



Memorandum

To: Nate Brown & Shane Witham, City of Keizer

From: Glen Bolen & Kate Rogers, Otak, Inc.
Shayna Rehberg & Matt Hastie, Angelo Planning Group

Copies: Dina Russell, City of Keizer
David Helton, ODOT

Date: April 13, 2018

Subject: Keizer Revitalization Plan – Stakeholder Outreach Meetings #1 Summary

Project No.: 18309

Stakeholder Meetings Details

Stakeholder meetings were held on March 20 and 22, 2018 at the Keizer City Hall and at Iglesia Luz Del Valle. Meetings took place in a small group format; each group included 3 to 5 participants representing business owners, property owners, and resident stakeholder groups. Eight total meetings were held, and each lasted about one hour. The meetings were led by consultants from Otak and Angelo Planning Group; and Nate Brown and Shane Witham from the City also attended the interviews and chimed in with questions, clarifications, etc. Interviewees were given a discussion guide in advance of the meetings. After the first meetings on March 20, the discussion guide was modified slightly for the second meetings on March 22. Both versions of the guide are attached to this memo. Complete notes from each meeting are also attached.

Stakeholder Meetings Summary

Overall Impressions of the River Road / Cherry Ave Study Area

- There were a range of impressions and opinions on this topic.
- Some think the appearance of the corridor is pretty good, and looks much better now compared to before the streetscape improvements were made. Others see more room for improvement; participants called out rundown buildings/properties, unattractive parking lots, a lack of trees and landscaping, and too many distracting signs as concerns. A few people mentioned that River/Cherry act as a gateway into the city when coming from the south, and that it may not provide a very good first impression.
- Many appreciate the range of businesses and services available in the corridor, and would like to see more businesses open up.
- Several participants expressed concerns about walking and biking along River Road due to the heavy and fast traffic. In particular, the sidewalks and crossings don't feel safe or comfortable as a pedestrian.
- Some appreciate the convenience of getting through the on River Road by car, but many are concerned about increasing traffic congestion and difficulty getting onto Keizer from side streets or driveways. One business owner acknowledged that slow traffic is actually good for business.
- A few participants expressed interest in seeing more development or redevelopment on River Road.

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Assessment of Various Land Uses

- Generally, participants thought there were enough opportunities for shopping and professional services. Many expressed a desire for more restaurants (particularly sit-down restaurants), brewpubs, and night-time activities.
- In the second round of meetings on March 22, participants voiced very strong support for creating more family-oriented uses, including some sort of sports or family fun center.
- Not many had strong opinions about the number of office buildings, but one participant noted that there not enough offices or industrial employers in the corridor.
- Regarding the question of apartments, many participants thought there were enough in the corridor, but that they're not very high-quality. Several noted that they'd support higher-density housing or mixed-use development, but some are concerned that River Road wouldn't support it. A few people like the idea of more townhomes in the area, but perhaps not right on River Road.
- There was strong interest in gathering places like a farmers market or grand plaza, as well as outdoor seating for restaurants. In the first round of meetings on March 20, several noted that farmers markets have been attempted in the past but didn't last.

Goals for Future Development

- Generally, participants agree that encouraging a variety of transportation options is an important goal. There was also agreement on supporting small businesses as a goal.
- There wasn't a lot of support expressed for increasing the supply or variety of housing as a goal. Some participants are concerned that more housing would just add to the traffic congestion.
- There was generally support for mixed-use housing as an important goal. A few participants also noted the need for housing for a range of incomes (including multifamily housing for higher incomes). There was also some support for more affordable housing options.
- There was mixed support for making central Keizer a destination for visitors; one participant noted that this has been a dream of the Chamber of Commerce. Most participants seemed to think that the River Road/Cherry Ave corridor should mostly support the community.
- While most would like to see a more identifiable downtown for Keizer, several participants expressed doubt that this would be possible.
- Participants would be open to somewhat more urban design (e.g., buildings closer to the road, denser or bigger buildings, more mixed uses) if designed well.
- Generally, participants would like to see better pedestrian amenities, new landscaping and aesthetic improvements, and places for friends and family to meet along the corridor.

Market Conditions for Development

- When asked whether Keizer should allow taller buildings, most participants agreed that the existing height limit of 3-4 stories is a good fit for the city.
- Most participants are okay with some growth in the city, given the impacts it would have on traffic. However a few of the participants are very concerned about increases in congestion.

Potential Policy and Investment Options

- Most of the meetings ran out of time to get into this topic area. However, there was some support for short-term, smaller-scale improvements such as banners to help create an identity, and for public events.
- There was also some support for infrastructure improvements to support development.



Keizer Revitalization Plan

Stakeholder Discussion Guide [version 1]

Hello and thank you for agreeing to meet with us to share your thoughts and knowledge related to the commercial and residential areas along our central commercial corridors. The City of Keizer is holding these meetings to learn from experts like you about: existing conditions along River Road and Cherry Avenue; goals for future development; market conditions for development; potential policy methods for implementing development goals; and the need for public investments to support desired development.

Our upcoming meeting is expected to be 45 minutes in length and will take place in a small group format with 3 to 5 people.

During the meeting we will discuss the topics listed below. No advance preparation is required but we thought you might like to look over topics before the meeting. Please note that the interview will focus on your expertise/experience. Accordingly, some questions will be answered with more detail than others.

Discussion Topics:

Existing Conditions

1. What is your interest in, or experience with, River Road and/or Cherry Avenue and surrounding area? (e.g., business owner, business customer, live nearby, all of the above, etc.)
2. What's your general impression of River Road/Cherry Ave and adjacent development—how it looks, feels, functions, etc? What are the strengths and weaknesses?
3. Thinking about the land along River Road and Cherry Ave, does Keizer have too little or too much of the following:
 - Shopping
 - Professional services
 - Office buildings
 - Apartments
 - Townhouses
 - Gathering Places
 - Aesthetic appeal

Goals for Future Development

4. These are some of the goals identified in the Keizer Compass / Community Vision 2029 plan developed in 2009. How important are these goals, in terms of future development along River Road and Cherry Ave (e.g., very important, not important at all or somewhere in between)?
 - Increasing the supply of housing and providing a variety of housing options
 - Supporting local businesses
 - Encouraging a variety of transportation options including Cherriots, walking, and bicycling
 - Locating housing closer to jobs

- Supporting or encouraging mixed-use development
- Providing community gathering places and an identifiable downtown area
- Being a destination for visitors

5. What do you feel about how River Road and Cherry Ave should change?

Market Conditions for Development

6. Do you feel that the River Road/Cherry Ave corridor is a good location for new apartments and condos?
7. Monthly rents for new apartments may likely be higher than existing older buildings. Do you think there is demand for more new, possibly more expensive units within the corridor?
8. The current zoning allows for 3 and 4 story construction. How tall to you think is too tall for River Road/Cherry Ave (status Quo, some increase, or sky's the limit)?
9. We know that any/all population growth can bring additional traffic and impacts to public services. How do you feel about that?

Potential Policy and Investment Options

10. What should the City do to support businesses and improve livability along the River Road/Cherry Ave corridors? We'd like to hear your thoughts on the following potential actions:
- Changes to zoning, such as: increasing allowed heights; reducing parking requirements; allowing for mixing multi-family housing and commercial uses within an individual building or site (mixed use); allowing certain adjacent areas to be zoned for higher-density development; and becoming less prescriptive and more "performance" oriented with zoning requirements.
 - Providing more public spaces either with development or as a civic venture.
 - Improving infrastructure to support and entice growth within the corridor, or providing financial incentives.
 - Implementing more immediate, small-scale improvements such as clean-ups, street sweeping, wayfinding, etc.
 - Investing in outreach, marketing, or technical assistance to the business community for economic development.
 - Developing business retention and relocation tools to retain local business during periods of growth.
 - Storefront improvement support.
 - Hosting events to build community and attract visitors, such as farmers markets, festivals, or periodic extended-hours shopping and dining (i.e. First Fridays, etc.).

Other Ideas

11. Is there anything that we didn't talk about that you would like to share?



Keizer Revitalization Plan

Stakeholder Meeting Notes – Session 1

Interviewees: James Marshall, Lyndon Zaitz , Gonzalo Cervantes Jr. & Gonzalo Sr., Louis West
 Date: March 20, 2018
 Time: 3:00 PM
 Location: Keizer City Hall
 Interviewers: Kate Rogers and Matt Hastie

- Discussion notes are provided below in italics. -

Existing Conditions

1. What is your interest in, or experience with, River Road and/or Cherry Avenue and surrounding area? (e.g., business owner, business customer, live nearby, all of the above, etc.)

- Louis West (LW) – *owns Keizer Towne Square complex—keystone in the community*
- Gonzalo Cervantes Jr. & Gonzalo Cervantes Sr. (GC Sr / GC Jr) - *own Pronto Signs on Cherry Ave*
- James Marshall (JM) – *owns Delaney Madison Grille; off River Rd--not a lot of visibility from River*
- Lyndon Zaitz (LZ) – *Keizertimes editor*

Also attending: Eric Howald – Keizertimes (here to observe)

2. What's your general impression of River Road/Cherry Ave and adjacent development—how it looks, feels, functions, etc? What are the strengths and weaknesses?

- *LW: River Rd very ugly in early 80s; looks much prettier now; overhead lines removed makes a big difference; some infill has occurred*
- *GC Sr: been a lot improvement, lots left to improve such as more trees; likes it better than other areas*
- *JM: recently had visitor from Spokane, noticed a lot of pot shops; lacks a personality or identity; trees, parklike feel, something sexier, more identity; could have more of a wow factor—not sure what that means exactly; compared to places like McMinnville, lacks history; needs some balance to offset retail chains*
- *LZ: other cities around the country that are narrow and long have dealt with that condition better; River Rd has been improved in fits and starts; Chamber of Commerce recruits businesses who want to be on a state highway; there is no downtown except for corner of Chemawa and River; need zoning and code changes; anything new has to have certain specifications; retail has been changing*
- *LW: Don't want too many rules and regulations; there's always gonna be a diversity of buildings; don't want it to be too monotonous; have enough rules already; already have to follow local code and ordinances*
- *JM: don't want to go too far; new building at corner of Chemawa did a good job of fitting in (building with Jersey Mike's)*

3. Thinking about the land along River Road and Cherry Ave, does Keizer have too little or too much of the following:

Shopping	Too little 3; just right 2; too much 0
Professional services	Just right 3

Office buildings	Too little 2; just right 2
Apartments	Too little 0; just right 2; too much 1 <ul style="list-style-type: none"> JM: <i>Too much low-quality, degrades the identity; can be affordable but nice</i>
Townhouses	Too little 1; just right 0; too much 0 <i>There are some townhouses in inland shores; mcrary estates</i>
Gathering Places	Too little 3; just right 2 <ul style="list-style-type: none"> GC Sr: <i>Too many coffee shops</i> JM: <i>people park in his lot to walk the lake even though it's private; should make the lake public; this is a lost opportunity, people don't even know it's there; free public gathering places are critical</i> LZ: <i>important to talk to regular residents, not just people with an interest</i> LW: <i>not a lot of current vacancies along River Rd;</i> LZ: <i>can't make a property owner be prideful of their property and maintain it; some apt bldgs. fronting River Rd could be better; everything could be clean and landscaped, better maintenance</i> Nate: <i>Limited code enforcement capabilities; there's one national chain in particular with lots of turnover, maintenance not a priority; Sherwin Williams just repainted, did a great job</i>
Aesthetic appeal	<ul style="list-style-type: none"> LZ: <i>5/10</i> LW: <i>Higher than that; Keizer's sign ordinance is very strict</i> JM: <i>gotten into trouble for signs several times</i>

Goals for Future Development

4. These are some of the goals identified in the Keizer Compass / Community Vision 2029 plan developed in 2009. How important are these goals, in terms of future development along River Road and Cherry Ave (e.g., very important, not important at all or somewhere in between)?

- Increasing the supply of housing and providing a variety of housing options

Not at all: 0
 Very: 2
 In between: 3

- Supporting local businesses

Very: 5

- Encouraging a variety of transportation options including Cherriots, walking, and bicycling

Very: 4
 Not at all: 1

- JM: *Keizer Trolley running up and down River Rd; that would improve the identity; see Seattle; would create a lot of energy; no fee zone*
- LW: *buses are a pain on River Rd*

- Locating housing closer to jobs

- JM: *a lot of my employees walk to work; mostly can't afford a single family home*
- LZ: *Would see more demand for housing if there were big employers*

- *LW: difficult to legislate housing being close to jobs*

- Supporting or encouraging mixed-use development

Very: 2
Not at all: 2

- Providing community gathering places and an identifiable downtown area

Very: 3

- Being a destination for visitors

- *LZ: it's been the dream of the Chamber for years; but what do people come see; Keizer Compass—thought it could become “tournament town”--soccer, golf, little league; as many tournaments as possible; problem is only have 1.5 hotels*
- *What's the purpose of bringing people here?*

5. What do you feel about how River Road and Cherry Ave should change?

- *JM: making it have an identity; more welcoming; I'm pro-business*
- *LZ: need banners; change them out every season*

Nate: River Rd is going to change. How you want it to change?

- *GC Sr: more welcome feeling; banners, trees, need more businesses;*
- *LZ: more pedestrian traffic; used to be a lot of businesses along river that you could go to; most people drive; Keizer station was supposed to be a ped oriented shopping area, but didn't really work out; too much space between the destinations*
- *LW: not a lot of pedestrian traffic*

Market Conditions for Development

6. Do you feel that the River Road/Cherry Ave corridor is a good location for new apartments and condos?

7. Monthly rents for new apartments may likely be higher than existing older buildings. Do you think there is demand for more new, possibly more expensive units within the corridor?

8. The current zoning allows for 3 and 4 story construction. How tall to you think is too tall for River Road/Cherry Ave (status Quo, some increase, or sky's the limit)?

- *GC Sr: would be interesting to see something taller; 3 to 4 probably ok*
- *Nate: should the market dictate?*
- *JM: foreign to think about a tall building in Keizer*

9. We know that any/all population growth can bring additional traffic and impacts to public services. How do you feel about that?

- *LZ: city should always be in a position to make riding buses easier; always stream of single-occupant*

vehicles; there's still a stigma around taking the bus

Potential Policy and Investment Options

10. What should the City do to support businesses and improve livability along the River Road/Cherry Ave corridors? We'd like to hear your thoughts on the following potential actions:

- Implementing more immediate, small-scale improvements such as clean-ups, street sweeping, wayfinding, etc.

- *GC Sr: having a events in the area would bring visitors*
- *LZ: several attempts to have a farmers market; location is key; Need to reenergize Keizer public art program; doesn't use a lot of money; should be art up and down the whole way*
- *JM: Successful farmers market in downtown Salem; close the street, commit to it; need to be more reasons to come here*

- Investing in outreach, marketing, or technical assistance to the business community for economic development.
- Developing business retention and relocation tools to retain local business during periods of growth.
- Storefront improvement support.
- Hosting events to build community and attract visitors, such as farmers markets, festivals, or periodic extended-hours shopping and dining (i.e. First Fridays, etc.).

Other Ideas

11. Is there anything that we didn't talk about that you would like to share?

Nate: should the city take an active role in making these improvements, do more to make these things happen?

- Yes: 3
- *LW: totally depends*

Nate: what we're hearing: there should be a balance, but the city should be focusing some effort and resources on this

- *LW: concerned about homelessness, mental health, crime, police response; don't put it all on the businesses*



Keizer Revitalization Plan

Stakeholder Meeting Notes – Session 2

Interviewees: Don Earle, Nick Stevenson, Jim Martsfield, Kathy Lincoln
Date: March 20, 2018
Time: 4:00 PM
Location: Keizer City Hall
Interviewers: Kate Rogers and Matt Hastie

- Discussion notes are provided below in italics. -

Existing Conditions

1. What is your interest in, or experience with, River Road and/or Cherry Avenue and surrounding area? (e.g., business owner, business customer, live nearby, all of the above, etc.)

- *Kathy: live in the southern end of Keizer, do a lot of walking and biking; on the bike ped committee, also board member of Cherriots*
- *Jim: work for St Edwards Catholic Church on River Rd; recently constructed a new building, own a lot of the property behind; school potentially interested, depending on bond measure; been around for many years; seen all the changes; traffic has gotten much worse*
- *Nick: live at the north end, very interested in the northern portion; very interested in biking along River; city events tend to be crammed into spots; nice to have*
- *Don: own a large property (farm field) at the north end of the study area*

2. What's your general impression of River Road/Cherry Ave and adjacent development—how it looks, feels, functions, etc? What are the strengths and weaknesses?

- *K: increased commercial activity is working well; main negative is that traffic is too fast, not safe, too many access points; not friendly to people; want to attract more people*
- *N: River very congested, cars go too fast; not good for people or bikes; need better access for bikes in addition to cars*
- *J: problems now, what about if we add a lot more development at the north end; concerned about young people driving; some kind of bypass would be good, but not likely*
- *D: could pull a lot of traffic out if improved Weiland Rd; add freeway exit*
- *Nate: doing an interchange area mgmt. plan for Brook Lake exit*
- *N: have some really nice parks in Keizer that aren't accessible if you're not in a car*

3. Thinking about the land along River Road and Cherry Ave, does Keizer have too little or too much of the following:

Shopping	Just right: 2 ▪ <i>J: not enough grocery stores</i>
Professional services	Just right: 3
Office buildings	Not enough: 2 Too much: 1
Apartments	Just right: 2 ▪ <i>J: Need apartments but in different areas in town</i>

Townhouses	Not enough: 3
Gathering Places	Not enough: 4 Outdoor eating areas would be really nice
Aesthetic appeal	Not enough: 3 <i>J: Cherry and River in the southern section look rundown;</i> <i>N: Northern end could be a parkway, sidewalks are old; too many pot shops</i>

Goals for Future Development

4. These are some of the goals identified in the Keizer Compass / Community Vision 2029 plan developed in 2009. How important are these goals, in terms of future development along River Road and Cherry Ave (e.g., very important, not important at all or somewhere in between)?

- Increasing the supply of housing and providing a variety of housing options

Very: 1
Not: 3

- Supporting local businesses
- Encouraging a variety of transportation options including Cherriots, walking, and bicycling

Very: 4

- Locating housing closer to jobs

Important but hard
Very: 3

- Supporting or encouraging mixed-use development

Very: 4

- Providing community gathering places and an identifiable downtown area

Very: 4

- Being a destination for visitors

Not: 2
Very important to be a destination within Keizer

5. What do you feel about how River Road and Cherry Ave should change?

- N: need to keep River Rd accessible; Need a safe environment for kids; take advantage of parks and green spaces*
 - K: need safer sidewalks and crossings*
 - N: could make River safer by creating paths outside the corridor with connections to the*
 - K: Speed limit too high*
- Kate: How would you remake this area if you could wave a magic wand?
- K: 3 lane road with center turn lane; Move parking lots behind buildings; fewer required parking spots;*

- allow taller buildings (3 stories is about right)*
- *J: you've got a big job ahead; widen the right of way*
 - *N: looks like a neighborhood that became commercial; some very rundown buildings that look like they were residential and now have offices; taller buildings with parking in the back; confluence of Cherry and River—this could be a nice downtown center*
 - *J: there's a lot of variation in signage and landscaping; too many low-quality signs—looks tacky;*
 - *N: first impression coming up from Salem isn't good*
 - *J: Keizerfest—need a bigger area for this;*

Market Conditions for Development

6. Do you feel that the River Road/Cherry Ave corridor is a good location for new apartments and condos?

- *J: worried they'd increase traffic*
- *N: need to fix the congestion before add new units*
- *K: on transit line, wouldn't have to drive, need to make it more bikeable and walkable;*

7. Monthly rents for new apartments may likely be higher than existing older buildings. Do you think there is demand for more new, possibly more expensive units within the corridor?

- *K: maybe sometime in the future when other improvements have been made*

8. The current zoning allows for 3 and 4 story construction. How tall to you think is too tall for River Road/Cherry Ave (status Quo, some increase, or sky's the limit)?

9. We know that any/all population growth can bring additional traffic and impacts to public services. How do you feel about that?

Potential Policy and Investment Options

10. What should the City do to support businesses and improve livability along the River Road/Cherry Ave corridors? We'd like to hear your thoughts on the following potential actions:

- Changes to zoning, such as: increasing allowed heights; reducing parking requirements; allowing for mixing multi-family housing and commercial uses within an individual building or site (mixed use); allowing certain adjacent areas to be zoned for higher-density development; and becoming less prescriptive and more "performance" oriented with zoning requirements.
- Allowing more flexibility within that boundary along River Rd, and the kinds of development

- *K: Keizer is so constrained in where it can go; so the only place you can go is to broaden into the neighborhoods; flexibility is good, protections for "good" housing and upzoning of some areas; allowing 2-3 story apartments, duplexes*
- *N: like the idea of mixed use commercial and housing*

- Providing more public spaces either with development or as a civic venture.

- Improving infrastructure to support and entice growth within the corridor, or providing financial incentives.

▪ *N: yes, specifically investing in bike and ped infrastructure; have 2007 bike plan, identifies improvements*

- Implementing more immediate, small-scale improvements such as clean-ups, street sweeping, wayfinding, etc.

▪ *K: property maintenance is important*

- Investing in outreach, marketing, or technical assistance to the business community for economic development.

▪ *N: important to support small businesses for the local community; not a lot of room for big businesses/ national chains; Ross was the local store, couldn't compete*

- Developing business retention and relocation tools to retain local business during periods of growth.
- Storefront improvement support.

- Hosting events to build community and attract visitors, such as farmers markets, festivals, or periodic extended-hours shopping and dining (i.e. First Fridays, etc.).

▪ *N: farmers market yes; need a place to put it*

Other Ideas

11. Is there anything that we didn't talk about that you would like to share?

- *N: the northern area could be special; there's homeless camping in the woods now; could add trails; could make this into a parkway with trees in the middle improved sidewalks*
- *D: want to put some commercial on my property*



Keizer Revitalization Plan

Stakeholder Meeting Notes – Session 3

Interviewees: Chris Lord, Hersch Sangster, Dave Bauer, Ken Gieloff
Date: March 20, 2018
Time: 5:00 PM
Location: Keizer City Hall
Interviewers: Kate Rogers and Matt Hastie

- Discussion notes are provided below in italics. -

Existing Conditions

1. What is your interest in, or experience with, River Road and/or Cherry Avenue and surrounding area? (e.g., business owner, business customer, live nearby, all of the above, etc.)

- *Chris (C): own property between Cherry and Keizer*
- *Hersch (H): used to live near River Rd—owned a house near Taco Bell; organize bike rides*
- *Dave (D): used to cross River Rd when it was a 2-lane gravel road*
- *Ken (K): SE Keizer Neighborhood Association*

2. What's your general impression of River Road/Cherry Ave and adjacent development—how it looks, feels, functions, etc? What are the strengths and weaknesses?

