



**JUNIPER RIDGE MANAGEMENT ADVISORY BOARD –
JANUARY 30TH, 2020**



- Roll Call
- Public Comment
- Action: Meeting #3 Minutes
- Review/Discussion: Draft Work Plan Outline
 - Guiding/Purpose Statements
 - Priority Tasks
 - Timeline/Schedule
- Review/Discussion: Governing Documents
 - Roles
 - Regulatory vs. Proprietary
 - Amendment Process
- Staff Update
- Public Comment
- Adjourn

GUIDING/PURPOSE STATEMENTS



- Assure quality development throughout Juniper Ridge.
 - *To assure quality development, the JRMAB will make recommendations regarding potential revisions to the CC&Rs, the Design Guidelines, and the Overlay Zone, that will strive to meet the goals established in the 2016 Bend Comprehensive Plan (Employment & Targeted Sectors).*

GUIDING/PURPOSE STATEMENTS



- Generate revenue from land sales consistent with good business practices, ensuring land sale revenues support continued development at Juniper Ridge.
 - *To ensure revenue from land sales continue to support development in Juniper Ridge, JRMAB will evaluate a market feasibility assessment, in addition to local feedback, to formulate a disposition strategy that aims to expand the City's property tax revenue.*

GUIDING/PURPOSE STATEMENTS



- Enhance sustainable building and development in Juniper Ridge by promoting a development pattern that is resource efficient.
 - *To ensure a resource efficient development pattern, the JRMAB will evaluate future development with a focus on economic sustainability; and prioritize future development phases with infrastructure projects.*

