

**Parametrix**



**Bend Central Area Plan**

The map shows a grid of streets including Portland Ave, Newport Ave, Galveston, Tumalo Ave, Kansas, Lava, Ivan, Hawthorne, Franklin Ave, and 8th St. Landmarks such as Bend Metro Parks & Rec, Greyhound Bus Station, USFS District Office, Mountain Medical Urgent Care, Juniper Park & Aquatic Center, and Pilot Butte Middle School are marked. A blue double-headed arrow is positioned above the title, and a blue arrow points to the right above the title.

*Great Expectations...*

*Public Open House  
Draft Central Area Plan "Roll-Out"  
August 28, 2007*



# What's on tap for tonight?

- Why a Central Area Plan?
- The Draft Central Area Plan
  - Vision and outcomes
  - Three “Big Ideas”
  - Catalyst Projects and Actions
- Carrying Out the Plan

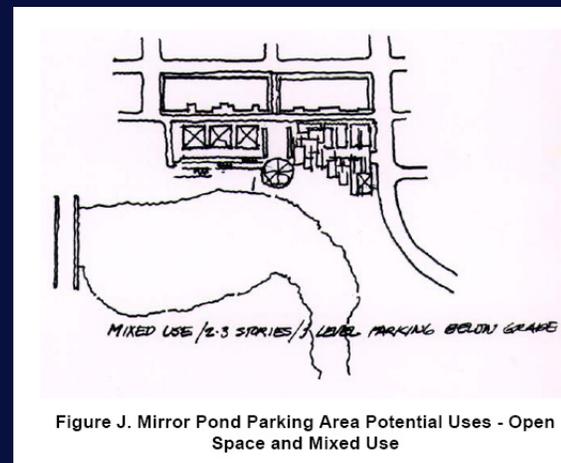
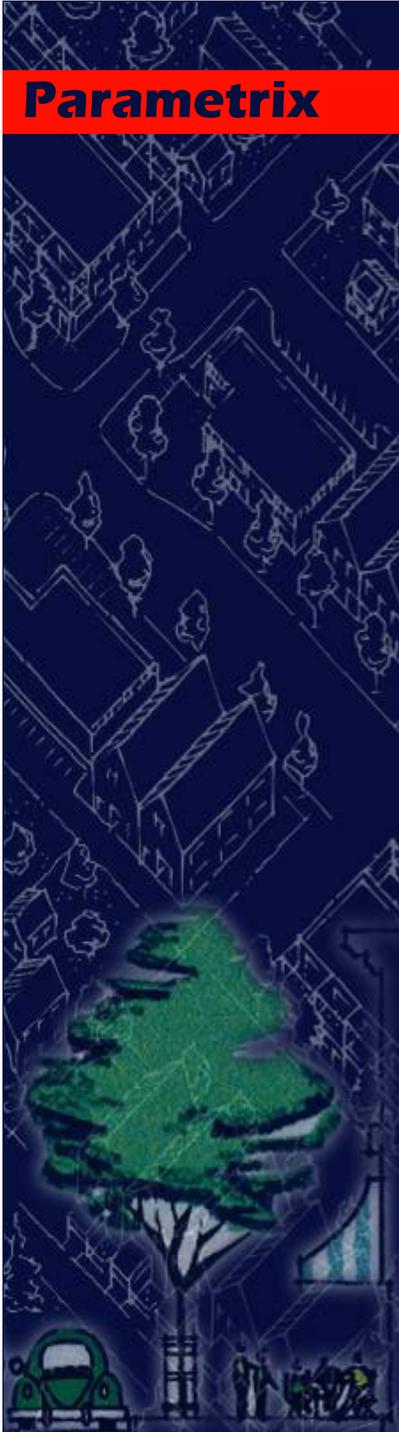


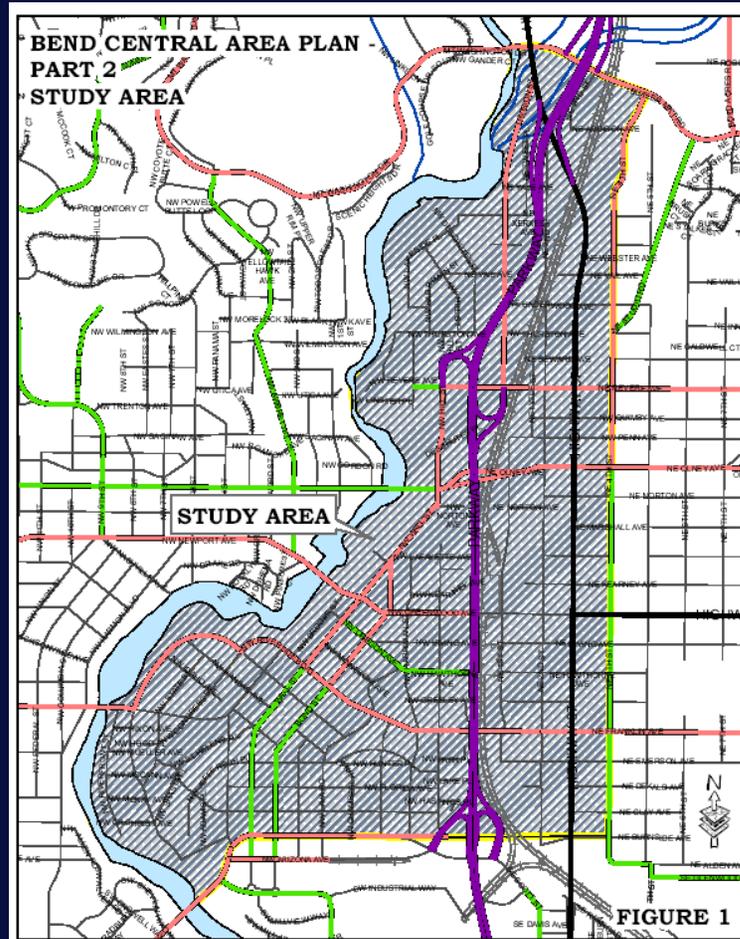
Figure J. Mirror Pond Parking Area Potential Uses - Open Space and Mixed Use

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# Background



# Where's the Central Area?



# Why is a plan needed?

- Bend is growing very rapidly
- Downtown and surrounding areas are going to change
  1. Taller buildings, higher density
  2. Competing demands for space
  3. Parking and how we get around
- Getting a handle on growth before it gets a handle on you
  1. Smart investments
  2. Informed decisions

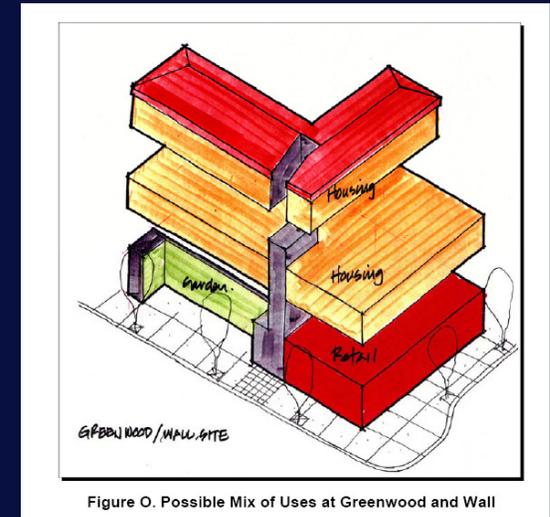
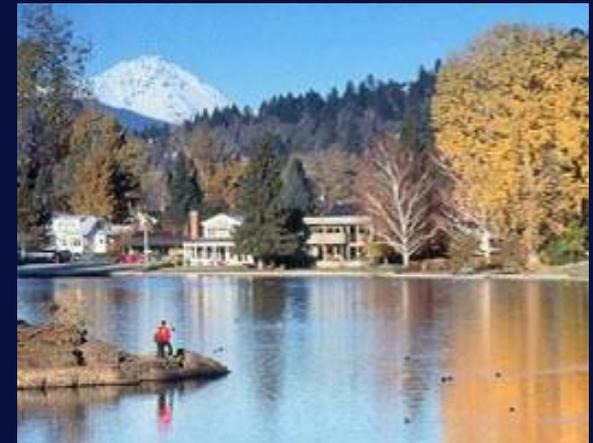


Figure O. Possible Mix of Uses at Greenwood and Wall



# What's the Central Area Plan?

Guide future growth...over the next 20-30 years

## Central Area Plan Objectives

1. Protect what's good...guide and manage change
2. Identify opportunities for development
3. Ensure effective connections and transitions
4. Ensure high-quality design
5. Vision & outcomes oriented
6. Keep it "real"

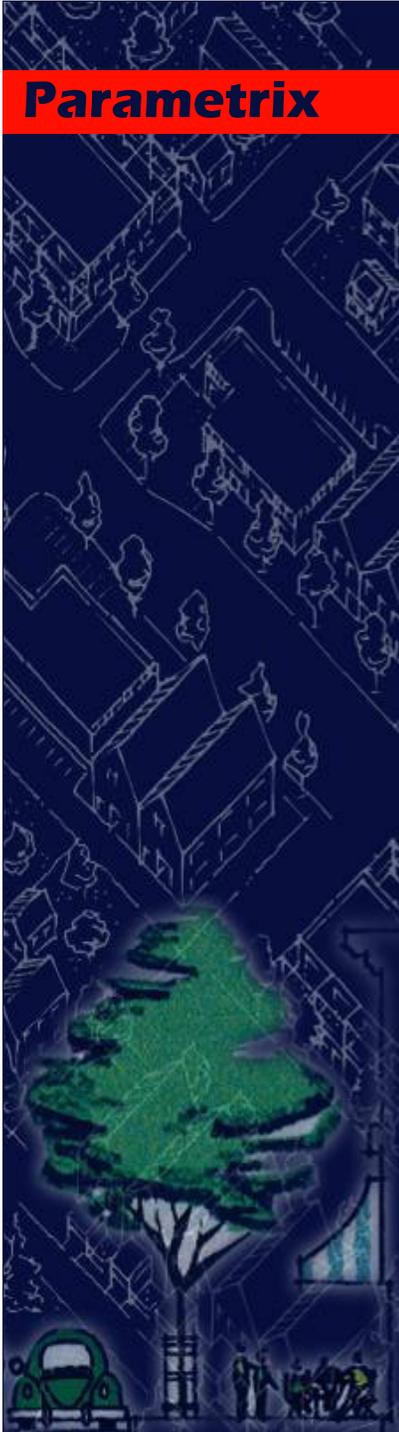


Figure P. "Invisible" Parking for Residential Units



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# The Draft Central Area Plan



# The Plan's Foundation

- Vision...long-term
- Desired outcomes/elements
- Organizational and infrastructure framework
- Three “Big Ideas”
- A program for achieving the vision over time



