

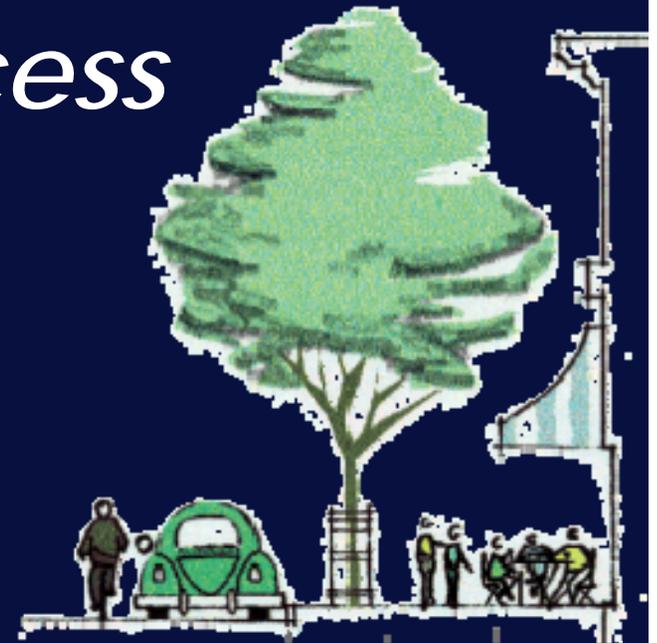
Parametrix



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, 8th St, and 6th St. Landmarks such as Bend Metro Parks & Rec, Greyhound Bus Station, Mountain Medical Urgent Care, and Juniper Park & Aquatic Center are marked. A blue double-headed arrow is positioned above the title text.

*Great Expectations...
Sustaining Success*



*Bend City Council & Planning Commission
June 18, 2007*

What's on tap for tonight?

- Why a Central Area Plan?
- Sustaining Success...Lessons for Bend's Central Area
- The Draft Central Area Plan
 - Vision and outcomes
 - Three "Big Ideas"
 - Catalyst Projects and Actions
- Championing and Carrying Out the Plan
- Discussion

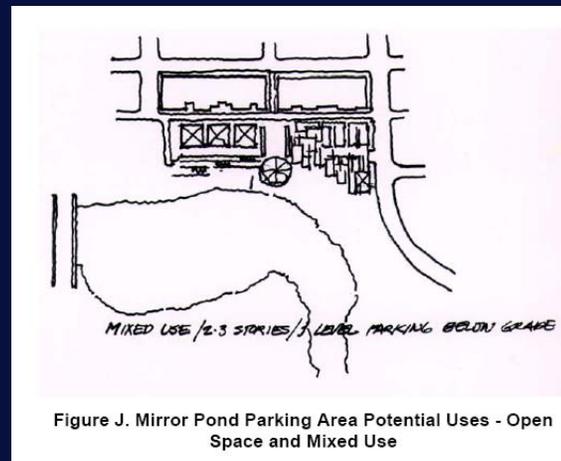
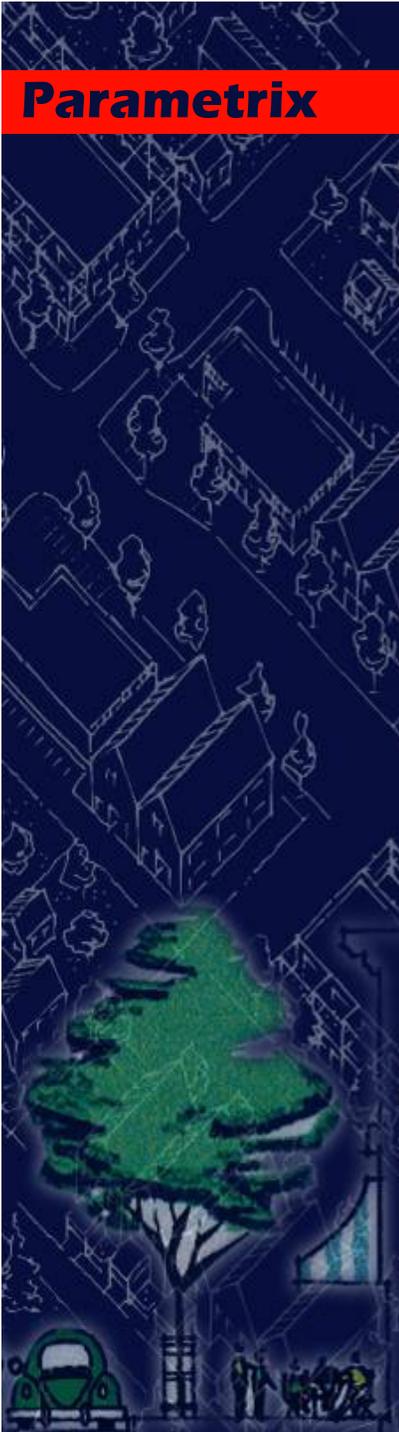


Figure J. Mirror Pond Parking Area Potential Uses - Open Space and Mixed Use

Parametrix

Background



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 getting around
- Getting a handle on growth before it gets a handle on you
 1. Smart investments
 2. Informed decisions

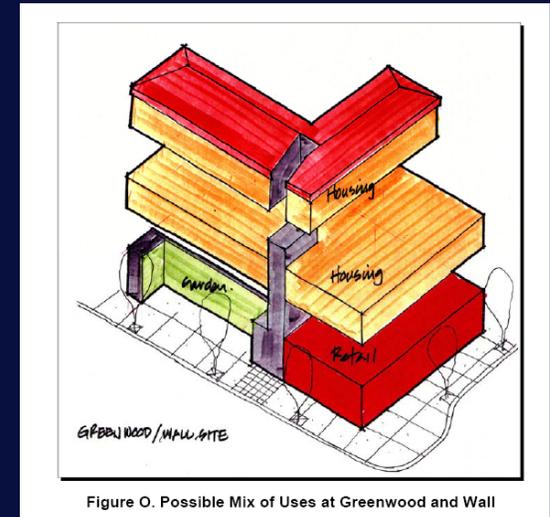


Figure O. Possible Mix of Uses at Greenwood and Wall



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 between places and uses
4. Ensure high-quality community design
5. A vision that is reality-based and which can be carried out

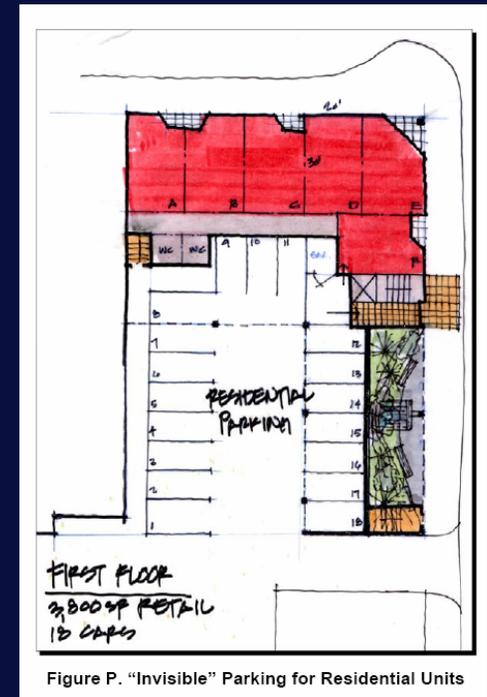
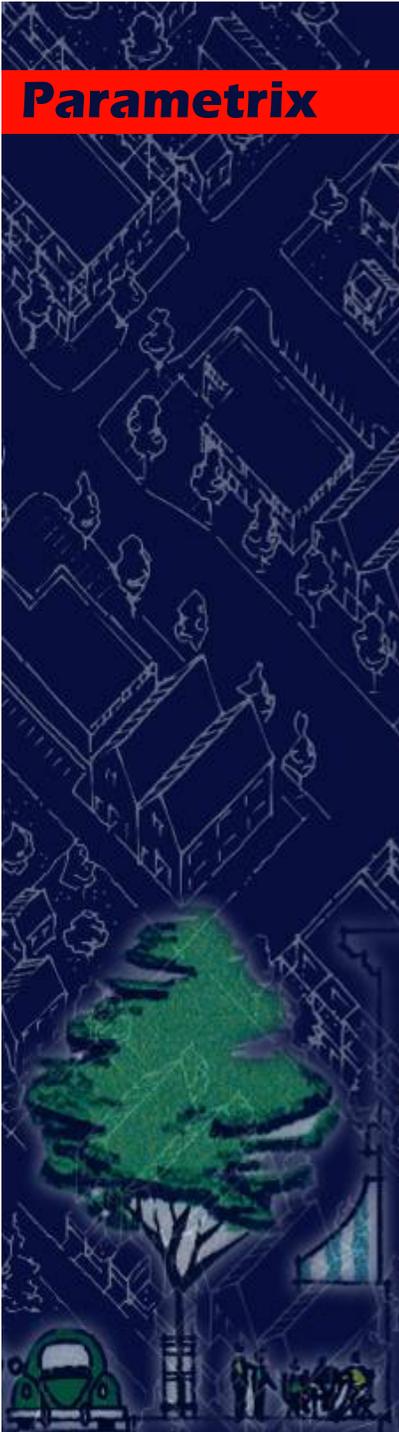


Figure P. "Invisible" Parking for Residential Units



Parametrix

Lessons for Sustaining Success



Downtowns Create the Place

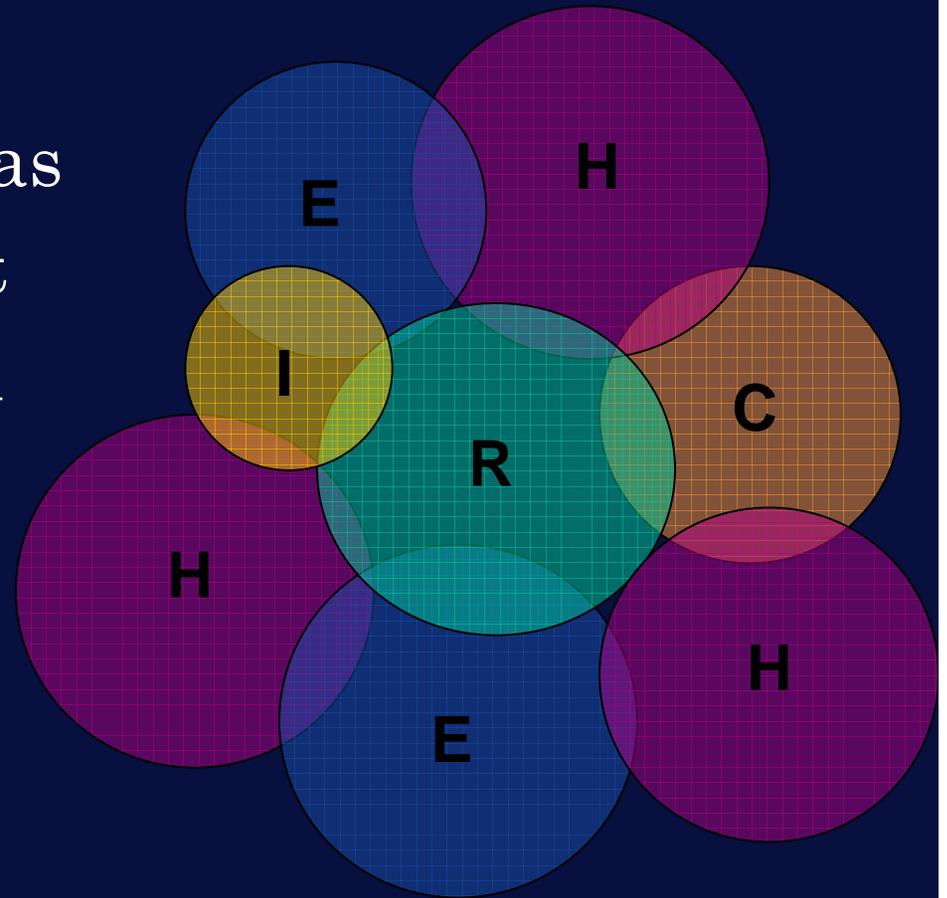
They are the 'Heart' of the Community

- Comfortable
- Secure
- Lifts our spirits
- Sense of ownership
- Work
- Play
- Live
- Shop
- Stay



Downtowns and Centers are made up of Districts

- Retail Core
- Housing areas
- Employment
- Institutional
- Cultural
- Government
- Mixed-use
- Open Space



Corridors: A Special Case

- Link centers and districts
- Provide space for growth
- Accommodate transportation functions
- Differentiate centers



Pulse Points of Development

- A way to address “strips”
- Focus investment at key intersections
- Make room for Place Making
- Area in between fills in with time



Establish Pulse Points of Development

- Direct public investments in these zones to make higher-value private investments feasible
- Achieve the “pulse points” of new live-work, high-value community development



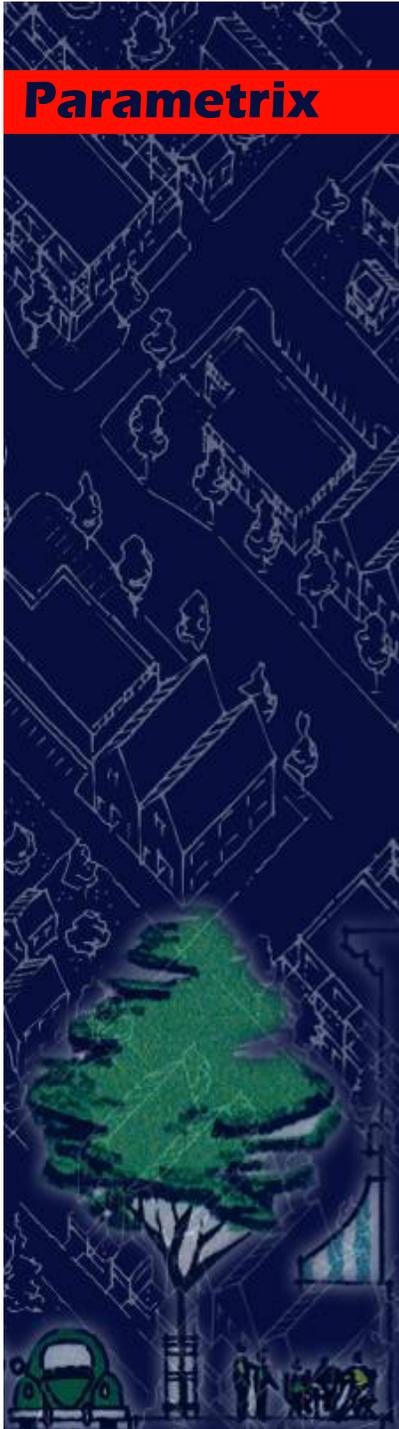
Diversify Corridors

- Prune back retail
- Concentrate mixed use along the major arteries to preserve single-family neighborhoods
- Nearby jobs generate residential potential
- Office employment tied to nearby housing



