

VISUAL PILLARS OF REGENERATIVE URBANISM

A reading guide for the Rogue Valley
concept maps and district imagery

VISUAL FRAMEWORK

How to read the imagery

The maps in this note are visual hypotheses. They show how a regional spine, a downtown civic hub, and a southern research campus might relate. They do not establish ownership, parcel boundaries, entitlements, engineering alignments, rights-of-way, institutional participation, or an approved project.

The base imagery and annotations are concept-study material supplied for public discussion. Any future planning map should be rebuilt from authoritative GIS, title, survey, environmental, utility, transportation, and zoning data.

Five visual pillars

Pillar	What the image should communicate
Living envelopes	Vegetation, shade, habitat, and soil systems are integrated with buildings as maintained infrastructure, not applied as decoration.
Mass-timber civic structures	Exposed timber and design-for-disassembly communicate regional material identity while whole-building analysis tests actual environmental performance.
Visible water systems	Bioswales, rain gardens, detention, reuse, and daylighted channels make hydrology legible and create public-space value.
Productive roofs and grounds	Solar arrays, greenhouses, habitat, food production, and public terraces compete for area; the master plan must allocate and model them explicitly.
Pedestrian-first microclimates	Transit, walking, cycling, shade, clean-air refuge, and active ground floors form one access system rather than separate amenities.

CONCEPT STUDY 01

Regional spine



Illustrative regional relationship from the Seven Oaks/Central Point area through downtown Medford to southern employment and research areas. Colored lines, polygons, and pins are conceptual annotations. Base imagery is shown for orientation only.

Planning question

Can a sequence of existing destinations, employment areas, civic assets, and underused land support a phased district strategy without assuming a new fixed transit alignment? The next step is a corridor alternatives study using current travel demand, right-of-way, environmental constraints, service operations, and cost.

CONCEPT STUDY 02

Downtown civic hub



Illustrative downtown focus connecting the transit center, City Hall area, Main Street/Old Town, Spiegelberg, and the Naumes industrial area. Shaded areas are not parcel-control or zoning statements.

Planning question

Which public-realm, transit, shade, stormwater, and mixed-use interventions can be delivered as independent projects while preserving a coherent district sequence? The adopted Downtown Plan, current zoning, utility capacity, historic resources, property ownership, and RVTD operations are controlling inputs - not this overlay.

CONCEPT STUDY 03

South campus and Naumes study area



Illustrative three-dimensional view of a candidate industrial study area. The blue overlay is approximate and does not establish ownership, availability, environmental status, permitted use, or project boundaries.

Planning question

Could existing industrial fabric support a research, manufacturing, training, and ag-tech cluster while retaining viable businesses and freight access? A credible answer requires owner participation, land and building due diligence, environmental assessment, infrastructure analysis, displacement review, and a compatible-use strategy.

TRANSLATION MATRIX

From visual language to evidence

Visual cue	Measurable question	Required evidence
Green canopy	Shade coverage, surface temperature, habitat, irrigation demand, maintenance plan	Tree inventory; thermal mapping; landscape and water budgets
Timber structure	Embodied carbon, durability, fire and moisture strategy, sourcing	Whole-building LCA; code analysis; supply-chain review
Sponge-city landscape	Design storm, capture volume, infiltration, water quality, overflow path	Survey; soils; hydrology and civil engineering
Solar roof	Usable area, annual and monthly yield, interconnection, storage, load match	Solar resource model; electrical study; utility review
Transit spine	Mode, demand, frequency, right-of-way, operations, capital and operating cost	Alternatives analysis; RVTD and agency coordination
Clean-air refuge	Occupancy, smoke conditions, filtration rate, envelope, backup power, operations	Mechanical design; public-health protocol; commissioning plan

Reference set

1. City of Medford - Comprehensive Plan and adopted Downtown Plan
<https://www.medfordoregon.gov/Government/Departments/Planning/CompPlan>
2. Rogue Valley Transportation District - Maps and schedules
<https://www.rvtd.org/maps-schedules/>
3. U.S. EPA - Types of green infrastructure
<https://www.epa.gov/green-infrastructure/types-green-infrastructure>
4. U.S. EPA - Environmental benefits of green infrastructure
<https://www.epa.gov/green-infrastructure/environmental-benefits-green-infrastructure>
5. NREL - Solar resource maps and data
<https://www.nrel.gov/gis/solar-resource-maps>