



MEETING AGENDA

# URBAN RENEWAL ADVISORY BOARD

MEETING DATE: May 14, 2019  
MEETING TIME: 12:00 PM to 3 PM  
LOCATION: Bend Municipal Court, 555 NE 15<sup>th</sup> Street  
STAFF LIAISONS: Allison Platt, Senior Planner  
Matt Stuart, Urban Renewal Project Manager

## AGENDA

1. **Welcome, Introductions** (5 min) – Chair Dale Van Valkenburg
  - a. Review and approval of previous minutes
2. **Public Comment** (10 minutes) – Chair Dale Van Valkenburg
3. **Where We Are in the Process** (brief) – Joe Dills, APG, Committee Facilitator
4. **Guiding Principles Closure** (Action item, 5 min)

*The edited Guiding Principles are in the packet. Joe will check in with the group briefly, asking if they are good to go. Then a vote will be taken.*
5. **Development Feasibility Follow-up** (Informational item, 15 minutes) – Alex Joyce, Cascadia Partners

*This item will present further information on development feasibility, exploring the question: "If zoning constraints are reduced and public amenities are added to the area, how might that affect development feasibility?"*

  - a. Presentation and URAB discussion
6. **Urban Design Framework** (Directional item, 30 minutes) – Ken Pirie, Walker Macy

*The Urban Design Framework is a set of graphic descriptions and recommendations intended to help guide URAB's discussions about future development and investments in the area. It is a follow-up to the urban design analysis presented at the last meeting.*

  - a. Presentation and URAB discussion
  - b. Check in with URAB: Is this on the right track? Do you have changes or refinements to suggest?
  - c. Straw poll check-in on refinements and changes. With that direction, the team will prepare a final document.
7. **Project Types and Priorities** (Directional item, 60 minutes) – Lorelei Juntunen, ECONorthwest

*This item is a first discussion of potential priorities for urban renewal investments. Please see the memorandum in the packet. Staff will present the results of the pre-meeting on-line*



## MEETING AGENDA

*feedback from URAB members. As noted below, URAB will also discuss Core Area transportation projects that should be considered in the Transportation System Plan update.*

- a. Presentation – Overview and summary of on-line feedback received
- b. URAB discussion – why members prioritized the way they did
- c. Check in: does today’s discussion change your priorities? If yes, a brief “priority update” exercise will be done
- d. Transportation Projects – Allison Platt and City staff

Staff will give a brief presentation, followed by URAB discussion and direction on Transportation to identify projects to serve the Core Area to be considered for the Transportation System Plan (TSP). Prioritization will come later in the process for both groups. Please see the memo in this packet, and link to the on-line Storymap.

### 8. Break (5 min)

### 9. Preliminary Urban Renewal Boundary (Directional item, 40 minutes) – Lorelei Juntunen

*This item is a first discussion of a potential Urban Renewal District boundary. Please see memorandum in the packet.*

- a. Presentation and URAB discussion
- b. Listing of refinements to the boundary (if any)
- c. Closure vote on preliminary boundary to use for the purpose of sharing with the community, and, preparation of initial technical analysis

### 10. Public Comment (10 minutes) – Chair Dale Van Valkenburg

### 11. Next steps/close

- a. Next event: Community Open House – June 15, 2019, 10 a.m. to Noon
- b. Next URAB meeting – August 13, 2019
- c. Adjourn

Supplemental reading for the meeting includes the following:

1. Project Type Examples Memo
2. Potential Core Area Infrastructure Project List

Please contact Allison Platt if you have any questions or comments.



#### Accessible Meeting Information

This meeting/event location is accessible. Sign language interpreter service, assistive listening devices, materials in alternate format such as Braille, large print, electronic formats and CD Formats, or any other accommodations are available upon advance request. Please contact Allison Platt at [aplatt@bendoregon.gov](mailto:aplatt@bendoregon.gov) or 541-322-6394. Providing, at least, 3 days’ notice prior to the event will help ensure availability.



**URBAN RENEWAL  
ADVISORY BOARD MEETING #2**

# MEETING MINUTES

MEETING DATE: April 2, 2019  
 MEETING TIME: 12:00 PM to 3 PM  
 STAFF LIAISONS: Allison Platt, Senior Planner  
 Matt Stuart, Urban Renewal Project Manager

## AGENDA

### 1. Welcome, introductions

**Roll Call:** Dale Van Valkenburg, Whitney Swander, Adam Bledsoe, Dennis Pahlisch, Steve Porter, Elise Jones, Sonja Porter, Tim Page, Craig Davis, Tim Neville, Robin Vora

Zak Sundsten, alternate

Sarah Bodo, Sharon Smith, Joe Viola, Todd Dunkelberg, ex-officios

Councilors Campbell and Livingston

- a. Review and approval of previous minutes

Approved by consensus.

### 2. Public Comment

Sherry Redgrave, representing Central Oregon Center for the Arts. Hoping to create a multi-purpose visual and performing arts venue. Partnering with Rene Mitchell, Scale House. Workshops would be hosted there as well as Bend Design Conference.

Moey Newbold, Central Oregon Landwatch. Over past couple of years, Landwatch has been collaborating with other groups and doing community outreach regarding Central Area. Submitted background documents to public comments

Katherine Austin, architect and on Affordable Housing Advisory Committee, stated it is important to maintain flexibility in ordinances, codes and worries about artists being pushed out.

### 3. Guiding Principles – Allison Platt/Joe Dills

Joe Dills, consultant: where we are in process. Setting the stage for 3 components: studying urban renewal, urban design analysis and economic feasibility analysis. June 15<sup>th</sup> public workshop: existing conditions, urban design, development feasibility.

- a. Staff briefing and URAB discussion

Guiding Principles

- Area where people can live, work and play.



- Plan leads to direct outcomes and is implemented.
- Area connects east and west sides of Bend.
- There is affordable housing for all income levels.
- Walkable area with a balanced transportation system.
- Public investments support and catalyze private development.
- Transparent and open public process. Spread benefits evenly.

Discussions regarding points that need to be added or expanded:

Add north/south as well as east/west connectivity. Include addressing congestion to transportation principle. Add incentives and appropriate timing. Ensure sustainability and environmental considerations are included in design. Protect affordability of services and businesses in addition to affordability of housing. Allison will add these points and re-word.

b. Approval

**Motion – Dennis Pahlisch made motion that these are the intended guiding principles for the planning area. Staff will update as discussed and bring back to next meeting. Adam Bledsoe seconded. All were in favor.**

**4. Urban Renewal Background – Lorelei Juntunen, ECONorthwest**

a. Presentation and URAB discussion

Financial feasibility requirement – show enough revenue coming in to cover project costs. Maximum indebtedness (MI) number must be noted and can't exceed. Number is derived from project list. Want to have high enough MI that there is flexibility but also want to set it at a level that creates an expectation that projects can be accomplished.

Question asked as to whether there was a downside to setting a high MI level other than community expectations/aspirations. Response was not really, except for the revenue forgone for the overlapping taxing districts.

Taxing districts and the city must consult and confer with taxing districts providing opportunities to comment. Allison mentioned the scope of work includes interviews with district boards and presentations to other taxing district boards with opportunities to comment prior to adoption of an urban renewal plan/report. There will be a lot of involvement with other agencies and departments throughout state. Allison has been coordinating closely with ODOT and City staff working on the Transportation System Plan (update).

Question asked if there is a typical length – about 20-30 years. Takes time to accrue funds and then pay off debt.

**5. Urban Design Analysis – Tiffany Swift, Walker Macy**

*The Urban Design Analysis graphically summarizes key existing and future conditions, and identifies urban design opportunities and constraints. It is a first "learning and synthesis" report. Following URAB's discussion, the team will prepare a draft Urban Design Framework – a set of graphic descriptions and recommendations intended to help guide URAB's discussions about future development and investments in the area.*



a. Presentation and URAB discussion

Character work and section analysis:

Central section includes Bend Central District and Greater East Downtown.

South section includes Greater KorPine and Wilson sub areas; os blocked by barriers of 3<sup>rd</sup> St, railroad and parkway.

North section includes Division subarea. Crisscrossed by railroad and roads. Auto centric area.

Existing districts: overall take? Very chopped up, too small to function. Potential of integration, connection, and cohesion into surrounding areas.

Central area – observations? There may be environmental concerns and size of parcels are prohibitive factors. May need some sort of environmental indemnification.

Downtown was a successful urban renewal project, what can be duplicated and what are issues.

Each district is developing own identity but there is a need to link them together.

Need to know what is happening with transportation to make decisions and define areas.

Allison stated there are 35 environmental clean-up sites in area, mostly along 1<sup>st</sup> Street. Most require no further action, according to the Department of Environmental Quality (DEQ). Only one site that is designated as a Resource Conservation and Recovery Act (RCRA) site. It was pointed out that studies need to be performed even if only considering developing on the property and studies cost money.

Question asked at what point do we talk about shrinking the district. First discussion will be at next meeting.

South observations: Old Mill connection. New urbanism already a part of district. Discussion of whether area needs as much help as other areas and whether it would be competing with other districts. Will happen faster and more intensely so good for a UR district. Do we keep big or focus down? Can use growth from one area and use in a different area. Pros and cons to both approaches.

Wilson: connections between KorPine and Wilson. Connectivity is important as part of whole area. Lots of young people moving in and they have a tendency to not use a vehicle. It was mentioned that this area seems like the oddest fit, is more of a neighborhood. What are we trying to turn into? Brian Rankin provided some history on the Return on Investment (ROI) study. For that study, to project potential tax increment, they needed to create a boundary. So they looked at what is happening within opportunity areas but also what is next to them. Need to address barriers. Remember that projects need to be in defined urban renewal area in order to be funded with urban renewal dollars.

Allison is in process of developing story map of all transportation projects. Need to know before we look at each area.

Division: Parking is a problem. Touches river but no access. Understands connection to south but going north seems like another project. It was mentioned that a viewing corridor would be great. Motels allow for housing for low income individuals. Would be a great loss if affected adversely.

**6. Development Feasibility Analysis – Alex Joyce, Cascadia Partners**



*The Development Feasibility Analysis identifies key economic drivers and indicators for development and redevelopment in the study area.*

a. Presentation and URAB discussion

A question was asked about the federal designation of opportunity zones- What are investors looking for? Opportunity zone fund managers are looking to take as big as bite as possible. They are looking for a bigger bite than exists around here. Not enough property of scale.

There is a fear that investors want to buy something, could have a negative impact on prices. Response: benchmarks must be met, project has to be in place and ready to go. Can fund businesses, public buildings in addition to real estate. What about non-profits? Incentives are geared toward market rate projects. Tax benefit is when sell. Could affect a non-profit with lease terms. There is a movement by some thinking about mission faced fund. Must have an income. Think about synergies between different projects.

Question asked about affordable housing and where should affordable housing be in this area (if map could be created). Allison mentioned that there is a dialogue beginning between URAB and AHAC Chairs. Allison cautioned that against concentrating affordable housing into one location. It is ideally spread out through various areas.

What is timeframe to talk about zoning? Is in scope to look at Development code edits to zoning and provide recommendations for future. Land use zoning changes require a more robust process; this project is an implementation of the Comprehensive Plan which had zone changes. This process could result in a recommendation for a zone change to document but it is not within the scope/budget of this project to do land use zoning changes.

**7. Sub Area Visioning – Allison Platt**

*The purpose of this item is to explore how the Guiding Principles might be implemented in the subareas. The discussion question to brainstorm is: "Looking 10-20 years out, what are the priority development and investment outcomes needed in each subarea."*

Today educational. All documents are living documents.

Wilson and Division sub areas need vision to move forward. Keep guiding principles in mind.

Greater east downtown: extension of downtown. Currently most walkable sub-area. What does it need: Hawthorne over-crossing to connect to BCD. Walkability. Low stress bike routes needed. A lot of owner/users exist in this area. Circulation will change with ODOT.

Bend Central District: what are priorities for this area? Opportunity for 3<sup>rd</sup> Street commercial strip to transition to a mixed use corridor. Need parking, even for bikes. Also need sidewalks. There are no greenspaces or urban parks. Need public facilities. Mentioned performing arts. Develop early on projects to spur developments. Currently 3<sup>rd</sup> Street is last place would use for bikes or walkability. Is it possible to do analysis of all entrances and exits off 3<sup>rd</sup> to look at access, and alley access. Redundant access points are dangerous. 3<sup>rd</sup> Street is a commercial corridor but has an overlay. Maybe focus on surrounding areas. Population growth means BCD needs a lot of housing. This area is an



eyesore in Bend and most visible so needs beautification.

Greater KorPine: Industrial to vibrant urban mixed use district. Existing high rent area and is well positioned next to Old Mill, will likely develop first. Needs to connect to other areas. It contains one parcel that is bigger than all of downtown Bend. Sewer project is being addressed.

Greenwood/20: Walkable mixed use corridor. Very close to Juniper Swim & Fitness, has good bones (intersection density, street grid). Need connectivity, more crossings and safer crossings. Greenwood/6<sup>th</sup> Street crossing being worked on by ODOT. Need to collaborate with ODOT. Bus stop improvements needed and increased transit opportunities. Mixed neighborhood zoning but lacks basic/neighborhood amenities (grocery store, etc). Maybe improve roads parallel to Greenwood. 8<sup>th</sup> and Greenwood highest incidence of collisions between bikes/pedestrians. Need to slow traffic. Slowing traffic would cause issues in other areas. People are by-passing Greenwood.

Division: has no current vision. Make walkable. Make more attractive. Create a connection to Deschutes River and Riverhouse area. Needs better lighting. It was noted that non-profits have moved into area. There is a view of river and access to public transit. Have to keep intention to keep affordable. Not only housing but jobs in area, service orientation.

Wilson: has highest concentration of residents. Housing needs revitalization. Is there a way to keep housing affordable, incentivize ADUs, work with housing organizations (Habitat)? Increase walkability and connectivity. Maybe add a Community Center. There are a few sidewalks. Will likely be a renter area, need to take some of the cost off of property owners. Need owner-occupied vs renter data for this area. Need to connect to KorPine.

## 8. Public Comment

Jacob Onat: Business owner on 1<sup>st</sup> street. Would like to see how this process might incentivize private investments. How to streamline permitting process. What incentives are there for industrial to move? Mixed employment. Need to expedite process. Go after lower hanging fruit first.

Moey Newbold: be intentional about gentrification. She is glad that Board is thinking about housing. Don't forget about neighborhood associations, sidewalks, bikes. COLW is creating BCD Visionary Board.

## 9. Next steps/close

- a. Next URAB meeting – May 14, 2019. Visioning discussion, guiding principles, urban renewal prioritization. Draft list of projects. Boundary. May – 6 pop up events to get out into sub areas. Get people engaged. Community workshop June 15<sup>th</sup>.
- b. Adjourned at 3:06 pm.

# Urban Renewal Advisory Board (URAB)



CITY OF BEND  
CORE AREA PROJECT

**PREPARED FOR:** URAB Members  
**PREPARED BY:** Allison Platt, Senior Planner  
 Matt Stuart, Urban Renewal Project Manager  
**DATE:** April 8, 2019

This memorandum proposes a set of guiding principles for the Core Area Project and Urban Renewal Advisory Board (URAB). The vision and principles in this memorandum were drafted based on input and information discussed at the first URAB meeting on February 12, 2019, and subsequent discussion on April 2, 2019. A summary of URAB's project success brainstorming is included at the end of this document.