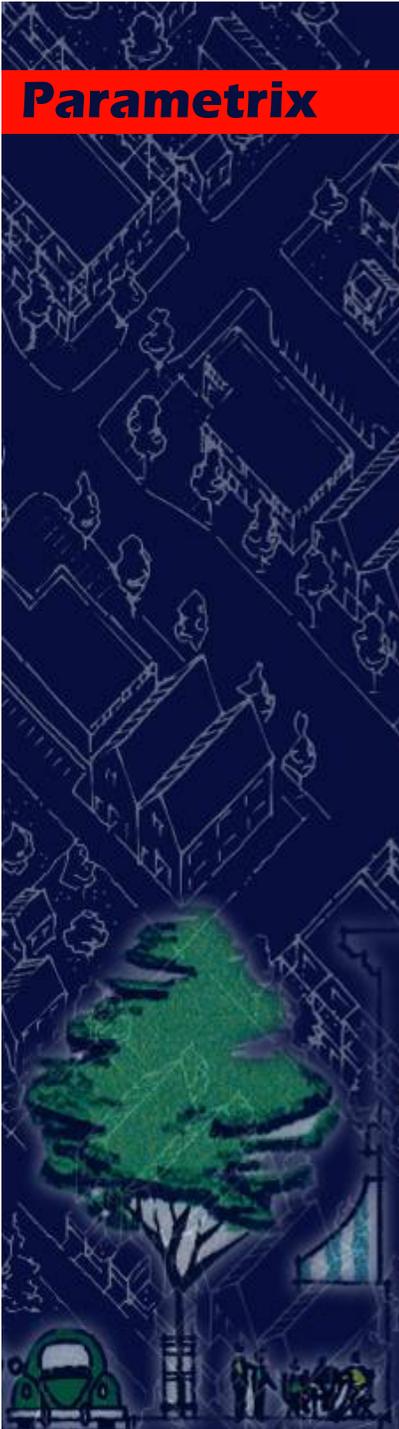
Gateways

- Set the tone
- Define transitions
- Bid welcome & farewell



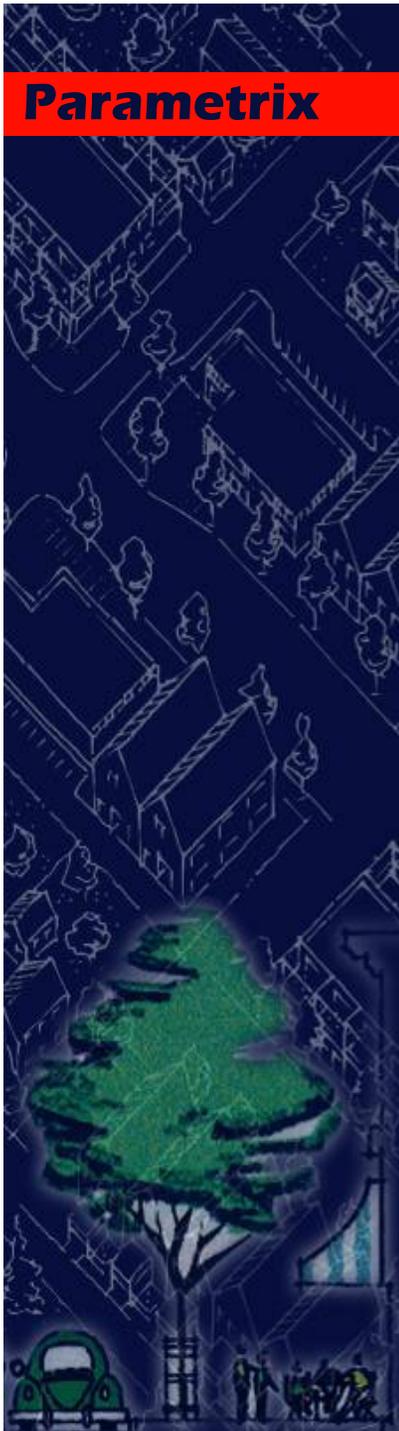
Attributes of a Healthy Downtown

- Compact urban form
- Pedestrian amenities
- Secure environment
- Attractive housing
- Class A office space
- Hotels
- Historical connection
- Parking and transit access
- Civic and cultural uses
- Entertainment



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



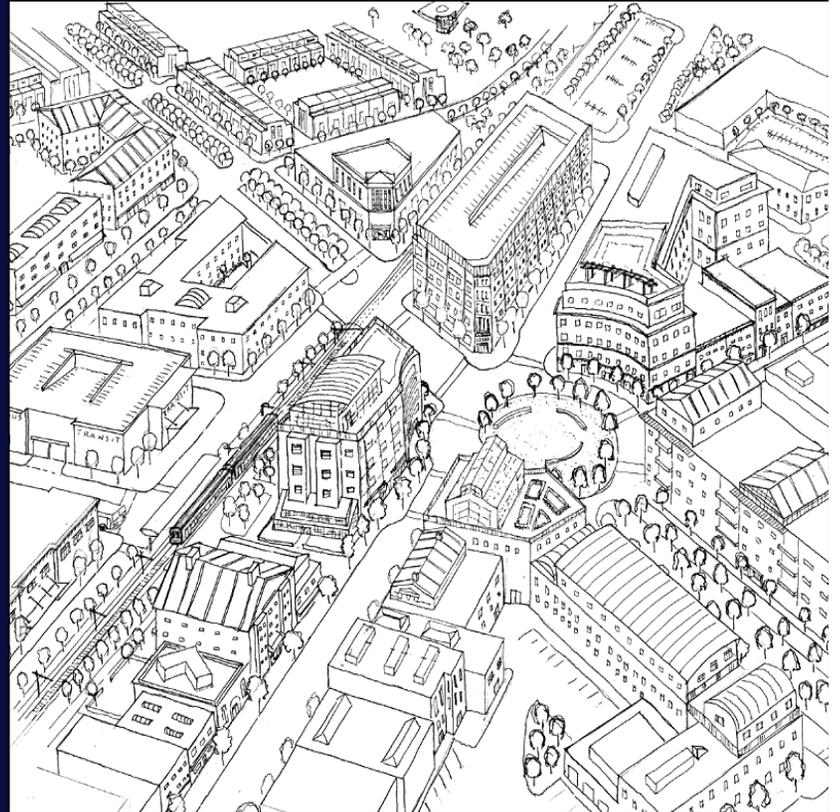
Encourage & Stimulate Development

- Unite districts, neighborhoods, and sectors of downtown and the central area
- Establish public environments as context for investment
- Establish a sense of place – supportive of adjacent objectives
- Encourage walking and biking through a variety of places
- Create off balance sheet investment for development



Have a Great Strategy

- Combine market potential with community vision
- Go far beyond patching problems or reacting to specific issues



Many, Many Projects

- A great plan moves many projects forward
- Projects are broadly defined: public and private development programs, marketing events, etc.



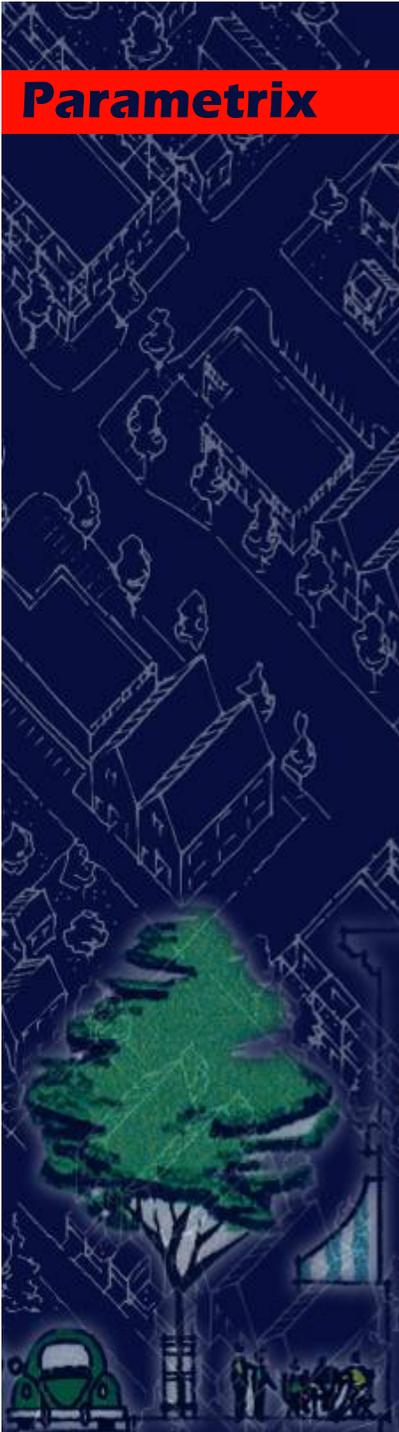
Committed, Ongoing Leadership

- Leaders desire success for the entire community
- Respected by the community; has strong leadership skills
- Able to motivate and organize stakeholders
- Moves forward and enthusiastically communicates the vision of the downtown revitalization effort



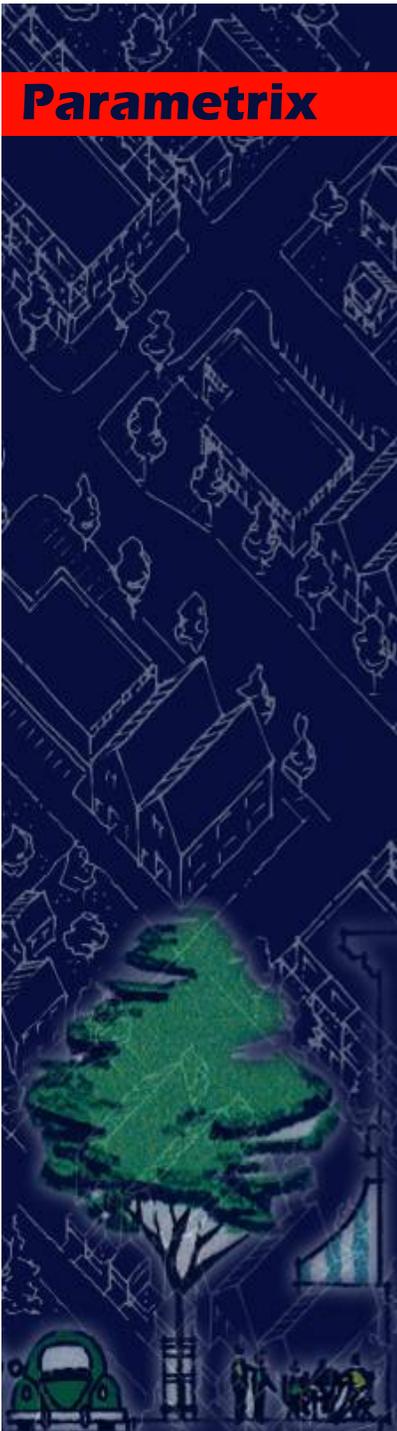
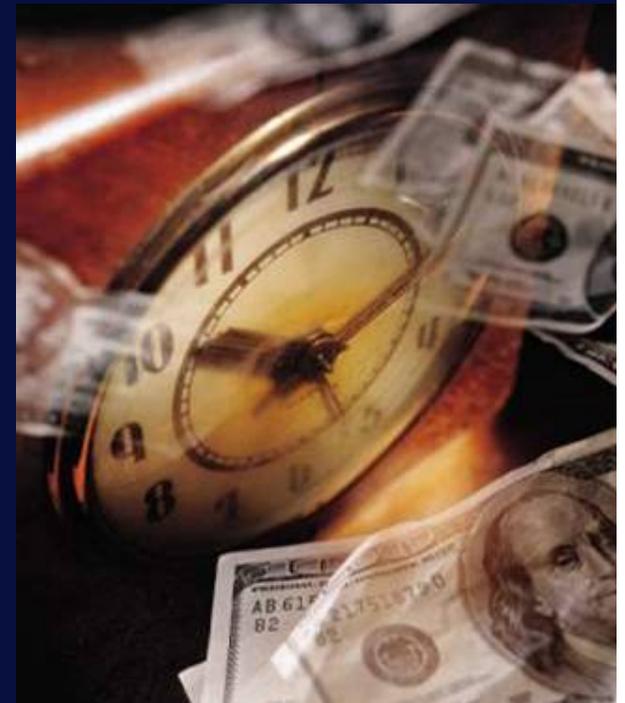
Supportive Government

- Provide support for achieving standards – consultation, code enforcement, and assistance
- Able to review its practices and identify and change policies
- Set clear goals
- Champion implementation



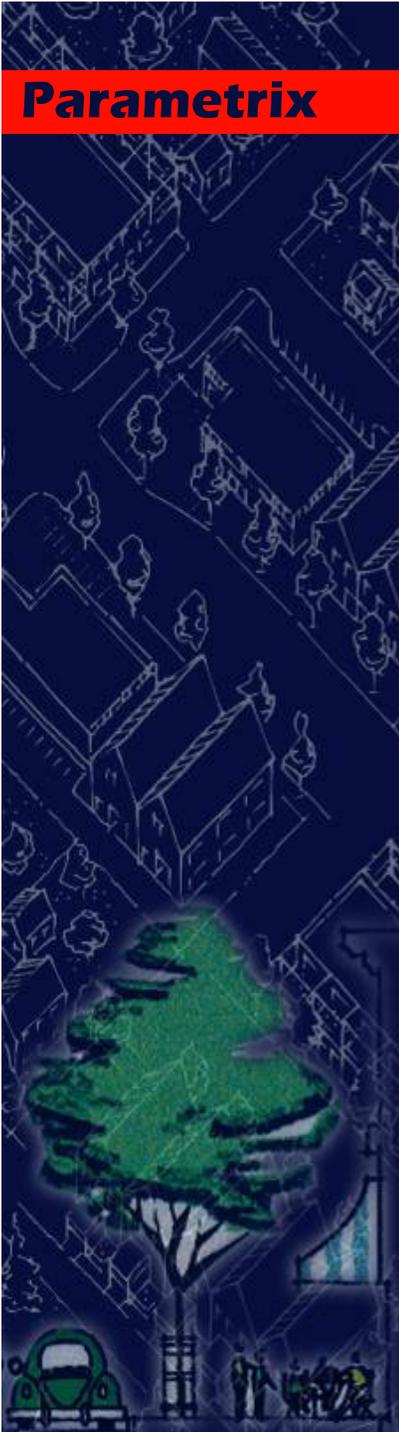
Nurture Public-Private Partnerships

- The public sector cannot do it alone
- The private sector concerned about
 - Time
 - Money
- Strengthen Place Making
- Provide public amenities
- Economic development



