

# HIGHWAY 99/BEAR CREEK GREENWAY CORRIDOR

## Re-Visioning Project



## Existing Conditions & Opportunities Report

*February 2023*

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## I. Introduction

The Highway 99/Bear Creek Greenway Corridor Re-visioning Project (Hwy99/BCGC) will develop a cohesive vision for future growth and development in the area that was impacted by the Almeda fire in 2020. The fire destroyed a significant number of structures in its path, including homes and businesses, many of which have yet to be replaced. As the impacted communities continue their rebuilding efforts, this project will provide a guide for where and how to focus their energies in support of community needs and aspirations.

This project is a collaboration between the three jurisdictions most impacted by the fire – the Cities of Talent and Phoenix, and Jackson County. This project is also intended to recognize and complement much of the recovery work already being done in this area.

At the beginning of this effort, a set of objectives was developed to inform the project. Those objectives are:

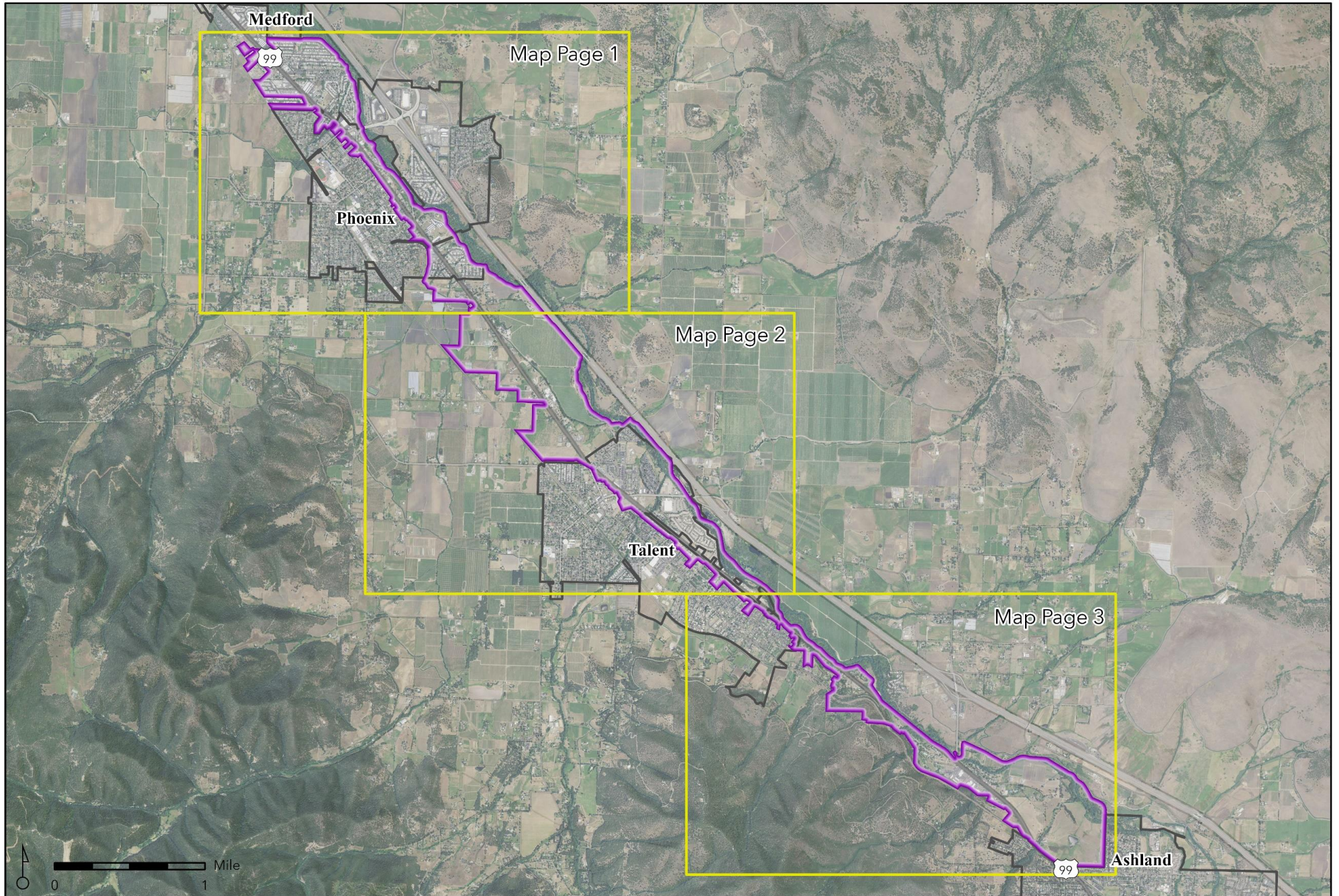
- Create a vision for redevelopment of land within the project area.
- Enhance multi-modal transportation connections with an emphasis on walking, biking, and transit options.
- Identify key areas for development that can serve as community activity hubs.
- Provide opportunity for a greater variety of housing types for existing, displaced, and future residents.
- Explore ways to integrate fire resiliency and emergency access into redevelopment plans.
- Develop design and placemaking strategies to strengthen cohesiveness along the corridor and support economic growth.

These objectives will be achieved through two phases of work. Phase 1 will establish a vision for the corridor and provide strategies and recommendations for achieving the vision based on existing conditions and an assessment of zoning and development code. Phase 2 will focus on implementation of the strategies from Phase 1 through design concepts and updates to the comprehensive plans and zoning codes of the three jurisdictions.

This Existing Conditions & Opportunities Report is a first step and will lay the framework for this phase by providing a comprehensive look at current conditions within the project area and identifying some key opportunity areas.

The project area is generally considered to be the land around Highway 99 and the Bear Creek Greenway corridor between Medford and Ashland. It consists of properties adjacent to both sides of the highway and those located between the greenway and the highway. See **Figure 1** for a map of the project area boundary. Because the project area is long and narrow, it has been divided into three segments for the purposes of mapping in this report. In subsequent sections of this report, each map contains an inset depicting its location within the overall project area.





**FIGURE 1**  
**VICINITY & PROJECT AREA**  
**HWY 99 / BEAR CREEK GREENWAY**  
**CORRIDOR RE-VISIONING PROJECT**

**Legend**

-  Re-Visioning Study Area
-  City Limits

Data Sources:  
Date: 2/21/2023  
Disclaimer: This data is not to survey accuracy  
and is meant for planning purposes only.



## II. Existing Conditions - Land

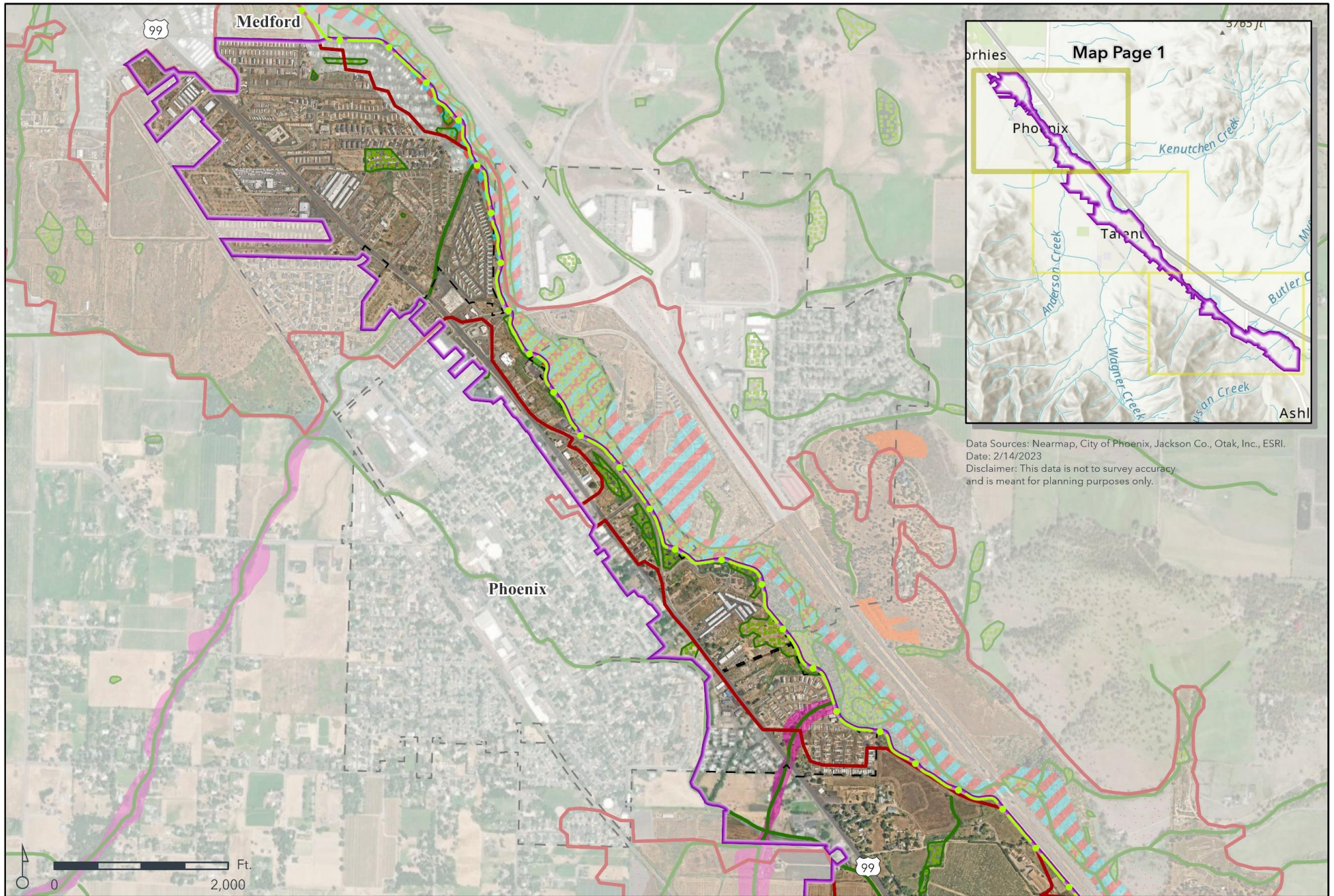
The land within the project area is generally flat, although there are some areas of steeper slopes adjacent to Bear Creek and the Bear Creek Greenway. Much of the vegetation in this corridor was destroyed during the Almeda Fire; it has begun to grow back in places particularly along the greenway. Large shade trees are generally not present along the highway but do exist along Bear Creek in areas that were less impacted by the fire.

