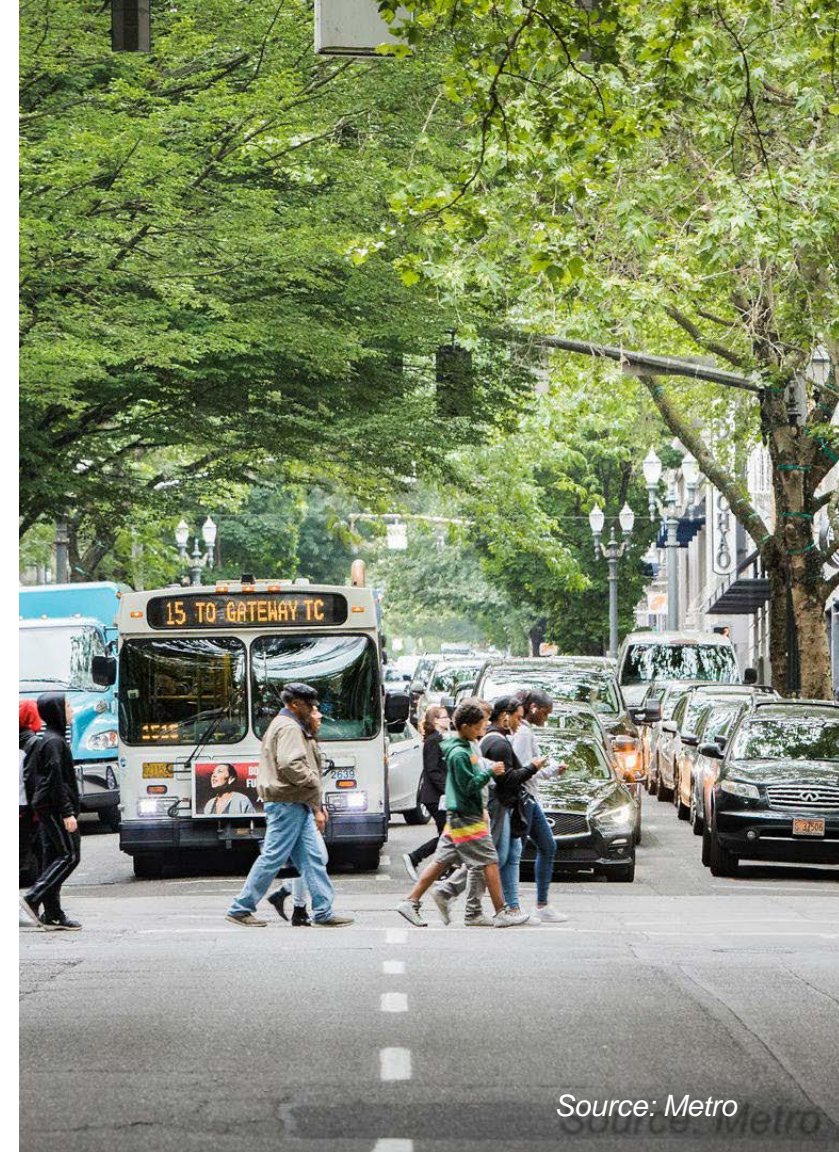




# Walkable, Mixed-Use Areas

Implementing Climate-Friendly and Equitable  
Communities Rules



March 2, 2023

# Agenda

- **Review** State's Climate-Friendly and Equitable Communities (CFEC) Rules.
- **Understand** Keizer's initial work to comply with CFEC.
- **Discuss** how the project may impact Keizer's underserved communities and opportunities for engagement.

# **Climate-Friendly and Equitable Communities (CFEC) Rules**

# High-level overview of CFEC rules

In July 2022, the State adopted new rules that aim to:

- Increase housing and employment options
- Foster vibrant downtowns and centers
- Improve transportation choices
- Promote equitable outcomes
- Meet legislative climate policy and goals

Rules apply to jurisdictions in Oregon's metropolitan areas, including the City of Keizer.



# Designating Walkable Mixed- Use Areas

One part of the new rules requires Keizer to study and designate **Walkable Mixed-Use Areas.**

These would be places that:

- Contain a mix of residential, office, retail, services, etc.
- Make it easy to access destinations without driving.
- Are supported by high-quality pedestrian, bicycle, and transit services.
- Are designed to have well-managed parking.

