

Minutes
Core Area Advisory Board
Tuesday March 19, 2024
Council Chambers, 710 NW Wall Street Bend, OR
8:30am-12:30am PST



8:30am Core Area Advisory Board Meeting

8:30am-8:55am: Breakfast, Coffee & Introductions

- Corie Harlan, Chair
- Alyssa Heim
- Dale Van Valkenburg
- John Fischer
- Jeff Baker
- Katherine Austin
- Alayne Fardella
- John Heylin
- Councilor Perkins, Council Liaison
- Katy Brooks or Sara Odendahl, Bend Chamber of Commerce
- Sharon Smith, Bend LaPine School District
- Rachel Colton, Bend Park and Recreation District
- Eric Lint, Cascade East Transit (COIC)

1. Conflicts of Interest Disclosures

- **Corie Harlan**- Chair-Core Area Advisory Board (CAAB) I have no potential conflicts of interest.
- **John Fischer**- Member of Core Area Advisory Board (CAAB). Potential conflict of interest, employer, Ashley Vance Engineering, is within the Core Area. They do consulting work for private development clients who own property in the Core.
- **Jeff Baker**-Craft 3 and second term member of Core Area Advisory Board (CAAB). There are no current conflicts of interest, potential future conflicts are if we had a loan client or project in the works in the BCD or the Core Area.
- **Alyssa Heim**- Potential conflict of interest. Alyssa and her husband own Big Story Book Store on Greenwood and 3rd Street in the Bend Central District.
- **Kathy Austin**-Member of Core Area Advisory Board (CAAB). No potential conflicts of interest.
- **Dale VanValkenburg**-Member of Core Area Advisory Board (CAAB). Dales' employer is Brooks Resources. Potential conflict of interest as his employer, Brooks Resources owns property at 100 NW Hawthorne and

181 NE Franklin Avenue that is leased to COIC, which are both in the Core Area.

- **Alayne Fardella**-Member of Core Area Advisory Board (CAAB). No potential conflicts of interest.
- **John Heylin**-Member of Core Area Advisory Board (CAAB). Potential conflict of interest by owning business within Core Area, Unofficial Logging.

Non-Voting Members declaration:

- **Rachel Colton**-Planner with Bend Park and Rec District (BPRD). Potential future conflict of interest as her employer is partnering with developers in the future.
- **Eric Lint**-Strategy program manager with Cascades East Transit (CET) Potential conflict of interest COIC owns a building within the Core Area on Franklin Avenue.
- **Sara Odendahl**-Director of government affairs for the Bend Chamber of Commerce. No conflicts of interest.

2. Approve December Minutes (5 minutes) – Chair Corie Harlan

Tabled until next meeting.

3. Core Area Advisory Board Role & Tax Increment Finance (TIF) Overview – Allison Platt & Jonathan Taylor (30 minutes)

[Presentation Slides](#)

- a. Urban Renewal/TIF 101- The primary funding mechanism for what you want to do in Core area. It is not general fund dollars. Its tax increment financing TIF.
 - Authorized by State statute ORS 457 and guided by local plan document.
 - Economic Development tool.
 - Tax Increment financing (TIF).
 - uses division of taxes.
 - Three percent annual growth and /or substantial improvements.
 - Used to address the presence or prevention of blight; examples are deterioration, faulty planning, inadequate or improper facilities, deleterious land use or the existence of unsafe infrastructure, or any combination of these factors.
- b. Core Area TIF Plan & Report
 - Adopted August 2020
 - 637.15 Acres
 - Maximum indebtedness: \$195M

- Total Funding Capacity (2020) \$111M
- 2022 Revenue \$587K
- Plan end date: 2051.

All plans are done in four categories:

- **Plan Goals**-has to have guiding principles.
- **Project Categories**-broad spending buckets
- **Eligible Projects**-full list of projects within each category. Narrative descriptions.
- **Amendments**-
 - **Minor** amendments go to BURA.
 - **Substantial** amendments such as increasing the boundary by more than 1% of its original acreage has to go through BURA to request it, planning commission approve it, then to the taxing districts for consult and confer and then to city council; once for public hearing and once for adoption.