The Almeda Fire burn scar (meaning, the area of land that was burned by the fire) is present within much of the project area, although there is a large segment of land in the center of the project area that was not burned.

Bear Creek Greenway runs roughly parallel to Highway 99 through the corridor following the general path of Bear Creek. As it meanders through the project area, Bear Creek is surrounded by floodway and areas of 100-year floodway.

**Figures 2.1 - 2.3** show the land conditions as they currently exist in the project area. Note that aerial imagery used shows post-fire conditions as of August 2022.



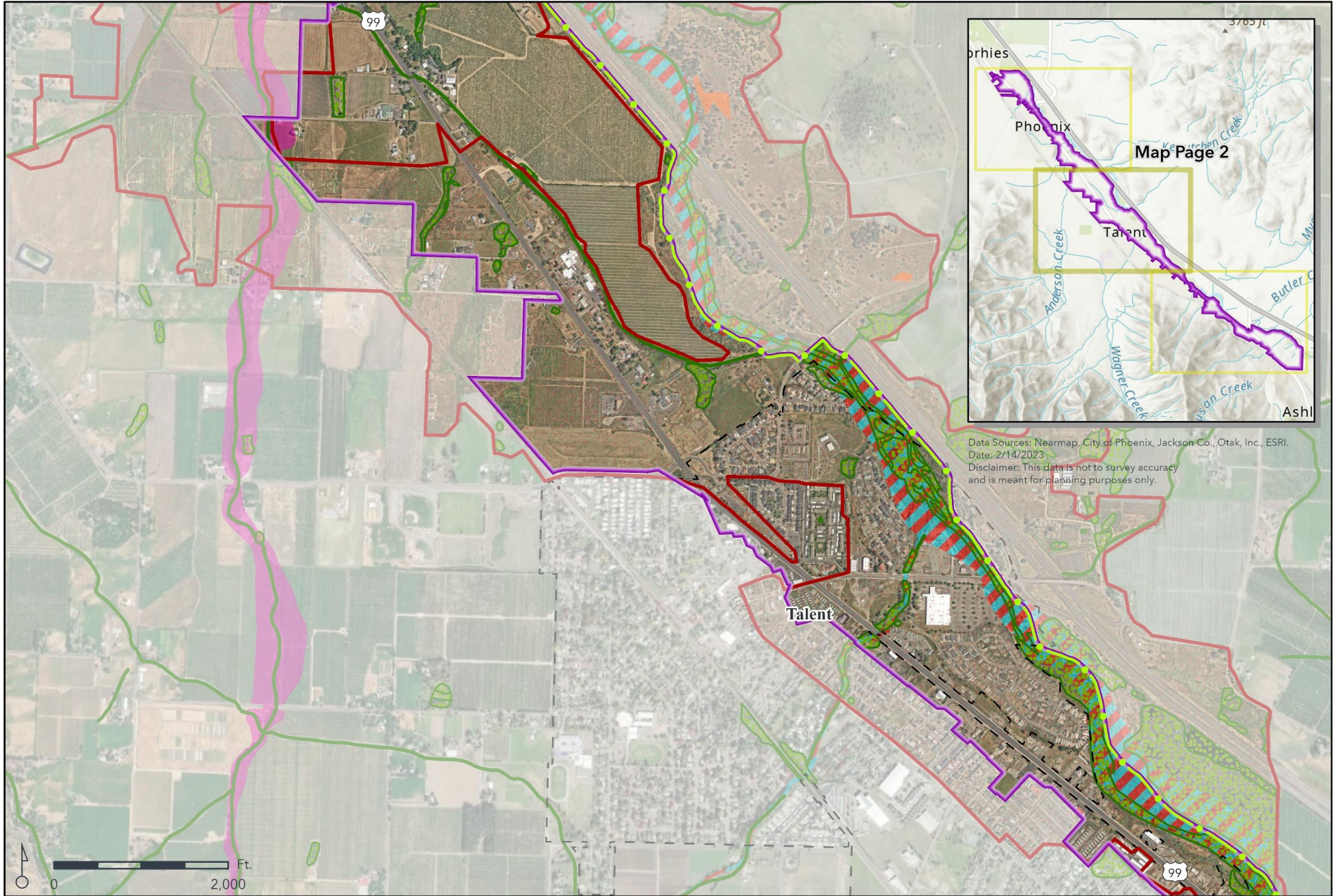


Data Sources: Nearmap, City of Phoenix, Jackson Co., Otak, Inc., ESRI.  
 Date: 2/14/2023  
 Disclaimer: This data is not to survey accuracy and is meant for planning purposes only.

**FIGURE 2.1**  
**EXISTING CONDITIONS - LAND**  
**HWY 99 / BEAR CREEK GREENWAY**  
**CORRIDOR RE-VISIONING PROJECT**

- Legend**
- Re-Visioning Study Area
  - Alameda Burn Area
  - Bear Creek Greenway
  - City Limits
  - Floodway
  - 100 Year Flood Zone
  - Steep Slopes
  - Wetlands



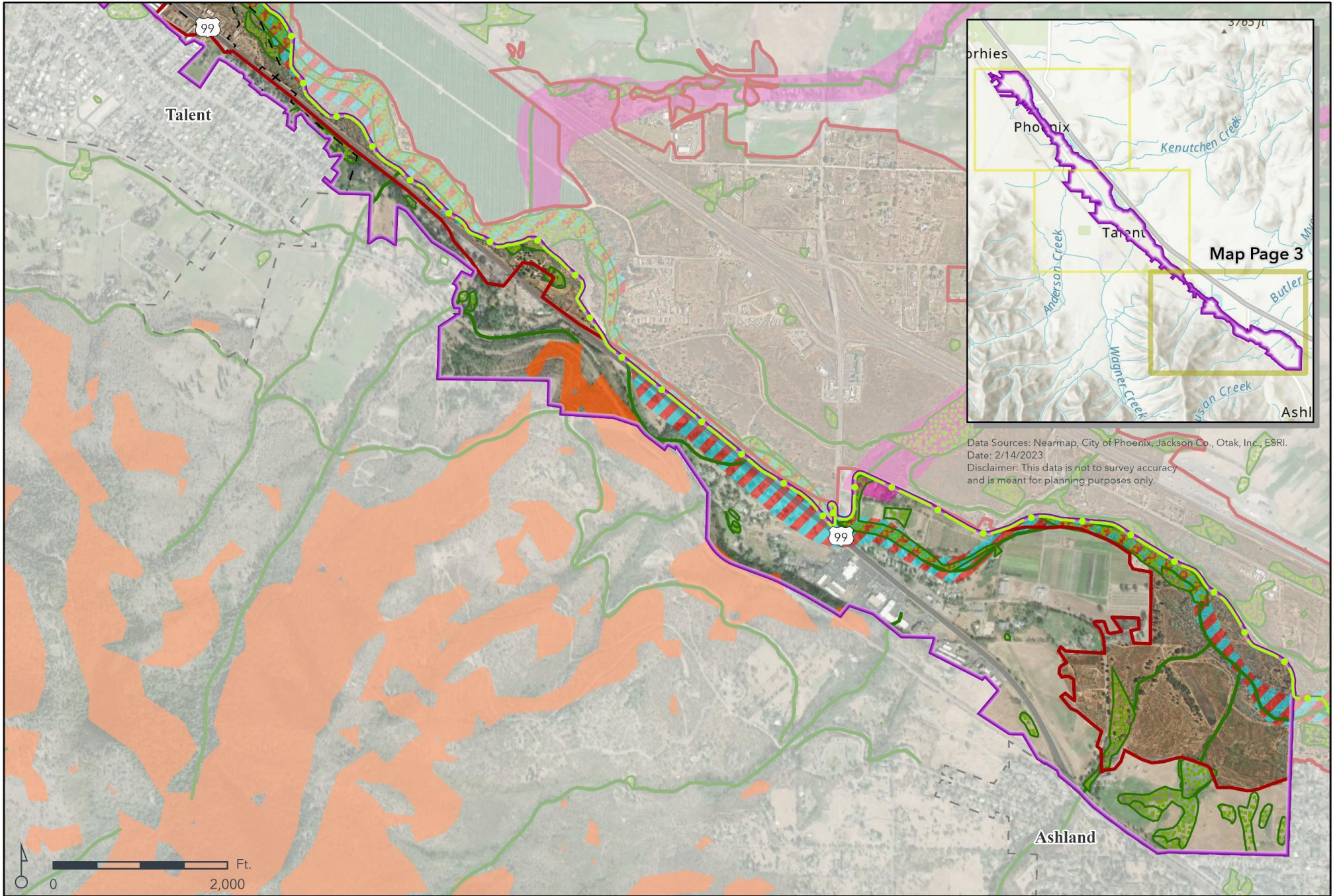


**FIGURE 2.2**  
**EXISTING CONDITIONS - LAND**  
 HWY 99 / BEAR CREEK GREENWAY  
 CORRIDOR RE-VISIONING PROJECT

- Legend**
- Re-Visioning Study Area
  - Alameda Burn Area
  - Bear Creek Greenway
  - City Limits
  - Floodway
  - 100 Year Flood Zone
  - Steep Slopes
  - Wetlands











**FIGURE 2.3**  
**EXISTING CONDITIONS - LAND**

**HWY 99 / BEAR CREEK GREENWAY  
CORRIDOR RE-VISIONING PROJECT**

**Legend**

-  Re-Visioning Study Area
-  Alameda Burn Area
-  Bear Creek Greenway
-  City Limits

**FEMA Flood Zones**

-  Floodway
-  100 Year Flood Zone
-  Steep Slopes

-  Wetlands



### III. Existing Conditions - Zoning

Land within the project area falls under the jurisdiction of three separate local governments and therefore is subject to three different zoning codes. **Figures 3.1 - 3.3** show the applicable zoning for the project area, and a general summary is provided here. For the purposes of this project, the important considerations for zoning within the project area have to do with whether mixed-use development is allowed, the types and densities of housing that are permitted, and the types of commercial and industrial uses that can be built.