# Walkable Mixed-Use Area Decision Process

## Study Phase *(by end of 2023)*

- **Identify** potential locations
- **Engage** with key stakeholders and develop community engagement plan
- **Evaluate** potential for displacement and potential mitigation measures

## Designation Phase *(by end of 2024)*

- **Implement** community engagement plan
- **Zone** locations to meet new rules
- **Adopt** element into the comprehensive plan, including displacement mitigation strategies if needed

# Engagement with Underserved Populations

**“Center the voices of underserved populations in processes at all levels of decision-making.”**

Underserved populations include:

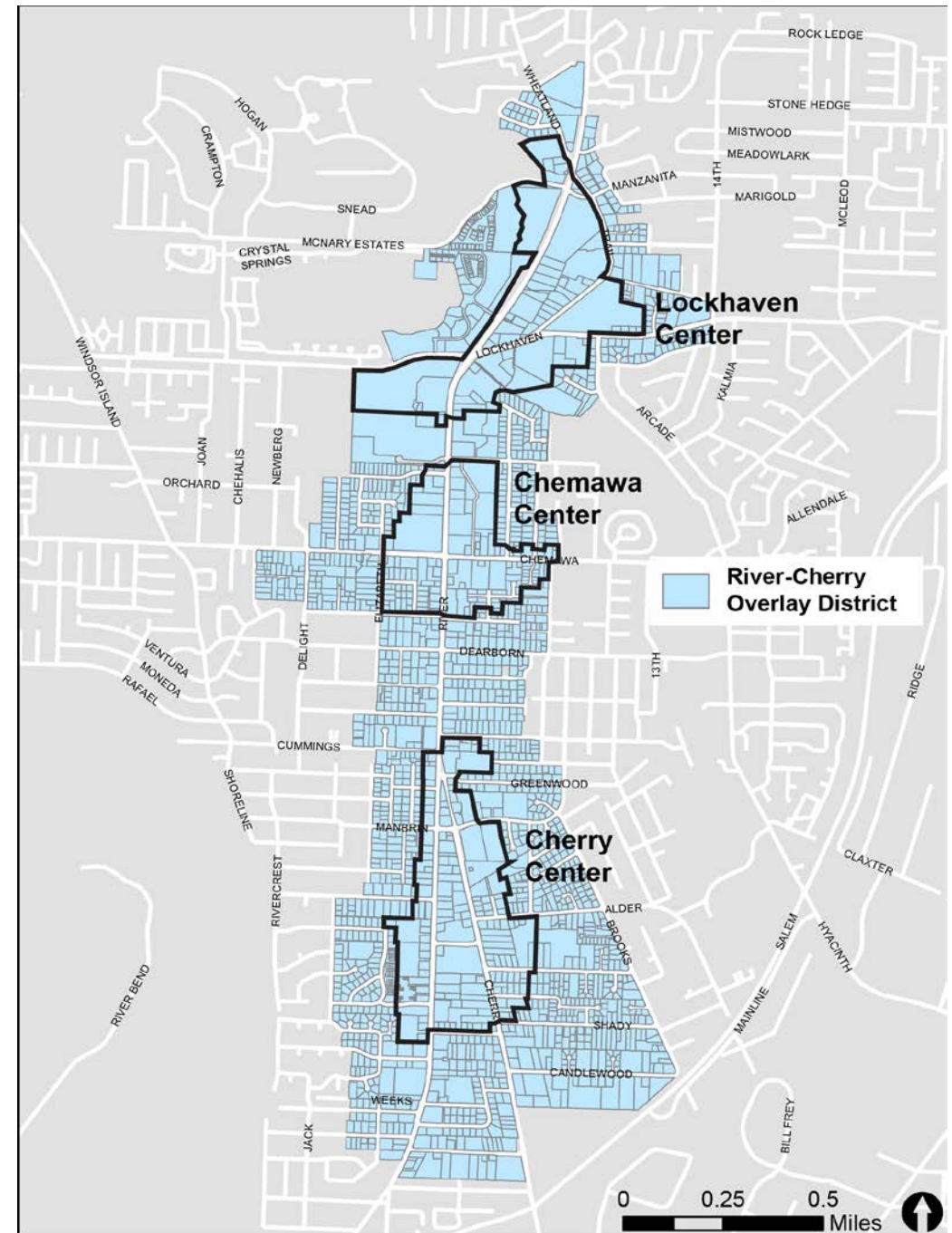
- Black and African American people
- Indigenous people
- People of Color
- Immigrants, including undocumented immigrants and refugees
- People with limited English proficiency
- People with disabilities
- People experiencing homelessness
- Low-income and low-wealth community members
- Low- and moderate-income renters and homeowners
- Single parents
- LGBTQ+
- Youth and seniors

# **Walkable, Mixed-Use Areas in Keizer**



# Alignment with the Keizer Revitalization Plan

- Re-zoned commercial properties along River Rd to Mixed Use
- Allow and encourage mixed use development opportunities
- Quality Transportation facilities including transit, walking, and bicycling, especially focused at “centers” with higher intensity uses



# Opportunities and Risks

## Opportunities

- Areas would generally satisfy CFEC capacity requirements
- Current standards would need minimal updates to comply with CFEC standards
- Further support the goals of the Keizer Revitalization Plan for the River Road/Cherry Avenue area:
  - Create a thriving, diverse corridor
  - Encourage thoughtful growth and redevelopment
  - Provide excellent transportation and public facilities