## Guiding Principles

- **Create a place where you can live, work and play.** This area is transformed into a vibrant mixed-use city center where businesses thrive, people live, and there are community gathering spaces for people to enjoy and recreate.
- **This plan leads to direct outcomes, it is implemented.** This plan does not sit on a shelf. It leads to feasible, implementable projects and outcomes both in the short and long term.
- **This area removes barriers and connects the East and West sides of Bend.** This area breaks down physical and socio-economic barriers between the East and West sides of Bend such as US 97, US20, 3<sup>rd</sup> Street, and the railroad. It also removes north-south barriers such as Greenwood/US20, Franklin, and Revere. This area is full of attractive amenities that draw residents from all sides of Bend.
- **Affordability is preserved.** This area has a supply and mix of housing types that are affordable to those of all income levels. Strategies to stabilize and maintain affordability for businesses and key services is a priority.
- **This is a walkable area with a balanced transportation system.** This area is walkable, destinations and services are within an easy and comfortable walk, and you do not need a car to get around. The area provides comfortable transportation options for all users including those that drive in to the area and need to park, bicyclists, and transit users.
- **Public investments incentivize and catalyze private development.** The appropriate public investments and timing have been identified to attract private investment. This is an environment that developers can thrive in.
- **The planning process is transparent and open to ensure that those affected by the decisions are involved in the process.** Throughout the planning process, community members have a voice in the process to ensure this plan maintains Bend's charm. Project outcomes and trade-offs are developed to spread benefits evenly.
- **This area incorporates sustainable and low impact development principles and practices.** Incentives are provided to encourage and promote sustainable solutions and low impact designs in order to enhance and protect the environment.





## Defining Project Success Results



- A plan that addresses the following challenges for this city/area: housing supply/prices (affordability), limited connectivity between east/west, auto reliance, high per capita resource consumption. This underdeveloped central area can address these challenges to urbanize/modernize. Move Bend from disjointed smaller town to connected city.
- Success is not having another plan that sits on a shelf. Implementation that addresses issues (housing, walkability, transportation). 2 tiers: 1. Higher level (transportation), 2. Manageable/short term feasible strategy (final product) something actually happens.
- Connect east and west, inviting area for students/younger + older generations. Keep high school students in Bend longer, keep Bend local. Maintain Bend's quality of life.
- Don't let the plan sit on a shelf. Opportunity for true mixed use area. Blend work, businesses, homes. Connected, mixed-use versus segregated uses (industrial, housing, etc)
- Mixed use (work/live space). Improve visual appeal, make area multimodal, increase desirability of area.
- Higher density, bigger buildings but maintain Bend character. How do we do this/incentivize entice someone that wants to go big? Balance Bend character with viability to developer big. Mitigate risk for the first developer to go vertical/dense.



## PROJECT OVERVIEW

- Development in Bend has become painful especially for outside developers (don't become boulder). Make development feasible. Parkway to 3<sup>rd</sup> St- take advantage of opportunities/character. This area could be like Deep Ellum in Dallas which is also walking distance from the downtown. Keep character, use location, make attractive to outside money. Leverage opportunity zones. Very few large parcels poses challenges. Address parking concerns (can't do underground here, parking zoning requirements can be restrictive or too high requirement).
- Huge opportunity to unite east and west with dynamic center. Greenwood/3<sup>rd</sup> is center of town. This area currently provides relief for rent prices and supports local businesses, it has a lot of potential. Needs close amenities (not needing car to get basic services). Needs catalyst projects for Bend to see potential. Need to visualize it/make it tangible. People need to feel what it will be like. We need to sell the vision for this area.
- Success is making this area a usable space not just a space to pass through. It addresses concerns of transportation, affordability, automobile reliance. It is to people that we must build our plans (not buildings), Jane Jacobs quote. Through process inviting people to have a say. Give Old Bend folks a say in whats happening/future. Give community a voice in process.
- Be forward thinking while also honoring Bend's character. Keep plan unique to Bend. Reduce barriers to change in this area (for example 3<sup>rd</sup> St).
- Success is the committee collaborating to make something really creative. Bend is unique, great place to live without intentional investment. This is an opportunity to be intentional, creative and thoughtful to keep it great. Transportation is number one priority. Safe crossings (Greenwood, 8<sup>th</sup>, 3<sup>rd</sup>). Commitment from City on affordable housing that is close to the Core (near to transportation options/amenities).
- This area is the donut hole in the middle of the city (it is not comfortable right now). This area is ripe for change, its ok for character to change here, people would probably appreciate it. It's currently an underutilized area. This is a plan that isn't on the shelf, it uses economic development components (incentives, attract private investment) for success. Walkability, bikeability, build connections and improve existing connections. At the end, investors want to spend money here because people want to live here (this area has amenities, you don't need to drive, everything you need in 10 minute walk). Public investment drives private (build on past examples of successes in Bend such as the downtown urban renewal and Colorado/Arizona couplet). Area is welcoming.
- 3<sup>rd</sup>, US97, RR are barriers. Success is breaking down barriers. Hawthorne connection is crucial. Opportunity for civic center and to connect downtown to juniper swim & fitness. Create framework that developers can thrive in. Jumpstart affordable housing in Central District (needs policy support).
- This creates a Roadmap to chart a course for the future. There is a transparent forum for a discussion about trade-offs to bring this together (housing, transportation, etc). Create place that people want to live and work that takes into consideration demographic changes. The investments of this plan need to benefit those who are in this area (understand trade-offs that affect quality of life). Get ahead of the curve of change- make change happen the way we want it to change instead of letting it happen to us. Coordinates with CET transit plan and City TSP to create livability.
- Success is a community gathering space in this area so that people can work, live, AND play. Affordable housing. This area is attractive but not gentrified (for businesses + residents). How to balance that. Environmentally responsible design, be leaders in responding to Climate change. Creates incentives for LEED, environmental design components. Encourage alternative modes (walkability, bikeability) but find balance with cars. Success is balancing needs. Avoid design by committee.

# **BEND CORE AREA PROJECT**

## **URBAN DESIGN FRAMEWORK**

May 14, 2019



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# Introduction

## About the Core Area Project

The Bend Core Area Project (CAP) is intended to create a common vision and implementation plan for urban renewal in Bend's Core Area.

The CAP process is a collaboration between the city, property owners, area residents and other stakeholders to:

- Craft an urban design framework for the area.
- Identify needed circulation improvements to enhance connectivity within and between areas as well as to the city at large.
- Identify programs and projects for the area, including but not limited to streetscape improvements, public spaces, gateways, affordable housing, or art and beautification programs.
- Determine location, phasing, and costs for necessary infrastructure (sewer, water, storm water and transportation) to support potential development and redevelopment of the area.
- Develop funding strategies, incentives, and other implementation tools, such as urban renewal, to achieve the vision for the area and encourage public-private partnerships.
- Identify any code amendments or zoning changes needed to achieve the vision.
- Determine the boundary of a potential urban renewal district that would encourage investment within the area through tax increment financing.
- If recommended by the Bend Urban Renewal Agency (BURA), adopt an Urban Renewal Plan and new Urban Renewal District.

## Purpose and Format of this Report

The purpose of the Urban Design Framework Report is to provide recommendations for how the Core Area can redevelop into the more urban, connected and livable area envisioned in Bend's Comprehensive Plan. This framework will inform the selection and prioritization of projects that receive urban renewal funding, if a new Urban Renewal District is established. The City is also updating the Transportation System Plan to reflect new transportation needs and conditions. The recommended urban design framework will help shape TSP priorities and associated capital improvement projects.

This Urban Design Framework builds on the Urban Design Analysis Report (<https://www.bendoregon.gov/home/showdocument?id=40939>) which summarized existing conditions, previous plans and ongoing City improvement projects. This report identifies guiding themes for the Core Area, visualizes how these themes can inform key enhancement projects, and identifies an overarching framework as well as more detailed urban design concepts in the Central, South, and North sections of the Core Area.

# CORE AREA BACKGROUND

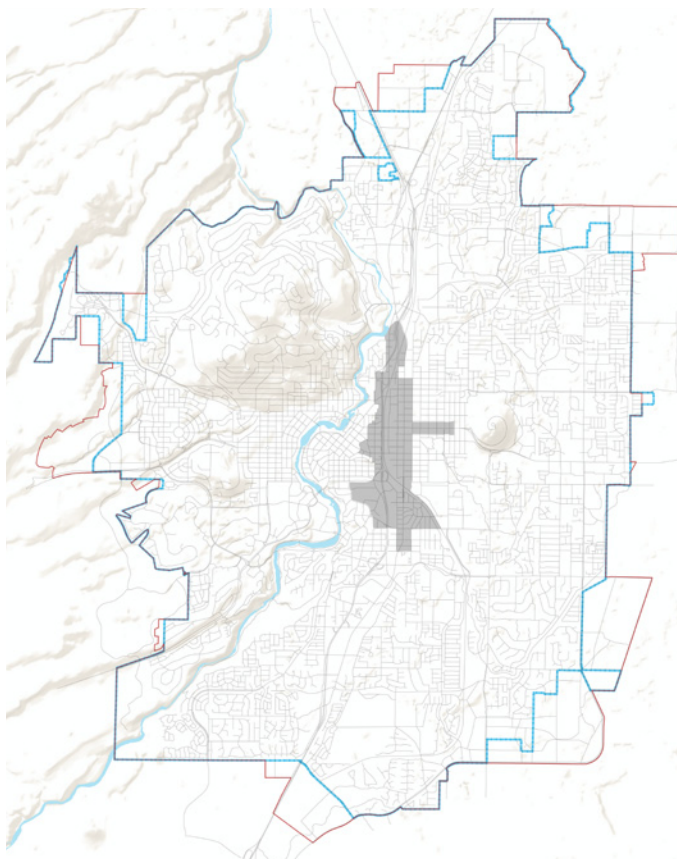
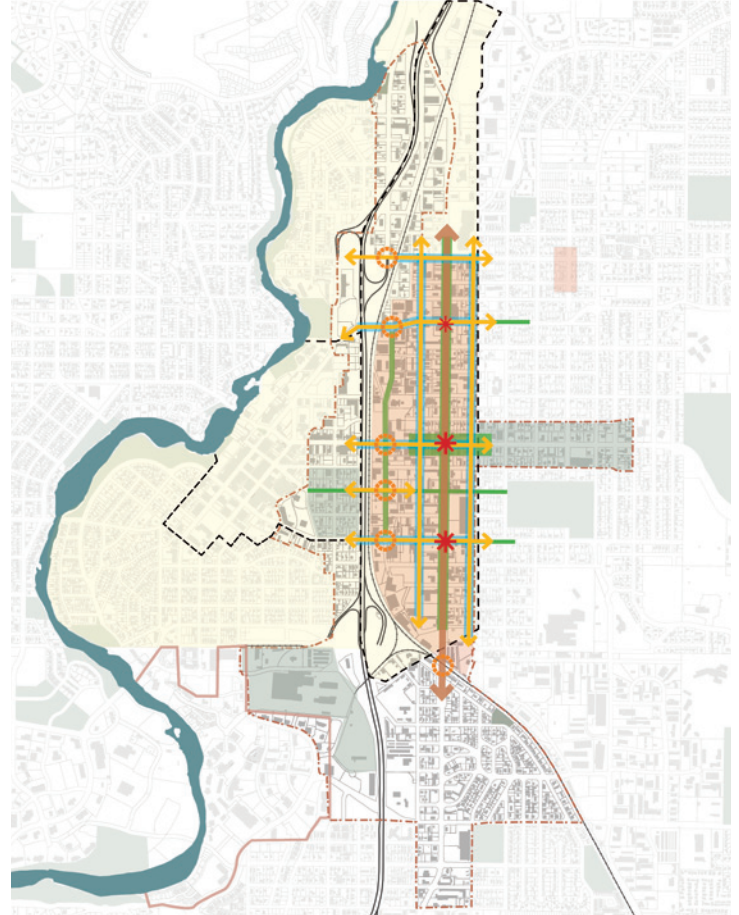
# Bend's Goals for the Core Area

Strengthening Bend's Core Area is a crucial component in achieving the city's overall goals for sustainable growth and livability.

As envisioned in the Comprehensive Plan, appropriate areas of the Central Core should "grow up" due to their base infrastructure, population density and proximity to urban amenities and regional destinations. Redevelopment of these areas offers the opportunity to decrease per capita vehicle miles traveled (VMT) through increased walking, biking, and transit use.

Some parts of the Core Area were studied in the 2004 Central Area Plan and 2014 Bend Central District Multi-Modal Mixed-Use Area (MMA) Plan, whereas others have not yet been evaluated (Wilson, Division). These plans are summarized in the diagram to the right.

Both the 2004 Bend Central Area Plan and 2014 MMA Plan focused on transforming autocentric corridors into balanced, walkable streets and creating gateways into the Core Area.



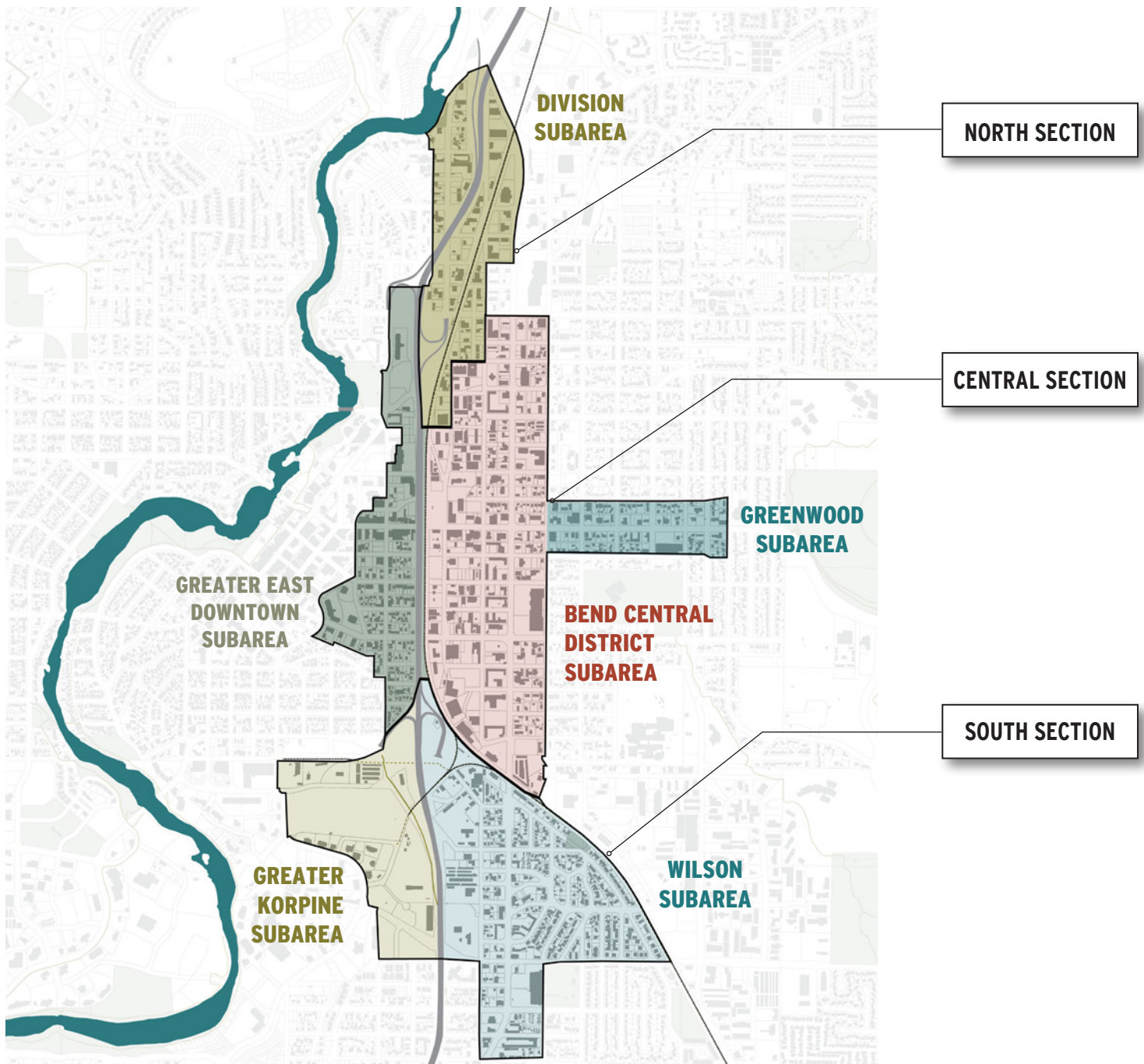
Core Area    
  City Limits    
  Urban Growth Boundary

- Core Area
- 2004 Central Area Plan Study Area
- MMA Boundary + BCD UGB Opportunity Area + BCD Overlay Zone
- MMA District Node (same as 2004 "Pulse Points")
- MMA District Gateway
- MMA Corridor
- MMA Ped-Oriented Street
- MMA Road Diet
- 2004 Ped Path

# Urban Design Analysis Background

The Urban Design Analysis Report (available at <https://www.bendoregon.gov/home/showdocument?id=40939>) summarized previous planning efforts and existing conditions in order to identify key opportunities and constraints for the future redevelopment of the Core Area.

