Minutes
City of Keizer
River Road Redevelopment Board
Keizer City Hall Library
Wednesday, June 28, 1995

1. CALL TO ORDER

The meeting was called to order by Chairman Smith at 7:02 p.m.

2. ROLL CALL

The following members were present: Tim Smith, Jeff Taylor, Mark Grenz, June Abbott, and Shannon Blake-Thiess. Joe VanMeter arrived at 7:03 p.m. Donald Porter arrived at 7:09 p.m.

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

3. APPROVAL OF MINUTES

It was moved by Ms. Blake-Thiess that the minutes of May 24, 1995 be approved. The motion was seconded by Mr. Grenz and carried, all present voting aye.

Mr. Van Meter arrived and took his seat at the table.

4. APPEARANCE OF INTERESTED CITIZENS

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

5. PROJECT UPDATES

River Road Redevelopment Project

Undergrounding Project

Mr. Morgan reported that the poles are down at south end of town. The green poles are expected in about 30 days. The PGE contract has been signed and the project is out to bid. PGE will award the bid on July 14, and anticipate the project will be completed in four months. They have agreed to do Chemawa Road first.

Mr. Smith asked if Mr. Morgan had talked to PGE about the City retaining the wires and poles as Councilor McGee had suggested. Mr. Morgan had not yet discussed the matter with PGE, but acknowledged that he would do so.

Mr. Morgan noted that PGE will have approximately 54 property hookups.

Mr. Porter arrived and took his seat at the table.

River Road Plan

Mr. Morgan noted that the COG River Road Study is proceeding and is dovetailing with the River Road/Chemawa Intersection project. Considerable coordination time is being spent with representatives of the Bi-Mart/Fun Factory complex. Bi-Mart property owners have been accessible, however, Bi-Mart corporate representatives have been unavailable. Mr. Morgan noted that the newspaper has reported that the Bi-Mart store will be remodeled. The Fun Factory owner has indicated that he would like to do something else, but is interested in redevelopment of the site. Both businesses are concerned about parking.

Mr. VanMeter suggested that he would like to see a grocery store locate in south Keizer. He felt that with all the multi-family development in the southeast area it would be appropriate and desirable.

River & Chemawa Center

Mr. Morgan distributed a document entitled *Specific Development Plan for River and Chemawa Road Center,* dated June 16, 1995. He pointed out that the document reflects one design alternative; another alternative being developed is less intense in the gross leasable area, with a little more parking. He noted that R3B will have a role in accepting the design. Mr. Morgan advised that there has been good participation by property owners and merchants in the area. A meeting notice will be going out for another workshop this Friday, June 30, at noon, and then another workshop at noon on the June 14. The final public workshop will be an agenda item for the R3B July meeting.

Several Board members indicated difficulty in attending the Friday noon workshops. After discussion, it was decided not to change the meeting day and time because of the good attendance by property owners and merchants at the Friday workshops.

Mr. Morgan explained that the goal is that the Plan will establish an acceptable design, and then zoning will be written to require its basic themes.

Mr. Morgan noted that he discussed the Plan with Realtor, Gloria Jackson, getting her expert opinion about the real estate potential. Her biggest concern had to do with the parking allowance.

She indicated that she would consider listing the property if it had a four spaces per thousand SF allowance.

Mr. Taylor asked if on-street parking was taken into account as part of the parking allowance. Mr. Morgan answered that the designer, Bob Foster, had indicated that with the inclusion of on-street parking, the allowance would be over four spaces per thousand SF. Mr. Morgan noted that the design concept provides for the widening of River Road and allowing on-street parking. He confirmed Mr. Taylor's expectation that widening River Road would be expensive.

Mr. Morgan noted that in addition to the alternative design, the design team is now working on texture, signage, landscaping, etc. A separate team will be doing a market study of Keizer to see what can be supported in this market, and then to equate it into the Plan to be used as a marketing tool. The analysis should be completed by the July R3B meeting, and presented at that time.

