

CITY OF KEIZER

Proposed by Initiative Petition

24-314

Prohibits large retail buildings except in Keizer Station Area A

Question: Shall city law be changed to prohibit retail buildings over 65,000 square feet except in Keizer Station Area A?

Summary: This measure would adopt the following quoted language: "No retail building larger than 65,000 square feet including indoor space and outdoor and temporary display space, shall be permitted in the City of Keizer outside of the area identified in the City of Keizer, Keizer Station Plan as Area A of Keizer Station, which is bordered by Labish Ditch to the north, Chemawa Rd NE to the south, Interstate 5 to the east, and the Portland & Western Railroad tracks to the west." Currently, most of Keizer's zones have no direct limit on retail building size. The Mixed Use zone limits certain retail buildings to a maximum of 10,000 square feet, but allows buildings over that limit if non-retail buildings are also constructed. This measure would prohibit retail buildings larger than 65,000 square feet in any zone, unless the building is located in Keizer Station Plan Area A.

Explanatory Statement:

If approved, this measure would prohibit retail buildings larger than 65,000 square feet in the City of Keizer, except in Area A of Keizer Station. Keizer Station Area A is bordered by Labish Ditch on the north (near the Volcano Baseball Stadium), Chemawa Road Northeast on the south, Interstate 5 on the east, and the Portland & Western Railroad tracks to the west. It is the area where the current Lowe's and Target stores are located. Unless current buildings are replaced or remodeled, there is no existing bare ground large enough in Area A to accept a retail building of 65,000 square feet without rezoning some of the land, amending the Area A Master Plan Order, and/or amending Keizer's land use regulations.

Currently, Keizer has few direct limits on retail building size. Retail building size is indirectly limited because building lots must be large enough to include not just the building itself, but required landscaping, parking, and setbacks of the building from the property lines.

Keizer's Mixed Use zone prohibits buildings over 10,000 square feet generally, but current regulations allow retail buildings over that size if certain non-retail/non-single family residential (mixed use) buildings are also constructed in the same area. If approved, this measure would prohibit retail buildings in excess of 65,000 square feet (except for Keizer Station Area A) regardless of the construction of mixed use buildings.

A "Yes" vote adopts the large retail building prohibition. A "No" vote keeps current city land use regulations unchanged.

E. Shannon Johnson
City Attorney
City of Keizer

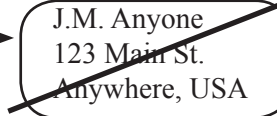
REGISTRATION INFORMATION

- **New registrations** needed to be completed and postmarked by February 15th, 2011.

If you have questions about registration or voting, contact the Elections Office.

IMPORTANT BALLOT INFORMATION

If a ballot has been delivered to your address and it is addressed to someone who does not live at your address:

1. Mark through the address like this: 
2. Return to your mailbox, post office or letter carrier.

Notify Marion County Elections **BEFORE** voting the ballot delivered to you if:

- Your name is different than that on the label; or
- Your residence address has changed; or
- You have added, deleted or changed a mailing address.

REVIEW THE BALLOT PACKET

It should contain the following additional items:

- Printed ballot
 - A pre-addressed Return & Secrecy envelope
- If any items are missing, contact Marion County Elections.

INSTRUCTIONS FOR VOTING YOUR BALLOT

To make sure your vote counts:

- Use a black ballpoint ink pen. **DO NOT** use a felt tip pen to mark your ballot.
- Mark the arrow with a single line. Do not make multiple/heavy marks. Vote the ballot on a hard surface.
- To vote on a measure, complete the arrow pointing to either the "YES" or "NO",



FOR YOUR BALLOT TO BE COUNTED

- Mark your ballot according to voting instructions.
- Use your secrecy envelope.
- Your brown return ballot envelope **must be signed**.
- Your ballot must be received in the Elections Office or an Official Ballot Drop Site by 8:00 P.M. on Election Day. **POSTMARK DOES NOT COUNT.**



MARION COUNTY VOTER PAMPHLET

March 8, 2011 Special Election

Bill Burgess, Marion County Clerk
4263 Commercial St. SE, #300, Salem
Phone: 503-588-5041 or 1-800-655-5388
TTY/TDD: 503-588-5610 FAX: 503-588-5388

E-Mail: elections@co.marion.or.us
Website: <http://www.co.marion.or.us/CO/elections/>

Do Not Forget To Sign Your Return Ballot Envelope.

Official Marion County Drop Sites

Ballots for City of Keizer voters will only be issued from the Marion County Elections Office, 4263 Commercial St. SE, Room 300, Salem. The following Marion County Ballot Drop Sites are open normal business hours beginning on February 18, 2011 and until **8:00 PM on Election Day, March 8th, 2011.**

Keizer City Hall Mon - Fri
930 Chemawa Rd. NE, Keizer 8 AM - 5 PM

U.S. Bank - Keizer Mon - Fri
5110 River Rd. N, Keizer 9 AM - 6 PM

Marion County Elections Mon - Fri
Inside Service Only 8:30 AM - 5 PM
4263 Commercial St. SE, # 300, Salem
Election Day, March 8th 7 AM - 8 PM

If you have a disability or are otherwise unable to mark your ballot, you may contact the Elections Office for assistance.