This report analyzed the six subareas and three sections shown in the diagram below.





## Core Area Strengths

Many parts of the Core Area have a unique character, energy, and inviting urban form which should be celebrated and incorporated as the area evolves.

In the Bend Central District, Greater Korpine, and Wilson Subareas, small nodes of activity have formed around 'magnet' local businesses that have adapted industrial and auto-oriented commercial buildings to food, beverage, retail and makerspace uses with human-scaled landscape, outdoor seating and a better street frontage relationship.

The Greater East Downtown Subarea has a particularly unique neighborhood feel of small, older homes converted to local businesses and a comfortable street grid that's well-connected to Downtown. The Wilson Subarea is a cohesive, but somewhat isolated residential neighborhood with pockets of affordable, missing-middle housing. The Division Subarea is known for adaptive reuse and affordable retail/industrial space as well as a connection to the Deschutes River.



**Older buildings, stoops, & human-scale signage**



**Inviting signage, industrial adaptive re-use**



**Affordable missing middle housing in the Wilson subarea**

# Core Area Challenges + Opportunities

The lack of connectivity and amenities are the primary challenges to redevelopment and a cohesive district quality in the Core Area. There is a lack of pedestrian comfort and safety within the district and connectivity barriers to other neighborhoods. Some basic issues are being addressed by the city and ODOT such as completing the network of sidewalks, providing safe crossings for pedestrians and reinforcing low-stress routes for bicyclists.

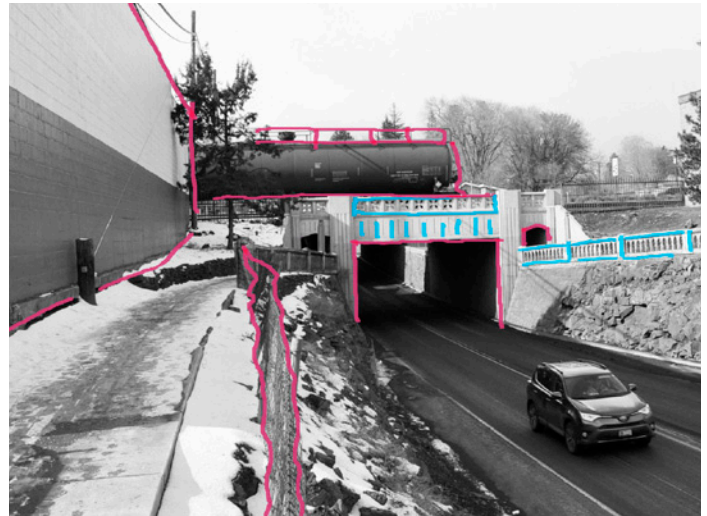
One critical challenge to connectivity is the stark manner in which the Parkway and BNSF railroad divides the Core Area from surrounding districts. Existing undercrossings of the parkway and railroad are uninviting and unsafe due to narrow sidewalk widths, lack of visibility, and inactive edges. This condition drastically increases the perceptual distance of the Core Area from destinations in Downtown Bend and the Old Mill District. A pedestrian bridge over the Parkway at Hawthorne has been suggested as a way of transcending this barrier, where underpass improvements are difficult or costly.

Major streets within the Core Area also act as barriers. For example, Greenwood and 3rd Street are wide, high-speed, auto-centric corridors which are difficult to cross and unpleasant to walk or bike along.

These barriers divide the Core Area into disconnected pockets in contrast with the cohesive districts that surround it (see diagram on following page). This makes it difficult for people to easily move through the Core Area or understand where they are in relation to other nearby destinations. Developers of new mixed-use projects in the area may be reluctant to proceed with such low-quality, disconnected conditions. The Urban Design Framework aims to integrate the Core Area with surrounding neighborhoods and create cohesive districts within the Core Area.



**Missing sidewalks in residential and industrial areas**



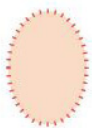
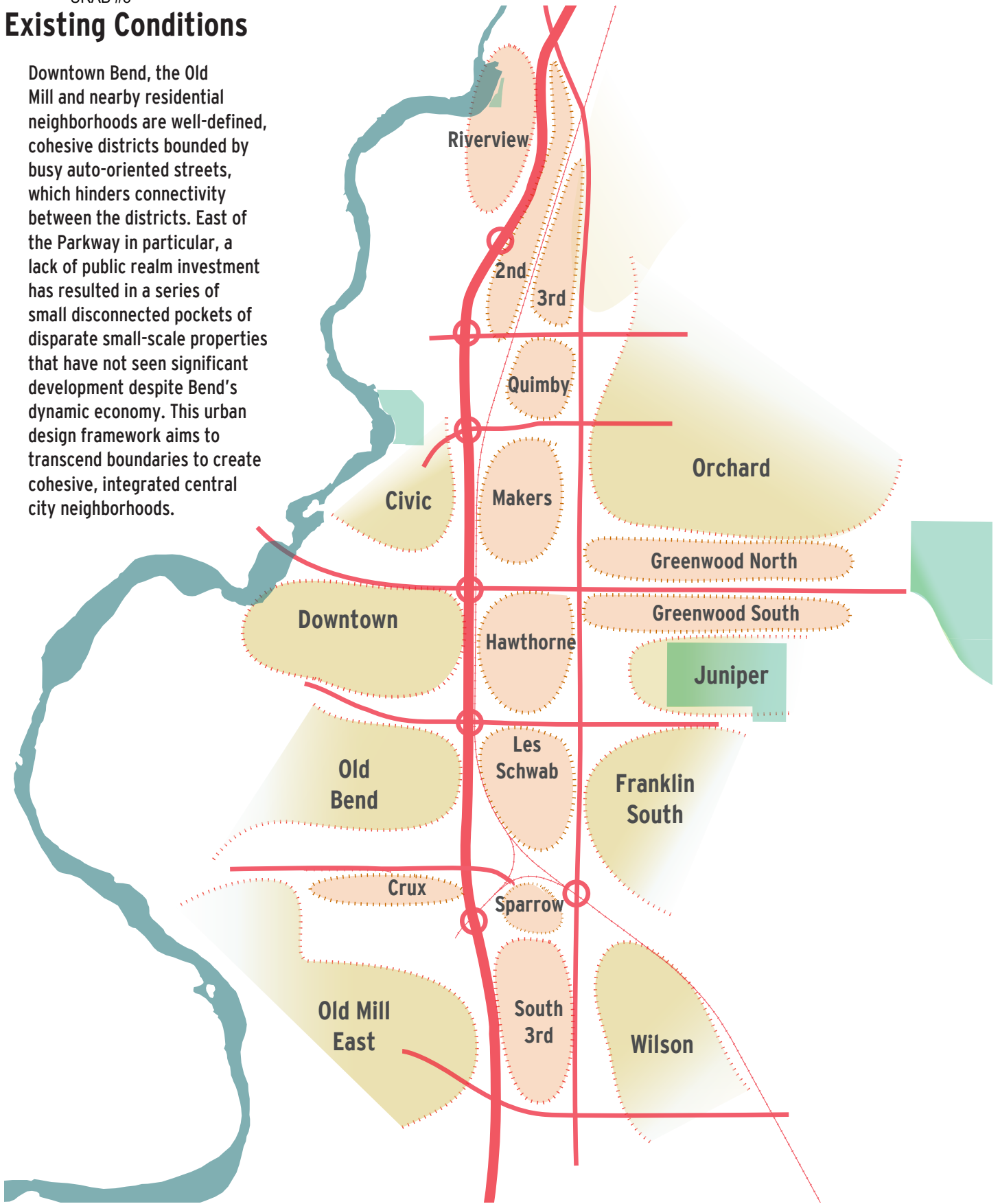
**Franklin/97/RR: Narrow ped/bike route, unwelcoming edges, historic bridge details**



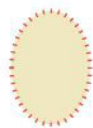
**Greenwood high speed traffic and median curb is pedestrian barrier**

# Existing Conditions

Downtown Bend, the Old Mill and nearby residential neighborhoods are well-defined, cohesive districts bounded by busy auto-oriented streets, which hinders connectivity between the districts. East of the Parkway in particular, a lack of public realm investment has resulted in a series of small disconnected pockets of disparate small-scale properties that have not seen significant development despite Bend's dynamic economy. This urban design framework aims to transcend boundaries to create cohesive, integrated central city neighborhoods.



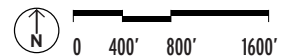
Disconnected Pockets



Cohesive Districts

— Barriers

○ Undercrossings



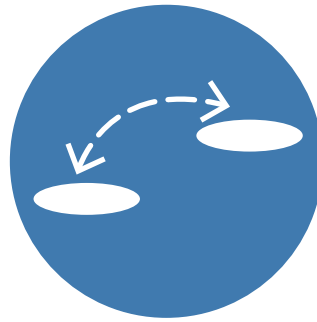


# CORE AREA URBAN DESIGN FRAMEWORK

# Guiding Themes

The urban design vision for the Core Area Action Plan is centered on 5 simple guiding themes. The overarching goal is to create a connected community, integrating emerging mixed-use districts with more established attractors. With successful implementation of this vision, by 2040, Bend’s Core Area will be:

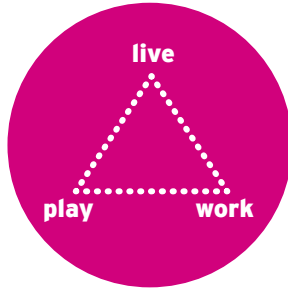
## CONNECTED



## WALKABLE



## VIBRANT



## DISTINCT



## SUSTAINABLE



GUIDING THEME	URBAN DESIGN FRAMEWORK CONCEPTS
<b>CONNECTED</b>	A hierarchy of corridors is created, linking destinations and emerging districts by transcending barriers.
<b>WALKABLE</b>	All streets should be more walkable; the proposed framework envisions pedestrian-focused improvements to a series of key corridors.
<b>VIBRANT</b>	The corridors create walkable, human-scaled connections between places to live affordably, work and play.
<b>DISTINCT</b>	The diverse character of districts in the Core Area is celebrated and preserved wherever possible.
<b>SUSTAINABLE</b>	An urban framework that supports efficient urban mixed-use density in the Core of the city to protect nature at the city’s edges, encourages walking to reduce emissions, and incorporates sustainable design principles.

## Core Area Urban Design Framework

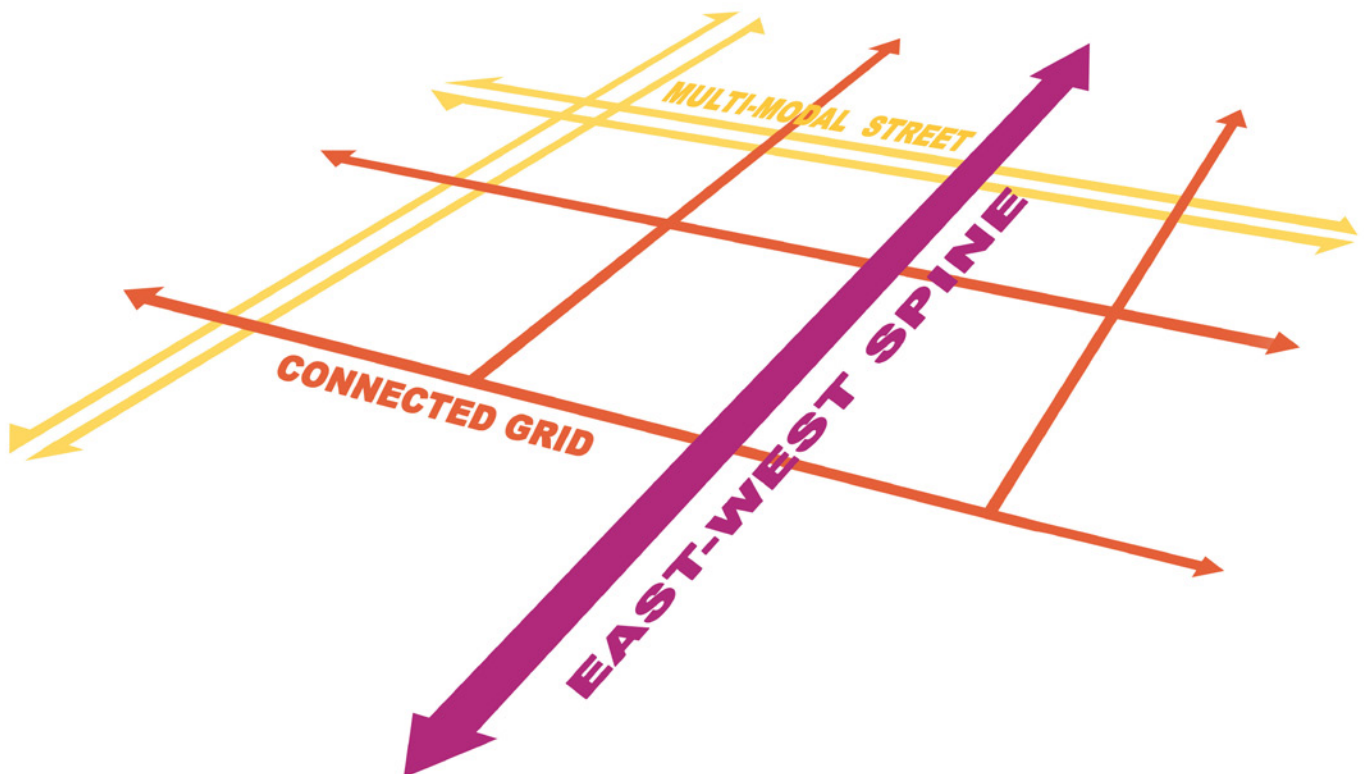
Existing attractor districts in Bend, such as Downtown and the Old Mill District, are high-quality, active, vibrant places that will be well-connected through a hierarchy of three different corridor types, each with a varying level of public realm improvements. These improved corridors have a consistent goal of encouraging the spread of urban vitality from existing successful urban districts to emerging ones such as the Bend Central District, creating a walkable “great streets” framework for future redevelopment. The diagram below summarizes the conceptual framework for how the three envisioned Corridors are interconnected.

The first corridor type, proposed in two locations, is a prominent **East-West Spine**. Each spine will be a distinctive, high-quality pedestrian-oriented corridor, which will receive the highest amount of investment in terms of the quality and extent of public space, providing an attractive amenity to adjacent redevelopment, particularly new housing. One spine will directly link Downtown with Juniper Park, one of Bend’s most popular parks, through the emerging BCD. A second spine will connect the Old Mill District through the Korpine site to emerging districts east of the Parkway along 2nd and the Wilson neighborhood.

These two spines are complemented by a **Connected Grid** of complete walkable streets, which form the connective tissue within districts holding a lot of promise for future redevelopment. One key grid connector will also serve as a primary North-South link from the Division district, through the BCD, to the east-west spine along Aune Street. Where this grid intersects with busy streets, safe pedestrian crossings will be a priority improvement.