Mr. Taylor asked about the involvement of representatives of the proposed new Safeway site. Mr. Morgan indicated that Safeway representatives are aware of the design process taking place. They do not accept the current Plan alternative in which the old Safeway building remains. The Safeway plan concept will be included in the next alternative being developed by the design team. Mr. Morgan stated that through the grapevine staff heard that the corner site at the Safeway complex has sold to a sit-down restaurant, and that all property owners were to meet today to sort out the site plan.

Mr. Morgan noted that the UNOCAL site at the southwest corner of Chemawa and River Road has been pulled off the market. The owners are reevaluating what they want to do, and are thinking about putting in a gas station. When asked by the realtor if the City objected, Mr. Morgan sent a letter to the realtor describing the City's access restrictions. He also included a letter to be shared with UNOCAL suggesting participation in the River Road and Chemawa intersection project.

Mr. Porter was concerned that the City might be pushing things to happen too fast. He felt it was the Board's responsibility to help define the structuring, but not to locate businesses. Mr. Morgan agreed that the sense is to set design expectations and let the market build to those expectations. Mr. Morgan pointed out where public investment would be important in terms of right-of-way trees, parking, landmark green space, etc.

There was discussion about the promotion of economic development within the City. Mr. Morgan acknowledged that City staff has not been given that charge. The Board discussed the possibility of the City allowing tax abatement to promote economic development.

Councilor Beach asked for Mr. Morgan's thoughts regarding the design plan. Mr. Morgan pointed out some of the challenges, but emphasized the advantages of the Safeway project, proposed sit-down restaurant, and Whittenburg development in attracting other businesses to the area.

Councilor Beach suggested that after the hearing process and adoption of a refined Plan and zoning, the actual implementation and development could take place over as much as a ten-year period. He felt, however, that much of the public investment could be accomplish, providing a stimulus. Mr. Morgan agreed and pointed out that it took Tualatin 10 years to accomplish its redevelopment project.

Ms. Blake-Thiess suggested that the Board was getting far too site-specific insofar as dictating a particular type of business wanted. She felt that the role of R3B was to be more general in defining an image or theme for River Road and Cherry Avenue.

Mr. Morgan pointed out that the Board was doing what Ms. Blake-Thiess was suggesting. He explained how the River Road/Chemawa plan was built on design review, not specifying particular types of businesses.

There was considerable discussion about R3B's role in the design of River Road. Mr. Morgan responded to questions about the proposed configuration of the street, and the plan for parallel parking.

Ms. Abbott asked when the overall River Road Plan would come to R3B. Mr. Morgan answered that the work is currently underway. He explained how it would come together with the new development code. He confirmed that the Chemawa Plan is being integrated into the overall River Road Plan and zoning. The regulatory language proposals will come before R3B at the next meeting.

Ms. Blake-Thiess expressed frustration that activity is taking place before a clear image for all of River Road is defined. She stressed the importance of addressing issues that would define the image for River Road such as alternative transportation, color, design, exterior look, parking, lights, etc. Mr. Morgan noted that the COG consultants will come back with ideas primarily dealing with right-of-way, such as sidewalks, driveways, etc. Concerning the texture part described by Ms. Blake-Thiess, COG will present a framework, and ask R3B to fill in the details.

Mr. Smith emphasized the importance of the consultants in providing guidance and laying a framework for R3B decisions. He noted, however, that R3B will have the opportunity to accept or reject any of their recommendations. He encouraged everyone to be at the July meeting to get a clearer picture.

Development Activity

Discussed above.

Cherry Avenue Design Plan

Discussed Above.

Housing Rehabilitation

Mr. Morgan reported that the first two loans were approved today; one for $15,000 for extensive work, roof to foundation, and one for $9,800 for roof and weatherization work. Additionally, 14 loans are now in process. It is anticipated that work will begin on the first homes within a couple weeks. Mr. Morgan pointed out that the grant application indicated 16 loans, however, he hopes to do 30. All money should be allocated by the end of the calendar year.

Chemawa Activity Center Land Use and Transportation Plan

Mr. Morgan reported that the Plan had an initial briefing before the Council with mixed results. It will likely be back before the Planning Commission at the July meeting, and then move toward hearings and adoption in September and October. He noted that the focus is on hotel, conference, some commercial and light industrial. The big issue is how to get the infrastructure in.

