



The
Comprehensive
Plan

II. PLANNING AREA
CHARACTERISTICS

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BASIS FOR PLANNING

Any responsible planning activity involves the establishment of an information base, or data base. Roads, sewers, schools, parks, agricultural lands, employment, housing, geologic hazards, and a number of other topics are all community concerns and are part of the comprehensive planning process. Information on these subjects can be as simple or as complex as needed. Usually, the more information that is available, the better the decisions should be.

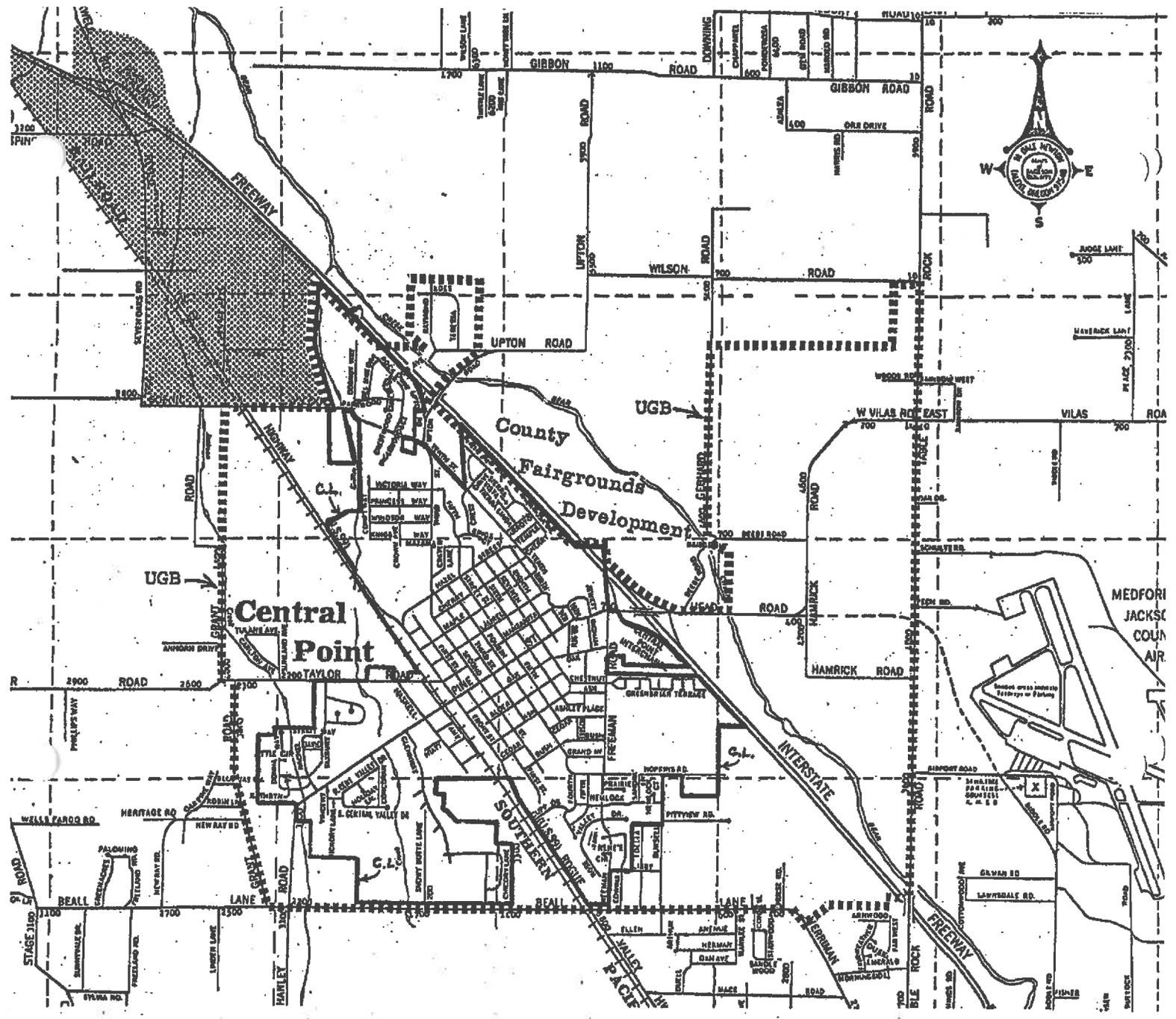
Statewide Planning Goal #2 (Land Use Planning) states that all land use plans shall include identification of issues and problems, inventories and other factual information for each applicable statewide planning goal, evaluation of alternative courses of action and ultimate policy choices, and consideration of social, economic, energy and environmental needs.

