

Bend Central Area Plan

*Great Expectations...
Building Upon Three Big Ideas*

*Workshop 2
May 17, 2007*



What's on tap for tonight?

- The Plan: Why/what/where
- The foundation for the plan
- Vision and outcomes
- Three “Big Ideas”
- Action plan
- Getting your guidance and answering your questions

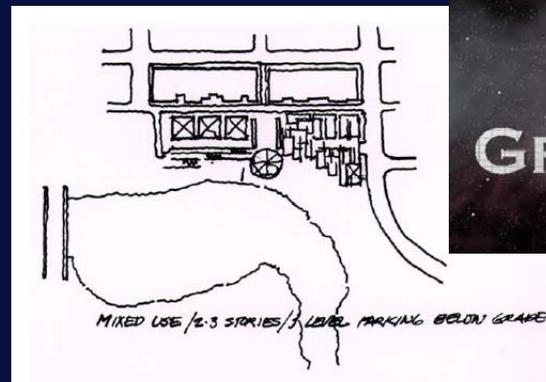
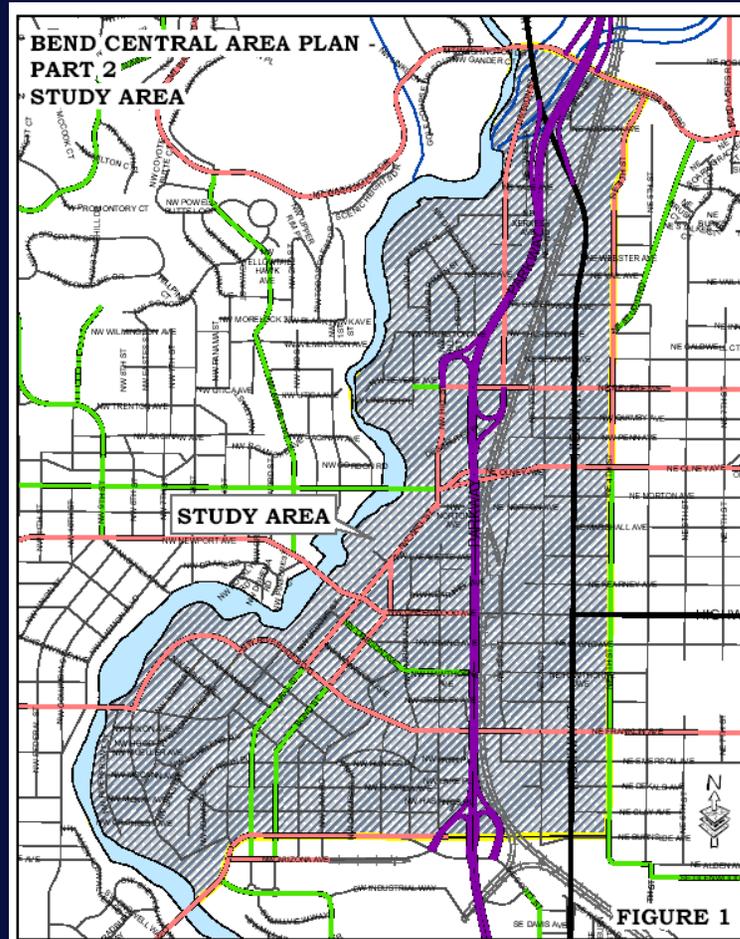