Report-the identification of the overall implementation of the plan.

- c. Budget Overview-Slower growth rate in the Core Area. Coming in a little lower than what was anticipated, readjustment of some of the numbers. ([Powerpoint Slide page 10](#))
- d. CAAB's Role and Work Plan
 - Primarily advisory board to the Bend Urban Renewal Agency (BURA), on the implementation of the core area.
 - Reviewing revenue updates on an annual performance.
 - Review business assistance applications.
 - Make recommendations to improve incentive programs to support core area, including business and development incentives.
 - To be a general sounding board for projects and policies that would impact the core area as directed by council.

Chair and Vice Chairs role:

- To meet with staff prior to all CAAB meetings to review the agenda, to provide direction, guidance, to make sure the agenda reflects the goals of the board and help you achieve our work plan.
- Often times, they will speak on behalf of CAAB recommendations at both BURA and City Council meetings.

- The Chair will facilitate CAAB meetings including our public comment period. In the Chair's absence the Vice chair would facilitate those meetings.

[Dashboard on Core area TIF webpage with metrics](#)

May 2024 meeting will bring a draft update to the performance metrics with the 2023 data.

Goals for Today & Goals for 2024 Roundtable (30 minutes) – Allison Platt

- **Corie Harlan**-Goal to have us all meet and feel more connected to each other. She wants to see a sustained interest in the BCD. To get creative and keep this vision at the forefront and the steps to make that happen. Looking forward to ground being broken, streets being improved, things to start to look and feel different, continued momentum on Hawthorne.
- **Alyssa Heim**- Wants to find out more about the budget- what can we still do with lower growth? Here to see what this year brings to CAAB and the Core area. Being a voice of small businesses in the Core area and to have a clear visual of what the BCD area looks like- funky/artsy, colors.
- **Dale Van Valkenburg**-Goals for today I would like to see us get our subcommittees formed, get them refined and what resources we will have. Overall Goal, removing barrier to development what can we do to make it easier for people to come into the Core Area, try to accelerate things. Refine and define what our role is. As Advisory board we are pretty passive how can we become more active, respond to questions more quickly and be more efficient.
- **John Fischer**-the Core of bend is deserving of our attention. Goal today- understand how this works in terms of long-range planning and community development. Most important, how we get around and move through the Core. Transportation is important and this board could give more input. I chair my neighborhood association. I hear a lot from my neighbor's concerns about connectivity. Long term I want my daughter to be able to walk to Alyssa's bookstore. I think the board can be a holder of that vision.
- **Jeff Baker**-Reconnecting with everyone and meeting new folks. Future Goals-taking all the things that we have talked about and being able to see movement and some of the impact that happens. Looking at the six businesses we have helped finance and drive around and check them out.
- **Katherine Austin**-happy to be reappointed and hopeful to be on the development code subcommittee. Worked as architect for over 30 years. How can we help the creators stay in the BCD and make room for artists/artisans? My goals are code development, removing barriers, avoiding gentrification, encouraging housing and mixed use.

- **Alayne Fardella**-Goal to be a sponge & really learn everything. For the past three years I have lived in Bend full time, and I hear from people they want sustainability for their kids and for the future so that Bend does not drift toward something that is not sustainable. Reminded of the South Lake Union area in Seattle which is now very sterile development. My passion is to participate however I can support the vision becoming clearer for the BCD.
- **John Heylin**-I have put my roots in this community and look at this committee as having a hand in structural flaws in other cities we have a chance to correct that. I hope my unique perspective can help steer the Core district into something that can benefit Bend decades from now.
- **Eric Lint**- Cascade East Transit-Appreciates how responsive this group is, not just a static vision but ever evolving to meet the change in community thanks to the diversity of the members and your expertise in this group.
- **Sara Odendahl**-Bend Chamber we do a lot of advocacies at the state and local level. As far as investment barriers how can we break them down, from a policy perspective, and keep projects moving?
- **Rachel Colton**-Bend Park and Recreation District Goal for this year is planning and partnership. The code audit is a great opportunity to look at how we can support development in the Core Area.
- **Sharon Smith**-Bend La Pine schools, land use attorney. Been on a lot of community committees, collectively work together to make this an amazing community.
- **Megan Perkins**-Bend City Councilor-here today to listen and learn form all of you and figure out how I can help to move this work forward from a council perspective.