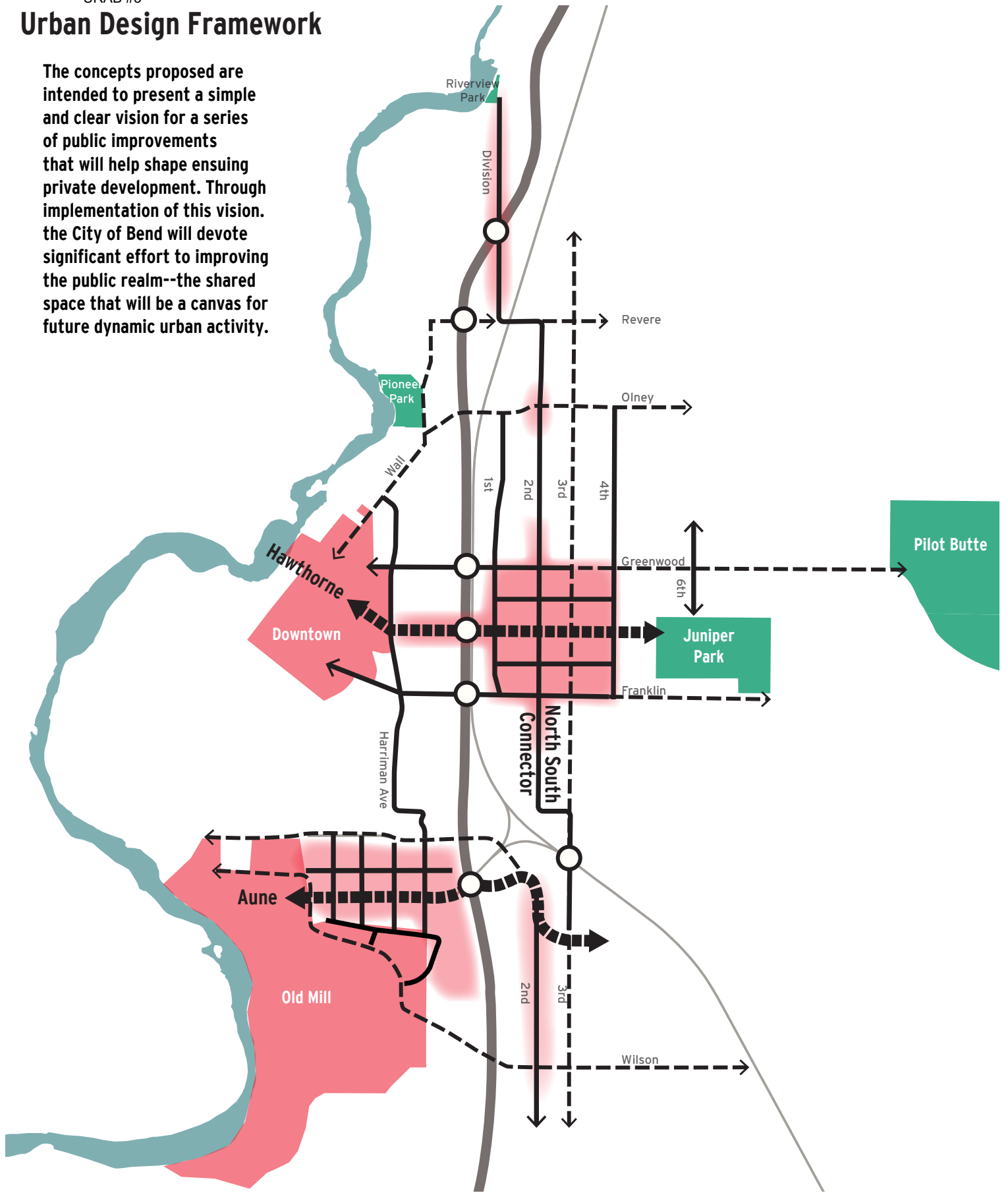
**Multi-modal streets** that, due to higher traffic volumes create boundaries around emerging districts, will be improved especially on their edges and at the under- and over-crossings of major barriers such as the Parkway and BNSF RR.







Spines and Grid streets may also be candidates for roadway redesign. Multi-modal streets are currently less likely to receive such transformation, but could be considered in future.

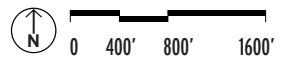


# Urban Design Framework

The concepts proposed are intended to present a simple and clear vision for a series of public improvements that will help shape ensuing private development. Through implementation of this vision, the City of Bend will devote significant effort to improving the public realm--the shared space that will be a canvas for future dynamic urban activity.



	Existing Attractor Districts		Future Attractor Districts		Gateways
	East-West Spine		Connected Grid		Multi-Modal Street



# Corridor Hierarchy

All three Corridor types will receive certain consistent public realm improvements to support adjacent urban redevelopment, as noted in the image at right.

Corridors are distinguished from each other by variations in the breadth, intensity and quality of their improvements, as described in the table below.

These three types of improvements (streetscape, roadway, and building) are implemented through various mechanisms including the City's development code, street standards & specifications, or capital improvements identified in the Transportation System Plan (TSP). Many of the streetscape and roadway improvements are ideal candidates for urban renewal investments.

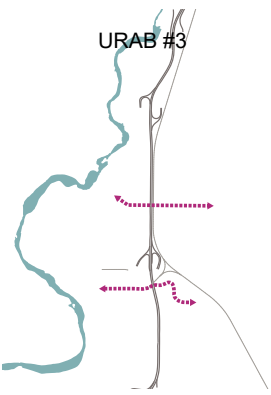


		East-West Spine	Connected Grid	Multi-Modal Street
STREETSCAPE	Street Trees	●	●	●
	Build / Repair Sidewalks	●	●	●
	Widest Sidewalks	●		
	Special Paving	●		
	Unique Furnishings	●		
	Public Art	●		
	Wayfinding Signage	●		
	Undergrounding Utilities	●		
	Curb Extensions	●	●	
	Pedestrian Scale Lighting	●	●	
	Enhanced Bus Stops		●	●
	Landscape Buffers from Roadways			●
	ROADWAYS	Stormwater Planters	●	●
On-street Parking		●	●	
Temporary Uses/Parklets			●	
Low-Stress Bike Routes		●	●	● *
Mid-block Crossings				● *
Improved Under/Over Crossings		●		●
Opportunities for Roadway Redesign		●	●	
BUILDINGS	Active Building Frontage	●	●	●
	Outdoor Dining/Drinking	●	●	

\* Where identified as LSN route



URAB #3



## Corridor Hierarchy

### East-West Spine

The East-West Spines will be distinctive, high-quality pedestrian-oriented corridors providing an attractive public amenity to encourage adjacent redevelopment, particularly new housing. New places for eating and dining will be drawn to these vibrant streetscapes, further adding vitality throughout the day.



Wide sidewalks



Special paving, wayfinding



Outdoor dining, visual interest, special paving



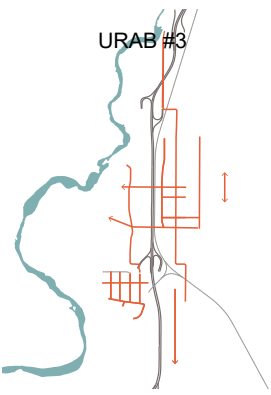
Evening activity



Unique street furnishings



Distinctive landscape, special lighting



# Corridor Hierarchy

## Connected Grid

These streets will form the connective tissue for promising redevelopment districts, with a full network of sidewalks and safe crosswalks, as well as low-street bike networks and stormwater treatment. These streets complement and intersect with the east-west spine and provide opportunities to explore roadway reconfiguration.



**Curb extensions, pedestrian-scale lighting, on-street parking**



**Safe bike travel (sharrow)**



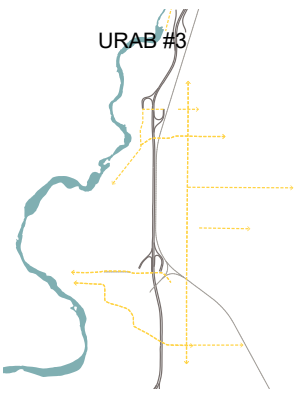
**Opportunities for temporary uses**



**Opportunities for special street conversions**



**Mid-block crossing, curb extensions, stormwater treatment**



# Corridor Hierarchy

## Multi-Modal Street

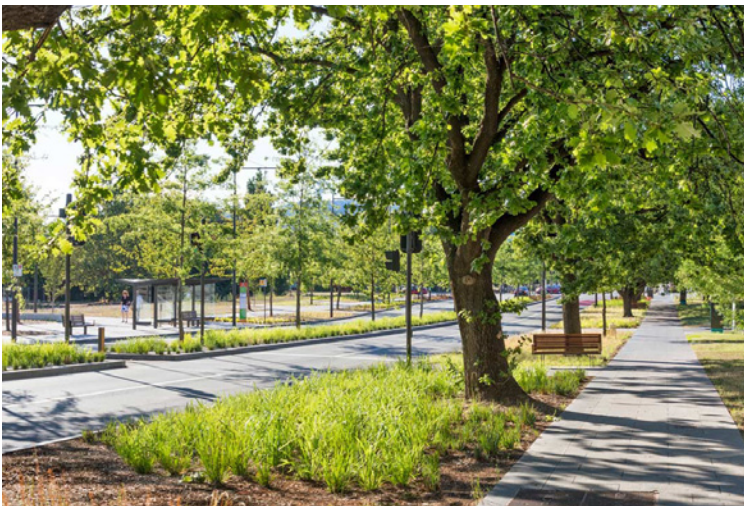
These streets are currently auto-oriented, often lined with parking lots and drive-through businesses. The vision for their transformation focuses on transforming the edges of the rights-of-way, providing more pedestrian comfort and safety, while framing the street with more urban uses set back from busy travel lanes.



Active frontage setback from busy road



Stormwater treatment



Landscape buffers and street trees



Comfortable bus stops



Mid-block crossings



Sidewalks buffered by street trees



# Gateways

## Overpasses

The proposed East-West Spine will serve to connect key destinations and provide a clearly identifiable public realm through the core district. Where it crosses the Parkway, an iconic pedestrian and bicycle bridge will be a critical link in the integration of this emerging district with Downtown Bend. Potential design elements of this bridge are explored on this page.



**Bold colors help wayfinding**



**Green and well-lit**



**Accessible**



**Iconic for Parkway drivers**



**Iconic form**



**Markers at each end**



# Gateways

## Underpasses

Key multi-modal streets traverse the city and cross under the Parkway and BNSF railroad at several locations. Each underpass presents a variety of pedestrian safety and comfort challenges that can be overcome with design interventions, from the introduction of art, light and activity to more dramatic reconfigurations of the underpasses to provide wider pedestrian and bicycle corridors.



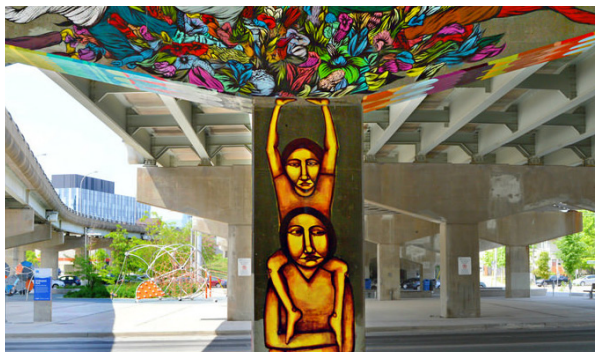
Active



Fun



Well-lit



Bright murals



Safe, open, visible

URAB #3



# Gateways

## Underpass Example

The Aune underpass of the Parkway is a crucial future gateway due to its location and built form. The generous width and height of the underpass already creates a more welcoming space with views to the Cascade Mountains, and can be enhanced with lighting, public art, landscape, and signage to develop a distinct identity. Safe and comfortable pedestrian and bicycle facilities through the underpass are critical for Aune to function as an East-West Spine.



### Gateway signage + graphics



### Welcoming public art + Lighting



### Landscape, wayfinding, seating

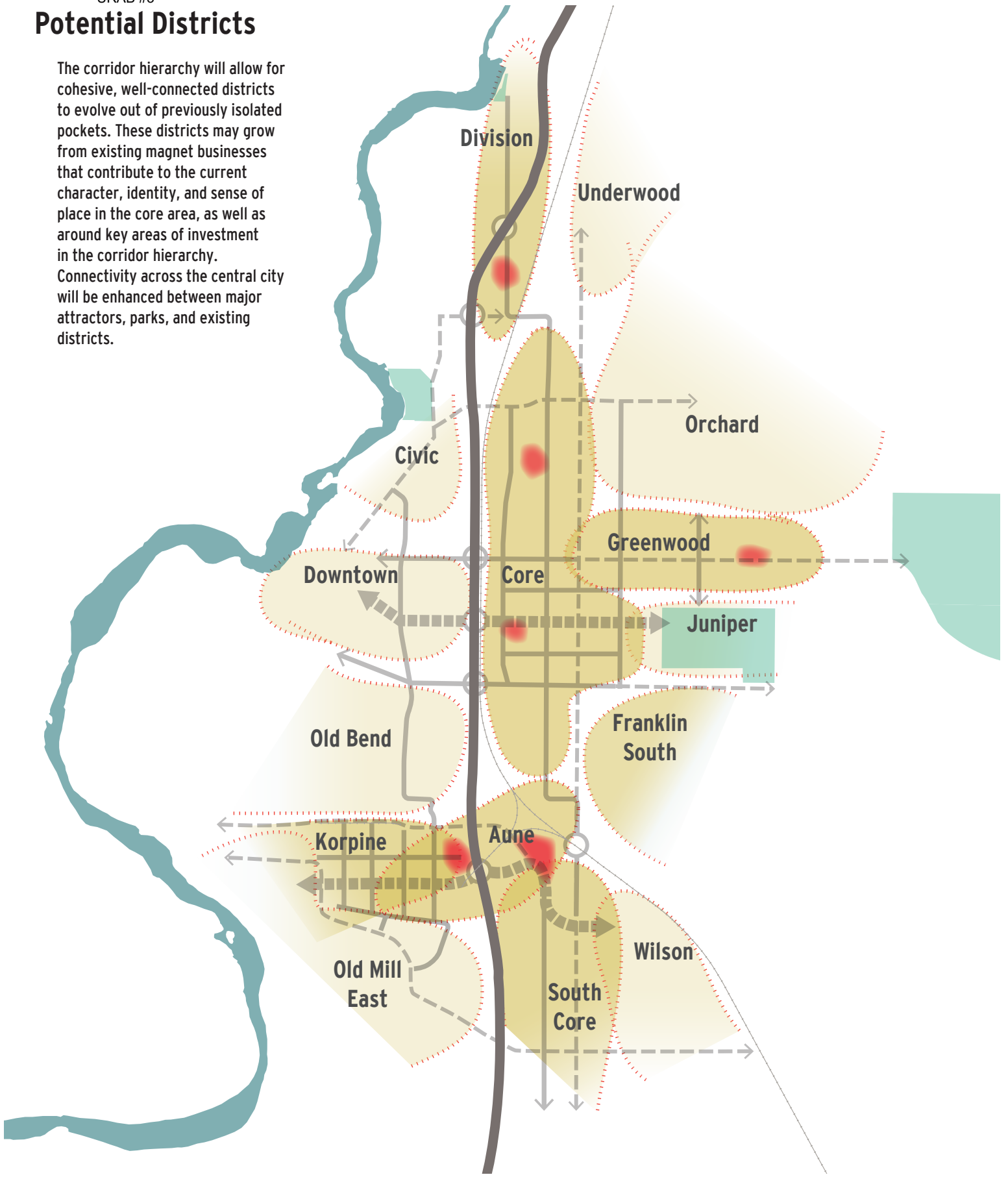


### Wide passage with views across and ample space for biking + walking



# Potential Districts

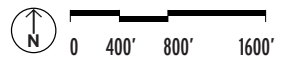
The corridor hierarchy will allow for cohesive, well-connected districts to evolve out of previously isolated pockets. These districts may grow from existing magnet businesses that contribute to the current character, identity, and sense of place in the core area, as well as around key areas of investment in the corridor hierarchy. Connectivity across the central city will be enhanced between major attractors, parks, and existing districts.



