MINUTES

River Road Redevelopment Board
Wednesday, September 1, 1993
City of Keizer Library

CALL TO ORDER Chair Bauer called the meeting to order at 7:03 p.m.

ROLL CALL The following members were present: June Abbott, Tom Bauer, Shannon Blake-Thiess, Mark Grenz, Art Gottfried, Mary Hardison, Bob Keilbach and Tim Smith. Also present was John Morgan, Community Development Director, Bill Peterson, City Engineer, Bob Watilo and Nick Reding.

MINUTES A motion was made by Tim Smith and seconded by June Abbot that the Minutes of the July 7, 1993 Meeting be approved as read. The motion passed.

ANNOUNCEMENTS Mr. Morgan reported the company redeveloping the Marth's site will probably unveil their plans at the next Keizer Government Affairs Committee meeting. Tentative plans include an entertainment cetner for kids with a new facade and a nice sign. There is a possible plan for a mixed use building at the corner of Linda and River Road with retail, office and apartments. The Hot and Now will be breaking ground soon on the west side of River Road near Churchdale. The Staats Lake development is expected to break ground officially in next few weeks with the same architect as in Madrona Hills and the Spinaker projects.

UPDATES
Financing Mr. Morgan handed out the information accompanying the sale of the bond. The bond will be offered on Monday morning in New York City. The expectation is that the bond will be sold during the first 24 hours. The bonds are available in $5000 increments. The interest rate will be lower than 6% because of the A- rating received by the City.

Mr. Morgan said the bond is amortized over 20 years and the expected payment time is 7 years. He showed the cash flow chart if the property values increase 5% and if they decrease. Property values have been increasing 10% a year in Keizer.

Budget Mr. Morgan passed out the budget for the 1993-94 year beginning July 1, 1993. The Agency has the budget broken into two funds - one for debt service and one for project work. The budget has been adopted by the Urban Renewal Agency.

In answer to a question concerning Iris Lane signals, Mr. Morgan stated there is money allocated in the signal interconnect line item and in the revisions line. He stated the City will be the contractor for the digging of

FMAGIC

the trench since the utilities do not like to work in each other's trenches. The utilities will then pull their own wires. The digging will be down the median and go north to Lockhaven. Meetings with the each utility will begin soon with negotiations with Salem Electric set for July 13. Mr. Gottfried said he liked the idea of the work being done in one season. Mr. Morgan said the plan is to get the street open and closed in one year.

DISCUSSION
Access Control

Mr. Morgan reported the Access Control draft before the River Road Development Board and the Planning Commission seemed to be a solid one but the issues of deciding what would be the "trigger" for applying the standards to retroactively development and when to make the application to involuntary situations needed to be finalized.

Mr. Morgan introduced Robin Cannon, Manager of the First Interstate Bank on River Road. Ms. Cannon was to give information on the standards banks use for looking for sites and access. Mr. Morgan said her comments are to help the groups better understand the issues being considered from the standpoint of the property owners.

Ms. Cannon stated she appreciated the opportunity to provide input. From her discussion with the Marketing department of her company, customers in recent surveys look at 4 issues in chosing a bank. In order of importance, those issues are: security of the institution and accuracy, convenience with good location, easy access and accommodating hours, competitive pricing of products and service of staff.

Ms. Cannon said historically her company was built on convenience and access. If the River Road access were closed to their property and the site were to be considered for a new branch facility, the site would not pass the bank's requirements. She said 90-95% of the bank's customers use that entrance. If the curb cut were gone, customers would have to go to considerable trouble to find access to the bank. Also, parking spaces would be lost resulting in a 125 foot walk to the door, which most people don't expect.

Mr. Keilbach pointed out he was one of the bank's customers and had never entered off River Road. Mr. Morgan said the major conflict is with the Taco Bell traffic. Ms. Cannon referred to the traffic study which said the majority of the people entering the bank from River Road do so with a right turn.