4. Elect New Chair & Vice Chair (15 minutes)

Elisa Cheng although absent let staff know she is interested in staying on as Vice Chair.

Dale VanValkenburg would like to nominate Corie Harlan as Chair; John Fischer seconded.

John Fischer nominates Elisa Cheng as Vice-Chair; Kathy Austin seconded.

Motion made:

Kathy Austin moved that Corie Harlan remain as Chair and Elisa Cheng as Vice Chair; Jeff Baker seconded.

Unanimously approved.

10:15-10:25am: Break (10 minutes)

5. Development Incentives & MUPTE Update (15 minutes) – Allison Platt & Jonathan Taylor

MUPTE Update:

Four projects applied for MUPTE, three of which are in the Core Area:

- Platform, 105 NE Franklin Avenue-Approved
- Jackstraw, 310/350 SW Industrial Way-Approved
- Timber Yards Phase A (Everpine), 175 SW Industrial Way (in review)
- Penn Avenue Micro-Units (in review)

The school district passed a resolution that supports the policy of providing MUPTE for projects within the TIF area only.

In February, City Council paused the MUPTE program until the city completes a comprehensive evaluation of all city tax incentives. At this time, the City is not accepting any new applications. If MUPTE is to continue there will likely be an increase in requirements.

Development Incentives:

There is a need for a more comprehensive approach to our incentive policy. We will be partnering with Economic Development and Housing to do a broad-based comprehensive analysis and strategic assessment of our incentives. We will be looking at what is working, what is not? What is the general welfare of the community? What are community benefits and what is the actual return that we are looking for.

Beginning in February staff is looking at low-income, non-profit, MUPTE, and Enterprise zone. We want to streamline the process of what is required through State statute and also make it adaptable.

Recommendation: Development has to pay for itself. City incentive should always be the last source of financing for a development. More information to come in next several months on this project.

6. Midtown Crossings Update (25 minutes) – Garrett Sabourin, Principal Engineer

Midtown Multimodal Connections and streetscaping slides which can be viewed [here](#).

Project Schedule:

- Greenwood and Second Street, July of 2024. Moving from four lanes to a three lane with a turn lane in the center.
- Second street-fully funded through BURA CIP for 100% design and construction. This project will start in August/September 2024 with wrap up in late spring 2025.
- Franklin Corridor is a full reconstruct. Just finished alt analysis and started moving into public engagement. Project will start 2025 wrap up 2026.
- Hawthorne concept refinement-Secured Federal grant funding. ODOT will need to administer this on behalf of the city. Visualization effort needs to be done by September 2024 so that final report can be delivered to ODOT, with them starting design in September and per the Grant agreements complete at the end of 2027. Overcrossing-\$26M budgeted between Grants/State funds and local funding match of \$300K.

Currently there is \$32M for the Midtown Crossings projects including new federal earmark and matching funds. Current estimate is approximately \$24M for bridge construction.

Open house scheduled for Greenwood April 9, 2024.

11:15-11:20am: Break (5 minutes)

7. [Climate Friendly and Equitable Communities](#) Update (25 min) – Brian Rankin, Long Range Planning Manager & Elyse Vukelich, Associate Planner

A number of cities and industries challenged the Climate Friendly rules. A Court case before Court of appeals was resolved. Those rules are now governing how the city does its transportation planning in the future.