- *C: been a few revitalization projects already; interested in seeing commercial properties develop, multifamily development; lot of older buildings in the area that are rundown, could be made more modern*
- *H: River is a direct route through town; north section is pretty good for transit, (I'm a past commissioner for Salem-Keizer Transit); south portion has utilities in travel lane; ROW is only 62' wide; doesn't lend itself to transit—when the bus stops, everything stops; Cherry's revitalization much improved, better for cycling; Willamette Scenic Bikeway uses Cherry then crosses River; businesses on the corridor don't capture that business*
- *D: the ease of River Rd, direct; access to River Rd from side streets; River Rd is mostly for traveling to Salem; the only jobs we're gonna get on River is retail; potential for industrial/commercial on Cherry*
- *K: wish River could go back to being a city street rather than a highway; okay with Cherry Ave, should be redeveloped with mixed use*

3. Thinking about the land along River Road and Cherry Ave, does Keizer have too little or too much of the following:

Shopping	Just right: 4 <i>Most of the shopping on River is food</i>
Professional services	Too little: 1 (medical) Just right: 3
Office buildings	<i>Want to know the analysis</i>

Apartments	<ul style="list-style-type: none"> ▪ <i>H: there's a lot more than you think</i> ▪ <i>D: the more people you have, the more traffic</i> ▪ <i>Supportive of mixed use development, not just apartments</i> ▪ <i>All comes back to the transportation</i>
Townhouses	
Gathering Places	<ul style="list-style-type: none"> ▪ <i>H: Porters Pub was a gathering place for years, this is where ppl went after football games, many Keizer problems were solved</i> ▪ <i>D: don't think it fits River Rd; people go to the park</i> ▪ <i>H: have a focal pt, but it's not a gathering place</i> ▪ <i>K: had some of the first mixed uses in Keizer, like businesses in front, parking in back</i>
Aesthetic appeal	<ul style="list-style-type: none"> ▪ <i>H: like the improvements to the sidewalks; south portion of the corridor is pretty ugly, this is also where most of the traffic accidents are; people ignore the crosswalks, like Plymouth; the north section is newer, the road is prettier;</i> ▪ <i>D: bldg. with old skating rink should be redeveloped; quality of structures is different north to south</i> ▪ <i>K: someone would need to assemble properties to redevelop</i>

Goals for Future Development

4. These are some of the goals identified in the Keizer Compass / Community Vision 2029 plan developed in 2009. How important are these goals, in terms of future development along River Road and Cherry Ave (e.g., very important, not important at all or somewhere in between)?

- Increasing the supply of housing and providing a variety of housing options

<ul style="list-style-type: none"> ▪ <i>C: more housing, more traffic</i> ▪ <i>H: Keizer doesn't have a lot of industrial land; Keizer is a bedroom community; housing is better for Keizer</i> ▪ <i>K: our land is limited, so expanding the housing options; don't want to expand UGB onto farmland;</i> ▪ <i>D: housing is important but not at the expense of neighborhoods;</i> ▪ <i>K: market should drive the housing market</i> ▪ <i>D: we have affluent areas, middle class, and less well-off areas; SE and SW neighborhoods have larger lots, this is where the infill happens; if we're going to do infill, there are places it could be done in an orderly manner; can't really put more dwellings in this corridor unless we build up</i>

- Supporting local businesses

<ul style="list-style-type: none"> ▪ <i>Very important</i> ▪ <i>D: it's important but not sure how it's done</i>
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- Encouraging a variety of transportation options including Cherriots, walking, and bicycling

<ul style="list-style-type: none"> ▪ <i>Very</i> ▪ <i>H: the buses are going to be running more often; bikes: will need to give a shoulder, the lanes would need to be redesigned, parallel routes</i> ▪ <i>D: getting onto/off of River Rd is difficult</i>

- Locating housing closer to jobs

- *D: jobs aren't really going to happen in Keizer;*
- *H: live in new neighborhood, most of neighbors commute to Portland; Keizer station meant to create jobs for Keizer residents, but doesn't*

- Supporting or encouraging mixed-use development

- Providing community gathering places and an identifiable downtown area

- *K: this used to be an important goal*
- *H: it's been Keizer's envy of other more historic towns*
- *D: important but not doable*

- Being a destination for visitors

- *K: not important*
- *D: we do have some destinations: amphitheater, Keizer rapids park; little league fields; Keizer station; volcanoes; they do draw visitors, but they could be marketed better, there's opportunities; new motel will bring people*
- *H: Willamette Scenic Bikeway goes through Keizer; they spent 1.2 million*

5. What do you feel about how River Road and Cherry Ave should change?

- *H: River Rd is a boulevard; housing and businesses up close to the street; housing upstairs, offices along the road; gathering spot near Chemawa*
- *K: same vision for the SE quarter; don't abandon the commercial corridor; walk to services*
- *C: like a lot of foot traffic; more crosswalks; better landscaping, better access on foot; more central hubs and landmarks, easily identifiable; more aesthetic appeal; like the artwork along the road, benches, better crossings for families*
- *D: had the same vision for a number of years; would most like to solve the traffic issue*

Nate: where is your threshold for access control? How directive do you think the City should be?

- *D: can manage access on the whole road—try to improve all of River Rd, not single-out specific properties; business people would be more inclined to support it if it applies to everyone*
- *C: wouldn't be able to survive if access limited on River*

[Note: The meeting ended before getting to the following discussion areas]

Market Conditions for Development

6. Do you feel that the River Road/Cherry Ave corridor is a good location for new apartments and condos?
7. Monthly rents for new apartments may likely be higher than existing older buildings. Do you think there is demand for more new, possibly more expensive units within the corridor?
8. The current zoning allows for 3 and 4 story construction. How tall to you think is too tall for River Road/Cherry Ave (status Quo, some increase, or sky's the limit)?

9. We know that any/all population growth can bring additional traffic and impacts to public services. How do you feel about that?

Potential Policy and Investment Options

10. What should the City do to support businesses and improve livability along the River Road/Cherry Ave corridors? We'd like to hear your thoughts on the following potential actions:

- Implementing more immediate, small-scale improvements such as clean-ups, street sweeping, wayfinding, etc.
- Investing in outreach, marketing, or technical assistance to the business community for economic development.
- Developing business retention and relocation tools to retain local business during periods of growth.
- Storefront improvement support.
- Hosting events to build community and attract visitors, such as farmers markets, festivals, or periodic extended-hours shopping and dining (i.e. First Fridays, etc.).

Other Ideas

11. Is there anything that we didn't talk about that you would like to share?



Keizer Revitalization Plan

Stakeholder Meeting Notes – Session 4

Interviewees: Randy Miller, Jon Eggert, Kris Adams
Date: March 20, 2018
Time: 6:00 PM
Location: Keizer City Hall
Interviewers: Kate Rogers and Matt Hastie

Existing Conditions

1. What is your interest in, or experience with, River Road and/or Cherry Avenue and surrounding area? (e.g., business owner, business customer, live nearby, all of the above, etc.)

- *Kris (K): longtime resident; West Keizer Neighborhood Association, interested citizen*
- *John (J): own property at the north end of corridor; grew up here; very interested in the area*
- *Randy (R): family owns several acres; dad had business on River Rd for 20 years*

2. What's your general impression of River Road/Cherry Ave and adjacent development—how it looks, feels, functions, etc? What are the strengths and weaknesses?

- *R: Cherry Ave improving with new businesses; new big box stores and auto dealerships; have some areas with newer buildings; there are some nice properties size-wise that could be developed*
- *J: some older buildings that don't look so nice, some newer that are better; some sidewalks have been upgraded, others haven't; some buildings have less space than others; overall pretty well maintained*
- *K: seen the city grow and fill in; hate to see businesses losing their parking; street widening took away parking; Cherry Ave parkway access is much better; River Rd flows pretty well, gotten busier but flow has been fine; getting from businesses onto River is difficult; if there were too many changes made, signals added, might not improve the flow*

3. Thinking about the land along River Road and Cherry Ave, does Keizer have too little or too much of the following:

Shopping	Just right: 3
Professional services	<i>Depends on the service; light on medical; constantly improving, generally a good balance</i>
Office buildings	Too little: 2 <i>Had trouble finding space for my business</i>
Apartments	<ul style="list-style-type: none"> ▪ <i>R: apartments should be further back, businesses in front</i> ▪ <i>Cow pasture redevelopment—there will be plenty after that happens</i>
Townhouses	<i>Better if they're off the main road</i>
Gathering Places	Too little: 3 <ul style="list-style-type: none"> ▪ <i>K: when Starbucks moved, lost a gathering place</i>
Aesthetic appeal	<i>R: Cherry Ave on the right track; older homes will become too valuable and will redevelop</i> <i>K: looks pretty nice as long as people keep up their properties; don't want</i>

	<i>excessive signage; signage has been fine up to this point J: reluctant to criticize too much; these are people's livelihoods</i>
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Goals for Future Development

4. These are some of the goals identified in the Keizer Compass / Community Vision 2029 plan developed in 2009. How important are these goals, in terms of future development along River Road and Cherry Ave (e.g., very important, not important at all or somewhere in between)?

- Increasing the supply of housing and providing a variety of housing options

<ul style="list-style-type: none"> ▪ <i>J: not a highly important goal; people coming here aren't necessarily looking for Portland style development</i>

- Supporting local businesses

<p>Very: 3</p> <ul style="list-style-type: none"> ▪ <i>J: especially if we don't want to just be a bedroom community</i>

- Encouraging a variety of transportation options including Cherriots, walking, and bicycling

<p>Very: 3</p> <ul style="list-style-type: none"> ▪ <i>K: need to improve bus service, so many ppl rely on the bus for work; improving this is important</i> ▪ <i>R: only a few ppl on each bus</i>

- Locating housing closer to jobs

<i>important</i>

- Supporting or encouraging mixed-use development

<ul style="list-style-type: none"> ▪ <i>K: might add an edge to Keizer to have apartments above businesses; might bring some more people into Keizer</i> ▪ <i>R: we don't have a downtown</i>

- Providing community gathering places and an identifiable downtown area

<ul style="list-style-type: none"> ▪ <i>R: Keizer is a bedroom community, don't see it as a lively downtown</i> ▪ <i>J: small towns have quaint downtowns; big cities have larger vibrant downtowns; do midsize cities have that?</i>

- Being a destination for visitors

<ul style="list-style-type: none"> ▪ <i>J: not important; won't be a tourist destination</i> ▪ <i>R: Festival of Lights draws a lot</i> ▪ <i>Keep, support events that may draw some visitors; don't need to become a tourist draw</i>

5. What do you feel about how River Road and Cherry Ave should change?

<ul style="list-style-type: none"> ▪ <i>K: strip mall with pizzeria, would be nice to have a community spot; would love to be able to stay within Keizer and meet up with people</i>

- *J: long term would like to see some variability in height; 3 stories is good*
- Shane: Tallest thing in town is 5 stories

Market Conditions for Development

6. Do you feel that the River Road/Cherry Ave corridor is a good location for new apartments and condos?
7. Monthly rents for new apartments may likely be higher than existing older buildings. Do you think there is demand for more new, possibly more expensive units within the corridor?
8. The current zoning allows for 3 and 4 story construction. How tall to you think is too tall for River Road/Cherry Ave (status Quo, some increase, or sky's the limit)?

3-4, maybe 5 if the building was set back a bit

9. We know that any/all population growth can bring additional traffic and impacts to public services. How do you feel about that?

Potential Policy and Investment Options

10. What should the City do to support businesses and improve livability along the River Road/Cherry Ave corridors? We'd like to hear your thoughts on the following potential actions:
 - Changes to zoning, such as: increasing allowed heights; reducing parking requirements; allowing for mixing multi-family housing and commercial uses within an individual building or site (mixed use); allowing certain adjacent areas to be zoned for higher-density development; and becoming less prescriptive and more "performance" oriented with zoning requirements.

▪ *J: wanted to put the veterinary clinic in the mixed use zone, text amendment for property; would support more flexibility*

- Providing more public spaces either with development or as a civic venture.

- *K: Like the idea; younger people need places to gather*
- *R: concerned it would attract the wrong kind of activity; maybe if it was well lit and controlled by private owners; generally not a lot of people around here at night*

- Improving infrastructure to support and entice growth within the corridor, or providing financial incentives.

▪ *R: need more infrastructure to support growth; need to keep it looking nice*
Others agree

- Implementing more immediate, small-scale improvements such as clean-ups, street sweeping, wayfinding, etc.

- *Wayfinding not necessary*
- *Banners could be good*

- Implementing more immediate, small-scale improvements such as clean-ups, street sweeping, wayfinding, etc.

- *Wayfinding not necessary*
- *Banners could be good*

- Investing in outreach, marketing, or technical assistance to the business community for economic development.

- *J: felt like Keizer was pretty accessible for business*
- *Chamber does a good job*

- Developing business retention and relocation tools to retain local business during periods of growth.

- *R: slower growth is good*
- *K: Keizer Station has added growth, but not too much; pace has been good*

- Storefront improvement support.

- *J: not against it, but not sure it would work*

Nate: Had program in the past with urban renewal, Keizer Village property took advantage of it; made a big difference, but difficult to get businesses interested

- Hosting events to build community and attract visitors, such as farmers markets, festivals, or periodic extended-hours shopping and dining (i.e. First Fridays, etc.).

- *R: Saturday market would be good, if there was a place to put it; something small*
- *K: would have to find people interested in taking that on; city shouldn't support it financially, could help market it*
- *Chamber does the Irish Festival and Festival of Lights*
- *J: may not want to get too involved*



Keizer Revitalization Plan

Stakeholder Discussion Guide [version 2]

Hello and thank you for agreeing to meet with us to share your thoughts and knowledge related to the commercial and residential areas along our central commercial corridors. The City of Keizer is holding these meetings to learn from experts like you about: existing conditions along River Road and Cherry Avenue; goals for future development; market conditions for development; potential policy methods for implementing development goals; and the need for public investments to support desired development.

Our upcoming meeting is expected to be 45 minutes in length and will take place in a small group format with 3 to 5 people.

During the meeting we will discuss the topics listed below. No advance preparation is required but we thought you might like to look over topics before the meeting. Please note that the interview will focus on your expertise/experience. Accordingly, some questions will be answered with more detail than others.

Discussion Topics:

Existing Conditions

1. What is your interest in, or experience with, River Road and/or Cherry Avenue and surrounding area? (e.g., business owner, business customer, live nearby, all of the above, etc.)
2. What's your general impression of River Road/Cherry Ave and adjacent development—how it looks, feels, functions, etc? What are the strengths and weaknesses?
3. Thinking about the land along River Road and Cherry Ave:
 - Do you think there are enough retail and shopping opportunities?
 - What about offices and professional services?
 - Do you think there should be more, and a variety of apartments? This could include apartments above retail or office space (mixed-use).
 - There are some townhouses at the north end of the corridor, near Staats Lake. Would you like to see more of that type of housing?
 - Do you think this area needs more gathering places? This could include things like plazas and small parks but also restaurants and cafes with outdoor seating.
 - Do you think this area's aesthetic appeal needs improvement?

Goals for Future Development

4. These are some of the goals identified in the Keizer Compass / Community Vision 2029 plan developed in 2009. How important are these goals, in terms of future development along River Road and Cherry Ave (e.g., very important, not important at all or somewhere in between)?
 - Increasing the supply of housing and providing a variety of housing options
 - Encouraging a variety of transportation options including buses, walking, and bicycling
 - Supporting or encouraging mixed-use development

- Providing community gathering places
 - Creating an identifiable downtown area
 - Being a destination for visitors
5. If you had a magic wand and could remake the River Road/Cherry Ave corridor however you'd like, what would that look like?

Market Conditions for Development

6. The current zoning allows for 3 and 4 story construction. How tall to you think is too tall for River Road/Cherry Ave (status Quo, some increase, or sky's the limit)?
7. We know that any/all population growth can bring additional traffic and impacts to public services. How do you feel about that?

Potential Policy and Investment Options

8. What should the City do to support businesses and improve livability along the River Road/Cherry Ave corridors? We'd like to hear your thoughts on the following potential actions:
- Changes to zoning, such as: increasing allowed heights; reducing parking requirements; allowing for mixed use development; allowing certain adjacent areas to be zoned for higher-density development; and becoming less prescriptive and more "performance" oriented with zoning requirements.
 - Improving infrastructure to support and entice growth within the corridor, or providing financial incentives.
 - Implementing more immediate, small-scale improvements such as clean-ups, street sweeping, wayfinding, etc.
 - Investing in outreach, marketing, or technical assistance to the business community for economic development.
 - Developing business retention and relocation tools to retain local business during periods of growth.
 - Storefront improvement support.
 - Hosting events to build community and attract visitors, such as farmers markets, festivals, or periodic extended-hours shopping and dining (i.e. First Fridays, etc.).

Other Ideas

9. Is there anything that we didn't talk about that you would like to share?



Keizer Revitalization Plan

Stakeholder Meetings - Session 5

- Discussion notes are provided below in italics. -

Discussion Topics:

Existing Conditions

1. What is your interest in, or experience with, River Road and/or Cherry Avenue and surrounding area? (e.g., business owner, business customer, live nearby, all of the above, etc.)
 - *Pastor Jose Dominguez – His church (Iglesia Luz Del Valle) is in the corridor and is where we are holding this interview and the next interview.*
 - *Pedro – He heard about the project from Pastor Dominguez. He expects his kids will grow up in Keizer, and that the family will be here for a long time.*
 - *Bill Wilson – Bill has lived in Keizer for 28 years (lives off of River Road on Dietz), is semi-retired, and is curious about the future. He notes a lot of traffic in the PM peak, so he makes his trips at other times.*
 - *Ynez Wilson – Ynez is Bill's wife, a Spanish-speaker, and is here to listen to the interview.*
 - *Chad White – Chad is the owner of Keizer Martial Arts and was involved in urban renewal planning for the area. He feels that visibility to and from the roadway is important.*

2. What's your general impression of River Road/Cherry Ave and adjacent development—how it looks, feels, functions, etc? What are the strengths and weaknesses?
 - *Feel nervous walking on River Road with the sidewalk right next to road but do walk.*
 - *Cut through business parking lots (e.g., Pizza Hut) when driving in order to make left turns onto River Road.*
 - *Like that Mayor Christopher advocated for landscaping in the right-of-way. (Project team responded that landscaping will be driven by redevelopment.)*
 - *Drive River Rd to drop off daughter at high school; it would help to have another right turn from River Rd onto Lockhaven coming from the north.*

3. Thinking about the land along River Road and Cherry Ave:
 - Do you think there's enough retail and shopping opportunities?
 - What about offices and professional services?
 - Do you think there should be more, and a variety of apartments? This could include apartments above retail or office space (mixed-use).
 - There are some townhouses at the north end of the corridor, near Staats Lake. Would you like to see more of that type of housing?
 - Do you think this area needs more gathering places? This could include things like plazas and small parks but also restaurants and cafes with outdoor seating.
 - Do you think this area's aesthetic appeal needs improvement?

- *Notes that there are vacant commercial properties but is satisfied with existing services and businesses, although imagines that others would like to see more new uses.*
- *Would like to see a family-oriented use on the Roth's site; ideas include a family fun/recreation center, climbing, basketball, roller skating, examples such as the Hoop and Rock Box in Salem; and indoor soccer (none currently since the one in Keizer Station became REI). Currently going to South Salem for Jet Air indoor trampoline park. Want to keep kids busy (concerned about kids being bored and getting into trouble otherwise).*
- *Generally like the look of River Road now. Don't always want big transparent windows on commercial buildings for some customer privacy, depending on the business.*

Goals for Future Development

4. These are some of the goals identified in the Keizer Compass / Community Vision 2029 plan developed in 2009. How important are these goals, in terms of future development along River Road and Cherry Ave (e.g., very important, not important at all or somewhere in between)?
 - Increasing the supply of housing and providing a variety of housing options
 - *If building new houses, want and need affordable housing. (Project team commented about the higher cost of developing housing on a smaller scale.)*
 - *Concerned about more development if it brings more traffic like on Verda and Dearborn.*
 - Encouraging a variety of transportation options including buses, walking, and bicycling
 - *Really like roundabouts.*
 - *Currently limited bus service, but will expand service hours, including service on Saturday, given funding from transportation bill. Bus stops moving to far side (in-street) to reduce delay/stops for near side of intersection and turning movements.*
 - Supporting or encouraging mixed-use development
 - Providing community gathering places
 - *Supports gathering places, especially farmers markets.*
 - Creating an identifiable downtown area
 - Being a destination for visitors
 - *Supports a family-oriented destination, like Bullwinkle's family fun center and a mini theme park.*
5. If you had a magic wand and could remake the River Road/Cherry Ave corridor however you'd like, what would that look like? / Places you like
 - *"Plaza mayor," like the central gathering places in Mexican towns*
 - *Farmers market*

Market Conditions for Development

6. The current zoning allows for 3 and 4 story construction. How tall to you think is too tall for River Road/Cherry Ave (status Quo, some increase, or sky's the limit)?
 - *Curious about denser construction. Depends on quality of design.*
 - *Notes that tall buildings are OK if they look good*

7. We know that any/all population growth can bring additional traffic and impacts to public services. How do you feel about that?
 - *Joint and controlled access is OK. (Has been working out for Chad as a business owner.)*
 - *Sometimes people park in the church and martial arts parking lots that are not going to the church or martial arts studio. Try to discourage this, but it not a significant issue. Usually there is enough parking, and owners and users are OK with where parking is currently located.*
 - *Parking can be tough at popular places.*
 - *Discussed problems turning movements at intersections such as Deets.*
 - *Asked if growth brings crime.*

General impressions of growth

- *Need alternate routes for increasing traffic.*
- *Keep developing Keizer Station if there is capacity to. (City notes that what appears to be vacant land near Keizer Station is Chemawa tribal land and the City cannot develop that land.)*

What do you want from City?

- *Invest in older neighborhoods.*
- *Improve sidewalks in neighborhoods (and connections to River Road).*

Other questions and interests

- *In terms of shopping in Keizer and in the corridor, really like and use the new Waremart (a smaller format of Winco). Also shop for groceries at Fred Meyer. Used to grocery shop more at Safeway (but it has gotten more expensive) and at Target but prefer Waremart. Use Keizer Station for other, non-grocery shopping.*
- *Generally like the current restaurants on River Road.*

Potential Policy and Investment Options

8. What should the City do to support businesses and improve livability along the River Road/Cherry Ave corridors? We'd like to hear your thoughts on the following potential actions:
 - *Changes to zoning, such as: increasing allowed heights; reducing parking requirements; allowing for mixed use development; allowing certain adjacent areas to be zoned for higher-density development; and becoming less prescriptive and more "performance" oriented with zoning requirements.*

- Improving infrastructure to support and entice growth within the corridor, or providing financial incentives.
- Implementing more immediate, small-scale improvements such as clean-ups, street sweeping, wayfinding, etc.
- Investing in outreach, marketing, or technical assistance to the business community for economic development.
- Developing business retention and relocation tools to retain local business during periods of growth.
- Storefront improvement support.
- Hosting events to build community and attract visitors, such as farmers markets, festivals, or periodic extended-hours shopping and dining (i.e. First Fridays, etc.).

