



CITY OF BEND

Core Area Advisory Board

January 19, 2023

Meeting Agenda

- Roll Call
- Approve December Minutes

- Public Comment
- Elect New Chair & Vice Chair
- Council Listening Session
- Development Partnership Programs

Public Comment

Please use the Raise Hand function and you will be called on.

If you are on the phone:

*9 to raise your hand

*6 to mute/unmute

Council Listening Session

CAAB Input

Remove barriers to development in the Core Area

- Evaluate infrastructure requirements on priority Core Area Streets
- Evaluate opportunities to improve feasibility of adaptive reuse and early activation projects

Partner with Council to provide leadership and clear direction for critical Core Area public realm projects and improvements that will help attract private investment to the Core Area

- **Secure funding for Hawthorne Crossing**
- Council to dedicate resources to identifying final **location of a new City Hall site**
- Council to partner with CAAB to **engage with the Bottle Drop** to evaluate future scenarios for the Bottle Drop outside the Core Area or identify opportunities to improve the existing site.
- Council to dedicate resources and partner with CAAB to coordinate with BPRD to **locate a park facility in the Core Area**

CAAB to continue working on existing work plan priorities

- Establish performance metrics to annually evaluate how BURA is achieving the Core Area Guiding Principles
- Develop Private Development Partnership Programs to incentivize private investment in the Core Area
- Be a sounding board for projects and policies that would impact Core Area



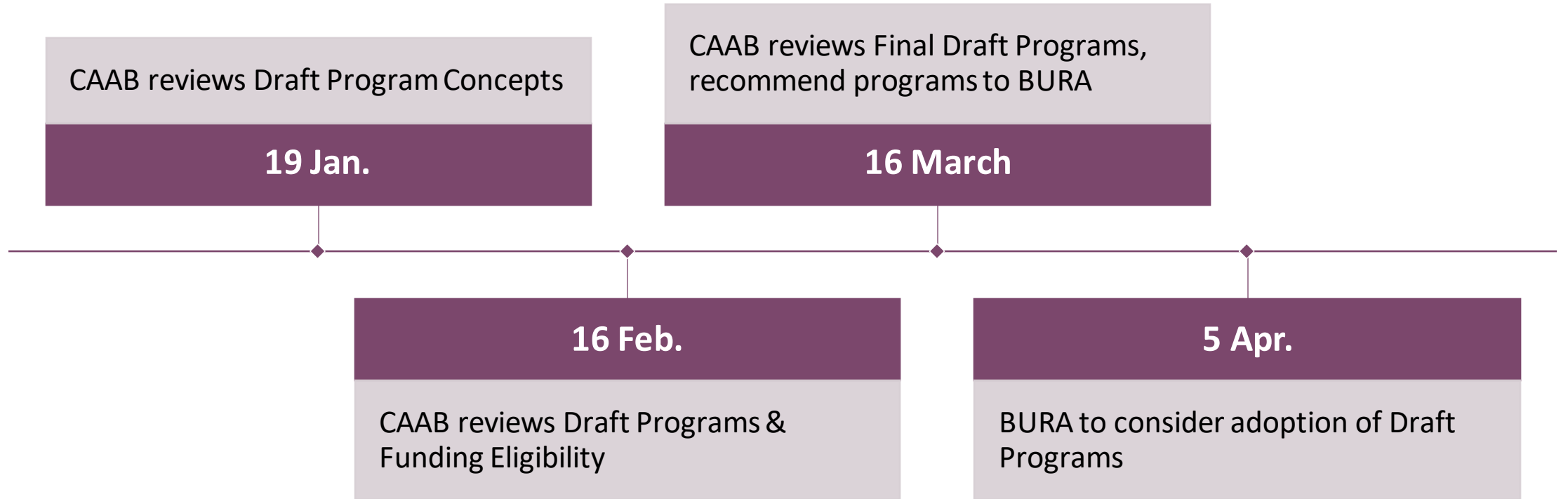
Development Partnership Programs

Lessons Learned from Beaverton

- Beaverton's Downtown URA started with \$10,000 annual budget and is now up to \$6M annually. Recently switched programs from funding cycles to a rolling application.
- Programs had a large focus on restaurant creation and over time programs have evolved/adapted, new focus on equity.
- Beaverton programs:
 - **Conceptual design/feasibility grants:** up to \$7,500 (up to \$15,000 for "catalytic" projects)
 - **Matching grants:** up to \$25,000, 50% match required (up to \$75,000 for catalytic projects)
 - **Placemaking grants:** up to \$25,000 annually (food cart pods, events, street seats)
- Consider pre-development grants (Beaverton maintains several architects on call to provide design assistance to businesses, max \$7,500 in assistance)
- Be picky with the projects you choose in the early years when funding is limited, prioritize catalytic sites/areas that will kickstart other development



SCHEDULE & NEXT STEPS



Core Area CIP

Project Name & Description	2023/24	2024/25	2025/26	2026/27	2027/28	TOTALS
Hawthorne Overcrossing				\$1,500,000	\$1,500,000	\$3,000,000
Franklin Crossing and Corridor Improvements	\$500,000	\$2,500,000				\$3,000,000
2nd Street Streetscape Improvements- Franklin to Greenwood	\$500,000	\$1,000,000	\$1,000,000			\$2,500,000

Preliminary Funding Capacity for Programs*

Project Name & Description	2023/24	2024/25	2025/26	2026/27	2027/28	TOTALS
Business & Re/Development Assistance, Partnership, and Support	\$100K	\$1.5M		\$400K		\$2,000,000*
Affordable Housing Re/Development Assistance, Partnership & Support						

*Total program spending is an estimate, may be updated based on actual tax increment revenues

Program Types

3 Distinct Programs

New Development Assistance

Up to \$750,000

Storefront Improvement

Up to \$50,000

Business/Tenant Support

Up to \$50,000



Alignment with URA 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, 3rd 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.