Inventories and other forms of data are needed as the basis for the policies and other decisions set forth in the Plan. This factual base should include data on the following, as they relate to the goals and other provisions of the Plan:

- Natural resources, their capabilities and limitations
- Man-made structures and utilities, their location and condition
- Population and economic characteristics of the area
- Roles and responsibilities of governmental units.

Since specific inventories and data are often related specifically to a particular element of the Plan, much of the data base will be integrated into the Plan itself. Housing inventories and population will be more directly related to the Housing Element and Land Use Element, natural resource data will be included in the Environmental Management Element, etc. The intent is to include the majority of the background data within the element that utilizes it. In this way, the element will lead more smoothly and directly from the statistical information to the conclusions and recommendations.

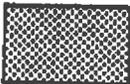
This section of the Comprehensive Plan is intended to provide the reader with a general overview of the City and its urbanizable area. It will highlight some of the major problems and issues that will be dealt with later in the Plan and point out some of the existing opportunities for community improvement. Characteristics of the population will also be summarized to provide the reader with a basic understanding of the socio-economic make-up of the Community. Additional data on population is included in the Housing Element and, to some extent, in the Urbanization Element.



**CENTRAL POINT
URBAN GROWTH BOUNDARY**

January 1983

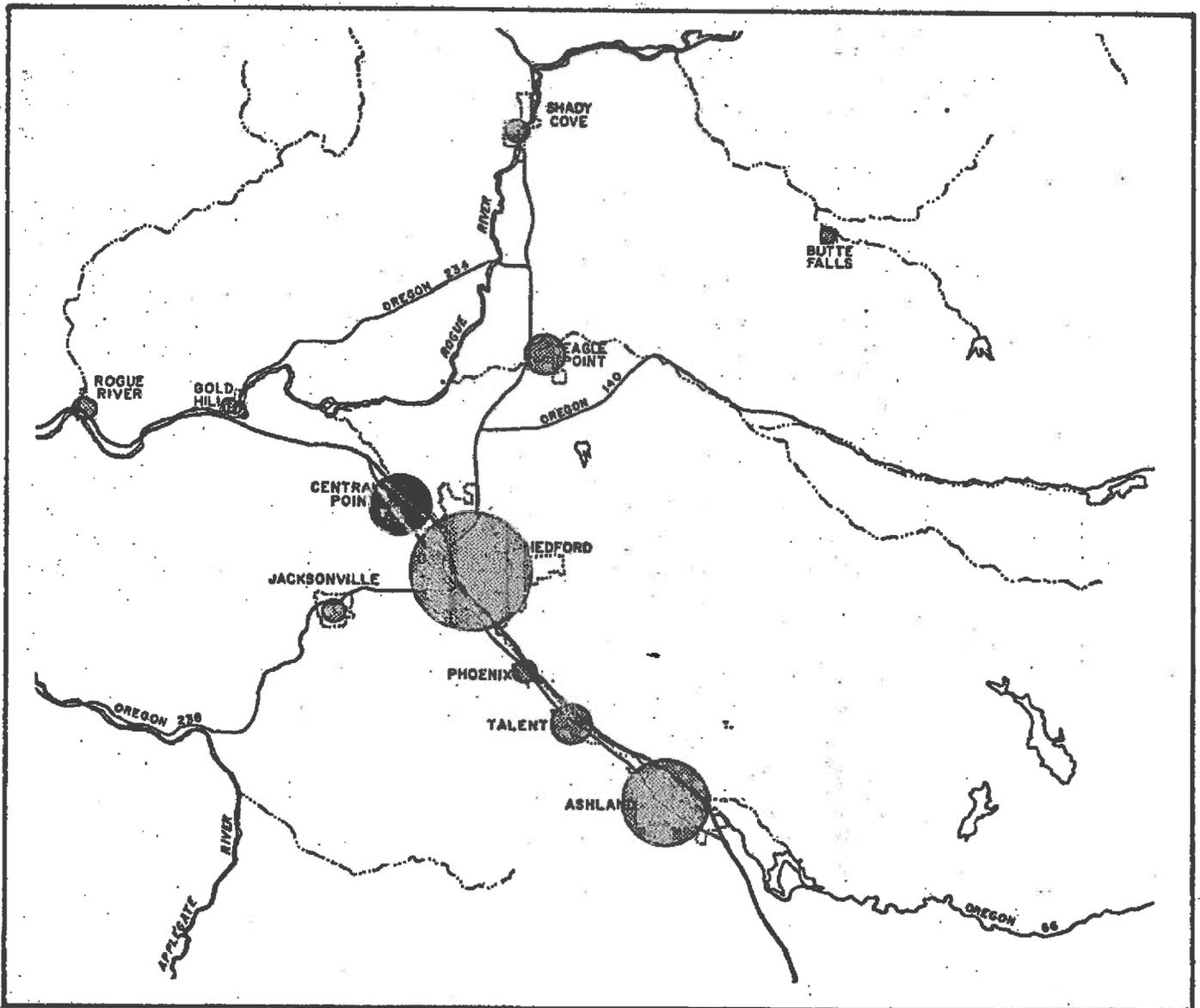
UGB TOTAL AREA ----- 2,736.8 acres
 PROJECTED POPULATION ----- 16,000

 Area protected from premature urbanization by Policy #7 of the City/County Urbanization Agreement.

