

Keizer Revitalization Plan

DRAFT Goals and Objectives/Policies

The **Keizer Revitalization Plan** should build on previous planning efforts in the study area where the goals, policies and recommended implementation actions continue to be relevant and desirable. The following plans have been reviewed and potentially applicable goals, policies and actions have been identified:

- Keizer Compass Vision 2029
- River Road Renaissance Plan
- Keizer Revitalization Plan purpose/objectives (scope)
- Stakeholder Outreach Meetings #1

The following draft goals proposed for the Keizer Revitalization Plan build on goals, policies and objectives from these sources. They are organized around the primary themes from the Keizer Compass Vision 2019 and include a number of the goals and objectives from that document, supplemented by goals and policies from the other sources listed above. They will be refined based on review by community members. More specific implementation strategies to achieve these goals also will be developed in later stages of the project.

A Thriving, Diverse Corridor

- *Zoning and land use regulations that provide opportunities for a variety of living-wage jobs.*
- *A range of goods and services for all.*
- *Supports existing businesses and new businesses including through implementation of public and private sector incentives, investments and partnerships.*
- *A variety of housing for the range of community member incomes, needs, and preferences.*
- *The creation of centers along the corridor, with transitions between them.*
- *A strong and unified identity communicated through streetscape design elements.*
- *Spaces for gathering and other places that celebrate the strength of community and family in the corridor.*

Thoughtful Growth and Redevelopment

- *Development (uses and design) that is consistent with Keizer's small-town character.*
- *A mix of uses that makes more efficient use of existing and new infrastructure.*
- *Proximity and mix of uses in development centers that community members can walk, roll, or drive (short distances) to access.*
- *Public improvements and private development that create an attractive, distinctive identity for the area.*

Excellent Transportation and Public Facilities

- *A balanced set of transportation options, including transit, walking, bicycling, and driving that provide good access the development centers and public spaces in the corridor.*
- *Transit access focused at development centers in the corridor.*
- *Enhanced safety and minimal conflicts between different types of transportation modes.*
- *Well-maintained roads that control and mitigate traffic congestion.*
- *Well-maintained streets, and bicycle and pedestrian facilities.*

- *Friendlier environments and slower traffic speeds that help facilitate walking and rolling on River Road and Cherry Avenue, through landscaping, crossings, and fewer driveways.*
- *Enhanced access to parks and the creation of gathering spaces that are accessible to all community members.*