



## ECONOMIC DEVELOPMENT

October \_\_\_\_, 2020

To: Mayor Russell and City Councilors  
From: Katie Anderson, Chair; Ron Benton, Vice Chair, and the  
Juniper Ridge Management Advisory Board (JRMAB)  
Re: Juniper Ridge 12-Month Work Plan

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Dear Mayor Russell and City Councilors,

The JRMAB was formed by Council resolution (No. 3143) on December 19<sup>th</sup>, 2018 as a temporary appointed board comprised of seven (7) members (and two (2) alternates) with expertise in real estate, finance, industrial land development, economic development, business, and other fields relevant to the development of Juniper Ridge.

Council tasked the JRMAB with providing the following deliverables:

- Develop a 24-month work plan for review, consideration, and adoption by Council.
- 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.
- 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.
- 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.

The overarching goal of the JRMAB is to identify barriers to development within the Juniper Ridge Overlay Zone, and make recommendations to Council to alleviate in order to further subdivide and encourage employment based commercial and industrial development, as adopted in the 2016 Bend Comprehensive Plan.

The JRMAB has met a total of ten (10) times to hear from City staff and other guests regarding past work (BEDAB Working Group), applicable policy and project impacts, current limitations, and other developer

experiences. In addition, the JRMAB undertook a field trip to Juniper Ridge to meet with representatives from Suterra, as well as to the Desert Rise Industrial Park in Redmond to meet with Jon Stark, Senior Director of Redmond Economic Development Inc.

The JRMAB outlined the following purpose statements in order to better inform the decision-making process in regard to the aforementioned Council deliverables:

- 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).
- 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.
- 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.
- 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.

It should be noted, at the time of the JRMAB's formation, there were unknowns regarding two (2) major infrastructure projects that were identified as critical components to the successful long-term build-out of Juniper Ridge – the Cooley/US 97 intersection and the North Interceptor Sewer project. Since then, both projects have secured significant funding and are currently either the final design stage or under construction.

The JRMAB recommends the following three-phased work plan, to be undertaken over the next twelve (12) months by Council.

#### Phase I

The JRMAB recommends Council take action within the next 3-4 months in regard to the following, in order to foster development interest, address business relocations due to infrastructure improvements, and initiate sale of existing platted property:

- Section 2.7.2000 – Juniper Ridge Overlay Zone (Attachment A):
  - a) Revise Section 2.7.2010 – Purpose to be consistent with the goals of the 2016 Comprehensive Plan
  - b) Revise Section 2.7.2020 – Implementation to be consistent with Transportation System Plan (TSP), North Interceptor, and existing platted lots.
  - c) Revise Section 2.7.2030 – Employment Sub-District
    - i. Revise Purpose to be consistent with the goals of the 2016 Comprehensive Plan

- ii. Eliminate need for Transportation Management Association (TMA), and all reference to it.
  - iii. Remove limitations to Office, and expand Small-scale Personal and Professional Services uses.
  - iv. Revise Employment Sub-District map to be consistent with recently adopted TSP update and existing lot configurations.
  - v. Revise/Expand the Permitted Use Table as suggested.
  - vi. Revise and modify Vehicle Trip Limit and Mitigation Improvements based on infrastructure completion and funding.
  - vii. Revise Development Standards as suggested.
  - viii. Revise the Road Configuration/Transportation Plan Map.
  - ix. Reduce number of street cross-sections to three (3) – Arterial, Collector, Local.
  - x. Revise Natural Resource Area Map and section to be consistent with Bend Development Code.
- Juniper Ridge Design Guidelines (Attachment B):
    - a) Revise Site Guidelines to be consistent with existing Bend Development Code Commercial and Industrial site guidelines.
    - b) Revise Architectural Guidelines to be consistent with existing Bend Development Code Commercial and Industrial design guidelines.
    - c) Ensure consistency between Section 2.7.2030 and Design Guidelines.
  - ODOT Intergovernmental Agreement to Support Zone Change for Employment Sub-District
    - a) Recommend staff continue negotiations with ODOT to revise and update agreement based on changes to infrastructure improvement planning.