## Your *vision* for the Central Area:

- Economic leader and social focal point for Central Oregon
- Diverse districts with their own character
- Strong physical & functional connections within the area
- Districts woven together to create overall sense of place and identity for Bend

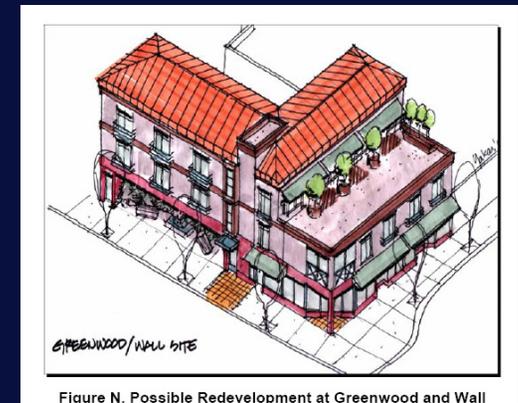


Figure N. Possible Redevelopment at Greenwood and Wall

# What's your *vision* for the **Historic Downtown Core**?

- The “public face” and heart and soul of Bend
- Traditional civic “center” and “town square”
- Cultural, entertainment, and specialty retail center
- Vibrant and active day and night

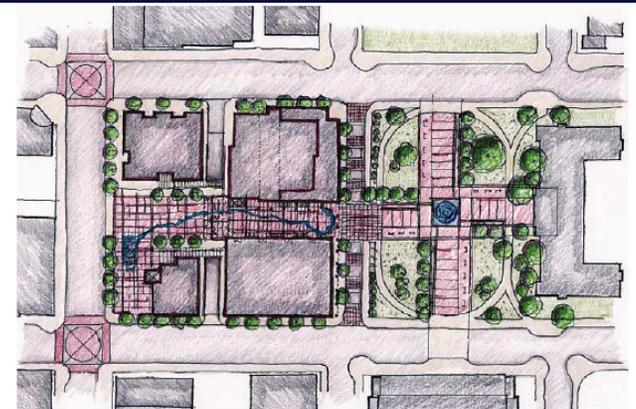
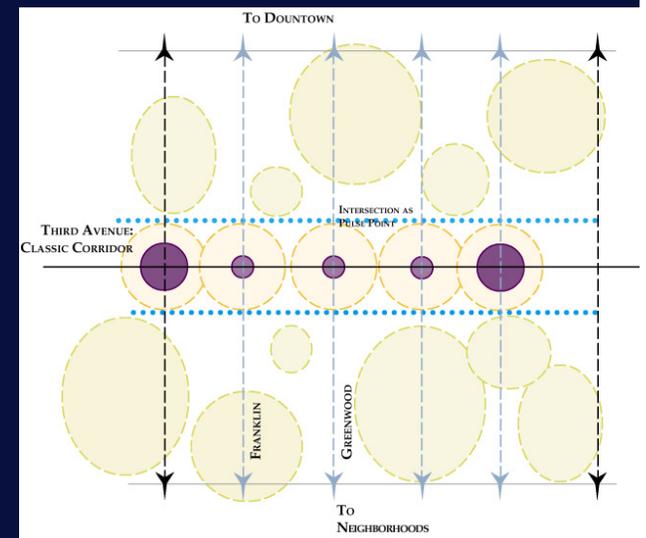


Figure G. Proposed Civic Neighborhood City Hall Mixed-Use Site

# What's your *vision* for 3<sup>rd</sup> Street?

- Revitalized and reclaimed “strip”
- Mixed-use, close-in neighborhood
- Higher densities and taller structures along green boulevard
- Centers of activity with unique green spaces and public places
- Effective connections to Downtown Core



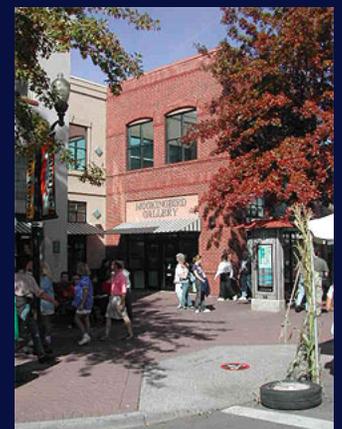
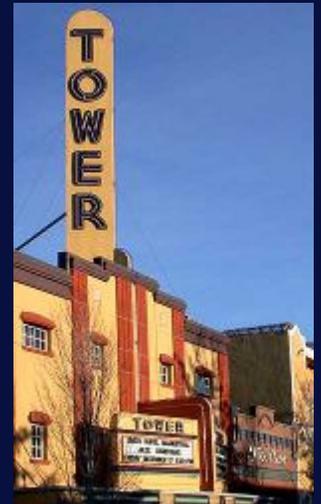
# Desired outcomes: You told us

- Community-driven vision
- Sense of place (create/maintain)
- Mixing uses
- Activity centers
- Density “done right”
- Current and future market reality
- Transportation linkage & access
- Maximizing development opportunities
- Sensitive N-hood transitions
- Outcomes-oriented development strategy & *Actions!*



## Desired elements: You told us

- Improve streetscape and pedestrian environment
- Boulevards: Greenwood and other “great streets”
- “Reinvent” 3<sup>rd</sup> Street strip; more mixed use
- Create gateways and “places”
- Preserve core’s historic character
- Ensure adequate parking
- Careful transitions
- Stimulate private investment
- Quality design, places, open spaces



# Achieving the Vision & Outcomes

## Three areas of focus:

### Land use and development

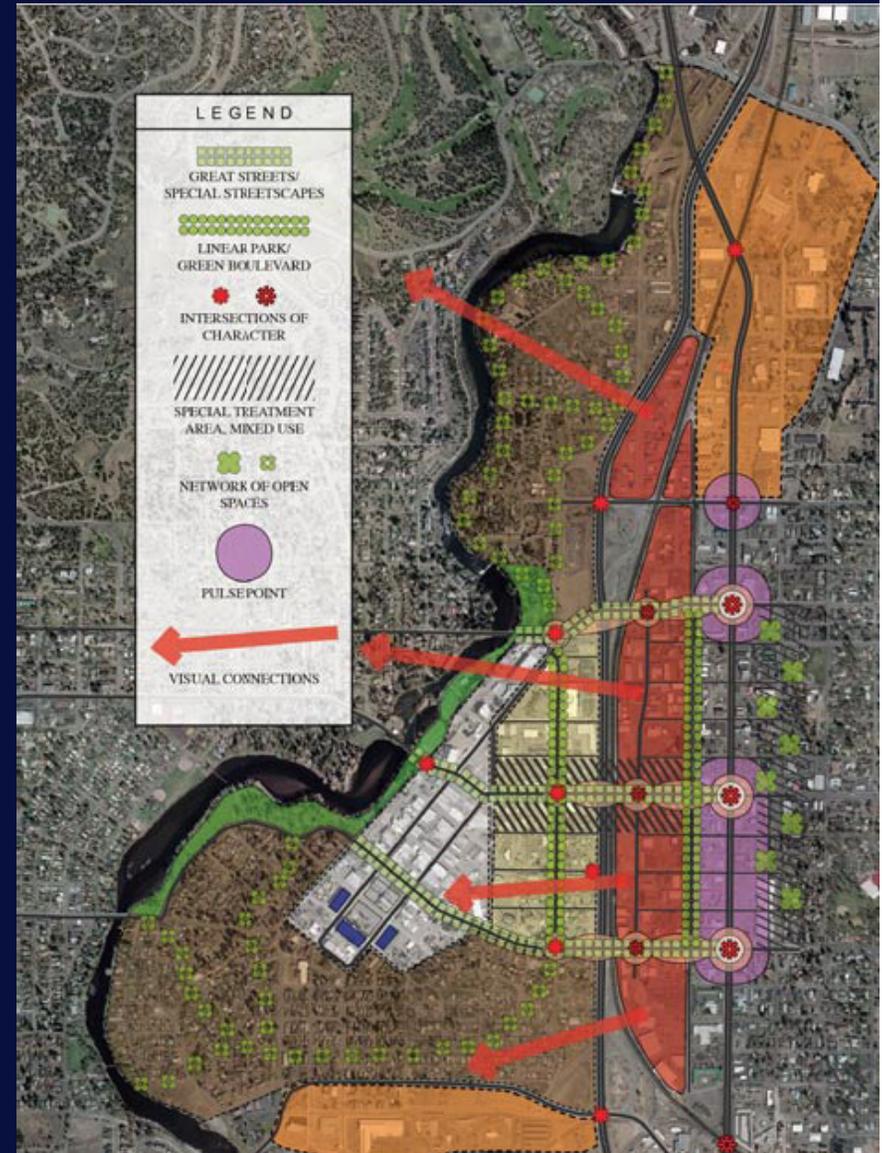
- Future land uses
- Development concepts
- Specific site ideas

### Urban design issues

- Design guidelines
- Building heights
- Gateways and open spaces

### Transportation: getting around

- Streets, traffic, transit, parking
- Pedestrian and bicycle facilities
- Connections