Development Principles & Responsibility

Downtown Development Principles	Responsibility		
	Public	Private	Joint
Maximize pedestrian access	•		
Promote development densities			•
Define areas where development will be concentrated			•
Develop a strong commercial core		•	
Plan and manage parking effectively			•
Promote commercial land use intensities	•		
Promote residential development near transit/shopping	•		
Promote and provide incentives for infill	•		
Promote residential units above grade level retail			•
Provide an adequate amount of retail		•	
Establish a wide range of land use activities			•
Encourage a mix of different housing types			•



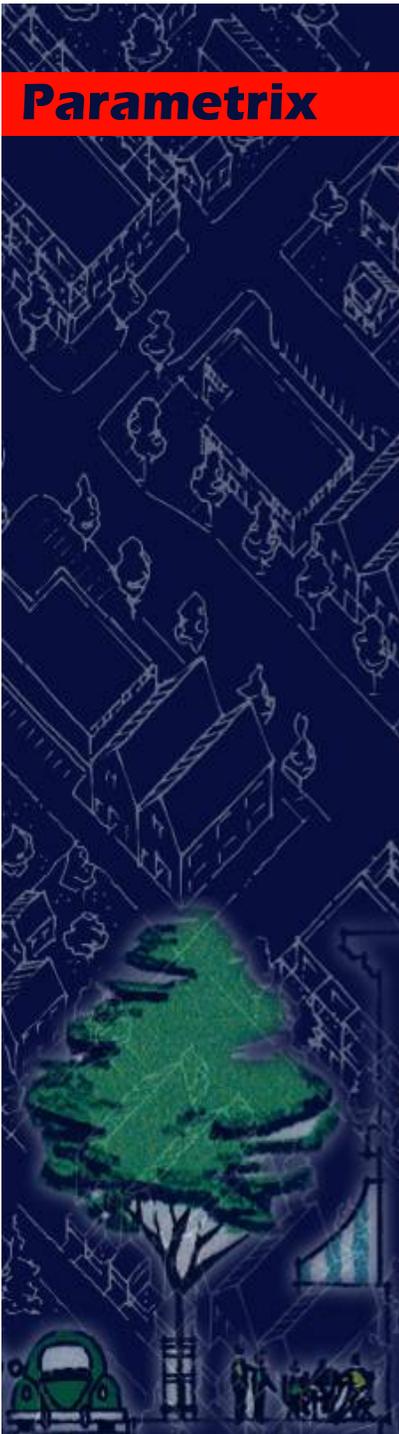
Respect Evolution

- Change takes time—allow for evolution
- New uses will be introduced
- Progress may be choppy
- Older uses may remain
- Retain the best of history
- Insist on quality
- Build communities, not projects



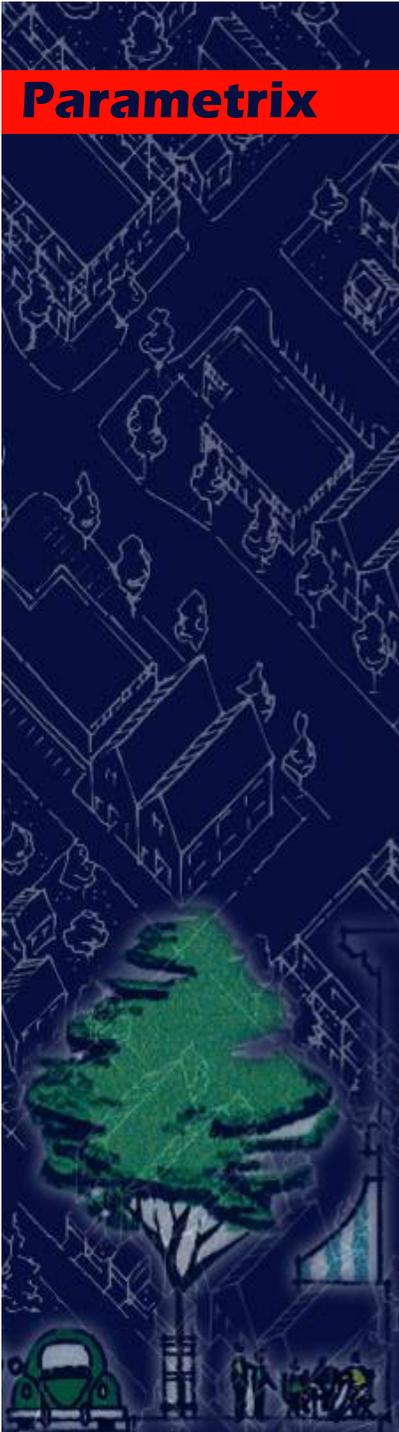
Respect Evolution

- Most downtowns will reach their full potential with time
- Strategically use public resources
- Preserve future development opportunities through regulation and public acquisition of property



Parametrix

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

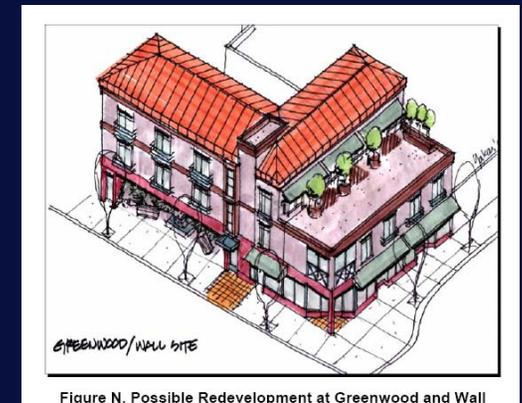


Figure N. Possible Redevelopment at Greenwood and Wall

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

- The “public face” of Bend
- The community’s heart and soul
- The traditional civic “center” and “town square”
- Cultural, entertainment, and specialty retail center
- Vibrant and active, throughout the day and evening

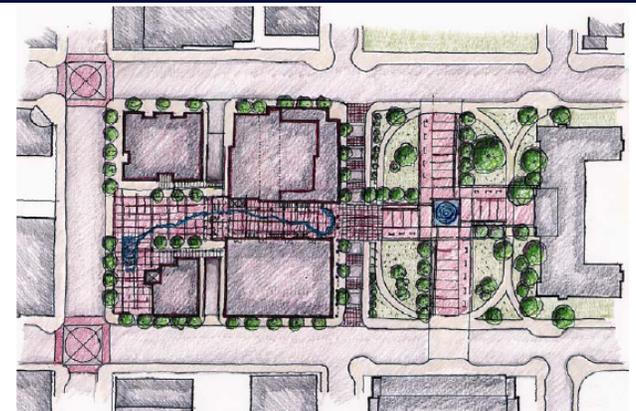
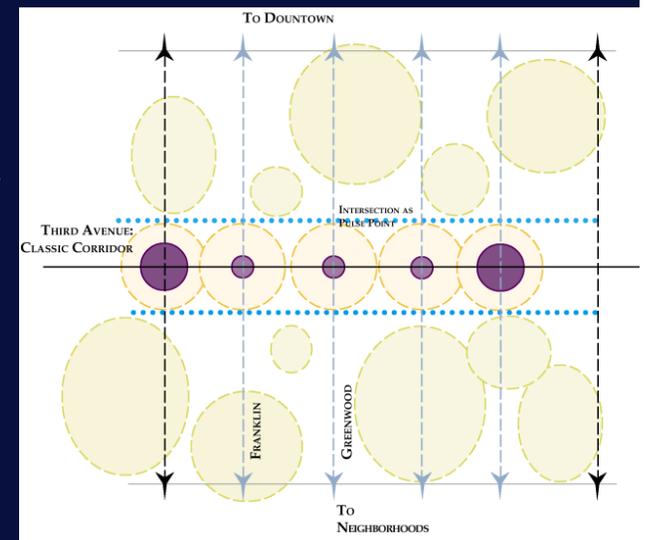


Figure G. Proposed Civic Neighborhood City Hall Mixed-Use Site

What's your *vision* for 3rd 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



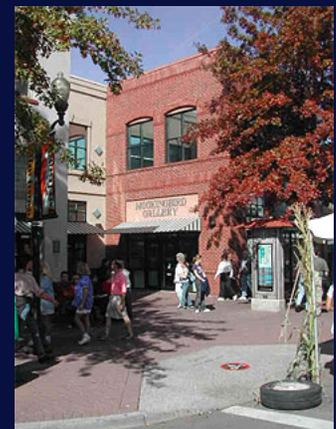
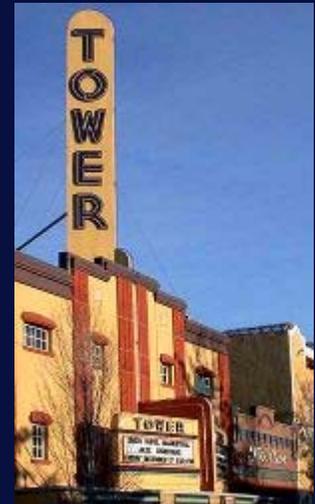
Desired elements & outcomes

- 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!*



The community spoke:

- Improve streetscape and pedestrian environment
- Provide a boulevard treatment for Greenwood and other “great streets”
- “Reinvent” 3rd Street commercial strip
- Create gateways and “places”
- Preserve core’s historic character
- Ensure adequate parking
- Plan for more mixed use
- Careful transitions between areas, uses
- Stimulate private investment
- Quality design, places, open spaces



Achieving the Vision & Outcomes

Three areas of focus:

Land use and development

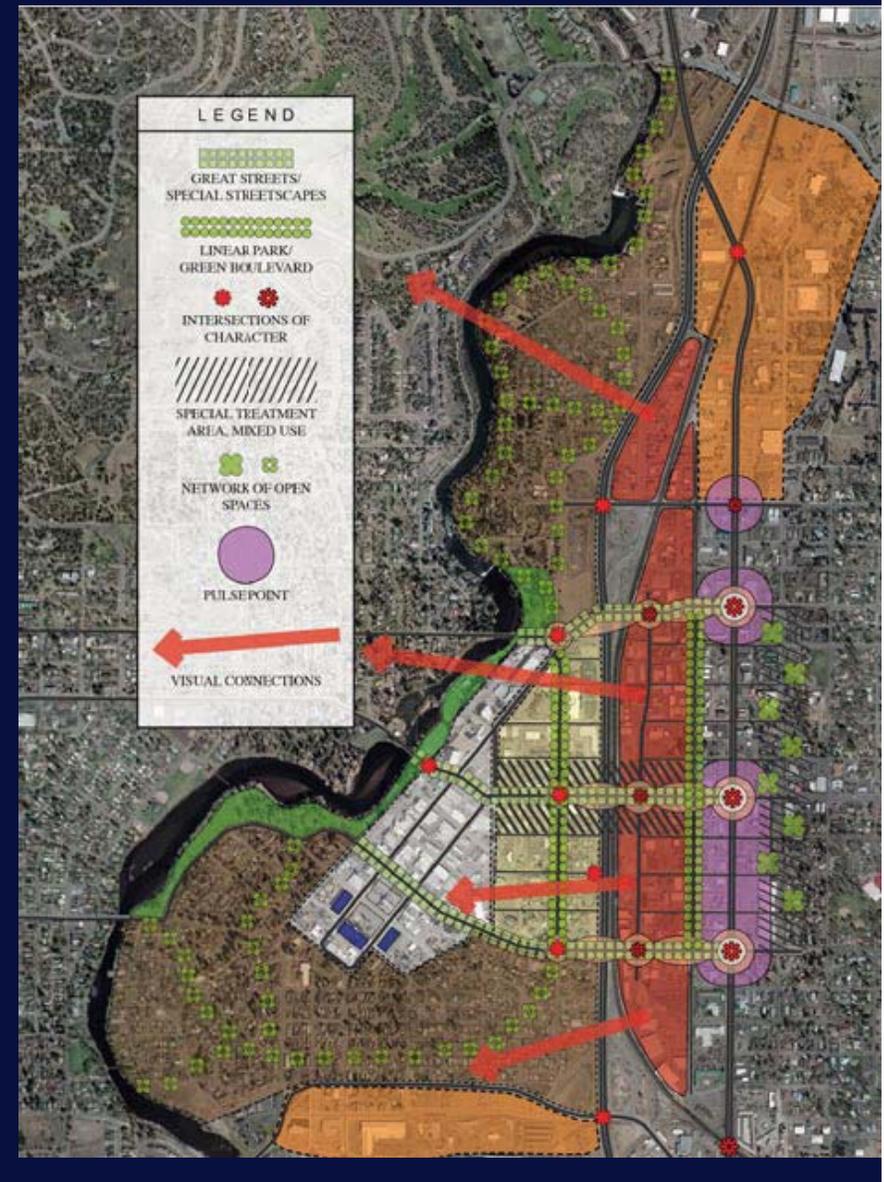
- Future land uses
- Development concepts
- Specific site ideas

Urban design issues

- Design guidelines
- Building heights
- Gateways and open spaces

Transportation: getting around

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



Initial focus: Downtown Core



Three "Big Ideas"

1. City Form
2. Central Area Neighborhood Districts
3. Reinventing 3rd Street

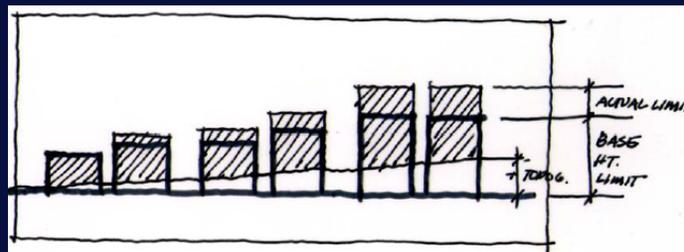
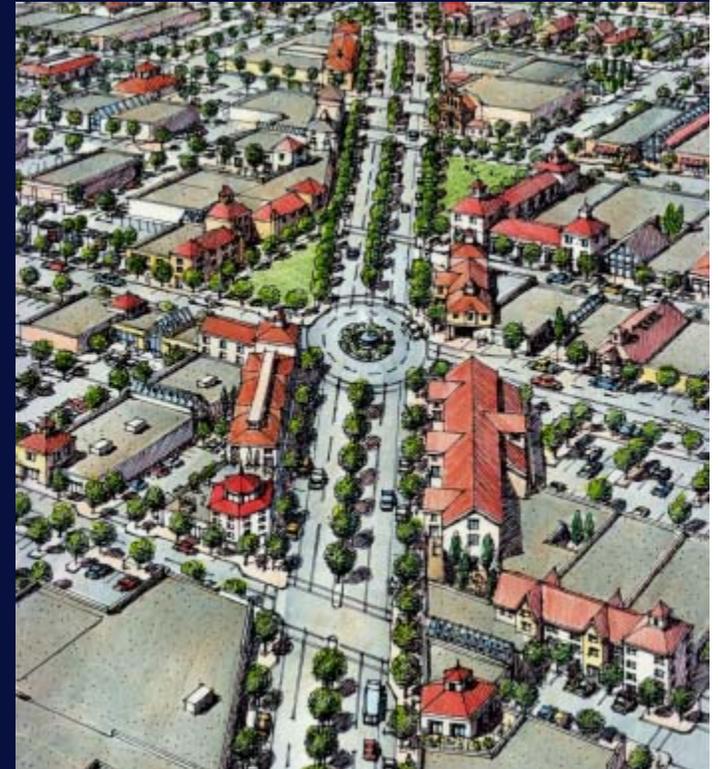