LOCATION AND NATURAL ENVIRONMENT

The City of Central Point is located near the geographic center of Jackson County in southwestern Oregon, approximately midway between Portland and San Francisco and along the I-5 Freeway, the primary route connecting most west coast major cities from San Diego to Seattle. The City also has the advantage of being on the Southern Pacific rail line and within a mile of the Jackson County Airport. Medford, southern Oregon's largest city with a population of approximately 40,000 is immediately south of Central Point. Medford is the county seat and is also a major shopping, employment and governmental center in the region.

Central Point is located in the most densely-urbanized portion of Jackson County. The City is actually at the northern end of an urbanized area that extends south to Ashland and also includes the cities of Medford, Phoenix and Talent. This area of urbanization generally follows four linear features, the I-5 Freeway, Highway 99



Bear Creek, and the Southern Pacific Railroad.

Surrounded by the Coast Range, the Siskiyou Range and the Cascade Range, the Rogue Valley has long been a center for the lumber products industry and, prior to the early 1940's, was also an important mining region. The Valley floor became increasingly important as an agricultural area, especially long Bear Creek, and produced row crops, fruit, and livestock.

During the decade of the 1940's, Central Point grew at a rate of about 6.3 percent. After World War II, population growth slowed considerably through the 1950's. Growth rates picked up again during the 1960's and 70's with growth rates averaging 5.75 and 5.77 percent respectively. During that period of time the Rogue Valley was "discovered" by many persons and families from out of the area, many of them seeking a healthier or more relaxed lifestyle away from the more congested urban areas.