Other Ideas

9. Is there anything that we didn't talk about that you would like to share?



Keizer Revitalization Plan

Stakeholder Meetings - Session 6

- Discussion notes are provided below in italics. -

Discussion Topics:

Existing Conditions

1. What is your interest in, or experience with, River Road and/or Cherry Avenue and surrounding area? (e.g., business owner, business customer, live nearby, all of the above, etc.)
 - *Ignacio – Here with his wife Alicia. 18-year resident. Lives on Apple Blossom. Concerned about intersection of Cherry and Parkway. He has not encountered accidents but a lot of congestion (up to a 15-minute wait). Talks regularly with neighbors, including discussion about the community. Would like another multi-purpose store, such as a Walmart, because he doesn't want to have to travel as far for that. Curious about potential development in empty parking lot near Safeway.*
 - *Alicia – Here with her husband Ignacio. A lot of businesses on Cherry, where cars getting in lanes/center lane, think it is backing up to River Road; do they need light or stop sign or something to help regulate traffic and let it flow; especially challenging for those needing to get to work at certain time; very grateful for new Waremart, wanted a Walmart but apartments got built where they thought a Walmart would/could go; would go to Fred's, now Waremart; lives by Apple Blossom, community who knows who we are/knows neighbors; most interested in traffic*
 - *Note: Ignacio and Alicia are Spanish-speakers, and Pastor Dominguez provided translation.*
 - *Ron – An engineer who is a resident (of 10 years) and patron in the corridor. Drives down River Road every day to work in Salem. Interested in development prospects, and most interested in traffic. Wants to see the corridor thrive. Visits River Road businesses for personal services. Would like to see more offices and employment in the corridor. Shared his printed notes.*
2. What's your general impression of River Road/Cherry Ave and adjacent development—how it looks, feels, functions, etc? What are the strengths and weaknesses?
 - *Would like more buildings, more stores and commerce, but not necessarily big buildings.*
 - *Like the look of River Road, and Cherry Avenue is improving (notes the improvements to Bi-Mart in particular).*
 - *Like having commercial uses on the busy road (River Road), with denser housing behind it, and less dense housing behind that.*
 - *Challenge of traffic being funneled into a single corridor. [Ron's notes]*
3. Thinking about the land along River Road and Cherry Ave:
 - Do you think there's enough retail and shopping opportunities?
 - What about offices and professional services?
 - Do you think there should be more, and a variety of apartments? This could include apartments above retail or office space (mixed-use).

- There are some townhouses at the north end of the corridor, near Staats Lake. Would you like to see more of that type of housing?
- Do you think this area needs more gathering places? This could include things like plazas and small parks but also restaurants and cafes with outdoor seating.
- Do you think this area's aesthetic appeal needs improvement?
 - *(See responses to the previous question.)*
 - *All participants agreed that there should be more restaurants in the corridor.*
 - *Support some denser housing on River Road, but question whether market would support it.*
 - *Want more commercial uses and other active uses on Cherry Avenue; currently it seems dead or dry ("seco").*
 - *Avoids Cherry Avenue, River Road, and big roads.*
 - *There is enough shopping, professional services, and apartments in the corridor, but more office buildings, industrial uses, and other work places of that sort are needed, along with townhomes and gathering places. The aesthetic appeal of River Road is good while the appeal of Cherry Avenue could use improvement. [Ron's notes]*

Goals for Future Development

4. These are some of the goals identified in the Keizer Compass / Community Vision 2029 plan developed in 2009. How important are these goals, in terms of future development along River Road and Cherry Ave (e.g., very important, not important at all or somewhere in between)?
 - Increasing the supply of housing and providing a variety of housing options
 - *Very important. [Ron's notes]*
 - Encouraging a variety of transportation options including buses, walking, and bicycling
 - *Feel safe walking, follow rules, use and appreciate sidewalks, do not ride a bike*
 - *Somewhat important. These modes are very interrelated. [Ron's notes]*
 - Supporting or encouraging mixed-use development
 - *Very important, still none to limited mixed-use development in corridor. Very important to have jobs closer to housing (instead of traveling to Salem for work) and to support local businesses. [Ron's notes]*
 - Providing community gathering places
 - Creating an identifiable downtown area
 - *Very important, although not sure how to do this. [Ron's notes]*
 - Being a destination for visitors
 - *Like this idea.*

- *Would like to see attractions that would make familia want to come visit and even move to Keizer.*
 - *Yes, important. Explore ideas for events and places for visitors like a light parade and a rapids park. Keizer Station is important. [Ron's notes]*
 - *All of the ideas above are complementary, build community, and can create less traffic (e.g., closer jobs, more transportation options). Support them overall. When asked by City staff to prioritize, one participant felt that supporting local businesses and continuing to diversify (mix) uses are most important.*
5. If you had a magic wand and could remake the River Road/Cherry Ave corridor however you'd like, what would that look like? / Places you like
- *Really like City Hall. Solid, pretty building Enjoy its setting, the park nearby, attractive for visitors.*
 - *Like the small park near the river off of Apple Blossom. Appreciate improvements to that park.*
 - *When grandkids visit, would really like recreation area (e.g., with a pool) with vendors (e.g., fruit/ice cream shop). Really like improvements made to the riverside park. (A Salem park?)*
 - *Would like to change traffic reliance on this north-south corridor. Would like changes to traffic signals at Salem border and at Broadway. [Ron's notes]*

Market Conditions for Development

6. The current zoning allows for 3 and 4 story construction. How tall to you think is too tall for River Road/Cherry Ave (status Quo, some increase, or sky's the limit)?
- *Existing maximum height seems fine, recognizing that buildings are not currently built to the maximum height.*
 - *Supports some increase in height. Sees this as related to market demand, and that buildings are not as tall to date because demand has not been high. Could see this changing as land supply becomes more limited. [Ron's notes]*
7. We know that any/all population growth can bring additional traffic and impacts to public services. How do you feel about that?
- *(See other interview responses.)*
 - *Feels that some people may have idealized Keizer as the bedroom community of their childhoods. Thinks that growth needs to come from within so that jobs can be filled by community members and traffic needs can be reduced. [Ron's notes]*
 - *Related to questions previously included in the discussion guide (re: more apartments and condos, and demand for new, possibly more expensive housing units), feel that the corridor is a good place for apartments but is not sure about market support for condos. Thinks that higher-end housing could work. [Ron's notes]*

Potential Policy and Investment Options

8. What should the City do to support businesses and improve livability along the River Road/Cherry Ave corridors? We'd like to hear your thoughts on the following potential actions:
- Changes to zoning, such as: increasing allowed heights; reducing parking requirements; allowing for mixed use development; allowing certain adjacent areas to be zoned for higher-density development; and becoming less prescriptive and more “performance” oriented with zoning requirements.
 - *Support all of these changes. [Ron's notes]*
 - Improving infrastructure to support and entice growth within the corridor, or providing financial incentives.
 - *To be accessible. Best to be a civic venture. [Ron's notes]*
 - Implementing more immediate, small-scale improvements such as clean-ups, street sweeping, wayfinding, etc.
 - *Yes, support this. [Ron's notes]*
 - Investing in outreach, marketing, or technical assistance to the business community for economic development.
 - *Work with Keizer Chamber of Commerce. [Ron's notes]*
 - Developing business retention and relocation tools to retain local business during periods of growth.
 - *Yes, continue to increase efforts to help local businesses to thrive. [Ron's notes]*
 - Storefront improvement support.
 - *Yes, this improves the land so that there is more to go around. [Ron's notes]*
 - Hosting events to build community and attract visitors, such as farmers markets, festivals, or periodic extended-hours shopping and dining (i.e. First Fridays, etc.).
 - *Yes, this is what we see the community doing. Be sure not to detract from citizen volunteer structures and efforts. [Ron's notes]*

Other Ideas

9. Is there anything that we didn't talk about that you would like to share?
- *Appreciate that we contacted pastor and that the pastor contacted congregants, and that we came here. Like being able to tell us about their city.*
 - *Really love the peacefulness here. Love their neighbors.*
 - *Concerned about reliance on River Road as main corridor. Like Glen said earlier in the interview – more uses within corridor can reduce through trips.*
 - *Concerned about intersection with Salem (at Broadway).*



Keizer Revitalization Plan

Stakeholder Meetings - Session 7

- Discussion notes are provided below in italics. -

Discussion Topics:

Existing Conditions

1. What is your interest in, or experience with, River Road and/or Cherry Avenue and surrounding area? (e.g., business owner, business customer, live nearby, all of the above, etc.)
 - *Richard Walsh – Has a law practice at Staats Lake. Served on City Council 2000-2010. Was involved in River Road Renaissance Plan.*
 - *Joe Tillman – Resident of SE Keizer. Serves on Traffic Safety committee.*
 - *Cyndi Michael – Owns Keizer Nursery (between Arby's and Taco Bell). Lives right behind the nursery, which has been there 20 years. Just signed a lease for a tire shop (has been interested in redevelopment/re-use for a while), which is a year-to-year lease for now.*

2. What's your general impression of River Road/Cherry Ave and adjacent development—how it looks, feels, functions, etc? What are the strengths and weaknesses?
 - *Weaknesses include the aesthetics of parking adjacent to the road, some unattractive buildings, and not as much landscaping as there could be, although there is more now since implementation of River Road Renaissance projects*
 - *Regard Lake Oswego avenues as an example.*
 - *Develop revenue source for landowners to make improvements.*
 - *Sidewalks seem dangerous, so close to heavy traffic and so many dips/driveways, especially challenging for wheelchairs, etc.*
 - *Project on north-south Verda in Transportation System Plan (TSP), which just extends to Lockhaven and siphons from Lockhaven and not necessarily River. Going beyond TSP project to extend improvement south of Lockhaven (and create a parallel route and alternative to River) would likely meet with political resistance from residents.*
 - *Improve experience (sidewalks, landscaping, bike lanes) on River/Cherry.*
 - *Spends a lot of time on road at nighttime and would like more/better street and outdoor lighting. Existing PGE lighting is poor plus building lighting (e.g., AKS) is too bright and undirected;*
 - *Consider counterflow lane on River for peak travel periods.*
 - *Provide signage for bikes when bike lanes drop, direct to low-stress streets. (Need more treatments on low-stress streets?)*

3. Thinking about the land along River Road and Cherry Ave:
 - Do you think there's enough retail and shopping opportunities?
 - What about offices and professional services?
 - Do you think there should be more, and a variety of apartments? This could include apartments above retail or office space (mixed-use).

- There are some townhouses at the north end of the corridor, near Staats Lake. Would you like to see more of that type of housing?
- Do you think this area needs more gathering places? This could include things like plazas and small parks but also restaurants and cafes with outdoor seating.
- Do you think this area's aesthetic appeal needs improvement?
 - *Would like gathering places like a brew pub.*
 - *Rooftop dining*
 - *More identity and signage. (conversation referenced an existing debate at the City)*
 - *More nightlife/nighttime activity places.*
 - *Unanimous support for more sit-down restaurants.*
 - *Already so many gas stations and coffee shops.*
 - *Would like more density. Think of Salem residents relocating in Keizer, commuters to Portland Metro area.*
 - *Consider the limitations of existing demographics and lower incomes. For example, would like more wine, cheese, and gallery type businesses and places but not sure if income levels in the community would support that.*
 - *Unanimous support for providing more for kids to do.*
 - *Would like a movie theater.*
 - *Want more sidewalks in adjacent neighborhoods. When asked by City staff about paying for these improvements, may be willing to pay for in installments but not as large lump sum.*
 - *Sidewalks provide and improve safety and aesthetics.*

Goals for Future Development

4. These are some of the goals identified in the Keizer Compass / Community Vision 2029 plan developed in 2009. How important are these goals, in terms of future development along River Road and Cherry Ave (e.g., very important, not important at all or somewhere in between)?
 - Increasing the supply of housing and providing a variety of housing options
 - Encouraging a variety of transportation options including buses, walking, and bicycling
 - Supporting or encouraging mixed-use development
 - Providing community gathering places
 - Creating an identifiable downtown area
 - Being a destination for visitors
 - *Like the idea of a landmark like a 45th parallel Arch. (In an old plan?). It's a project that could pay for itself.*
 - *Not enough safe places to cross the road in the southern part of the corridor.*
 - *Can a community space be created at the Christmas tree? (However, this place where Cherry Avenue and River Road intersect would need to be made more pedestrian friendly, if so.)*
5. If you had a magic wand and could remake the River Road/Cherry Ave corridor however you'd like, what would that look like?

Market Conditions for Development

6. The current zoning allows for 3 and 4 story construction. How tall to you think is too tall for River Road/Cherry Ave (status Quo, some increase, or sky's the limit)?
 - *Generally feel OK about growth in the area.*
 - *The UGB will protect the city from "growing like crazy"*
7. We know that any/all population growth can bring additional traffic and impacts to public services. How do you feel about that?

Potential Policy and Investment Options

8. What should the City do to support businesses and improve livability along the River Road/Cherry Ave corridors? We'd like to hear your thoughts on the following potential actions:
 - Changes to zoning, such as: increasing allowed heights; reducing parking requirements; allowing for mixed use development; allowing certain adjacent areas to be zoned for higher-density development; and becoming less prescriptive and more "performance" oriented with zoning requirements.
 - Improving infrastructure to support and entice growth within the corridor, or providing financial incentives.
 - Implementing more immediate, small-scale improvements such as clean-ups, street sweeping, wayfinding, etc.
 - Investing in outreach, marketing, or technical assistance to the business community for economic development.
 - Developing business retention and relocation tools to retain local business during periods of growth.
 - Storefront improvement support.
 - Hosting events to build community and attract visitors, such as farmers markets, festivals, or periodic extended-hours shopping and dining (i.e. First Fridays, etc.).
 - *Would like to see improvements driven and implemented by development (e.g., Keizer Station) and urban renewal.*
 - *If a new urban renewal area is formed, take it all the way up the Lockhaven corridor.*
 - *Look for ways to connect bike boulevards in Salem (e.g., on Maple) to Cherry.*

Other Ideas

9. Is there anything that we didn't talk about that you would like to share?



Keizer Revitalization Plan

Stakeholder Meetings - Session 8

- Discussion notes are provided below in italics. -

Discussion Topics:

Existing Conditions

1. What is your interest in, or experience with, River Road and/or Cherry Avenue and surrounding area? (e.g., business owner, business customer, live nearby, all of the above, etc.)
 - *Dennis Blackman – Owner of Copper Creek Mercantile. Has owned this store for about 20 years and has been in business in Keizer for about 30 years. Also owns businesses elsewhere. (Copper Creek Mercantile offers supplies for pets, home décor, and the garden/yard, and customers have a range of incomes.)*
 - *Carolyn Homan – Has lived in Keizer since 1995, on Sunset near River Road. West Keizer Neighborhood Association (WKNA) Board Member. (West Keizer lies west of River Road and south of Chemawa Road.)*
 - *Gary Blake – WKNA Past President and current Board Member. Lives near Cummings Elementary School and has been in the area for about 15 years. In the construction business (manufactured homes and site development) all over the state, although not necessarily in Keizer.*

2. What's your general impression of River Road/Cherry Ave and adjacent development—how it looks, feels, functions, etc? What are the strengths and weaknesses?
 - *Most struck by “healthy” traffic; healthy in that there is a lot of traffic and businesses need that.*
 - *Like variety of businesses in corridor.*
 - *Some of the best feedback for this project should come from business owners in the corridor.*
 - *Want the City and developers to work together to implement a vision, and want to assist and enhance businesses.*
 - *Traffic volumes and speed stand out.*
 - *Crossings are challenging in the southern part of the corridor.*
 - *Some businesses are small and you cannot see them when going by at speed.*
 - *Cherry is not attractive. It does not have enough businesses or active uses. Would like it to be more of a gateway to Keizer.*
 - *There is a line between having enough traffic to support businesses and heavy traffic that people will seek to avoid.*
 - *Speeds are too fast on River Road, which make visibility and access hard for uses/businesses along River Road. 40 mph is too fast. [As a note, River Road is a City road and is classified as an arterial.] The City asked whether a 30 mph speed limit was more appealing and participants answered yes, that it would help businesses. (The City has more authority from the state now to change speed limits on local roads.)*

- *A lower speed limit plus landscaping makes lower speed limits more effective; landscaping helps make a place more attractive and one that you enjoy rather than want to rush through.*
 - *Improvements to existing conditions including lower speeds and more landscaping should encourage pride in ownership.*
 - *Concerned about regular and safe crossings.*
3. Thinking about the land along River Road and Cherry Ave:
- Do you think there's enough retail and shopping opportunities?
 - What about offices and professional services?
 - Do you think there should be more, and a variety of apartments? This could include apartments above retail or office space (mixed-use).
 - There are some townhouses at the north end of the corridor, near Staats Lake. Would you like to see more of that type of housing?
 - Do you think this area needs more gathering places? This could include things like plazas and small parks but also restaurants and cafes with outdoor seating.
 - Do you think this area's aesthetic appeal needs improvement?
 - *Duplication in businesses.*
 - *[Glen noted that grocery stores have not been requested in the interviews today (other than Walmart, which provides much more than groceries), suggesting that people may be satisfied with existing grocery services.]*
 - *Businesses and the market should make the determination as to what uses to develop more or less of. Want City to help provide the basis for vibrant business (e.g., traffic management, clear vision, "good easy pathway for growth and visibility" with guidance from business owners).*
 - *Want more sit-down restaurants and bakeries.*
 - *Will walk short distances from Sunset (marked bike/ped shoulder) to River, but generally distances to businesses/uses on River Road too long to walk to.*
 - *The corridor needs a greater range of incomes, including residents with higher incomes, to patronize its businesses and help it redevelop.*
 - *Note and support where business clusters/shopping centers are successful (e.g., Keizer Station, Bi-Mart, Goodwill).*
 - *Signage is important, and if speeds are lower, then smaller signs can be seen and larger signs are not needed. [Note: The City is in the midst of a sign code update.]*
 - *When asked whether regulations requiring parking to be located to the side or rear of buildings and/or entrances to be oriented to the street are appealing, some participants said yes, but that they believe that the City may already have some of those regulations.*
 - *Cannon Beach and Albany provide good examples. Cannon Beach slowed speeds and require parking to the side of buildings. Albany has a one-way couplet, clustered parking, and trees. Use features like decorative signposts, art, and tree type as community identifiers, to create binding and uniform design elements that are consistent and easy to maintain.*
 - *Bring back the idea of landscaped medians and channelized turning? More annoying than pleasant?*

Goals for Future Development

4. These are some of the goals identified in the Keizer Compass / Community Vision 2029 plan developed in 2009. How important are these goals, in terms of future development along River Road and Cherry Ave (e.g., very important, not important at all or somewhere in between)?
 - Increasing the supply of housing and providing a variety of housing options
 - Encouraging a variety of transportation options including buses, walking, and bicycling
 - Supporting or encouraging mixed-use development
 - Providing community gathering places
 - Creating an identifiable downtown area
 - Being a destination for visitors
 - *The housing/mixed-use development at Gaines and Broadway (approx. 4-story) is a good development example. Would like to see more development like that.*
 - *Would like more “vignettes” (mixed-use nodes, special spaces).*
 - *Would like a new movie house/theater. May need bigger parcels to support that, depending on the “format.”*
 - *Need a community that supports the community. Consider what future generations will want. Create an attractive environment to draw people to spend and invest.*
5. If you had a magic wand and could remake the River Road/Cherry Ave corridor however you'd like, what would that look like? / Places you like

Market Conditions for Development

6. The current zoning allows for 3 and 4 story construction. How tall to you think is too tall for River Road/Cherry Ave (status Quo, some increase, or sky's the limit)?
7. We know that any/all population growth can bring additional traffic and impacts to public services. How do you feel about that?

Potential Policy and Investment Options

8. What should the City do to support businesses and improve livability along the River Road/Cherry Ave corridors? We'd like to hear your thoughts on the following potential actions:
 - Changes to zoning, such as: increasing allowed heights; reducing parking requirements; allowing for mixed use development; allowing certain adjacent areas to be zoned for higher-density development; and becoming less prescriptive and more “performance” oriented with zoning requirements.
 - Improving infrastructure to support and entice growth within the corridor, or providing financial incentives.
 - Implementing more immediate, small-scale improvements such as clean-ups, street sweeping, wayfinding, etc.
 - Investing in outreach, marketing, or technical assistance to the business community for economic development.
 - Developing business retention and relocation tools to retain local business during periods of growth.
 - Storefront improvement support.
 - Hosting events to build community and attract visitors, such as farmers markets, festivals, or periodic extended-hours shopping and dining (i.e. First Fridays, etc.).

- *Would like stronger standards for requiring streetscape improvements from development.*
- *City asked if participants were OK with more congestion if speeds were slower. They responded that some people will appreciate the nicer environment but others may look for other ways around (e.g., Salem commuter passing through). Some annoyances and pushback will be worth what you gain for the community. E.g., people expect to go slow on Highway 43 in West Linn and Lake Oswego; people do adjust, especially when the trade-offs include economic development, more commercial and service options, and more attractive environments.*
- *Described idea of working to develop some nodes as “vignettes” with a mix of uses to create special places.*

Other Ideas

9. Is there anything that we didn't talk about that you would like to share?



Memorandum

To: Nate Brown & Shane Witham, City of Keizer

From: Kate Rogers & Glen Bolen, Otak, Inc.

Copies: Dina Russell, City of Keizer
David Helton, ODOT
Shayna Rehberg & Matt Hastie, Angelo Planning Group

Date: May 9, 2018

Subject: Keizer Revitalization Plan – Public Event #1 Summary

Project No.: 17428A

This memo summarizes the first public event for the Keizer Revitalization Plan. Attached to the summary are the transcribed written comments from the event, and photographs of activity boards and flipcharts.

Event Details

Public Event #1 was held from 6-8 PM on April 26, 2018 at Keizer Civic Center. The event was led by Nate Brown and Shane Witham with assistance from consultants Kate Rogers and Tina Fuenmayor from Otak and Matt Hastie from Angelo Planning Group. The event started out with a short presentation by Nate, Matt, and Kate that included an overview and status update on the project. After that, attendees were welcomed to join informal discussions with the project team and provide written comments at three stations representing sub-areas of the larger planning area. Each station had a large aerial map centered on a key intersection of River Road within the study area: Lockhaven Drive, Chemawa Road, and Cherry Avenue. Some participants placed numbered stickers on the maps, and made geographically-specific comments. Others made general comments about the corridor segment or study area overall. Some recorded their own comments, while others' comments were transcribed by project team members. Attendees were also welcomed to participate in a "dot exercise" in which they indicated their support for various draft project goals and objectives. Comment forms were provided, but only one attendee returned a completed form; all other comments were captured on the flipcharts. There were 26 attendees in total (excluding the project team).

Summary of Participant Feedback

Overall

Transportation issues received a lot of comments from participants. Commenters conveyed a general concern about existing congestion and access issues along River Road and Cherry Avenue, as well as concern about increased congestion that might come with new development. Participants also identified a number of locations within the study area where pedestrian conditions are unsafe, and where additional crossings or protections are needed.

In general, participants' comments suggested that although they have concerns about traffic congestion and safety in the area, they also are open to new development and redevelopment within the study area. Participants

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identified some specific opportunity sites for new development, or for redevelopment of underused sites. Commenters also noted that increased activity and additional shopping and dining opportunities would be welcome. There were also several suggestions for creating new—or enhancing existing—gathering places within the study area.