Figure R. Height Limitations and Ground Topography



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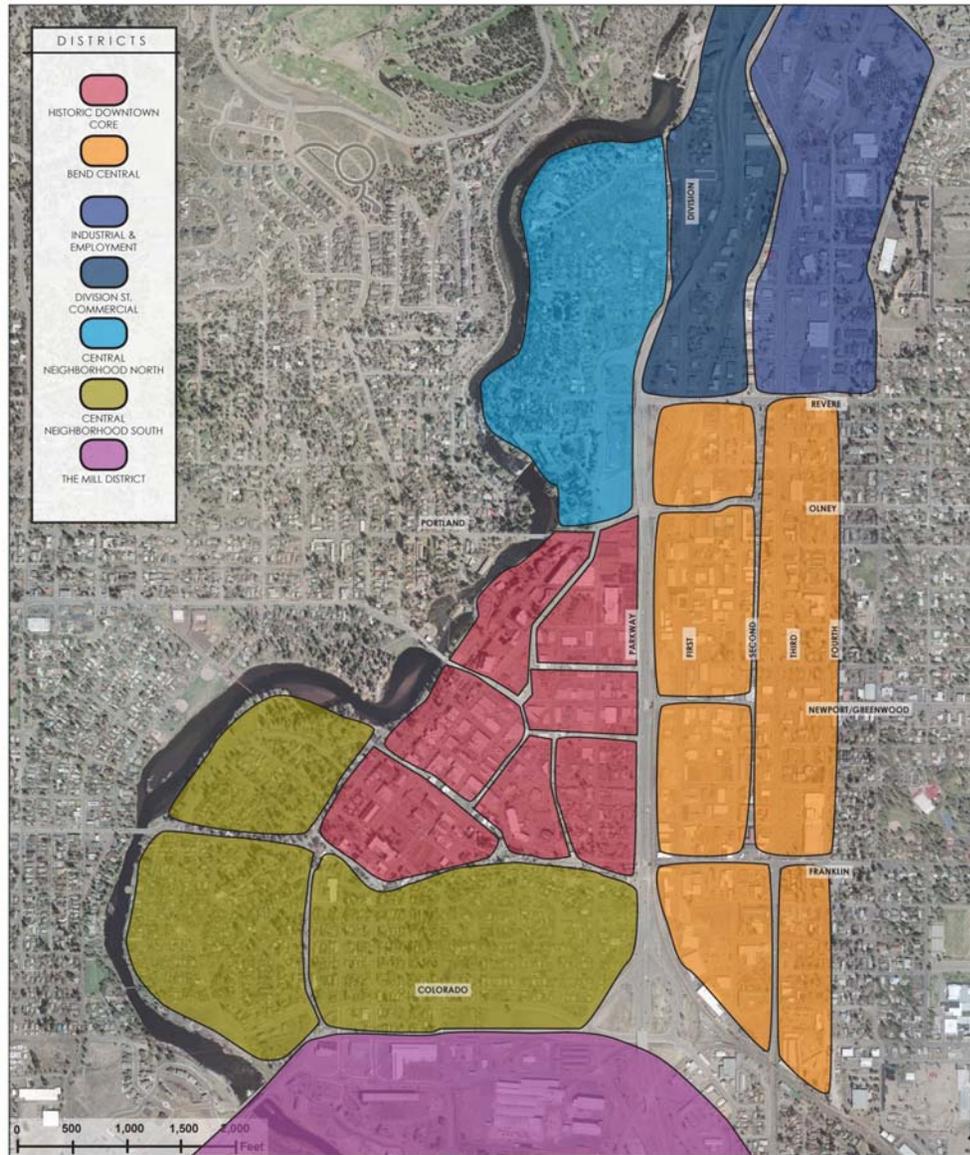
City Form