95-96 Budget

Mr. Morgan noted that Board members received a copy of the Council adopted 95-96 Urban Renewal Budget with their agenda material. He stated that it is basically a status quo budget. It reflects the anticipated capital improvements program, assumes $1/thousand as the equivalent tax rate, and has a $300,000 contingency.

Mr. Smith advised that he attended the Urban Renewal Agency meeting and addressed the Agency Board, pointing out what R3B is doing. He was pleased with their response.

6. DISCUSSION

6.1 Sign Code Compliance Grant Request

Mr. Morgan advised that the first Sign Code compliance grant request was received from Keizer Family Physicians located at 4975 River Road N. He explained that the request is somewhat unusual in that the applicant is building a new building and leaving the old location. The request is for $490 to take down the old signs.

Mr. Morgan pointed out that regardless of whether the applicant leaves the location or stays, the nonconforming signs must come down. Staff recommended that R3B, by motion, make a recommendation to the Urban Renewal Agency Board to approve or disapprove the grant request. The Urban Renewal Agency will meet on July 17 to consider the request.

Discussion followed regarding the appropriateness of using grant funds to pay for removal of signs for an applicant leaving the location. Mr. Morgan responded to questions about the number and type of signs permitted for this location. He acknowledged that two of the free standing signs and the Keizer Family Physicians' roof sign would be eliminated. He confirmed Mr. Grenz's understanding that if not removed, a new owner could use the old signs; by vacating the signs, the City would get conforming sings for any new business.

Ms. Abbott was concerned that approval of this grant would put the City in a position of having to approve all other grant requests from business owners within the same complex. Mr. Morgan anticipated that all of the $75,000 allocated for sign compliance would be used. He noted that owners of all nonconforming signs were notified, and the program is first come, first served.

> Mr. Van Meter moved that R3B recommend to the Urban Renewal Agency that they approve the Sign Code Compliance grant request from Keizer Family Physicians in the amount of $490. The motion was seconded by Mr. Taylor.

Discussion followed regarding the request and the intent of the sign compliance program.

Mr. Morgan acknowledged that if a new business were to move into the Keizer Family Physicians location they could use the existing signs until May, 1997, the required compliance date.

Councilor Beach felt that if this motion passes the next grant applicant must be approved. He wondered if the City was being discretionary in who would receive a grant. Mr. Morgan indicated that although the program is first come first served, R3B was being asked to consider the application to determine whether or not the request is reasonable.

Several Board members asked questions about the location and type of signs referred to in the subject request. Mr. Morgan describe the signs and where they were located. Mr. Smith suggested that future applicants be required to include with the application a sketch showing all signs on the property.

> Mr. Taylor withdrew his second to the motion on the floor. The motion died for lack of a second.
>
> Mr. Porter moved to table the request until such time as visual clarification, such as a sketch or drawing of the sign type, size and location, is submitted for the Board to consider. Ms. Abbott seconded the motion.
>
> The motion carried by the following vote: Ayes: Abbott, Taylor, Blake-Thiess, and Porter. Nays: VanMeter, Grenz, and Smith.

Mr. Morgan asked for direction in what visual submittal R3B wished to have included with the application. Mr. Smith indicated that a hand-drawn sight plan showing building elevation, sign type and size would be appropriate. Mr. Morgan noted that staff has photographs of the businesses with nonconforming signs. It was agreed that a photograph would be acceptable.

Mr. Taylor felt that it was unclear whether or not R3B has discretion in approving or disapproving an application. Councilor Beach felt R3B also needed to be able to justify a turn down.

Mr. Morgan indicated that he could bring back criteria or standards for approval of applications.

Mr. VanMeter pointed out the problem with telling people something and then making rules after its said and done. He was concerned that businesses had already been notified that they merely needed to submit an application.

Discussion followed regarding the appropriate process for reviewing applications. Mr. Morgan acknowledged that applications could be reviewed by staff and submitted directly to the Urban Renewal Agency with a recommendation from staff.