# Three “Big Ideas”

1. City Form
2. Central Area Neighborhood Districts
3. Reinventing 3<sup>rd</sup> Street

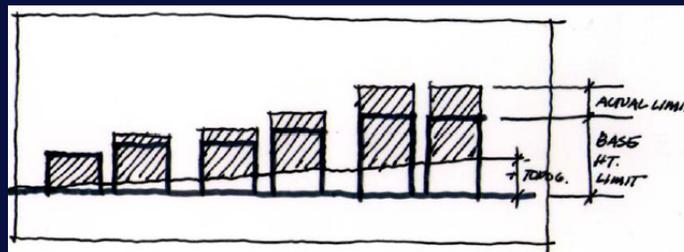
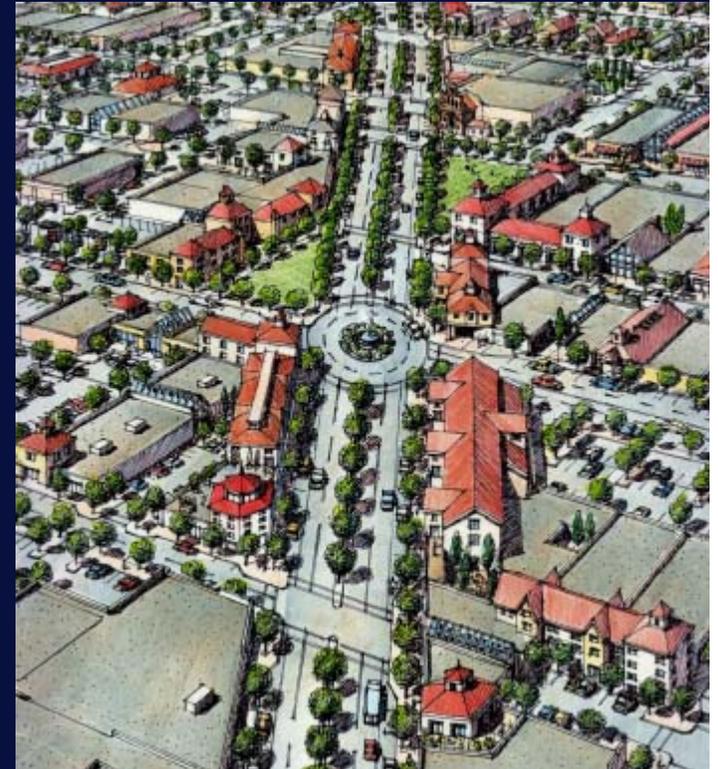
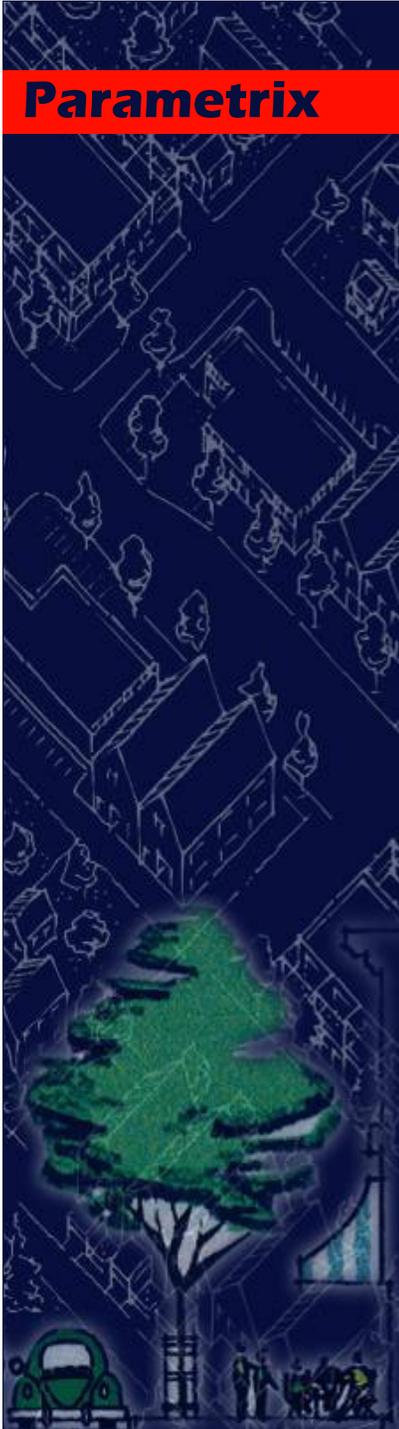


Figure R. Height Limitations and Ground Topography

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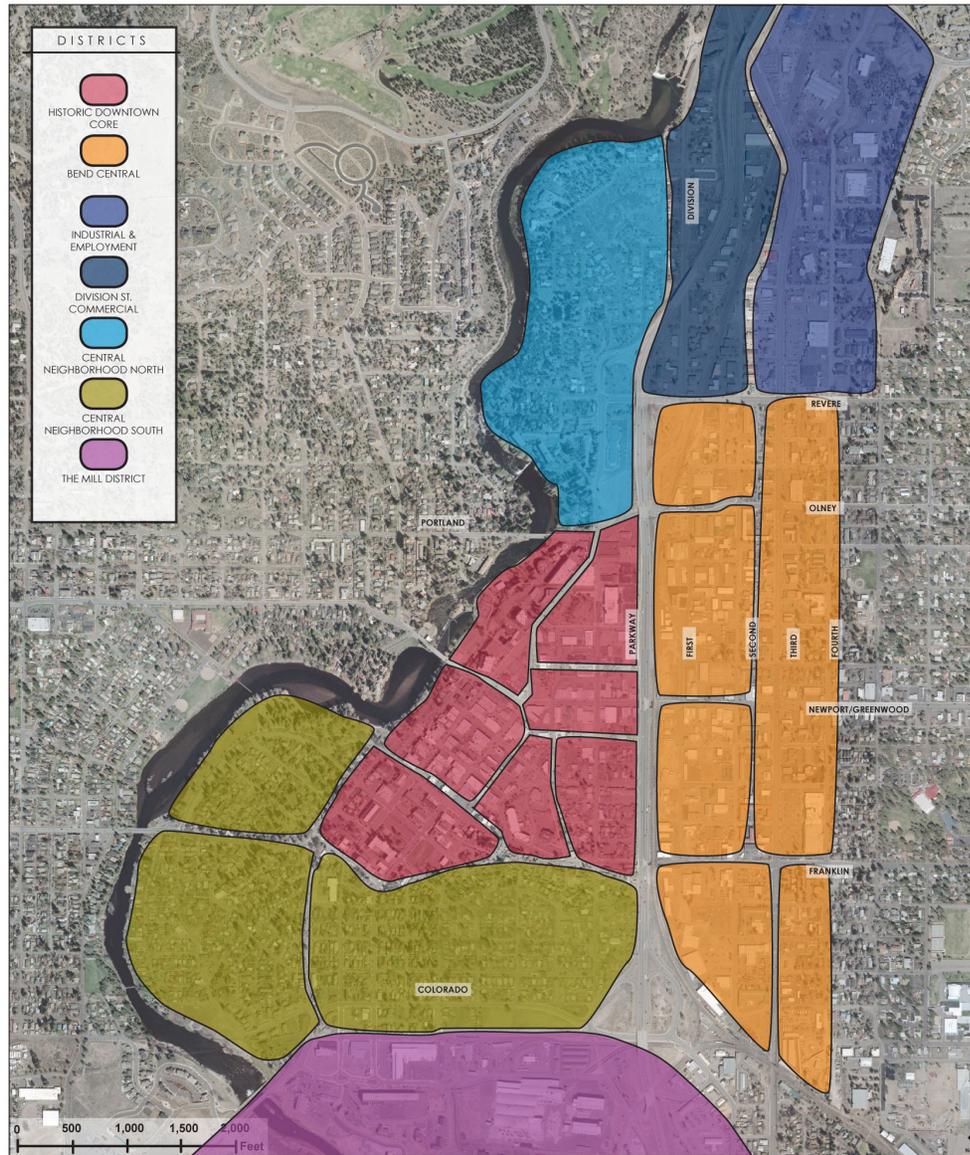
# City Form & Defined Districts



