they share. It promotes good urban design and creative patterns of use, paying particular attention to the physical, cultural, and social identities that define a place (adapted from Placemaking: What if We Built Our Cities Around Places?: <https://bit.ly/3UR1qyg>).

**Next Steps: Phase 2**

Phase 2 will develop recommendations for the Comprehensive Plan and development code amendments to implement the strategic vision and direction identified through Phase 1. This will include:

- Comprehensive Plan and development code amendments for increased affordability and mixed-use, multi-modal development, including design concepts.
- Policy recommendations and improvements to increase safety, visibility, and connectedness to the Bear Creek Greenway.
- Any required analysis to support policy and code amendments.