

To the Core Area Advisory Board,

I am a resident of Bend and business owner on NE 2nd Street in Bend. I also served for two years in the Urban Renewal Advisory Board, which did the work that led up to the board you all sit on today. During our extensive review of the pros and cons of recommending that the City designate the area as an Urban Renewal Zone, we gave significant thought to how urban renewal could best play out in this area.

The Bend Central District has always been underutilized in Bend and is experiencing significant blight. Despite that, its location between the East and West sides of Bend make it uniquely situated to serve as a much-needed unifying space for our townspeople. The Bend Central District has the potential to bridge a social and economic gap between the physically East and West sides of Bend. This, as I'm sure you all recognize, is a significant undertaking, but one that I believe will benefit the City greatly.

There was much discussion on how to go about affecting that change for this area. Where should we begin, and what area specifically holds the key to driving change around it. The answer was ALWAYS, NE 2nd Street. There are businesses, like mine and those of my neighbors, who are committed to provided goods and services that revolve around creating a sense of community and of gathering people together. Capitalizing on that momentum will make efficient use of the approved Tax Increment Financing. The starting point, we determined, is to work on removing blight and improving streetscaping along the potentially walkable corridor of NE 2nd between Olney and Franklin.

It is well know that people gravitate to areas that are appealing and stay away from area that aren't. I encourage the board to begin the wave of change of the Bend Central District and the larger Core Area with streetscaping along NE 2nd.

Thank you for your hard work and time with this endeavor.

Sincerely,

Elise Jones

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"So it goes..." -Kurt Vonnegut