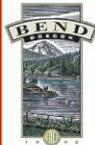


# BEND CENTRAL AREA PLAN

## Defined Districts

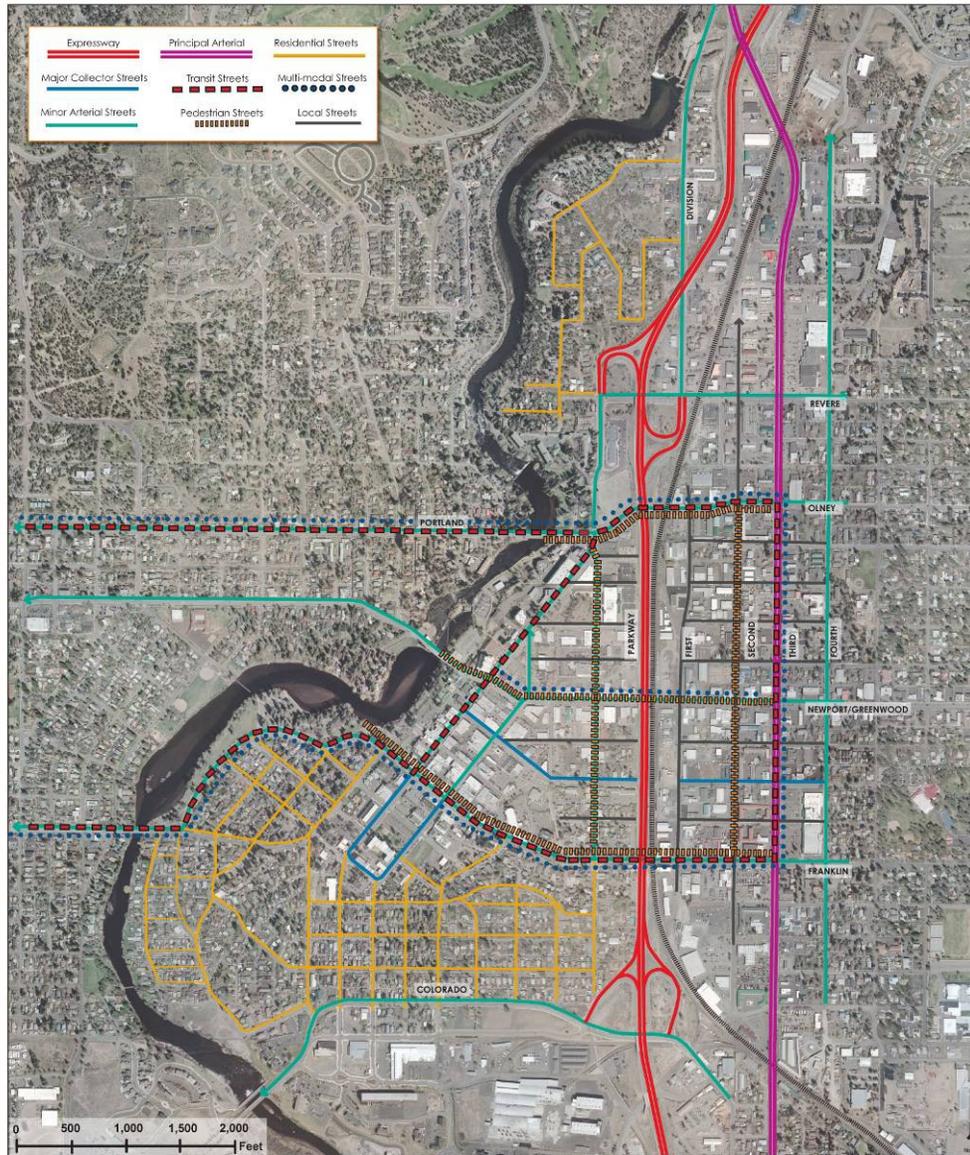


# Defined Districts



# BEND CENTRAL AREA PLAN

## Hierarchy of Streets

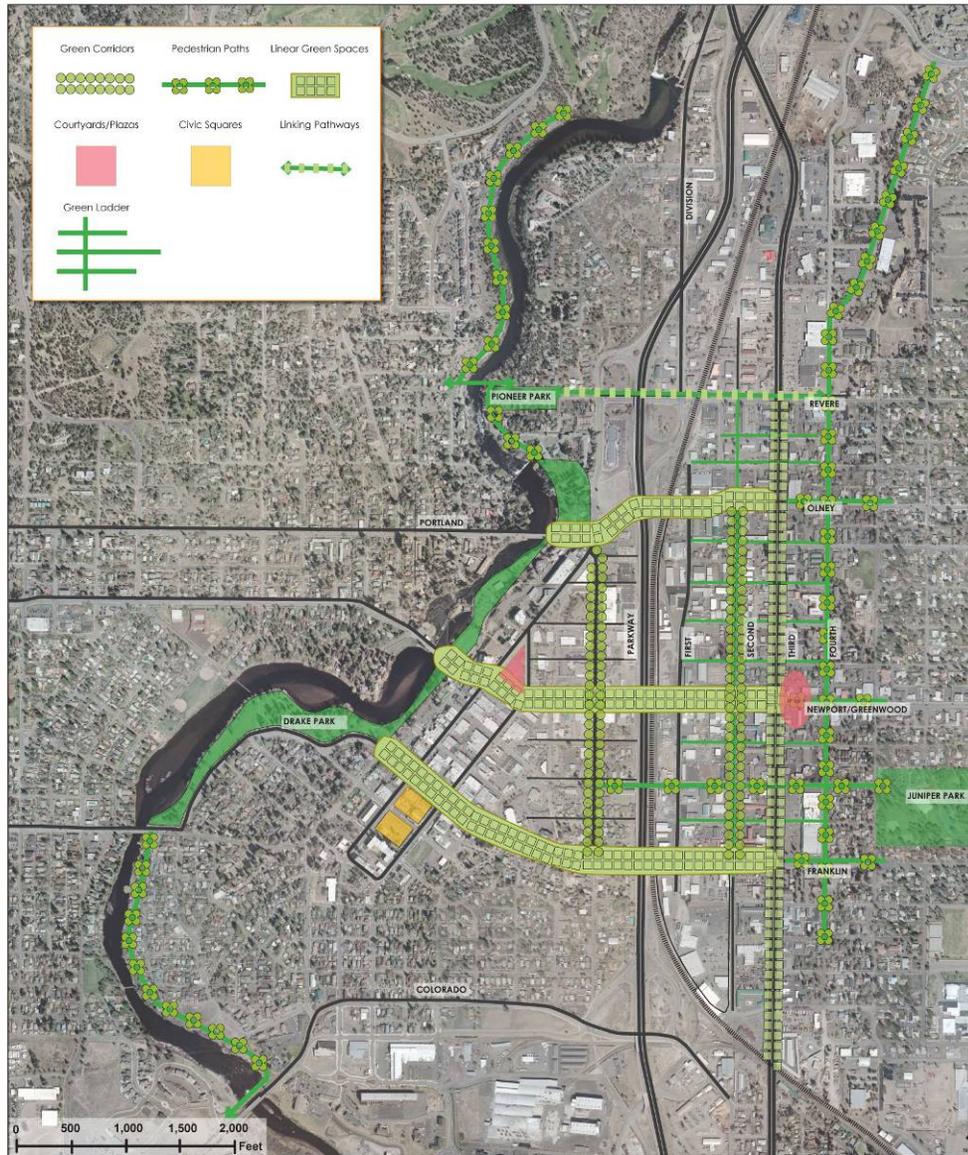


Hierarchy of Streets & Intersections of Character

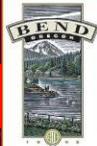


# BEND CENTRAL AREA PLAN

## Network of Open Spaces

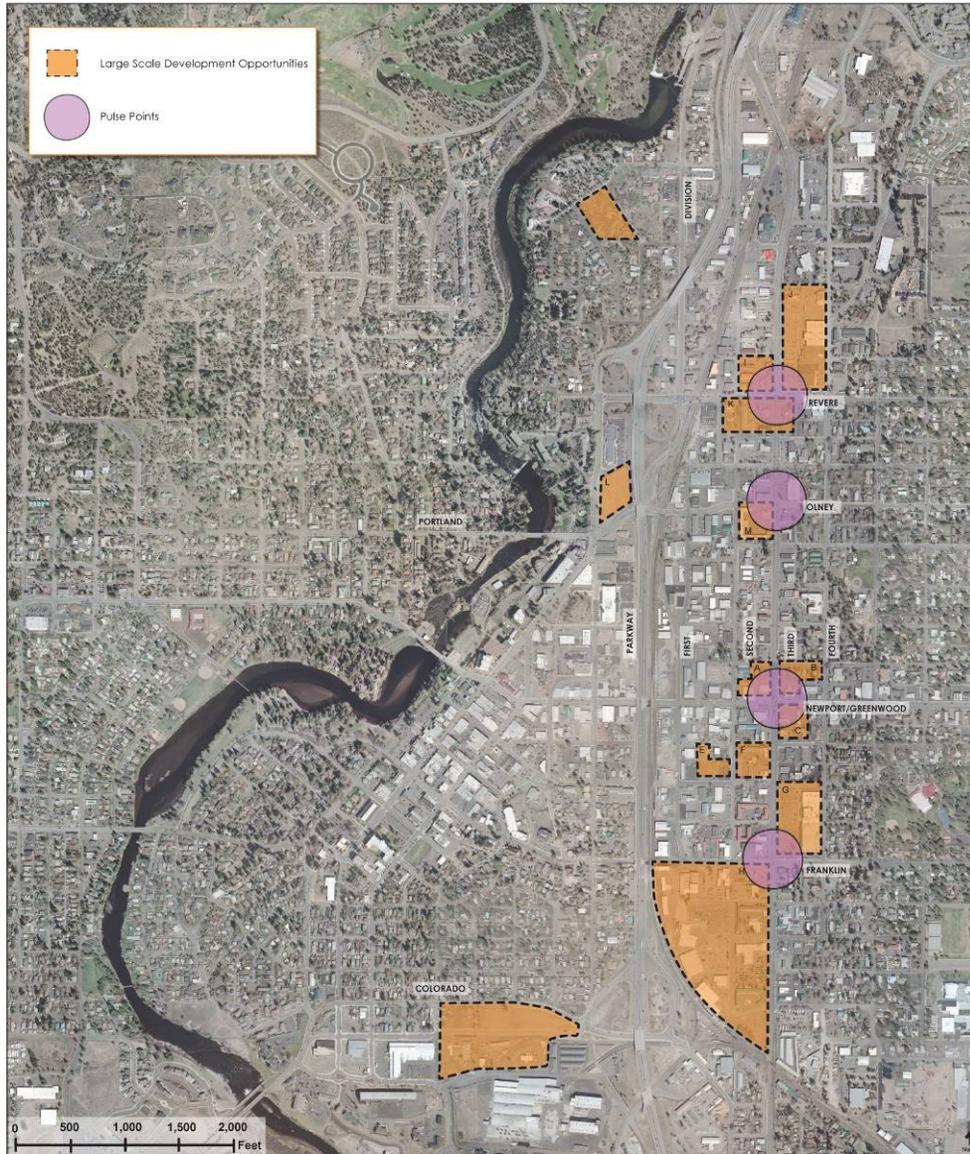


# Network of Open Spaces



# BEND CENTRAL AREA PLAN

Large Scale Development Opportunities



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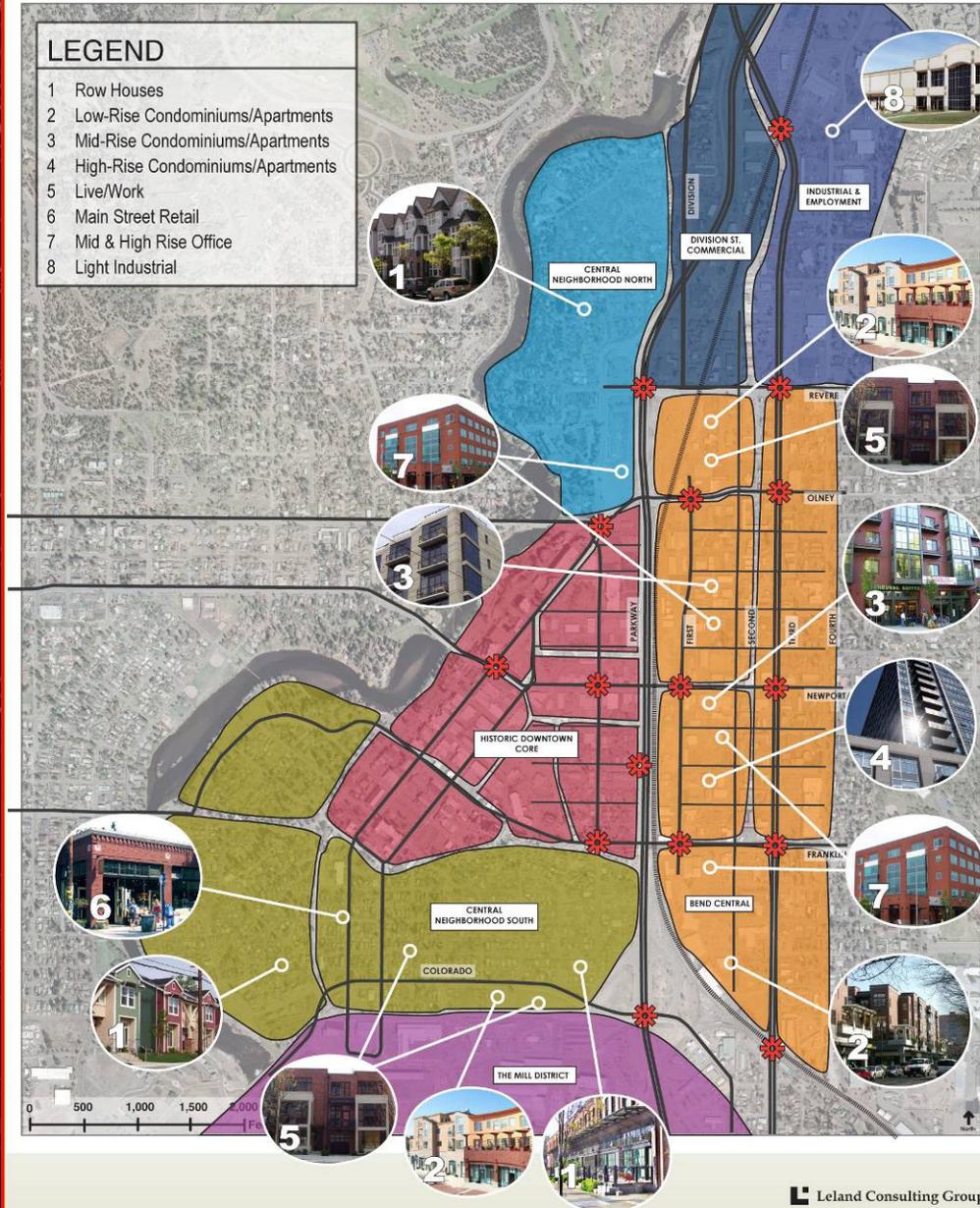


**BEND CENTRAL AREA PLAN**

Development Types

**LEGEND**

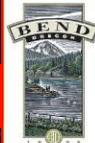
- 1 Row Houses
- 2 Low-Rise Condominiums/Apartments
- 3 Mid-Rise Condominiums/Apartments
- 4 High-Rise Condominiums/Apartments
- 5 Live/Work
- 6 Main Street Retail
- 7 Mid & High Rise Office
- 8 Light Industrial