Figure J. Mirror Pond Parking Area Potential Uses - Open Space and Mixed Use



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

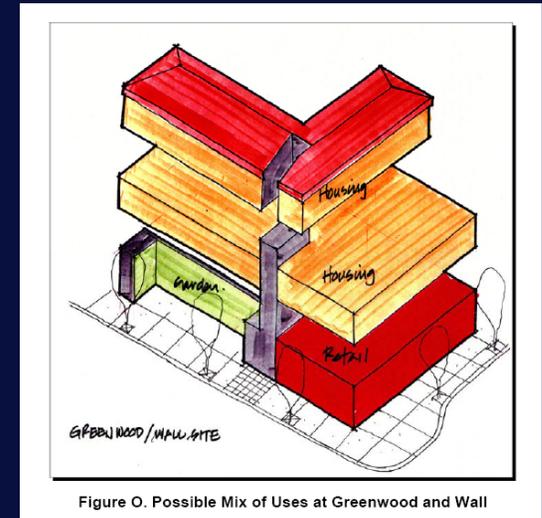


Figure O. Possible Mix of Uses at Greenwood and Wall



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

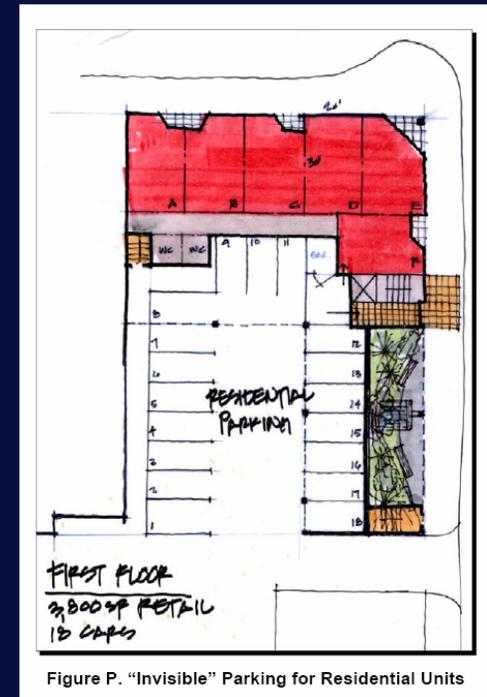


Figure P. "Invisible" Parking for Residential Units



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

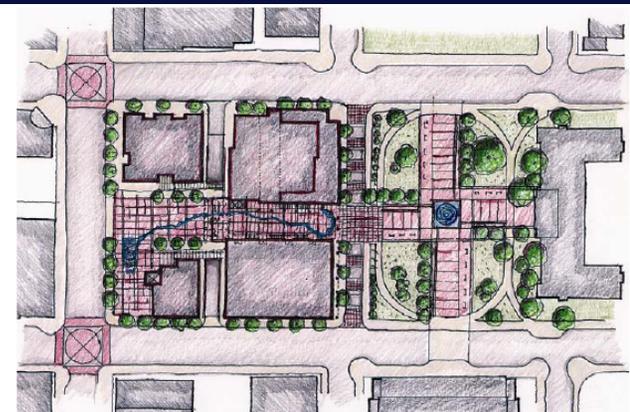
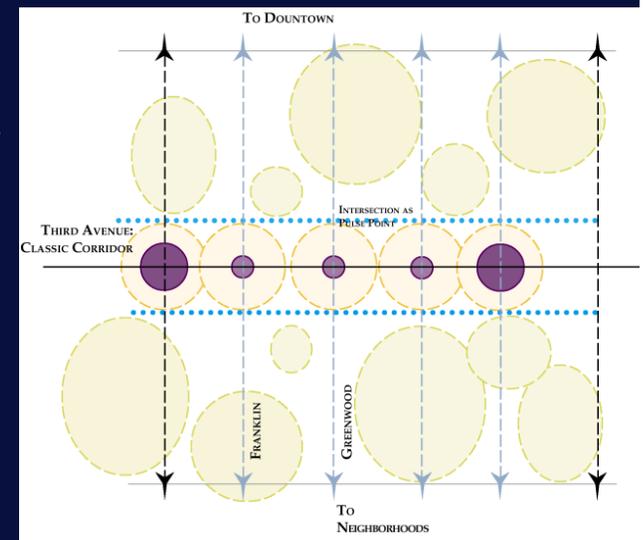