As pressures for development increased and new housing tracts were constructed, urbanization began to have some adverse impacts on agriculture and on the natural environment of the Valley. Residents seeking a semi-rural lifestyle but with the urban conveniences nearby were eating away at valuable farmlands, splitting them into smaller parcels for residential purposes, including mini-farms. Additional problems occurred as residences were constructed in areas of poor soils with severe limitations for septic systems. As a result, many such systems have failed, causing pollution and fresh water contamination problems.

Bear Creek, caught in the middle of the urbanization, suffered its share of problems. The natural watercourse, vegetation and wildlife habitats of Bear Creek were encroached upon in some instances and the additional pollution from runoff added to the problem. Fortunately, residents of the Rogue Valley realized the importance of Bear Creek and began to take actions to protect it several decades ago. Today, the Bear Creek Greenway Committee, Jackson County, the Rogue Valley Council of Governments, and the communities along the creek are working together in this preservation effort. Hopefully, a publicly-owned (or controlled and managed) Greenway with recreational trails and other features, will stretch from Emigrant Lake, through Central Point, and to the Rogue River. Obviously, it would be to Central Point's advantage to ensure the protection of the corridor while maximizing its recreational potential. More on this subject is included in the Environmental Management, Parks and Recreation, and Land Use Elements.

As population continues to increase, so is the demand on other natural resources, including water and air. The availability of fresh water in the Rogue Valley will be an important factor in long-range planning, as will water quality. Because the Rogue Valley is surrounded by mountains, it is subject to temperature inversions that trap pollutants and hold them in the air for extended periods of time. Solutions to this problem will also be discussed in several elements of this Plan, as well as ways to discourage the use of the automobile for short trips, emphasis on walking and bicycling, provision of non-motorized vehicle facilities, etc.

LAND USE CHARACTERISTICS

WITHIN CITY LIMITS

A detailed Land Use Inventory of all lands within the Central Point City limits was completed in March, 1980. Data sheets were developed to record the field observations and the information was also recorded on assessor's parcel maps. The data sheets have been bound and are available, along with the maps, at the City's Planning and Building Department. The following is a summary of this Land Use Inventory:

1980
LAND USE INVENTORY

LAND USE CATEGORY	ACRES	PERCENT OF DEVELOPED ACREAGE	PERCENT OF TOTAL ACREAGE	ACRES PER 1,000 POPULATION
RESIDENTIAL	648.7	66.8%	58.7%	99.8
COMMERCIAL	35.2	3.6%	3.2%	5.4
INDUSTRIAL	25.6	2.6%	2.3%	3.9
PUBLIC/ QUASI-PUBLIC	16.0	1.7%	1.4%	2.5
SCHOOLS & PARKS	78.4	8.1%	7.1%	12.1
STREETS & HIGHWAYS	166.5	17.2%	15.1%	25.6
TOTAL DEVELOPED:	970.4	100.0%	87.8%	149.3
UNDEVELOPED:	135.3		12.2%	
TOTAL CITY:	1,105.7		100.0%	

Pine Street is Central Point's primary east-west arterial street, leading from the agricultural and rural-residential areas west and southwest of the City, through the central business district, connecting with the I-5 Freeway at the east City limits, and continuing east to provide access (via Head Road/Biddle Road) to the County's Exposition Park, the Medford/Jackson County Airport and Medford.

The business district originally developed along Pine Street. Later businesses spread north and south along Rogue Valley Highway (U.S.99). Many of the buildings along Pine Street are old and showing signs of deterioration. There are many opportunities for improvement. The street surface is broken and rough in places toward the west end of the downtown area. Also, there's a noticeable lack of street trees, shrubs or other greenery that could provide some visual and aesthetic relief. Business signs are often deteriorated, poorly designed, distracting to traffic, and show little or no relationship to the architectural style of the buildings in many cases. Parking is also a problem at times and in some areas of the downtown. There are opportunities to provide additional parking and these are explored in the Land Use and Circulation/Transportation Elements of this plan.