31

21

URBAN DESIGN FRAMEWORK



An aerial photograph of a city area, likely a suburb, showing a complex highway interchange on the left side. The city is characterized by a mix of residential houses with gabled roofs and larger commercial or industrial buildings with flat roofs. There are numerous parking lots, some with cars, and scattered green spaces with trees. The overall layout is a grid-like pattern of streets and roads.

# SUBAREAS URBAN DESIGN FRAMEWORK



# Introduction

The purpose of this section is to show in greater detail how the Urban Design Framework responds to existing conditions, builds off previous planning efforts and shapes each subarea. The following pages contain vision statements, subarea framework maps, and maps of selected planned projects.

The Comprehensive Plan has adopted vision statements for all subareas in the Core Area except for Wilson and Division. The proposed vision statements for Wilson and Division in this document incorporates feedback from the Urban Renewal Advisory Board. These vision statements will guide proposed projects for the subareas.

Urban Design Framework maps for the central, south, and north sections show details of how the corridor hierarchy links existing and future public attractor areas. These public attractor areas may be anchored by existing local 'magnet' businesses or a future amenity such as an urban plaza, library, performing arts center, or mixed use development.

Finally, maps depicting key existing conditions and planned projects show how the framework builds on previous and in-progress plans by several public agencies, which was also summarized in the Urban Design Analysis Report. The City is currently in the process of updating the Transportation System Plan which may also impact planned projects within the Core Area.

## Central Section



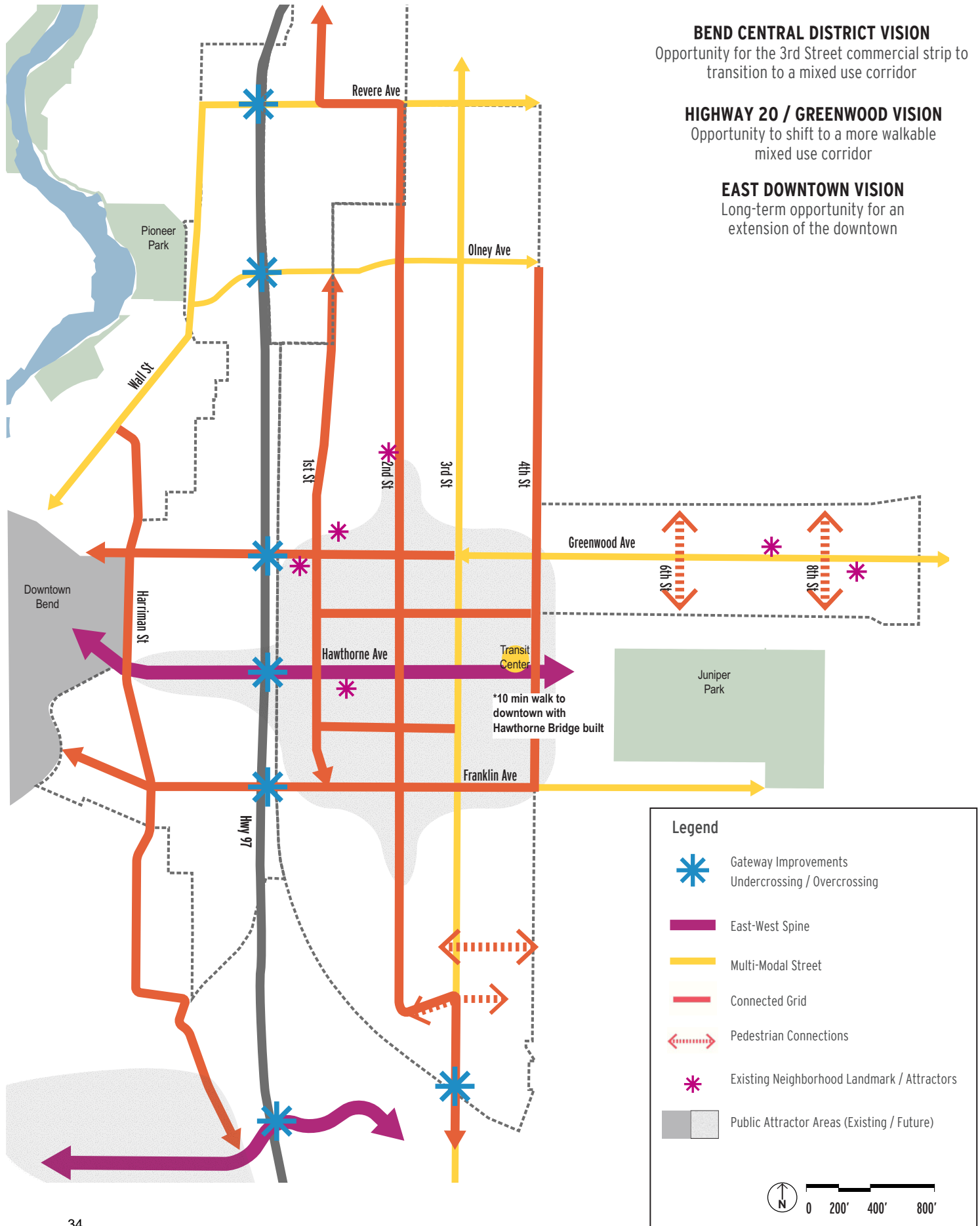
## South Section



## North Section



# Central Section Urban Design Framework



### BEND CENTRAL DISTRICT VISION

Opportunity for the 3rd Street commercial strip to transition to a mixed use corridor



### HIGHWAY 20 / GREENWOOD VISION

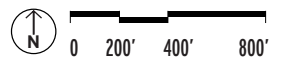
Opportunity to shift to a more walkable mixed use corridor

### EAST DOWNTOWN VISION

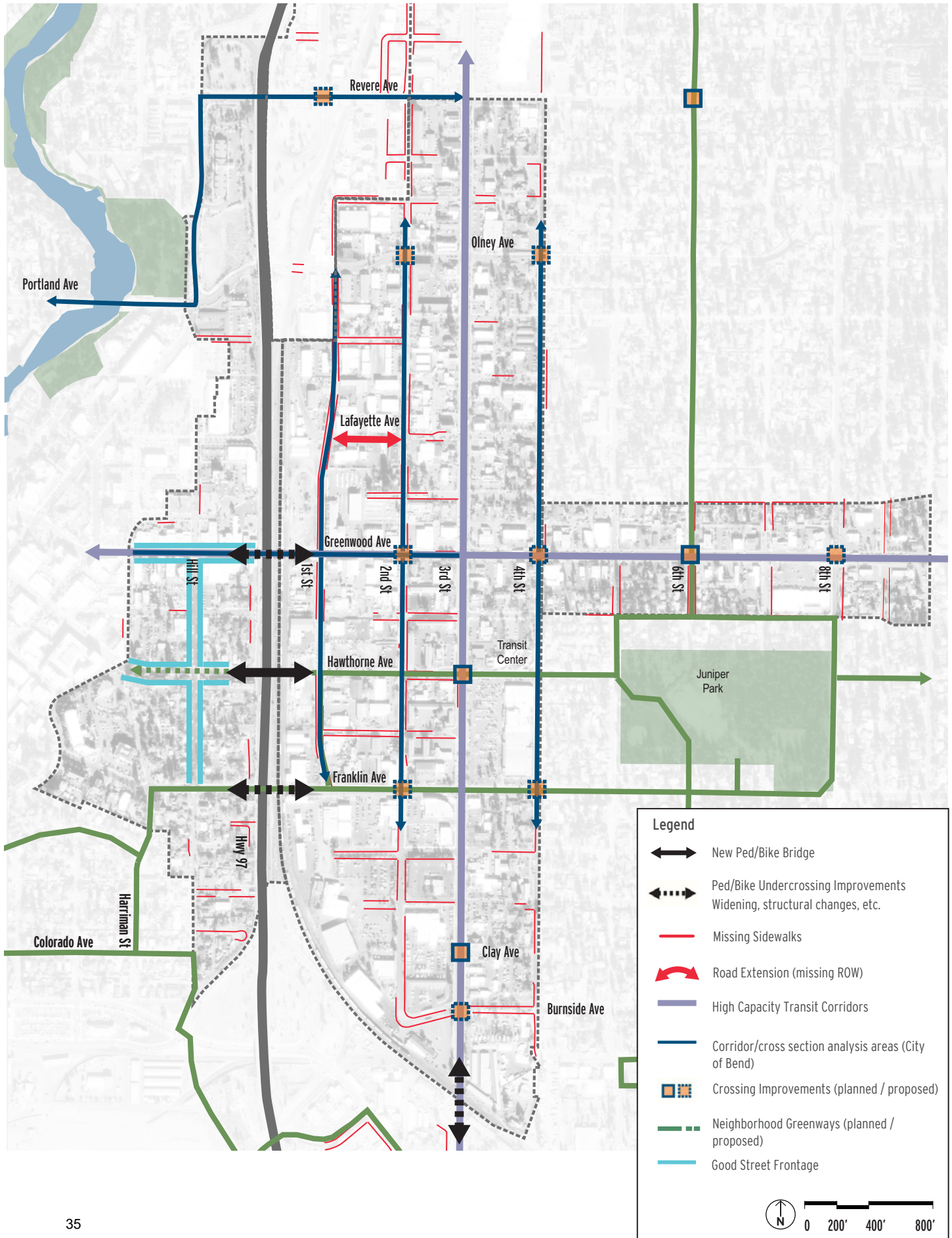
Long-term opportunity for an extension of the downtown

### Legend

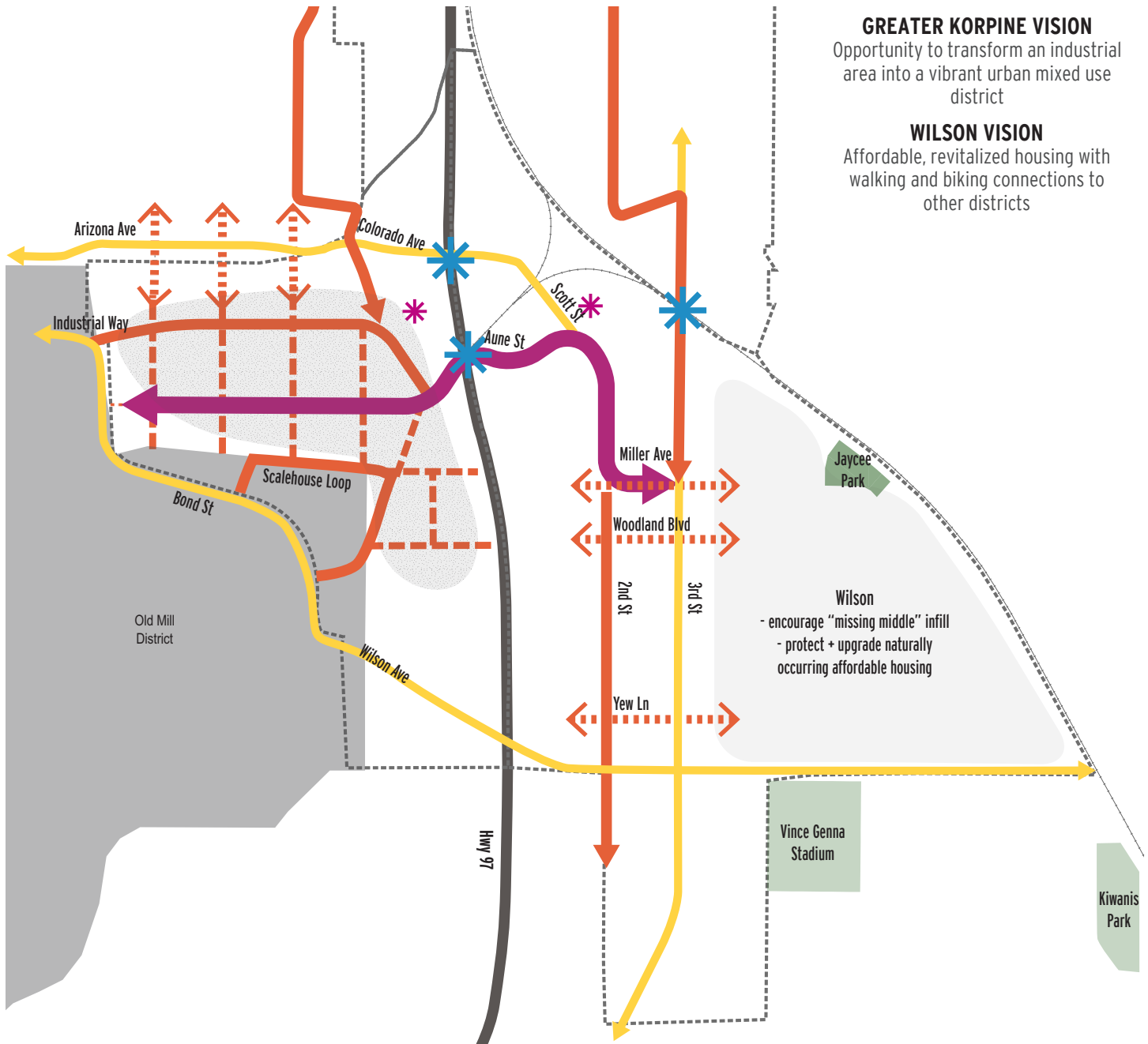
-  Gateway Improvements  
Undercrossing / Overcrossing
-  East-West Spine
-  Multi-Modal Street
-  Connected Grid
-  Pedestrian Connections
-  Existing Neighborhood Landmark / Attractors
-  Public Attractor Areas (Existing / Future)



