Minutes
River Road Redevelopment Board
Keizer City Hall - Library
Wednesday, June 25, 1997

1. **CALL TO ORDER**

The meeting was called to order by Vice Chair Abbott at 7:05 p.m.

2. **ROLL CALL**

The following members were present: Mark Grenz, Greg Frank, June Abbott, Manny Martinez, Sam Goesch, and Joe VanMeter.

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

3. **APPROVAL OF MINUTES**

<u>It was moved by Mr. VanMeter that the minutes of May 28, 1997 be approved. The motion was seconded by Mr. Martinez and carried, all present voting aye except Mr. Grenz who abstained from voting inasmuch as he was not present at that meeting.</u>

4. **APPEARANCE OF INTERESTED CITIZENS**

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

5. **PROJECT UPDATES**

Mr. Morgan displayed a copy of a June 23 Commemorative Edition of the *Statesman Journal* newspaper. The publication was the first evening edition to be published in Salem since the *Capital Journal* went out of publication several years ago. The front page was dedicated to the opening of the new Salem/Keizer Stadium.

Budget

Mr. Morgan reported that Council, Monday night, adopted the Urban Renewal Budget exactly as was recommended by the Budget Committee. (A copy was included in the agenda packet.) He suggested that R3B pay particular attention to the Capital Outlay items since much of the work done by the Board this year will deal with spending those funds.

Mr. Morgan noted that at the budget hearing, Vice Chair Abbott carried forward R3B's endorsement of the Urban Renewal Budget, and also brought up R3B's motion recommending some kind of action to bring the UNOCAL property into the City's ownership. In discussion, it was obvious that there were differing opinions on the Council as to public involvement. Mr. Morgan noted that Council took no action, knowing that R3B would take up that corner in tonight's discussion. It was pointed out at the hearing that there is enough money in "Contingency" to do something if Council so desired.

Mr. Morgan responded to questions about the possibility of a minor plan amendment that would allow acquisition of the property. He reiterated that Consultant Charlie Kupper is working on details in case there is interest in pursuing that avenue.

Councilor Beach stressed the need for a definite plan in carrying a recommendation to the Council. He encouraged R3B members to talk with the councilors and convey their thoughts.

Ms. Abbott agreed on the need to talk with councilors. After the budget hearing, she and Mayor Koho had discussed the possibility of a joint work session to talk about R3B's vision with respect to redevelopment efforts. She had agreed to bring up the idea at tonight's meeting.

Ms. Abbott expressed her disappointment with a comment made at the Council meeting, inferring that staff was repeatedly bringing back before the Council the issue of acquiring the SW corner property. Ms. Abbott had emphasized that it was not staff's idea, but R3B's. She stressed the need for all the Council to listen to its advisory committee and have some trust in the people appointed to come up with recommendations.

The Board agreed that a joint work session would allow opportunity for an open discussion that might lead to a better understanding of the Board's advisory role and its vision.

Development Activity

Mr. Morgan reported that no new major building permits are going out. On-going activity is still very strong.

Development Code

The Planning Commission's third public hearing session on the Development Code will take place on July 9. It is hoped that the hearing will conclude, and a recommendation will be carried forward to the City Council.

River Road Redevelopment Project

River Road Phase I is done.

Cherry Avenue

Salem Electric is at work on the undergrounding. A contract has been signed with ODOT for the right-of-way acquisition work.

Plymouth Drive

The survey work has been done. The design phase will be delayed slightly because Peterson Engineering is currently working on other construction projects.

Iris Lane

Mr. Morgan noted that negotiations are continuing with ABC Properties. A letter was received from them consenting to the right-of-way. Mr. Morgan and Councilor Beach had talked to Council about ABC's proposal that the City be responsible for resurfacing the parking lot. Council said no. ABC has since backed off on the proposal.

Discussions with Bi-Mart have been delayed. They are trying to acquire the adjacent property for more parking and don't want to commit to anything until that issue is resolved.

Stadium Project

The stadium is up and operating. The City is receiving the agreed-upon 5% of the gate and $.50 for every occupied parking space.

Mr. Goesch encouraged everyone to attend a July 9 Chamber of Commerce luncheon at the stadium. There will be an opportunity to play softball on the field.

Gateway Signs - Lockhaven & River - Lockhaven & McLeod

Mr. Morgan had nothing new to report.

R3B Name Change, etc.

Mr. Morgan did not have an opportunity to put together a package to carry to Council at last Monday's meeting. He suspected, however, that a joint work session with Council might provide a better setting to bring forward the proposed name change and recommendation to add the additional two Urban Renewal Plan objectives.

Mr. Morgan responded to questions about Chemawa Activity Center development activity. He also answered questions about revenue received from the stadium.

6. DISCUSSION

6.1 Banners

Mr. Goesch, as the Chamber of Commerce representative, provided cost estimates to purchase banners and brackets for the 41 tall green poles and 40 pedestrian-scales posts along River Road. Using figures quoted by Kalamazoo Banner Works, the total amounted to approximately $58,000. It represented 5 banner changes a year. Mr. Goesch perceived that Kalamazoo would allow a discount based on the volume purchase. He suspected the total could come down closer to $50,000. A lesser number of banner changes, and possibly not putting banners on poles with the lighted Christmas decorations might also reduce the costs. Mr. Goesch solicited comment from the other members of the Board.

Mr. Morgan pointed out that the dollar amount would require going out to bid. He suspected that the bid process might result in a lower figure.

A discussion followed regarding the number of annual banner changes and the length of time before banners would have to be replaced due to wear and tear. Mr. Goesch had three concerns: storage, a budget to renew banners as they wear out, and responsibility for changeover of the banners seasonally. He confirmed that the Chamber would put up the brackets and do the lighted Christmas decorations every year. It was his expectation that the City would budget a sum for changeovers, and possibly let youth groups in town do the work.