A more detailed assessment of zoning and development code, as well as recommendation for changes, will be conducted in Phase 1 to support implementation of the strategies as part of Phase 2 of the project.

#### Jackson County zoning

In the northern part of the project area (north of Phoenix), Jackson County land is zoned primarily General Commercial (GC) and Urban Residential 10 (UR-10). There are also smaller areas of Urban Residential 30 (UR-30) and Urban Residential 8 (UR-8). The UR zones generally allow housing types that range from single detached homes to duplexes and townhomes (attached housing). Accessory dwelling units are allowed in the UR-8 and UR-10 zones but not in UR-30. Multi-family development is allowed in the UR-30 zone but not the others. Manufactured dwelling parks are allowed in all three zones through a Type III discretionary review. Densities range from a maximum of 8 dwellings per acre in the UR-8 zone to 30 dwellings per acre in the UR-30 zone. In all three Urban Residential zones, the only commercial/office uses permitted are limited to adult daycare, childcare, medical services (hospital or medical center), and temporary auction services. It appears that mixed-use developments would not be allowed in these zones currently.

The GC zone allows a mix of commercial retail, office, and service uses, including automobile-associated uses such as motor vehicle sales and service and gas stations. A small number of industrial uses are permitted in the GC zone including equipment storage and mini warehouses. The only type of residential use allowed in the GC zone is a detached single-family dwelling. It does not appear that mixed-use development would be permitted under the current GC rules.

The area between Phoenix and Talent within the project boundary is mostly zoned for Exclusive Farm Use (EFU) and various levels of Rural Residential (RR-5, RR-2.5, and RR-00). The RR zones generally allow low-density types of housing (single detached, duplex) and a limited number of agricultural-related uses such as a produce stand or a winery. Industrial uses are not permitted in the RR zones. The EFU zone is intended to protect land for agricultural uses; other non-agricultural uses are generally not permitted in this zone.

South of Talent, Jackson County land is zoned a mix of RR-5, EFU, and Open Space Reserve (OSR). The OSR zone is another resource zone similar to EFU and is intended to protect forest lands; non-forest uses are generally not allowed in this zone.



### City of Phoenix zoning

Land within the project area that falls under the jurisdiction of Phoenix is mostly zoned for Commercial Highway (C-H) and City Center (C-C). There is also an area of High-Density Residential (R-3) land located along both sides of Highway 99 at the southern end of city limits. The C-C zone allows for single-attached homes (townhomes) and triplexes along with multi-family. It also allows for a variety of public and institutional uses and commercial uses that are focused on retail trade, personal services, and entertainment. Industrial uses are not permitted in the C-C zone. Mixed-use development is specifically allowed in the C-C zone. The C-H zone allows for a mix of commercial and light industrial uses that are suitable for an auto-oriented highway corridor including drive-through uses, service stations, and commercial lodging. While mixed-use development is not explicitly identified as a permitted use in the C-H zone, residential development is allowed. No densities for residential development are applied within the C-C or C-H zones. The R-3 zone has a minimum density of 12 dwellings per acre and no maximum; a variety of housing types are allowed in this zone, including single detached, duplex/triplex/fourplex, and multi-family. A limited selection of non-residential uses are allowed but require approval through a conditional use process.

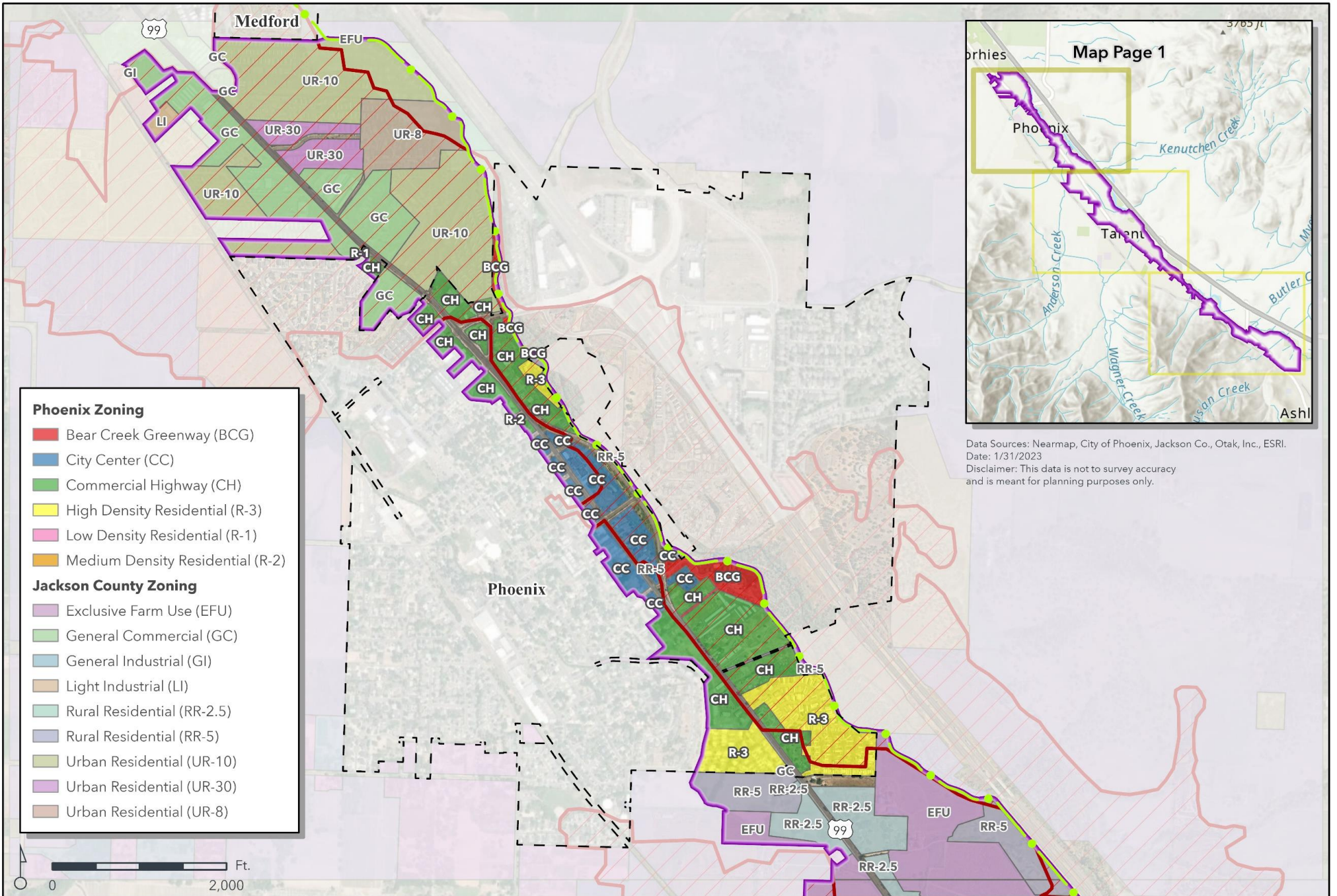
There is also an area of Bear Creek Greenway (BCG) zoning that applies to Blue Heron park and two access points from Highway 99 to the park and greenway. Uses allowed in the BCG zone are limited to public parks, trails, and similar recreational uses.

### City of Talent zoning

Talent zoning designations within the project area include several commercial districts and a range of residential zones. The bulk of Talent residential land inside the project boundary is zoned either Multi-family High Density (RHD) or Manufactured Home (RMH). The RHD zone allows a range of housing types including single detached, duplex/triplex/fourplex, and multi-family development. Some neighborhood commercial uses, when compatible with the residential character of this zone, may be permitted subject to conditional use review. The RMH zone is limited to primarily manufactured homes and accessory uses. Similar to the RMH zone, some commercial uses are allowed if they receive approval through a conditional use process. The RHD zone has a minimum density requirement of 18 dwellings per acre; neither the RMH nor the RHD have an established maximum density.

