

Bend Central District MMA - Memorandum

To: Wendy Robinson, City of Bend
From: Matt Hastie and Serah Breakstone, Angelo Planning Group
Copy: Devin Hearing, Rod Cathcart, Oregon Department of Transportation
Date: November 20, 2013
Re: **Tech Memo #3 Goals & Objectives - Revised DRAFT**

Overview

The Goals and Objectives for the Bend Central District MMA will guide development and design of the multi-modal mixed use area (MMA) transportation and land use concepts. There are two types of goals and objectives identified in this memo. Project goals and objectives focus on establishing the MMA and ensuring a comprehensive and meaningful public involvement process. The Study Area goals and objectives focus on the design of the transportation system, mix of land uses, urban design concepts and parking strategy.

Project Goals & Objectives

Multimodal Mixed-Use Area

- Establish a proposed boundary for the Bend Central District Multimodal Mixed-Use Area (MMA).
- Identify goals and objectives for the MMA that will promote development and redevelopment of a mix of uses and guide design and construction of an efficient, safe and convenient transportation system for all modes, including vehicles, transit, bicycles and pedestrians.
- Enable development of at least 500 new housing units, including affordable housing, within the Bend Central District, at an average development density of at least 12 dwelling units per acre.
- Develop and execute a public involvement and education plan with a focus on the purpose, potential use, impacts and implications of implementing an MMA.
- Establish an implementation plan that includes draft amendments to the City's General Plan, Transportation System Plan and Development Code.

Public Involvement

- Use a variety of strategies to educate and involve the public throughout the duration of the project to solicit ideas, solutions and comments on draft work products. Strategies include advisory committee meetings, use of a Project Website, media releases, public meetings and workshop, stakeholder interviews and communication or presentations to community groups and business and property owners.

- Ensure that the public involvement plan provides for fair treatment and meaningful involvement of all citizens, with the broadest participation possible, including opportunities for involvement of disadvantaged populations.
- Form a Technical Advisory Committee and Project Team to provide oversight and guidance for city staff and consultants and to contribute technical information and local knowledge to the project.

Study Area Goals & Objectives

Transportation

- Ensure an appropriate balance between traffic mobility, congestion and the ability to meet land use and development goals in the area, consistent with community goals and priorities.
- Ensure high-quality connectivity to, from and within the area for all travel modes (vehicles, pedestrians, bicyclists, transit), improving links with the employment/industrial district to the north, the Historic Downtown Core, and the Mill District to the south.
- Develop a set of future transportation-related performance measures, including targets for the share of bicycling, walking and transit trips within or to and from the planning area.
- Support a system of different types of streets with accompanying cross-section designs, access control and improvement concepts to implement the City's Transportation System Plan (TSP).
- Plan for safe, comfortable crossings of 3rd Street at signalized intersections for pedestrians and cyclists with a full range of ages and physical abilities.
- Plan for safe, comfortable crossings of Olney, Revere, Franklin and Greenwood Avenues at key intersections within the Central District.
- Identify strategies to provide for strong connectivity within the Central District, including creating a combination of shared use pathways, walkways along all streets, as well as connecting roads that were previously vacated.
- Address implementation of city and/or ODOT access management policies (e.g., driveway consolidation, access off side streets, etc.).
- Consider using alleyways for deliveries, pedestrian access, and stormwater management.
- Incorporate recommendations for a way-finding program or strategies that will assist motorists, bicyclists, pedestrians and transit users in locating key destinations within and outside the Bend Central District.
- Incorporate transportation demand management strategies into the MMA plan (e.g., carpooling, telecommuting, flexible work schedules, etc.).
- Integrate city-wide bicycle and pedestrian planning recommendations in to the MMA plan.
- Incorporate Bend's unique character and culture in recommendations for public improvements.

- Further assess and consider implementing transportation and other improvements in the 3rd Street Corridor, as appropriate:
 - Consider revitalization of 3rd Street into a two-way, tree-lined boulevard with on-street parking, bicycle lanes, planter strips, and wide sidewalks fronting active retail opportunities.
 - Evaluate the potential need and support for turning 2nd and 4th Streets into a one-way couplet system that helps focus the movement of traffic, with 3rd Street becoming a “great street” with centers of higher-density, mixed use development.
 - Assess the potential benefits, costs and viability of transforming 2nd, 3rd, and 4th Streets into “green streets” that incorporate storm water treatment facilities within the public right-of-way.

Land Use & Urban Design

- Establish a mix of land uses in the Bend Central MMA that supports greater levels of pedestrian activity, associated with shopping, dining, working and living in the area.
- Ensure a variety of residential development types possibly including low to mid-rise multifamily, high rise multifamily, housing over ground-floor retail or commercial uses, and areas of live/work units.
- Identify a network of open spaces such as gathering places, linear green spaces, pocket parks or other small open spaces, and trails that connect to and within the Bend Central MMA.
- Explore limiting or prohibiting low-intensity uses within the MMA.
- Plan for a transition from higher densities and building heights in the area to the residential neighborhood east of 4th Street by limiting building heights and development intensities in this area.
- Meet MMA requirements associated with residential density.
- Incorporate Bend’s unique character and culture in future public and private improvements.
- Identify strategies to overcome potential barriers to future development or redevelopment in the Central District.
- Ensure that urban form and design is consistent with the Performance Guidelines for the Bend Central District as established in the Central Area Plan (see Appendix A).

Parking Strategy

Establish a parking strategy for the MMA that includes the following elements:

- Identify potential locations for shared public parking facilities that can serve multiple projects and reduce the overall need for parking and for parking on specific sites within the district (e.g., office users parking during the day and residents, visitors or others using retail business on evenings and weekends).

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- Evaluate the potential for implementing modified parking standards that reduce parking requirements in the MMA and encourage more trips by foot, bicycle or transit.
- Address on-street and off-street parking needs and requirements.
- Ensure that surface parking lots incorporate landscaping, pedestrian pathways and other features to enhance their attractiveness and use for multiple purposes.