In general, participants seemed to agree with the draft project goals and objectives to a large degree. Only two out of the 16 objectives received any “do not support” dots and in each of those cases, an equal number of other participants noted support for these objectives. At the same time, results indicated that some goals resonated more than others, with a number of them receiving a more significant number of “support” dots and other receiving no dots at all. However, it may be difficult to draw strong conclusions, since not everyone participated in the dot exercise. This is elaborated below.

Lockhaven Drive Board

Several participants noted redevelopment opportunities on the Lockhaven board. These included the large empty fields on either side of River Road, just south of Manzanita Street; two partially empty buildings in the Waremart shopping center; and the shopping center at the northwest corner of Chemawa and River Road. There were a few concerns about the traffic and parking issues that might come with development.

A few participants commented on the need for more family activities and gathering places. In reference to a different part of the corridor, one participant noted that she didn’t always feel safe in south Keizer and offered the idea of outreach with local law enforcement and more community events as ways to address safety concerns here. One participant noted that people like the small-town feel of Keizer, but want the amenities of a bigger city, including more options for shopping (clothing, home and garden stores, etc.). A few people also noted the need for more crosswalks and a traffic signal at the entrance to the Waremart complex.

Chemawa Road Board

Comments on the Chemawa board focused primarily on traffic issues at specific points, and on the need for more activities along the corridor. Participants noted difficult intersections or access points at the following locations: the alley north of La Hacienda Real, the driveways into Safeway from both River Road and Chemawa, and the driveways into Starbucks and Dutch Bros. There were two comments about potential locations for gathering places: one at the Christmas Tree / Walery Plaza site, and one potential pocket park site at the southeast corner of Claggett and River Rd. Participants also commented on the lack of activities for families, and on the need for a wider variety of restaurants and food choices.

Cherry Avenue Board

Comments at this station focused heavily on traffic and pedestrian safety concerns. The following issues were identified:

- Traffic issues around the intersections of Cherry Ave and River Rd, and Manbrin Dr and Cherry Ave; traffic backs up on Manbrin at Cherry
- Pedestrian crossing needed at the intersection of Apple Blossom Ave and River Road; a rapid flashing beacon was suggested as a possibility
- More safety islands needed to enhance crossings
- Vegetation at Sam Orcutt Way and Cherry Ave blocks views
- Left turns onto River Road are difficult
- [from comment form:] install a roundabout where River Rd and Broadway St split

A few participants also commented on bus operations, with one commenter noting that there are too few bus stops on Cherry Ave, and another suggesting that buses need pull-outs so they don’t create congestion (this comment was echoed in the completed comment form). There were also comments about River Road’s inadequate (or nonexistent) bike facilities, in comparison to Cherry’s adequate facilities.

There were several comments about potential locations for gathering places, including a reiterated suggestion for an enhanced plaza at the Christmas Tree site, and a potential pocket park at the southwest corner of Juedes Ave and River Rd. A commenter also suggested the Keizer Village Shopping Center as a potential location for a youth recreation center. Lastly, a participant commented on the potential for higher use of the industrial sites within the residential and commercial areas of Cherry Ave and River Rd.

Goals & Objectives Exercise

For the most part, participants of this “dot exercise” either indicated support for the goals and objectives, to varying degrees, or did not vote. There were only two goals that received votes in the “do not support” category. Below is a summary of the most and least supported goals, as well as one goal that received mixed support.

Most supported (5 or more supporting dots)

- Well-maintained roads that control and mitigate traffic congestion. [8 votes]
- Zoning and land use regulations that provide opportunities for a variety of living-wage jobs. [7 votes]
- A variety of housing for the range of community member incomes, needs, and preferences. [6 votes]
- Support existing businesses and new businesses including through implementation of public and private sector incentives, investments and partnerships. [5 votes]
- Proximity and mix of uses in development centers that community members can walk, roll, or drive (short distances) to access. [5 votes]
- Enhanced access to parks and the creation of gathering spaces that are accessible to all community members. [5 votes]

Mixed support (mix of support and do not support dots)

- Friendlier environments and slower traffic speeds that help facilitate walking and rolling on River Road and Cherry Avenue, through landscaping, crossings, and fewer driveways. [3 in support; 2 not in support]

Least supported (0-1 dots)

- The creation of centers along the corridor, with transitions between them. [1 in support, 1 not in support]
- Development (uses and design) that is consistent with Keizer’s small-town character. [no votes]
- A mix of uses that makes more efficient use of existing and new infrastructure. [no votes]
- Enhanced safety and minimal conflicts between different types of transportation modes. [no votes]

[All other goals received 1 to 4 votes in support].

Transcribed comments

Lockhaven Drive

[Note: Kate filled in a few notes from her recollection]

- **Numbered Comments** [location noted in brackets]
 1. [building south of Waremart] Redevelopment opportunity (mixed use); portion of building vacant for 7-8 years
 2. [strip center at NW corner of Chemawa @ River] Roth Building--redevelopment opportunity (mixed use)
 - Building(s) should be facing Chemawa
 - Could be a draw for young people
 3. [Waremart driveway] Need a traffic light – a lot more congestion now
 4. [large fields south of Manzanita St] Good development opportunities – both sides of River Rd
 5. [building NE of Waremart on Lockhaven] Redevelopment opportunity
 6. [site on Harmony Dr] New houses being built here

- **General Comments**
 - There's a new 4-story building on Broadway – something similar could be good here
 - Cyclists won't ride on River Rd – bikes often on sidewalks
 - Keizer has lots of infill opportunities
 - Need better connectivity between sites – alleys to get between sites without being on River Rd?
 - Need more crosswalks
 - No alternative to River Rd going north-south
 - Possible idea: outreach with local law enforcement
 - Create a gathering place / farmers market
 - Don't feel comfortable in the south end of Keizer
 - Need community events; I want to get to know community members from other parts of town
 - People like the small town feel but want the amenities of a bigger city
 - Shopping – clothing, etc.
 - Cute shops – boutiques, home and garden
 - Attract visitors – if visitors don't want to be here, why should we?
 - Need to attract business
 - Could there be rules for businesses similar to an HOA? Some way to ensure responsibility for maintaining nice appearance
 - Southern Keizer often gets overlooked – this is the gateway to the city
 - Lockhaven has opportunities – it's sited between residents of north Keizer and the southern parts of the corridor
 - Don't forget about the fringes of town
 - Concerned about parking and traffic with new development – need parking minimums
 - It's okay if the city grows as long as it's done right
- Comment about Cherry Ave map:
 - Walery Plaza – make this a nice plaza for events; needs to be bigger; this intersection is hazardous (not safe)

Chemawa Road

- **Numbered Comments** *[location noted in brackets]*
 1. *[Christmas tree]* Make the Christmas tree a gathering place
 2. *[Keizer Community Church]* Emergency access during parades
 3. *[alley north of La Hacienda Real]* This intersection is very busy and very dangerous
 4. *[general location]* Lack of entertainment/things to do for families indoors (other than parks)
 5. *[Safeway driveway from Chemawa]* Safeway access/exit problems
 - Variety of restaurants – food choices
 - Will the multifamily market affect rent housing (housing market)?
 6. *[general location on River Rd]* Identify specific locations for bus pullouts on River Rd
 7. no comment recorded
 8. *[Starbucks/Dutch Bros]* Access points and traffic create conflicts with traffic to and from Dutch Bros & Starbucks
 9. *[Safeway driveway from River]* Difficult access point; gas station will exacerbate traffic issues here. Also won't have good egress to north (Chemawa) to turn left.
 10. *[SE corner of Claggett @ River]* Potential pocket park site
- **General Comments**
 - Minimum, consistent level of landscaping and maintenance is important and affects people's perceptions of the area. Should be required and/or done by the City if people don't do it.

Cherry Avenue

Comment: south four blocks cut off map

- **Numbered Comments** *[location noted in brackets]*
 1. *[Christmas Tree]*
 - Cherry Ave – expand Walery Plaza for xmas event and others – add fountain? & benches [+2]
 - North end of Cherry intersection is a hazard – limited sight
 2. *[Manbrin @ Cherry intersection]*
 - Manbrin @ Cherry backs up – flashing red needs signal coordination with signal on River Rd @ Manbrin
 - Close Cherry From Manbrin to River Rd – no thru traffic
 3. *[Sam Orcutt Way @ Cherry intersection]* Vegetation on River Rd at Orcutt SE quad blocks view of oncoming northbound traffic
 4. *[Cade Ave east of River]* Gravel road – pave?
 5. *[site ate SE corner of Juedes @ River]* Pocket park north of Faith Lutheran?
 6. *[near Uptown Music]*
 - Huge billboards are ugly
 - Fatalities in far south end of Keizer
 7. *[site at SE corner of Candlewood @ Cherry]* Industrial sites in residential/commercial areas – potential for higher use?
 8. *[median in River south of Manbrin]* Safety island – need more, especially on River Rd
 - 9-10. No comments recorded
 11. *[Keizer Village Shopping Center]* Potential location for youth recreation center
- **General Comments**
 - Too few bus stops on Cherry – services cut
 - Cherry has more room for bikes – S. River Rd constrained
 - W.V. Scenic bikeway uses River Rd route to Cherry instead
 - Put bus stops out of travel lane – creates congestion especially at Manbrin [+2]
 - Traffic on River Rd – difficult to make left turn onto River Rd
 - More commuter traffic?
 - South River Rd – ped crossing @ Apple Blossom
 - T intersections = multiple crossing; needs sorting out
 - South River Rd tavern & Apple Blossom – pedestrian crossing
 - Activity RRFB? Pedestrian island?
 - Lack of signals on South River Rd = constant flow
 - MU – residential over retail opportunity at existing one-story commercial sites
 - Trees on Cherry a big improvement
 - Trees on River Rd cut when expanded; need more trees on River Rd
 - Encourage infill of parking lots
 - Does City have minimum & maximum parking standards?

Comment Form

As noted above, only one filled comment form was returned. Those comments are transcribed below:

KRP – Public Event #1 Summary

- Improve efficiency of highway system (auto/truck) by putting in bus “pull out.” When bus is on River Road it makes traffic move into single lane with much traffic “weaving” and safety issues. Identify specific locations in plan for bus pull out. Not general policy or Transit District; will sand bag implementation.
- Work with Salem in Regional Planning Process to install “traffic circle” where River Road N and Broadway split (Stark St N). This would improve traffic movement and identify Keizer.
- Connect/complete alleys and parking lots paralleling River Road so customers can go a block or more without entering River Road.

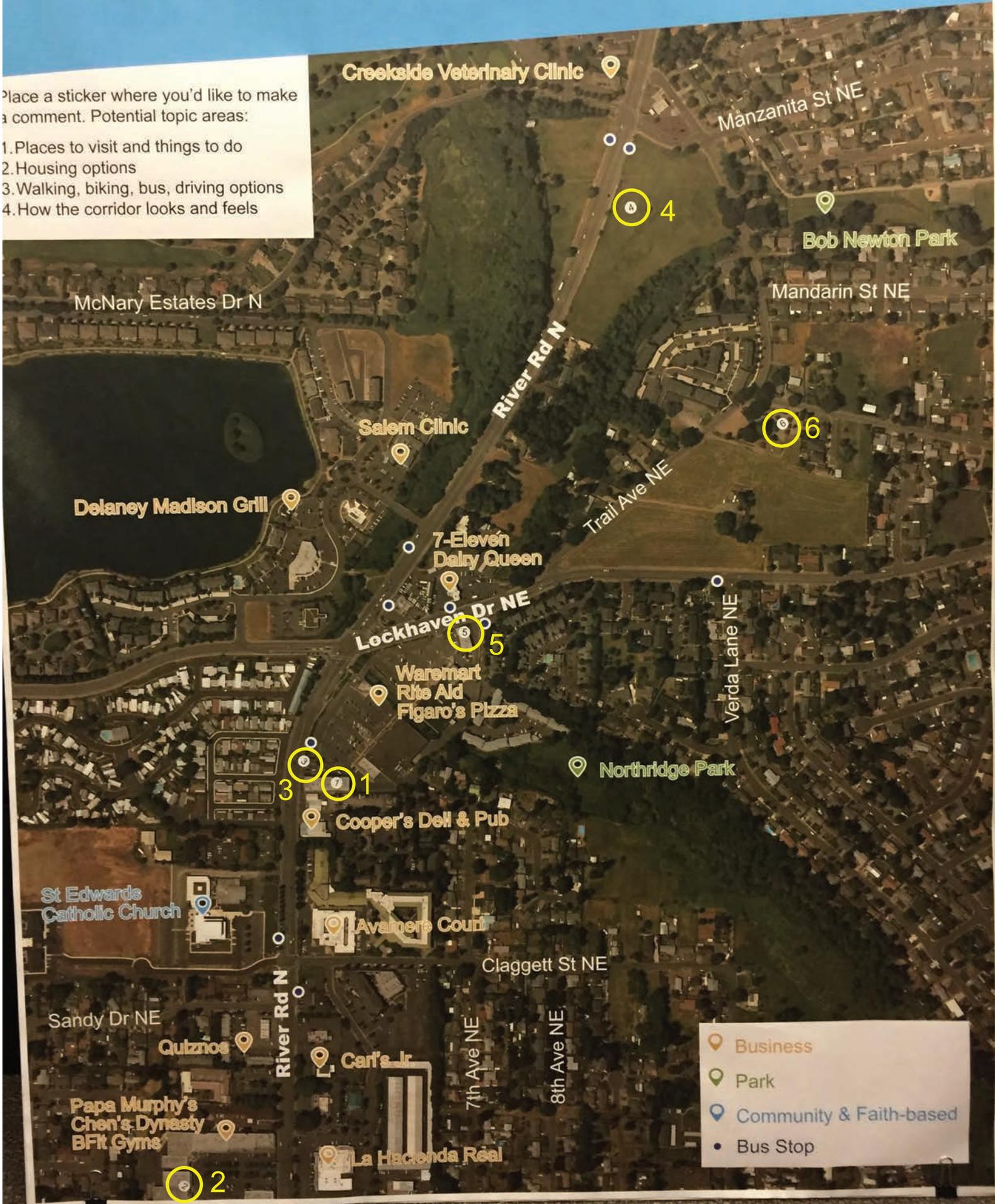
Goals & Objectives Exercise

	Support	Do not Support	Not Sure
A Thriving, Diverse Corridor			
Zoning and land use regulations that provide opportunities for a variety of living-wage jobs.	7		
A range of goods and services for all.	3		
Supports existing businesses and new businesses including through implementation of public and private sector incentives, investments and partnerships.	5		
A variety of housing for the range of community member incomes, needs, and preferences.	6		
The creation of centers along the corridor, with transitions between them.	1	1	
A strong and unified identity communicated through streetscape design elements.	1		
Spaces for gathering and other places that celebrate the strength of community and family in the corridor.	2		
Thoughtful Growth and Redevelopment			
Development (uses and design) that is consistent with Keizer's small-town character.			
A mix of uses that makes more efficient use of existing and new infrastructure.			
Proximity and mix of uses in development centers that community members can walk, roll, or drive (short distances) to access.	5		
Public improvements and private development that create an attractive, distinctive identity for the area.	2		
Excellent Transportation and Public Facilities			
A balanced set of transportation options, including transit, walking, bicycling, and driving that provide good access the development centers and public spaces in the corridor.	4		
Transit access focused at development centers in the corridor.	4		
Enhanced safety and minimal conflicts between different types of transportation modes.			
Well-maintained roads that control and mitigate traffic congestion.	8		
Well-maintained streets, and bicycle and pedestrian facilities.	4		
Friendlier environments and slower traffic speeds that help facilitate walking and rolling on River Road and Cherry Avenue, through landscaping, crossings, and fewer driveways.	3	2	
Enhanced access to parks and the creation of gathering spaces that are accessible to all community members.	5		

Lockhaven Drive

Place a sticker where you'd like to make a comment. Potential topic areas:

1. Places to visit and things to do
2. Housing options
3. Walking, biking, bus, driving options
4. How the corridor looks and feels



-  Business
-  Park
-  Community & Faith-based
-  Bus Stop

COMMENTS?

LOCKHAVEN

vacant for 7-8 yrs

1. Redevelopment opportunity
 2. Redev opportunity
- } mixed use
- facing Chenawa
 - draw for young people

Cyclists want ride on River Rd - bikers often on sidewalks

3. Need traffic light - a lot more congestion now

Keizer has lots of infill opportunities

Need better connectivity betw. sites - alleys to get betw sites without being on River Rd?

4. Good development opps - both sides of River

5. Redev. opp

Need more crosswalks

Cherry

Whalery Plaza - make this a nice plaza for events - needs to be bigger
- this intersection is hazardous (not safe)

No alternative to River Rd going N-S

6. New houses

Don't want more apartments

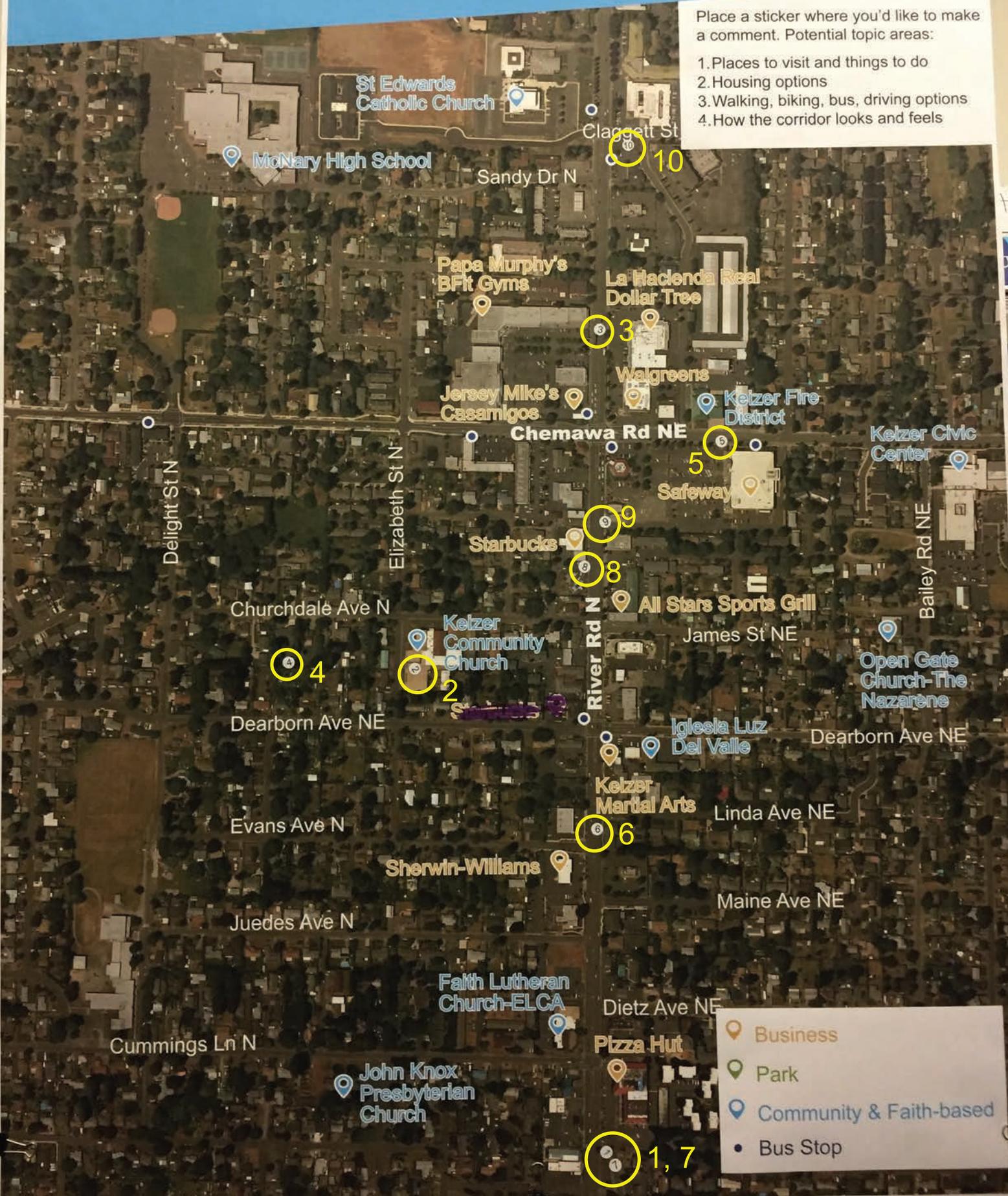
Didn't know about Northridge Park
Need indoor activities for families

- OUTREACH w/ local law enforcement
 - Gathering place / Farmer's market
 - Don't feel comfortable in south end of Keizer
 - Community events - getting to know community members
- People like the small town feel but want the amenities of a bigger city
- shopping - clothing, etc.
 - cute shops - boutiques, home + garden
 - attract visitors - if visitors don't want to be here, why should we?
→ need to attract businesses
- Rules for businesses like an HOA?
- Southern Keizer often gets overlooked -
this is the gateway
- Lodehaven has opps - between residents of north Keizer + southern corridor
- Don't forget about the Fringes!
- Concerned about parking + traffic with new deup
- need parking minimums
- It's ok if the city grows as long as it's done right

Chemawa Road

Place a sticker where you'd like to make a comment. Potential topic areas:

1. Places to visit and things to do
2. Housing options
3. Walking, biking, bus, driving options
4. How the corridor looks and feels



- Business
- Park
- Community & Faith-based
- Bus Stop



CHEMAWA

COMMENTS?