GUIDING/PURPOSE STATEMENTS

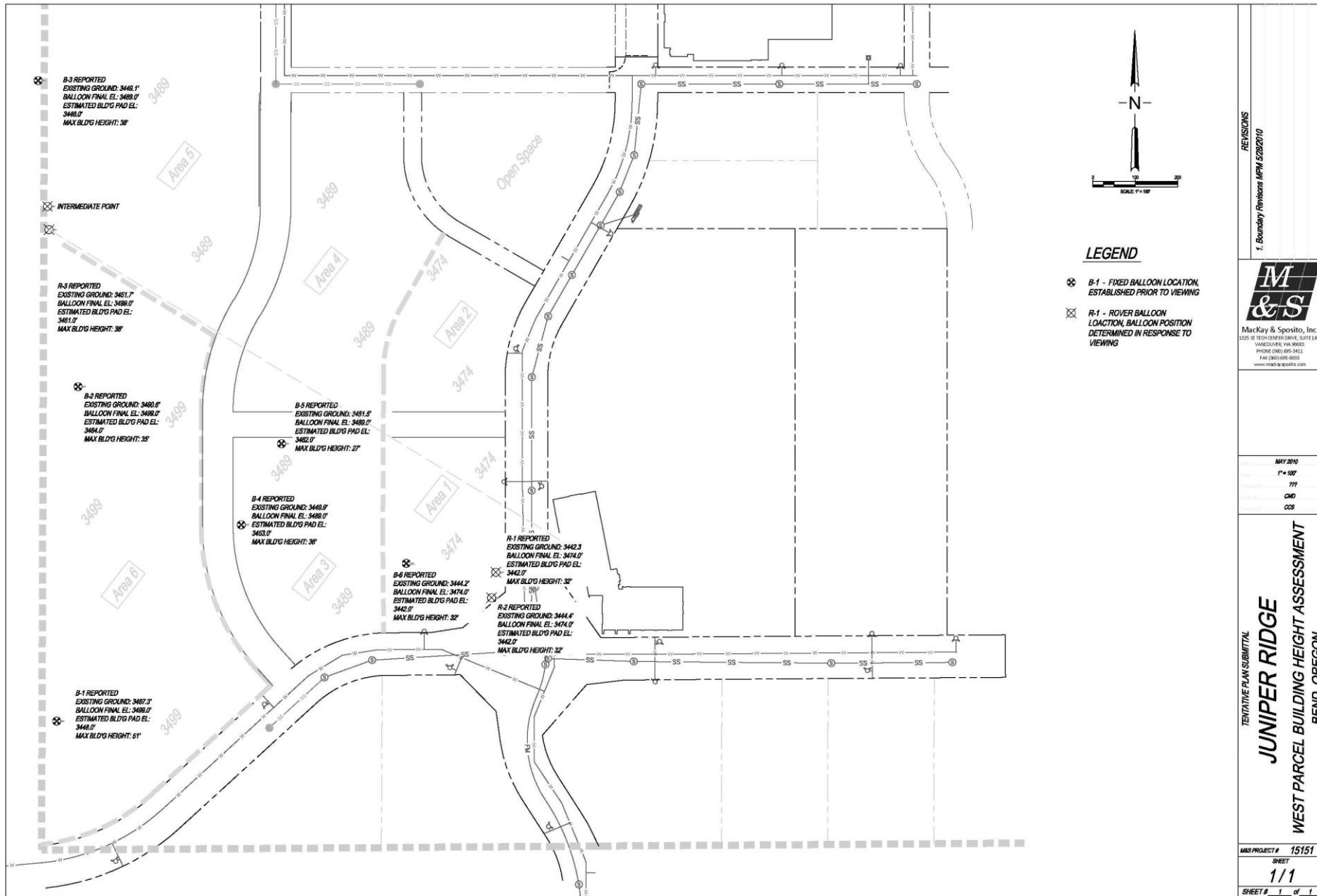


- Guide the development of marketing strategies that serve existing Bend employers and specifically targets the identified economic clusters for Bend and Central Oregon.
 - *To ensure future marketing strategies guide development accordingly, the JRMAB aims to utilize the results of a market feasibility assessment to target the needs of growing businesses, both existing and new, within Central Oregon and the City of Bend.*



- Section 2.7.2000 – Juniper Ridge Overlay Zone
 - Employment Sub-district
 - Boundary/Applicable Area
 - Permitted & Conditional Use Table
 - Road Configuration/Transportation Plan
- Covenants, Conditions & Restrictions (CC&Rs)
 - City's role as Declarant
 - Class A member
 - Class B member
 - Boundary/Applicable Area
 - Rights/Authority of members

TASKS





- Design Guidelines
 - Site Guidelines
 - Architectural Guidelines
 - Boundary/Applicable Area
- ODOT IGA
 - Advise City staff on renegotiations
- Land Disposition Strategy
 - Review Market Feasibility/Assessment
 - Establish Parcel/Tract sizes
 - Review Partition/Platting requirements
 - Establish Infrastructure Priorities



- **PROPOSED:**
 - 3rd Thursday of the month (typically) – Noon to 2 PM
 - JRMAB Meeting Schedule (2020):
 - February 20th
 - March 19th
 - April 16th
 - May 21st
 - June 18th
 - July 16th
 - August 20th
 - September 17th
 - October 15th



- Questions?
- Contact:
 - Matt Stuart – Urban Renewal Manager
 - (541) 323-5992
 - mstuart@bendoregon.gov



Post-it Easel Pad Super Sticky Hangs on walls of Easel Stand! 1 PAD 30 SHEETS 25 IN x 30 IN (63.5 cm x 76.2 cm)

Assure Quality Development

- #1 - Preserve quality - Quality - live and work - create quality
- #2 - Quality Development - Quality - live and work - create quality
- Address the environmental conditions - create and maintain quality
- Quality building - as separate step of land for building - focus of quality use
- Retention of the - create and maintain quality
- Quality Design - create and maintain quality - (Comp Plan) IL Zone
- #1a - Consider the design quality in all - create and maintain quality - (Comp Plan) IL Zone
- Consider the - create and maintain quality - (Comp Plan) IL Zone

- EIR's / Design (establishing) Revising

- Comp Plan (# of Jobs) Goals ←

- Zoning / Permitted Uses (Targeted)

- Stay "up" at (Comp Plan / IL Zone) level

Overall

Generate Revenue from Land Sales:

- #1 - Tax Roll / Taxes
- #2 - Market Conditions / Analysis
- City - create and maintain quality - (Comp Plan) IL Zone
- Package and - create and maintain quality - (Comp Plan) IL Zone
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- Tax Roll / Taxes

- Market Conditions / Analysis



Enhance Sustainable Building Development:

①
Economic and financial -
- ensure that the building is profitable

②
Market using demographics, lifestyle, etc.