In recent years there has been an increase in commercial development in the downtown area. Several new businesses have located along Pine Street, generally toward the eastern end, and have upgraded the visual appearance in most cases, through attractive design, generous setbacks from the street, adequate off-street parking, and landscaping. Additional new commercial development in this general area can be expected to replace a number of older homes that still remain along Pine Street. The Comprehensive Plan will encourage this transition to eliminate the existing conflicts along this arterial and also to provide additional sites for needed commercial development, as described in the Land Use Element.

Industrial development is concentrated along the Rogue Valley Highway (U.S.99) and the Southern Pacific railroad, which parallels the highway. The majority of the industrial land uses are related to the wood products industry. There is currently very little vacant industrial land in the City. The Land Use Inventory found only eleven vacant parcels with an average size of approximately one-half acre. The Inventory also found that other parcels that may appear to be vacant are actually owned by the adjacent industries, are being held for specific purposes such as log storage, employee parking, or future expansion, and cannot be considered available for industrial development. Because of the severe shortage of available sites for new industry, the Comprehensive Plan is proposing additional acreage for this use outside the City limits but within the Urban Growth Boundary. These areas will be provided in the northwest portion of the UGB where the best transportation and other facilities are available, or can be provided, and where there will be easy access to the freeway, ensuring separation of industrial traffic from other community traffic.

Early residential development in Central Point expanded north and south from Pine Street, as evidenced by the many older structures near Pine Street and progressively newer homes further away in both directions. With some exceptions, the "older" portion of Central Point could be described as the area bounded by Tenth Street and Freeman Road on the east, Hazel Street on the north,

Highway 99 on the west, and Hopkins Road on the south. Relatively newer residential development has occurred north of Hazel Street and only a few parcels remain undeveloped. Virtually all the land within the City south of Hopkins Road is now developed, or under construction. East of Freeman Road, the land uses are primarily mobile home parks with a large mobile home park currently under construction.

The land area east of Rogue Valley Highway could, for all practical purposes, be considered totally developed. The only development opportunities are on a few scattered residential lots that were identified in the Land Use Inventory. However, several of the older neighborhoods have already entered a "transitional" stage of development. Deteriorated older homes have been replaced by newer residential structures, usually at greater densities. This trend could be expected to continue and possibly increase as these newer higher density developments tend to decrease the attractiveness of these neighborhoods for single-family homes, and considering the fact that the majority of the older neighborhoods in the City are currently zoned R-3.

The greatest residential development activity is currently taking place in the western portion of Central Point, west of Richardson Elementary School. Several new subdivisions have been completed or are nearing completion, another is under construction, and still others are proposed and in the design and application stages. Although there is remaining undeveloped acreage on the west side, it too should be completely developed within five years, if not sooner.

In summary, Central Point is nearing total development and will have to expand its boundary in the near future to accommodate expected development pressures. The City has experienced a population growth rate of near six percent for the past twenty years or so, and continues to be a very popular residential community. Industrial development has come to a halt because of the lack of available industrial sites. The City will have to expand to increase industrial opportunities. A comparison between the 1980 Land Use Inventory and a similar inventory completed in 1977 showed an increase in commercial land uses, primarily along Pine Street and Highway 99. As the community continues to grow, additional commercial businesses and professional offices will also seek locations in Central Point to meet the local commercial needs, and to capture their share of the growing market.

OUTSIDE THE CITY LIMITS

Land uses outside the City vary from commercial and residential to agricultural. On the west side of the freeway the UGB takes in lands along the southern edge that are either already under construction or otherwise committed to residential development. North

of Taylor Road and west of the railroad right-of-way is an area that is currently in agricultural use. The area extends north to Scenic Avenue. This triangular area has been designated on the Comprehensive Plan Map for future residential (south portion) and industrial (north portion) development. This is the only suitable industrial site adjacent to the present City limits that has rail and highway access and the potential for development in the near future. This area is experiencing many major agricultural problems at this time and the owners have requested its inclusion in the UGB. The land is nearly surrounded by incompatible land uses, mostly residential, which have resulted in a high rate of crop damage, theft, vandalism, trespassing, and complaints about fertilizing and crop dusting. The soil itself is very thin and underlain by gravel and a high water table. It must be continually supplemented with fertilizers and other soil amendments to make it productive enough to grow limited crops. The productivity and economic feasibility of continued agricultural uses in this area dictate that this is a logical area to convert to urban uses. The benefits to the Community and to the State will be significantly greater when this area is converted to industrial use.