- ① ~~⑦~~ Make the Christmas tree a gathering place
- ② Emergency access during Parade
- ③ This intersection is very busy and very dangerous.
- ④ Lack of entertainment/things to do for Families (other than Parks)
INDOOR
- ⑤ Safeway Access/Exit problems

Variety of Restaurants - food choices

will the multi-family market affect rent housing? (housing market)

6. Identify specific locations for bus pullouts on River Rd.

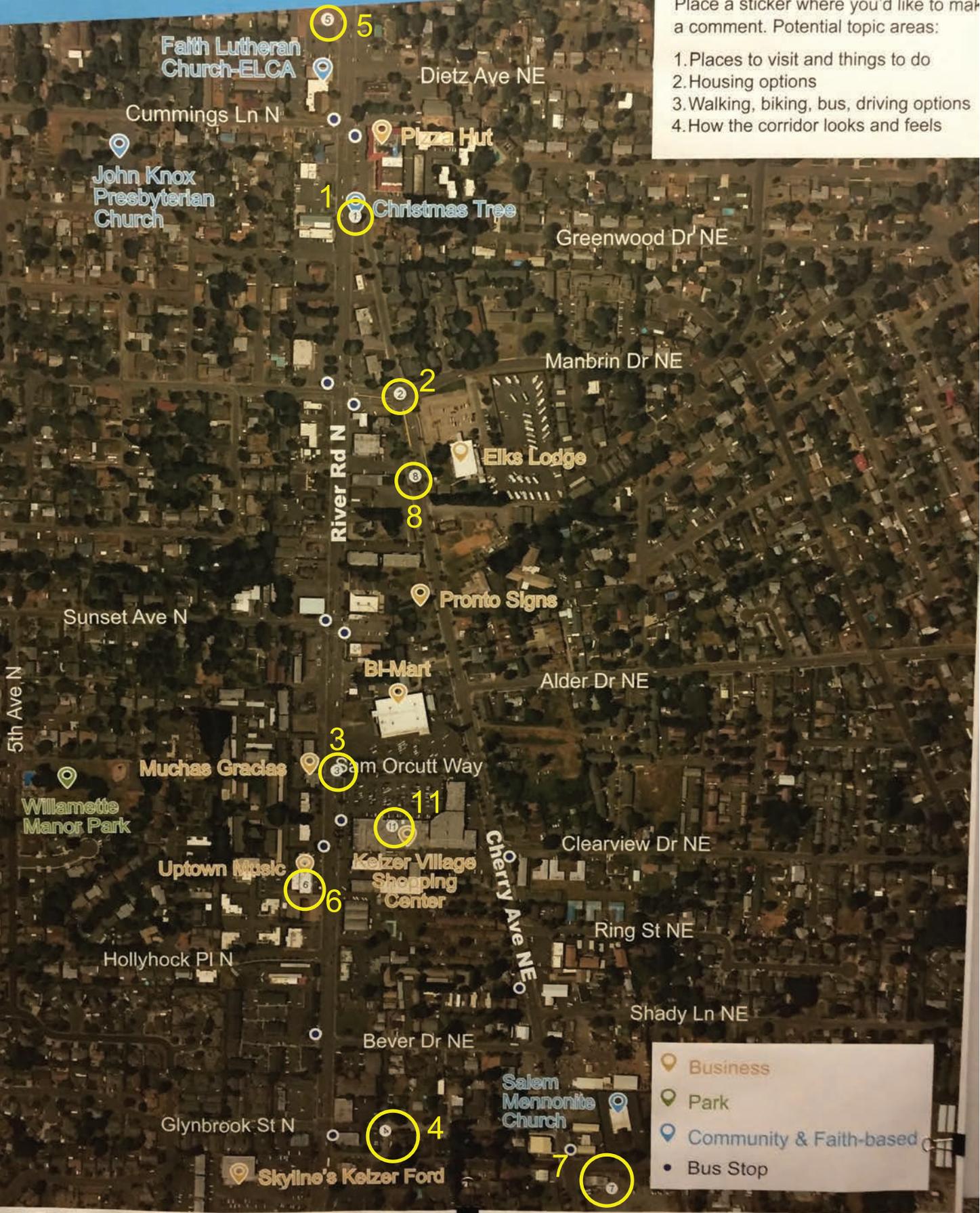
General Comment: Minimum, consistent level of landscaping and maintenance is important and affects people's perceptions of the area. Should be required and/or done by the city if people don't do it.

8. Access points and traffic create conflicts with traffic to and from Dutch Bros + Starbucks
9. Difficult access point; gas station will exacerbate traffic issues here. Also won't have good egress to N (Chemawa) to turn left.
10. POTENTIAL POCKET PARK SITE

Cherry Avenue

Place a sticker where you'd like to make a comment. Potential topic areas:

1. Places to visit and things to do
2. Housing options
3. Walking, biking, bus, driving options
4. How the corridor looks and feels



COMMENTS?

CHERRY AVE/
S. RIVER RD.

SOUTH 4 BLOCKS CUT OFF MAP -

FEW BUS STOPS ON CHERRY - SERVICES CUT

CHERRY HAS MORE ROOM FOR BIKES - S. RIVER RD
CONSTRAINED

W.V. SCENIC BIKEWAY USES RIVER RD. - ROUTE TO
CHERRY INSTEAD

PUT BUS STOPS OUT OF TRAVEL LANE - CREATES
CONG ZONE AT MANBRIN + 2

① CHERRY AVE - EXPAND WALKWAY PLAZA FOR
XMAS EVENT & OTHERS - ADD FOUNTAIN? + BENCHS
+ 2

① N. END OF CHERRY INTERSECTION IS
A HAZARD - LIMITED SIGHT

② MANBRIN @ CHERRY BACKS UP - FLASHING RED
NEEDS SIGNAL COORD w SIGNAL ON RIVER RD @
MANBRIN

①② CLOSE CHERRY FROM MANBRIN TO
RIVER RD. NO THRU TRAFFIC

↑ TRAFFIC ON RIVER RD - DIFFICULT
TO MAKE L. TURN ONTO RIVER RD.

MORE COMMUTER TRAFFIC?

S. RIVER RD.
PED XING @ APPLE BLOSSOM
T INTERSECTIONS = MULTIPLE ACROSSING
NEEDS SORTING OUT

(3) VEGETATION ON RIVER RD AT ORCUTT, BLOCKS VIEW
OF ONCOMING N. BOUND TRAFFIC SE QUAD

S. RIVER RD TAVERN @ APPLE BLOSSOM - PED XING
ACTIVITY RREFB? PED ISLAND?

LACK OF SIGNALS ON S. RIVER RD = CONSTANT FLOW

(11) POTENTIAL LOCATION FOR YOUTH REC. CENTER

MU - RES OVER RETAIL OPPORTUNITY AT EXIST
ONE-STORY COMMERCIAL SITES.

④ GRAVEL RD - PAVE?

⑤ POCKET PARK N. OF FAITH LUTHERAN?

⑥ HUGE BILLBOARDS ARE UGLY
AND OTHERS

FATALITIES IN FAR SOUTH END OF KEIZER

⑦ INDUSTRIAL SITES IN RES/COMM AREAS
POTENTIAL FOR HIGHER USE?

⑧ SAFETY ISLAND - NEED MORE ESP. ON
RIVER RD.

TREES ON CHERRY A BIG IMPROVEMENT

TREES ON RIVER RD CUT WHEN EXPANDED
NEED MORE TREES ON RIVER ROAD

ENCOURAGE INFILL OF PARKING LOTS
CITY HAVE MIN PARKING STDS?
MAX " " "

Keizer Revitalization Plan

DRAFT Goals and Objectives/Policies

The **Keizer Revitalization Plan** should build on previous planning efforts in the study area. The following draft goals proposed for the Keizer Revitalization Plan build on goals, policies and objectives from previous planning efforts and initial feedback from community members.

Please use a dot to note your level of support for these goals in the table below.

[Por favor, use los puntos para marcar su opinion sobre las metas y objetivos]

	Support [Aprobar]	Do not Support [No aprobar]	Not Sure [No se]
A Thriving, Diverse Corridor			
Zoning and land use regulations that provide opportunities for a variety of living-wage jobs.	●●●●●●●●		
A range of goods and services for all.	●●●●●		
Supports existing businesses and new businesses including through implementation of public and private sector incentives, investments and partnerships.	●●●●●●●		
A variety of housing for the range of community member incomes, needs, and preferences.	●●●●●●●		
The creation of centers along the corridor, with transitions between them.	●	●	
A strong and unified identity communicated through streetscape design elements.	●		
Spaces for gathering and other places that celebrate the strength of community and family in the corridor.	●●		
Thoughtful Growth and Redevelopment			
Development (uses and design) that is consistent with Keizer's small-town character.			
A mix of uses that makes more efficient use of existing and new infrastructure.			
Proximity and mix of uses in development centers that community members can walk, roll, or drive (short distances) to access.	●●●●●●		
Public improvements and private development that create an attractive, distinctive identity for the area.	●●		
Excellent Transportation and Public Facilities			
A balanced set of transportation options, including transit, walking, bicycling, and driving that provide good access the development centers and public spaces in the corridor.	●●●●●		
Transit access focused at development centers in the corridor.	●●●●●		
Enhanced safety and minimal conflicts between different types of transportation modes.			
Well-maintained roads that control and mitigate traffic congestion.	●●●●●●●●		
Well-maintained streets, and bicycle and pedestrian facilities.	●●●●●●		
Friendlier environments and slower traffic speeds that help facilitate walking and rolling on River Road and Cherry Avenue, through landscaping, crossings, and fewer driveways.	●●●●	●●	
Enhanced access to parks and the creation of gathering spaces that are accessible to all community members.	●●●●●●		



**KEIZER CITY COUNCIL/PLANNING COMMISSION
COMMUNITY WORKSHOP MINUTES
Monday, August 27, 2018
Keizer Civic Center**

ATTENDANCE: Meeting convened at 6:00 p.m. Attendance was noted as follows:

Councilors Present:

Cathy Clark, Mayor
Marlene Parsons
Laura Reid
Kim Freeman
Bruce Anderson
Roland Herrera

Councilors Absent:

Amy Ryan

Consultants:

Glen Bolen, OTAK
Kate Rogers, Angelo Planning Group

Planning Commissioners Present:

Hersch Sangster, Chair
Garry Whalen, Vice Chair
Kyle Juran
Josh Eggleston
Matt Lawyer
Michael DeBlasi
Crystal Wilson

Staff Present:

Chris Eppley, City Manager
Nate Brown, Community Development
Shannon Johnson, City Attorney
Shane Witham, Senior Planner
Bill Lawyer, Public Works

INTRODUCTION

Referring to the Draft Revitalization Plan, Mr. Brown explained that it contained valuable information that needed to be thoroughly digested so that the future course of Keizer could be decided upon and implementation of the goals could be determined. He explained that tonight the focus would be on the big pictures – existing conditions and three scenarios which show options, visions and goals.

PRESENTATION

Glen Bolen and Kate Rogers then reviewed the project purpose, area, and existing land use conditions. The presentation included:

- Market Analysis
 - Household Growth
 - Employment Profile
 - Job Outflow
 - Real Estate Market Conditions
 - Feasible Development Forms
- Comparison of Scenarios
 - Scenario #1 – Baseline Future
 - Impediments – Market Conditions

- Scenario #2 – Efficiency Measures
 - Apartment Buildings
 - 3-Story Mixed Use
 - Small Lot Single-Family
 - Impediments – Development Code
- Scenario #3 – Upzoning Opportunities
 - Redevelop Manufactured Home Properties
 - Combine Smaller Properties
 - Divide Larger Areas
- Comparison of Scenarios
- Consistency with Goals and Objectives
- Impediments
 - Geographic Constraints of Zoning
 - Permitted Uses
 - Development & Design Standards
- Potential Implementation Measures
- Next Steps

COMMUNITY CONVERSATION

Discussion followed regarding

- Jobs and housing
- Multi-use areas that allow people to live and work in the same location
- Retaining affordable housing
- Targeting opportunities for people to have a different lifestyle
- Developing projects that would enhance the area
- Traffic impacts
- Changing the character of an area through zoning
- Improvement of retail visibility by lowering speed limits
- Alternative routes to take traffic off of River Road
- Development of special transportation areas
- Alternative road access to businesses such as linking rear access to properties and shared accesses
- Overlay zones
- Multi-level buildings with parking on one of the levels
- ‘Tuck under’ parking
- Changing Keizer vs. keeping Keizer the same
- Changing Keizer but keeping it Keizer
- Public spaces and parks
- Opportunities for open spaces
- Increasing prosperity and activity on River Road
- The role of the City
- The effect of growth on the single high school identity
- The effect of high density development on parking and overflow to existing neighborhoods
- Changing parking requirements
- The priority of getting family wage jobs in Keizer

CONCLUSION

Mr. Brown thanked participants noting that these discussions are important to the future of Keizer. He added that the Citizens Advisory Committee would continue to meet with the consultant, review input received and move forward. Another meeting will be scheduled in the future.

Meeting concluded at 7:41p.m.

Approved: 09-12-18



Meeting Notes

To: Nate Brown, Shane Witham, Dina Russell – City of Keizer
From: Glen Bolen – Otak Inc.
Matt Hastie – Angelo Planning Group
Nicholas Gross – Kittelson Associates
Date: January 15, 2019
Subject: Keizer Revitalization Plan – Meeting Summaries CAC #3
Project No.: 17428A

This memo summarizes the discussion and input received from the Meeting on January 15th for the purpose of reviewing the draft memos from Phase 4.

The CAC #2 meeting was held 3:00 until 5:00 pm. Consultants Glen Bolen, Matt Hastie and Nicholas Gross delivered a PowerPoint presentation and led the discussion. The focus of the meeting was three draft memos that had been sent out previously. The presentation hit on the main points. Glen Bolen began the meeting with a recap of input received since CAC #2.

Memo: Code and Policy Recommendations

Matt Hastie led the discussion of this section. There was general support for the proposals that were put forth. The following captures the Committee's expressions:

- A. General Zoning Discussion
 - 1. Rezone depth should be consistent north of Chemawa Rd.
 - 2. Chemawa focus area should be extended further south, possibly to Dearborn
 - 3. The size of the Cherry Ave center could result in issues with non-conforming uses
 - 4. Some feeling that all land along River Road could be designated for Mixed Use. Consultants wondered aloud if there would be a risk to meeting housing need.
 - 5. General concern about large big box users, but existing lot pattern will general prohibit them due to costs of assemblage.
 - 6. Overall understanding of negative impacts from drive-through uses in walkable areas, but also a desire to allow uses such as banks.
- B. Mobile Home Park Parcel
 - 1. Mobile home parcel should be treated as part of the entire corridor with discussion of rezone
 - 2. Serves as "gateway" to the City
 - 3. There are currently no protections for tenants and the owner could redevelop at any time.
 - 4. Rezoning could help steer redevelopment to this parcel and the corridor generally.
 - 5. Would the property be split zoned as a result? No clear consensus.
 - 6. Suggest zoning overlay so that if developed, overall affordable housing does not result in net-loss
 - 7. Require affordable housing to be built elsewhere within City
 - 8. Staff/consultants noted that this could be an issue in terms of either creating a non-conforming use, impacting the city's supply of residential land, and/or having fair housing implications. These issues should be explored and addressed when considering zoning for this property.
- C. Off-street parking requirements
 - 1. Reductions could result in congestion of on-street parking and impacts on adjacent neighborhoods
 - 2. Reducing requirements makes sense in terms of development cost and feasibility, lowering monthly rents

3. Reducing requirements is good if it helps stimulate multi-family housing development in the corridor by making more land available for housing units.
 4. Shared parking (already allowed) can be a great way to allow increased mixed use intensity via building less parking than otherwise needed.
- D. New Clean Water Act – Matt Hastie to follow-up with Bill (?)
1. EPA Safe Drinking Water Act – Phase 2 Communities
 - a. New requirements to reduce overall water to waterways
 - b. These requirements may run counter to reducing minimum landscaping requirements; the consulting team will review and address this issue

Memo: Multimodal Discussion

Nicholas Gross led the discussion on Kittelson's multi-modal analysis.

- A. The primary issue of the discussion was the potential re-design of River Road from Chemewa south for the purpose of adding bicycle infrastructure.
- B. Three cross-sections were examined. Concerns about all River Road alternatives in terms of cost, congestion/mobility impacts, safety, and access issues and conflicts
 1. #1 removed center turn lane added bike lanes. Group was concerned about business access due to limiting left turns.
 2. #2 narrowed lanes and added a shared use path on east side of River Road. This was the most popular. Concerns were primarily about cost, and the need to combine driveways
 3. #3 narrowed all lanes and added substandard bike lanes. Nobody seemed to support this option.
- C. #2 with the shared multiuse Path was the preferred alternative; explore which side of the road is best suited for the pathway
- D. The group discussed a road diet (two travel lanes, one center turn lane, on-street bike lanes); Decided that with approx. 35,000 VDT it would not be feasible
- E. Parallel bike routes should be included in Plan, in addition to providing accommodation along River Road
- F. East/west bike/ped connection through school may not be feasible
- G. Make sure the existing Cherry Ave bike route designation is reflected on maps
- H. Is it possible to reduce traffic speeds on River Road? There are a number of potential benefits to slowing traffic on River Road for local businesses and residents.
- I. It is important to get feedback from the Traffic Safety Committee on these options

Memo: Public Investments

Glen Bolen led the discussion on investments. Concepts included construction, land acquisition and program development.

- A. Realignment of Manzanita/McNary Intersection (as shown in consultant's drawings) should be a priority over planned Wheatland Road modifications
- B. Proposed community center might not be possible (funding) but other uses such as a microbrewery would also be well received by the public
- C. Strong support for the public plaza concept at Warely Plaza (AKA Christmas Tree)
- D. Some support for one or more public parking lots, but no sites were identified, no funding known to be available
- E. Items such as an economic development department or Main Street Program would require full-time staffing position and therefore not likely to fit in near-term priorities.



Meeting Notes

To: Nate Brown, Shane Witham, Dina Russell – City of Keizer
From: Glen Bolen, Nathan Jones – Otak Inc.
Kate Rogers – Angelo Planning Group
Date: February 12, 2019
Subject: Keizer Revitalization Plan – Stakeholder Meeting Summaries #2
Project No.: 17428A

This memo relays what the consulting team heard from six stakeholder meetings held on January 28 and 29, 2019. Each meeting involved a PowerPoint presentation to review the draft memos from Phase 4 which focus on implementation actions. A total of 23 community leaders, property owners, business owners, and community members attended.

Session #1

Attendees:

- Tim Wood, City of Keizer Finance Director
- Michelle Adams, owner of Copy Cats
- Ken Gierloff, SE Keizer Neighborhood Assn
- Hersch Sangster, former Planning Commissioner, Traffic Safety-Bikeways-Pedestrian (TSBP) committee
- David Bauer, owner of Bauer Insurance

Memo: Code and Policy Recommendations

Kate Rogers of APG used a series of slides to describe the suggested code changes. Following are notable comments or conclusions.

- Agree with proposal to encourage going taller and increasing activity (i.e. density) close to River Road.
- Streamlining the MU zone by incorporation other commercial zones resonated well
- Mixed-use is good for people who want to live near and walk to businesses
- River Rd expansion took half my parking lot; concerned about access and safety
- Re: reduced parking requirements – concerned about access to businesses for those who can't walk or bike
 - Glen: market tends to right-size parking. They can build more than the minimum
- Re: building materials – we worked on standards to make sure development on River Rd is attractive, and don't want to see those go away
- Suggest design standards for single-family areas, not just mixed-use or multifamily
- What is the likelihood of residential development if the RM properties were MU and therefore allowed commercial?
- Should/could we possibly add a residential requirement to RM properties:
 - (Note from author – consider allowing ground floor residential in the RM zone)
- Some were concerned that Mixed Use would generate more traffic along the corridor. Conventional wisdom is that traffic will increase as the city grows, but that Mixed Use generates less travel per s.f. or unit than separate use development.
- Much discussion focused on driveways. Many businesses rely on driveway access directly to River Road. Some driveways and parking areas were compromised during earlier road widenings. The recommendations suggest that over time driveways are consolidated and/or moved to the side or rear streets. This will be difficult on some properties, especially smaller commercial lots.
- General support for the idea of directing auto service and drive-throughs away from centers

I:\project\17400\17428a\planning\task 4 - memos\task 4.13 revised memorandum 6\appx b_stakeholder meeting 2 notes.docx

- Concern was about the interface between high density and neighborhoods.

Memo: Multimodal Discussion

Nick Gross from Kittelson led the discussion. Following are notable comments or conclusions.

- Note: biking on River Road is not advised currently. Cherry is one common alternate
- Re: Road cross section options
 - We discourage cyclists from using the right lane because utilities are there (sewer grates, manholes) and very dangerous
 - Between Chemawa and the south end of the corridor, very few cyclists use this stretch
 - For commuting into the core area (Salem), most use Cherry Ave
 - Concerned about commercial vehicles, speeds, turning – very unsafe
- Re: option 1, buffered bike lanes
 - Could you have turn lanes in certain spots?
 - If you have turn lanes suddenly disappear, it creates confusion for cyclists
- Re: option 2, multi-use path
 - Multi-use path is ok, but concerned about business access
 - Multi-use path is unsafe for bikes/peds because of driveway crossings
 - Shane: this would need to be paired with access management
- Re: option 3
 - Doesn't appear to work great for anyone
- Re: Parallel routes
 - If we improve parallel routes, can we simply leave River Rd alone?
 - No matter the design, I will continue to avoid River Rd; Cherry is the way downtown (to Salem)

Memo: Public Investments

Glen Bolen of Otak led the discussion of potential investments. Following are notable comments or conclusions.

- North end of corridor near Lockhaven has adequate bike facilities
- Manzanita center looks great.
- Re: Parcel assemblage
 - I like the McNary/Lockhaven concepts, but those are undeveloped parcels; Cherry Ave is already developed – do you have ideas for private property owners?
 - Parcel assemblage is a key piece – a real problem for other parts of the corridor
 - For SE Keizer, the only way you're going to see any redevelopment is through lot consolidation
- Desire for incentives to help with redevelopment.

Session #2

Attendees:

- Laura Reid, Keizer City Council
- Mike Erdmann, President of Homebuilders Association
- Paul Elliott, owner of Uptown Music
- Kathy Lincoln, Transit committee and TSBP committee

Memo: Code and Policy Recommendations

Following an introduction and description of the overall process by Glen Bolen, Kate Rogers of APG used a series of slides to describe the suggested code changes. Following are notable comments or conclusions.

- Mixed-use – would it be a mandate or allowance?
 - Kate: current recommendation is to allow mixed-use, but a mandate is possible

- Incentives are great; a mandate wouldn't work for the market
- Re: RM to MU rezone
 - Concerned about losing multifamily and needed housing
 - What are you going to get with all the existing multifamily development? There's not much vacant land.
 - Mixed-use is very tough to do
- Re: special standards for centers
 - Concerned about too many different standards
 - Kate: for the most part, all the centers would have the same set of standards
 - Why not extend the geography of the centers so they connect?
 - Kate: if there weren't separation between the centers, it would just be the whole corridor; don't necessarily want the restrictions in centers to apply corridor-wide
 - Where would auto-oriented uses go, if not in this corridor?
- We need opportunities for homeownership, in addition to rental

Memo: Multimodal Discussion

Nick Gross from Kittelson led the discussion. Following are notable comments or conclusions.

- Re: Road cross section options
 - Option 1, buffered bike lanes is bad for traffic
 - Option 1 is my favorite – better for bikes
 - I like option 2, multi-use path – would help get people to ride bikes
 - Could the shared path be striped?
 - Re: option 3, bike lanes with center turn lane
 - Why couldn't there be an option with raised multi-use paths on both sides, instead of bike lanes?
 - Glen: that would be 9' on both sides; 10' is typically the minimum for multi-use; we'll ask Kittelson to look into this
- Re: Parallel routes
 - I use those all the time; the trouble is getting across River Rd – need help with sensors to cross; I would take Cherry Ave, maybe not Verda Ln
 - Nate: Verda is being improved through the STIP process

Memo: Public Investments

Glen Bolen led the discussion of potential investments. Following are notable comments or conclusions.

- Re: McNary/Manzanita realignment
 - What is the legal use for SDCs?
 - Nate: they must be used in conjunction with improvements to increase capacity, which is the case for this project
- You haven't mentioned transit at all – what have you been hearing about how it's working?
 - Nate: we've initiated a conversation with the transit district
- My understanding of this project is that the point is to promote growth and update how the corridor looks?
 - Nate: we want to remove barriers to development
 - Glen: we're also trying to meet housing and job needs
- We need outdoor plazas in all the nodes
 - Glen: the concept near Lockhaven is for a private plaza that could be used by the public

Session #3

Attendees:

- Chris Lord, owner of 4190-4198 River complex
- Jon Eggert, owner of Creekside Veterinary Clinic
- Randy Miller, citizen at large (past business owner)
- Nigel Guisinger, owner of WV Appliance
- Carolyn Homan, West Keizer Neighborhood Assn

Memo: Code and Policy Recommendations

Following an introduction and description of the overall process by Glen Bolen, Kate Rogers of APG used a series of slides to describe the suggested code changes. Following are notable comments or conclusions.