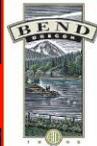


BEND CENTRAL AREA PLAN

Defined Districts

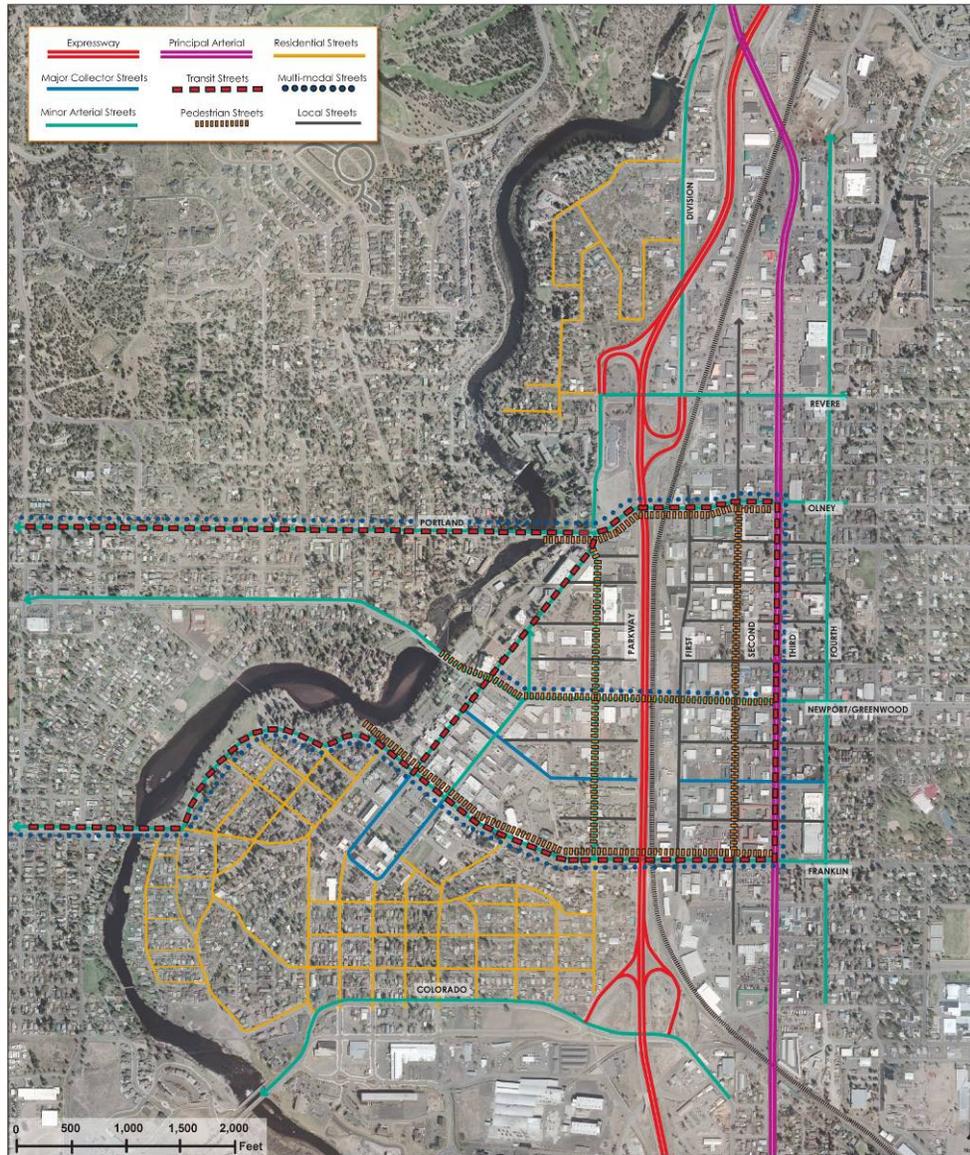


Defined Districts



BEND CENTRAL AREA PLAN

Hierarchy of Streets

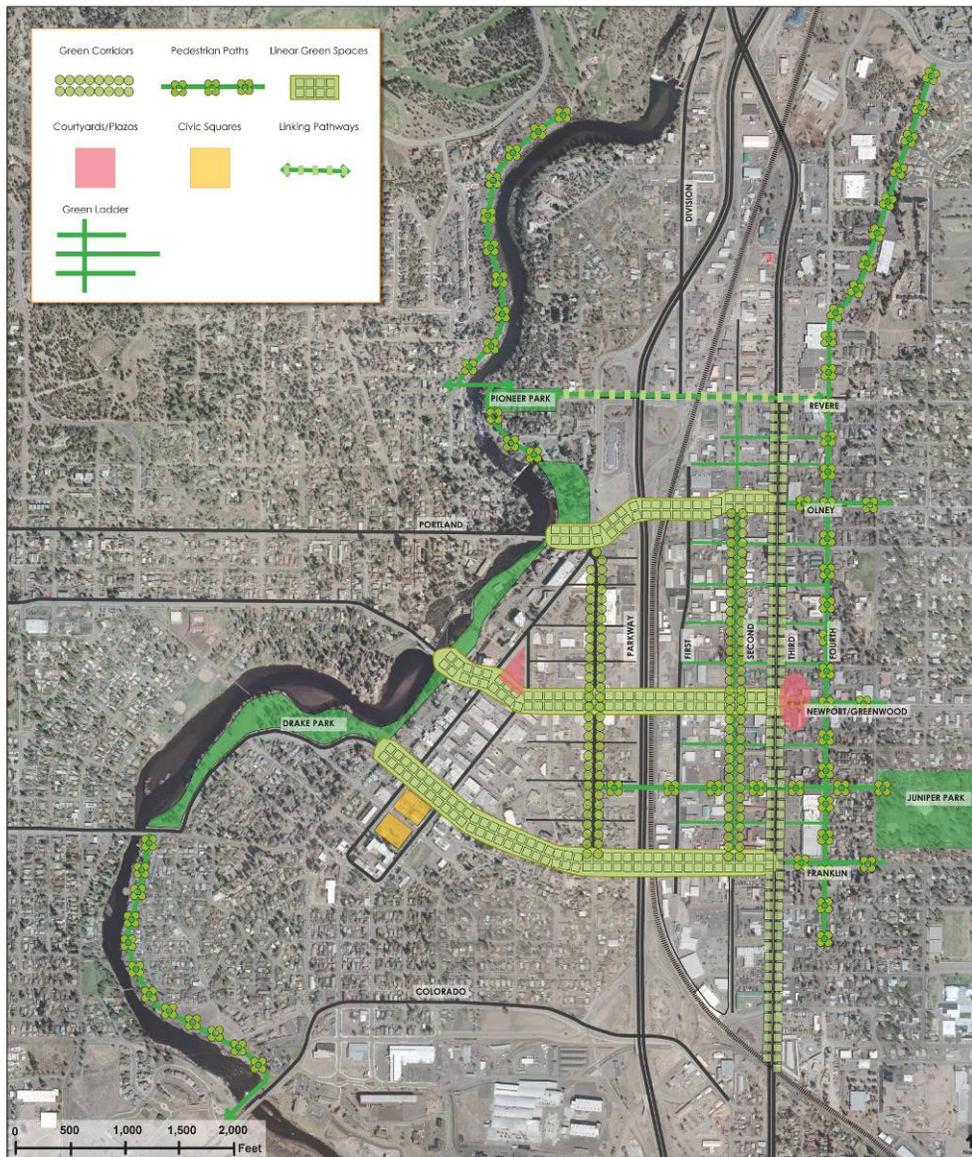


Hierarchy of Streets & Intersections of Character

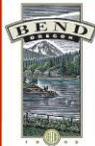


BEND CENTRAL AREA PLAN

Network of Open Spaces

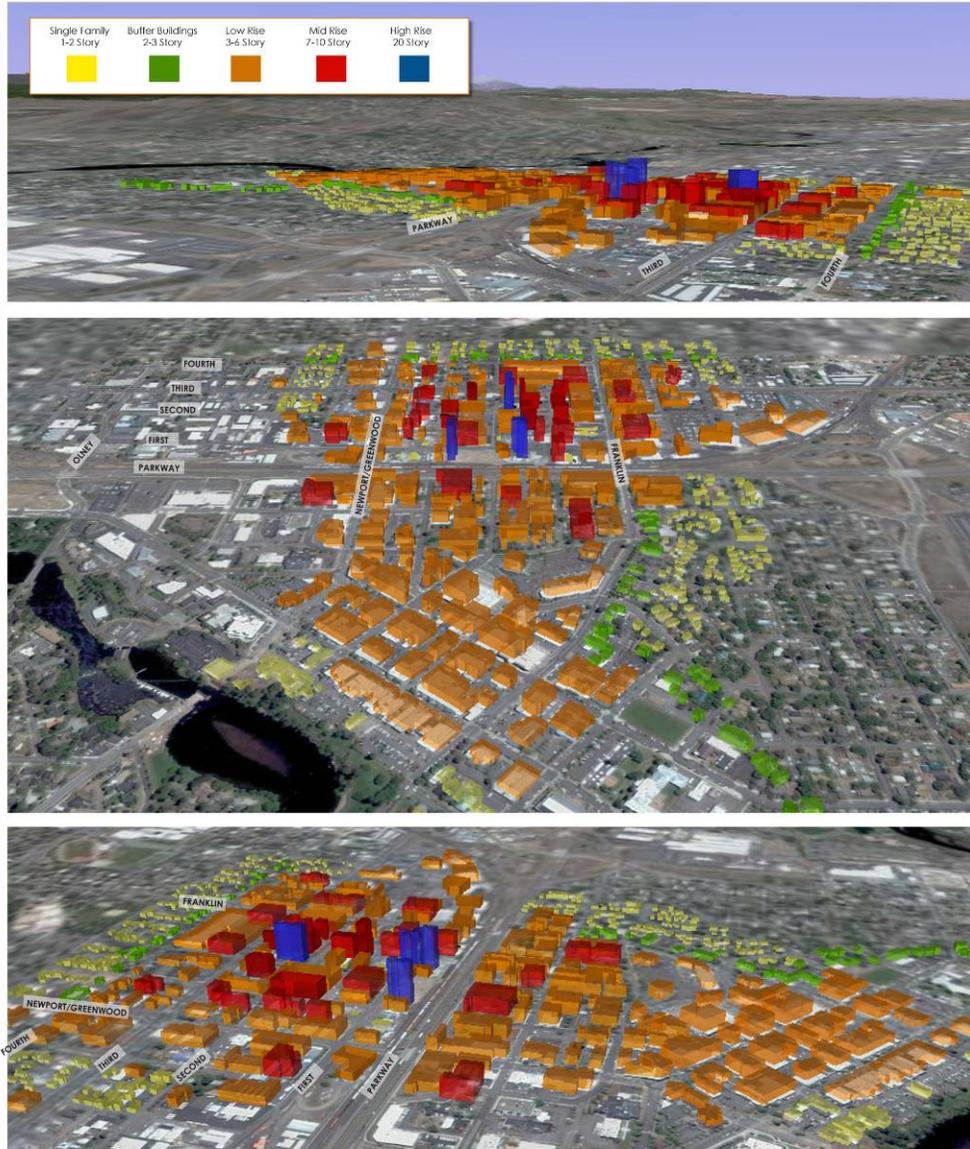


Network of Open Spaces



BEND CENTRAL AREA PLAN

City Form and Skyline

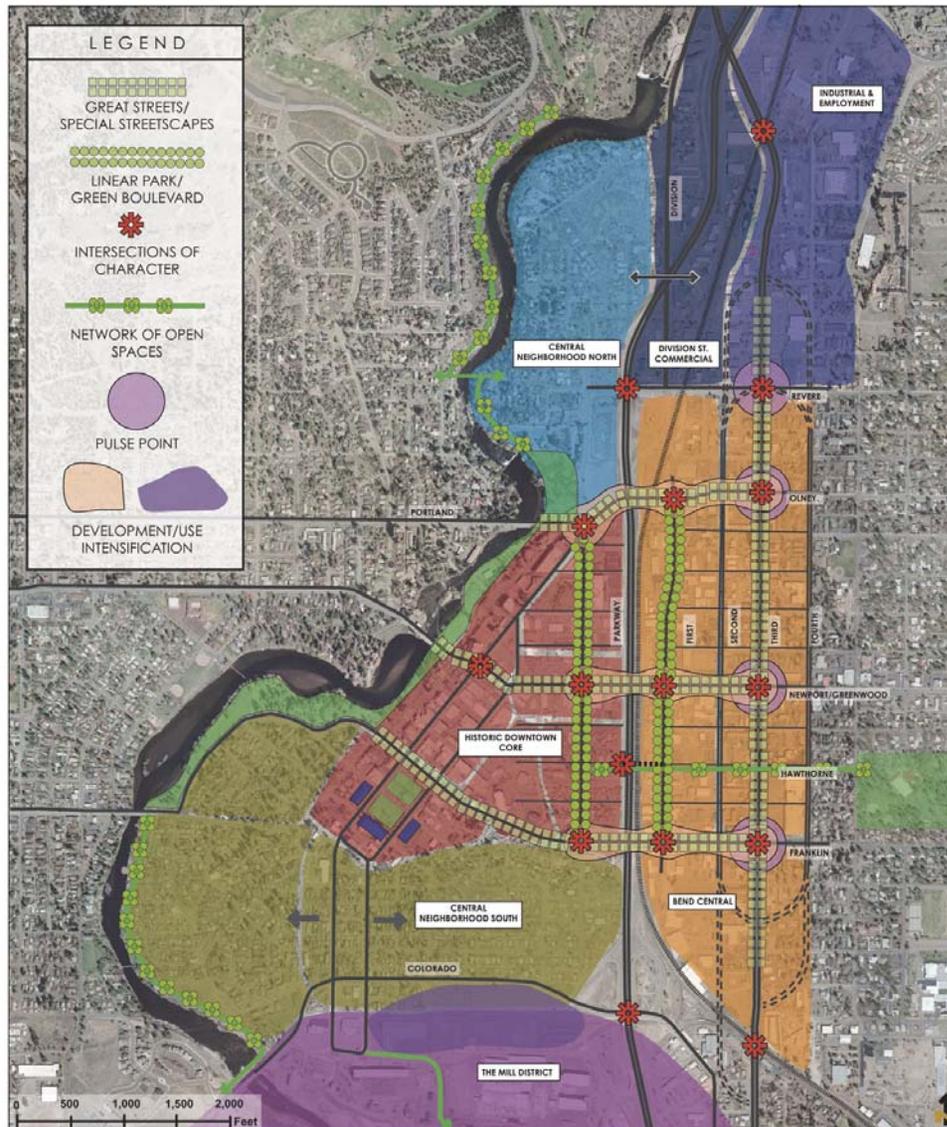


City Form and Skyline



BEND CENTRAL AREA PLAN

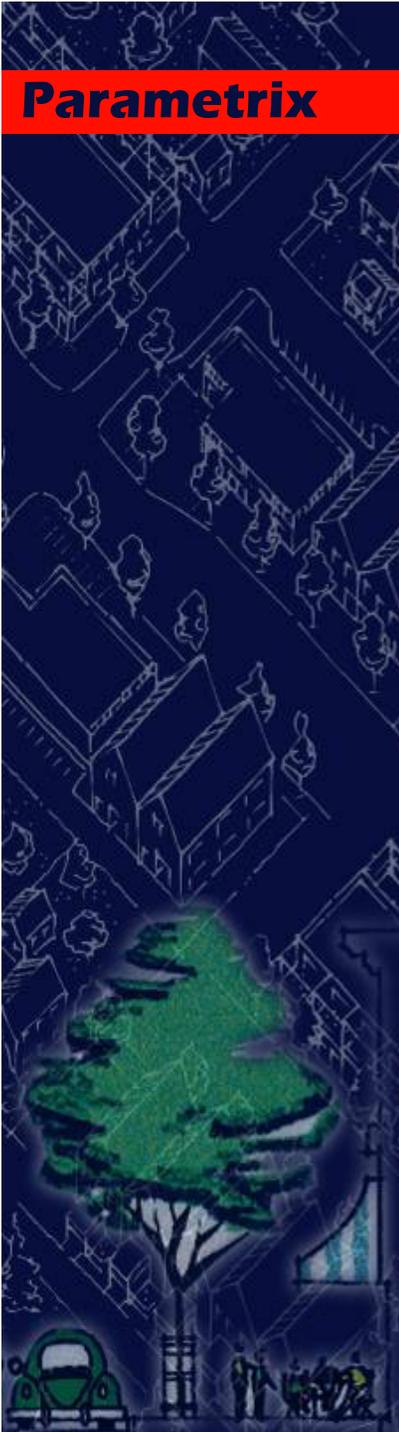
Overall Framework Plan



Overall Framework Plan

Parametrix

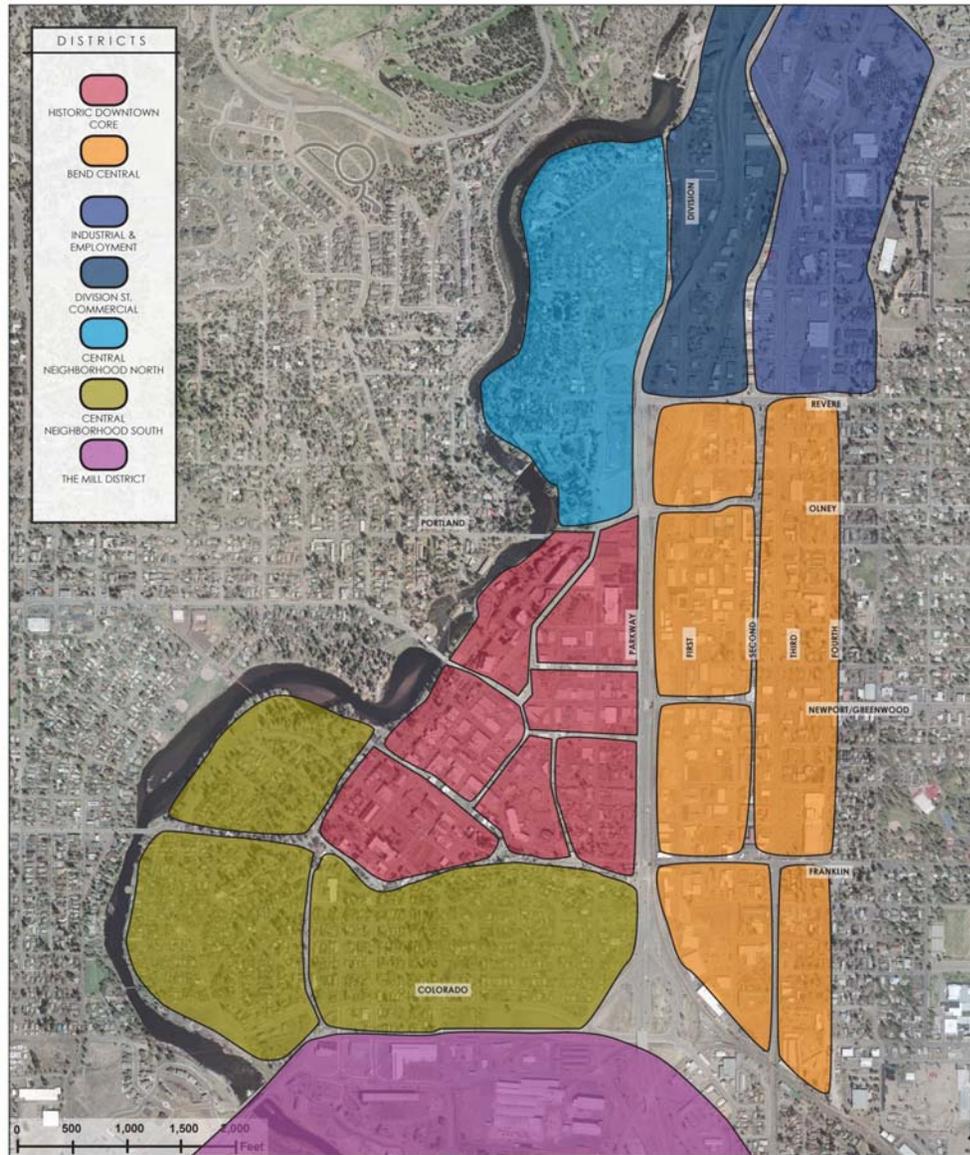
Central Area Neighborhood Districts



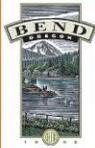


BEND CENTRAL AREA PLAN

Defined Districts

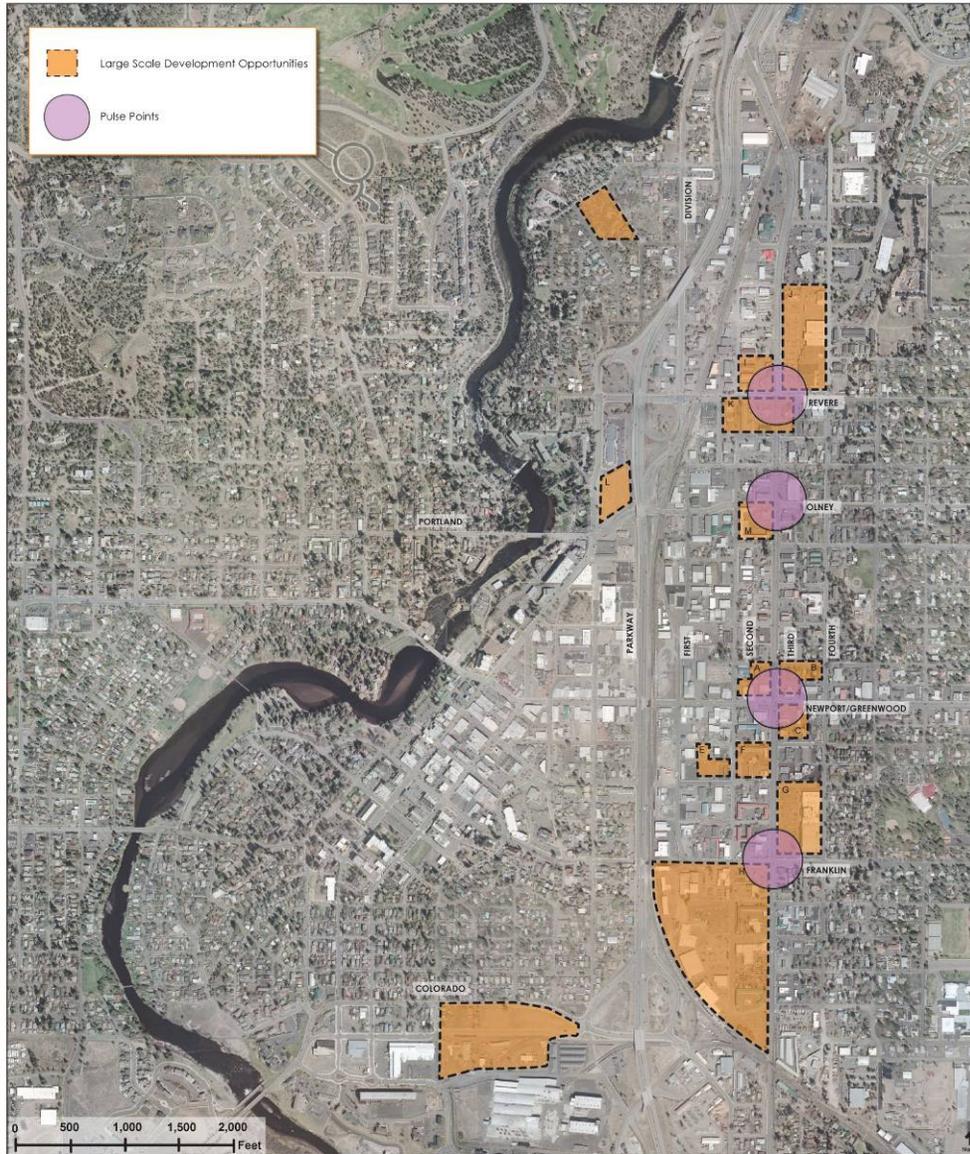


Defined Districts



BEND CENTRAL AREA PLAN

Large Scale Development Opportunities



Large Scale Development Opportunities

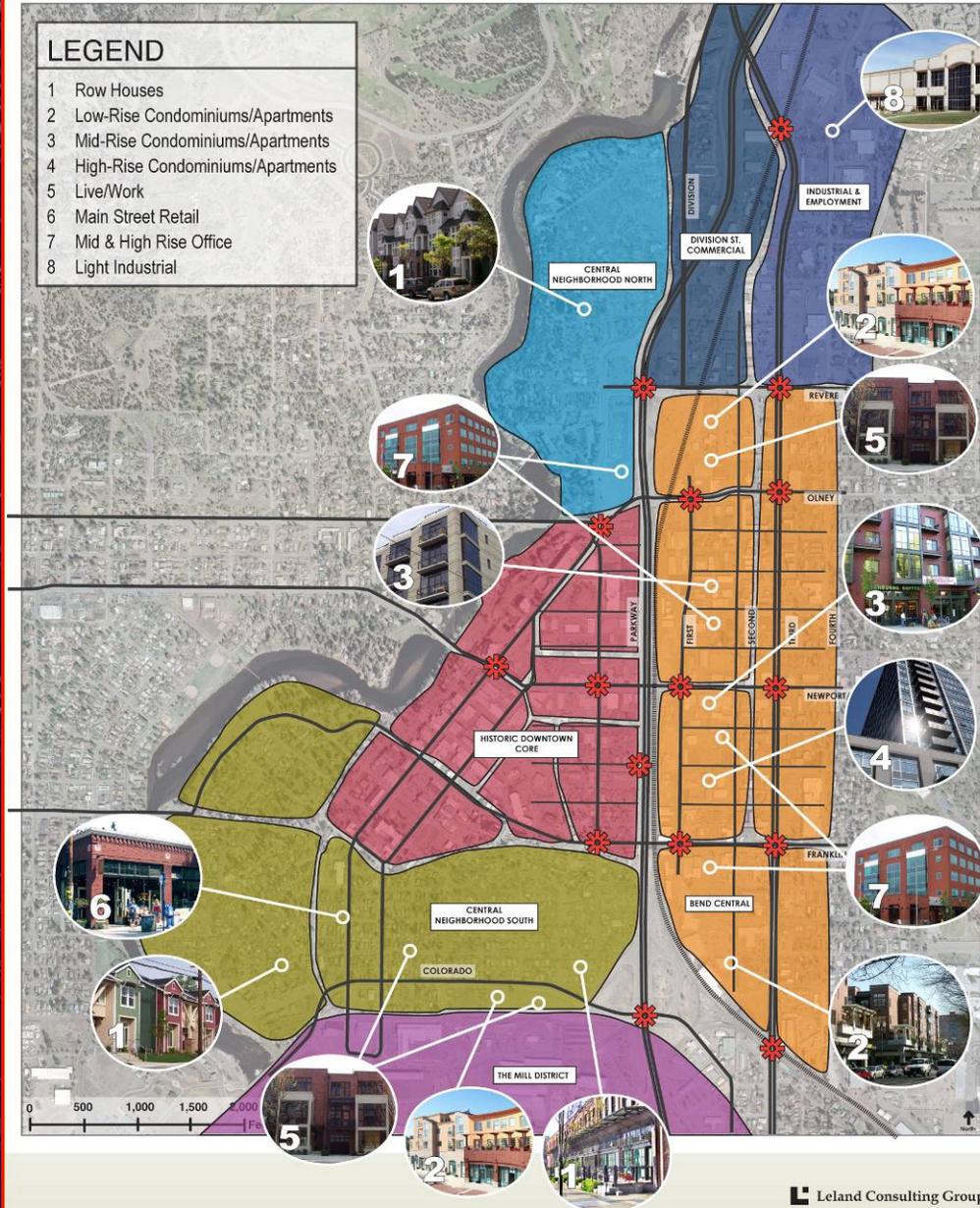


BEND CENTRAL AREA PLAN

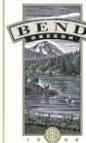
Development Types

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

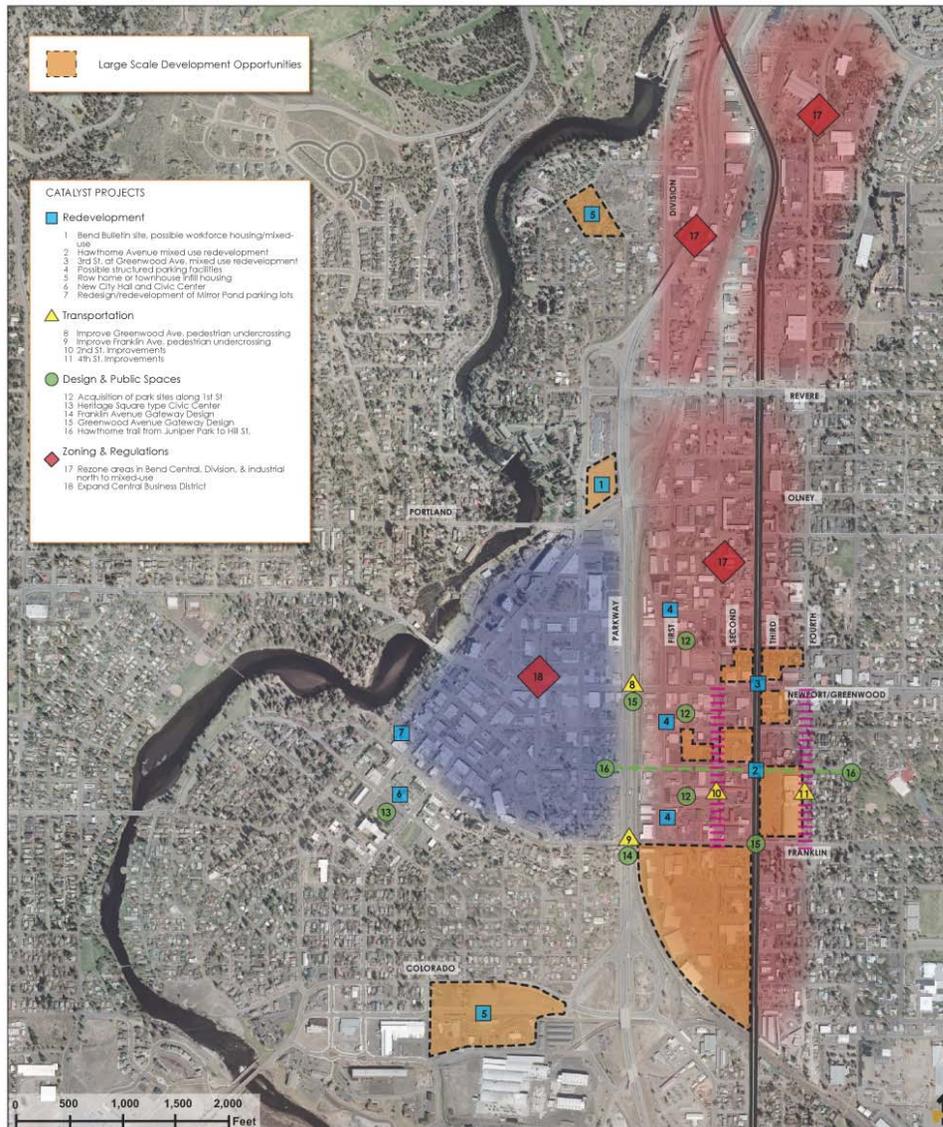


Development Types



BEND CENTRAL AREA PLAN

Catalyst Development Opportunities



Catalyst Projects

Parametrix

Re-inventing 3rd Street



Transportation Issues

- We know Bend is going to grow including the Central Area
- Traffic congestion will increase
- Many bicycle and pedestrian system deficiencies exist, use of these modes challenging
- Transit in its infancy

Transportation Planning Focus

