

The Keizer Community's Vision for River Road

River Road is the heart of Keizer with high density mixed use nodes that are user friendly, safe, inviting and interesting. River Road is a place to remember because of its numerous points of interest, quarterly festivals, diverse businesses, and friendly ambience – an extraordinary place in which to be! River Road demonstrates that Keizer is a community that does things together and fully reinforces the Keizer community's values of Spirit, Pride, and Volunteerism.

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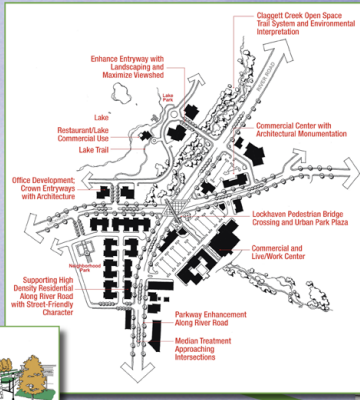
RIVER ROAD RENAISSANCE A Community Driven Vision Plan

Overview of the Vision Plan

A vision shows where we want to go; a plan explains how we get there. The achievement of a desirable future begins with a vision of what can be. Keizer is a community that respects and appreciates its history, its environment, and the people who live in and visit the area. River Road is the community's center for cultural heritage, commerce, and civic life. The River Road Renaissance Vision Plan is about the community's commitment of individual and collective action to accomplish economic and physical revitalization within the River Road corridor and each of its five districts: Gateway North, Lockhaven/Claggett Creek, Chemawa, Sunset Triangle, and Gateway South.

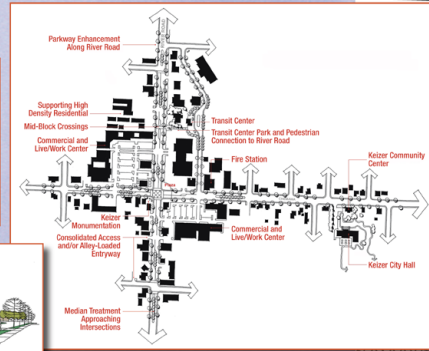
Lockhaven/Claggett Creek District Profile

As a significant point-of-entry into the community from Interstate 5, the Lockhaven/Claggett Creek District is envisioned by the community to leverage the activity, assets and opportunities of the River Road and Lockhaven node. To improve the vitality of businesses in the district, the community desires higher density housing within the node, restoration of Claggett Creek as an amenity toward which development is oriented, the installation of integrated transit stops, and the introduction of pedestrian-friendly features that make the district a more enjoyable place to be.



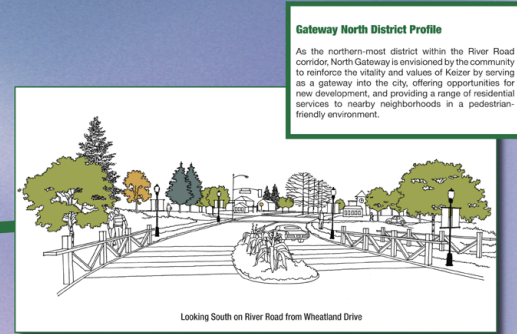
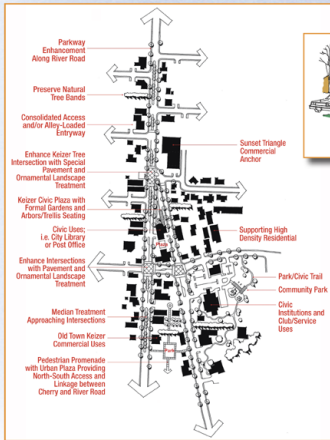
Chemawa District Profile

With River Road and Chemawa serving as a major activity node in the City of Keizer, the community envisions this district as one that realizes an increased level of intensity (in order to increase the district's vitality) through the conversion of underutilized areas (vacant parcels, empty portions of parking lots, etc.) into mixed use or higher density development, a sharpened focus on pedestrian-friendly design features, introduction of a transit center and enhanced traffic safety improvements to reduce accidents and injuries (i.e. strategically placed landscaped medians, redesigning problematic points of ingress and egress to/from commercial centers, enhanced transit pullouts, etc.).



Sunset Triangle District Profile

The Sunset Triangle District is recognized by the community as being unique due to its existing urban fabric (i.e. bounded by Cherry Avenue and River Road in a manner forming a triangle), presence of civic-minded uses (e.g. Eagles, Elks, American Legion, etc.), and its eclectic character. The community envisions this district as a very walkable and creative area – reminiscent of a traditional downtown area – that offers residents and visitors with an alternative, exciting environment in which to live, work, and play.

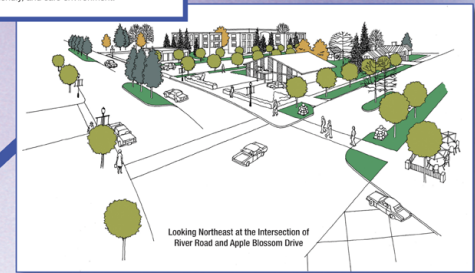


Gateway North District Profile

As the northern-most district within the River Road corridor, North Gateway is envisioned by the community to reinforce the vitality and values of Keizer by serving as a gateway into the city, offering opportunities for new development, and providing a range of residential services to nearby neighborhoods in a pedestrian-friendly environment.

Gateway South District Profile

As a major entryway to the City of Keizer, the Gateway South District is envisioned as an area that includes stable neighborhoods with a range of housing choices, destination commercial uses (including entertainment, dining, service, etc.), employment opportunities in light industrial and business park settings, and an enhanced visual environment reinforced through a walkable, pedestrian-friendly, and safe environment.



| LEGEND | |
|--------|-------------------------------------------------------------------------------|
| | River Road Project Area |
| | Gateway North Monumentation |
| | Gateway South Monumentation |
| | River Road District Nodes |
| | Median Treatment |
| | Strategic Improvements (Signage, Landscaping, and Placemaking) |
| | Claggett Creek and Trail System (Open Space and Environmental Interpretation) |
| | Pedestrian Bridge (Along River Road at Gateway North) |
| | Street Bridges (Along River Road at Cherry and Wittenberg) |
| | Water |
| | Schools |
| | Parks |
| | Civic Institutions |
| | Gateway North District |
| | Lockhaven/Claggett Creek District |
| | Chemawa District |
| | Sunset Triangle District |
| | Gateway South District |

Spirit, Pride, & Volunteerism ... Be a Part of Implementing the Vision for River Road!

The River Road Renaissance Vision Plan is about improving the livability of an already special community, by enhancing its pedestrian-oriented qualities and reinforcing its sense of place. It is about citizens daring to dream and their willingness to work together to attain that dream. It is about collaboration between public agencies and private organizations, and partnerships between residents and businesses. It is about people with diverse interests, backgrounds, resources, and ideas coming together to forge new paths for the good of the community. Most importantly, it is about people striving to understand others' perspectives and, together, journeying towards a better quality of life. For more information on how you can be a part of implementing the River Road Renaissance, please:

Visit the City of Keizer at
930 Chemawa Road NE, Keizer, Oregon 97303
View the City of Keizer website at www.keizer.org
Call the City of Keizer at 503.390.3700