Figure G. Proposed Civic Neighborhood City Hall Mixed-Use Site

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

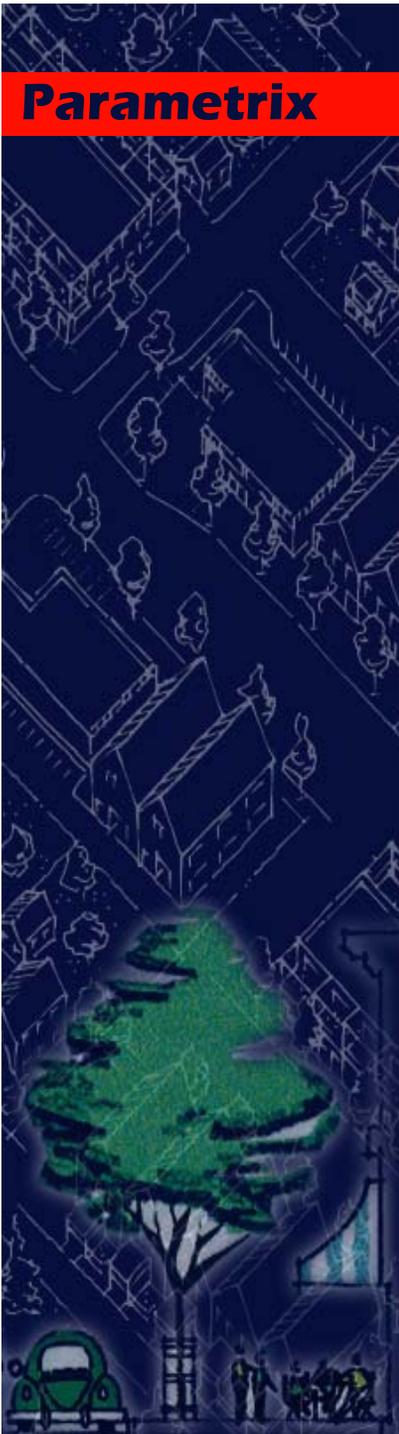


Desired elements & outcomes

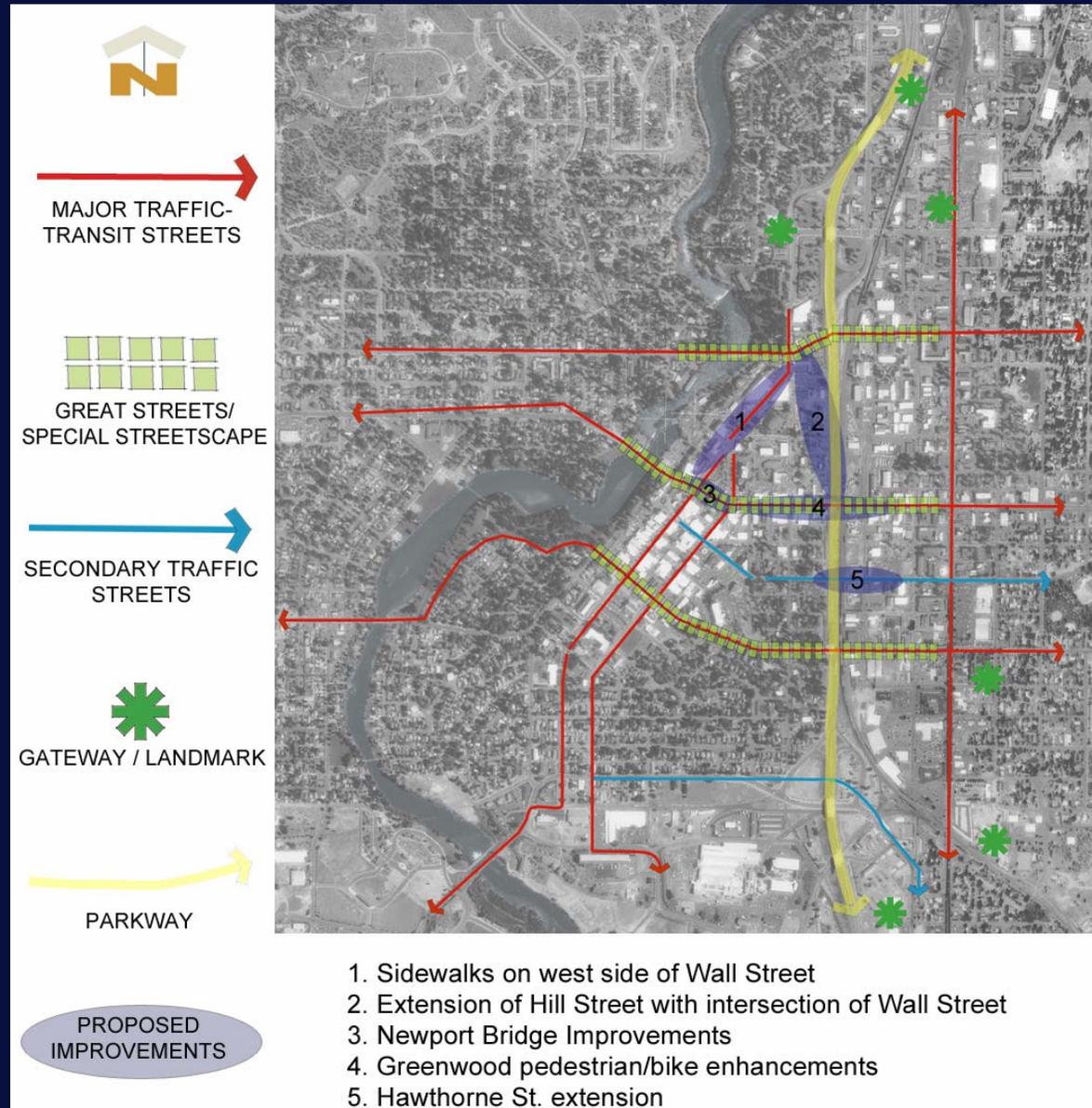
- Community-driven vision
- Sense of place (create/maintain)
- Mixing uses
- Activity centers
- Density “done right”
- Current and future market reality
- Transportation linkage & access
- Maximizing development opportunities
- Sensitive N-hood transitions
- Outcomes-oriented development strategy & *Actions!*