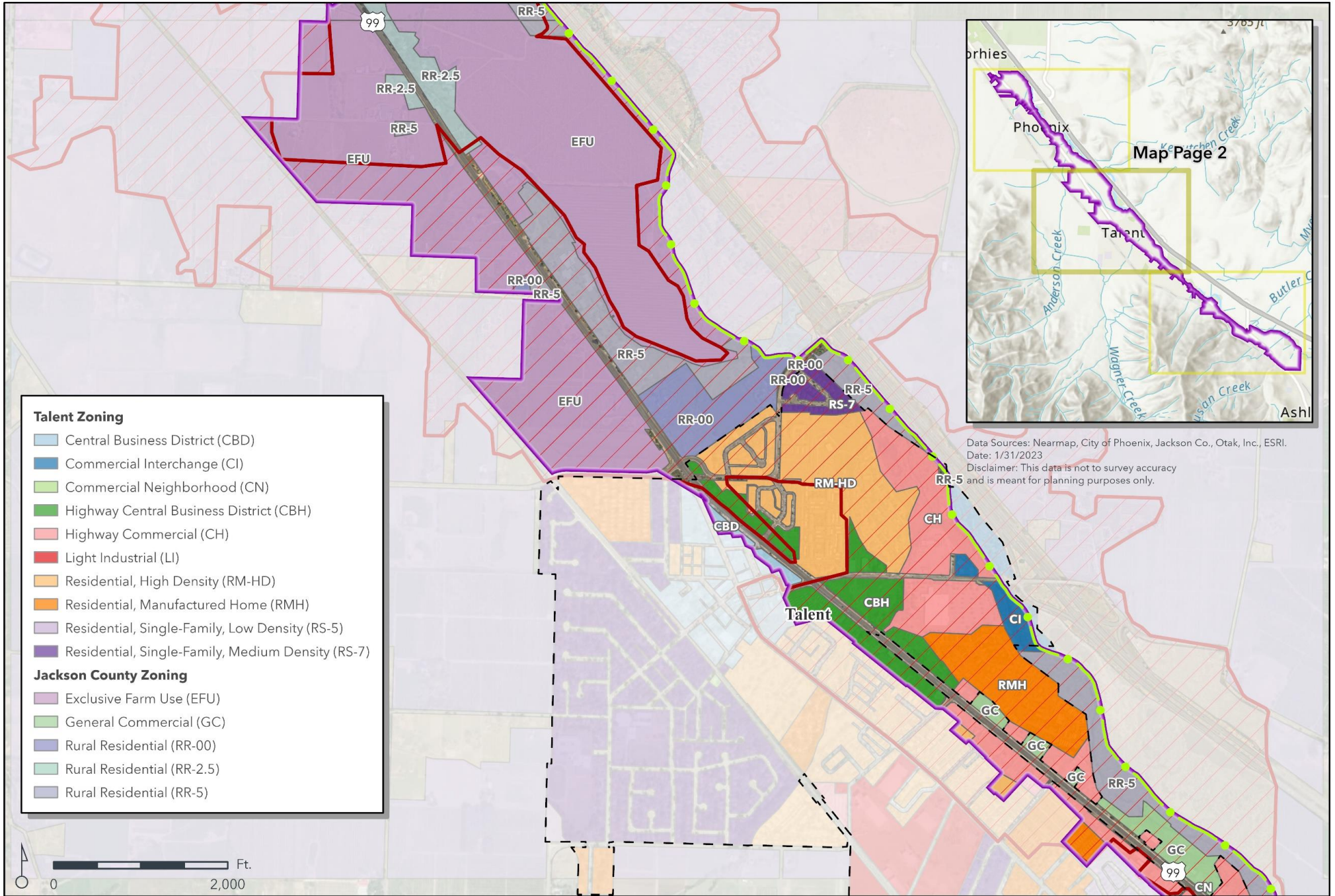
Uses allowed in the commercial zones vary depending on the zone. Generally the Highway Commercial (CH) zone permits uses that are more auto-oriented such as retail, motels, and gas stations. Drive throughs are also allowed with a conditional use permit. The Highway Central Business District (CBH) zone allows a mix of highway-oriented uses similar to the CH zone (although most require conditional use approval) and commercial retail uses suitable for a downtown area. There is also some Central Business District zoning along Highway 99 adjacent to downtown Talent that is focused on retail, office, and personal service uses and does not allow the more auto-oriented uses that can be found in the other zones. Mixed-use development is allowed in both the CBD and CBH zones with no maximum residential densities identified.





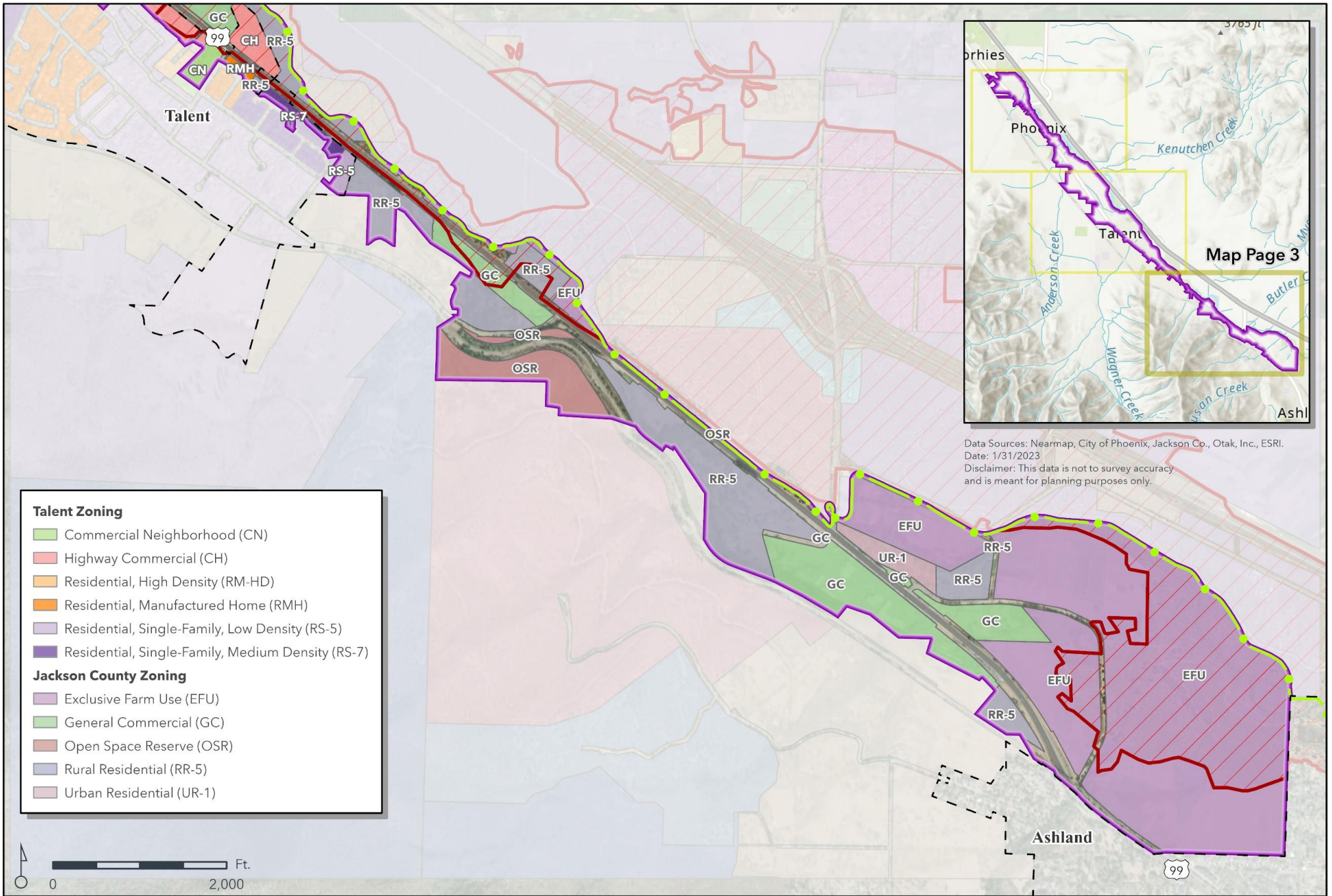
**FIGURE 3.1**  
**EXISTING CONDITIONS - ZONING**

**HWY 99 / BEAR CREEK GREENWAY**  
**CORRIDOR RE-VISIONING PROJECT**



**FIGURE 3.2**  
**EXISTING CONDITIONS - ZONING**

**HWY 99 / BEAR CREEK GREENWAY**  
**CORRIDOR RE-VISIONING PROJECT**



**FIGURE 3.3**  
**EXISTING CONDITIONS - ZONING**

**HWY 99 / BEAR CREEK GREENWAY CORRIDOR RE-VISIONING PROJECT**

#### IV. Existing Conditions - Development

When the Almeda fire burned through the project area in September of 2020, it destroyed approximately 2,600 homes and approximately 200 businesses within its nine-mile path. Damaged buildings included many mobile homes (mostly located within established mobile home parks), several apartment complexes, single detached homes, and numerous commercial and industrial structures. Since then, some redevelopment has occurred particularly new single detached homes in residential subdivisions and a handful of commercial developments. All three jurisdictions continue to see proposals for new development, though the pace of development varies among them. However, there remains much vacant or mostly vacant land within the project area although; some of it was vacant prior to the fire and some is vacant due to the fire. Collectively the opportunity for new development along this corridor is significant as is the need for more housing and commercial services to support existing and future residents.

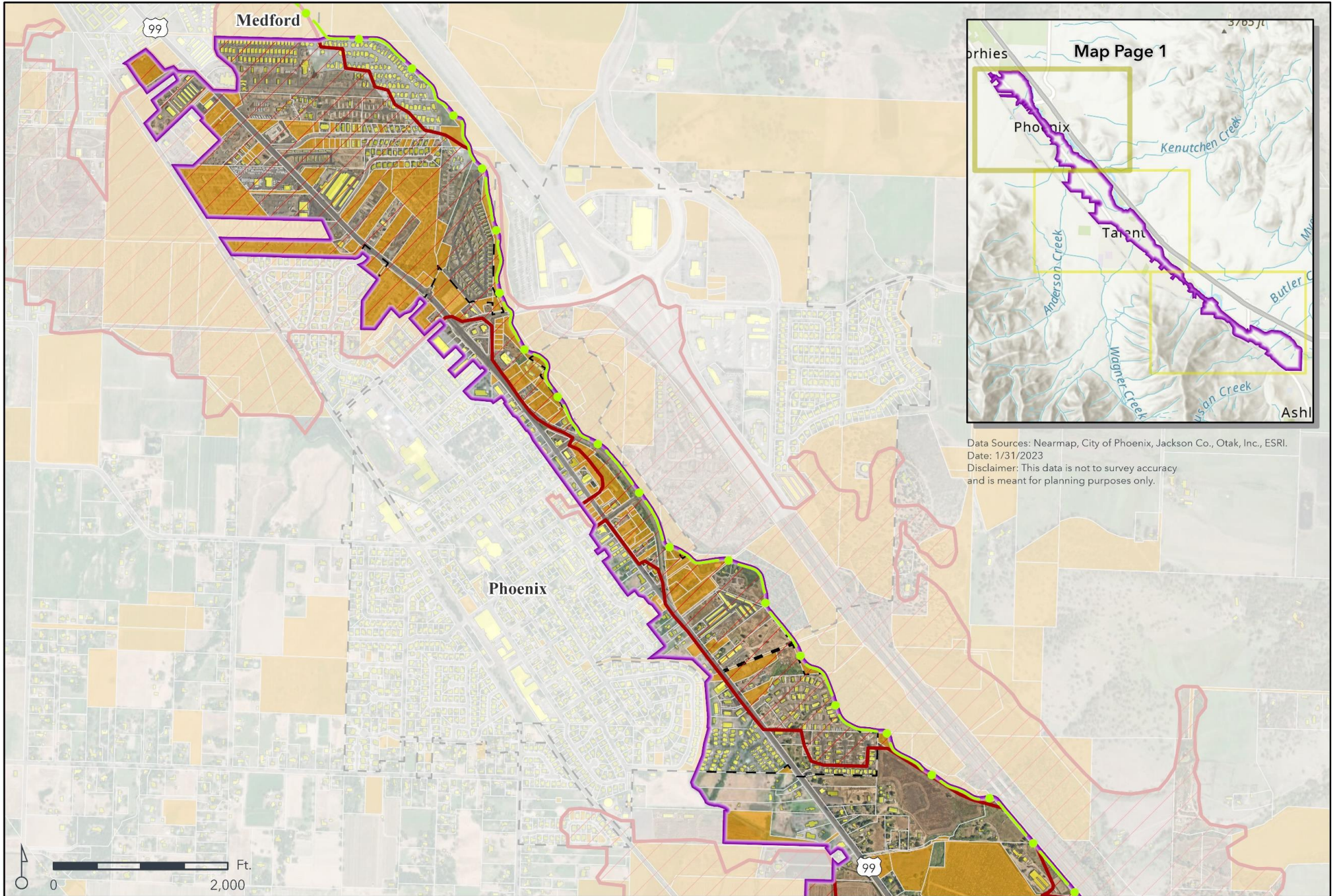
**Figures 4.1 - 4.3** highlight vacant parcels and building footprints within the project area; building footprint data is recent and reflects building loss resulting from the Almeda fire.