Ms. Cannon suggested since the business had been in that location since 1957, perhaps some consideration might be given for "grandfathering" in existing businesses. She also said she had watched during the noon hour and did not see left turns into the bank driveway causing problems. Mr. Gottfried stated the whole purpose of the River Road Redevelopment

Board was to encourage business not to make it more difficult for them to operate.
Mr. Matiskainen observed that closing driveways may be drastic but if the redevelopment of River Road achieves the goals of improved appearance and traffic, the passage behind the bank may become more important.
Ms. Abbott felt the project begins at the other end of River Road and discussion should start there. Mr. Smith said he appreciated Ms. Cannon's presentation. He believed the Boards should create an access control policy and then examine specifics against the policy. It was his hope the majority of the area would fit into the policy and then the exceptions could be dealt with.

Mr. Keilbach noted many people do plan their stops and errands in such a way to come into the bank where it is the safest and most convenient. Mr. Van Meter said one of the reasons the Council created the River Road Redevelopment Agency was to provide some creativity and some money. He suggested the drivethru might even be directed in the opposite direction. Mr. Smith said the key point of Mr. Van Meter's comments was flexibility and he agreed. Chair Bauer wondered about the use of one-way access with nails.

Mr. Morgan reviewed the work of the Board/Commission in talking about the "trigger" for the policy in remodeling buildings. The previous policy stated a change of 30% of the value of the property was the trigger. His new suggestion was any expansion or change in type of occupancy where more than 10% increase in traffic would result. The traffic could be measured by the square footage and type of business as found in the Traffic Manual charts.

Ms. Blake-Theiss asked if non-profit groups would be exempted such as a group which could not afford to upgrade. Mr. Morgan did not think so since no other group would be exempt and the changes would not be that expensive. Chair Bauer asked about accommodations relating to the length of time in the location. Ms. Abbott was opposed to that, saying policy can not be written to include every business in existence.

Mr. Smith voiced his support of the new standard. Mr. Matiskainen asked about changes of occupancy which would generate less traffic. Mr. Van Meter pointed out the possibility of having two entrances when only one is needed.

Mr. Van Meter shared some of the initial goals of the Urban Renewal Agency relating to developing Cherry Avenue. Mr. Morgan stated he was thinking about producing a document which would have the goals, policy, ordinance and the planned implementation of the program. The group discussed some of the goals including making River Road more attractive.

Mr. Matiskainen suggested if there is creativity used on the south end of River Road where there is no bottle neck and the properties down south prosper, then the Redevelopment plan will drive itself instead of being pushed. Other businesses will want to close driveways to be a part of development that is working. Mr. Smith said if a set program is explained to property owners and they are offered the chance to have changes made without expense versus having to pay for changes made later, he believed property owners would be interested. He also stated there must be a policy for involuntary situations such as needing approval for change from 3 property owners and only 2 will agree. Chair Bauer commented the Board/Commission's job is to provide a document for the Council and they will be on the front line with the property owners.

Design Standards

Mr. Morgan reported on the difficult time he was having coming up with a designated color wheel for the design standards. He suggested the Design standard discussion might be deferred.

Work Program

Chair Bauer was interested in getting input on how to show the community what is happening. Mr. Morgan stated the Work program will be a start for that.

Mr. Morgan reviewed the Work Program section by section. He stated Bob Watillo had been hired for managing the design and construction. Mr. Grenz gave his support for Mr. Watillo's skills and experience.

The group discussed small group meetings versus a large group meeting for getting the information to merchants about the construction. The consensus was meetings of 2-4 blocks with the merchants and the property owners. The Redevelopment Board members will be able to sign up to attend certain meetings and those who were able would attend them all. Members will get a chance to indicate which merchants they know.

Mr. Morgan presented the need for a relocation policy in case a business owner was displaced. Mr. Smith suggested the use of other agency's policies as a starting point for development of one for Keizer. After discussion of specific examples where displacement had happened or might happen for River Road, Mr. Morgan said the policy needed to be approved before specific instances occur.

Mr. Morgan related other issues which need to be considered in the fall such finances for private property assistance, land use patterns, present zoning and marketing. He asked the group if they would be interested in a seminar of developers and realtors to comment on why River Road continues to develop fast food restaurants.

In the section of strategic planning, Mr. Morgan directed the Board toward the need to focus on the future and define a strategic plan. Under the Minor Activities section, Mr. Kupper will be looking into examples of other cities where Landscaping plans have been successfully implemented.

ADJOURNMENT

The meeting was adjourned at 9:15 p.m. **The River Road Redevelopment Board will not meet in August. The next scheduled meeting will be Wednesday, September 1, 1993 at 7:00 p.m.**