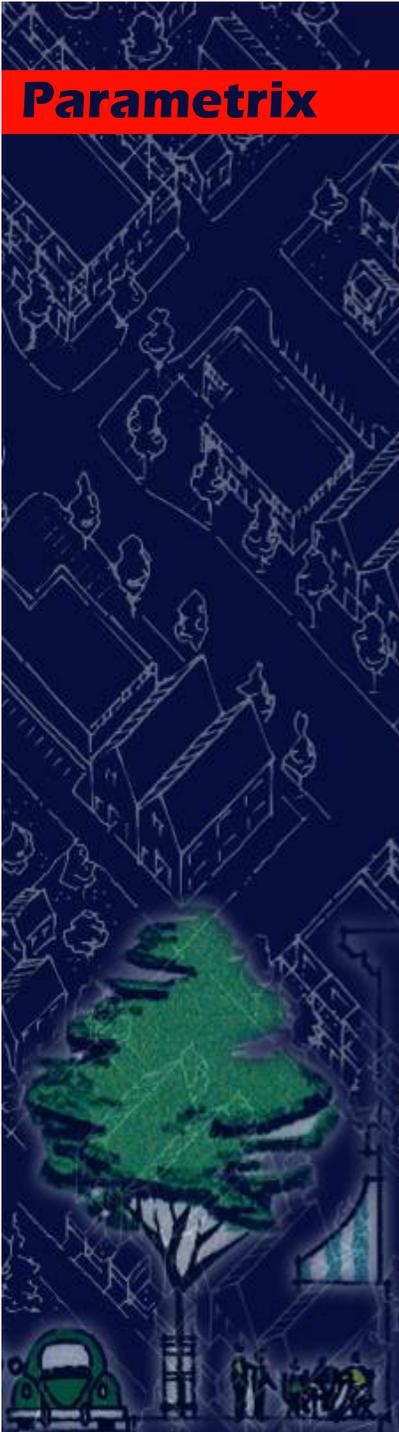
- How best to accommodate and manage growth consistent with CAP Vision
 - Mixed uses, higher densities
 - Strong multi-modal connections
- How best to support the reinvention of 3rd Street

Many Options Considered

- **No-Action:** No changes from today except more traffic congestion, little or no improvement for bicycles/walkers
- **Major Widening:** Useful to help understand magnitude of infrastructure needed to just “fix” the roads (3 NB & 3 SB thru lanes)
 - Significant ROW acquisition
 - Very expensive and difficult
 - Requires ODOT concurrence
 - Questionable support of efforts to redevelop & beautify corridor

3rd Street Corridor Options

- Basic premise:
 - Meet north/south travel needs using more than one street
 - Enhance east/west connections and bicycle/pedestrian circulation system.



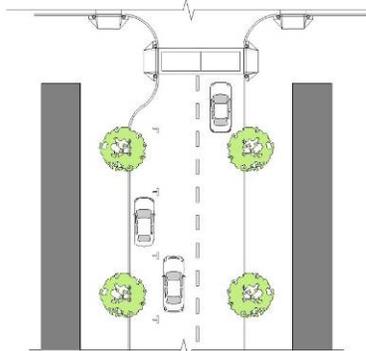
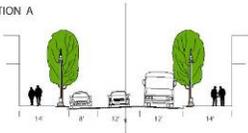


BEND CENTRAL AREA PLAN

Third Street: Concept 1 3rd & 2nd as Couplet, 4th as Bicycle & Vehicular

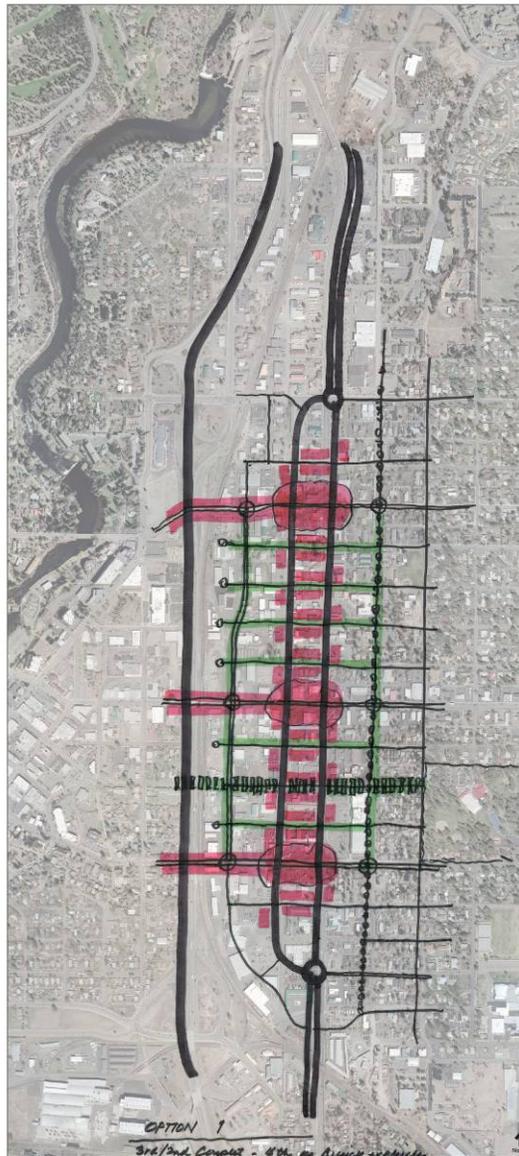
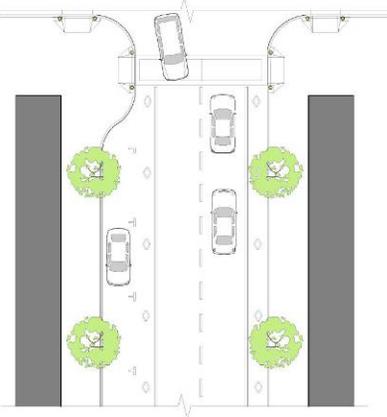
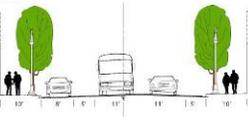
60' R.O.W. STREET SECTION A

- 2nd Street Conceptual
- Higher Volume and Speed
- One way traffic with parking on one side
- 14' sidewalks



60' R.O.W. STREET SECTION B

- 4th Street Conceptual
- 11' Lane width
- Lower Volume and Speed
- Two way traffic with parking on one side
- Bike lanes both sides
- 10' sidewalks



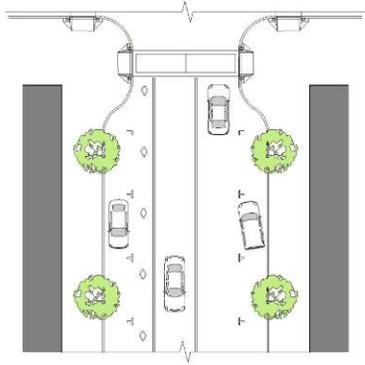
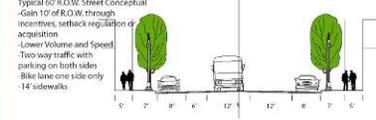
Third Street:
Concept 1:



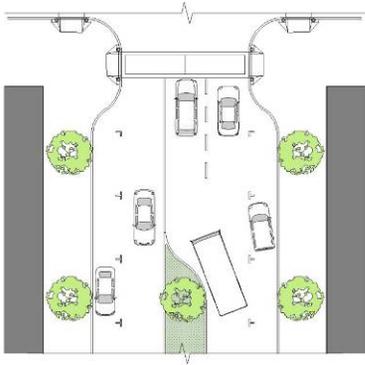
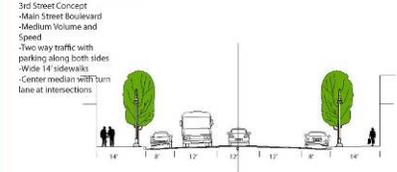
BEND CENTRAL AREA PLAN