Argument in Favor:

Keizer was originally founded as a city because residents wanted a voice in how local government was funded and how their neighborhoods were developed. After much feedback from people throughout Keizer, the plans for Keizer Station were specifically designed to minimize the impact of the retail development on the surrounding neighborhoods. In 2008, despite the testimonies, letters and petitions signatures to the contrary by hundreds of residents from throughout Keizer, Keizer City Council changed the rules for mixed-use areas throughout the city to satisfy the needs of a developer who would like to build a big box store along Chemawa Road.

Keizer Development code states mixed use is designed to “support transit use and provide a buffer between busy streets and residential neighborhoods.” “Development is intended to be pedestrian-oriented.” (Keizer Development Code, page 89) City Council’s change 3 years ago allows buildings of greater than 135,000 square feet to be built in any mixed-use area in Keizer. (Buildings were formerly limited to 10,000 square feet.) Retail stores this large do not belong in or adjacent to neighborhoods.

If passed, this measure will require big box stores over 65,000 square feet to be located in Area A of Keizer Station and not allow them to be scattered throughout the city or on River Road. Big box stores can generate between 4200 and 7200 car trips per day. Our local streets and neighborhoods cannot support that amount of increased traffic.

This measure is NOT a ban on big box stores. It does NOT prevent a collection of stores such as is found in Keizer Village.

Keizer’s local businesses support our schools and youth programs and employ our neighbors and kids. We need to protect our River Road businesses and our neighborhoods. This measure gives Keizer citizens the ability to responsibly manage growth and preserve the livability of our city. Keep Keizer Livable is asking you to vote yes on Measure 24-314.

(This information furnished by Kevin J. Hohnbaum, Keep Keizer Livable)

Argument in Opposition:

The Keizer community needs to continue to become more and more vibrant and customer friendly in the kinds of businesses and activities we have here to support our community.

The time, gas, and money that the average Keizer resident wastes when they want to go to a discount store, and have to drive at least eight or nine miles roundtrip, is ridiculous. We need to vote “no” on measures that will kill potential businesses in Keizer that meet the needs of Keizer citizens.

Even if we don’t want to bring “big box” stores here now, it would be foolish and very disappointing to close the idea for having something else here in the future. What about big churches or big community centers? This initiative would also limit those.

We are losing jobs, time, and money to other communities and we need to more fully develop our own community, not others. We need to work together to bring in new jobs and more economic development to our community! Let’s keep all options open on how to creatively improve our city.

Please vote “no”.

Jennifer Skipper
Keizer Resident

(This information furnished by Jennifer Skipper)

Argument in Opposition:

There has been a lot of discussion recently about the growth of the Keizer community and the role that “big box” stores might play in that growth. The facts are clear: our community needs a mix of big and small business if we are going to compete with other communities around the state. These businesses create jobs in our community and support our local economy.

We know from the market research that Keizer residents are regularly shopping in the big box stores so the question is whether we want to just lose that business in our community or do we want to be competitive and have them do their shopping in Keizer. Keeping them here will help support other businesses as they stay in the community more!

Finally, the economic impact of keeping Keizer people in Keizer, shopping at their local stores, is enormous. We all save in the areas of fuel and time. Big Box stores are going to be built and supported, we need to make them a win-win for Keizer.

Sincerely,

Billy Liebertz

(This information furnished by William J. Liebertz IV)

Argument in Opposition:

To the Voters of Keizer,

If Keizer is going to keep developing as a City, we need to strengthen our tax base without increasing our taxes to residents. This is only possible if we are competitive in our mix of businesses which serve our residents.

Voters need to carefully consider the measure which limits the growth of big box stores in our community and limits the jobs and taxes which we can bring to Keizer. The only real way our City can grow and prosper is if we continue to adequately support the fire and police and city services which are available. This will not happen if we severely limit the size of the businesses that come to Keizer.

Large new businesses like Ikea, Cabella’s or Trader Joe’s would fit nicely into our community and keep our taxes at reasonable levels. Keizer Station already has been a welcome addition to my family and our community by saving us time and money in getting us good shopping alternatives. We need more of these alternatives. We should not let one neighborhood decide what is right for all of Keizer. And, we should not vote for measures which will limit new taxes and jobs which we need to have available here.

The intent of this measure is to also limit other large buildings from being built in Keizer, like schools, churches, and community centers. It is not good for Keizer. Please vote no.

Josh Wells
Keizer Resident

(This information furnished by Joshua A. Wells)

**The printing of these arguments do not constitute an endorsement by Marion County nor does the county warrant the accuracy or truth of any statements made in the arguments.
Marion County does not correct errors in spelling or grammar.**