- Why not expand out the mixed-use zone? All properties within a certain distance of River Rd? In some places, this could facilitate assemblage.
 - Re: concerns over rezoning single-family areas – All this land used to be residential, and it's been redeveloped over time. Why not think of it that way?
 - I agree that the difference between MU and commercial zones isn't that great. I like the idea of a wider commercial space along River Rd, but if you move that boundary, you'll be right up against single-family homes.
 - Nate: are there design standards that could ease that transition?
 - Thinking long-term – we need to have the lots that accommodate the growth
- Re: reduced landscaping requirements – what about beautification? If we're reducing the amount, we should make sure it's attractive.
 - Kate: we agree – it's one of the recommendations

Memo: Multimodal Discussion

Following are notable comments or conclusions.

- Re: Road cross section options
- Re: option 1, buffered bike lanes
 - I don't like that there's no turn lane
 - (agreement from 3-4 others)
- Re: option 2, multi-use path
 - Why is the turn lane so wide?
 - Glen: for safety related to turning movements, that's pretty standard
 - Need makings for the multi-use path
 - Why not use asphalt millings to build up the curb, instead of concrete? Could be more cost-effective.
- Re: option 3, bike lanes with center turn lane
 - What is the percentage of people who bike instead of drive in Keizer?
 - Nate: we don't have a targeted mode split in our TSP

Memo: Public Investments

Glen Bolen led the discussion of potential investments.

- Re: public parking
 - Is there data for how much the land is owner-occupied vs. owned by investors? Real estate investors would make very different decisions than business owners.
 - Nate: many business owners lost portions of their parking when River Rd was improved
 - How far out are we looking with these investments? Nate: many years out

- Would like to see some more shared parking near the McNary realignment – would help my business. We have trouble with wayfinding for our office.
- Nate: would placemaking signage be helpful? Yes.
- I heard Cathy Clark say a lot of issues are with absentee owners – how can we address this?
 - Glen: if they see the opportunity to make money, that could help
 - Owners with Keizer addresses are few and far between on River Rd

Session #4

Attendees:

- Mike DeBlasi, Planning Commission and TSBP committee
- Richard Walsh, Walsh Law Offices
- Marlene Parsons, Keizer City Council
- Gary Blake, West Keizer Neighborhood Assn
- Nick Stevenson, business owner

Memo: Code and Policy Recommendations

Kate Rogers of APG used a series of slides to describe the suggested code changes. Following are notable comments or conclusions.

- Re: rezoning
 - Why not upzone the mobile home park property to MU?
 - The mobile home site could be very valuable
 - We do have a shortage of housing.
 - I would support widening the MU area, especially in centers; give property owners the ability to consolidate
 - I like what I see, but I want to make sure that property owners are brought to the table with any rezoning
- Re: Centers
 - What about redesigning the roadway/intersection at Lockhaven? Getting off bike lanes is challenging.
- Re: Design standards
 - When I compare Keizer Station to other mixed-use areas, the design isn't great.
 - It depends on what we're trying to accomplish. We need to create pedestrian-friendly design.
- River Rd is a highway – are we really going to have people walking on both sides and crossing River?
 - Shane: that's why the centers are wider at the intersections; development can happen on the cross streets

Memo: Multimodal Discussion

Nick Gross presented concepts and the group shared in discussion. Following are notable comments or conclusions.

- Re: Road cross section options
 - Re: option 2, multi-use path
 - I like it because I like separated paths, but it would destroy businesses if it blocks driveways. It's also a huge hazard to people on bikes because cars don't look for them when pulling out.
 - In the images, it looks like the driveways are gone.
 - Nate: we want to reduce driveways wherever we can. That will happen over time.
 - Re: option 1, buffered bike lanes
 - Could have turn lanes at intersections
 - With right-in, right-out access – if there's a good solution for turning around, this might work.
 - Between Cummings and Chemawa, this wouldn't work. Could only work south of Cummings
 - Removing the turn lane is a signal to property owners

- Could we have different sections along the corridor?
- Might need to lower the speed limit on River Rd
- What about wide vehicles in the narrowed lanes? There's no space.
- One said, I like options 1 and 3
- Re: parallel routes
 - You get a similar result without having to have bikes on River Rd

Memo: Public Investments

Glen Bolen led the discussion of potential investments. Following are notable comments or conclusions.

- RE: public parking
 - Is it possible to levy a citywide parking fee?
 - Glen: the public parking would be a benefit to the property owners in that area
 - Public parking removes the driveways; it's better for pedestrians
 - My business pays for shared parking near Staats Lake; it may be hard to take if these areas get public parking
- Re: Lockhaven Center concepts
 - There was a plan for a bike path along Claggett Creek; several parcels of city-owned and undevelopable (flood plain) land; ties into major bike path around city
 - Nate: this could tie into to that path network
 - Keizer Compass recommended a bike overcrossing at Lockhaven
 - This intersection is still safer for pedestrians than Chemawa and River
 - River and Lockhaven need a road diet – so you want to walk/run along it
 - Glen: traffic consultants looked at a road diet, but the traffic volumes don't warrant it
- Can the TSBP be involved in the safety/mobility audit?
 - Nate: yes, you're not the first to suggest it
- Re: urban renewal
 - My suggestion is that urban renewal needs to be reintroduced to the district; it's painless to property owners
 - That won't be popular; the street tax proposal didn't go over well
 - If you do urban renewal, you need to push the boundary back to include more properties

Overall Comments

- like it – the plan has gotten better over time
- It's always easier when there's a shared vision
 - Nate: there are still going to be hard choices to make

Session #5

Attendees:

- Olga Loria
- Arturo Loria (SP?)

Memo: Code and Policy Recommendations

Following an introduction and description of the overall process by Glen Bolen, Kate Rogers of APG used a series of slides to describe the suggested code changes. Following are notable comments or conclusions.

- Related to centers and possible up-zoning there is concern about creating non-conforming uses.
- Feel concerto to protect homeowners as well.
- Parking, what happens if low parking is near neighborhoods – concern about neighborhood spill over.
- Also understand the tradeoff though in terms of saving money on rent for building with less parking.

Memo: Multimodal Discussion

Nick Gross presented concepts and the group shared in discussion. Following are notable comments or conclusions.

- Road option #1 would be a problem – the center lane is needed – ranked Bad
- #2 this option is better, but understand the concern about spending money
- #3 likely too narrow, ranked Bad. Bikers would use the travel lane and cause confusion and danger
- Like the parallel bike network.
- Favor the parallel network over retrofitting River Road
- Cherry Ave. is a good bike street
- The priority should be to enable families to walk and bike

Memo: Public Investments

Glen Bolen led the discussion of potential investments. Following are notable comments or conclusions.

- We need to think about School Capacity and growth. Does money come with growth to help schools?
 - GB – via State formulas but no SDCs are charged.
 - Consider a local SDC option
- Lots of students will walk on the road near the Mormon Church Trail and Manzanita
- Look at adding sidewalks – like the sidewalk infill program
 - Prioritize school access sidewalks.
- Concern about school zone and speeding at 14th and Lockhaven.
- Like the plaza idea at the Christmas Tree (Walery Plaza)
- McNary and Manzanita is a dangerous intersection – lots of close calls – rebuild to minimize conflicts.

Session #6Attendees:

- Ignacious
- Maria (didn't record last names)

Memo: Multimodal Discussion

Nick Gross presented concepts and the group shared in discussion. Following are notable comments or conclusions.

- Doesn't see much walking on River Road unless there is an event. Sees demand for biking
- Bikers take over the walking areas
- Danger at parkway to I-5 (listed as an example)
- Conflict between walk, run and bike
- Need to delineate space for each user
- Road options
 - The middle lane is useful for emergency vehicles
 - Don't like losing left turns.
 - Option #2 is the favorite
 - Parallel bikeways
- Concern about people getting to know the changes
- Saw confusion in Portland with the Greenway program.

Memo: Code and Policy Recommendations

Kate Rogers of APG used a series of slides to describe the suggested code changes. Following are notable comments or conclusions.

- Agree with driveway consolidation with zoning.
- Redevelopment should beautify

Memo: Public Investments

Glen Bolen led the discussion of potential investments. Following are notable comments or conclusions.

- Like community center idea
- Like sidewalk improvement program
 - Would walking increase?
 - Need to be wide and direct
- Also could use crossing refuges or rapid flash beacons
- Plaza in front of pizza hut is currently in disrepair – a friend in a mobility device fell because of bad ADA ramps. Needs good upgrades to all ADA facilities
- Sidewalks and other improvements can cause issues during construction
- Told story about a woman with a stroller near Burger King on the phone that lost the stroller to traffic – no one hurt though.

General note -this session was translated live -the participants thank the team profusely for inviting them to this conversation and speaking Spanish.



Keizer, Oregon
 Pride, Spirit and Volunteerism

Keizer Revitalization Plan – Open House #2 Comment Form

*[Plan de Revitalización de Keizer – Sesión Informativa #2
 Planilla de Comentarios]*

Please fill out the following survey. For each statement, please tell how much you support or disapprove of the proposal.

Por favor, rellene la siguiente encuesta. En cada instrucción, díganos cuanto aprueba o desaprueba la propuesta.

- Keizer should create special requirements in the three intersection areas (Lockhaven, Chemawa, and Cherry) so that over time the areas become safer and more walkable. Ideas include: moving parking lots and driveways away from River Road and facing front doors and windows toward River Road.
[Keizer debe crear requisitos especiales en las tres áreas de intersección (Lockhaven, Chemawa y Cherry) para que con el tiempo estas áreas sean más seguras y más fáciles de caminar. Las ideas incluyen: mudar los aparcamientos y accesos de vehículos fuera de River Road, así como crear mas aberturas y ventanales hacia River Road.]

1 Strongly Disagree 1 Totalmente en desacuerdo	2 Somewhat Disagree 2 Algo en desacuerdo	3 Neutral	4 Somewhat Agree 4 Algo de Acuerdo	5 Strongly Agree 5 Totalmente de Acuerdo

- The City should develop a public plaza like the example idea for Walery Plaza or the Christmas Tree area.
[La ciudad debe crear una plaza tomando cómo ejemplo la Plaza de Walery o el área del árbol de Navidad]

1 Strongly Disagree 1 Totalmente en desacuerdo	2 Somewhat Disagree 2 Algo en desacuerdo	3 Neutral	4 Somewhat Agree 4 Algo de Acuerdo	5 Strongly Agree 5 Totalmente de Acuerdo

- The City should invest and partner with property owners to help facilitate growth and development that matches the community's vision of vibrant, walkable places.
[La Ciudad (alcaldía) debe invertir y asociarse con los propietarios para facilitar el crecimiento y desarrollo de la ciudad, que coincida con la visión de la comunidad de lugares vibrantes y peatonales.]

1 Strongly Disagree 1 Totalmente en desacuerdo	2 Somewhat Disagree 2 Algo en desacuerdo	3 Neutral	4 Somewhat Agree 4 Algo de Acuerdo	5 Strongly Agree 5 Totalmente de Acuerdo

4. It is important to develop a safe and comfortable way to ride a bicycle along River Road.
[Es importante desarrollar una forma segura y cómoda de andar en bicicleta a lo largo de River Road]

1 Strongly Disagree 1 Totalmente en desacuerdo	2 Somewhat Disagree 2 Algo en desacuerdo	3 Neutral	4 Somewhat Agree 4 Algo de Acuerdo	5 Strongly Agree 5 Totalmente de Acuerdo

(Please Turn Page Over)

5. Building safe and attractive sidewalks should be a high priority for the City of Keizer.
[Construir aceras seguras y agradables debe ser una alta prioridad para la Ciudad de Keizer.]

1 Strongly Disagree 1 Totalmente en desacuerdo	2 Somewhat Disagree 2 Algo en desacuerdo	3 Neutral	4 Somewhat Agree 4 Algo de Acuerdo	5 Strongly Agree 5 Totalmente de Acuerdo

6. A system of neighborhood greenways for biking and walking will benefit Keizer’s residents.
[Un sistema de vías verdes vecinales para andar en bicicleta y caminar beneficiará a los residentes de Keizer.]

1 Strongly Disagree 1 Totalmente en desacuerdo	2 Somewhat Disagree 2 Algo en desacuerdo	3 Neutral	4 Somewhat Agree 4 Algo de Acuerdo	5 Strongly Agree 5 Totalmente de Acuerdo

Please provide any additional comments about the Keizer Revitalization Plan that you were not able to provide as part of the other Open House activities. [Si tiene comentarios o opiniones adicionales sobre el Plan de Revitalización de Keizer, que no haya podido darnos en las Sesiones Informativas anteriores, le agradecemos los escriba aquí.]

Contact information (optional): _____

[Información para contactarlo (opcional)]

I:\project\17400\17428a\planning\task 4 - memos\task 4.13 revised memorandum 6\appx c_public event feedback form.docx
Thank you for your comments! Please leave this completed comment form with one of the project team members before you leave the meeting.



Meeting Notes

To: Nate Brown, Shane Witham, Dina Russell – City of Keizer
From: Li Alligood – Otak Inc.
Matt Hastie and Shayna Rehberg – Angelo Planning Group (APG)
Date: June 11, 2019
Subject: **Keizer Revitalization Plan – Meeting Summary CAC #4**
Attendees: Nate Brown, Shane Witham, Chris Epley, Bill Lawyer – City of Keizer
Mark Caillier, Mike DeBlasi, Colleen Busch
Project No.: 17428A

CAC Meeting #4 was held from 3:30 to 5:30 pm at Keizer City Hall. Consultants Li Alligood, Matt Hastie, and Shayna Rehberg delivered a PowerPoint presentation and led the discussion. The focus of the meeting was the May 2019 Draft Keizer Revitalization Plan. The presentation is attached to these notes.

Nate Brown began the discussion by requesting feedback from attendees about any outstanding questions or concerns about the draft Plan.

- Mark Caillier provided the following comments:
 - He likes the product, it is really close
 - Supports the multi-use path [along River Road]; noted an example in Boston
 - Supports the sidewalk upgrade and infill program
 - Main Street Program – Keizer has explored this program before, but it might be time to look at it again with the current Chamber of Commerce
 - Would like urban renewal to be listed as a tool as well as a funding source
- Bill Lawyer provided the following comments:
 - Generally supports the recommendations in the Plan
 - Would prefer more flexibility about the location of the multi-use path – either east or west side
- Chris Epley provided the following comments:
 - Some of the concepts were ambitious and expensive and would require a lot of work
 - More details about funding/phasing/how the project could be implemented would be helpful
 - Flesh out the big projects a bit, such as the multi-use path
 - Urban renewal is likely a viable option
- Colleen Busch provided the following comments:
 - Supports urban renewal, there is no other way to get funds
 - Likes the neighborhood greenway treatments and associated traffic calming and wayfinding elements
 - Noted that the Cherriots Route 14 is not mentioned in the traffic/transportation analysis
 - Multi-use path is excellent especially related to the Safe Routes to School program
 - Noted that underrepresented groups have stated that bus stops with parking lots are for those going to businesses but not for laborers (due to different schedules and destinations)
- Shane Witham provided the following comments:
 - Nothing to add
 - Some ideas were getting pushed forward that hadn't been pushed forward in the past
 - Noted that there had been discussion about a combination of the multi-use path and bike lanes along River Road
- Nate Brown provided the following comments:
 - Concerned that the parallel bike routes might take the place of the multi-use path they serve different purposes, and both are important

- Noted that the Buildable Land Inventory (BLI) currently underway identified a need to protect manufactured housing because it is more affordable
- This is a concern related to the proposed rezoning at Lockhaven and River Road
- There may need to be a discussion of relocation assistance for those residents etc. – that is not a land use discussion, but a policy discussion

The consultant team began the presentation.

Presentation

Li Alligood began the meeting with a recap of input received since CAC #3.

Code and Policy Recommendations

Matt Hastie and Shayna Rehberg, APG, led the discussion of this section.

Code and Comp Plan Amendments Overview & Rezoning Recommendations

- Generally, the proposed revisions were intended to provide more flexibility and a simpler approach.
- Rezoning recommended for the manufactured home park will require the City to develop policies and mitigation measures and have more community conversation before the rezoning is proposed for adoption (after this plan's adoption process).

Corridor-Wide Development Standards

- There was no proposed change to the existing height limitations of 50 ft.
 - Chris asked why the height could not be increased beyond 50 ft?
 - Nate noted that the community is comfortable with the current height limit but not beyond.
 - Matt noted that you could build up to 5 stories with a 50 ft. height limit and that market analysis for the area indicated limited potential for building taller than that in the short to medium-term.
 - The overlay district could be updated in the future, including changes in height regulations.
- New access spacing regulations are proposed to limit driveways on River Road and Cherry Avenue under specified circumstances (related to substandard driveway spacing and identified safety issues).
 - This would be triggered by an increase in floor area or intensity of use that triggered additional parking.
 - Matt noted that this was a moderately assertive strategy.
- New accessory housing regulations would allow for up to two accessory units- one that would be permitted within the primary residence and one that could be a unit that is either attached or detached from the primary residential unit.
- Nate clarified that replacement housing required where mixed uses (permitted in residential zones adjacent to the Mixed-Use zone within the new overlay district) may displace existing housing units, could be provided on- or off-site. It was also clarified that the provision allowing for mixed uses in residential zones would apply only to residential properties adjacent and contiguous to the MU zone with the boundary of the overlay district.
- Clarification/reinforcement of street tree requirements and required right-of-way dedication may be needed.

Centers Development Standards

- Bill asked whether setback standards proposed in Centers would allow buildings to be built up to the back of the sidewalk; they would.
- Chris liked that there were special regulations and more intensity of development provided for in Centers.

The presentation ended with questions for the CAC (below)

1. *Overall: Do the code and comp plan amendments reflect the Plan's objectives?*
2. *Corridor-wide uses – Are proposed rezoning and modified residential standards for duplexes and accessory residential units consistent with the Plan's objectives?*
3. *Corridor-wide development standards*
 - A. *Are reduced requirements (e.g., lower minimum landscaping standards/higher maximum lot coverage allowances, lower minimum parking for some uses) consistent with the Plan's objectives?*

- B. Do expanded requirements (e.g., quality standards for landscaping) reflect the Plan's objectives?*
4. *Centers – Are proposed master plan requirements, development standards, and building design standards consistent with the Plan's objectives?*

Attendee direction:

- Attendees felt that the proposal was on the right track.

Transportation Recommendations

Li Alligood, Otak, provided a brief overview of the transportation recommendations:

- Construct a modified River Road Streetscape
- Improve Wheatland Road intersection
- Re-align Manzanita / McNary intersection
- Create parallel north-south bike networks
- Develop sidewalk upgrade and infill program
- Perform a road safety / mobility audit

She reviewed the previous discussion about the River Road multi-use path and how the final proposal was selected.

The presentation ended with questions for the CAC:

1. *Do you still support the multimodal path option?*
2. *Should both River Road bicycle facilities and parallel bicycle routes (greenways) be priorities of the Plan?*

Attendee direction:

- Both options should be retained
- Greenway connections are important to address plan goals
- Parallel routes are easier to establish in the short-term
- Bill noted that the River Road right-of-way width is 72 ft. – 5 ft. sidewalk, 6-in. curb on each side and 51 ft. of roadway (not 55 ft. of roadway as shown on slide 23).

Public Investment Recommendations

Li Alligood, Otak, led the discussion of this section.

- In addition to the transportation improvements discussed above, there were additional public investment recommendations:
 - Main Street Program
 - Economic Development Department
 - Public Parking Lot/s
 - Enhance Claggett Creek
 - Public Plaza
- Public investments would require funding sources, which do not currently exist.
- There are active funding sources, such as urban renewal, and opportunistic funding sources, such as grants
- Questions from attendees:
 - Is there a tool that allows land to be taxed at a higher rate than improvements to discourage holding vacant lots?

The presentation ended with questions for the CAC:

1. *There are a number of potential funding sources for public investments.*
 - *Are there tools you would like to prioritize?*
2. *Some options will require City Council action and commitment of City resources.*
 - *What are your thoughts about these options?*

Attendee direction:

- All tools should stay on the table
- The Plan should include prioritization and a clearer discussion of which tools could address which investments
- There may be support for urban renewal, it should definitely stay in the mix

Final Question/Discussion

Li finished the presentation with a final question: *Are there any outstanding issues or questions that would keep you from supporting this plan?*

Attendee response:

- Consider the residents of the mobile home park when considering (re)development on Cherry Road
- Make sure transportation and redevelopment stay connected in the plan
- Review projects against goals and objectives to make sure they are consistent
- Clarify next steps – Comp Plan amendments? Zoning code amendments? What will this plan do?

The meeting ended at 5:30 pm.

Keizer Revitalization Plan

Citizen Advisory Committee

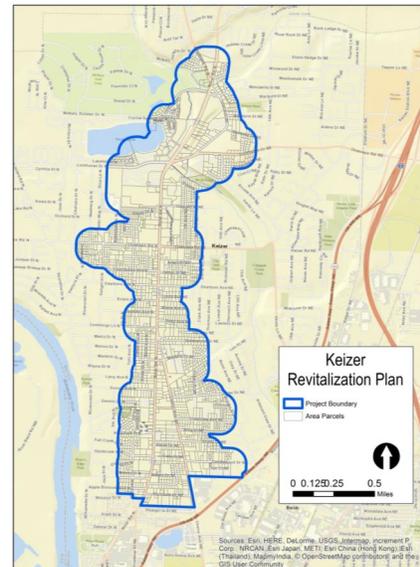
Meeting #4

June 11, 2019



AGENDA

- Recap
- Code and Policy Recommendations
- Transportation Recommendations
- Public Investment Recommendations
- Discussion



RECAP OF RECENT EVENTS

3

SINCE WE LAST MET...