Third Street: Concept 2
2-Way Traffic Throughout, Roundabouts

70' R.O.W. STREET SECTION C



80' R.O.W. STREET SECTION D



Third Street:
Concept 2



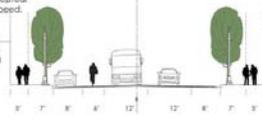


BEND CENTRAL AREA PLAN

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

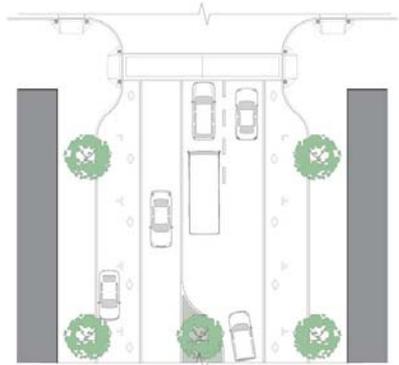
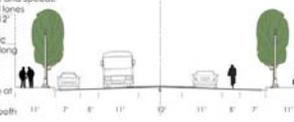
60' R.O.W. STREET SECTION A

- 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 12' 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-blocks
- 5' bike lanes both sides



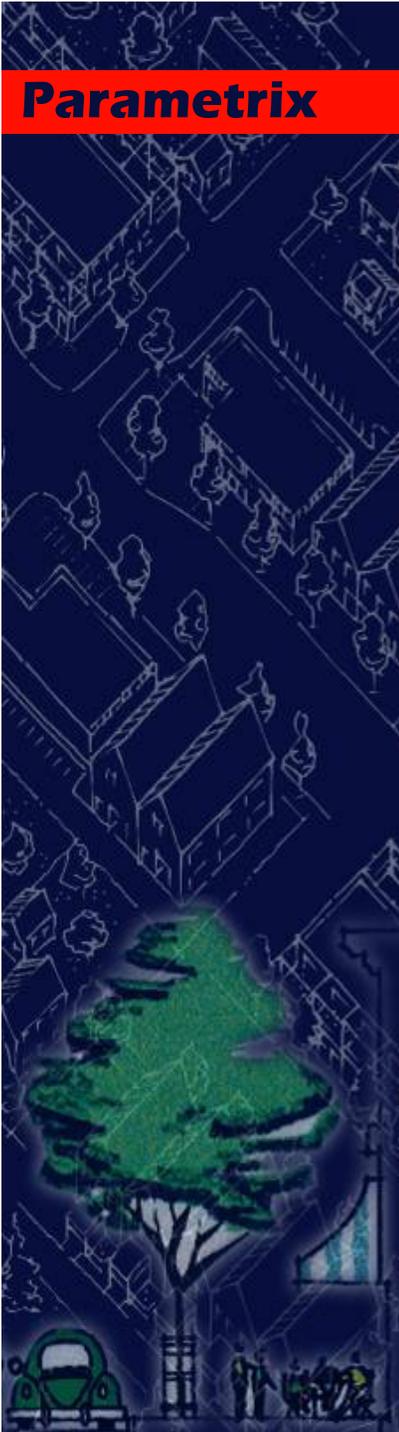
Third Street:
Concept 3
Modified

4th Option – 3rd Street Boulevard

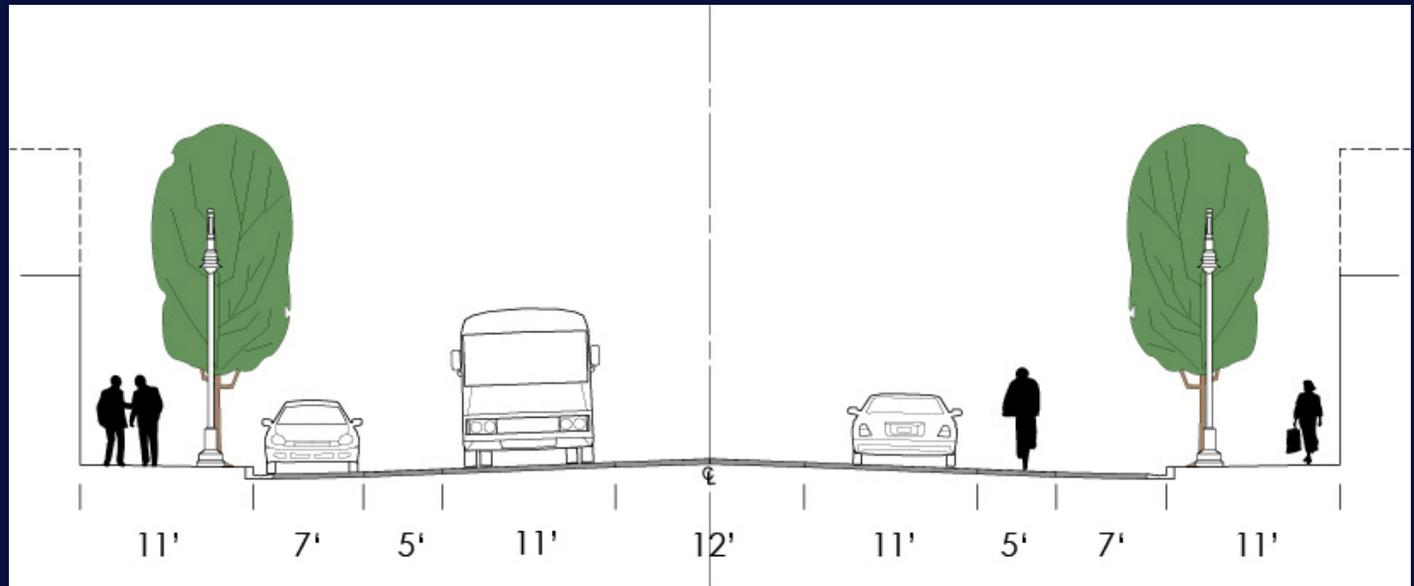
- Suggested by City staff to minimize costs
- Narrow lanes, add bike lanes, modest ROW acquisition for wider sidewalks
- Opens limited redevelopment opportunities
- Significant congestion

Key Elements of Transportation Plan

- Objectives – articulate vision
- Components:
 - Option 3 – 2nd/4th couplet with narrower 3rd as a boulevard
 - Changes to street classifications
 - 3rd Street could be narrowed for bikes/sidewalks in existing ROW
 - May need 10 feet of ROW along 2nd and 4th
 - Improves connectivity (Hawthorne, grid, Division)



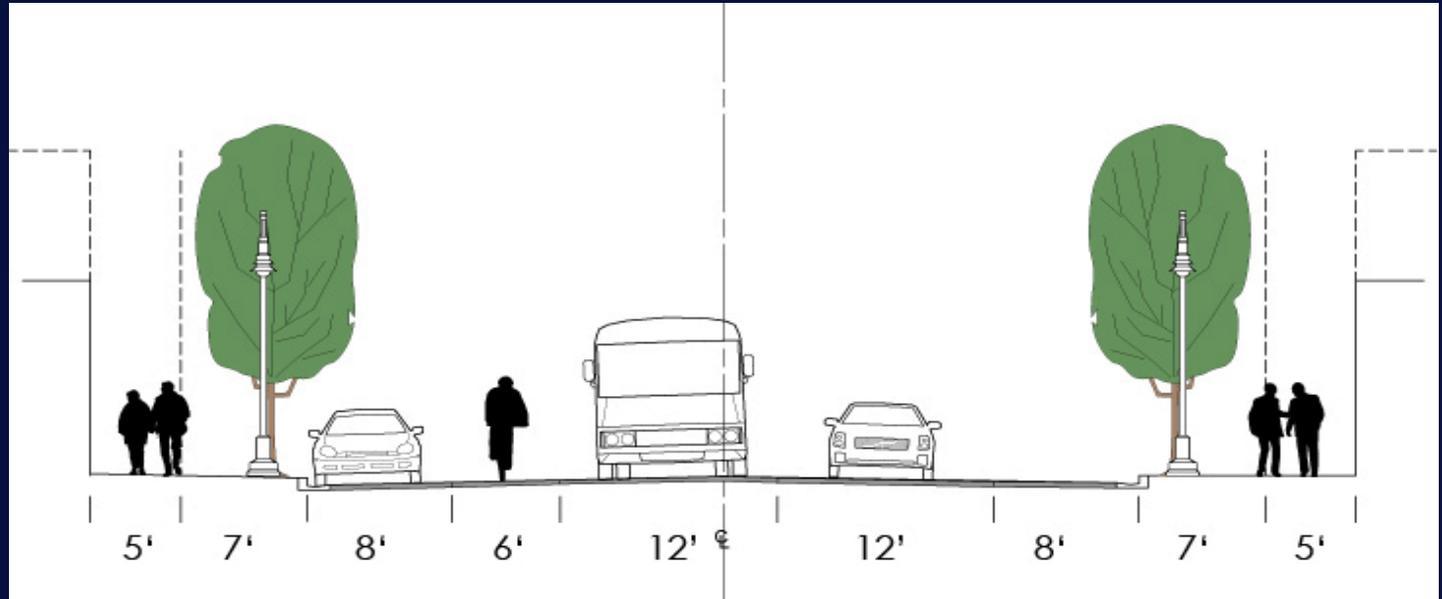
3rd Street Cross-section



Boulevard Concept in Existing 80-foot Right-of-Way



2nd/4th Street Cross-sections



**Street Concepts in 70-foot Right-of-Way
(Existing = 60 feet)**



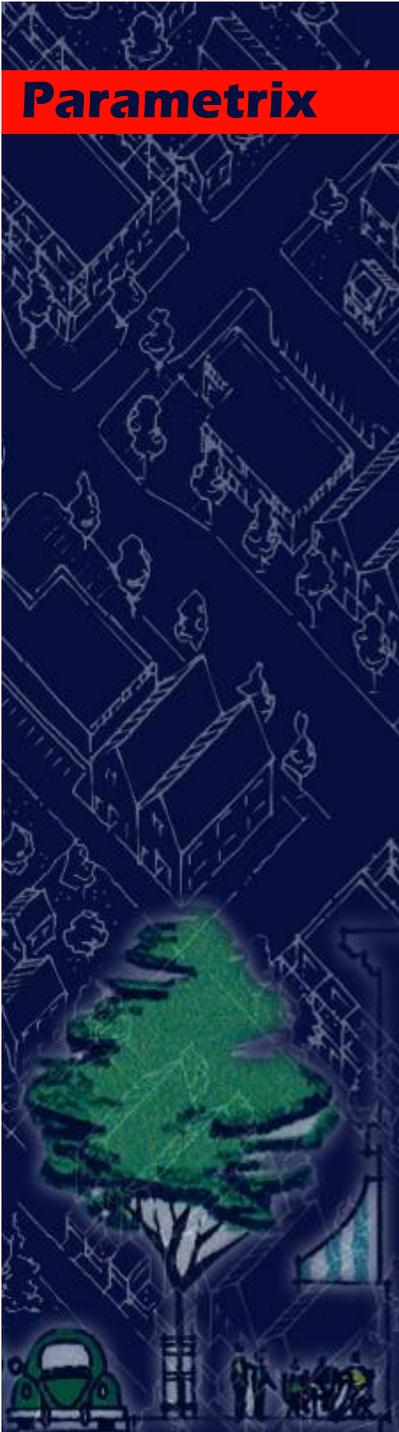
Key Elements of Transportation Plan

- Components:
 - Improved bicycle & pedestrian system (fills gaps, makes connections, enhances safety)
 - Access management plan
 - Coordinates parking with downtown parking strategy
 - Transit (center & shuttle)
 - Use of alleyways
 - Wayfinding
 - Various other road projects



Parametrix

Implementation: Carrying out the Plan



Implementing the Plan

How do we get it done?

Some things to remember:

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



Three Components of Successful Implementation

1. Great projects (and many of them)
2. Committed leadership
3. Action

The most important of these is Leadership

- Public sector (you)
- Private sector (businesses, property owners, developers, residents, activists)

Private investment follows public commitment



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Where do we Start?



What Does This Future Require?

- Substantial investment in infrastructure
- Changes in transportation
- Public-private partnerships
- Catalyst improvements to “jumpstart” envisioned growth
- Design standards/codes
 - Ensure new development is what’s envisioned
 - Help envisioned development to occur
- Additional refinement
- “Championing” the Plan



Incremental Implementation

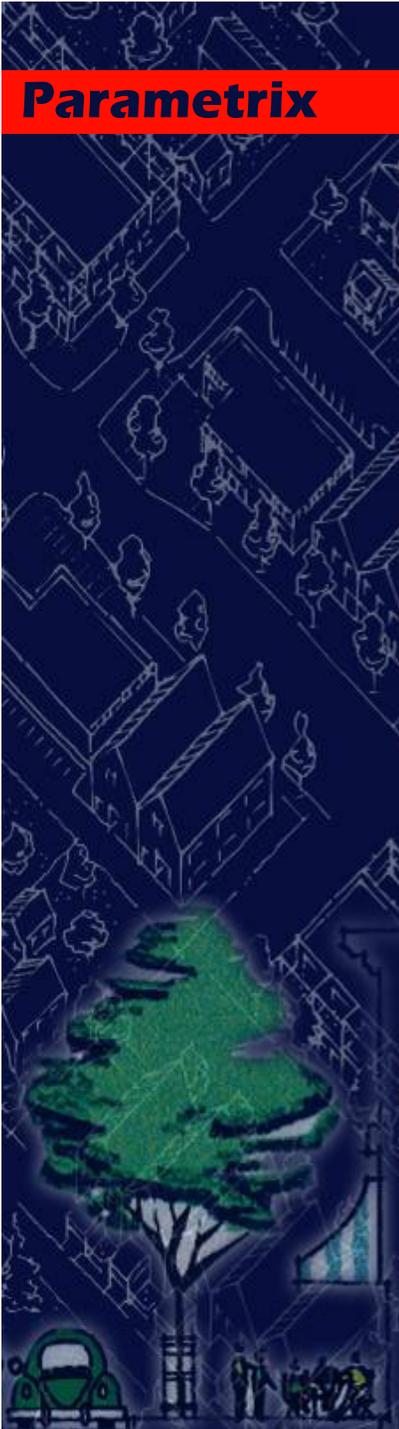
- Identify and prioritize projects and actions
 - Short term
 - Near term
 - Long-range
- “CIP” for action
 - Process
 - Projects
 - Organization
- Regular monitoring, reporting and updating



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



- 3rd/Greenwood catalyst dev't.