③
Design is a key to success

④
Place development plan

⑤
- allow developer to address market demand ✓

⑥
- allow developer to address market demand ✓

⑦
- allow developer to address market demand ✓

⑧
- allow developer to address market demand ✓

*Economic Sustainability

- Phased Economic Sustainability (adaptive) (align w' Infrastructure)
- Update/Revise Use Table (Permitted) (community needs)

Develop Marketing Strategies for Disposition:

①
- Location has to be appropriate for the business

②
- lot of demand employee body is local

③
- location has to be appropriate for the business

④
- location has to be appropriate for the business

⑤
- location has to be appropriate for the business

⑥
- location has to be appropriate for the business

⑦
- location has to be appropriate for the business

⑧
- location has to be appropriate for the business

⑨
- location has to be appropriate for the business

- Existing Bend Businesses for Growth

- Targeted Industries (Comp Plan)

- Short vs Long term Strategy (mid)

- Infrastructure Understanding

RESOLUTION NO. 3143 – PURPOSE STATEMENTS



The role of the JRMAB is to advise Council and BURAs on the future development of Juniper Ridge with regard to Bend's changing economy:

- Assure quality development throughout Juniper Ridge;
- Generate revenue from land sales consistent with good business practices, ensuring land sale revenues support continued development at Juniper Ridge;
- Enhance sustainable building and development in Juniper Ridge by promoting a development pattern that is resource efficient; and,
- Guide the development of marketing strategies that serve existing Bend employers and specifically targets the identified economic clusters for Bend and Central Oregon.



The Board is tasked with providing the following deliverables:

1. Develop a 24-month work plan for review, consideration, and adoption by Council.
2. Review existing agreements regarding the Employment Sub-District use table, CC&R's, Design Guidelines, ODOT IGA, and other documents governing Juniper Ridge and suggest amendments where necessary after appropriate legal and planning review.
3. Developing a vision, land disposition strategy, and framework plan for Juniper Ridge for Council consideration and adoption taking into account prior work and existing legal and regulatory framework.
4. Create an in-depth plan for the continued development of Juniper Ridge, including a subdivision plan to coincide with the construction timeline for the North Interceptor.



Vision for Economic Development in Bend (Chapter 6):

- Attracts and retains targeted industries. City targets employment sectors that are projected to grow, that are a good fit for the City, and that help Bend achieve its economic goals – including an emphasis on jobs that pay higher than median wages.
- Maintain an adequate supply of serviceable industrial and commercial lands. There is enough suitable land within Bend’s UGB to accommodate future jobs and businesses.
- Continue to move toward a more diversified economy that provides professional service, high-skill manufacturing, high-tech, and other higher than median wage jobs.



Targeted Sectors:

- Higher Education
- Health Care
- Recreation Equipment
- Specialty Manufacturing

Industrial Light (IL) Definition:

- Provides for light industrial uses and limited heavy commercial and corporate office uses in areas with easy access to collector and arterial streets.



Economy Goals:

- Ensure an adequate supply of appropriately zoned land for industrial, commercial, and mixed-use development opportunities.
- Strengthen Bend's position as a regional economic center.
- Create more opportunities in Bend for jobs that pay a higher than median wage.



General Policies:

- **6-1: Bend's economic lands (commercial, industrial, and mixed use) serve Bend residents and the needs of a larger region.**
- 6-2: Industrial and Mixed Employment designated land located at **Juniper Ridge** has a local and regional role.
- 6-9: The City will prioritize providing an adequate number of suitable industrial sites while also providing a variety of commercial sites.
- 6-11: The City will periodically review existing development and use patterns on industrial and commercial lands. City may consider modifying Comprehensive Plan designations and zoning to better respond to opportunities for redevelopment and revitalization of employment lands in underutilized areas.



Industrial Development Policies:

- 6-14: Large-lot industrial sites, those sites 50 or more acres in size, are important to the overall inventory of available economic land.
- **6-16: The Juniper Ridge District inside the Bend UGB will be used to help meet the long-term need for future industrial and employment development.**
- **6-17: At least 30% of the total net buildable area of the portion of Juniper Ridge District inside the UGB should be reserved for sites of 10 acres and larger in size.**
- 6-18: The City will work to preserve prime industrial lands for industrial purposes and protect them from incompatible commercial and residential uses.
- 6-19: The community will attempt to diversity its industrial base.