STOREFRONT IMPROVEMENT PROGRAM



Up to \$50,000

STOREFRONT IMPROVEMENT PROGRAM



PURPOSE

Matching grants to support upgrades to building facades and frontage areas that improve: the pedestrian (customer) experience, the aesthetics of the district, and the opportunity for customer-facing business success.

Eligible applicant:

Property owners or tenants (with owner authorization) wishing to activate an existing building frontage area to improve, expand, or attract new customer-facing businesses.

Outcome Examples:

- Building facade upgrades (new doors, windows, lighting, siding, awnings, etc)
- Frontage improvements (sidewalks, signage, hard and softscaping)
- Public-facing art and murals



STOREFRONT IMPROVEMENT PROGRAM



ELIGIBILITY

REQUIRED

- Existing permanent structure within district with property owner authorization
- Street-facing location
- Existing or planned ground floor commercial use
 - Customer-facing business/tenant (i.e. not office)
- Improvements are visible from street/sidewalk
- Project improves customer and pedestrian experience

PREFERRED

- Local and/or small business
- Woman, minority, or veteran-owned business
- Uses: Food, beverage, makers, entertainment, childcare
- Within BCD and fronting Greenwood, Franklin, 2nd or Hawthorne



PROJECT SCORING



Additional information that could be used to score projects

- How soon are investments planned (architect or contractor secured)
- Tenant secured (lease or letter of interest)
- Improvements likely to last 5+ years
- Project supports new or expanded business operations



BUSINESS/TENANT SUPPORT PROGRAM



BUSINESS/TENANT SUPPORT PROGRAM



PURPOSE

Matching grants for internal or external building or site upgrades and/or renovations that allow existing or new women and minority-owned businesses to afford to operate in the district.

Eligible Applicant:

Property owners or tenants (with owner authorization) that have 50% or greater ownership by minority or women wishing to remain in district and/or seeking to improve or expand new business

Outcome Examples:

- Internal or external building renovations (HVAC, bathroom upgrades, commercial kitchen hoods and other ventilation systems)
- Business support such as permit fees



BUSINESS/TENANT SUPPORT PROGRAM



ELIGIBILITY

REQUIRED

- Existing permanent structure within district with property-owner authorization
- Costs offset by grant would otherwise require increases in rent and/or additional tenants costs above what would be affordable to the current or target tenant (attestation/evidence required)
- Woman and/or minority-owned business (50% or greater ownership in business or property)
- Multi-year tenant commitment (multi-year lease or lease with renewal option)

PREFERRED

- Local and/or small business
- Business that has been in district 5+ years
- Veteran-owned
- Investments stay in district, e.g., stay in a building vs. follow a business
- Businesses supporting district/goals (e.g. childcare, customer-oriented)



Questions specific for this program:

- Is CAAB comfortable limiting eligibility to women owned and minority owned businesses only?
- What type of attestation (evidence) does CAAB think is necessary to demonstrate the need for this program?



NEW DEVELOPMENT ASSISTANCE PROGRAM



NEW DEVELOPMENT ASSISTANCE PROGRAM



PURPOSE

Scaled matching grants or loans that offset the cost of public improvements and/or upgrades that are required to make desired redevelopment projects financially feasible

Eligible applicant: property owners wishing to develop a new project or redevelop an existing building frontage area as a public-facing project

Outcome Examples:

- Upgrades to major public infrastructure including sewer, water, streetscapes, or sidewalks
- Funding SDC fees
- Plazas/open spaces or other gathering spaces
- Environmental remediation

NEW DEVELOPMENT ASSISTANCE PROGRAM



ELIGIBILITY

REQUIRED

- Property located within the district
- Project includes housing and/or public-facing business(es)
- Need is for a public improvement (streetscape, utilities, plazas, etc.) and/or public benefit
- Project funds used in a timely manner (within 24 months)

PREFERRED

- Matching funds from applicant
- Property within BCD and fronting Greenwood, Franklin, 2nd or Hawthorne
- Uses: childcare, food, beverage, retail, makers, entertainment, hotel/motel
- Veteran, woman, and/or minority-owned representation on development team/owners
- Includes local and/or small business/tenants
- Includes veteran, woman and/or minority-owned tenants
- Climate-friendly businesses or buildings and/or low impact designs



PROJECT SCORING



Additional information that could be used to score projects

- How soon are investments planned (architect, contractor secured, permits submitted, financial partner secured, etc)
- Project includes green building features beyond code
- Project would be financially challenged without public investment
- Net tax increment generation/project value
- Type of housing
 - Affordable
 - Middle Income
 - Market rate

Questions

- Are we generally on the right track with these programs?
- Are there any specific changes to the eligibility requirements and/or preferred projects that you'd like to see for all programs?

Accommodation Information for People with Disabilities



To obtain this information in an alternate format such as Braille, large print, electronic formats, etc. please contact Allison Platt at aplatt@bendoregon.gov or 541-322-6394; Relay Users Dial 7-1-1.