Other areas of agricultural use north of the City toward the Seven Oaks Interchange have been removed from the Urban Growth Boundary, primarily for agricultural preservation purposes. The Seven Oaks Interchange was also removed from the UGB, with the County's agreement that the area will remain in low intensity development with "rural" level zoning until such time as the area should be included in Central Point's UGB and eventually annexed. Wording to this effect has been included in the City/County Urbanization Agreement.

East of the freeway the existing land uses consist of a mixture of residential, commercial and agricultural. Along Table Rock Road there is considerable development north of Hamrick Road and south of Airport Road. Much of the land in this vicinity is rocky, sparsely wooded and haphazardly developed. In many cases, the soils are not suitable for continued agricultural use, the water table is high, and farmers are experiencing considerable economic losses due to vandalism and other adverse impacts of development that has already occurred in the area. The area that has been included in the UGB is considered to be the least desirable land for agricultural uses and lands that are already developed for urban type uses. The only exception is an area of approximately 88 acres southwest of the E. Pine Street/Table Rock Road intersection. This land consists of newer Harry & David orchards that are well maintained and newer than other orchards in the area. These lands were included in the UGB at this time to avoid leaving a County island in the midst of urbanization. However, the City and Jackson County have agreed to protect these orchards as long as possible. The Urbanization Agreement contains wording and policies that will help ensure the protection of these lands at least until 1995.

Lands that have been included in the UGB east of the freeway lie in a wedge-shaped configuration between the freeway, Bear Creek and Expo Park on the west and the airport and Medford's UGB on the east. The impacts from both sides are considerable and will continue to increase. It was determined through many years of study and deliberation that this land is suitable for future urbanization to accommodate Central Point's growth and, by growing in this direction, the City will not encroach upon better agricultural lands to the west, northwest, and southwest.

Additional discussion and more detailed information are included in the Urbanization Element (Section III), and in the Land Use Element (Section XII) of this Comprehensive Plan.

A detailed Land Use Inventory was conducted throughout the Urbanizable Area, utilizing Assessor's maps, aerial photos, field observation and other methods. The Land Use Inventory Map is at a scale of 1"=400' and is available in the Planning Department of Central Point. The inventory was used in conjunction with the Available Lands Survey in the process of establishing the Urban Growth Boundary. A more detailed description of these two tasks is presented in the Urbanization Element (Section III) of this Plan document. The following is a summary of the Land Use Inventory of the Urbanizable Area:

1981
LAND USE INVENTORY
 OF
URBANIZABLE AREA

LAND USE CATEGORY	ACRES	PERCENT OF TOTAL
COMMERCIAL	21.88	1.4%
INDUSTRIAL	113.77	7.2%
AGRICULTURE	804.20	50.9%
• Crops	54.3%	
• Orchards	28.1%	
• Pasture/Grazing	16.0%	
• Other Agri. Uses	1.6%	
PUBLIC/QUASI-PUBLIC	82.64	5.2%
RESIDENTIAL	257.95	16.3%
STREETS	73.26	4.6%
VACANT	226.95	14.4%
TOTALS:	1580.65	100.0%

• Inventory completed in August, 1981. See Urbanization Element for detailed data sheets.

AVAILABLE LANDS SURVEY

In addition to the Land Use Inventory, Central Point also completed an inventory of "available lands" throughout the urbanizable area. This survey was used primarily for work involving the establishment of the Urban Growth Boundary and the details of this task are included in the Urbanization Element (Section III) of this Plan. The Available Lands Map is available in the City's Planning Department. It is primarily a reference map and is not included in this Plan text.