Recent Development in the Project Corridor



Recent Development in the Project Corridor



**FIGURE 4.1**  
**EXISTING CONDITIONS - DEVELOPMENT**

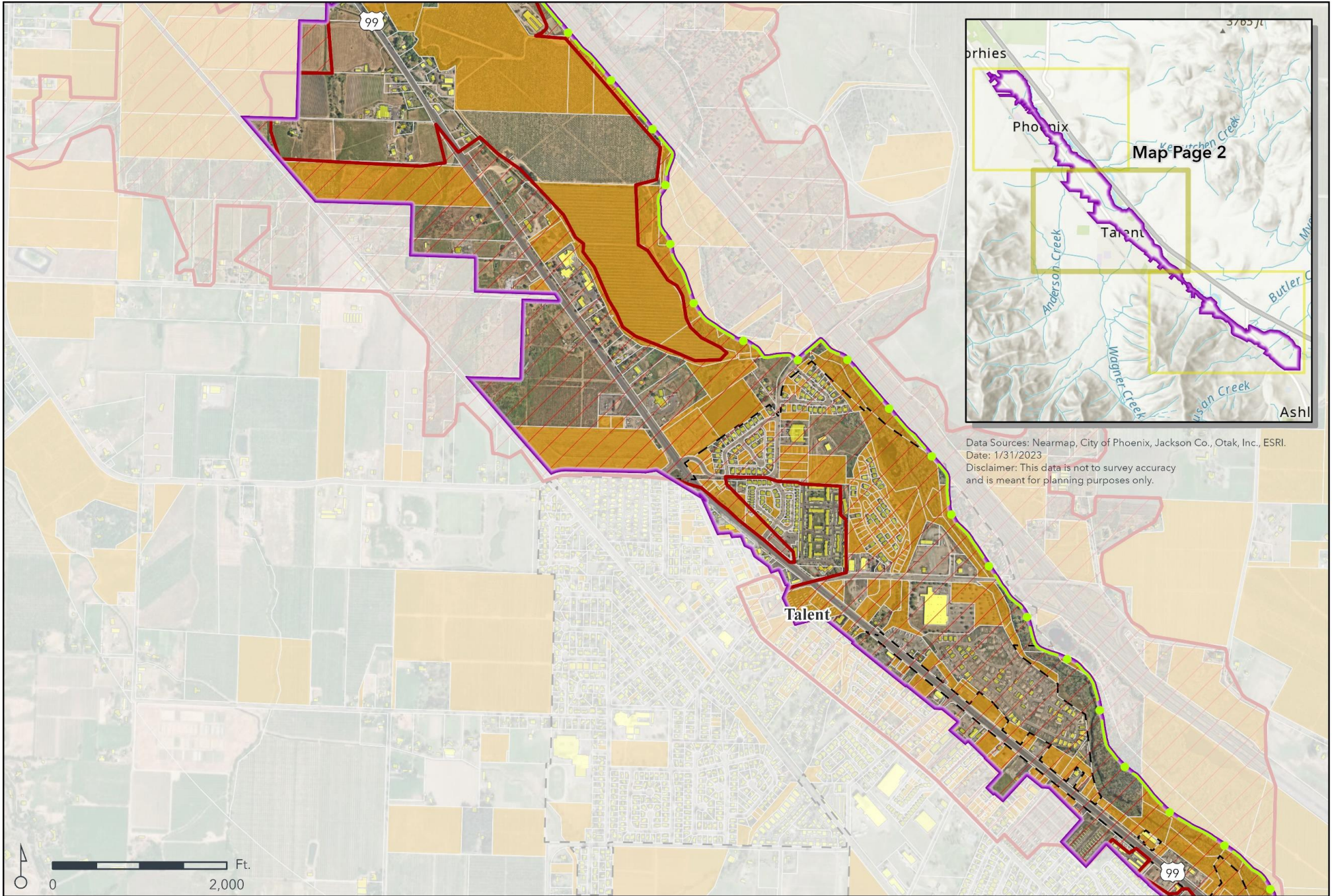
**HWY 99 / BEAR CREEK GREENWAY  
 CORRIDOR RE-VISIONING PROJECT**

**Legend**

- Re-Visioning Study Area
- Alameda Burn Area
- City Limits
- Building Footprints
- Bear Creek Greenway
- Vacant Parcels







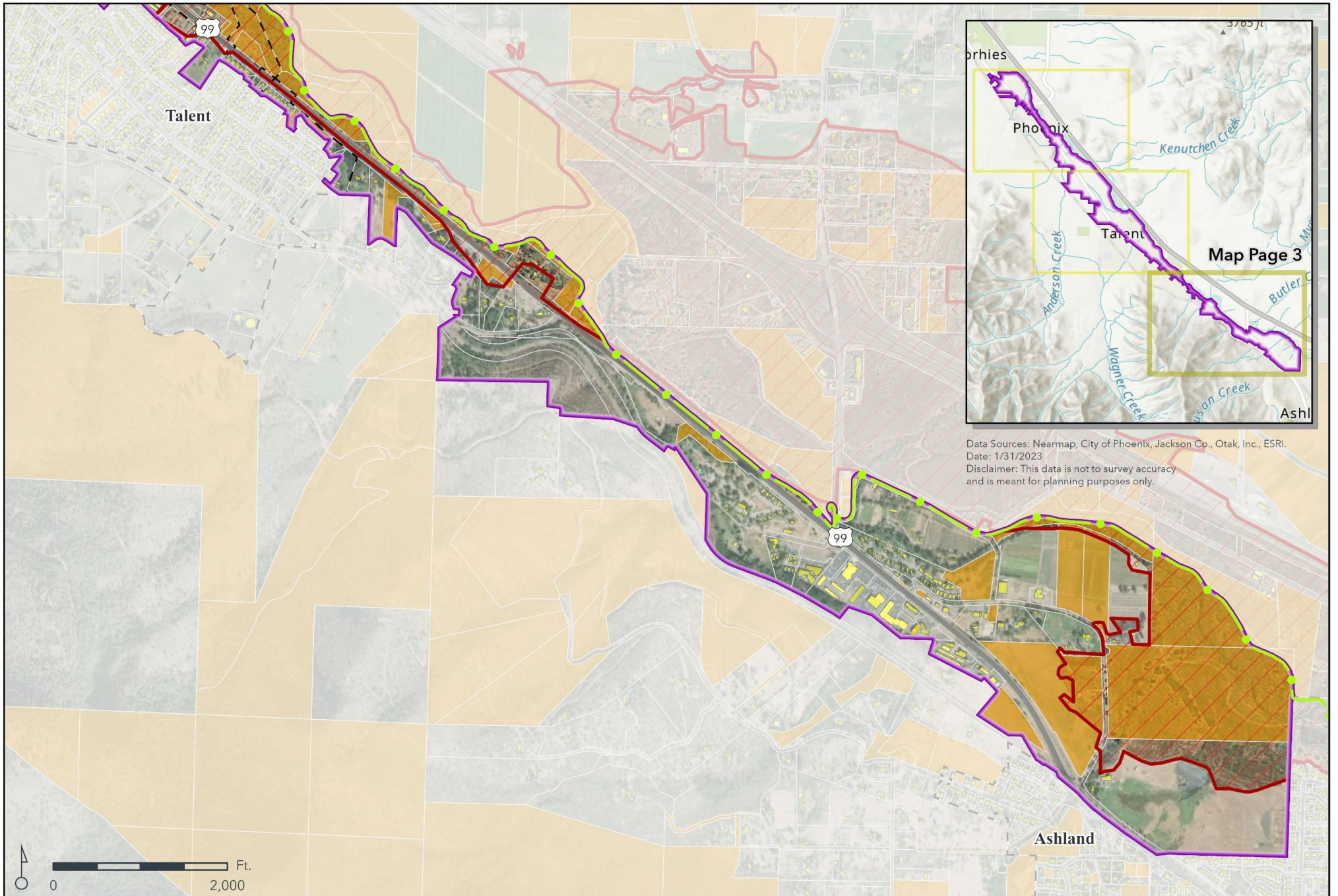
Data Sources: Nearmap, City of Phoenix, Jackson Co., Otak, Inc., ESRI.  
 Date: 1/31/2023  
 Disclaimer: This data is not to survey accuracy and is meant for planning purposes only.

**FIGURE 4.2**  
**EXISTING CONDITIONS - DEVELOPMENT**

**HWY 99 / BEAR CREEK GREENWAY CORRIDOR RE-VISIONING PROJECT**

- Legend**
- Re-Visioning Study Area
  - Alameda Burn Area
  - City Limits
  - Building Footprints
  - Bear Creek Greenway
  - Vacant Parcels





Data Sources: Nearmap, City of Phoenix, Jackson Co., Otak, Inc., ESRI.  
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**FIGURE 4.3**  
**EXISTING CONDITIONS - DEVELOPMENT**

**HWY 99 / BEAR CREEK GREENWAY CORRIDOR RE-VISIONING PROJECT**

**Legend**

- Re-Visioning Study Area
- Alameda Burn Area
- City Limits
- Building Footprints
- Bear Creek Greenway
- Vacant Parcels



## V. Existing Conditions - Transportation & Connectivity

The project area has two dominant transportation corridors – Highway 99 and the Bear Creek Greenway; each serves a different type and volume of traffic and connections between the two are infrequent. **Figures 5.1 – 5.3** show the current transportation facilities for the project area including streets, sidewalks, bike lanes, transit routes, and Highway 99 crossings.