> <u>Mr. VanMeter moved that the staff be authorized to review the Sign Code compliance grant applications and forward a recommendation to the Urban Renewal Agency. The motion was seconded by Mr. Porter.</u>

Ms. Abbott wondered if Mr. Morgan still wished to write a criteria and bring it back for R3B to approve.

Mr. Morgan pointed that all businesses with nonconforming signs have been notified of the program by certified mail. The objective of the program is to bring all signs into conformance.

> <u>The Motion carried, all present voting aye.</u>

Mr. Grenz requested that Mr. Morgan provide information to R3B on Sign Code compliance grant applications. Mr. Morgan indicated that the information will be provided under *Project Updates* on the agenda.

6.2 Banners

Mr. Morgan noted that under Capital Outlay in the Urban Renewal Budget $100,000 is allocated for Signage and Identity. The funds have been identified to pay for banners for River Road and design and construction of a north gateway to the City.

Mr. Porter suggested that a subcommittee be appointed to bring back recommendations to the Board regarding the types of banners to be displayed and the procedure for putting up and taking down the banners.

Mr. Smith appointed Ms. Blake-Thiess as Chair of the subcommittee. It was suggested that the subcommittee consider banners relative to special events such as the Iris Festival, and ones reflecting the seasons or holidays such as Christmas. Mr. Smith suggested involving the Chamber president in the subcommittee process. Also, various service clubs could be involved in putting up and taking down the banners.

Mr. VanMeter noted the previous interest of the Rotary Club in displaying flags. He also suggested that the Boy Scouts be invited to participate, and advised that Sgt. Mark Miranda works with the Scouts and would be a good contact person.

June Abbott agreed to serve on the subcommittee. Mr. Morgan indicated that he would obtain additional copies of the banners catalog for their use.

6.3 North Gateway

Mr. Morgan reiterated that the second Capital Outlay project provided for in the Urban Renewal Budget is design and construction of a north gateway. He noted that the two issues that need to be addressed are, "What do you want to do and where do you want to do it?" Mr. Morgan recalled that the River Road Design Plan adopted in 1993 identified a gateway of some kind on the Statts' corner and something on the Albertson's corner.

Discussion followed regarding the boundaries of the City and where an identify entrance should be placed in relation to a boundary. Suggestions were: that a structure similar to the one at the south entrance be located near the entrance to McNary; and, development of another park at Country Glen across from the Meadows Park to frame the entrance to the City.

Mr. Morgan pointed out two other ideas that had previously been brought up: a reader board in front of the trailer park at the southwest corner of River Road and Chemawa; and a gateway at McLeod and Lockhaven where the City owns the north side of the street.

Mr. Taylor suggested that a gateway at McLeod and one on River Road at the north end would be nice. Mr. Morgan acknowledged that two separate gateways could be done, and that a gateway could possibly be located outside the urban renewal boundaries. He emphasized that the money is now available and the planning should be done this fall, anticipating construction in March or April, 1996.

Discussion followed regarding the cost to build. Mr. Morgan indicated that he would find out what the budget was for Salem's entrance on Portland Road, and come up with cost estimates.

Mr. Taylor advised that he would take pictures of structures in nearby cities and possibly come up with costs.

Mr. Smith suggested that the pictures and cost estimates be brought back for discussion as an agenda item at the July meeting.

7. ANNOUNCEMENTS AND AGENDA INPUT

7.1 River and Chemawa Center Public Forum - June 30, 1995 - noon

Mr. Smith reminded the Board that there would also be a public forum on July 14 at 12 noon.

7.2 Regular Meeting - July 26, 1995 - 7:00 PM

Mr. Grenz advised that he will be out of town on July 26.

Mr. Smith made reference to an informational letter dated April 25, 1995, from the Salem Bicycle Club, included in the agenda packet. The letter asked that the City ensure that bicycle transportation is accommodated during the modifications of Cherry Avenue, and encouraged the City to make sure that the upgrade will ensure a safe route for bicyclists.

Mr. Morgan confirmed that bicycle paths are in the Cherry Avenue Plan.

8. ADJOURN

There being no further business to come before the Board, the meeting was adjourned by Chairman Smith at 8:40 p.m.