HOUSING / OPPORTUNITY BRIEF

Test a neighborhood where walking is part of daily life.

Investigate whether the Rifle Range candidate can support homes with useful outdoor space, safe walking connections and modest neighborhood services. Start with the land-use and infrastructure questions. A good neighborhood plan must fit the land, serve residents and make sense alongside the area's employment needs.

PUBLISHED INVENTORY CANDIDATE · LAND-USE AND OWNER REVIEW FIRST

City business-land inventory candidate R40164, 0 NE Rifle Range Street, Roseburg

Open the location in the interactive map

Representative center of the published inventory polygon. It is not a surveyed parcel boundary or evidence that land is offered for sale.

The proposed experience

No defensible unit count or net buildable acreage has been established. The 11.43-acre inventory entry is a gross land reference, not a housing yield.

- Homes oriented toward comfortable paths, shade and shared outdoor space.
- Connected sidewalks and crossings that reach destinations beyond the site boundary.
- Secure bike storage, practical vehicle access and room for deliveries and emergency services.
- A housing mix and price range informed by current local need and achievable costs.
- Small local services only where land use, customer demand and compatibility support them.

What the public record says

The City's public inventory identifies R40164 as 11.43 acres, with an Industrial comprehensive-plan designation and MU zoning. Its layer was last edited January 8, 2025 and was retrieved November 10, 2026. [1]

The record marks water and sewer available, sidewalks and a fire hydrant absent, and traffic Not Assessed. These inventory fields do not confirm current capacity, conditions or development costs. [1]

The code allows MU under both Commercial and Industrial plan designations, and its use table includes conditional multifamily housing and certain housing with commercial uses. Those provisions do not approve a project here. [2]

Traffic evidence

Traffic not assessed in City inventory

No verified count is attached to H3. Commission the relevant street and junction observations after a credible use and site program exists. A road count elsewhere in Roseburg would not establish access capacity here.

A clear view of what is ready.

Public information makes this worth investigating. These six tests determine whether it can move from a proposal to a deliverable project.

Property participation

Unknown

Sale availability, current parcel/title status, owner interest and access permission have not been established. A City inventory entry is not owner consent or a listing.

Land-use pathway

Staff review first

Confirm the current parcel, zoning, jurisdiction and applicable overlays. Ask staff whether the intended housing form has a lawful approval path under the present designations and what findings or amendments, if any, would be required.

Buildable land and services

Not demonstrated

Verify land boundaries, soils, drainage, environmental conditions, utility capacity, fire access and off-site improvements. Inventory availability fields are not engineering certifications.

Housing demand

Study needed

Measure current demand by household type, tenure and affordable price or rent. Match that evidence to buildable yield and delivery cost; do not assume all regional residents are prospective households.

Delivery team

Developer sought

No housing developer, manager, civil engineer or community partner is appointed. Seek a team with relevant completed projects and a credible maintenance plan.

Finance

Not established

No land price, infrastructure estimate, development budget or capital commitment exists. Do not publish a project return or subsidy requirement before those inputs are known.

The next decision

Decide whether this land deserves a housing feasibility study.

A short written land-use and parcel review, voluntary owner indication and initial services/access screen comparing housing suitability with employment-land retention.

ADVANCE WHEN

Proceed to a concept layout only when the current property can be identified, the owner is willing to discuss it, a credible approval path exists and initial infrastructure findings do not rule it out.

REWORK OR PAUSE WHEN

Stop or select another candidate if owner participation is unavailable, current parcel records no longer match the inventory, infrastructure costs overwhelm feasible housing economics, or employment use is the stronger choice.

Make the proposal concrete.

A practical sequence

1. Confirm the candidate

Reconcile the published inventory with current parcel/title and planning records; obtain voluntary owner participation.

2. Establish the lawful use and public value

Review housing options and employment needs with the City, including whether an existing-use pathway is available.

3. Design around real constraints

Use surveys and utility/access findings to prepare a walkable layout, housing mix and off-site improvement scope.

4. Decide whether it can be delivered

Compare achievable household prices with land, construction, infrastructure, operating and finance costs before pursuing approvals and construction contracts.

Required studies

- Current title, survey and parcel reconciliation against inventory R40164 / map reference 27-05-17CA-01900.
- Written City land-use review covering the intended housing type, employment-land implications, overlays, access and any required application.
- Topographic and geotechnical work, environmental screening and verified drainage/wetland/flood constraints.
- Water, sewer and fire-service capacity with costed extensions or upgrades; coordinate the actual providers.
- Traffic and access study, sidewalk and crossing continuity, emergency access and connections to daily destinations.
- Housing needs, achievable rents or prices, absorption, net developable yield and a phased development pro forma.

The financial test

Publish a budget only after the parcel, housing program and infrastructure scope are established. Separate land, buildings, streets/sidewalks, utility upgrades, professional fees, contingency, finance/carry and long-term common-space maintenance. Assess public assistance against a defined public benefit and a verified funding gap, not an assumed grant.

What residents should gain

Judge a proposal by homes people can realistically occupy, safe connections outside the boundary, useful outdoor space, compatibility with neighbors and lasting maintenance. Do not count a housing allocation as delivered homes.

Bring experience. Bring evidence.

The delivery team sought

- A housing developer with completed walkable infill or mixed-use projects
- A local land-use planner and civil engineer
- A voluntary property participant able to authorize diligence
- A housing operator or management team with a clear maintenance and affordability approach

Read this brief online and share relevant experience

Sources and review dates

[1] City developable business lands GIS - R40164

https://services7.arcgis.com/jFkuwQwKKhg01E9K/arcgis/rest/services/Developable_Business_Lands/FeatureServer/0/query?where=Property_I%20%3D%20%27R40164%27&outFields=*&returnGeometry=false&f=pjson

Reviewed 2026-11-10. Public GIS feature retrieved directly. Data date: 2025-01-08.

[2] Roseburg Municipal Code, Chapter 12.04 - districts and overlays

https://ecode360.com/43092084

Reviewed 2026-11-10. Code publisher page retrieved.

THE MARKET STILL HAS TO BE PROVEN

104,511 residents in the selected 2020 Census ZIP Code Tabulation Areas. A reproducible historical regional population baseline, not Roseburg's city population, a current estimate, a demonstrated retail trade area or a count of likely customers.

Define a separate catchment for each proposal using travel times, competing services, household characteristics, customer research and achievable pricing. Survey interest is self-selected and does not establish a representative market share.

Population geography, calculation and source method

WHAT THIS REVIEW DOES NOT ESTABLISH

The GIS feature is accessible, but its dataset is older than the retrieval date. No current owner/title confirmation or site inspection was obtained. Direct County lookup for R40164 could not be retrieved in this review. Nothing here establishes availability, entitlement, utility commitment, unit yield, a development agreement or an opening date.

This is a housing suitability study. Retain employment use if that is the better public and commercial outcome, and evaluate another housing location. A rendering cannot decide land use, density or infrastructure capacity.

Three initial development briefs for discussion with qualified owners, operators and development teams. These are independent GRT proposals, not municipal projects, property offerings or solicitations for investment.