POPULATION CHARACTERISTICS

The characteristics of the existing population of Central Point, at least in total numbers, are essential to the planning process, both in the determination of a reasonable Urban Growth Boundary, and in determining future needs for housing, employment, schools, parks, public facilities and services and other components of the community.

The primary source for population statistics for planning is the U.S. Census. At the time this Plan was initially prepared, the 1980 Census results were not available and all population data were actually projections of older data. Since the 1980 Census, much of this data has been updated at least to 1980. Since this is an "overview" section of the Plan, more detailed statistical data on population will be provided in the Housing Element (Section V), the Urbanization Element, and other elements that utilize that data directly.

During the past three decades, the population of Central Point has been growing at a rate nearly twice that of Jackson County. This could be attributed to a number of reasons, including the desirable location in terms of access to the freeway and Highway 99, access to major shopping and employment centers nearby, close proximity to the airport and County Fairgrounds (Expo Park), the high quality of newer residential neighborhoods, the availability of land for development, and the availability of affordable housing, to name a few. Central Point continues to be an attractive community in which to live and the growth rate has continued at a fairly steady rate of approximately six percent per year. In recent years, the rate has climbed to over six percent, but slowed drastically with the current recession of the early 1980s.

During the development of the Urban Growth Boundary, several methods of population projection were used to determine the City's population in the year 2000, based on historical trends. It was first concluded that, although the current (1980) growth rate is greater than six percent per year, the most reasonable figure to use would be six percent projected to year 2000. The population at that time would be approximately 22,600.

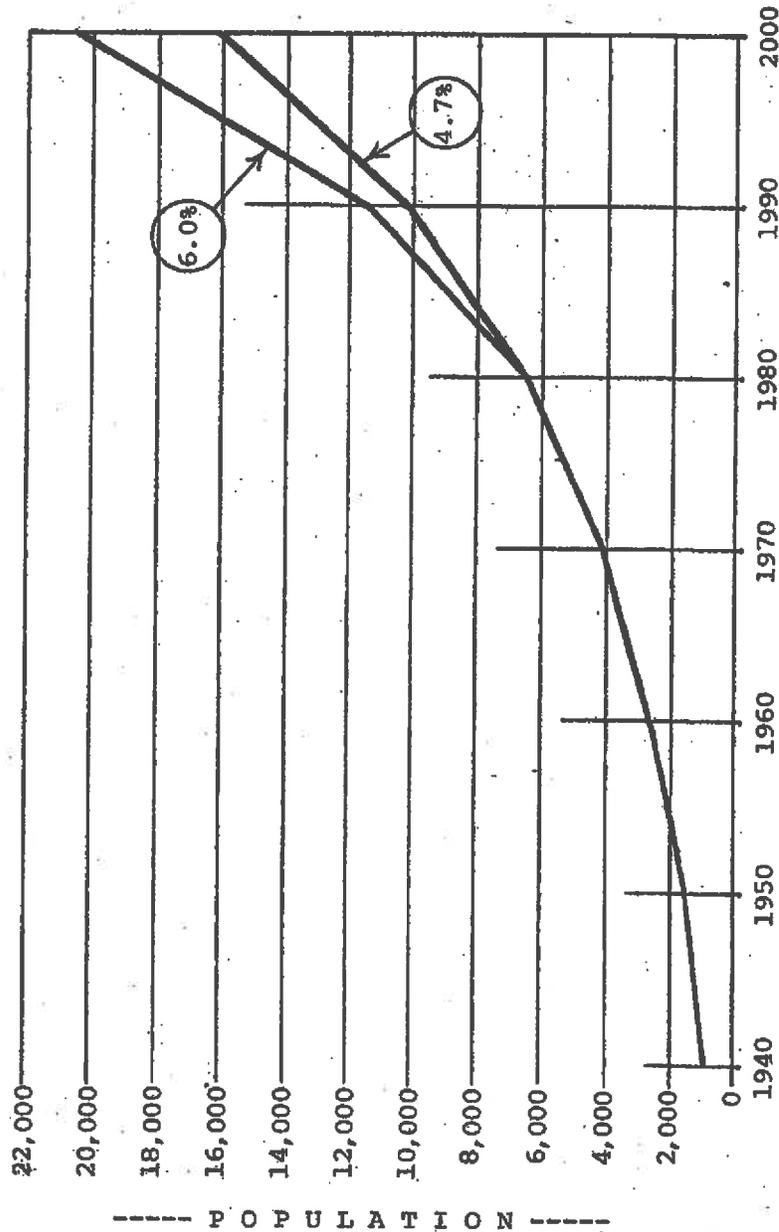
Once the population projection was established and agreed upon, the total had to be allocated to land areas to determine the size and shape of the UGB. In addition to population and the projected housing densities to accommodate it, other factors also were taken into consideration, including increases in commercial, industrial, schools, parks, and other necessary components of the community. The Urban Growth Boundary was then established at about 5,600 acres and later lowered to 4,400 acres. Because of difficulties in coming to an agreement with Jackson County, Central Point again reduced the UGB acreage to 3,951 acres in 1980. As a final compromise prior to adoption of the Comprehensive Plan, the City reduced the UGB by another 600 acres in the summer of 1980. The original population projection of more than 22,000 was reduced to a range of 16,000 to 18,000.