# Central Section Selected Planned Projects + Existing Issues



# South Section Urban Design Framework



**GREATER KORPINE VISION**  
 Opportunity to transform an industrial area into a vibrant urban mixed use district

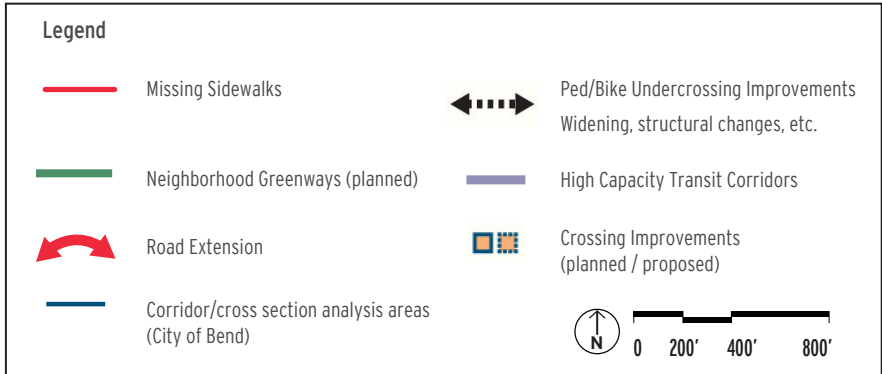
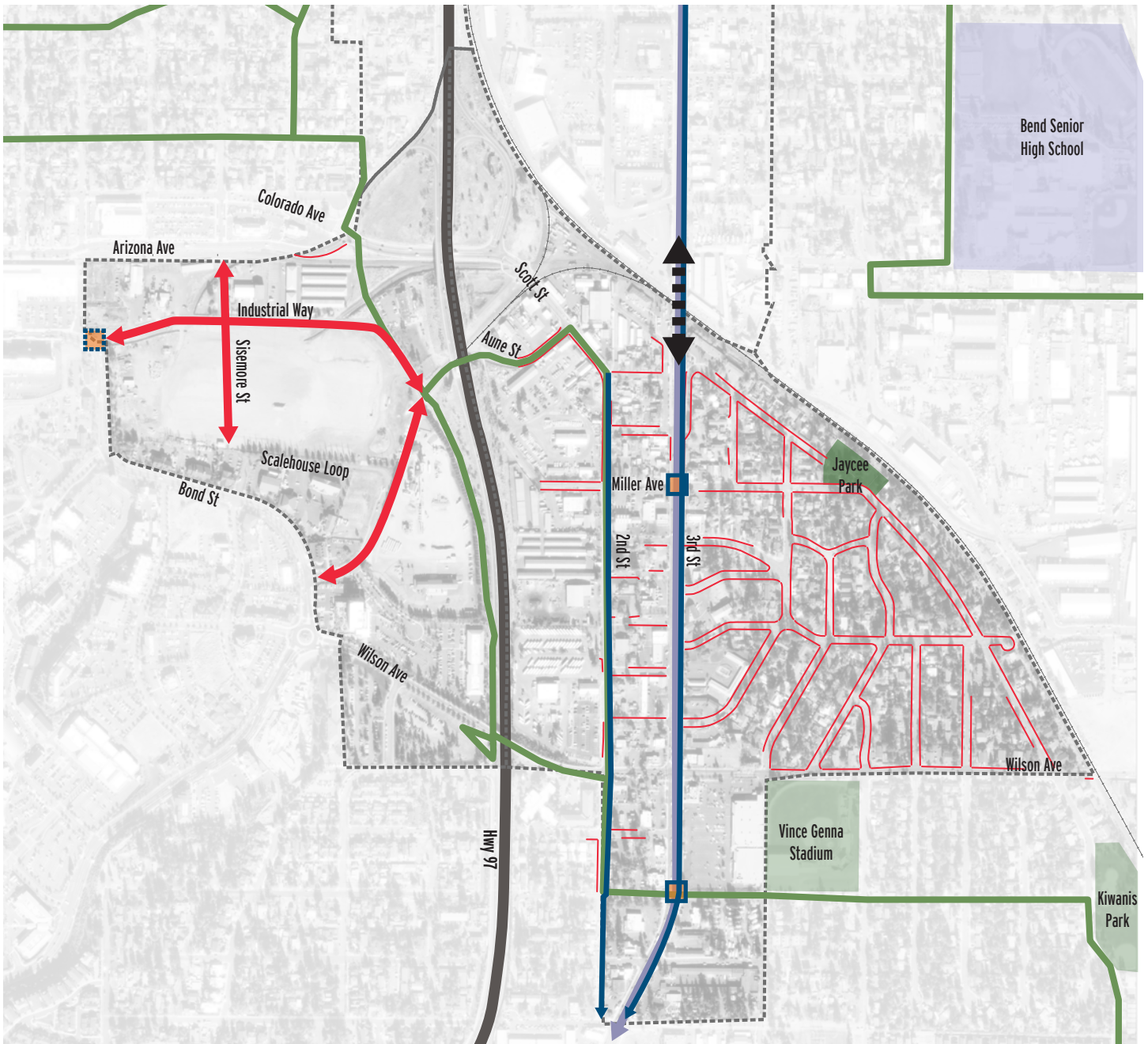
**WILSON VISION**  
 Affordable, revitalized housing with walking and biking connections to other districts

**Wilson**  
 - encourage "missing middle" infill  
 - protect + upgrade naturally occurring affordable housing

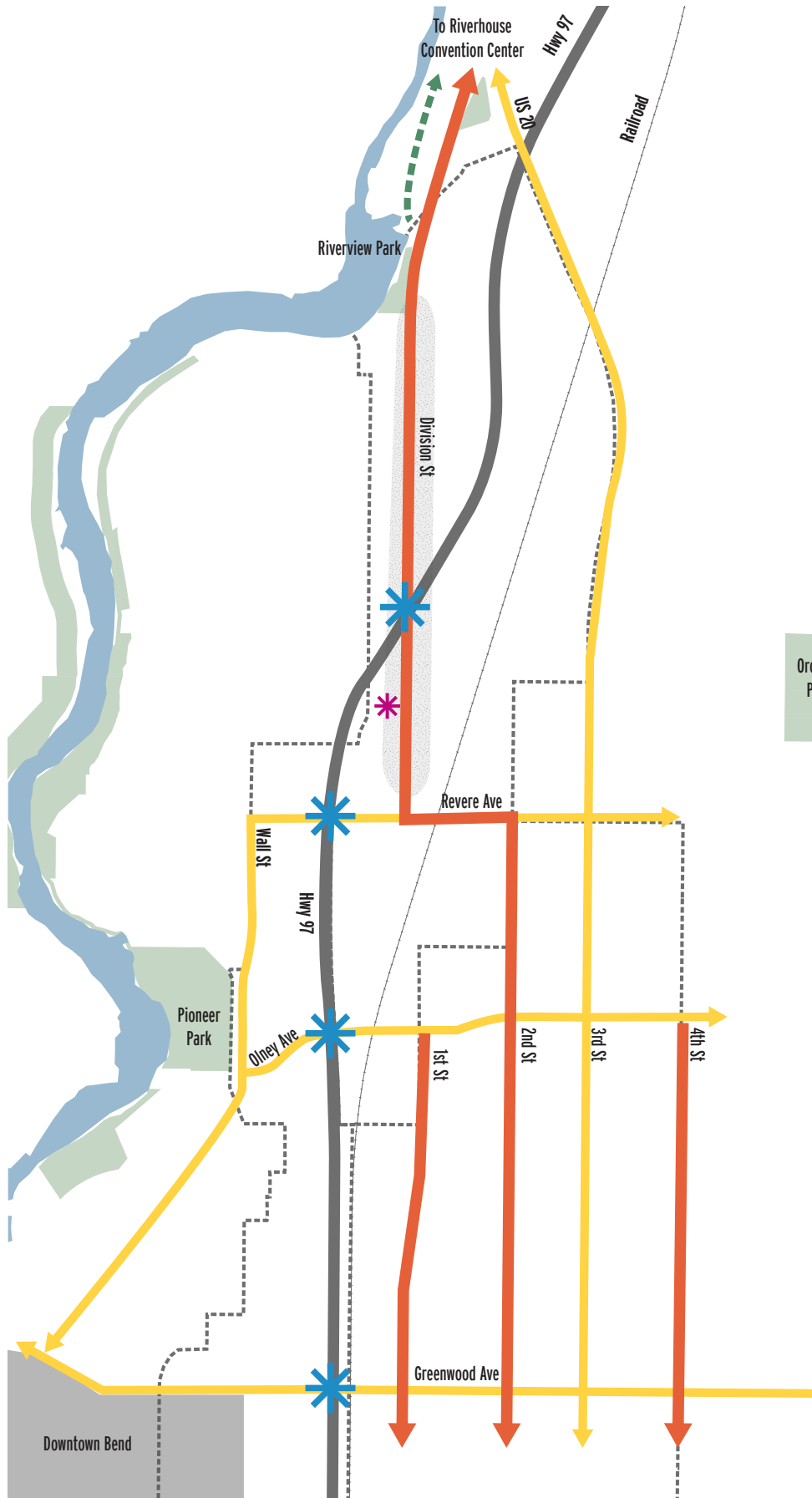
**Legend**

	Gateway Improvements Undercrossing / Overcrossing		East-West Spine
	Public Attractor Areas (Existing / Future)		Multi-modal Street
	Existing Neighborhood Landmark / Attractors		Connected Grid
	Pedestrian Connections		Future Connected Grid

# South Section Selected Planned Projects + Existing Issues



# North Section Urban Design Framework



**DIVISION VISION**  
 Affordable housing and services with walking and biking connections to Downtown and other districts

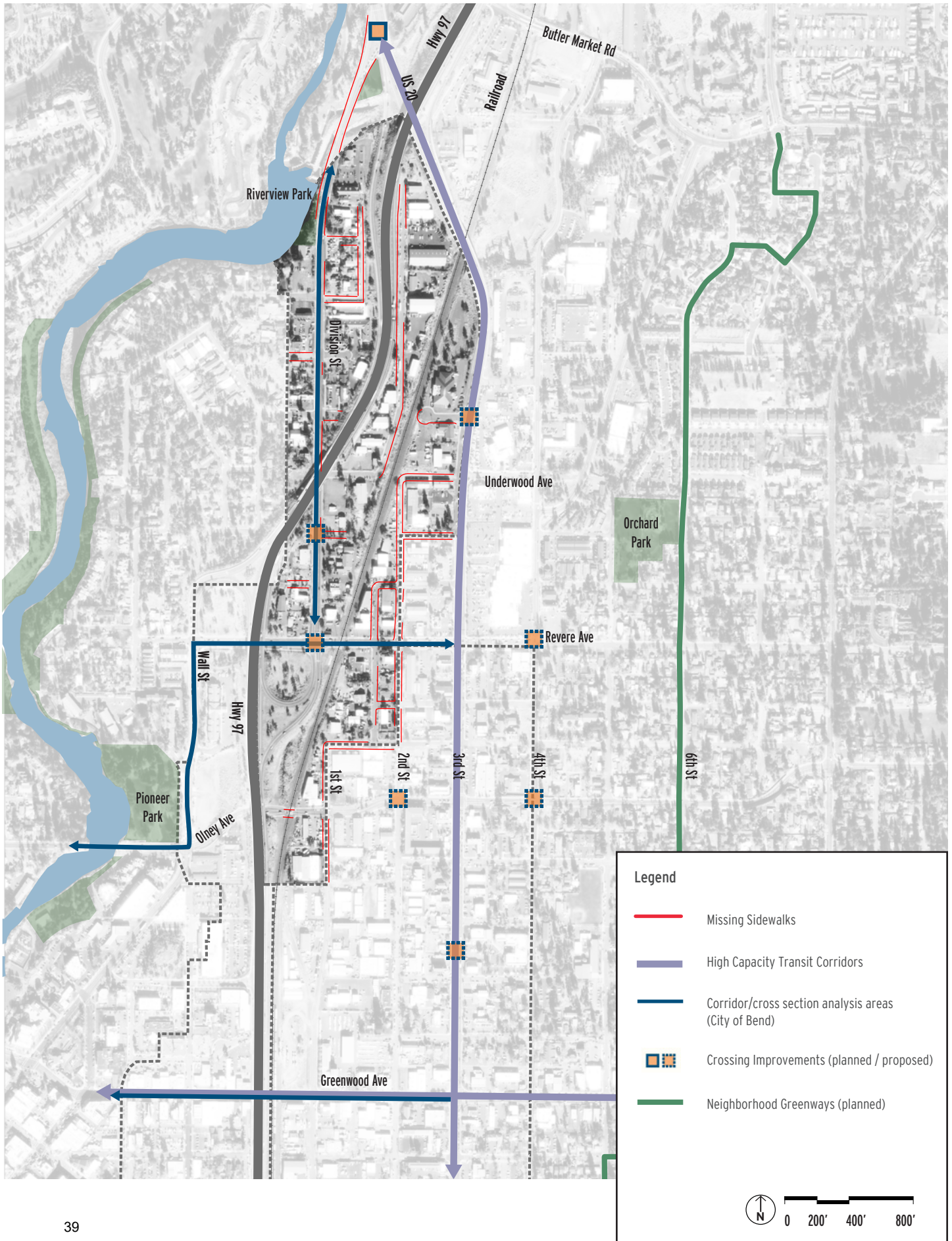
**Legend**

- Gateway Improvements  
Lighting, signage, public art, fencing
- Multi-modal Street
- Connected Grid
- Trail Connection
- Public Attractor Area (Existing / Future)
- Existing Neighborhood Landmark / Attractors

Scale: 0 200' 400' 800'

North arrow pointing up.

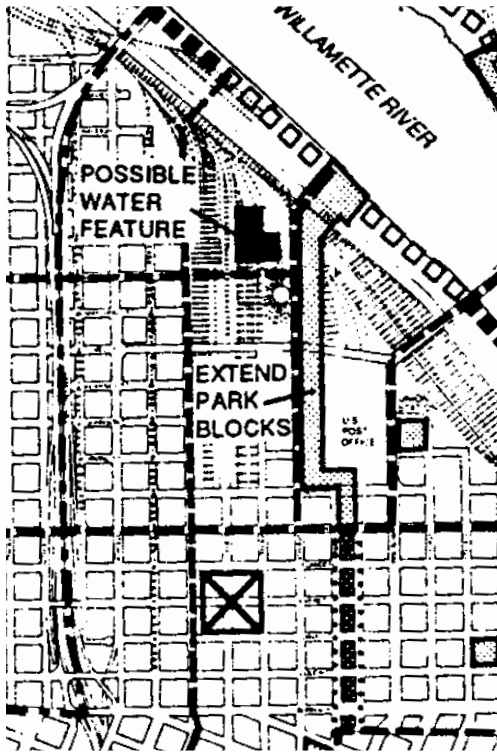
# North Section Selected Planned Projects + Existing Issues



# URBAN DESIGN FRAMEWORK CASE STUDY



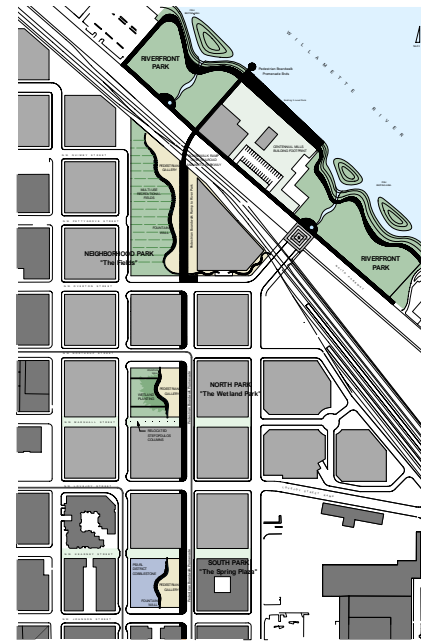
# Pearl District, Portland



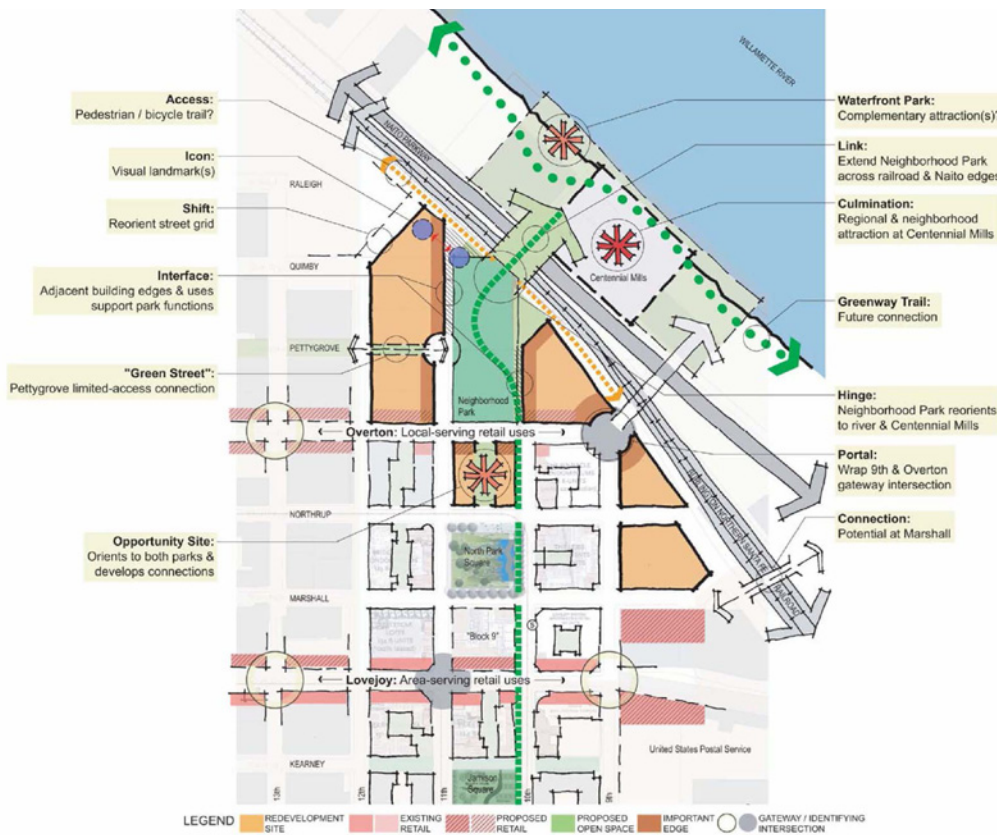
1988: Initial glimmers of a concept



2002: A simple, noble diagram



2004: Parks framework



2005: District framework

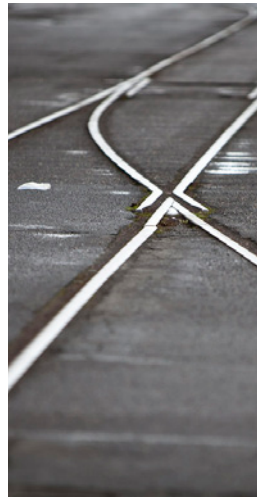
Portland's Pearl District is the result of years of planning and urban renewal investments. The neighborhood was built on former railyards, so a new urban framework was needed to guide development. Over the railyards, the big idea was to create a central green spine of three interconnected parks, linked with a wide boardwalk. This has proven to be an enduring catalyst for surrounding development, complemented by an interconnected street grid that logically extends surrounding 200' blocks. Transit and higher-volume traffic is pushed to a few key corridors that still feature a high-quality public realm. The gritty industrial character of the district has been retained through reuse of brick warehouses, honored through interpretation and artwork and revealed subtly through textures such as rail lines and cobble streets.