Development Types

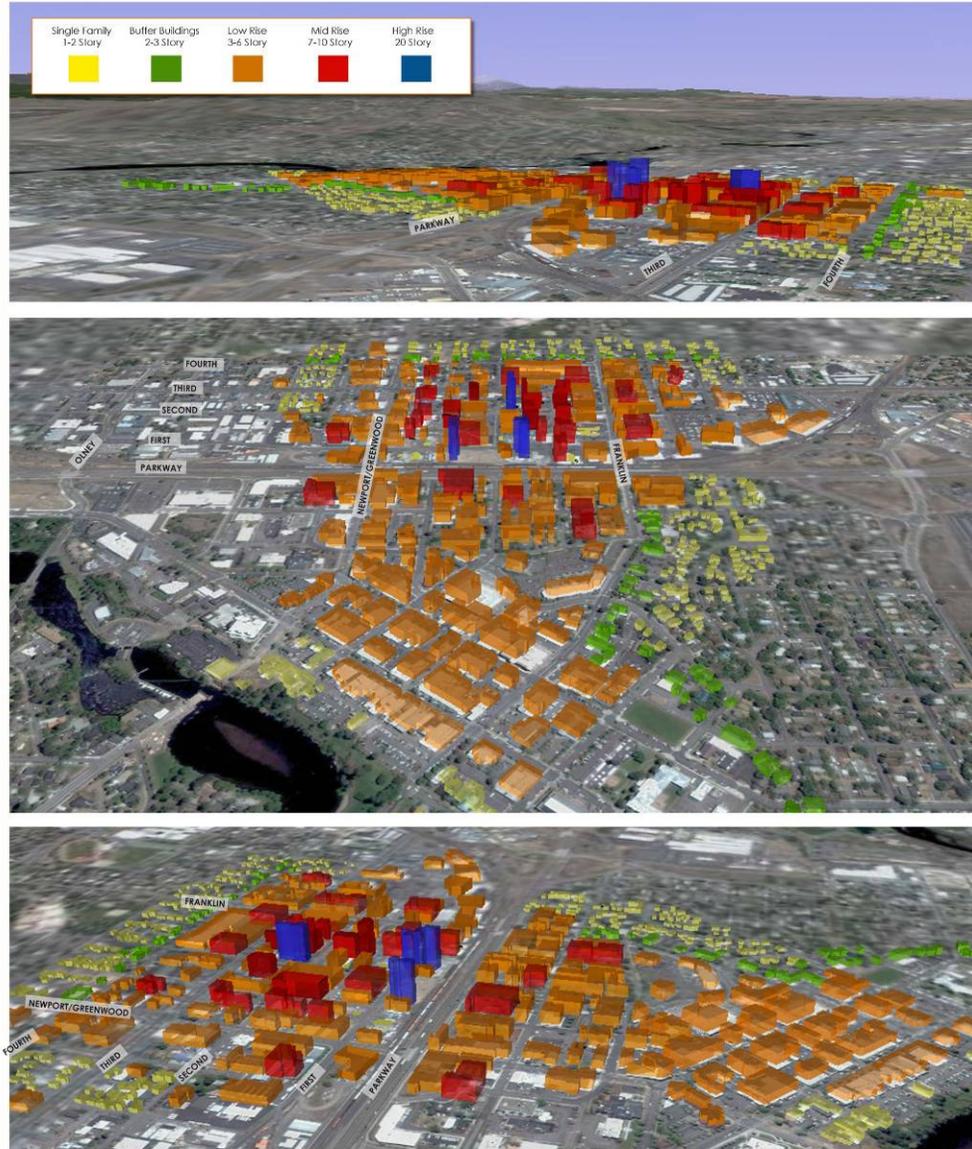


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# BEND CENTRAL AREA PLAN

## City Form and Skyline

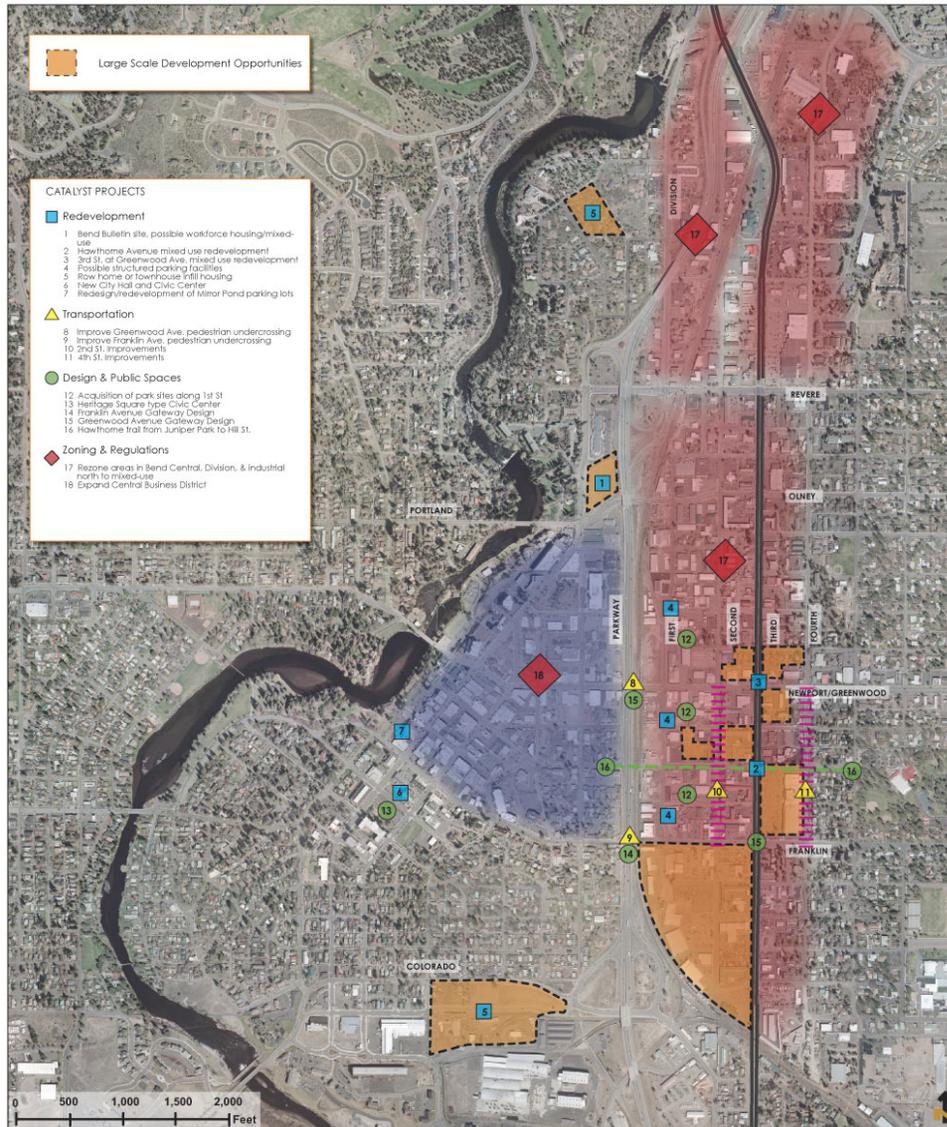


# City Form and Skyline



## BEND CENTRAL AREA PLAN

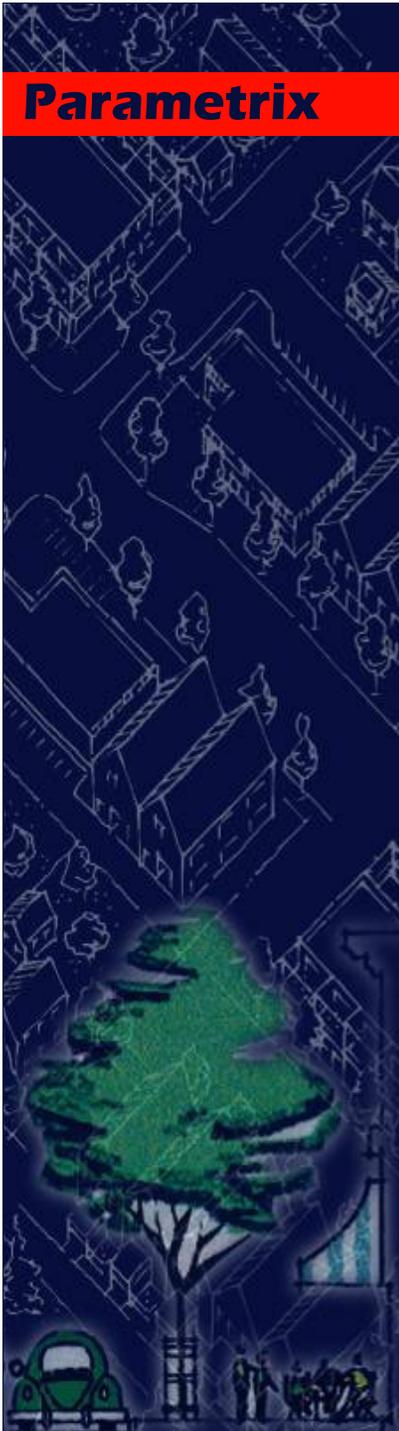
### Catalyst Development Opportunities



# Catalyst Projects

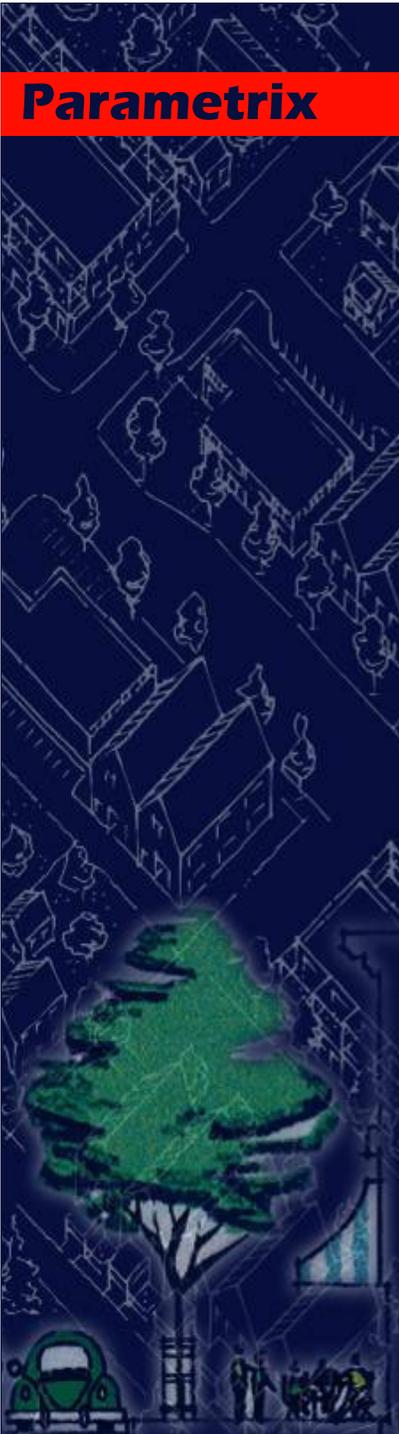
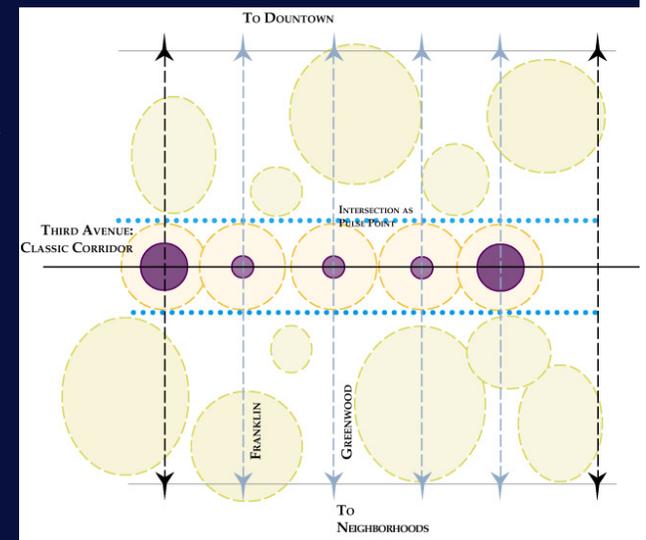
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# A primary catalyst project: Re-inventing 3<sup>rd</sup> Street



# Your vision for 3<sup>rd</sup> Street

- Revitalized and reclaimed “strip”
- Mixed-use, close-in neighborhood
- Higher densities and taller structures along green boulevard
- Organized into centers of activity with unique green spaces and public places
- Effective connections to Downtown Core



## Key components: 3<sup>rd</sup> Street

- Looked at several “system” options
- Preferred: a couplet on 2<sup>nd</sup>/4<sup>th</sup> with narrower 3<sup>rd</sup> Street boulevard
- 3<sup>rd</sup> Street could be narrowed for bikes/sidewalks in existing ROW
- 2<sup>nd</sup> and 4<sup>th</sup> help move traffic
- Improves connectivity (Hawthorne, grid, Division)