**Streets.** The primary street in the project area is Highway 99, which is a state facility and is designated as a District Highway by Oregon Department of Transportation (ODOT) along the entire corridor with the exception of a small segment in Phoenix. The highway varies from four to five lanes along this corridor; where it splits near the downtown Phoenix couplet, it has two travel lanes in each direction. Posted speeds range from 40 miles per hour to 55 miles per hour depending on the location. Sidewalks along Highway 99 are discontinuous and are generally only present where recent development or road improvements have occurred. There are striped bike lanes along the highway near its intersection with North Phoenix Road and through the downtown Phoenix couplet. There are also striped bike lanes through the City of Talent starting approximately at Creel Road on the south end up to Suncrest Road at the north end. The *OR 99 Rogue Valley Corridor Plan*<sup>1</sup> calls for improvements to Highway 99 along this entire corridor including filling gaps in the sidewalks and bike lanes where they currently don't exist.

Other streets in the project area consist of local streets with a handful of minor arterials and major collectors such as N. Phoenix Road and Valley View Road.

**Sidewalks.** As noted above, sidewalks along both sides of Highway 99 through the project area are discontinuous. ODOT has plans to construct sidewalks where they currently do not exist, although the area between Phoenix and Talent will remain as a rural arterial. Along other local streets, sidewalks are often not present or are sporadic. In downtown Phoenix sidewalks are available along both sides of Main Street and along East 1<sup>st</sup> Street. In Talent sidewalks are present along both sides of the recently improved segment of Valley View Road and in some of the recently developed residential subdivisions.

**Bike facilities.** Aside from the bike lanes noted along Highway 99, there are very few instances of striped bike lanes within the project area. The recently improved segment of Valley View Road has bike lanes along both sides from East Main Street (in Talent) to the I-5 interchange. There are also bike lanes in the vicinity of the Highway 99 intersection with Suncrest and Colver Roads and along Talent Avenue. Further north near Phoenix, there are bike lanes at the Main Street/N. Phoenix Road/Bolz Road intersection, and the bike lanes appear to continue along N. Phoenix Road outside the project area.

**Transit.** There is one bus route that travels along Highway 99 through this corridor connecting Ashland north to Medford with stops in Talent, Phoenix, and other points between. The bus route is run by the Rogue Valley Transit District (route 10); it runs every day except Sunday with 20-minute service at peak weekday hours and 30-minute service during other times. Bus stop spacing within the project area varies depending on location but averages about one-quarter mile.

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<sup>1</sup> OR99 Rogue Valley Corridor Plan, June 2015: OR 99 Corridor Plan Final 2015.pdf (Oregon.gov)



**Crossings.** Marked pedestrian crossings over Highway 99 are located (although somewhat infrequently) through this corridor and include (from north to south):

- Signalized crossings at N. Phoenix Road and E. Bolz Road.
- Striped crossings along Main Street through downtown Phoenix.
- Signalized crossings at Suncrest Road and Valley View Road.
- Signalized crossing at E. Rapp Road.

**Bear Creek Greenway.** The greenway is an off-street, multi-purpose, paved pathway that travels roughly parallel to Highway 99 and connects Ashland north to Medford and Central Point (totaling about 27 miles long). The greenway is reserved for non-motorized users only and provides access to many parks, playgrounds, and other amenities along the way. Within the project area, public access to the greenway is available at several locations:

- From N. Phoenix Road near the intersection with E. Bolz Road, there is a paved access from the sidewalk down to the greenway.
- At the northern end of the Phoenix couplet, there is access near E. 4<sup>th</sup> Street down to the greenway, including a signalized pedestrian crossing over Bear Creek Drive to the access.
- There are several connections from Blue Heron Park to the greenway which travels along the northern boundary of the park.
- The Phoenix Industrial Studios (location of Clyde’s Corner restaurant) provides public access to the greenway during business hours. After hours the access is closed for security reasons.



Pedestrian Crossing at Bear Creek Dr. and E. 4th St. in Phoenix



Bear Creek Greenway Connection to Phoenix Industrial Studios.

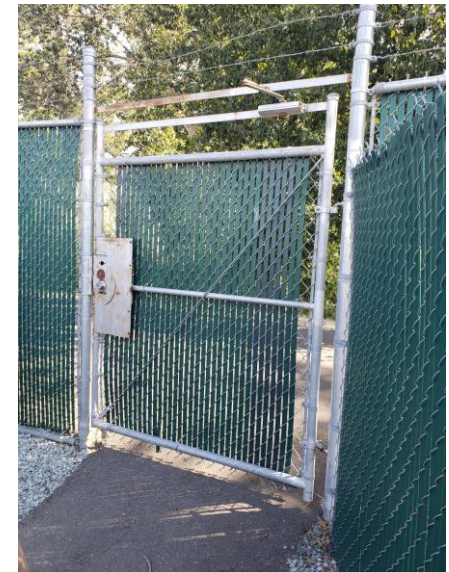
- Access to the greenway is available where the greenway crosses Suncrest Road and Valley View Road.
- There is an access point just south of the Valley View Road/I-5 interchange which also includes a vehicle parking area.
- A paved access is available from Highway 99 to the greenway at Talent Avenue and near the Hwy 99/ S. Valley View Rd. intersection.
- Across Highway 99 from Creel Road, a new access is planned that will create a paved connection from the highway down to the greenway.
- Private entry points, not mapped in this report, provide additional greenway access for individual landowners.



Signage Along Bear Creek Greenway Trail

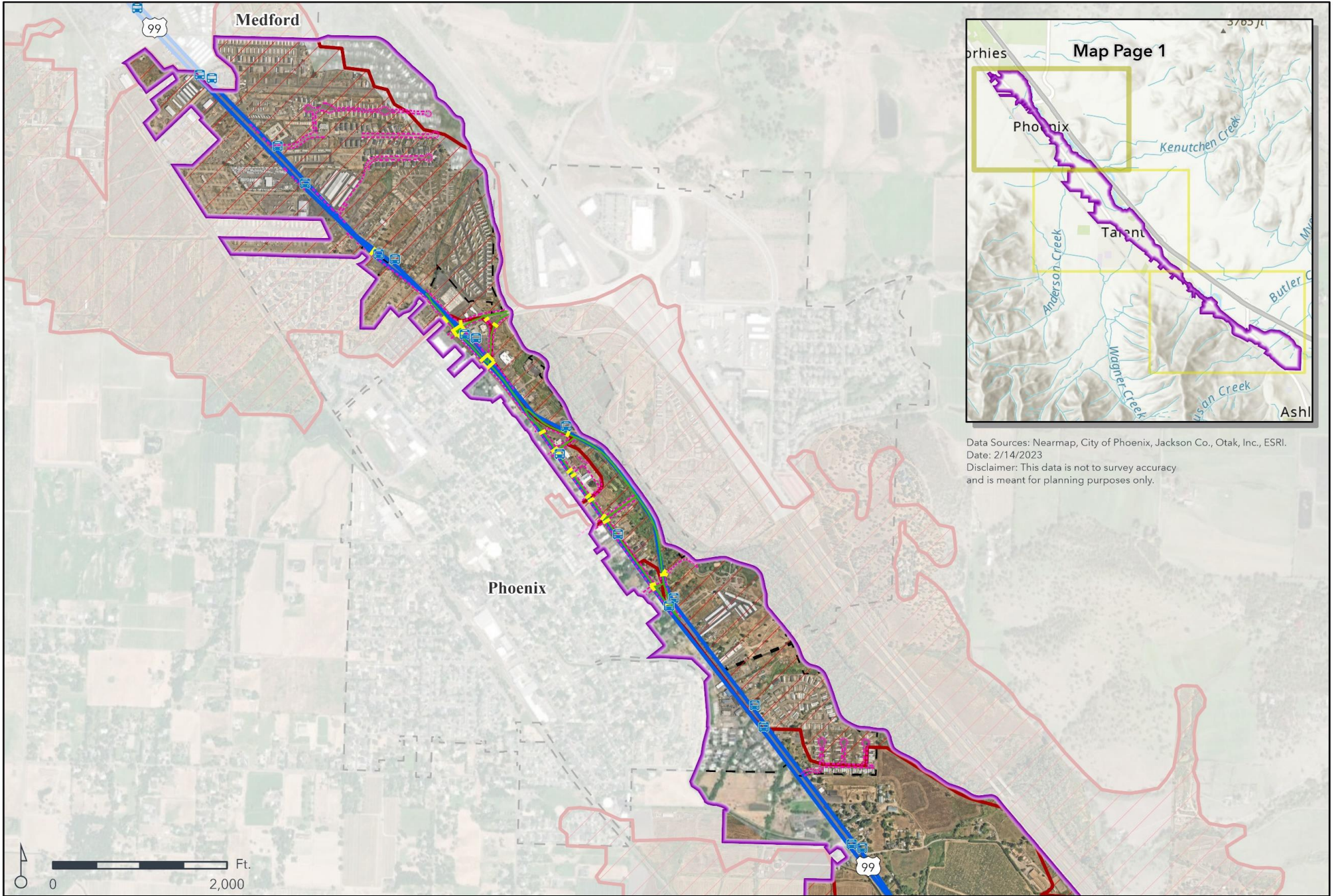


Looking From the Greenway Up to Clyde's Corner



Private, Gated Access to Bear Creek Greenway From the Creekside Estates Manufactured Home Park.