- CAC meeting on 1/25
- Stakeholder meetings and interviews
- Public meetings
- City Council and Planning Commission work sessions
- Analysis and memos:
 - Update Gap Analysis and Implementation Strategies
 - Comprehensive Plan and Development Code Amendments
 - Public Investments
 - Mobility Impact Assessment
 - Multimodal Transportation Assessment

4

PLAN GOALS & OBJECTIVES

A Thriving, Diverse Corridor

- Variety of living-wage jobs
- Range of goods and services
- Support existing businesses and new businesses
- Variety of housing for range of incomes, needs, and preferences
- Creation of centers with transitions between
- Spaces for gathering

Thoughtful Growth & Redevelopment

- Consistency with small-town character
- Efficient use of infrastructure
- Proximity and mix of uses in centers
- Attractive, distinctive identity for the area

Excellent Transportation & Public Facilities

- Balanced set of transportation options: transit, walking, biking, driving
- Good access to centers and public spaces
- Well-maintained streets and bicycle / pedestrian facilities
- Transit access focused at development centers



5

PLAN CONTENTS

1. Executive Summary
2. Background and Planning Process
3. Land Use and Urban Design
4. Transportation
5. Public Investment
6. Implementation Strategies
7. Potential Funding Sources

6

PLAN RECOMMENDATIONS

- Land Use and Urban Design
 - Code and Policy Recommendations
- Transportation
 - Infrastructure Recommendations
- Public Investment
 - Infrastructure Recommendations
 - Tools

7

CODE AND POLICY RECOMMENDATIONS

8

PLAN GOALS & OBJECTIVES

A Thriving, Diverse Corridor

- *Variety of living-wage jobs*
- *Range of goods and services*
- *Support existing businesses and new businesses*
- *Variety of housing for range of incomes, needs, and preferences*
- *Creation of centers with transitions between*
- *Spaces for gathering*

Thoughtful Growth & Redevelopment

- *Consistency with small-town character*
- *Efficient use of infrastructure*
- *Proximity and mix of uses in centers*
- *Attractive, distinctive identity for the area*

Excellent Transportation & Public Facilities

- *Balanced set of transportation options: transit, walking, biking, driving*
- *Good access to centers and public spaces*
- *Well-maintained streets and bicycle / pedestrian facilities*
- *Transit access focused at development centers*
- *Friendlier and safer routes for walking and rolling*



9

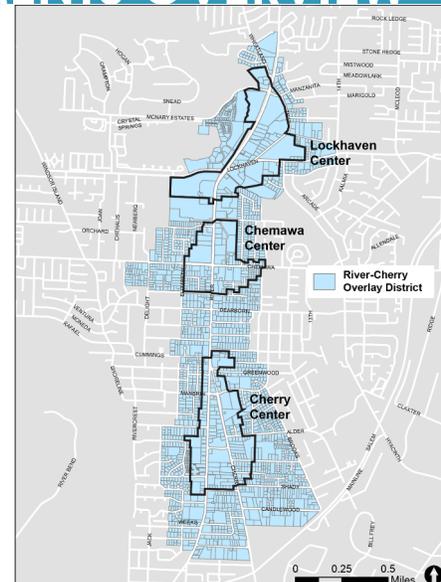
CODE & COMP PLAN AMENDMENTS OVERVIEW S2

Keizer Development Code (KDC)

- *Zone Map amendments* – rezoning to Mixed Use
- *River-Cherry Overlay District (RCOD)*
 - New overlay district, “leaner and cleaner”
 - Sub-districts – Lockhaven, Chemawa, and Cherry “Centers”
 - Corridor-wide
 - Uses
 - Development standards – e.g., lot size, landscaping, density, parking
 - Access standards
 - Centers
 - Lockhaven Master Plan requirements
 - Development standards – e.g., setbacks, landscaping, auto-oriented
 - Building design standards – e.g., entry, ped space, windows, parking
- *Other KDC amendments* – procedural; references to RCOD

Comprehensive Plan

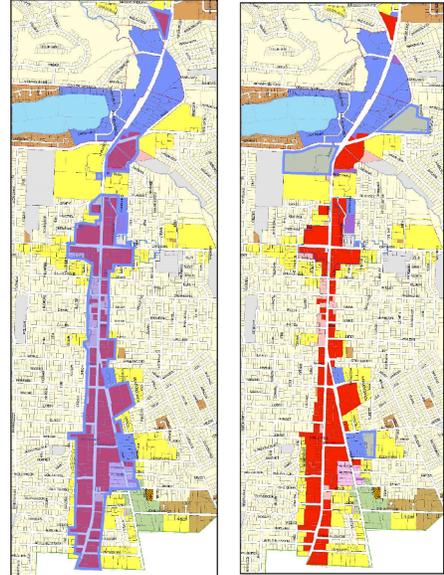
- Keizer Revitalization Plan becomes element of existing Comp Plan
- *Comp Plan Map amendment* – consistent with proposed rezoning
- *Minor text amendments* – refer to this Plan, retire McNary Activity Center Plan



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REZONING RECOMMENDATIONS

- Rezone Commercial areas to Mixed Use
- Rezone selected Medium Density Residential properties to Mixed Use
- **Goals:**
 - Simplify application of different zones
 - Increase consistency & flexibility
 - Enhance development capacity & variety of services



OVERLAY APPLICABILITY / PERMITTED USES

- General applicability – new construction & major renovation (25%+ of assessed value)
- Simplified use categories: S3
 - Residential
 - Commercial (10 subcategories)
 - Industrial (light manufacturing only)
 - Institutional (e.g., worship, community services)
 - Infrastructure (similar to existing categories)
- Some specific uses prohibited
- Mixed uses permitted in adjacent R zone
 - Replace housing units displaced
 - Buffering & screening

USE CATEGORY	PERMITTED	NOTES
	P = Permitted outright S = Permitted subject to Special Use provisions C = Permitted conditionally	
Residential		
Household Living	P/S	Such as buildings with one or more dwelling units. Special Use provisions apply to shared housing facilities (Sections 2.403 and X.XXX.05.C), zero side yard dwelling units (Section 2.404), cottage clusters (Section 2.432), and home occupations (Section 2.407).
Group living	P/S	Such as residential homes and facilities. Special Use provisions apply to nursing and personal care facilities (Section 2.431).
Commercial		
Commercial Lodging	P/S	Such as hotels and motels. Special Use provisions apply to bed and breakfast establishments (Section 2.408).
Commercial Recreation	P	Such as athletic clubs.
Commercial Parking	P	Only parking structures.
Durable Goods Sales	P	Such as home improvement, home furnishing, and appliance stores.
Eating and Drinking Establishments	P	
Health Care Offices	P	

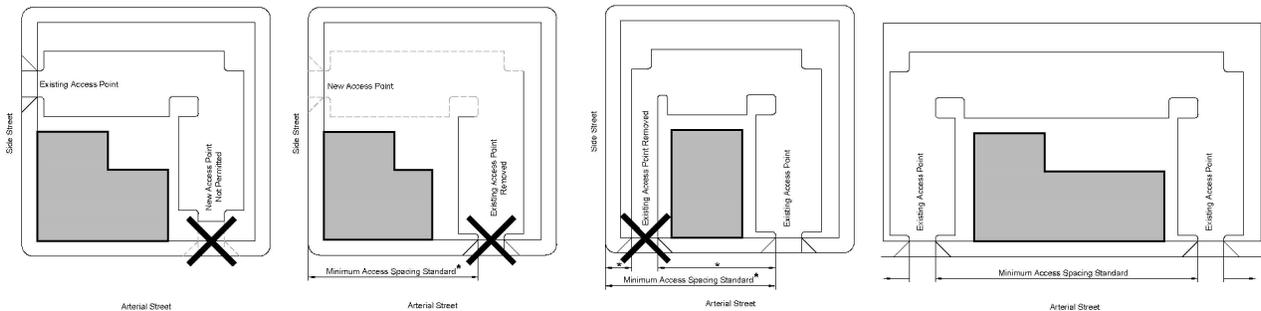
CORRIDOR-WIDE DEVELOPMENT STANDARDS

- Landscaping: ↓ min. standards; ↑ quality standards
- Residential density and lot size S11
 - Small density ↑ in RS, RM, and MU zones in overlay
 - ↓ min. lot size for duplexes
 - ↑ # of accessory units allowed S4
- Off-street parking: ↓ min. requirements for some residential and commercial uses S7



CORRIDOR-WIDE DEVELOPMENT STANDARDS

- Access standards
 - Applies to specific change of use cases
 - Closing access points with substandard spacing and/or issues id'ed in TIA



* Substandard spacing could potentially exist:
 1) Between access points (driveways) on a site and street intersections.
 2) Between access points (driveways) on a site and access points (driveways) on neighboring sites.

* Substandard spacing could potentially exist:
 1) Between access points (driveways) on a site with multiple driveways on a f
 2) Between access points (driveways) on a site and street intersections.
 3) Between access points (driveways) on sites and access points (driveways) on neighboring sites.

OTHER DEVELOPMENT STANDARDS

STANDARD	EXISTING KDC	PROPOSED CHANGE	
		Corridor-wide	Centers Only
Auto-Oriented Uses	Prohibited at River/Chemawa intersection	n/a	Limited through Conditional Use and/or subject to mitigation, e.g., setbacks, screening/buffering
Max. Lot Coverage (MU zone)	Commercial: 85% Mixed Use: 80% Residential: 75%	Commercial: 90% Mixed Use: 85% Residential: 85%	Commercial: 95% Mixed Use: 90% Residential: 90%
Front Setback (MU zone)	Min - Non-residential: 10' Min - Residential: 10' Max - none (Cherry Ave: 5' min, 10' max)	n/a	Min: 0' Max: 10' (unless public amenity provided)
Min. Residential Density	RS: 4 du/ac RM: 6 or 8 du/ac MU: 8 du/ac	RS: 6 du/ac RM: 8 or 10 du/ac ^{S12} MU: 12 du/ac ^{S14}	n/a
Max. Residential Density	RS: 8 du/ac RM: 10 or 22 du/ac MU: 24 du/ac	RS: 10 du/ac RM: 14 or 24 du/ac ^{S10} MU: 28 du/ac	n/a
Urban/Building Design	Existing standards are limited	n/a	[see next slide]

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ADDITIONAL STANDARDS IN CENTERS

- Master Planning provisions for Lockhaven ^{S9}
- Additional ↓ off-street parking requirements
- Parking standards specific to mixed uses
- Urban/building design standards
 - Building entries
 - Weather protection
 - Parking Location
 - Pedestrian open space
 - Window coverage
 - Articulation/detailing
 - Building materials
 - Screening



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QUESTIONS FOR CAC

1. *Overall*: Do the code and comp plan amendments reflect the Plan's objectives?
2. *Corridor-wide uses* – Are proposed rezoning and modified residential standards for duplexes and accessory residential units consistent with the Plan's objectives?
3. *Corridor-wide development standards*
 - A. Are reduced requirements (e.g., lower minimum landscaping standards/higher maximum lot coverage allowances, lower minimum parking for some uses) consistent with the Plan's objectives?
 - B. Do expanded requirements (e.g., quality standards for landscaping) reflect the Plan's objectives?
4. *Centers* – Are proposed master plan requirements, development standards, and building design standards consistent with the Plan's objectives?

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TRANSPORTATION RECOMMENDATIONS

18

PLAN GOALS & OBJECTIVES

A Thriving, Diverse Corridor

- Variety of living-wage jobs
- Range of goods and services
- Support existing businesses and new businesses
- Variety of housing for range of incomes, needs, and preferences
- Creation of centers with transitions between
- Spaces for gathering

Thoughtful Growth & Redevelopment

- Consistency with small-town character
- Efficient use of infrastructure
- Proximity and mix of uses in centers
- *Attractive, distinctive identity for the area*

Excellent Transportation & Public Facilities

- *Balanced set of transportation options: transit, walking, biking, driving*
- *Good access to centers and public spaces*
- *Well-maintained streets and bicycle / pedestrian facilities*
- *Transit access focused at development centers*
- *Friendlier and safer routes for walking and rolling*



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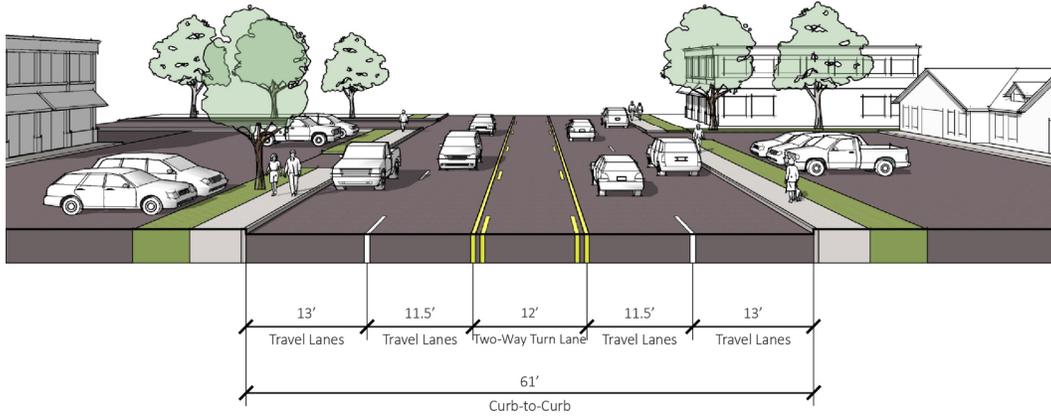
TRANSPORTATION RECOMMENDATIONS

- Construct a modified River Road Streetscape
- Improve Wheatland Road intersection
- Re-align Manzanita / McNary intersection
- Create parallel north-south bike networks
- Develop sidewalk upgrade and infill program
- Perform a road safety / mobility audit

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RIVER ROAD SOUTH OF CHEMAWA ROAD

Existing Cross Section



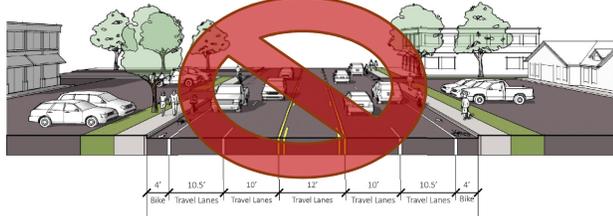
BICYCLE FACILITY SELECTION ON RIVER ROAD

Speed

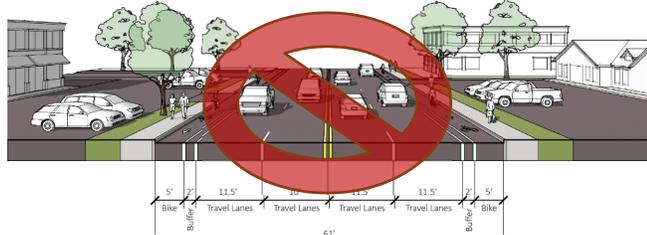
Volume (Vehicles/Day)



On-Street Bike Lanes

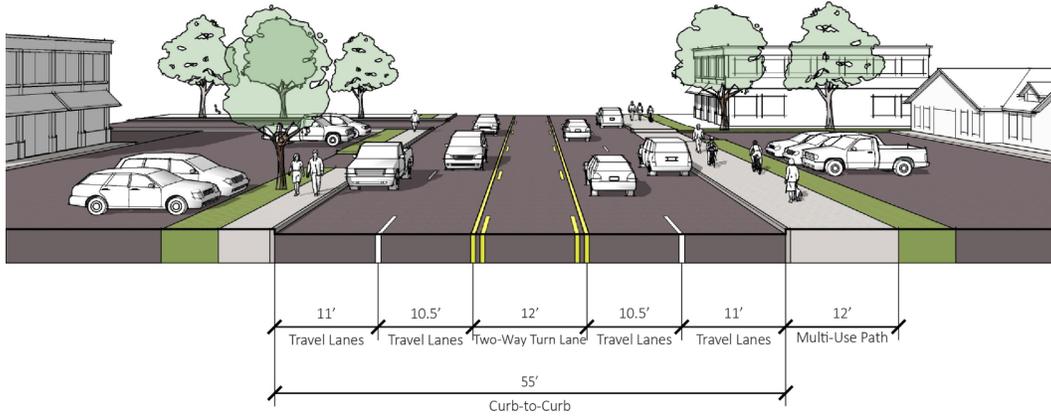


Buffered Bike Lane Facility



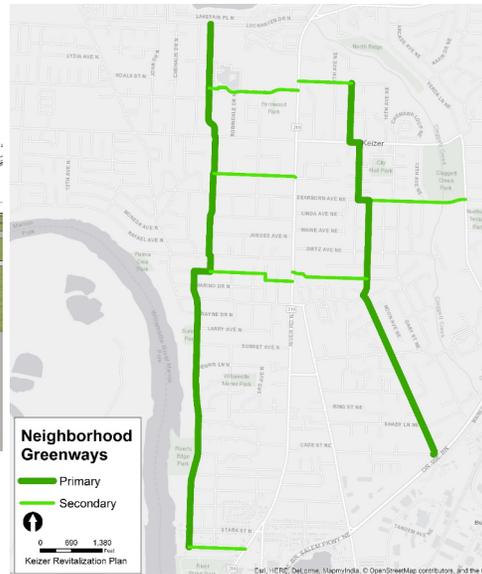
RIVER ROAD SOUTH OF CHEMAWA ROAD

Multi-Use Path (Preferred Option)



PARALLEL ROUTES TO RIVER ROAD

Shoreline Drive Neighborhood Greenway



QUESTIONS FOR CAC

1. Do you still support the multimodal path option?
2. Should both River Road bicycle facilities and parallel bicycle routes (greenways) be priorities of the Plan?

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POTENTIAL PUBLIC INVESTMENTS

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POTENTIAL PUBLIC INVESTMENTS

- Public investments will require funding sources
- Currently there is no dedicated funding source (such as Urban Renewal)

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POTENTIAL FUNDING SOURCES

Active:

- Urban renewal
- LID/BID
- Public/Private Partnerships (PPP)
- Fee waivers/subsidies
- Land acquisition and control
- Tax exemptions/abatements
- Equity gap financing

Opportunistic:

- Grants
- Improvements with development

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QUESTIONS FOR CAC

1. There are a number of potential funding sources for public investments.
 - Are there tools you would like to prioritize?
2. Some options will require City Council action and commitment of City resources.
 - What are your thoughts about these options?

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FINAL QUESTION FOR CAC

Are there any outstanding issues or questions that would keep you from supporting this plan?

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NEXT STEPS

- Review and Input on Draft Plan
 - CAC (tonight)
 - Stakeholder Advisory Group (June 20)
- Revised Plan for Adoption
 - June/July
- Plan Adoption by Planning Commission and City Council
 - August

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Keizer Revitalization Plan

Citizen Advisory Committee

Meeting #4

June 11, 2019





Meeting Notes

To: Shane Witham, Dina Russell – City of Keizer
From: Li Alligood – Otak Inc.
Shayna Rehberg – Angelo Planning Group (APG)
Date: June 20, 2019
Subject: **Keizer Revitalization Plan – Meeting Summary Stakeholder Meeting #3**
Attendees: Dennis Blackman, Carol Doerfler, Richard Walsh, Laura Reed, Pastor Jose Dominguez, Ingacio and Alicia
Project No.: 17428A

Stakeholder Meeting #3 was held from 6:00 to 8:00 pm at Keizer City Hall. Consultants Li Alligood and Shayna Rehberg delivered a PowerPoint presentation and led the discussion. The focus of the meeting was the May 2019 Draft Keizer Revitalization Plan. The presentation is attached to these notes.

Introductions

Attendees introduced themselves and identified any particular affiliations. Attendees included business owners, members of the Assembly of God congregation, a representative of the West Keizer Neighborhood Association, and a City Council member.

Carol noted that the maps in the document were difficult to read.

Presentation

Li Alligood began the meeting with a recap of input received since Stakeholder Meeting #2.

Code and Policy Recommendations

Shayna Rehberg, APG, led the discussion of this section.

Code and Comp Plan Amendments Overview & Rezoning Recommendations

- Generally, the proposed revisions are intended to provide more flexibility and a simpler approach.
- Rezoning recommended for the manufactured home park will require the City to develop policies and mitigation measures and have more community conversation before the rezoning is proposed for adoption (after this plan's adoption process).
- Carol asked if the residential sites being discussed were single-family residential?
 - Shane noted that they were referring to the mobile home park and vacant field (Medium Density Residential zoning).
- Laura asked if there was time to talk to property owners about the proposed zone change?
 - Shane noted that there would be public notice and opportunities for property owners to weigh in. The team was recommending holding off on rezoning the mobile home park until the City has had an opportunity to discuss potential incentives for retaining affordable housing for residents.
- Laura asked if businesses selling marijuana would need to be clearly identified under the proposed codes?
 - Shane noted that other regulations related to marijuana businesses would remain in effect.
- Richard noted that the project area map included the Staats Lake business park, but it was not included in the Lockhaven Center.
 - Shayna noted that the Lockhaven Center included underdeveloped land.
 - Shane noted that the business center was fairly recently developed and was unlikely to be developed during the planning horizon of 20 years.

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- Carol asked if the City would have responsibility for residents of the mobile home park.
 - Shane noted that the project team was very sensitive to potential displacement, which is why the team had decided to delay rezoning that site at this point.
 - He noted that under current zoning the site could be redeveloped as well.
- Richard noted that the commercial uses along River and Chemawa are not entirely connected.
 - The project team noted this but only a few blocks of Chemawa Road are within the scope of this project; Chemawa Road out to Keizer Station is outside the project's scope. However, these connections could be considered when discussing investment options like urban renewal (addressed later in the meeting).
- Shayna clarified that mixed-use development would be permitted in the adjacent residential zone as long as there is no net loss of housing units – these units could be part of a mixed-use development or a denser residential development type like a duplex to replace two single-family homes
 - Richard asked if the replacement units needed to be the same size or housing type.
 - There are no such requirements in currently proposed code language.

Corridor-Wide Development Standards

- There are currently no proposed changes to the existing height limitations of 50 ft.
 - Richard asked why the height could not be increased beyond 50 ft?
 - Shayna noted that the community is comfortable with the current height limit but not beyond.
 - Shane noted that market analysis for the area indicated limited potential for building taller than that in the short- to medium-term.
 - *Note: Increased height was also raised at the CAC meeting.*
- New access spacing regulations are proposed to limit driveways on River Road and Cherry Avenue under specified circumstances (related to substandard driveway spacing and identified safety issues).
 - This would be triggered by a change or intensification of use that triggers additional parking.
 - Shayna noted that this would improve the walking experience and safety.
- Laura asked if the prohibition against auto-oriented uses had been changed at Keizer/Chemawa.
 - Shane clarified that the prohibition had been revised but conditional use approval was still required
- Carol clarified that new buildings could be up to 20 ft. from the street.
 - Shane confirmed that that was the case, as long as pedestrian amenities or landscaping was located between the building and the street.

Centers Development Standards

- Richard cautioned about building up to the sidewalk and limiting right-of-way and road widening options in the future.
- Richard asked clarifying questions about landscaping requirements and minimum roof pitches.
 - Shayna replied that minimal roof design standards are proposed in Centers.
 - Richard stated that he supported retaining flexibility and the ability to exercise discretion.

The presentation ended with questions for the group (below)

1. *Overall: Do the code and comp plan amendments reflect the Plan's objectives?*
2. *Corridor-wide uses – Are proposed rezoning and modified residential standards for duplexes and accessory residential units consistent with the Plan's objectives?*
3. *Corridor-wide development standards*
 - A. *Are reduced requirements (e.g., lower minimum landscaping standards/higher maximum lot coverage allowances, lower minimum parking for some uses) consistent with the Plan's objectives?*
 - B. *Do expanded requirements (e.g., quality standards for landscaping) reflect the Plan's objectives?*
4. *Centers – Are proposed master plan requirements, development standards, and building design standards consistent with the Plan's objectives?*

Attendee direction:

- Attendees felt that the proposal was on the right track.

Transportation Recommendations

Li Alligood, Otak, provided a brief overview of the transportation recommendations:

KRP – Stakeholder Meeting #3 Summary

- Construct a modified River Road Streetscape
- Improve Wheatland Road intersection
- Re-align Manzanita / McNary intersection
- Create parallel north-south bike networks
- Develop sidewalk upgrade and infill program
- Perform a road safety / mobility audit

She reviewed the previous discussion about the River Road multi-use path and how the final proposal was selected.

