



**MINUTES**  
**RIVER ROAD RENAISSANCE ADVISORY COMMITTEE**  
**Tuesday, September 27, 2005 – 5:00 p.m.**  
**Robert L. Simon Council Chambers**  
**Keizer City Hall**

The meeting was called to order at 5:12 p.m. by Chair Brandon Bay. Roll call follows:

**Present:**

Brandon Bay, Chair  
Lore Christopher  
James Hupy  
Jim Nardi  
Renee Braun  
Chris Arnett  
Stuart Crosby  
Hank Tarter  
Vickie Hilgemann  
Jack Lowery  
James Taylor (5:30)

President, Chamber of Commerce  
Mayor  
Chemawa Representative  
Gateway South Representative  
Sunset Triangle Representative  
Traffic Safety Commission Representative  
Keizer Urban Renewal Board Representative  
Claggett Creek Representative  
Keizer Points of Interest Representative  
Planning Commission Representative  
Keizer City Council

**Absent:**

Cliff Voliva  
Tom Fox

Gateway North Representative  
Citizen At Large

**Also Present:**

Nate Brown  
Debbie Lockhart  
Jerry McGee

Community Development Director  
Deputy City Recorder  
Keizer Points of Interest Committee

**Approval of July 26, 2005 Committee Minutes ~ Stuart Crosby moved to approve the August minutes. Jack Lowery seconded. Motion passed unanimously by all members present.** (Bay, Christopher, Hupy, Nardi, Braun, Arnett, Crosby, Tarter, Hilgemann and Lowery)

**Points of Interest Committee Presentation – Jerry McGee ~** Mr. McGee read a conceptual embellishment proposal which the Keizer Points of Interest had developed with suggestions for focal point/plaza enhancements. Specifics follow:

- At the Shell/Manzinita intersection: A major monument (8-10') to Charles McNary.
- A 45<sup>th</sup> parallel arch over River Road near or at the 45<sup>th</sup> parallel.

- At the Keizer corner intersection: A ground level bronze replica of a donation land claim marker marking the land claims of John Ford, William Pugh, John Brooks Keizer and John Pugh.
- In the Cummings Lane area: A bronze or marble bas-relief statue of Captain Thomas Dove Keizer and his family and another Donation Land Claim marker showing the claims of John B. Keizer, T.D. Keizer, John Pugh and John Force.
- In the vicinity of Abbey's Pizza : A legend style sand blasted metal historical marker giving the history and significance of Fort Wallace believed to be located on a bluff of the Willamette River due west of this location..

Mr. McKee concluded that this would be an expensive undertaking (approximately \$500,000 to \$750,000), but well worth the effort.

Additional discussion took place regarding a tree on Rosalee's property and the possibility of designating it as a Heritage Tree.

Jack Lowery voiced support of the KPIC proposal and encouraged starting on the projects as soon as possible. James Hupy added that anything that can be done to encourage people to leave their cars and circulate around the businesses will benefit the establishments and warrant the support of business owners. Lore Christopher pointed out that currently River Road is not pedestrian friendly with only a few benches, no awnings and narrow sidewalks.

**Old Business – Temporary Signs** ~ Nate Brown reported that the banners are scheduled for delivery on October 14 and would be installed thereafter.

**Saint Edward Church** ~ Mr. Brown reported that discussions are ongoing. The church is going through the committee process to hire a professional designer and is agreeable to the Urban Renewal Grant of 50%. The Plaza would be separate from the landscape improvement grant and would not be counted against their 50%.

**Christmas Tree Triangle** ~ The owner, Sam Parvey, is not interested in selling his property. Preliminary investigation into zoning for the area indicates that the tenant is operating within code restrictions. Mr. Brown suggested that anyone in the private sector may be more persuasive and added that the owner seems to be community oriented. Jerry McGee volunteered to do some unofficial contacting.

**State Police Property** ~ Brandon Bay reported that he had approached the State Police about a possible plaza or focal point at the property located adjacent to Bay Insurance. They have agreed to allow a presentation regarding this at their Board meeting in January.

**Focal Points** ~ After lengthy discussion, it became obvious that the understanding of focal points vs. plazas was unclear. Members agreed to review the focal point options and return next month with the sites they prefer and, in light of the KPIC presentation, give direction as to where to focus efforts. In summary, Nate Brown stated that a focal

point would make a statement to drivers on River Road reminding them that they are in a noteworthy location, while a plaza should be located in an inviting public space where users would feel comfortable enough to linger. These two concepts are all part of the same fabric but still different.

**Other Business** ~ Discussion took place regarding City regulatory requirements necessary to compel businesses to conform to the “new look” of River Road. Nate explained that it would be necessary to implement changes to the Street Standards, develop more design review for site design and initiate specific development review requirements. Discussion took place regarding the possible impact of new regulations, parking limitations and available grants. Nate agreed to develop an adopted design theme for each of the five districts including pavement, patterns and materials that would be used. He explained that there would be regulatory requirements and that new construction and some remodeling would incorporate those and there would be a design review and design review process that would require approval by a body. Jerry McGee added that the incentives should be emphasized rather than the regulatory aspect because if this process delays business development, the purpose would be defeated. He suggested offering incentives to businesses who participate in the renovation.

**Baskin-Robbins Improvements** ~ Nate distributed and reviewed prints of the planned Baskin-Robbins improvements. Several conversations took place simultaneously among members regarding this project.

Brandon Bay distributed a list of businesses divided by district and including addresses and phone numbers for the use of district representatives in contacting business owners. Mr. Bay also reported that a group of young people had volunteered to clean up Keizer and he asked district representatives to develop a list of sites in need of attention. Discussion continued regarding coordination with the City Parks Department and Public Works towards purchase of bark for the young people to spread.

Meeting adjourned at 6:45 p.m.

*Next Meeting ~ Tuesday, October 25, 2005 at 5 p.m.*