MINUTES
City of Keizer
River Road Redevelopment Board
Keizer City Hall Library
Wednesday, July 26, 1995

1. CALL TO ORDER

The meeting was called to order by Vice Chair Compton at 7:00 p.m.

2. ROLL CALL

The following members were present: Stan Compton, Donald Porter, June Abbott, Shannon Blake-Thiess, and Jeff Taylor. Joe VanMeter arrived at 7:09 p.m.

Also present were: City Council Liaison Carl Beach, Community Development Director John Morgan and Recording Secretary Nona Oxe'.

3. APPROVAL OF MINUTES

It was moved by Ms. Abbott that the minutes of June 28, 1995 be approved. The motion was seconded by Ms. Blake-Thiess and carried, all present voting aye.

4. APPEARANCE OF INTERESTED CITIZENS

No one came forward to present any issues to the Board.

5. Updates

Development Activity

Mr. Morgan reported that the Safeway project building permits are in. He noted that there are numerous design issues and problems to be addressed relative to the proposed project. Safeway representatives will submit a landscape plan soon. The Mayor, Chairman Smith, and Planning Commission Chairman Goesch will participate in a meeting with the Safeway public relations and property management people around the beginning of next week. Mr. Morgan noted that if Chairman Smith is still out of town, Mr. Compton may be asked to attend.

River Road Redevelopment Project

- Undergrounding - Mr. Morgan reported that the bids will be awarded around the first of the month. The new light poles should be delivered this week.

- Banners - Mr. Morgan had not yet had time to assist Ms. Blake-Thiess in putting together a subcommittee meeting.

- Gateways - No activity yet.

- Sign Grants - Mr. Morgan reported that four requests have come in. Another is expected tomorrow. He noted that the first round went to Council a week ago along with the R3B recommendation that the applications be processed administratively. Council approved taking R3B out of the review process, but they wished to stay in. They delayed taking action on the four requests and directed staff to bring back a proposal to clarify the process, and provide for a maximum grant of $1,500 per site rather than per sign.

Ms. Abbott recalled that at the last R3B meeting staff was directed to bring back criteria for approving the grants administratively. Mr. Morgan reiterated that Council had rejected the administrative processing of grant requests.

Mr. Taylor expressed concern about changing the maximum grant from per sign to per site. Mr. Morgan confirmed Council's direction, and relayed some of the concerns they expressed. He recalled the lengthy discussion by R3B where some of the same concerns were expressed with regard to questionable grant requests.

(Mr. VanMeter arrived and took his seat at the table.)

Mr. Morgan confirmed that the four grant requests will go back to Council for approval. He noted that the applicants were notified of the delay and proposed program changes.

Housing Rehabilitation

Mr. Morgan advised that three loans have been approved. Seventeen loans are in process. He reviewed the procedures for processing payments to contractors. Mr. Taylor pointed out the importance of ensuring that subcontractors are paid. He will provide Mr. Morgan with information regarding contractual documents that will prevent liens against properties. Councilor Beach pointed out that the problem can also be avoided by separately paying contractors and subs.

Chemawa Activity Center Land Use and Transportation Plan

Mr. Morgan reported that the Plan is expected very soon.

Interim Zoning Ordinance Amendments

Mr. Morgan relayed the Planning Commission's concerns regarding the possible development of the UNOCAL property at the southwest corner of River Road and Chemawa as a gas station, and the potential for automotive-related development of other properties within the River Road and Chemawa Center study area.

He noted that at the Planning Commission's July 13 meeting, they initiated an amendment to the Zoning Ordinance to prohibit automotive service businesses (i.e. gas station, tire shop, lube shop, etc.) within the study area. The purpose of the proposed amendment is to assure that the area is targeted for uses that are pedestrian and not automobile oriented. It is also to help assure that new developments are building and landscaping intensive rather than asphalt intensive.

Mr. Morgan advised that the Planning Commission's recommendation will be considered by the City Council at a hearing on August 7. He asked if R3B wished to take a position on the proposed amendment.

Mr. Taylor asked if the land use restriction could be put in place that quickly. Mr. Morgan answered that it could.

> It was moved by Ms. Abbott that R3B support the Planning Commission's recommendation that the City Council adopt a Zoning Ordinance amendment restricting automotive-related uses within the River Road & Chemawa Center study area. The motion was seconded by Mr. Taylor.

Mr. Porter expressed concern about the legality of such an action. Mr. Compton pointed out that the motion is to support the Planning Commission's recommendation. He felt that the Council would be directed by the City Attorney in making its decision. Mr. Morgan agreed that the City Council would want an answer to the same question. He noted that the City Attorney has been asked and has indicated no problem with the amendment.

It was pointed out that a moratorium was previously enacted for the Chemawa Activity Center.

> The motion carried, as follows:
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> AYES: Mr. Compton, Ms. Abbott, Mr. Taylor, and Mr. VanMeter
> NAYS: Ms. Blake-Thiess
> ABSTAIN: Mr. Porter
> ABSENT: Mr. Smith, Mr. Grenz, and Mr. Bauer

6. DISCUSSION

Mr. Morgan advised that because of the full agenda, the Cherry Avenue presentation would be delayed until next month.