- Richard asked if the multimodal path could be phased as right-of-way was being acquired? He noted that the path would be dangerous without removing driveways along River Road.
- Dennis noted that multiple driveways slow drivers down, they are more aware of activity and businesses along the corridor.
- Richard suggested options for consolidating driveways.
 - Shane noted that the City encourages consolidation when possible, but can't require it
 - Li noted that it was helpful for the City to have some incentives, financial or otherwise, to encourage this approach.
- Carol asked if there had been comments from the bike community.
 - Shane noted that several bicyclists were involved in the discussions – no one bikes on River Road because it is dangerous and the multi-use path is the most popular option.
- Laura suggested that multiple options be provided for those that only need to travel on River Road (rather than traveling out of direction to use the parallel bicycle facilities).
- Shane noted that the plan is about reinvesting in our community.
- Richard noted that cyclists are using the greenways to get to Salem, not to the Keizer city core. That said, he advised coordinating with Salem systems to create regional routes and amenities.
- Laura noted that bicycle parking facilities were needed in the core.
- Richard noted that electric wheelchairs have challenges on River Road due to the driveway cuts and variable terrain.

The presentation ended with questions for the group:

1. *Do you still support the multimodal path option?*
2. *Should both River Road bicycle facilities and parallel bicycle routes (greenways) be priorities of the Plan?*

Attendee direction:

- Yes, multimodal path is still supported “if it's done right.”
- Both River Road bicycle facilities and parallel bicycle routes should be priorities because they serve different purposes.

Public Investment Recommendations

Li Alligood, Otak, led the discussion of this section.

- In addition to the transportation improvements discussed above, there were additional public investment recommendations:
 - Main Street Program
 - Economic Development Department
 - Public Parking Lot/s
 - Enhance Claggett Creek
 - Public Plaza
- Public investments would require funding sources, which do not currently exist.
- There are active funding sources, such as urban renewal, and opportunistic funding sources, such as grants

- Laura noted that funding would be needed for construction and improvements; policy and code updates primarily require staff time.
 - She suggested working on getting other sources of funding as available.
- All agreed that the options needed to be clearly defined.

The presentation ended with questions for the group:

1. *There are a number of potential funding sources for public investments.*
 - *Are there tools you would like to prioritize?*
2. *Some options will require City Council action and commitment of City resources.*
 - *What are your thoughts about these options?*

Attendee direction:

- Richard noted that urban renewal should be the highest priority tool – it has to be in place early
 - He felt that LID/BID should be kept on the list but be moved to the bottom of the list.
- Dennis agreed that urban renewal was needed to implement these recommendations
- Carol agreed that the City should use every tool available.
- Dennis noted that LID/BID could be useful if business were wanting to make improvements and wanted to take advantage of efficient borrowing rates provided by this funding mechanism.
 - We need to look at the bigger picture; business are in business to serve the community.
- Laura asked if the Chamber of Commerce would support this plan and share information with their members?

Final Question/Discussion

Li finished the presentation with a final question: *Are there any outstanding issues or questions that would keep you from supporting this plan?*

Attendee response:

- Carol noted that potential manufactured home displacement was a significant issue
 - Shane noted that the City needed to discuss ways to provide additional protections for the residents, and asked if she thought the site should be removed from the plan area?
 - Carol felt that it should remain within the plan area but more discussion was important
 - Other attendees agreed
- Dennis asked whether maintaining or increasing needed housing (i.e., findings from recent Housing Needs Analysis work) in the corridor could be achieved by this plan.
 - Shane responded that it should, particularly if higher density housing is developed in the corridor.

Closing thoughts: Attendees expressed appreciation for the thoughtfulness of the plan and the transparent planning process.

Next Steps

Li noted that public hearings were anticipated for August and September, and that the project team would be reaching out to stakeholders for support at the hearings.

The meeting ended at 8:10 pm.

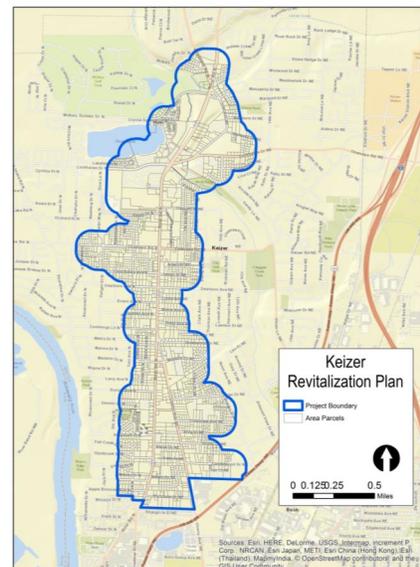
Keizer Revitalization Plan

Stakeholder Group
Meeting #3
June 20, 2019



AGENDA

- Recap
- Code and Policy Recommendations
- Transportation Recommendations
- Public Investment Recommendations
- Discussion



RECAP OF RECENT EVENTS

3

SINCE WE LAST MET...

- Stakeholder meetings and interviews
- Public meetings
- City Council and Planning Commission work sessions
- Analysis and memos:
 - Update Gap Analysis and Implementation Strategies
 - Comprehensive Plan and Development Code Amendments
 - Public Investments
 - Mobility Impact Assessment
 - Multimodal Transportation Assessment

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PLAN GOALS & OBJECTIVES

A Thriving, Diverse Corridor

- Variety of living-wage jobs
- Range of goods and services
- Support existing businesses and new businesses
- Variety of housing for range of incomes, needs, and preferences
- Creation of centers with transitions between
- Spaces for gathering

Thoughtful Growth & Redevelopment

- Consistency with small-town character
- Efficient use of infrastructure
- Proximity and mix of uses in centers
- Attractive, distinctive identity for the area

Excellent Transportation & Public Facilities

- Balanced set of transportation options: transit, walking, biking, driving
- Good access to centers and public spaces
- Well-maintained streets and bicycle / pedestrian facilities
- Transit access focused at development centers



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PLAN CONTENTS

1. Executive Summary
2. Background and Planning Process
3. Land Use and Urban Design
4. Transportation
5. Public Investment
6. Implementation Strategies
7. Potential Funding Sources

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PLAN RECOMMENDATIONS

- Land Use and Urban Design
 - Code and Policy Recommendations
- Transportation
 - Infrastructure Recommendations
- Public Investment
 - Infrastructure Recommendations
 - Tools

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CODE AND POLICY RECOMMENDATIONS

8

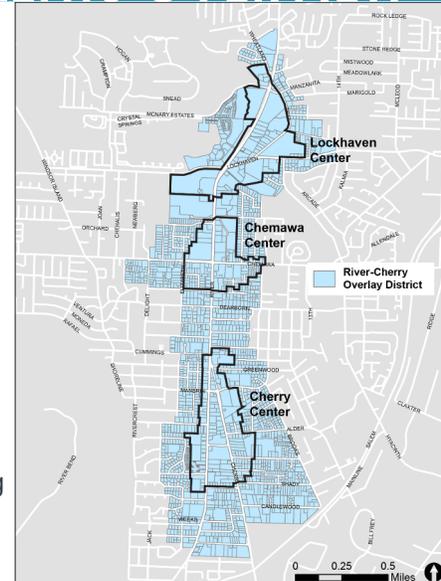
CODE & COMP PLAN AMENDMENTS OVERVIEW

Keizer Development Code (KDC)

- **Zone Map amendments** – rezoning to Mixed Use
- **River-Cherry Overlay District (RCOD)**
 - New overlay district
 - Sub-districts – Lockhaven, Chemawa, & Cherry “Centers”
 - Corridor-wide use & development requirements
 - Centers master plan & development/design requirements
- **Other KDC amendments** – procedural; references to RCOD

Comprehensive Plan

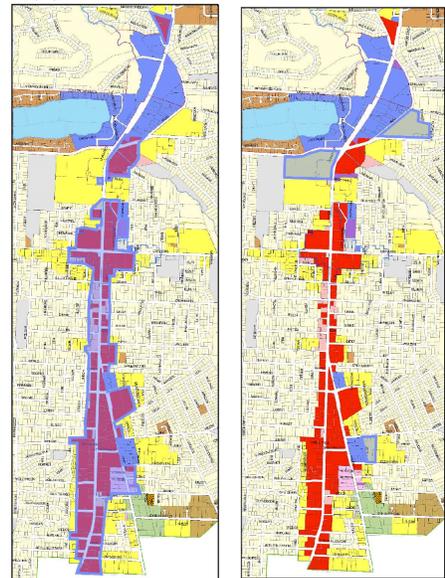
- Keizer Revitalization Plan becomes element of Comp Plan
- **Comp Plan Map amendment** – consistent w/ proposed rezoning
- **Minor text amendments** – refer to this Plan, retire McNary Activity Center Plan



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REZONING RECOMMENDATIONS

- **Rezone Commercial areas to Mixed Use**
- Rezone 3 Medium Density Residential properties to Mixed Use
- **Goals:**
 - Simplify application of different zones
 - Increase consistency & flexibility
 - Enhance development capacity & variety of services



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OVERLAY APPLICABILITY / PERMITTED USES

- General applicability – new construction & major renovation (25%+ of assessed value)
- Simplified use categories
 - Residential
 - Commercial (10 subcategories)
 - Industrial (light manufacturing only)
 - Institutional (e.g., worship, community services)
 - Infrastructure (similar to existing categories)
- Some specific uses prohibited
- Mixed uses permitted in adjacent R zone

USE CATEGORY	PERMITTED	NOTES
Residential		
Household Living	P/S	Such as buildings with one or more dwelling units. Special Use provisions apply to shared housing facilities (Sections 2.403 and X.XXX.05 C), zero side yard dwelling units (Section 2.404), cottage clusters (Section 2.432), and home occupations (Section 2.407).
Group living	P/S	Such as residential homes and facilities. Special Use provisions apply to nursing and personal care facilities (Section 2.431).
Commercial		
Commercial Lodging	P/S	Such as hotels and motels. Special Use provisions apply to bed and breakfast establishments (Section 2.408).
Commercial Recreation	P	Such as athletic clubs.
Commercial Parking	P	Only parking structures.
Durable Goods Sales	P	Such as home improvement, home furnishing, and appliance stores.
Eating and Drinking Establishments	P	
Health Care Offices	P	

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CORRIDOR-WIDE DEVELOPMENT REQUIREMENTS

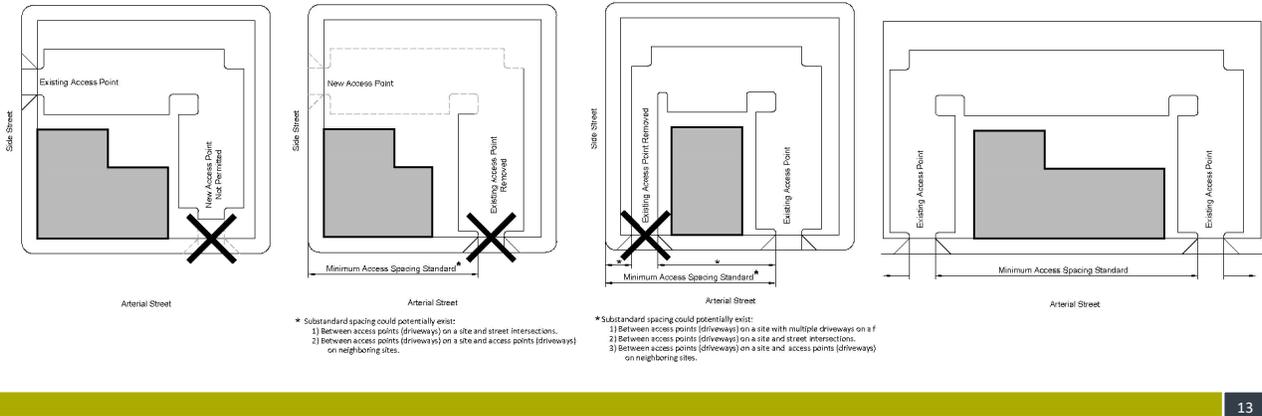
- Landscaping - ↓ min. standards; ↑ quality standards
- Residential density and lot size S11
 - Small density ↑ in RS, RM, & MU zones in overlay
 - ↓ min. lot size for duplexes
 - ↑ # of accessory units allowed S4
- Off-street parking - ↓ min. requirements for some residential and commercial uses S7



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CORRIDOR-WIDE DEVELOPMENT REQUIREMENTS

- Access standards
 - For specific change of use cases
 - Closing access points w/ substandard spacing &/or issues id'ed in traffic analysis



OTHER DEVELOPMENT REQUIREMENTS

STANDARD	EXISTING KDC	PROPOSED CHANGE	
		Corridor-wide	Centers Only
Auto-Oriented Uses & Development	Prohibited at River/Chemawa intersection	n/a	Limited through Conditional Use &/or subject to mitigation (e.g., setbacks, screening/buffering)
Max. Lot Coverage (MU zone)	Commercial: 85% Mixed Use: 80% Residential: 75%	Commercial: 90% Mixed Use: 85% Residential: 85%	Commercial: 95% Mixed Use: 90% Residential: 90%
Front Setback (MU zone)	Min. - Non-residential: 10' Min. - Residential: 10' Max. - none (Cherry Ave: 5' min, 10' max)	n/a	Min: 0' Max: 10' (unless public amenity)

ADDITIONAL REQUIREMENTS IN CENTERS

- Master Planning provisions for Lockhaven
- Additional ↓ parking requirements
- Urban/building design standards
 - Building entries
 - Weather protection
 - Parking location
 - Pedestrian open space
 - Window coverage
 - Façade detailing
 - Building materials
 - Equipment screening



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QUESTIONS

Overall: Do the code & comp plan amendments reflect the Plan's objectives?

1. *Corridor-wide uses:* Are proposed rezoning & modified residential requirements consistent w/ the Plan's objectives?
2. *Corridor-wide development requirements*
 - A. Are reduced requirements (e.g., landscaping, parking for some uses) consistent w/ the Plan's objectives?
 - B. Do expanded requirements (e.g., landscaping quality) reflect the Plan's objectives?
3. *Centers:* Are proposed development/design requirements consistent w/ the Plan's objectives?

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TRANSPORTATION RECOMMENDATIONS

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PLAN GOALS & OBJECTIVES

A Thriving, Diverse Corridor

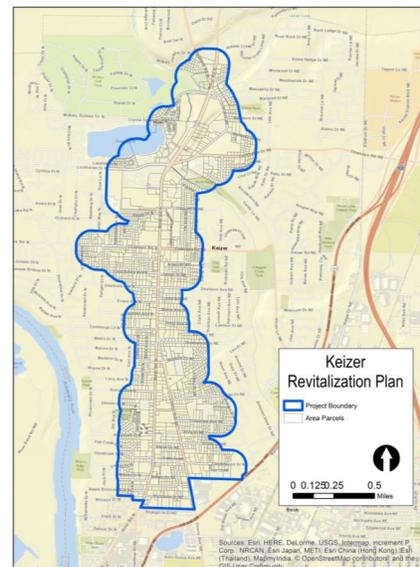
- Variety of living-wage jobs
- Range of goods and services
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Thoughtful Growth & Redevelopment

- Consistency with small-town character
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- *Attractive, distinctive identity for the area*

Excellent Transportation & Public Facilities

- *Balanced set of transportation options: transit, walking, biking, driving*
- *Good access to centers and public spaces*
- *Well-maintained streets and bicycle / pedestrian facilities*
- *Transit access focused at development centers*
- *Friendlier and safer routes for walking and rolling*



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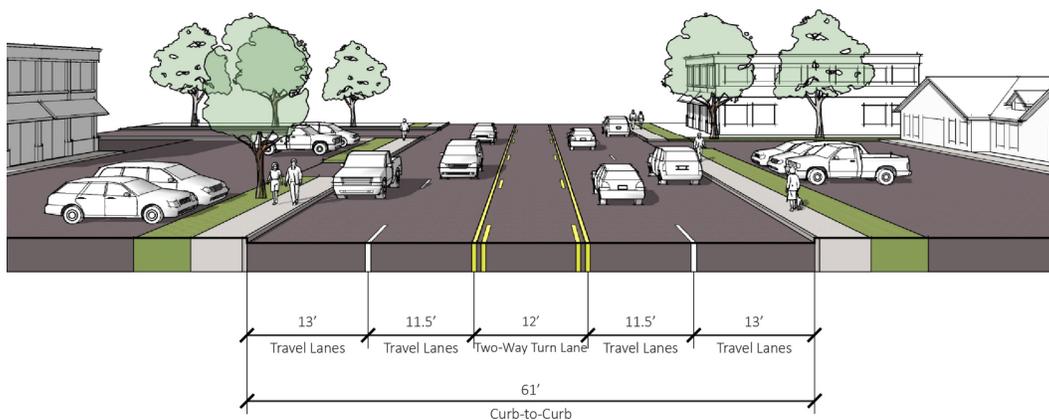
TRANSPORTATION RECOMMENDATIONS

- Construct a modified River Road Streetscape
- Improve Wheatland Road intersection
- Re-align Manzanita / McNary intersection
- Create parallel north-south bike networks
- Develop sidewalk upgrade and infill program
- Perform a road safety / mobility audit

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RIVER ROAD SOUTH OF CHEMAWA ROAD

Existing Cross Section



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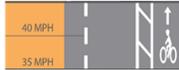
BICYCLE FACILITY SELECTION ON RIVER ROAD

Speed

Volume (Vehicles /Day)

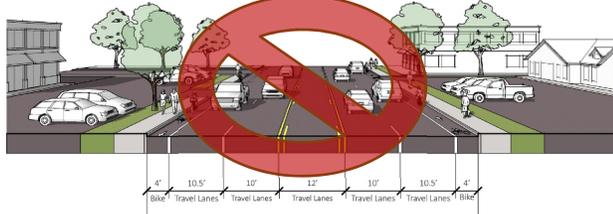


Physically Separated Bike Lane

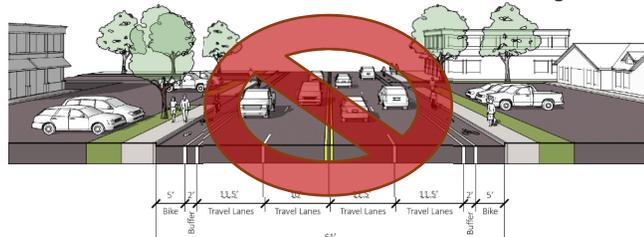


Buffered Bike Lane

On-Street Bike Lanes

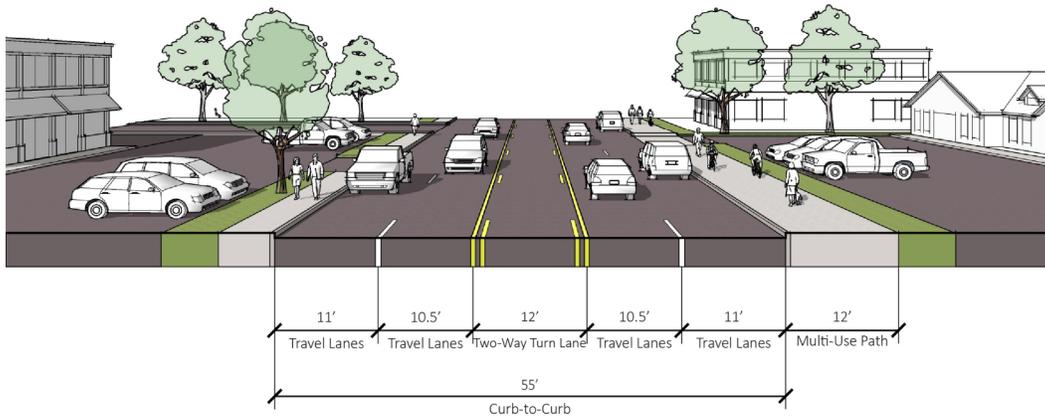


Buffered Bike Lane Facility



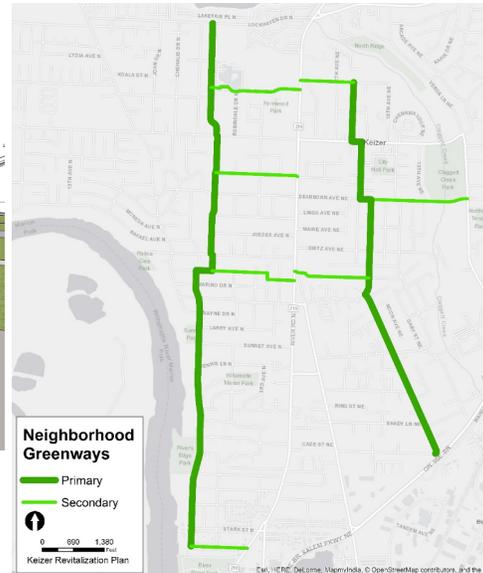
RIVER ROAD SOUTH OF CHEMAWA ROAD

Multi-Use Path (Preferred Option)



PARALLEL ROUTES TO RIVER ROAD

Shoreline Drive Neighborhood Greenway



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QUESTIONS

1. Do you still support the multimodal path option?
2. Should both River Road bicycle facilities and parallel bicycle routes (greenways) be priorities of the Plan?

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POTENTIAL PUBLIC INVESTMENTS

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PLAN GOALS & OBJECTIVES

A Thriving, Diverse Corridor

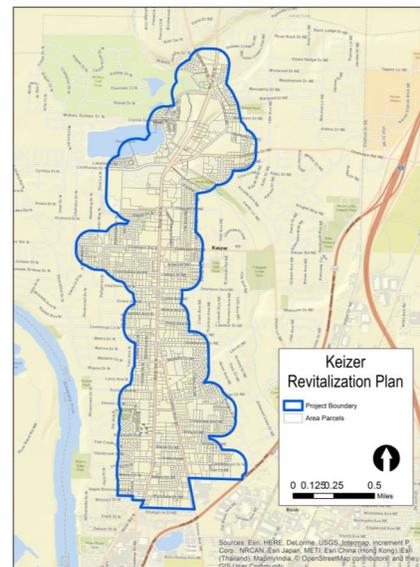
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- *Friendlier and safer routes for walking and rolling*



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POTENTIAL PUBLIC INVESTMENTS

- *Wheatland Road Intersection*
- *Re-align Manzanita / McNary Intersection*
- *Sidewalk Infill*
- *Parallel Bike Networks*
- *Safety / Mobility Audit*
- *Modified Streetscape*
- Main Street Program
- Economic Development Department
- Public Parking Lot/s
- Enhance Claggett Creek
- Public Plaza

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POTENTIAL PUBLIC INVESTMENTS

- Public investments will require funding sources
- Currently there is no dedicated funding source (such as Urban Renewal)

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POTENTIAL FUNDING SOURCES

Active:

- Urban renewal
- LID/BID
- Public/Private Partnerships (PPP)
- Fee waivers/subsidies
- Land acquisition and control
- Tax exemptions/abatements
- Equity gap financing

Opportunistic:

- Grants
- Improvements with development

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QUESTIONS

1. There are a number of potential funding sources for public investments.
 - Are there tools you would like to prioritize?
2. Some options will require City Council action and commitment of City resources.
 - What are your thoughts about these options?

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FINAL QUESTION

Are there any outstanding issues or questions that would keep you from supporting this plan?

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NEXT STEPS

- Revised Plan for Adoption
 - June/July
- Plan Adoption by Planning Commission and City Council
 - August

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Keizer Revitalization Plan

Stakeholder Group

Meeting #3

June 20, 2019