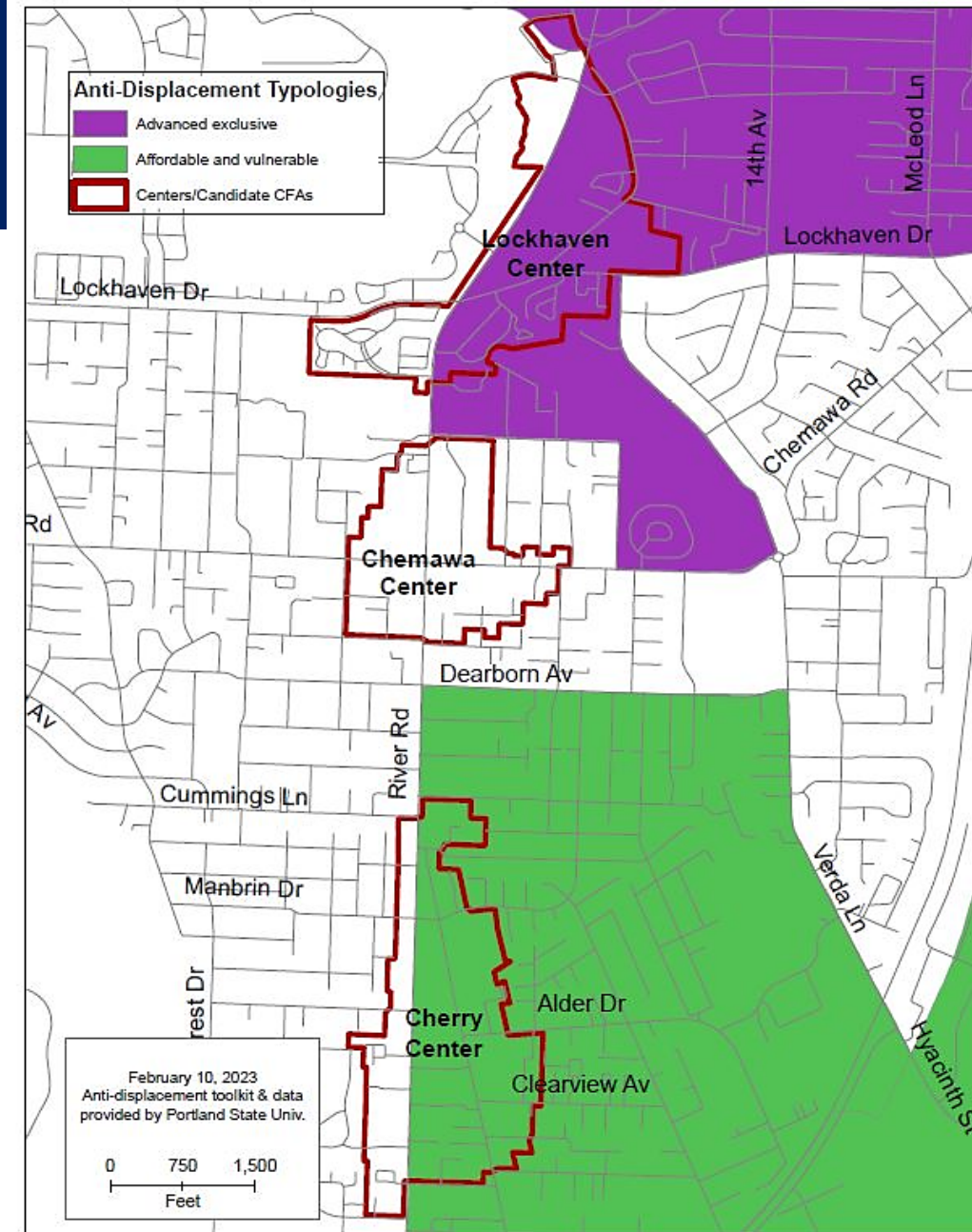
## Risk

- Potential for underserved populations to be displaced (priced out)

# Displacement Risk

Potential displacement risk based on:

- Income Profile
- Vulnerable People
- Precarious Housing
- Housing Market Activity
- Neighborhood Demographic Change



Anti-Displacement Typologies and Draft Candidate CFAs

# Addressing Displacement

Potential strategies that the city could use to reduce displacement risk:

- Zoning changes
- Reduce regulations
- Financial incentives
- Financial resources
- Tax exemptions
- Land acquisitions

# Upcoming Public Open House

We are currently planning an initial open house to share and gather feedback on potential walkable mixed-use areas.

## Initial Approach

- Mid/Late April
- In or around Cherry Center area
- 2-hour drop-in format
- Input opportunities on each potential walkable, mixed-use area



# Community Engagement Plan

Developing a plan and identifying potential activities for engaging communities through the designation process, particularly underserved communities.

Will be submitted to the State with the initial study.



# Questions for CDEC

1. How might these potential walkable mixed-use areas benefit or harm underserved populations in Keizer? Are there groups, communities, or organizations that may be particularly impacted?
2. How can we best ensure our upcoming open house is accessible, especially to underserved populations?
3. How can we best work with the CDEC to increase engagement and communication on this project?