



# Keizer Revitalization Plan

## *Stakeholder Discussion Guide*

Hello and thank you for agreeing to meet with us to share your thoughts and knowledge related to the commercial and residential areas along our central commercial corridors. The City of Keizer is holding these meetings to learn from experts like you about: existing conditions along River Road and Cherry Avenue; goals for future development; market conditions for development; potential policy methods for implementing development goals; and the need for public investments to support desired development.

Our upcoming meeting is expected to be 45 minutes in length and will take place in a small group format with 3 to 5 people.

During the meeting we will discuss the topics listed below. No advance preparation is required but we thought you might like to look over topics before the meeting. Please note that the interview will focus on your expertise/experience. Accordingly, some questions will be answered with more detail than others.

### Discussion Topics:

#### Existing Conditions

1. What is your interest in, or experience with, River Road and/or Cherry Avenue and surrounding area? (e.g., business owner, business customer, live nearby, all of the above, etc.)
2. What's your general impression of River Road/Cherry Ave and adjacent development—how it looks, feels, functions, etc? What are the strengths and weaknesses?
3. Thinking about the land along River Road and Cherry Ave, does Keizer have too little or too much of the following:
  - Shopping
  - Professional services
  - Office buildings
  - Apartments
  - Townhouses
  - Gathering Places
  - Aesthetic appeal

#### Goals for Future Development

4. These are some of the goals identified in the Keizer Compass / Community Vision 2029 plan developed in 2009. How important are these goals, in terms of future development along River Road and Cherry Ave (e.g., very important, not important at all or somewhere in between)?
  - Increasing the supply of housing and providing a variety of housing options
  - Supporting local businesses
  - Encouraging a variety of transportation options including Cherriots, walking, and bicycling
  - Locating housing closer to jobs

- Supporting or encouraging mixed-use development
- Providing community gathering places and an identifiable downtown area
- Being a destination for visitors

5. What do you feel about how River Road and Cherry Ave should change?

#### Market Conditions for Development

6. Do you feel that the River Road/Cherry Ave corridor is a good location for new apartments and condos?
7. Monthly rents for new apartments may likely be higher than existing older buildings. Do you think there is demand for more new, possibly more expensive units within the corridor?
8. The current zoning allows for 3 and 4 story construction. How tall to you think is too tall for River Road/Cherry Ave (status Quo, some increase, or sky's the limit)?
9. We know that any/all population growth can bring additional traffic and impacts to public services. How do you feel about that?

#### Potential Policy and Investment Options

10. What should the City do to support businesses and improve livability along the River Road/Cherry Ave corridors? We'd like to hear your thoughts on the following potential actions:
- Changes to zoning, such as: increasing allowed heights; reducing parking requirements; allowing for mixing multi-family housing and commercial uses within an individual building or site (mixed use); allowing certain adjacent areas to be zoned for higher-density development; and becoming less prescriptive and more "performance" oriented with zoning requirements.
  - Providing more public spaces either with development or as a civic venture.
  - Improving infrastructure to support and entice growth within the corridor, or providing financial incentives.
  - Implementing more immediate, small-scale improvements such as clean-ups, street sweeping, wayfinding, etc.
  - Investing in outreach, marketing, or technical assistance to the business community for economic development.
  - Developing business retention and relocation tools to retain local business during periods of growth.
  - Storefront improvement support.
  - Hosting events to build community and attract visitors, such as farmers markets, festivals, or periodic extended-hours shopping and dining (i.e. First Fridays, etc.).

#### Other Ideas

11. Is there anything that we didn't talk about that you would like to share?