Following the recommendations of the OSU Extension Service planner and his "Gloege Report" (Marvin Gloege), the City again reduced its population projection to 16,000 and reduced the UGB another 600 acres to about 2,730 acres. This projection assumes that the City will grow at an annual rate of about 4.7 percent over the next twenty years. This lower rate of growth can be attributed to the recession of the early part of the 1980s.

It was determined that the population within the City limits could grow to approximately 9,100 with development of remaining vacant lands and transitional development of single-family neighborhoods to higher densities, as currently allowed by the City's zoning. It is estimated that there are already about 1,000 residents in the area outside the City but within the UGB. That would leave approximately 6,000 residents to be accommodated within the urbanizable area. These future residents will be accommodated at an overall density that would be very close to the current density of the community. The current density is 9.8 persons per acre of residential land. The year 2000 Plan provides for a residential density of 11.9 persons per residential acre, which is slightly higher because of the higher density of residential units than now exists in the City.

Although the historical population trends over the past fifteen or twenty years pointed to a rapid growth rate, it is also important to take into consideration changes in the economy, changes in migration patterns, the declining birth rate, and other factors that could significantly alter the population projections. The graph on the following page shows the projection based on a six percent annual growth rate and the projection based on a 4.7 percent growth rate. The City of Central Point is planning for the 4.7 percent growth rate and all elements of this Comprehensive Plan have been prepared to accommodate a year 2000 population of 16,000. If it appears that the City's rate of growth will be in excess of the projection, the Plan will be amended to adapt to the change through the normal amendment procedures described earlier.

PROJECTIONS		
YEAR	ANNUAL GROWTH RATES	
	4.7%	6.0%
1980	6,357	6,357
1981	6,660	6,738
1982	6,976	7,142
1983	7,307	7,571
1984	7,654	8,025
1985	8,165	8,507
1986	8,396	9,017
1987	8,794	9,558
1988	9,209	10,131
1989	9,644	10,739
1990	10,100	11,383
1991	10,576	12,066
1992	11,075	12,790
1993	11,598	13,557
1994	12,144	14,370
1995	12,715	15,232
1996	13,314	16,146
1997	13,940	17,115
1998	14,596	18,142
1999	15,282	19,231
2000	16,000	20,385



* NOTE: This Comprehensive Plan was based on the lower projection of 16,000 pop.

City of Central Point
POPULATION PROJECTIONS