



Calendar Of Events:

Winter Light Festival
4th Weekend of November

Pear Blossom Festival
2nd Weekend of April

Art In Bloom
2nd Weekend in May

The Taste of History
2nd Weekend in June

Medford Cruise
3rd Weekend in June

Sidewalk Sale
Last Weekend in July

Jazz Jubilee
2nd Weekend in October



Medford Urban Renewal Agency

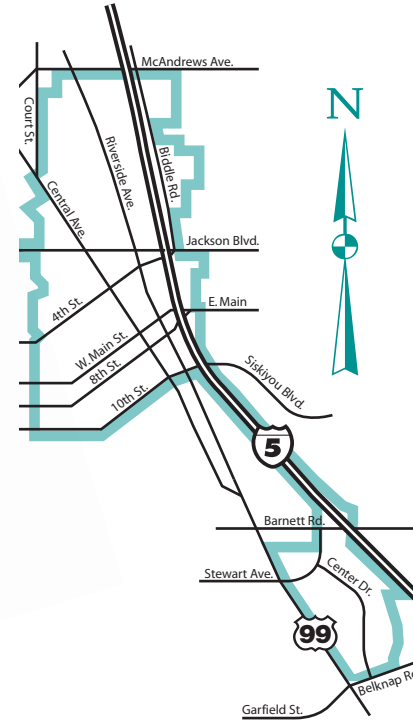
At a Glance



www.downtownmedford.com

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TEL: (541) 774-2700

Boundaries



Mission Statement

The mission of the Medford Urban Renewal Agency is to eliminate blight and depreciating property values in areas within the Agency's jurisdiction and in the process, attract aesthetically pleasing, job producing private investments that will improve and stabilize property values and protect the area's historic places and values.

Lifespan

Medford Urban Renewal Agency was created in 1988 and will dissolve in 2013, leaving the area once deemed most in need of help, a place most desirable for work, play and other activities for local residents and visitors alike.

Accomplishments 1988-Present

1. South Gateway Center (1991) is a 90-acre 600,000 square foot regional shopping center anchored by Fred Meyer, Inc., McGrath's Fish House, Comfort Inn, and Harry and David's Country Store.



2. Craterian Theater (1996) was renovated through a partnership of the Agency and the community. Today the Craterian Ginger Rogers Theater is a popular 750-seat performing arts center that consistently draws national talent to the heart of downtown.



3. Vogel Plaza (1996), located in the center of downtown, replaced an old and overgrown uninviting public park. It is an attractive open plaza that serves as a grand entry to the

Craterian Theater, a venue for public events, and a daily destination for people-watching, eating lunch and splashing in the fountain.



4. Parking (1990-Present). As a result of an increasing draw to downtown, the city received its first parking structure in the summer of 1998. Contradictory to the stark, cold gray structures that may come to mind, Middleford Parking Facility was designed to meet the unique needs of a growing downtown while taking into account community concerns for aesthetics and functionality. With the completion of the new Evergreen Parking Facility, Downtown Medford has more parking than ever before! In addition to providing much needed parking for those who work and visit, the structures are important for the recruitment of additional employees to downtown.





5. Bear Creek (1996 – 2005). Starting with removal of the Jackson Street Dam to improve water quality and salmon habitat, the Agency has worked to improve Bear Creek while increasing the awareness of its importance to the Rogue Valley. The Bear Creek Master Plan, highlighting that Bear Creek is truly the jewel of Medford, was completed in 2004. Completed in 2005 by the Agency, the first project from the master plan was the 9th Street Pedestrian Bridge. Thanks to the Agency's efforts, it is now possible to stand on the pedestrian bridge and watch newly recovered salmon population below.



6. Medford Library (2004) was constructed in the City Center as a result of the Agency's success in changing the perception of the downtown to a vibrant urban center.



7. Historic Façade Grant Program (2000 – Present) a major catalyst in the renovation of the commercial core of the downtown, has leveraged public funds and private investment at a ratio of 1:7-15



8. Streetscape Improvements (1989 – Present). Sidewalks throughout Downtown Medford have been reconstructed to include new streetlights and street trees, along with other pedestrian amenities, to provide a more pleasant pedestrian experience. Streetscape improvements support surrounding redevelopments. New sidewalks, trees, and street lights now extend along Central Avenue from 4th Street to 10th Street, coinciding with redeveloped buildings, parking, Vogel Plaza, Craterian



Theater, RCC, and library. Similar improvements have occurred on other streets, including Main, Holly, Grape, 8th, 9th and 10th Streets, and Riverside Avenue. Bartlett Street improvements from 9th to Main tie the new RCC/SOU Campus to the Main Street area.

9. Evergreen Way and Railroad Improvements (2003 – 2006). The first component of this project was the re-construction of the five railroad crossings in Downtown Medford. The old potholed crossings and extra railroad tracks were removed and replaced with smooth pre-fabricated concrete crossings and the railroad circuitry was upgraded to increase safety at the crossings. Finally, Evergreen Way was constructed, providing additional parking and allowing new economic opportunities to the businesses located along the railroad. Immediately following construction, restaurants placed outdoor seating on Evergreen Way.



10. Middleford Commons (2006 – Present). The Agency and City of Medford partnered with Lithia Motors to locate their corporate headquarters and related development in Downtown Medford. The Agency received four grants from the Oregon Department of Land, Conservation, and Development, and one grant from the US Environmental Protection Agency for the project. The Agency's contribution to the project includes funding for property acquisition, parking, streetscapes, and park blocks.



11. SOU/RCC (2005-Present). The Agency acquired two properties with the purpose of conveying them to Southern Oregon University and Rogue Community College for the Higher Educational Facility project. Those properties, along with commitments to streetscapes



and the Bartlett Street Improvement, provided leverage for SOU and RCC to obtain bond funding through the State of Oregon.

MURA Awards/Accomplishments

1994 *America the Beautiful Award* (Bear Creek Restoration). 1998 *HMA Pioneer Award* (6th Street Middleford Parking Garage). 1999-2000 *AIA San Francisco Best of the Bay and Beyond Architectural Award* (Middleford Parking Facility). 2000 *Livable Oregon Governor's Livability Award* (Craterian Theater and Vogel Plaza). 2000 *Oregon Downtown Development Association's Physical Improvement & Community Reinvestment Award* (Craterian Theater, Vogel Plaza, Middleford Parking Facility and Middleford Alley). 2004 *James C. Howland Municipal Enrichment Gold Award* (Historic Façade Grant Program). 2004 *Heart of Medford Association Downtown Improvement Award* (Pedestrian Pull-Outs). 2005 *HMA Pioneer Award* (Evergreen Parking Structure).



Parking

The Downtown Parking Information pamphlet offers a map of parking locations, information about the parking validation program, parking permits, parking space leases, city block parking rules, "We Care" Program, and Medford City Code and Regulations. Informative for visitors, employees, students, and residents alike, a free Downtown Parking Information pamphlet from the Medford Urban Renewal Agency office at 45 South Holly Street.



Join Hands with Government

In 1988 a group of Medford visionaries set forth with a dream of creating a vibrant Downtown. Their goal was to reverse the current trend of declining property values and loss of business the Downtown are was experiencing. Today, thanks to that group of citizens, the City Council, and Medford Urban Renewal Agency, Downtown Medford has new life.