- Mixed use/retail/office, entertainment

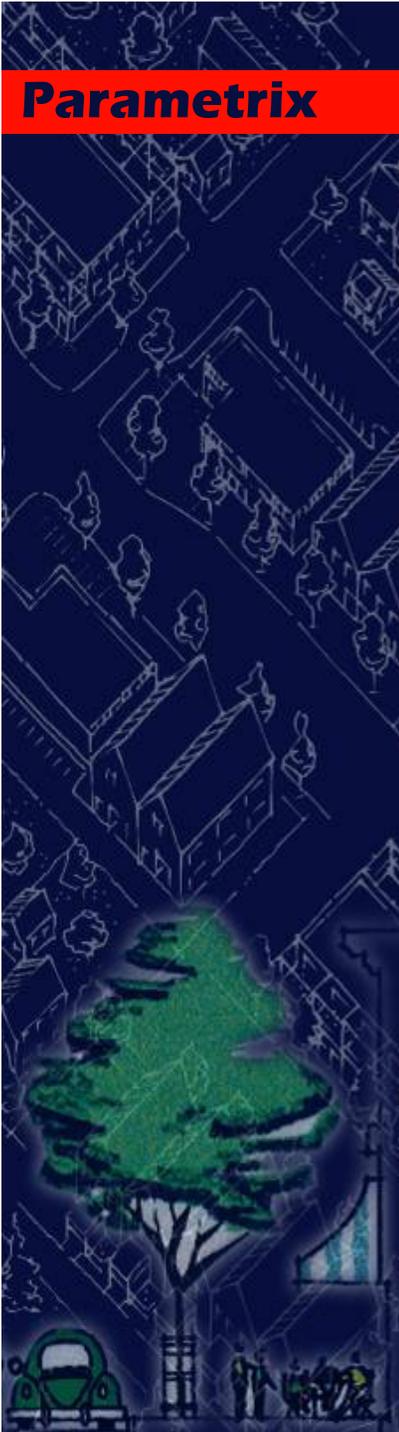
- Bend Bulletin site catalyst dev't.

- Mixed use/workforce housing

- 3rd Street landscaped median

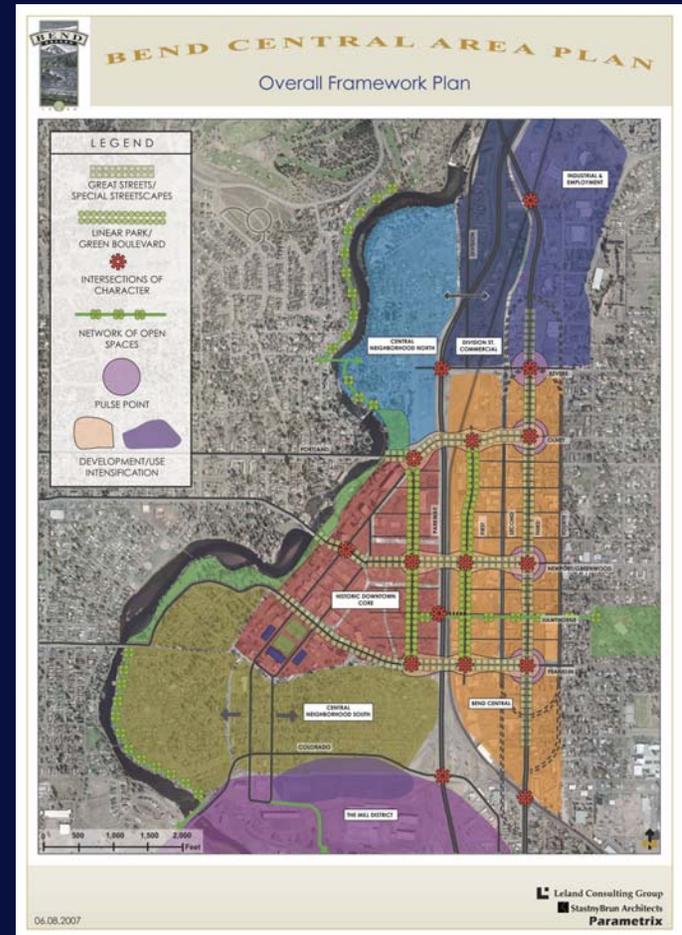
First Three Years: Stage Setting

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



Work Session

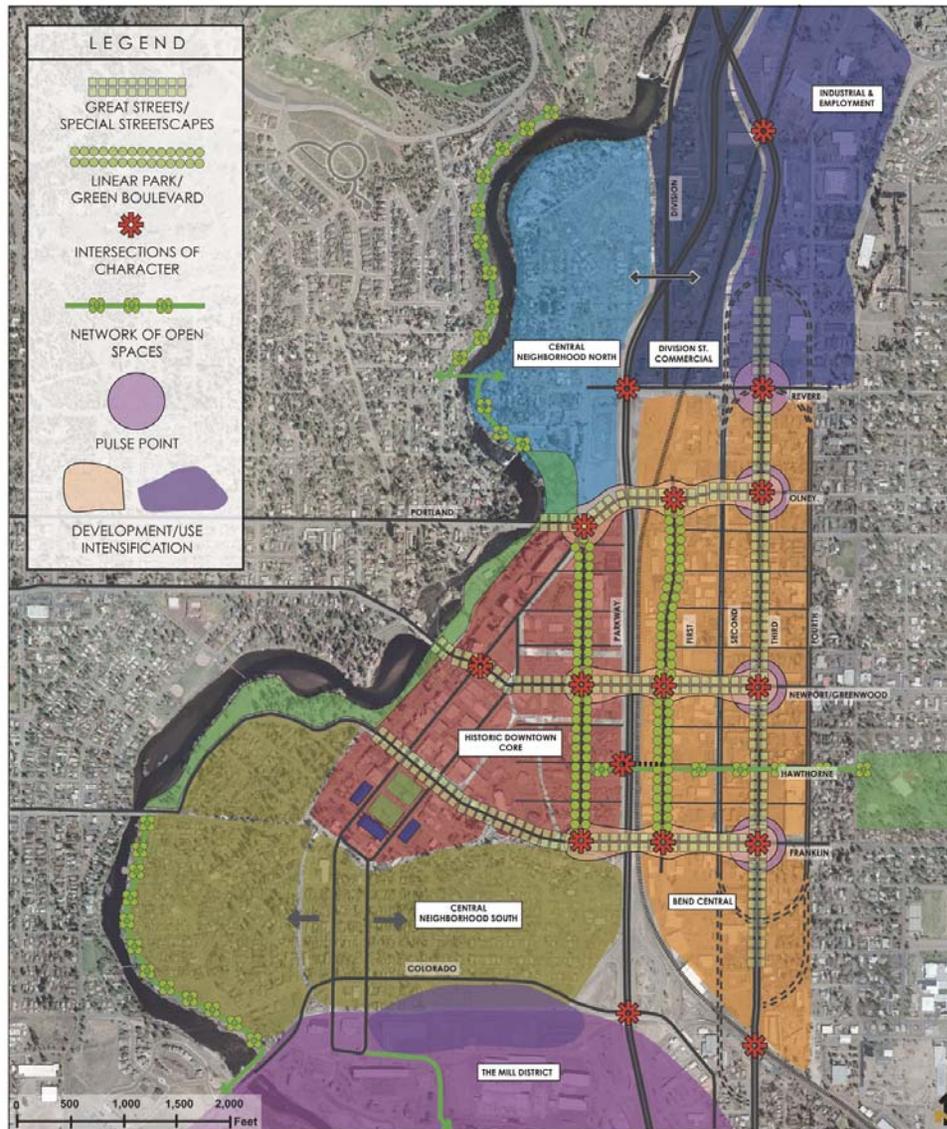
- Plan concepts
- Suggested improvements
- Implementation





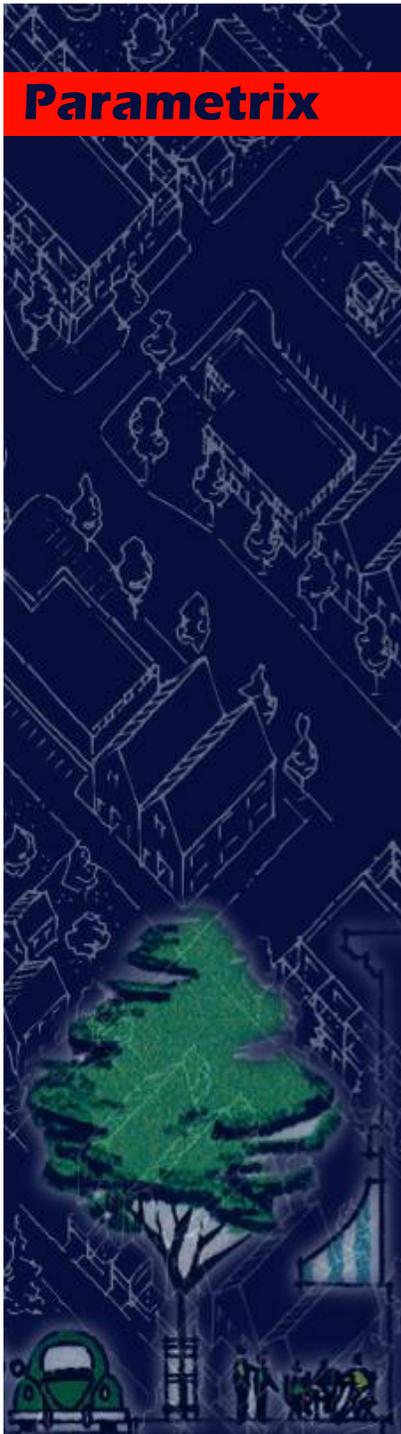
BEND CENTRAL AREA PLAN

Overall Framework Plan

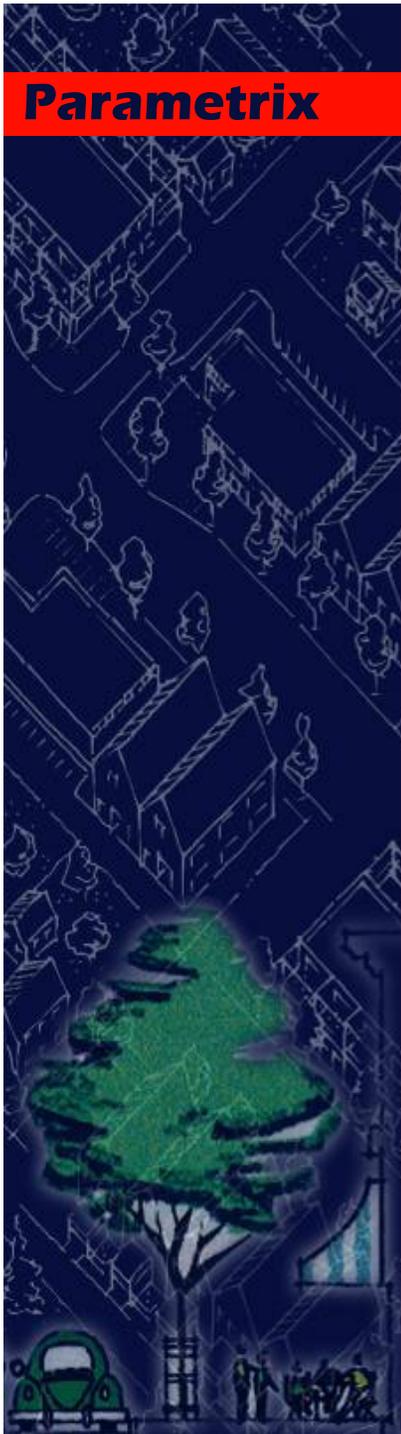


Overall
Framework
Plan

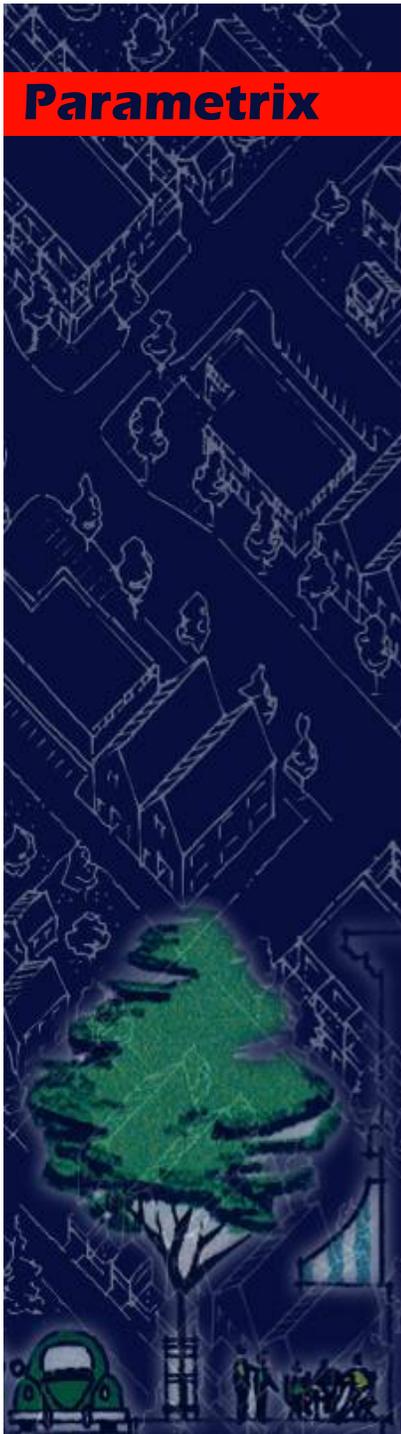
Parametrix



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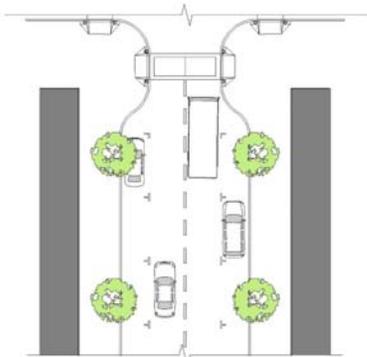


BEND CENTRAL AREA PLAN

Third Street: Concept 3 2nd & 4th Couplet, 3rd at Main Street

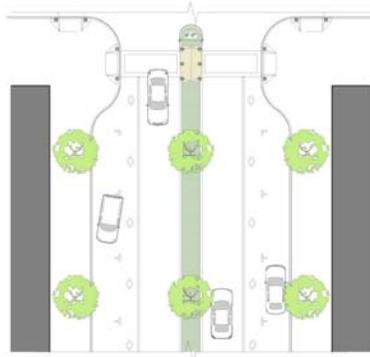
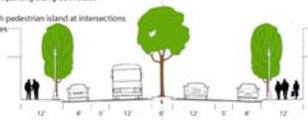
60' R.O.W. STREET SECTION E

- 2nd & 4th Street Conceptual
- Higher Volume and Speed
- Two 10' travel lanes
- One way traffic with parking on both sides
- 12' sidewalks



80' R.O.W. STREET SECTION F

- 3rd Street Concept
- Main Street Boulevard
- Lower Volume and Speeds
- Two way traffic with parking along both sides
- 12' sidewalks
- Center median with pedestrian island at intersections
- Bike lanes both sides



Third Street: Concept 3

