
From: Jeff Baker

Sent: Friday, May 20, 2022 7:11 AM

Subject: Priority Funding

I really wish I was able to hear more folks be able to share their views. I respect others' opinions and sometimes that additional knowledge helps shape a more informed opinion. That said, I agreed with the first few members of the committee that spoke in the order of priorities. To me, it comes down to the theory of the movie *Field of Dreams*- "if we build it, will they come?"

Here is the order I think makes the most sense at this time:

- Infrastructure- This seems like the best investment at the onset. Everything is built on this foundation.
- Affordable Housing- I waffle back and forth between housing and business dev. I'm a lender, so naturally I'm going to lean into business development to bring folks and more capital to the district. However...given the last two years, there has been a dramatic shift and increased awareness that affordable housing is a massive issue, not only in Central Oregon, but nationwide. When I see a new business say that they will create "10 new jobs", I tell them that's excellent but where in the world are they going to get those employees and pay them less than \$20.00 per hour. Those folks don't exist at this point and thus, more often than not, the projections provided aren't achievable. I believe having more AND affordable housing in the Core District will attract not only business owners to a built-in workforce, but the Core area can also support businesses in downtown and the Mill District that are also struggling with employment issues.
- Business redevelopment- As I mentioned, I think business owners will be attracted to the Core Area if there is a built-in workforce. Even if they don't have employees who work in the area, the amount of housing will directly correlate to potential customers which I think could be a huge selling point for businesses outside the Core area.
- Open Space- I'd love to say that parks, open spaces, etc. would draw in folks to the area on their own, but I feel that this is a complimentary piece and not necessarily foundational from the onset. Something had to be fourth on the list, so unfortunately for me, it ended up being this category.

Please let me know of any questions that come up. I tried to keep it short and sweet and not a long soliloquy.

J

Jeff Baker

he / him / his

Business Lender, VP

Bend, OR

[Schedule a meeting with me!](#)



From: Rachel Colton
Sent: Thursday, May 19, 2022 1:52 PM

Dear Core Area Advisory Board,

Thank you for the opportunity to provide feedback on the Core Area Funding Priorities, which will be discussed as part of today's Core Area Advisory Board (CAAB) meeting. Since Bend Park and Recreation District (district) staff cannot attend the entirety of the meeting, we wanted to provide written feedback in advance of your discussion.

The [Report Accompanying the Core Area Tax increment Finance Plan](#), recommended allocation to the "Open Space, Facilities, Amenities and Wayfinding" category is ten-percent of the total anticipated Tax Increment Financing (TIF) monies (page 18), or approximately \$19M total over the lifetime of the TIF district. Pages 30-33 of that report present the funding allocation recommendations by year, and identify the major allocations to this category in years 2038, 2042, 2047, 2048 and 2049. As such, substantial funding allocations to support open space and parks are not currently recommended to begin until more than halfway through the TIF plan implementation horizon.

Particularly as an area densifies, parks, open space and plazas play a critical role in meeting residents needs for active and passive recreation. These spaces also play a key role in placemaking, community cohesiveness, and livability. As documented in the City's outreach for the Core Area Plan ([Core Area Report Technical Appendix, Community Engagement](#)), there is strong support for funding parks, open space, signage, wayfinding and public art. In fact, combined community feedback indicated that there is support for distribution of 22-percent of the TIF monies to this category (page TA-202). This is second only to transportation, which received support for 23-percent of the funds.

In addition, the [Core Area Project Report](#) notes that, "Two important lessons emerge from this analysis (development feasibility analysis). First, investments in safe walkable streets, amenities like parks and plazas, and comfortable and convenient connections to other dynamic areas greatly strengthens the underlying desirability and achievable rents in an area" (page ES-10). Given the importance of parks and open spaces to livability and placemaking, an expressed community desire for these amenities, and the catalytic effects of parks and open space development, the district recommends the following:

- Funding allocation/land procurement – Funding for parks, open space and plazas should be allocated sooner in the TIF implementation period than currently identified. The district recommends sufficient funding be allocated in years 2023-2027 to purchase a neighborhood park/plaza site. As the Core Area redevelops, it will be more challenging to acquire land for parks and open space – both from a land availability and cost perspective. As we are all aware, land costs, development costs and inflation are at an all-time high, and barring a significant market shift, land acquisition and development of public amenities will continue to require significant funds. If funding is not allocated/land acquired in the near term, we may lose the opportunity to acquire land for parks and open space in both the locations and in the quantity necessary to meet the goals identified in the Core Area Project

Report, as well as level of service targets. These level of service targets are included in the district's [Comprehensive Plan](#), and include the locating of parks within one-half mile of all residents, and the provision of 7.85 acres of neighborhood and community parks per 1,000 residents.

Thank you for your time and consideration. The district looks forward to continuing to be a part of this important conversation.

Best,

Rachel Colton, Park Planner

Bend Park & Recreation District Office, 799 SW Columbia St., Bend, OR 97702

<http://www.bendparksandrec.org/>



play for life

81 parks □ 81 miles of trail □ Over 1000 different recreation programs

May 19, 2022

Ryan Starr Additional comments FW: CAAB Meeting-May 19th-affordable housing

I wanted to add a comment regarding the discussion around affordable housing projects in the BCD.

A couple of people mentioned briefly that there are ways for projects to create both market rate housing units with a few affordable units within. Affordable housing is very desperately needed here (obvious statement alert), and I'd hope that we can support implementation of more of these 10% - 50% affordable housing type projects. This option got glossed over pretty quickly so I wanted to shine the light on this concept.

These partially affordable projects are great for several reasons:

1. Reduced stigma that can be attached to "AFFORDABLE" housing projects.
2. Reduces the stigma of gentrification running out all the locals for pure profit.
3. Most importantly though, they create areas for people of different incomes to interact. Market rate only and affordable only buildings put people in silos that prevent interaction. Mixed housing developments break this segregation and create new interactions that build a stronger community.
4. The intermingling of income groups also allows for spontaneous economic opportunities. This benefits both sides of the income gap and makes for a stronger local economy.
5. They can make a development, that's on the bubble of viability, work. Sometimes, one or two extra units, even at a lower rent, can make a project possible. That can be the difference between new housing units or an empty lot.

As stated in the meeting, there seems to be a great deal of focus by a few developers to create wholly affordable buildings. They have gotten good at navigating the amazingly complicated requirements to gather funding. I would hope that we can focus on providing similar assistance to help inform and teach developers about access to these mixed income type projects.

Sincerely,

Ryan Starr

Principal Architect



Starr Designs & Architecture

The material in this book (<https://www.amazon.com/Social-Life-Small-Urban-Spaces/dp/097063241X>) reinforces much of what is in the scorecard and would hopefully be a part of any cohesive plan for the area.

5/19/2022

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Sincerely,

Ryan Starr

Principal Architect

Starr Designs & Architecture

www.starrdna.com

Thank you for your email regarding this week's CAAB meeting.

I would like to ask the CAAB if there are plans to create a master plan for the BCD. If there is no plan, I would like to strongly suggest there be one.

By "master plan" I mean a plan that takes into account, and properly coordinates all of the things going on, and things we'd like to see happen, in the BCD. The end goal would be a graphical map for the area indicating how all the moving parts are planned to come together. I have seen several things that come close to what I'm referring to, but not quite making the complete package that I think is needed. The intent here is not to make a plan of what must happen, but rather identify the most important factors, potential projects, and locations that need special attention.

There have been discussions and meetings that have led to maps and diagrams, like I'm suggesting, related so some of the following:

1. BCD TIF plan. This gives a great start as it's a wholistic look at the area in general, but focuses on potential "what ifs". It doesn't look seriously at how to integrate some of the more specific needs listed below.
<https://static1.squarespace.com/static/5beda585af2096c1f35c95e4/t/5bfc383a4ae237e15d69dcfe/1543433911589/BCD+Report+Summary+of+Revitalization+Potential+.pdf>
2. Bus routes and station plans
3. Bike paths & city parks coordinated with Bend Parks & Recreation
4. Parkway/railroad crossings plans (ex: Hawthorn Crossing)

All of these are great starts, but we need something that ties all of this information together into one complete plan. When all of these things are consolidated into a single plan, then you don't end up with multiple uses being given to the same street corner creating an impasse that makes one or all fail. Consolidating helps the community understand the various needs and prioritizes solutions.