Mr. Morgan explained how the River Road Modal Opportunity Study, River & Chemawa Plan, and Cherry Avenue Design Plan would be used in developing revisions to the Zoning Ordinance, Comp Plan, and the Urban Renewal Plan.

6.1 River Road Modal Opportunity Study

Mr. Morgan reviewed the background of the River Road Modal Opportunity Study, and explained how the recommendations and ideas generated will help guide the City in determining what will be done on River Road. He pointed out that the document is not intended for adoption, but merely for use in making decisions.

Mr. Morgan introduced COG consultant Robin Marshburn.

Mr. Marshburn referred to the bound *North River Road Alternative Modal Opportunity Study* which was developed with a goal of increasing pedestrian, bicycle and transit travel within the River Road corridor. He reviewed the issues and objectives in the order they are found in the study document; first, by highlighting the Elements of a Pedestrian-Friendly Environment, and then by reviewing the Land Use Inventory Analysis, the Existing Development Analysis, and the Transportation Infrastructure and Analysis.

Mr. Marshburn then reviewed the recommendations dealing with land use, development, and infrastructure. He pointed out deficiencies, and emphasized priority projects dealing with infrastructure and landscaping. He noted that some of the recommendations represent major public investment if implemented all at once, and suggested the need to do them in phases. He also emphasized the importance of making new development subject to the new Zoning Ordinance, which will require that zoning be supportive of pedestrian transit.

Mr. Marshburn noted that the study gave particular emphasis to the establishment of two corridor focal points (CFPs): one at the Chemawa/North River Road intersection; and one between North River Road and Cherry Avenue north of and including the Keizer Village Shopping Center and Bi-Mart. The CFPs would provide more concentrated and pedestrian-friendly land uses, and serve as definitive anchors for development of a sense of community in the corridor. He emphasized the need to create for each CFP a Corridor Focal Point Overlay Zone and to require design review within the focal points.

Discussion followed regarding the time-line for some of the recommendations to be implemented. Mr. Marshburn confirmed that it will take several years to achieve all of the improvements. He emphasized, however, the importance of planning now and taking advantage of opportunities when new development occurs and major road work is done. He confirmed that the suggestions cover things that are public and things that are private.

Mr. Marshburn noted that the main goal of the Board is to revitalize River Road, and that this can best be accomplished by increasing pedestrian activity. Implementations of the study could be achieved through amendments to the local Comprehensive Plan, amendments the River Road Design Plan, and in concert with other projects now underway by the Community Development Department.

Mr. Marshburn concluded that public efforts should be focused on those opportunities that are most realistic in the short term, and those actions that provide the framework for longer-term objectives and private sector investment.

As an example of how the study recommendations will be implemented as opportunities come up, Mr. Morgan pointed out that sidewalks will be moved back with the PGE undergrounding now taking place.

Mr. Morgan noted that in the next few weeks he will be drafting the River Road Zone and will also be drafting amendments to the Urban Renewal Plan. He emphasized the importance of the Board's support when the study and related material are presented to the City Council in late August, September and October.

6.2 River & Chemawa Plan

Mr. Morgan introduced Dennis Egner, Planning Manager with SRI/Shapiro, Inc., representing the consultants who developed the *City of Keizer River and Chemawa Center Specific Plan.*

Mr. Egner introduced Bob Foster, urban designer on the project, and gave credit to other members of the consulting team. He noted that after his presentation, Dave Leland and Bonnie Gee of Leland Consulting would present economic information.

Mr. Egner gave a slide presentation depicting what a specific plan is, including samples of various projects developed under specific plans.

Mr. Egner described the study area covered in the *River and Chemawa Center Specific Plan*, and noted that the area is one that was described as a Community Focal Point in the *North River Road Alternative Modal Opportunity Study.*

Mr. Egner presented slides of the current street frontage along River Road and noted abandoned uses and underdeveloped uses. He emphasized the potential for development, and noted the good start with the Roth's/School House Square development. He presented slides of other pedestrian-oriented developments, noting that they were examples of what could happen for the area.

Mr. Egner described how design-related goals and concepts were developed taking into account suggestions and ideas talked about at the community workshop sessions. He reviewed the goals and related concepts as outlined in the Specific Plan draft.

Mr. Foster reviewed the Opportunities Analysis that was performed, and described how pedestrian links could be used to connect the various components of the downtown core. He described design principles that could be incorporated to enhance pedestrian-friendly transit.

Mr. Egner presented the Specific Plan for the River and Chemawa Center as depicted as Figure 6 in the draft document. He pointed out how the identified concepts were incorporated into the plan. Mr. Foster reviewed the various design elements included in the Plan.

Ms. Blake-Thiess noted that all of the land being discussed is private land. She wondered how all of the suggested development pertained to the public sector. Mr. Egner pointed out that one of the suggested implementation measures called for the internal street to become one of the Urban Renewal projects, and that the proposed Plaza also become one of the Urban Renewal projects. He explained how the development could occur with public and private partnership, and how establishment of an Overlay Zone would allow the City to define development spacing.