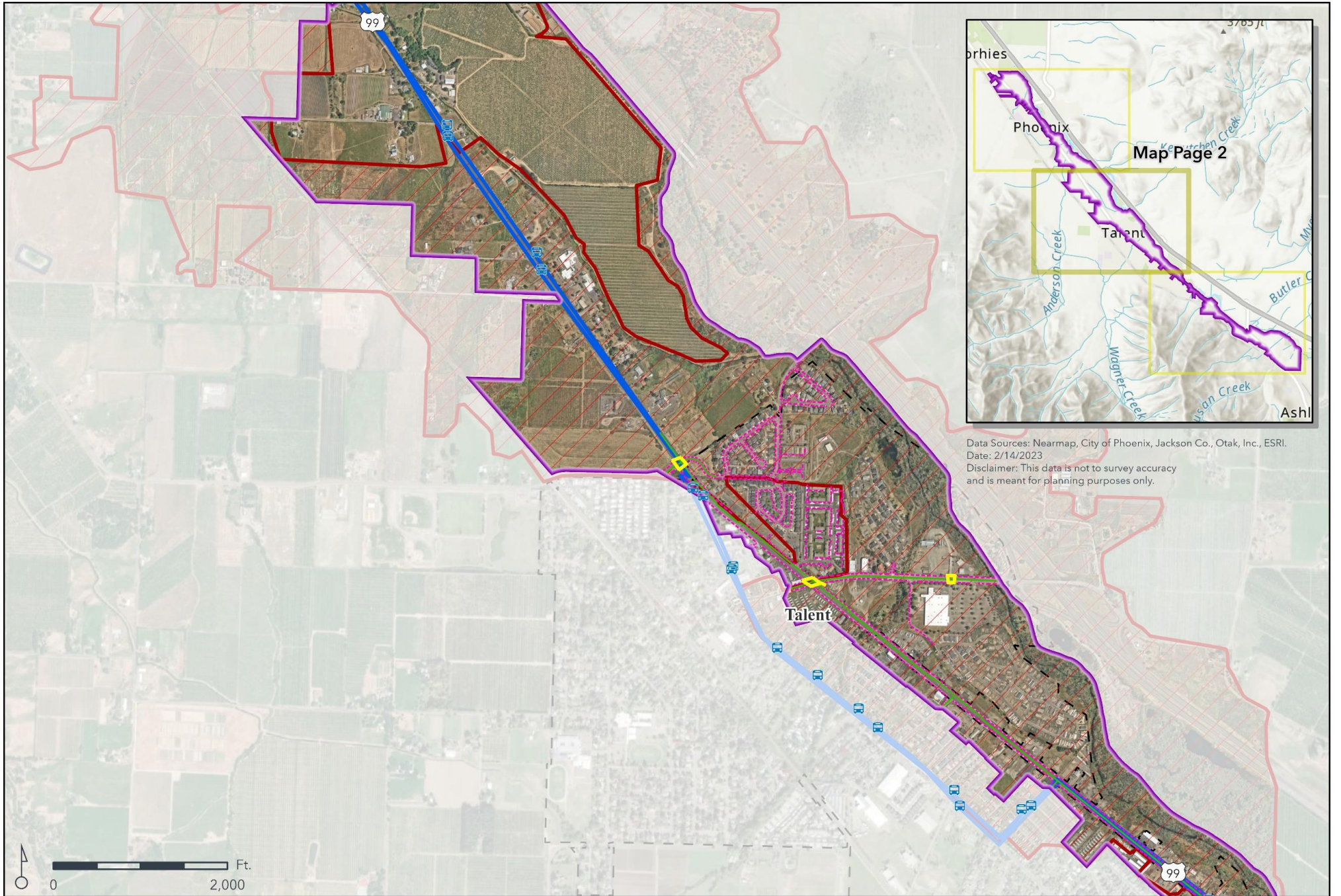
Data Sources: Nearmap, City of Phoenix, Jackson Co., Otak, Inc., ESRI.  
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**FIGURE 5.1**  
**EXISTING CONDITIONS**  
**TRANSPORTATION & CONNECTIVITY**  
 HWY 99 / BEAR CREEK GREENWAY  
 CORRIDOR RE-VISIONING PROJECT

**Legend**

- Re-Visioning Study Area
- City Limits
- Alameda Burn Area
- 🚌 RVTD Bus Stops
- RVTD Bus Routes
- Crosswalks
- - - Sidewalks
- Bike Lanes



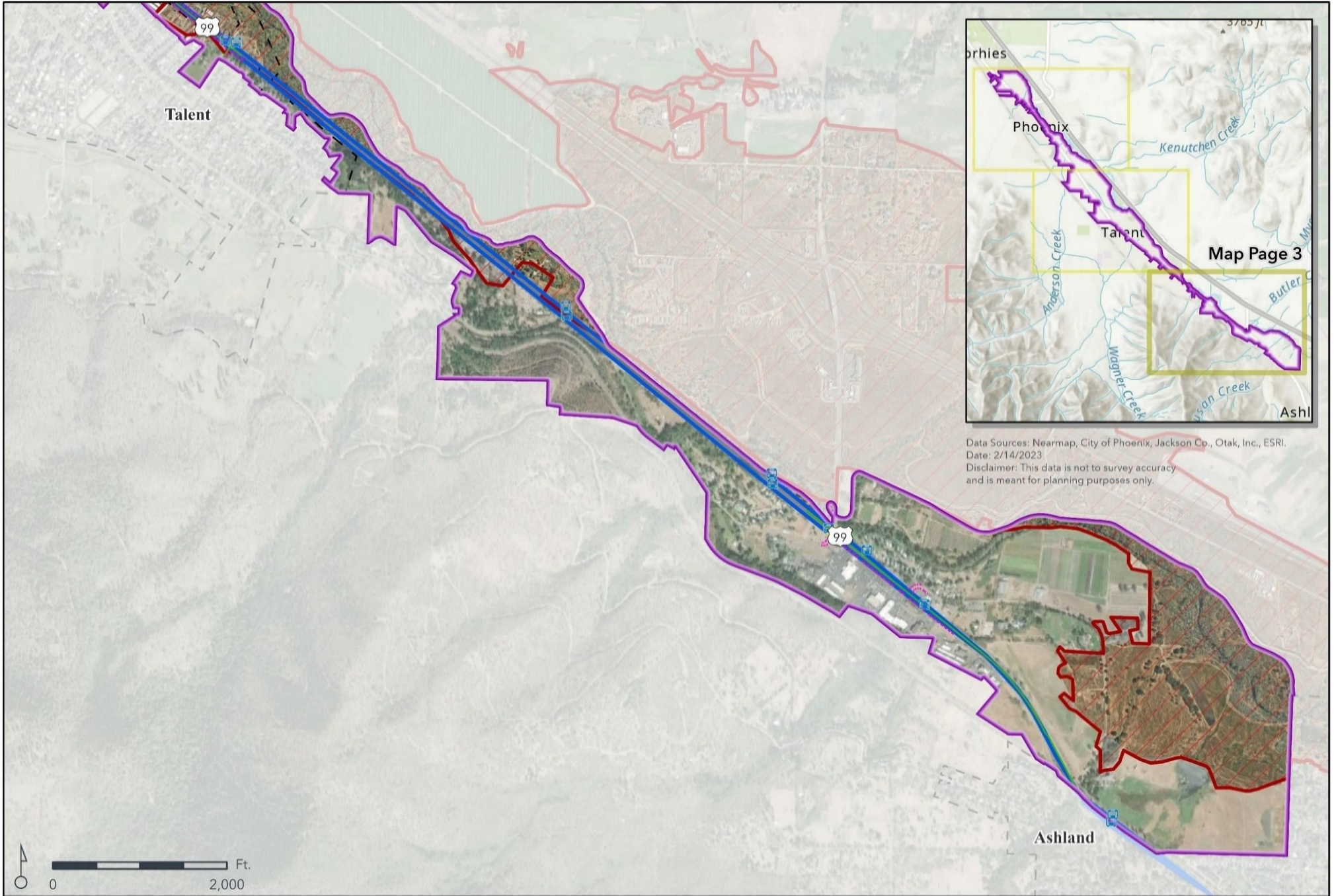


**FIGURE 5.2**  
**EXISTING CONDITIONS**  
**TRANSPORTATION & CONNECTIVITY**  
**HWY 99 / BEAR CREEK GREENWAY**  
**CORRIDOR RE-VISIONING PROJECT**

**Legend**

- Re-Visioning Study Area
- City Limits
- Alameda Burn Area
- 🚌 RVTD Bus Stops
- RVTD Bus Routes
- Crosswalks
- Sidewalks
- Bike Lanes





Data Sources: Nearmap, City of Phoenix, Jackson Co., Otak, Inc., ESRI.  
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**FIGURE 5.3**  
**EXISTING CONDITIONS**  
**TRANSPORTATION & CONNECTIVITY**  
**HWY 99 / BEAR CREEK GREENWAY**  
**CORRIDOR RE-VISIONING PROJECT**

**Legend**

- Re-Visioning Study Area
- City Limits
- Alameda Burn Area
- RVTD Bus Stops
- RVTD Bus Routes
- Crosswalks
- Sidewalks
- Bike Lanes









## VII. Opportunities

The intent of this report is not only to document existing conditions along the Highway 99/Bear Creek Greenway corridor but to explore how those conditions bring about opportunities for future development that speaks to the needs and values of the community. This section identifies several locations within the project area that are well-suited for mixed-use developments and additional housing options. It also describes three subareas that will be further explored later in this project through a development feasibility assessment. The development feasibility assessment will examine different development types that could be possible in the subareas and identify financial strategies for each. This section lays the framework for that feasibility process.

### Potential mixed-use/housing nodes

From north to south along the project corridor, the following locations have been identified as having strong potential for new mixed-use and housing developments. Identification of these areas was done based on site visits, conversations with staff of the three jurisdictions, and input received from the online survey.