BCD was identified as one candidate Climate Friendly Areas (CFA). The study was completed and turned in December 21, 2023. This study identified ten different candidates for potential CFAS.

CFA working group was formed and from this group they produced 1) The varied CFA, which would be the Bend Central District (BCD), the East side and the Central West side and 2) The abutting CFA, which would be 4th Street corridor.

- **Market Study**-Completed in June 2023 included BCD and most of the Core as part of this study, which took seven different building prototypes, and tested whether they were feasible to build in each of these areas.

For BCD expanded four of the seven building types were found to be feasible, which included up to six story mixed used buildings. Central West side did better due to the fact they can charge higher rents.

Future plans: formally designate approximately three priority Climate Friendly areas.

Gearing up to do a new 20-year land use and transportation plan.

The city is going to be required to annually track CFA Performance measures.

8. CAAB Work Plan & Subcommittee Formations (30 minutes) – Allison Platt

CAAB is meeting on a quarterly basis rather than monthly; May 16, August 15, November 14.

a. Development Code Subcommittee

Dale Van Valkenburg, Kathy Austin, John Fischer, and Sharon Smith volunteered to serve on this subcommittee.

b. Business Assistance Subcommittee

John Heylin, Alayne Fardella, Jeff Baker and Alyssa Heim volunteered to serve on this subcommittee.

c. CFEC Grant Update

An application was submitted to the Department of Land Conservation and Development for a Climate Friendly and Equitable Community Grant last December and was awarded \$150K for the project. We are releasing a Request for Proposal (RFP) for consultants to be selected to participate in this project and hope to have one on board by mid to end of May 2024.

The project will complete a multimodal gap analysis, which is required as part of the Transportation Planning Rules for CFA areas. We will work with the consultant team to develop low car district best practices and code concepts memo and look at alternatives and transportation analysis for a route between Juniper Park to Drake Park. Identifying where that route will go.

9. Public Comments (15 minutes) – Chair TBD

Moey Newbold-Worked on the BCD vision for many years and now live in Baltimore. I still own property in the Orchard District, and I am excited to see all the progress that has been made and where it is going. The initial question I had was, have you dug a little deeper into how you are defining who your beneficiaries are? I totally understand why you would have the taxing districts

as the “shareholders’, and then the general tax public as “customers” But it seems there should also be recognition of the community who live and work in and around this area and have been affected by and stayed through decades of disinvestment but who also contribute to the potential and hopefully future revenue such as Oregon Spirit Distillers or Colima Market. As you are thinking about who you are creating projects for and what is the return on investment? I think you should also be taking into account those folks who are directly in the impacted area.

I am also glad to hear that adaptive reuse is getting some attention, like the code that is in place now is not perfect and it is good that you are going to take another look. Continue to have that patience that these are long-term investments. You are not going to have that TIF return right away. It’s going to be a longer-term thing. Thank you all for this work you are doing, and I am glad to see you.

10. Key Takeaways (5 minutes) – Allison Platt

- Refining and reviewing CAAB Role.
- If you want a deeper dive into how TIF works, incentives, tax increment or Core area TIF plan, staff will be more than happy to review with new CAAB Committee members.
- Start subcommittees and grant project
- Midtown-there will be future open house opportunities, that is the best avenue for CAAB members to provide input into those project designs.
- Be liaisons out in the community, sharing the education we provide to you.
- Every voting member is either in leadership or on a subcommittee.
- Business Assistance Application Update-6 of the 7 businesses CAAB recommended awarding were actually funded by BURA. BURA allocated the funding from Riverside Animal Hospital to support the two childcare applicants to a higher degree. Staff have not executed any of the Grant agreements, but we have met with every one of the businesses that received awards, have shown their Grant agreement and are in the final stages of finalizing those Grant agreements. We are hoping to get dollars out soon to those businesses to start improvements.

To view a recording of this meeting click the link below:

[March 19, 2024](#)