Mr. Morgan confirmed that money to purchase the banners would come from the "signage and identity" account. $100,000 was budgeted to cover the banners, and also the gateway signs. Mr. Goesch pointed out that in many communities the downtown business association assumes responsibility for these types of decorations. He noted that Keizer businesses are not linked to form that kind of business association.

The Board discussed possible locations for storing the banners. The Old School House/Heritage Building was mentioned as a possibility. In addition to identifying a storage location, it was felt that the issue of on-going costs for storage and changeover needed to be addressed. It was felt that to start the process, it would be necessary to commit to banners on River Road for at least a decade. The Board also wished to have assurance that the business community would be supportive.

The possibility of implementing the banner program in phases was suggested--possibly beginning with focal points and slowly working up to covering the entire corridor. It was suggested that phasing might also allow opportunity for community feedback.

Mr. Goesch agreed to refine the proposal and bring it back for R3B to consider. Ms. Abbott suggested that Mr. Goesch bring the issue back in August or September.

6.2 South West Corner of River & Chemawa

Mr. Morgan noted that last month, R3B requested that the issue of the SW corner of River and Chemawa be placed on the agenda for discussion. He displayed a drawing of all the properties at the corner. He pointed out the locations of Boucher's Jewelers, Bakers Square, Keizer Outdoor Power Equipment, and a structure currently occupied by an automotive detail shop. He talked about the history of development at the corner, noting previous unsuccessful efforts to put together a plan for the entire corner.

Mr. Morgan noted that property owned by the Baker's is for sale, and the UNOCAL property is listed. Outdoor Power Equipment, even though they recently remodeled, now want to sell. Also, Boucher's have indicated some interest in participating in what will happen at the corner. They have talked about someday doing an access across the back of their property, but declined to participate in an access easement proposed by Payless Shoes that would have allowed Payless to develop at the corner.

Mr. Morgan brought to recollection staff's efforts a couple years ago, at R3B's suggestion, to facilitate a joint planning effort involving all the property owners at the corner. The group met and talked about possibilities. They agreed with the concept, but were unwilling to work together. Then, again in January 1996, R3B discussed the corner and what it could do to encourage something to happen that might meet some of its design goals. Issues discussed were bringing buildings out closer to the street and creating traffic access at the back; and, a pedestrian connection or link to the back. From that discussion came the idea for a parking lot in the back to maximize the buildable space. The concept of a city-owned and operated parking lot did not get far with Council. The property owners also rejected the idea of a joint effort to develop a parking lot.

Mr. Morgan commented on options available to the City to exercise some control over what will develop at the corner. He noted that the City/Urban Renewal Agency can acquire the land and wait for a developer to come along, or acquire it and request redevelopment proposals; it can buy the land and do something public with it, like a plaza; it can acquire all the properties and resell them; or, the City can control development with zoning.

Mr. Morgan responded to questions about the value of the properties. He noted that UNOCAL is asking $150,000 for the corner lot. He concurred with Mr. VanMeter that buying all three properties would be extremely costly. Not only would there be the cost of the properties, but there would be costs associated with relocating the Titus property (Outdoor Power and Equipment).

A discussion followed regarding the development potential of the corner, and the value of a rear access and parking. It was pointed out that the value and use of a parking lot would be determined by the type and success of any development at the corner.

Mr. Goesch voiced his objection to turning the landmark corner into a plaza and loosing the tax valuation advantages. Mr. Morgan pointed out that one option might be to do a combination corner plaza and seating for a restaurant. Mr. VanMeter suggested that Mr. Morgan put together some development options for R3B to consider. He liked Mr. Morgan's suggestion for some type of mixed use involving a landscaped area. Ms. Abbott saw merit in looking at options before meeting with the Council so that R3B can better communicate its vision. Mr. Morgan agreed that creating a few development schemes and costing them out might generate interest from a developer.

Mr. VanMeter suggested as scenarios: Outright purchase of the properties by the Urban Renewal District, to hold until approached with a development plan; a public/private partnership for redevelopment; and, ways the City might promote total private development. Also, that information be provided on the feasibility of the City's involvement in construction and operation of a parking lot.

> Mr. VanMeter moved that R3B instruct staff to approach consultants for preparation of a design and feasibility study for development of properties at the southwest corner of River Road and Chemawa Road. The motion was seconded by Mr. Grenz.

Mr. Martinez indicated that he would be supporting the motion only to find out what type of development can be done at the corner. He did not wish to see the City become involved in any type of partnership with private industry.

Mr. Goesch pointed out the marketability of the Baker property, the Titus property, and the UNOCAL property if they were to be assembled and under common ownership and cleared of structures. He saw the property as being ripe for renewal, R3B's basic charge.

> The motion carried unanimously by those members present.

Mr. Goesch requested that one of the options be to "bare ground" the properties.

7. ANNOUNCEMENTS AND AGENDA INPUT

7.1 Regular Meeting - July 23, 1997

Ms. Abbott noted that neither Mr. Morgan nor the recording secretary would be at the regularly-scheduled July meeting. She asked if the Board wished to cancel or reschedule the meeting.

It was the consensus to combine the July and August meetings as a lunch meeting on Wednesday, August 6 at 12 Noon. The agenda will include further discussion regarding banners, and if possible, an update on the status of the feasibility study. Mr. Morgan also saw a possibility for a grant proposal for the School House Square.

8. ADJOURN

The meeting was adjourned by Vice Chair Abbott at 8:45 p.m.