In response to a question about security within the Center, the consultants explained how the Plan includes an internal street system that would be patrolled at night just as other streets are.

Mr. Foster described linking elements of the Plan for the area farther to the east behind the Safeway project and down Chemawa Road adjacent to City Hall, and for the area in the southwest block at Bakers Square.

Mr. Egner noted that the Plan includes an implementation section and design standards. He emphasized that it requires a commitment from the Renewal Agency to make public improvements happen to create a partnership with private.

Mr. Morgan displayed photographs of two recent developments in Portland with sidewalk store fronts. He felt that they presented a clearer picture of the type of development being suggested.

Mr. Morgan noted that the City independently retained Leland Consulting Group to evaluate the economic potential of the project, and to suggest any changes or modifications to ensure its maximum chance for success.

Dave Leland, Managing Director of Leland Consulting Group, introduced Bonnie (Gee) Yosik, an Associate in his firm who is assisting in the economic study. He described his firm's background and experience.

Mr. Leland described their three-part assignment; (1) to look at the markets that represent redevelopment in Keizer (retail commercial, office commercial, and housing), (2) write a program (how does the plan get modified as a result of changes in the marketplace or opportunities in the marketplace?), and (3) give some advice on implementation.

Mr. Leland advised that his firm had started work on the market study. He pointed out that growth is taking place in the City, State, and region, and noted that population projections for this area will have to be updated in order to get a good fix on retail spending. Although they were just beginning to develop numbers, he described some preliminary indications. So far, there were no indications that there is a lack of demand.

Mr. Leland pointed out his firm's roll to represent private capital's point of view in the planning process. He noted that their experience is that private capital follows public commitment.

Mr. Leland confirmed that in performing the study they would take into consideration Keizer's proximity to Salem. He noted that Keizer's market is essentially convenience retail as opposed to comparison retail.

Mr. Leland was asked if the consultants were looking at all of Keizer, and specifically all of River Road. He answered that their assignment is largely to look at the study area, however, the market area includes all of the River Road corridor.

Mr. Leland responded to questions about the degree of commitment required of the City and the importance of public investment. He suggested that to use the City's dollars wisely they should be leveraged with those of the private sector so that both the City and private sector benefit.

Mr. Leland also responded to questions about other projects his firm had been involved with where uses were combined, and the availability of financing for mixed-use developments. There was general discussion about the River and Chemawa Center and the importance of moving forward, even if only incrementally, in order not to loose the enthusiasm already generated. Mr. Leland felt that the plan appeared strong, but hoped that before the ordinance is drafted a team of all the participants will have a chance to review and discuss the plan to be sure that there are no fatal flaws built in that will keep private capital away.

Ms. Blake-Thiess expressed concern about focusing on only one area in the River Road corridor. She pointed out that the Cherry Avenue focal point and other areas of River Road need to be included when considering any improvements.

Mr. Leland pointed out that local governments have been most successful when concentrating capital expenditures into a couple areas rather than spreading funds too thinly over a large area. He explained how it entices private capital to participate.

There was discussion of how the nodes concept would apply to River Road and encourage development of the entire corridor. Mr. Leland stressed that to create an environment attractive to investment, incentives need to be built in.

Mr. Van Meter asked if the plans for Cherry Avenue would be put off if the City were to fund this project. Mr. Morgan answered that currently all expected increment is allocated in the capital improvements program. Any additional improvements would require new dollars to be raised or funds to be transferred from somewhere else.

Mr. Taylor asked Councilor Beach if he felt the political will existed to do the Chemawa project. Councilor Beach suggested that the key is a partnership with private money. He felt that there was no way the public would buy in with all public money. He stressed the importance of public and private working together. He also emphasized the importance of the plans for Cherry Avenue, and stressed the need for balance.

7. ANNOUNCEMENTS AND AGENDA INPUT

7.1 Regular Meeting - August 23, 1995 - 7:00 PM

Because of vacation scheduling, it was the consensus to meet on Wednesday, August 30. The Agenda will include the Cherry Avenue presentation, and further discussion of the material presented at this meeting.

Mr. Morgan indicated that he will be drafting Zone Code amendments, proposed amendments to the Renewal Plan, and proposed project elements that will implement this program.

Ms. Blake-Thiess pointed out the limited amount of time allowed to review material that will require major decisions. Mr. VanMeter noted that consultants were hired to assimilate the technical information and provide advice. He stressed the roll of R3B to look at the merits of the Plan. Discussion followed regarding the responsibilities of the consultants, the involvement of the citizens and merchants at the workshop sessions, and the additional review that would take place before any final decisions are made.

The attorney for Mr. Whitenburg pointed out that there is fundamental work yet to be done by the consultant team before they are of like mind to bring final recommendations. He felt it was premature for Mr. Morgan to be drafting the final product before their work is done and reviewed and "massaged" by the Board.

8. ADJOURN

There being no further business to come before the Board, the meeting was adjourned by Vice Chair Compton at 10:20 p.m.