# Proposed 3rd Street Couplet Concept

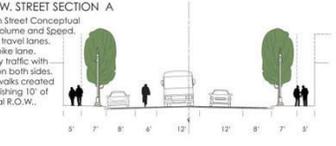
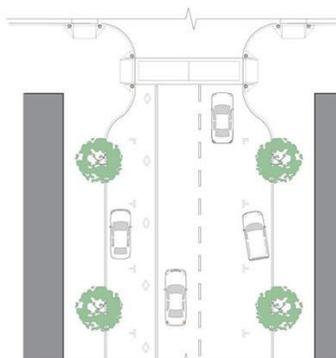




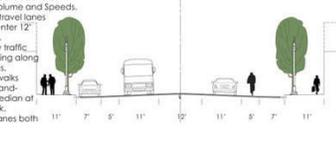
## BEND CENTRAL AREA PLAN

### Third Street Concept 2nd & 4th Couplet, 3rd as Main Street

**60' R.O.W. STREET SECTION A**  
2nd & 4th Street Conceptual  
-Higher Volume and Speeds  
-Two 12' travel lanes  
-One 6' bike lane  
-One way traffic with parking on both sides  
-12' sidewalks created by establishing 10' of additional R.O.W.

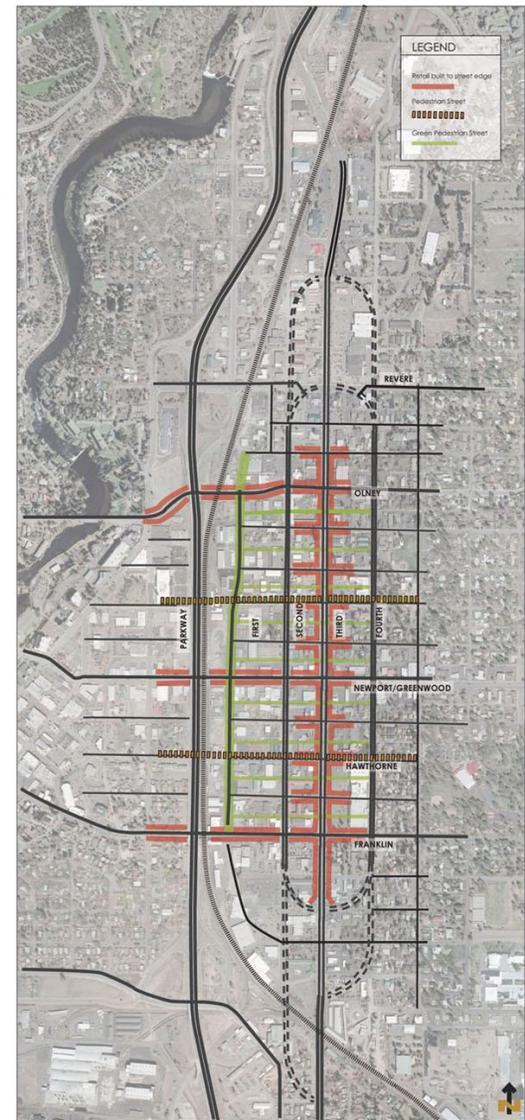



**80' R.O.W. STREET SECTION B**  
3rd Street Concept  
-Main Street Boulevard  
-Lower Volume and Speeds  
-Two 11' travel lanes with a center 12' turn lane  
-Two way traffic with parking along both sides  
-11' sidewalks  
-Center landscape median at mid-block  
-5' bike lanes both sides




**LEGEND**

- Retain built to street edge
- Pedestrian Street
- Green Pedestrian Street



06.08.2007

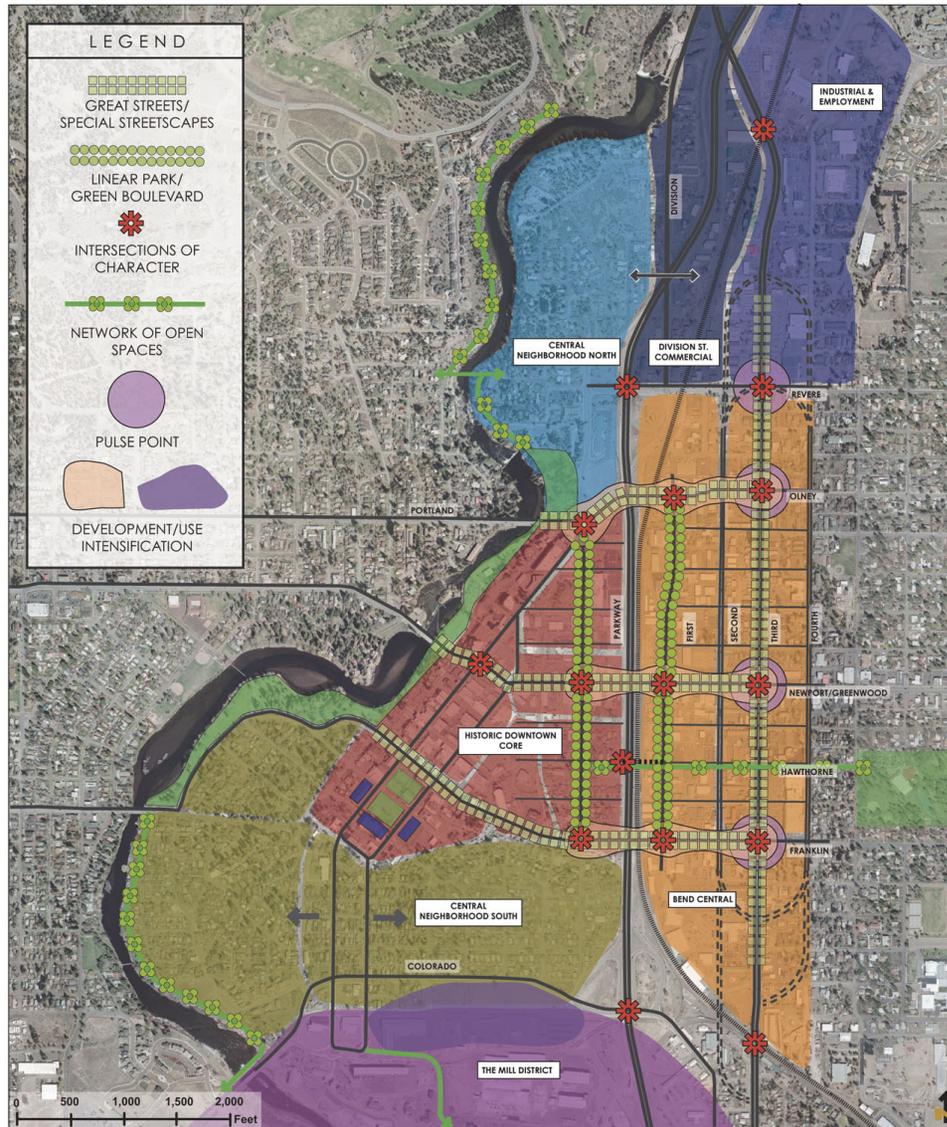


Leland Consulting Group  
StasnyBrun Architects  
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# BEND CENTRAL AREA PLAN

## Overall Framework Plan

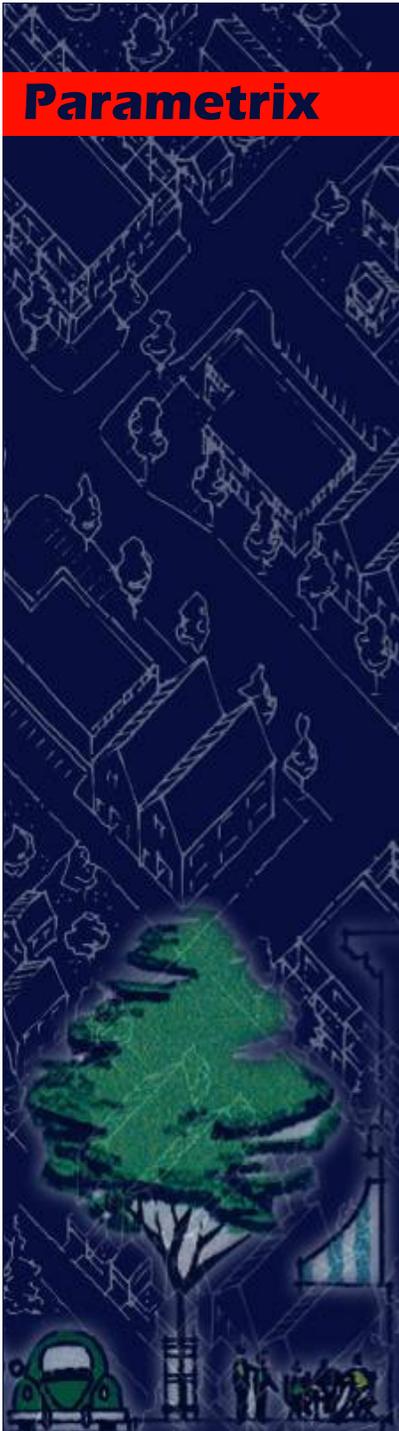


Three Big Ideas...