A great example would be the Hawthorn Crossing. This is something that a great many people have listed as something vital to the overall success of the BCD and Bend's future growth in general. Given the scale of what is being proposed here, there are a great number of variables and lots that need to be identified and spoken for to ensure this can be implemented successfully. If something like this is worked into an overall master plan, it becomes easier to see how it fits, why it needs to go there, how to gain acceptance from adjacent property owners, and so on. If this isn't planned out, and quickly, the land needed to implement this will be developed for something else, which makes the Hawthorn Crossing exponentially more difficult to succeed. The only thing worse than this plan not happening at all, would be for it to be implemented poorly.

An example of what I'm talking about would be like the attached image and the link below here (again, similar to what I've seen in the past, but it goes in a bit more detail):

<https://www.slocity.org/home/showdocument?id=14790>

The approach to this report identifies many of the items addressed by the groups and work mentioned above, but then goes further to begin spelling out how they can (not must) be implanted. They even go so far as to identify each block and spell out what can happen at each to explain how the parts come together to make the whole.

This example is a report for San Luis Obispo, California. Part of why I am choosing this as the example is because San Luis Obispo and Bend are amazingly similar in size, culture, and turning point for future growth as they change from small towns to growing cities. This plan came along when SLO was changing from a sleepy little collage town and having to deal with the growing pains of implementing a more dense urban fabric while also trying to hold onto as much of the small town charm that made it so popular in the first place.

The key thing here is tying it all together and displaying it in a single map. Once this master plan is worked out, the city can make plans, purchases/leases, and relocations as needed to ensure that the key points are met. This way we move with intention rather than by chance.

I know this will cost money, and there's not an infinite supply here, but the adage, "Fail to plan and you plan to fail," seems appropriate. This project is far too complicated and important for the future of Bend to not have a solid plan.

Thank you.

Sincerely,

Ryan Starr

Principal Architect

ryan@starrdna.com

805.801.6840

Starr Designs & Architecture

www.starrdna.com



SAN LUIS OBISPO

DOWNTOWN CONCEPT PLAN



- COMMERCIAL MIXED USE**
Mixed-use commercial with residential, office, and retail.
- OFFICE MIXED USE**
Mixed-use with office, residential, and retail.
- RESIDENTIAL**
Single-family, multi-family, and townhomes.
- HOUSING**
Affordable housing, workforce housing, and senior housing.
- COMMUNITY CENTER**
Community center, library, and school.
- PARKING**
Surface parking, multi-level parking, and transit parking.
- PEDALS, PAGES, AND PUBLIC SPACES**
Bicycle lanes, pedestrian paths, and public spaces.
- PARKS**
Parks, plazas, and public spaces.

1. WELCOME TO DOWNTOWN

A new bridge and pedestrian bridge across Highway 101 will provide a new gateway to downtown. The new bridge will provide a new gateway to downtown. The new bridge will provide a new gateway to downtown.



2. OPEN DOWNTOWN

Opening Green corridors and streets in the downtown opening. Surface parking lots will be replaced with multi-level parking. Pedestrian paths will be added along the streets.



3. WELCOME TO DOWNTOWN

A new fountain and plaza will provide a new gateway to downtown. The new fountain will provide a new gateway to downtown. The new fountain will provide a new gateway to downtown.



4. FOOTSTREET TRANSIT

Creating a new transit stop and plaza will provide a new gateway to downtown. The new transit stop will provide a new gateway to downtown. The new transit stop will provide a new gateway to downtown.



5. CONNECTING CORNER STREET

High quality public space will provide a new gateway to downtown. The new public space will provide a new gateway to downtown. The new public space will provide a new gateway to downtown.



6. SHARED STREETS

Sharing space in downtown will provide a new gateway to downtown. The new shared space will provide a new gateway to downtown. The new shared space will provide a new gateway to downtown.