## Phase II

Supported by the market feasibility analysis from ECONorthwest (Attachment C) and City's capacity to develop, JRMAB recommends a development approach that limits City's involvement in physical development outside of major infrastructure, and recommends the sale of parcels of approximately 20-50 acres in size to potential private developers. To accomplish this, the following actions need to be initiated in the next 5-8 months:

1. Solidify Land Disposition Strategy:
  - a) Establish infrastructure priorities:
    - i. Road Configuration/Transportation Plan (Cooley Road, 18<sup>th</sup> Street, Talus Place).
    - ii. Sewer & Water (Talus Place).
  - b) Reconfigure Section 2.7.2000 – Juniper Ridge Overlay Zone (Attachment D):
    - i. Identify “base” standards for the entire area – in line with IL zoning standards
    - ii. Revise Parcel & Block standards to accommodate larger employment based users.
    - iii. Establish new Partition/Platting requirements for large land tracts to enable sale of property.

- iv. Eliminate “Town Center”, “Educational”, and “Residential” sub-districts, and reserve future sub-district sections to be consistent with large tract land sale configuration (Attachment E).
2. Plat lower half of the Juniper Ridge Overlay Zone (south of Rockhurst Way) (Attachment E):
  - a) Based on new platting requirements in Code, Plat large tracts of land, identifying the major infrastructure alignments for potential property sale to potential private developers.
  - b) Condition property sale with the development of major infrastructure improvements.
3. Covenants, Conditions & Restrictions (CC&Rs) for Juniper Ridge Employment Sub-District:
  - a) Reduce the Boundary/Applicable Area to that of which is applicable to LSH Parcel and its special rights (Attachment F).
  - b) Review City’s role as Declarant and determine whether a switch is necessary (Attachment G):
    - i. Class A member
    - ii. Class B member

### Phase III

It is the JRMAB’s understanding that future infrastructure considerations are being studied along the north boundary of the Juniper Ridge Overlay Zone. It is also the JRMAB’s understanding that the 2016 Urban Growth Boundary is eligible for evaluation in 2021. Based on these assumptions, the JRMAB recommends Council direct staff to evaluate the following actions to assist in the long-term development of the Juniper Ridge Overlay Zone area:

1. North Interchange Coordination:
  - a) Continued coordination with ODOT regarding a potential future North Interchange with US 97 along the northern boundary of the Juniper Ridge Overlay Zone.
  - b) Determine connectivity and alignments for 18<sup>th</sup> Street based on North Interchange alignment.
  - c) Plat northern half of Juniper Ridge Overlay Zone (north of Rockhurst Way) based on the design/alignment of future transportation infrastructure.
2. Evaluate Residential needs in the Area:
  - a) In an effort to meet the goals of a “complete” community, evaluation of the Comprehensive Plan and Zoning designations should be considered. Employment development will only increase pressure and demand for housing.
  - b) Consider medium to high density housing as an appropriate use along the western boundary of the Juniper Ridge Overlay Zone, providing a buffer to existing residential areas to west, in close proximity to amenities (Northpointe Park), and accessibility to transportation infrastructure.
3. Re-evaluate 50-acre Large Lot Industrial requirement:

- a) Based on the testimony and research, the JRMAB recommends Council re-evaluate the reservation of a 50-acre Large Lot Industrial site within this area.
- b) Coordinate with COIC, EDCO, and Business Oregon on re-evaluating and/or updating the Large Lot Industrial Needs analysis for Central Oregon to accurately reflect the changing demands and market conditions within City limits.

<https://www.bendoregon.gov/government/citizen-committees/juniper-ridge-management-advisory-board>

We look forward to discussing the Board's recommendation for Council action at the Council Work Session on November 4<sup>th</sup>, 2020, and welcome any questions you may have.

Sincerely,

Katie Anderson, Chair  
Juniper Ridge Management Advisory Board

Ron Benton, Vice Chair

Attachments:

- A – Employment Subdistrict: Code Audit & Recommendations
- B – Juniper Ridge Design Guidelines: Audit & Recommendations
- C – ECONorthwest: Juniper Ridge Development Strategy & Analysis
- D – Juniper Ridge Overlay Zone: Code Audit Outline & Recommendations
- E – Juniper Ridge Overlay Zone: Proposed Development Pattern & Disposition Strategy
- F – Juniper Ridge CC&Rs: Ancillary, West, South Parcels
- G – Juniper Ridge Governing Document Memorandum