One Overall Framework Plan

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# Implementation: Carrying out the Plan



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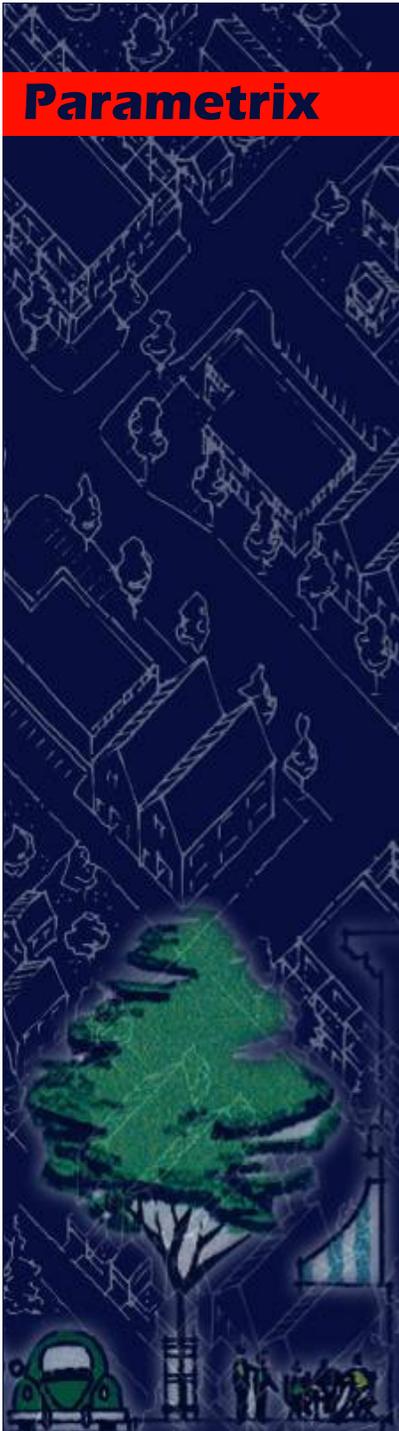
# How do we start carrying out the Plan...



# Three key points

Some things to remember:

- Bend can't do it all at once
- Cities evolve over time
- Now is the time for getting ready



# Incremental action

## Focus: not all at once

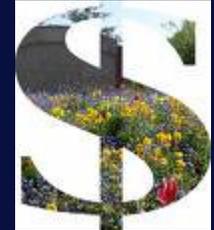
- Identify and prioritize projects and actions
  - Short term
  - Near term
  - Long-range
- “CIP” for action
  - Process
  - Projects
  - Organization
- Regular monitoring, reporting and updating



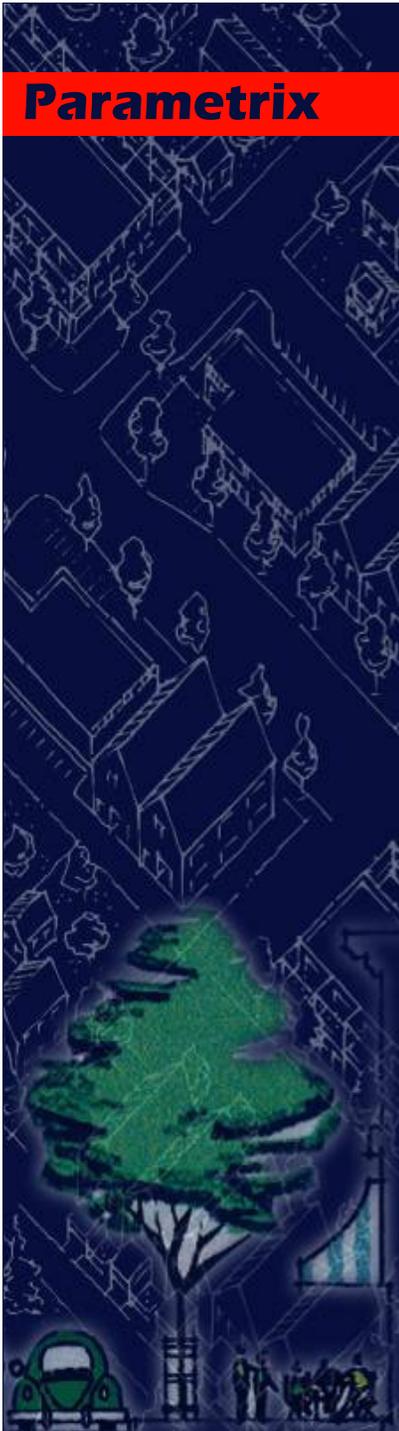
Capital Improvement Program

# First Three Years: Stage Setting

## Process



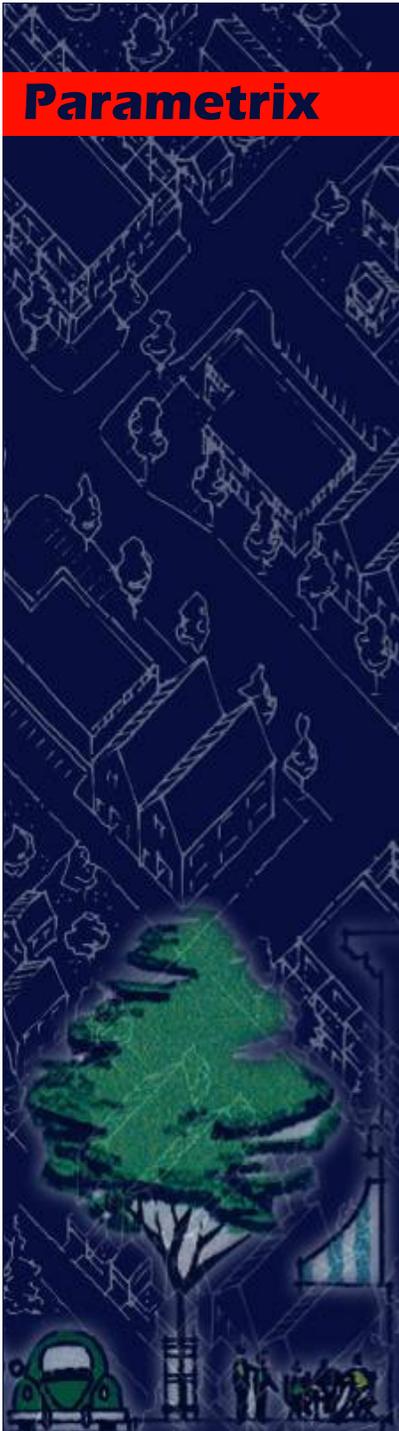
- Codes, standards & controls
- Financial analysis & plan
- Urban renewal area feasibility
- 3rd St. corridor concept refinement
  - Alignment
  - Operations
  - Access management



# First Three Years: Stage Setting

## Projects

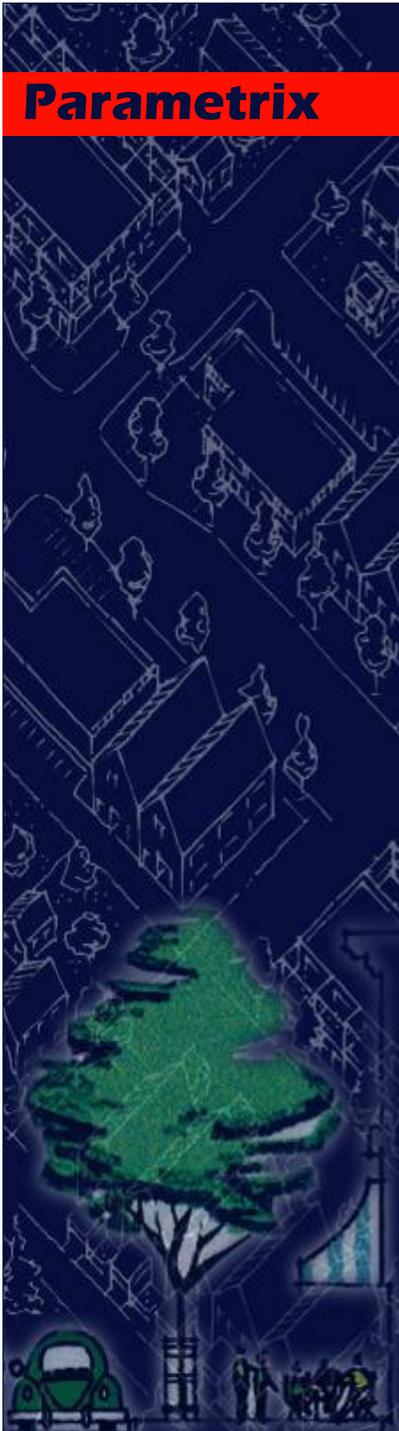
- Greenwood/Franklin Undercrossings
  - Aesthetics
  - Bicycle/pedestrian
  - Streetscape
- 3<sup>rd</sup>/Greenwood catalyst dev't.
  - Mixed use/retail/office, entertainment
- Bend Bulletin site catalyst dev't.
  - Mixed use/workforce housing
- 3<sup>rd</sup> Street landscaped median