1991



Primary Framework Spine



Honor and integrate character

Public realm as development catalyst



Community attractors



Building proportions create 'outdoor rooms'

# BEND CORE AREA PROJECT

## URBAN DESIGN FRAMEWORK

May 14, 2019



CITY OF BEND  
CORE AREA PROJECT



# Project Types and Preliminary Priorities

PREPARED FOR: Urban Renewal Advisory Board  
 COPY TO: Project Team  
 PREPARED BY: Joe Dills and Lorelei Juntunen  
 DATE: May 7, 2019

## Overview

The purpose of this memo is to:

- Introduce the concept of project types
- Provide information, and describe a prioritization exercise, for the Urban Renewal Advisory Board's (URAB's) first discussion of project priorities.

As URAB evaluates the potential for urban renewal in the Core Area, the board will identify potential projects to be funded and discuss priorities for funding. With a large study area and robust vision for the Core Area, there will be lots of potential projects to discuss and prioritize for funding. The project team recommends that URAB start with a high-level discussion of project types and a first non-binding exercise to illuminate members' priorities.

## Project Types

The project team has prepared a list of project types for consideration by URAB. They are:

- Transportation
- Utilities & Related Infrastructure
- Parks and Open Space
- Signage, Wayfinding, and Public Art
- Public Buildings and Attractors
- Affordable Housing
- Business and Infill Development/Redevelopment Assistance

The team has also prepared a background document that describes each of the project types and provides [examples of potential projects for each type](#). Some project types, such as transportation, have relatively long lists of potential projects because of the extensive planning to date. Others, such as Signage, Wayfinding and Public Art, are not very well defined for projects. As the Core Area Project moves forward, URAB and the community will have the opportunity to add, subtract and refine the list of projects.

## An Initial Exercise to Gage URAB Priorities

Long lists of projects can be overwhelming and difficult to sort through for priorities. To simplify the process and set the stage for more detailed discussion, URAB will undertake a prioritization exercise at the project type level of detail.

The proposed exercise is very straightforward:

*Imagine you have \$100 of urban renewal revenue to spend on projects within the urban renewal boundary. Using increments of \$5, how would you spend it between the seven project categories?*

The \$100 is a simplified representation of the total UR funding a potential urban renewal district could generate over its lifetime. You may spend the \$100 in any way that you think reflects the needs of the area and a prudent use of urban renewal funds. You may emphasize a particular category or spread the funds among many categories. One of the key uses of urban renewal is to help unlock redevelopment potential that needs an investment nudge to occur. Another key use is to help fund improvements that would not otherwise be funded and that address blight conditions or support property investments. The overarching principles are to spend urban renewal dollars consistent with the guiding principles and vision for the area and to reduce or eliminate blighted conditions.

The process will occur in three steps:

Step 1 – After studying this agenda packet, URAB members will send in their initial spending priorities to staff (due by Monday, May 13, Noon - see below for instructions).

Step 2 – Staff will compile that input and share it at the upcoming URAB 3 meeting on May 14. The Board will discuss the project types and ideas for prioritization.

Step 3 – Following the discussion, URAB will do a second prioritization exercise.

### Instructions for Step 1

- a. Please review the agenda packet, including a skim-review or read of the project type background document linked above.
- b. For on-line feedback, URAB members will use the link provided to them in their email to go to the project type prioritization form and fill in how they would spend their \$100. The form is simple and should only require a few minutes to complete.
- c. As an alternative, you may contact Allison Platt by email, [aplatt@bendoregon.gov](mailto:aplatt@bendoregon.gov) or phone (541) 322-6394 to convey how you would spend your \$100.
- d. Please submit your feedback by **Monday, May 13, by Noon**.

## Next Steps Following the Preliminary Prioritization

The preliminary prioritization is non-binding, but will be used later to guide discussions and decisions regarding project priorities. After URAB 3, all of the work conducted to date (including the prioritization) will be shared with the community at an Open House on June 15<sup>th</sup> (10 a.m. - Noon). A simple version of the exercise will be conducted at that event. The collective feedback will be brought to URAB's meetings this summer, where the Board may use it to guide discussion of what projects might be funded by a Core Area urban renewal district.



# Urban Renewal Boundary Analysis

PREPARED FOR: Urban Renewal Advisory Board  
 COPY TO: Project team  
 PREPARED BY: Lorelei Juntunen and Becky Hewitt, ECONorthwest  
 DATE: May 7, 2019

## Introduction

### Purpose of this memorandum

At its May 14 meeting, Bend's Urban Renewal Advisory Board (URAB) will discuss an initial boundary for a proposed new Urban Renewal Area in Bend's Central Area.

This memorandum provides background analysis and an initial boundary proposal to inform URAB discussion and facilitate decision-making. The memorandum describes why the urban renewal boundary is important, explains the variables (key considerations) that influence boundary decisions, and describes the process for establishing the urban renewal boundary as part of the Core Area Project. It also describes the various subareas within the Core Area Project's study area and summarizes the Project Team's evaluation of the subareas to date.

### The importance of the Urban Renewal boundary

Urban renewal boundary decisions are foundational; they play a primary role in defining the financial viability and effectiveness of any urban renewal plan. Tax increment (the primary funding source for urban renewal investment) may only be collected from inside an adopted boundary; this revenue stream dictates the plan's maximum indebtedness. And tax increment dollars may only be spent inside an adopted boundary.

### Steps in establishing the boundary

Decisions about the boundary are on the critical path to all of the key planning work that must be undertaken when forming an urban renewal area. Until a boundary is identified, it is not possible to accurately project revenue or identify eligible projects. While boundaries can certainly be refined during a planning process, doing so will typically require re-estimating revenues and reconsidering projects. As a result, the initial boundary decision is a critical one that must be approached strategically and thoughtfully.

The process for establishing and refining the boundary as part of the Core Area Project is summarized below.

- **Initial Boundary Guidance:** This memorandum summarizes the initial analysis of subareas by the project team and presents a preliminary recommendation for URAB consideration.
- **URAB Preliminary Boundary Recommendation:** On May 14, URAB will provide input on the subareas and make an initial boundary recommendation to forward for public input.
- **Public Input on Boundary:** At Public Workshop 1 on June 15, members of the public will have an opportunity to comment on the recommended boundary.

- **URAB Initial Boundary Decision:** At the August 13 meeting, URAB will review feedback from Public Workshop 1 and make an initial decision about the urban renewal boundary that will serve as the basis for financial analysis.
- **Financial Analysis:** Following the August 13 meeting, the project team will use the initial boundary as the basis for projecting the tax increment and estimating Maximum Indebtedness and estimated amount of funding available for projects.
- **Boundary Refinements:** Based on the final project list, URAB can make small boundary revisions to pick up right-of-way or specific publicly-owned (tax-exempt) properties where projects are located. However, changes that add or remove taxable properties would require revising TIF projections, which could have schedule and budget implications.

## Considerations in setting the boundary

The following is a list of considerations that informed the initial boundary proposal included in this memorandum.

- Does the area inside the boundary need targeted investment in infrastructure, development, and placemaking to achieve development outcomes that match public vision and goals?
- Does the area within the boundary contain sufficient assessed value and development potential to support tax increment revenue growth?
- Once an urban renewal plan is adopted, it may only be expanded by a total of 20% of its acreage.<sup>1</sup> Does the proposed boundary allow sufficient future flexibility to accommodate changing conditions?
- Does the proposed area for the URA stay within the statutory limits for acreage and assessed value?<sup>2</sup> (The URA in Bend's central area is not likely to cause the City to exceed those limits, but it is important to keep this statutory limit in mind.)
- Does the area inside the boundary meet the statutory definition of blight? (All areas under consideration are likely to meet this definition. Formal findings of blight will be completed in the final stage of project work.)

**“The most logical boundary encompasses the area that is blighted and will benefit from the use of tax increment funding for projects and programs within the area.”<sup>3</sup>**

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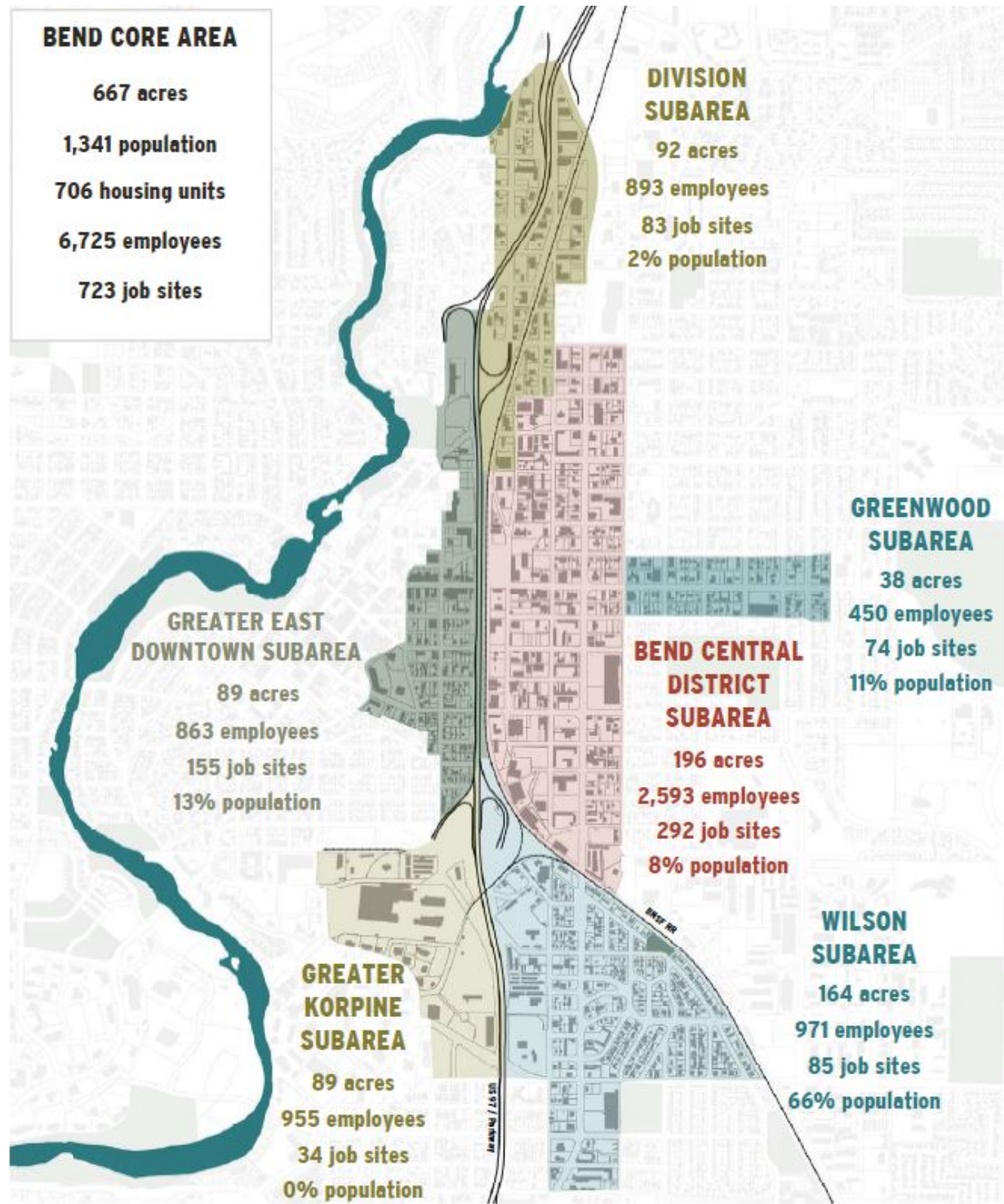
<sup>1</sup> ORS 457.220(3)

<sup>2</sup> ORS 457.420 limits the amount of acreage and assessed value that may be in urban renewal for cities with a population of more than 50,000 to 15%. This is the combined total across all urban renewal areas.

<sup>3</sup> Association of Oregon Redevelopment Agencies, “Best Practices for Urban Renewal Agencies in Oregon,” January 2014, p. 10.