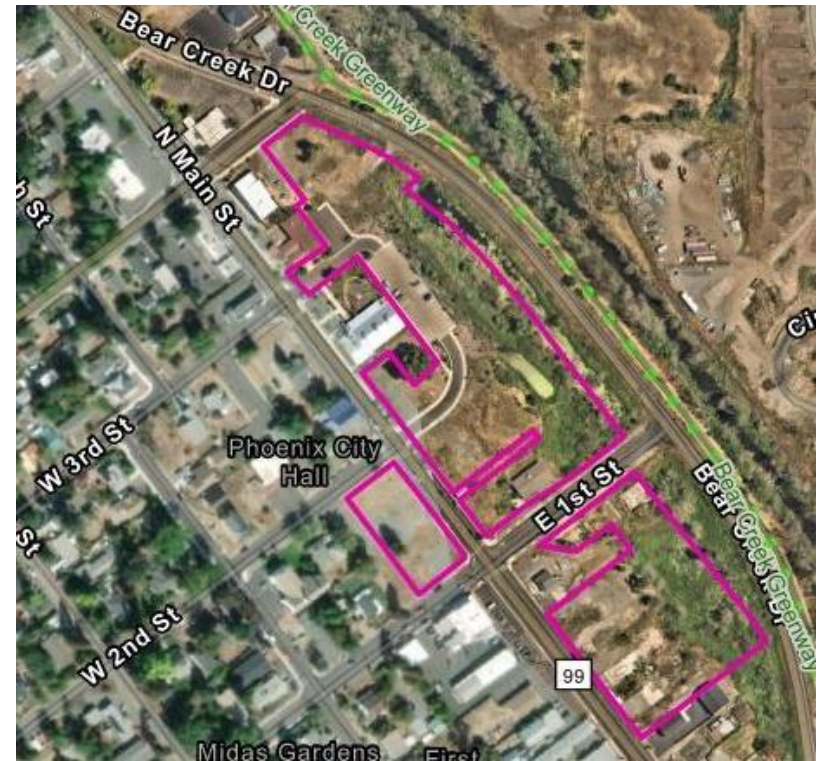
**E. Bolz Road.** At the intersection of E. Bolz Rd. and N. Phoenix Rd, there are several vacant parcels just north of the existing Rite Aid. This area is centrally located (close to downtown Phoenix), has easy access to the I-5 interchange, is close to bus stops, and has direct access to the Bear Creek Greenway. Existing commercial development is located directly adjacent to this site including the Rite Aid, a drive-through coffee shop, gas station, and convenience store. As drawn here, the area is approximately 1.5 acres which is suitable for a mix of commercial and residential uses either in a mixed-use building or in several buildings clustered on the site.



E. Bolz Rd/N. Phoenix Rd. Potential Development node



**Downtown Phoenix.** There are a number of vacant parcels in downtown Phoenix that could be developed with commercial and residential uses either together in mixed-use buildings or separately. These parcels are adjacent to existing downtown development and are walkable from residential neighborhoods and civic uses (schools, the library, and Phoenix Civic Center) in Phoenix. There is access to the Bear Creek Greenway from the E. 4<sup>th</sup> Street connection. Mixed-use development on these parcels (with commercial uses facing Main Street) would fill in gaps along Main Street and help make downtown Phoenix a more walkable and vibrant downtown hub.



Downtown Phoenix Main Street  
Potential Development Node



Downtown Talent at Main Street and  
Talent Street

**Downtown Talent.** While not technically inside the project area boundary, there are a handful of vacant parcels in downtown Talent along E. Main Street and Talent Avenue that could be redeveloped with a mix of commercial and residential uses. These parcels are adjacent to existing commercial development, walkable from residential neighborhoods, and have easy access to Highway 99 and I-5 via the Valley View interchange. These parcels are also close to the Valley View corner subarea (described and shown later in this section).



**Creel Road.** Several relatively large vacant or mostly-vacant parcels along Highway 99 near Creel Road present potential for new commercial, industrial, and/or residential development. Creel Road is under the jurisdiction of both Jackson County and the City of Talent. Commercial or industrial development could front the highway with the potential for residential development behind those uses, closer to the Bear Creek Greenway. When the new connection is constructed, this area will have direct access to, and views of, the greenway. A pedestrian crossing on Highway 99 would provide access from the residential neighborhoods on the south side of the highway.



Creel Road Potential Development Node

## Key subareas

As noted previously, three key areas are described here to lay the groundwork for further study as part of the development feasibility assessment. Generally the subareas are larger than the potential development nodes identified above, and the feasibility assessment will explore the “highest and best” uses for these areas to help guide future development.

### Subarea 1 Valley View Corner

This subarea is located at the intersection of Valley View Rd. and Highway 99 and is comprised of land on both sides of the highway (including the current location of the Gateway Village temporary mobile home park). This area has direct access to I-5 and is in close proximity to downtown Talent. The Gateway Village site is owned by the City of Talent and is planned for mixed-use development. The parcels on the north side of Highway 99 are under private ownership and are entirely vacant (with the exception of a taco truck). Across Valley View Rd. there has been recent commercial development including a mixed-use building (Snap Fitness) with commercial on the ground floor and apartments above. Valley View Rd. has been recently improved and has sidewalks and bike lanes on both sides. This segment of Highway 99 also has sidewalks and bike lanes, and the intersection is signalized with striped pedestrian crossings making this area walkable and accessible to residential neighborhoods in Talent.



Downtown Talent Development Node and Valley View Corner Subarea

The context of Subarea 1 includes auto-oriented retail along Pacific Highway, newer multifamily communities to the north and south, a Main Street district, and the established single-family neighborhoods to the west. Subarea 1 can serve as a gateway and transition zone while connecting these different uses and creating a civic and commercial activity node. Strong transportation connections and existing residential areas within walking distance will support infill and mixed-use development.



## Subarea 2 Highway Transition Area



Highway Transition Area

This subarea is located just south of the Phoenix couplet along Highway 99 and is comprised of multiple deep parcels some of which are vacant or mostly vacant. This is the location of the Phoenix Industrial Studios which has direct access to the Bear Creek Greenway. Blue Heron Park is located directly to the north. Because of its proximity to downtown Phoenix, this area presents an opportunity for transitional development types that help move from highway-oriented uses to uses suitable for a walkable downtown area. It could be appropriate for a mix of commercial and light industrial uses with residential uses either above or behind highway-facing commercial/industrial. This location also has potential for “gateway” type development to emphasize downtown Phoenix as a stopping point for dining, recreation, shopping, and more. Greenway visitors are able to directly access a few commercial services now (Clyde’s Corner restaurant, for example). Additional mixed-use development in this area could strengthen connections to the greenway and provide more transparency between the greenway and adjacent properties. The small pink area on the other side of Highway 99 shows a potential location for a connection from the neighborhood along Elm Street down (across the Medford Canal) to the highway. A crosswalk in this location would allow those residents to the southwest to directly access services in Subarea 2 as well as the greenway.

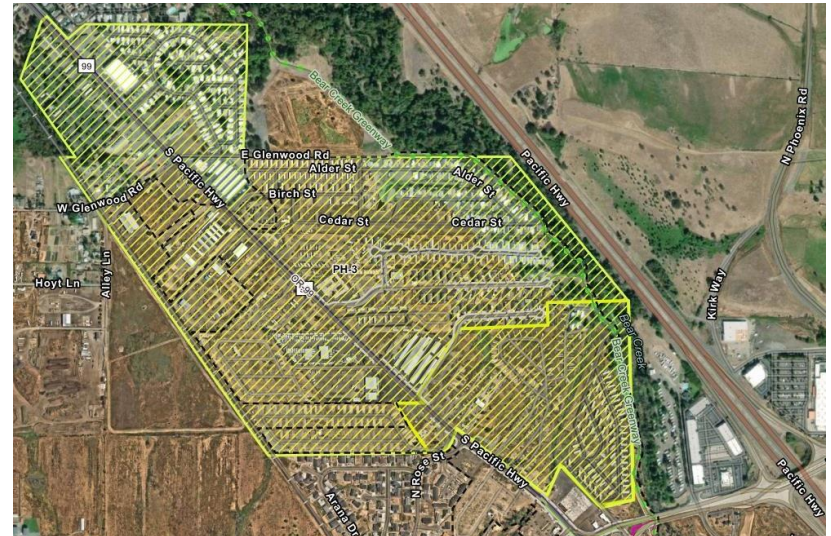
Opportunities in Subarea 2 focus on small business incubation, design and manufacturing maker spaces, outdoor recreation-focused enterprises, and live-work mixed-use developments. The proximity and connectivity to the Bear Creek Greenway trail and open space make this location desirable for small businesses and medium-sized employers. Blue Heron Park is an amenity for future multifamily residential development, and the entire subarea is within walking distance of downtown Phoenix.



### Subarea 3 Urban Expansion Area

Subarea 3 is part of a Jackson County urban reserve area (known as PH3) that was recently brought into the Phoenix urban growth boundary. PH3 is approximately 267 acres and will soon be zoned and available for development at urban levels per the Phoenix development code. While the entire area will not be assessed as part of the development feasibility study, the area of PH3 along Highway 99 just north of the current city limits has a significant number of vacant and/or underutilized parcels that have potential for mixed-use development and stand-alone residential development with good access to Highway 99, Bear Creek Greenway, and the I-5 interchange. Transitional, gateway-type development would also be appropriate here to signal for travelers (especially north to south travelers) that they are entering a unique corridor with amenities.

Like Subarea 1, this subarea has the opportunity to serve as a gateway to Phoenix. This large subarea features deep lots and access to the Bear Creek Greenway and excellent transportation connections to I-5. Light industrial, employment, maker spaces, and a range of mixed-use and residential options can be accommodated within Subarea 3.



Jackson County Urban Expansion Area PH3 (top) and Subarea 3 (bottom)





## VIII. Conclusions & Next Steps

Collectively, the Cities of Talent and Phoenix and Jackson County have significant opportunity in this project corridor for redevelopment to help them meet their goals for housing, economic resiliency, and community amenities. The scenic value of the corridor, its proximity to the Bear Creek Greenway, and its location between two larger Oregon destination cities suggest this area is ready to move forward with thoughtful and deliberate growth and redevelopment.

This report provides a first step toward understanding those opportunities and focusing attention on those areas with the greatest potential. Subsequent work in this project will further evaluate these opportunity areas and look more closely at specific development types (housing and commercial/industrial), cost implications, market demands, and implementation strategies. This work will also help the community identify placemaking approaches to emphasize the special character of this corridor, reveal its social identity, and provide a cohesive experience for people traveling through the corridor. Placemaking will be done with members of the communities along this corridor and recommendations that come out of that process will reflect their goals and priorities for their futures.