# First Three Years: Stage Setting

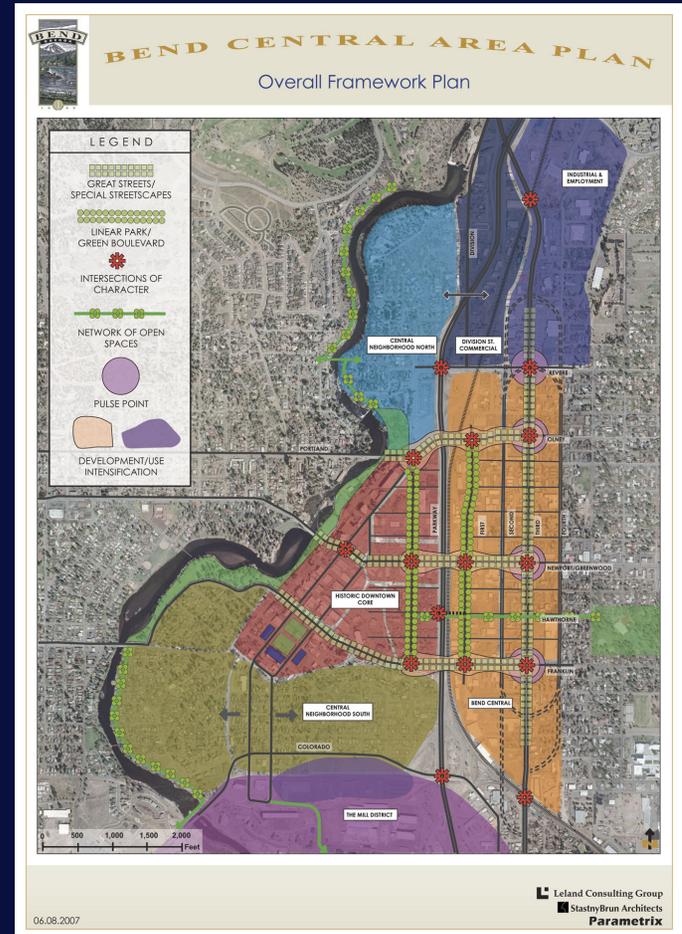
## Organizational

- Central Area revitalization office
- Implementation subcommittees
  - Catalyst projects
  - “Brand Bend” ...small projects
  - Funding strategy
- Business imp. district (3<sup>rd</sup> Street)
- Northern n-hood planning program



# Open House

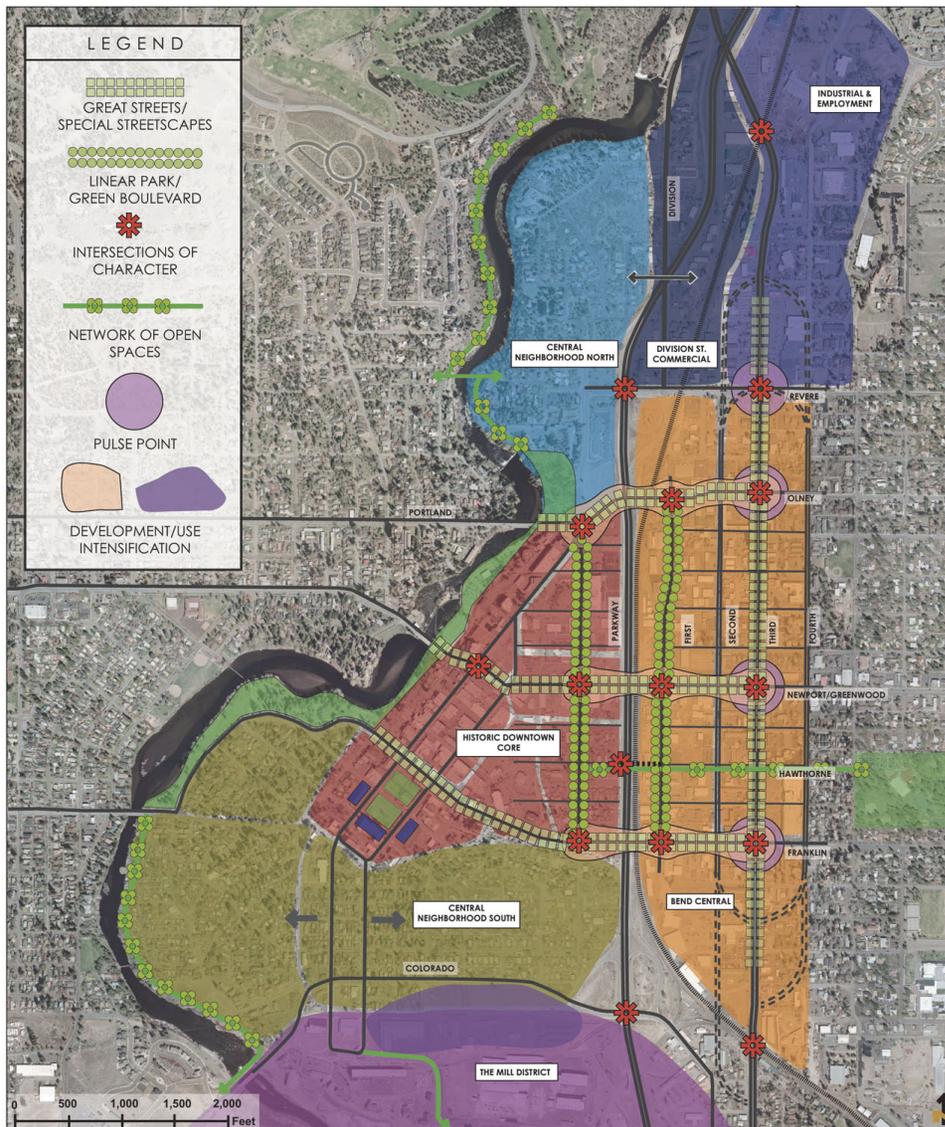
- The Plan
- Suggested improvements
- Implementation





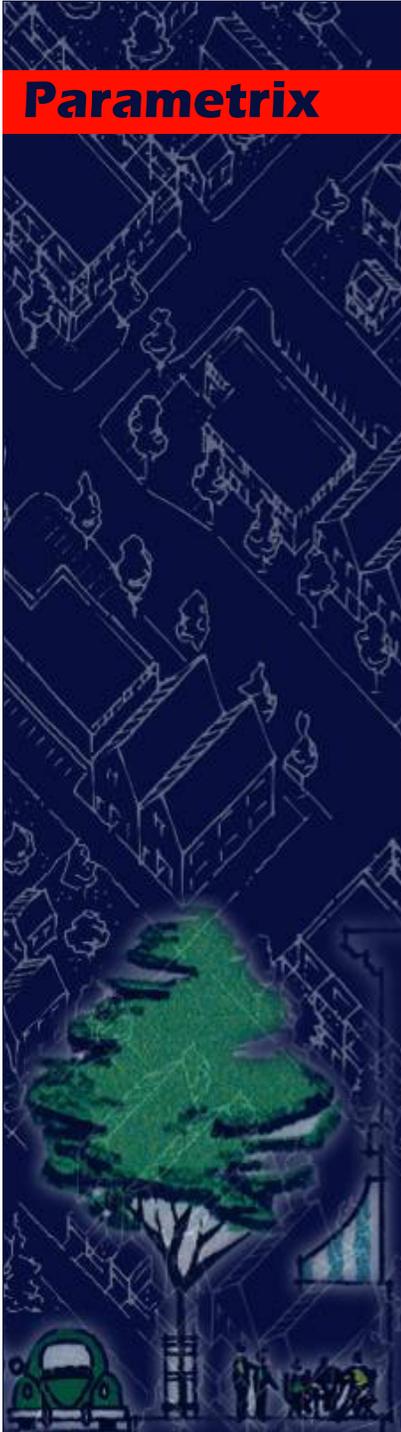
# BEND CENTRAL AREA PLAN

## Overall Framework Plan

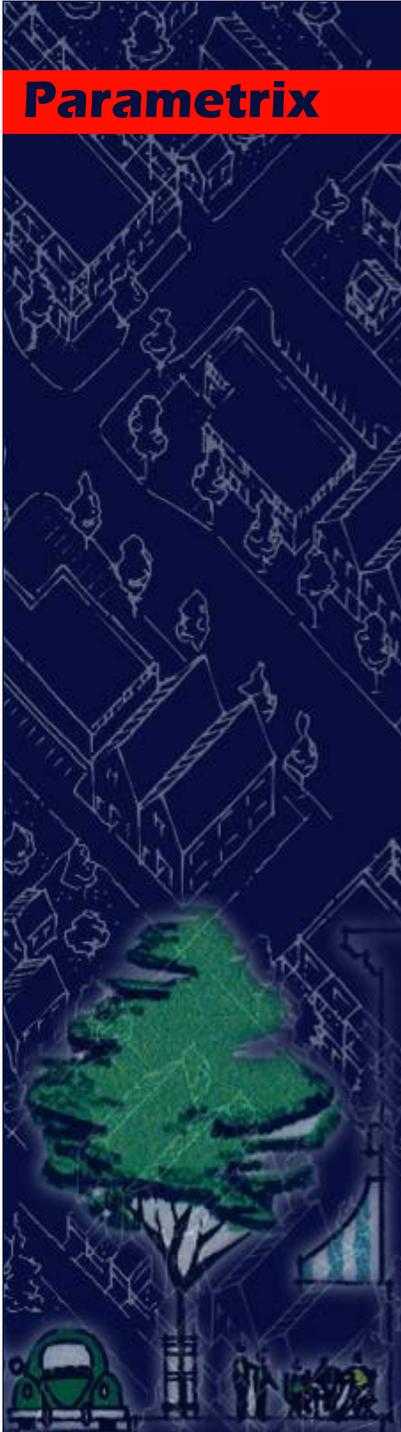


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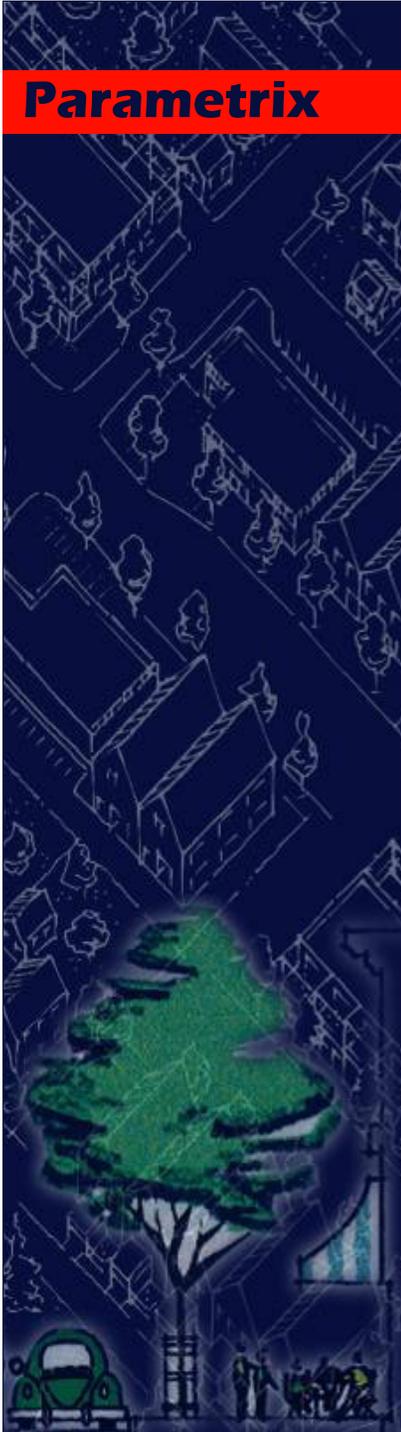
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# Attributes of a Healthy Downtown

- Diverse activity mix
- High retail sales
- Strong local leadership
- Supportive zoning
- An effective downtown organization
- Marketing and management structure
- Diversified tax base
- Positive local customer perception