# Project Study Area

## Subarea Overview



### Core Area Facts

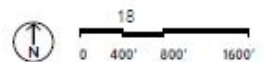


Figure 1. Study area sub-area overview



## Subarea Analysis Matrix

The subarea analysis matrix (Table 1) provides information about the subareas to guide creation of the initial urban renewal boundary. The matrix provides the following information for each subarea:

- **Existing assessed value (AV) and acreage:** assessed value of real property (land and improvements) and manufactured structures based on County tax assessor's data and total acreage (including right-of-way). More existing AV can provide more tax increment in early years based on appreciation of existing properties. The total amount also is subject to statutory limitations (though those are not a big limitation in this case).
- **Strengths:** Urban design, infrastructure, regulatory, and market strengths and opportunities that could support future development and investment in the area.
- **Challenges:** Urban design, infrastructure, regulatory, and market challenges that may be impeding development and investment in the area.
- **Needed investments:** Physical improvements needed to address the challenges and issues in the area.
- **Development potential:** Observations based on Cascadia Partners' analysis of development potential under existing conditions and with strong market conditions and flexible zoning. Helps the City understand where tax increment revenue is likely to be produced and where investments can spur development.
- **Relationship to guiding principles:** Does the area have any particular ability to advance the guiding principles?
  - Vibrant mixed use city center—create a place where people can live, work, and play
  - Connectivity: Remove east-west and north-south barriers
  - Affordability
  - Walkability / balanced transportation system
  - Catalyzing private development
  - Benefits are distributed equitably/fairly
  - Sustainable/low impact development

**Table 1. Subarea Analysis**

Subarea	Strengths	Challenges	Development Potential	Needed Investments	Other City Actions Needed to Unlock Potential	Relationship to Guiding Principles
<b>Greater East Downtown</b> 89 acres \$72.2 million existing AV	<ul style="list-style-type: none"> <li>Well-connected to downtown</li> <li>Pleasant street frontage</li> <li>Creative reuse of buildings</li> <li>Mixed-use development on Greenwood with walkable streets</li> </ul>	<ul style="list-style-type: none"> <li>Isolated from Parkway, Franklin, Greenwood</li> <li>Lack of low stress bicycle facilities</li> <li>Mostly small parcel sizes</li> </ul>	<ul style="list-style-type: none"> <li>Higher existing property values on a per-square-foot basis</li> <li>Few locations identified as high development potential under existing zoning and market conditions</li> <li>More development potential if market conditions improve and if mixed use zoning &amp; parking reductions expanded</li> </ul>	<ul style="list-style-type: none"> <li>Low stress bicycle facilities</li> <li>Enhanced connectivity between Bend Central District and Downtown (over- and under-crossings)</li> <li>Maintaining character with new development</li> </ul>	<ul style="list-style-type: none"> <li>Amendments to commercial zoning to create greater flexibility for mixed use development</li> </ul>	<ul style="list-style-type: none"> <li>Walkability/balanced transportation system.</li> <li>Opportunity to create a place where people can live, work, and play.</li> </ul>
<b>Bend Central District</b> 196 acres \$152.9 million existing AV	<ul style="list-style-type: none"> <li>Remodels and redevelopments in progress</li> <li>High traffic visibility and accessibility to the different parts of the City</li> <li>Dominant employment base for Industrial, Commercial, and Retail.</li> <li>Variety of local businesses</li> </ul>	<ul style="list-style-type: none"> <li>Lacking pedestrian crossings across major roadways</li> <li>Auto-oriented commercial and retail businesses</li> <li>Existing heavy-duty industrial users</li> <li>Poor pedestrian environment</li> <li>Not well connected to downtown</li> </ul>	<ul style="list-style-type: none"> <li>Mostly small-to-medium parcel sizes</li> <li>Medium-to-high existing property values on a per-square-foot basis</li> <li>Many locations identified as high development potential under existing zoning and market conditions</li> <li>More development potential if placemaking improves and zoning tweaked to facilitate mixed use</li> </ul>	<ul style="list-style-type: none"> <li>Enhanced transportation options and connectivity</li> <li>Parking management</li> <li>Low stress bicycle facilities</li> <li>“People spaces”- parks/plaza and open/green spaces; mobility hub</li> <li>Civic spaces and buildings</li> <li>Enhanced safety on major corridors</li> </ul>	<ul style="list-style-type: none"> <li>Amendments to zoning in some areas to create greater flexibility for mixed use development</li> </ul>	<ul style="list-style-type: none"> <li>Opportunity to create a place where people can live, work and play.</li> <li>Opportunity to remove barriers (east/west and north/south)</li> <li>Opportunity to create a walkable area with a balanced transportation system</li> <li>Opportunity to incorporate sustainable and low impact development principles/practices.</li> <li>Opportunity for public investments to</li> </ul>

Subarea	Strengths	Challenges	Development Potential	Needed Investments	Other City Actions Needed to Unlock Potential	Relationship to Guiding Principles
				<ul style="list-style-type: none"> <li>• Beautification and gateways</li> <li>• Redevelopment incentives</li> <li>• Environmental clean-up/DEQ analysis</li> </ul>		<ul style="list-style-type: none"> <li>incentivize/ catalyze private development.</li> <li>• Opportunities to better connect area to downtown &amp; improve synergies between the two areas</li> </ul>
<b>Greenwood</b> 38 acres \$31.8 million existing AV	<ul style="list-style-type: none"> <li>• Proximity to Juniper Park</li> <li>• Views of Pilot Butte</li> <li>• Prominent trees</li> </ul>	<ul style="list-style-type: none"> <li>• Lacking streetscape improvements</li> <li>• Frontage voids from large surface street parking lots</li> <li>• Auto-oriented retail signage</li> <li>• Difficult pedestrian crossings</li> <li>• ODOT jurisdiction over Hwy 20</li> <li>• Mostly small parcel sizes</li> </ul>	<ul style="list-style-type: none"> <li>• Higher existing property values on a per-square-foot basis</li> <li>• Few locations identified as high development potential under existing zoning and market conditions</li> <li>• More development potential if placemaking improves</li> </ul>	<ul style="list-style-type: none"> <li>• More comfortable inviting character for pedestrians and bicyclists</li> <li>• Connectivity and safer crossings</li> <li>• Neighborhood commercial services and amenities</li> <li>• Sidewalk infill</li> </ul>	<ul style="list-style-type: none"> <li>• <i>None identified to date</i></li> </ul>	<ul style="list-style-type: none"> <li>• Opportunity for walkable area with balanced transportation system.</li> <li>• Opportunity to create a place where people can live, work, and play.</li> <li>• Opportunity to remove barriers and connect north and south parts of Bend.</li> </ul>
<b>Greater KorPine</b> 89 acres \$58.3 million existing AV	<ul style="list-style-type: none"> <li>• Mountain views</li> <li>• Older buildings repurposed</li> <li>• Variety of local businesses</li> <li>• Space for cyclists on sidewalk / shoulder</li> <li>• Large parcels</li> </ul>	<ul style="list-style-type: none"> <li>• Not enough active uses adjacent to gateways</li> <li>• Lacks infrastructure including a cohesive street grid and sewer</li> </ul>	<ul style="list-style-type: none"> <li>• Lower existing property values on a per-square-foot basis</li> <li>• Several locations identified as high development potential under existing zoning and market conditions</li> </ul>	<ul style="list-style-type: none"> <li>• Street and infrastructure extensions</li> <li>• Multimodal connections to other sub-areas and existing neighborhoods</li> </ul>	<ul style="list-style-type: none"> <li>• Complete the Drake Lift Station project to provide sewer capacity for the buildout of this area</li> </ul>	<ul style="list-style-type: none"> <li>• Opportunity to remove barriers and connect East and West sides of Bend.</li> <li>• Opportunity to create a place where people can live, work, and play.</li> <li>• Opportunity for public investments to</li> </ul>

Subarea	Strengths	Challenges	Development Potential	Needed Investments	Other City Actions Needed to Unlock Potential	Relationship to Guiding Principles
		<ul style="list-style-type: none"> <li>Disconnected from other parts of the City</li> </ul>	<ul style="list-style-type: none"> <li>Already strong market area and flexible zoning—little additional development potential with constraints removed</li> </ul>			<ul style="list-style-type: none"> <li>incentivize/ catalyze private development.</li> <li>Opportunity to incorporate sustainable and low impact development principles/practices.</li> </ul>
<p><b>Wilson</b> 164 acres \$71.1 million existing AV</p>	<ul style="list-style-type: none"> <li>Views of Pilot Butte</li> </ul>	<ul style="list-style-type: none"> <li>Barriers to connectivity</li> <li>Auto-oriented businesses and signage</li> <li>Access and mobility issues for pedestrians and bicyclists</li> </ul>	<ul style="list-style-type: none"> <li>Mostly small parcels with some very large parcel sizes</li> <li>Medium-to-high existing property values on a per-square-foot basis</li> <li>No locations identified as high development potential under existing zoning and market conditions</li> <li>Much more development potential if market conditions improve and zoning becomes more flexible</li> </ul>	<ul style="list-style-type: none"> <li>Revitalization funds</li> <li>Affordable housing preservation</li> <li>Connections to other sub-areas, especially to KorPine</li> <li>Sidewalk infill</li> <li>Community space (Jaycee Park enhancements)</li> </ul>	<ul style="list-style-type: none"> <li>Amendments to zoning in some areas to create greater flexibility for mixed use development and enable higher density residential development</li> </ul>	<ul style="list-style-type: none"> <li>Opportunity to preserve affordability.</li> <li>Opportunity to remove barriers and connect East and West sides of Bend.</li> <li>Opportunity to create a walkable area with a balanced transportation system.</li> </ul>
<p><b>Division</b> 92 acres \$38 million existing AV</p>	<ul style="list-style-type: none"> <li>Emerging businesses</li> <li>Mountain and river views</li> <li>Wider underpasses with opportunities for better separation of bicycle/pedestrian</li> </ul>	<ul style="list-style-type: none"> <li>Scattered, auto-centric commercial area</li> <li>Several divided, isolated areas</li> <li>Unscreened surface parking</li> <li>Poor / neutral street frontage</li> </ul>	<ul style="list-style-type: none"> <li>Mostly medium parcel sizes</li> <li>Medium existing property values on a per-square-foot basis</li> <li>Many locations identified as high development potential under</li> </ul>	<ul style="list-style-type: none"> <li>Walkability, streetscape, trees</li> <li>Lighting</li> <li>River connections</li> <li>Affordability preservation for service sector</li> <li>Gateways</li> </ul>	<ul style="list-style-type: none"> <li>Amendments to commercial zoning in some areas to create greater flexibility for mixed use development</li> </ul>	<ul style="list-style-type: none"> <li>Opportunity for preserve affordability.</li> <li>Opportunity to create a walkable area with a balanced transportation system.</li> </ul>

Subarea	Strengths	Challenges	Development Potential	Needed Investments	Other City Actions Needed to Unlock Potential	Relationship to Guiding Principles
	facilities and gateways/signage.	<ul style="list-style-type: none"> <li>Limited landmarks and significant trees</li> </ul>	existing zoning and market conditions <ul style="list-style-type: none"> <li>More development potential if market conditions improve</li> </ul>			

## Preliminary Project Team Recommendation

Based on consideration of the factors summarized above, the Project Team recommends URAB consider the following subareas for inclusion in the preliminary Urban Renewal boundary.

**Table 2. Project Team Boundary Recommendation**

Subarea	Project Team Recommendation
Greater East Downtown	Include
Bend Central District	Include (with addition)
Greenwood	Include
Greater KorPine	Include
Wilson	Include part (see map)
Division	Include part (see map)

The project team used the initial project list, existing zoning, development feasibility, and urban design analysis/framework to establish a preliminary project team recommendation for an urban renewal boundary, which is depicted in Figure 3.

The majority of the project study area is recommended by the project team to remain within an initial urban renewal boundary. The high redevelopment potential and projects needs for the Bend Central District, Greater KorPine, Greenwood, and East Downtown sub-areas result in a team recommendation to leave the entirety of those sub-areas within the recommended Urban Renewal Boundary.

The following areas are recommended to be removed from a potential urban renewal boundary for the following reasons:

### Division subtraction

The Division Street corridor is a compatible area for urban renewal. Community members in the area have identified blighted conditions in the area including safety concerns, crime, and lack of lighting. However the entire Division sub-area will likely not benefit from projects and programs intended to serve the area, nor does the entire sub-area have a high redevelopment potential. Therefore the project team recommends to remove the industrially zoned portion of the Division sub-area from the recommended boundary.

### Wilson subtraction

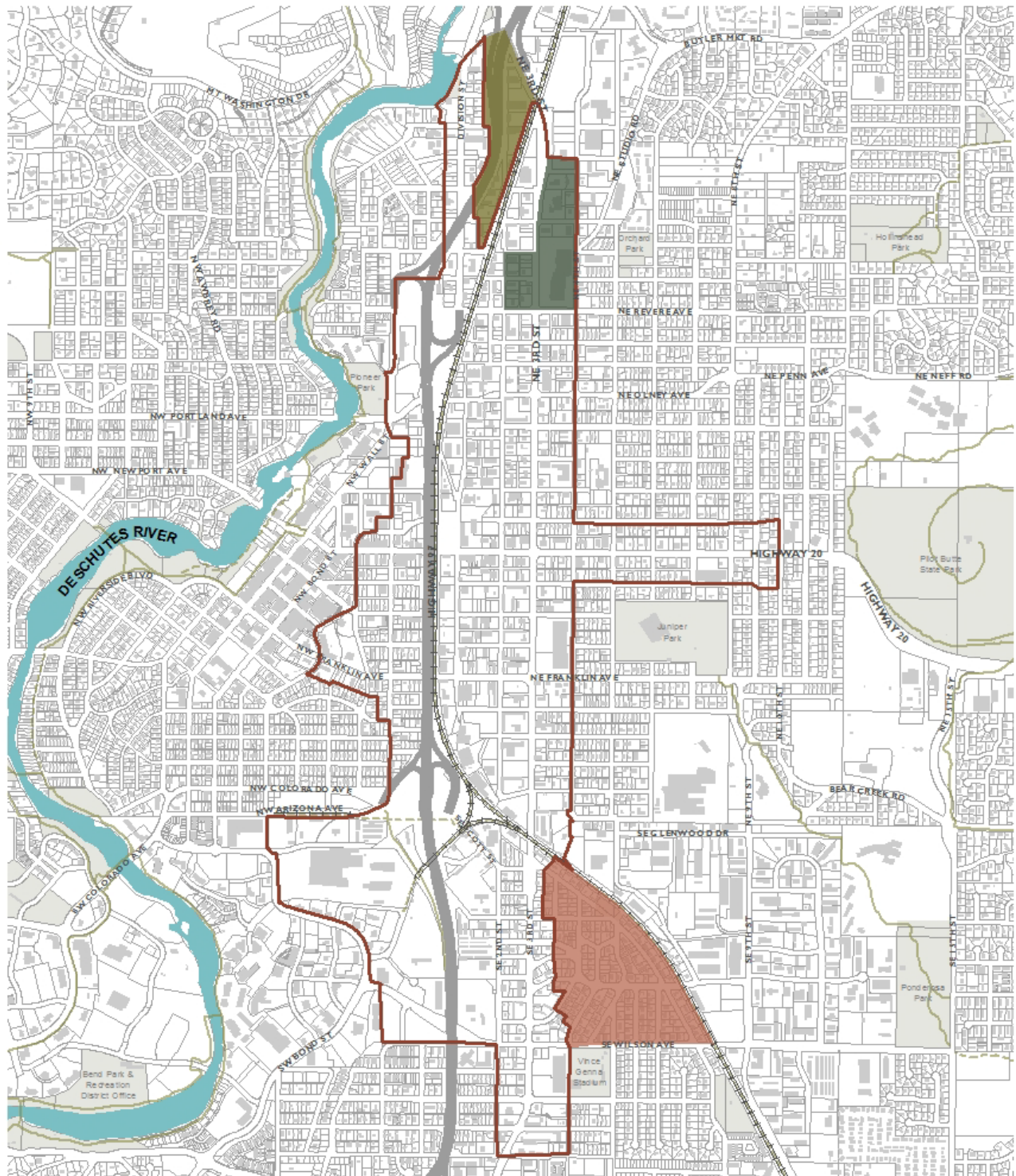
The project team recommends removing the residentially zoned areas of the Wilson sub-area. Residential areas are not typically included in urban renewal districts, unless there is a strategic affordable housing stabilization or anti-displacement strategy that is recommended for the area. Given the implementation of an affordable housing stabilization program would require significant overhead/administration proportional to the small size and potential benefit of the program, it is not recommended to include the residential portions of the Wilson sub-area within the Urban Renewal boundary.

If there are specific projects that the board feels should be invested in the Wilson sub-area, right-of-way can be easily added to the boundary.

This is a policy decision for the URAB to consider: These areas should only be included if housing affordability and anti-displacement strategies are priorities to spend urban renewal dollars.

## Bend Central District Additional Commercial

For the development feasibility work, the project team looked at some additional areas adjacent to the Bend Central District, including the commercially zoned area just north of the Bend Central District. The development feasibility analysis showed high development potential in this area. It is a major commercial corridor with high retail visibility in close proximity to existing residential and high density residential zones. However, it is also auto-oriented and lacks pedestrian crossings on the major roadways. This area could benefit from potential urban renewal projects and programs such as business and infill development and redevelopment assistance. Therefore, the project team recommends adding this additional area to the preliminary boundary for analysis.



**BEND CORE AREA  
RECOMMENDED  
BOUNDARY**



- Recommended Boundary
- Additional Commercial
- Wilson Subtraction
- Division Subtraction
- Taxlots
- Parks
- Building Footprints\*

5/1/2019



\* This data has not been  
verified by the City of Bend

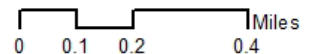


Figure 2. Recommended preliminary boundary for analysis