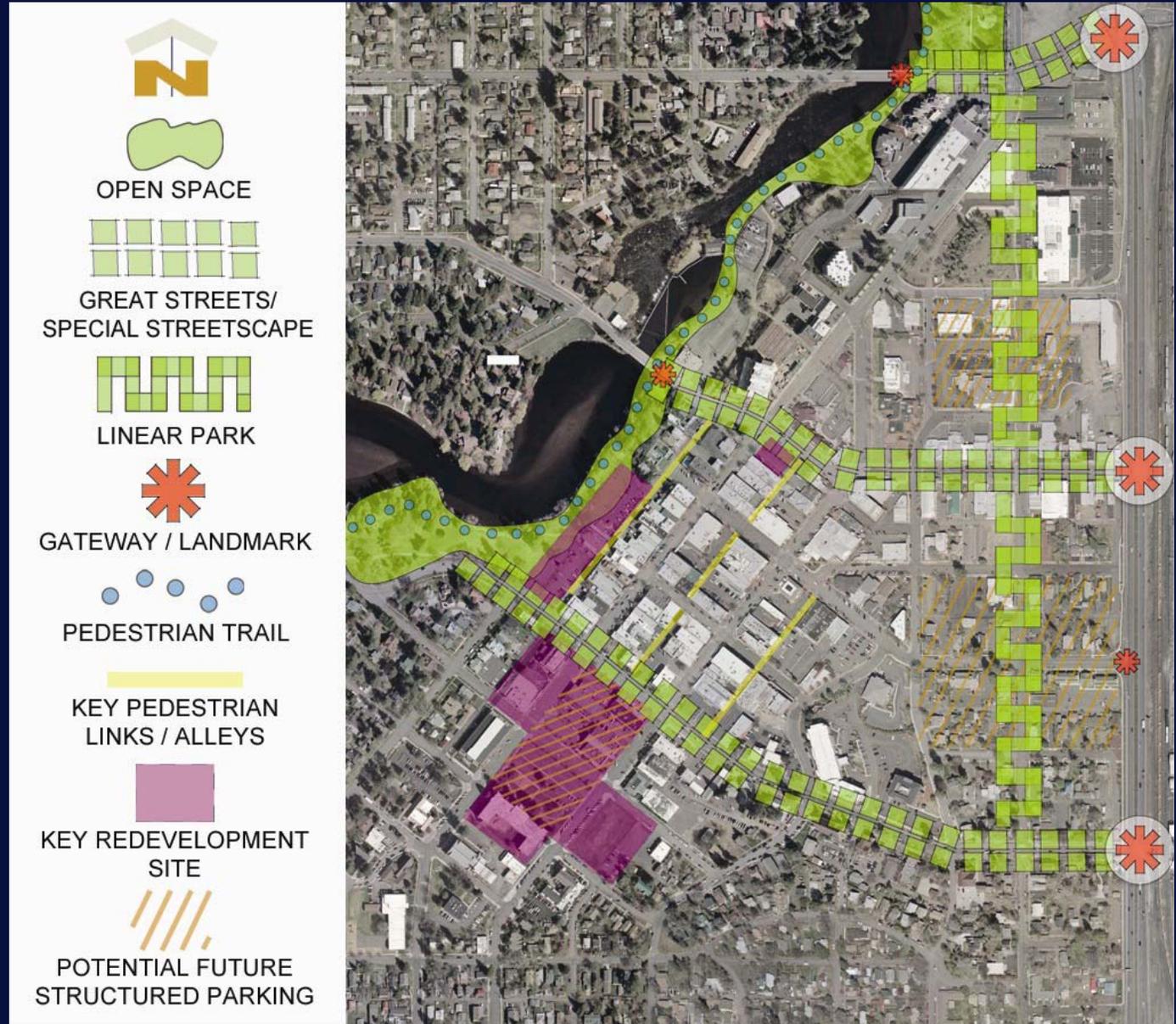
Initial framework: Organizational



Initial framework: Transportation



Initial focus: Downtown Core



Where we left you in January:

How should we carry out the Vision:

Land use and development

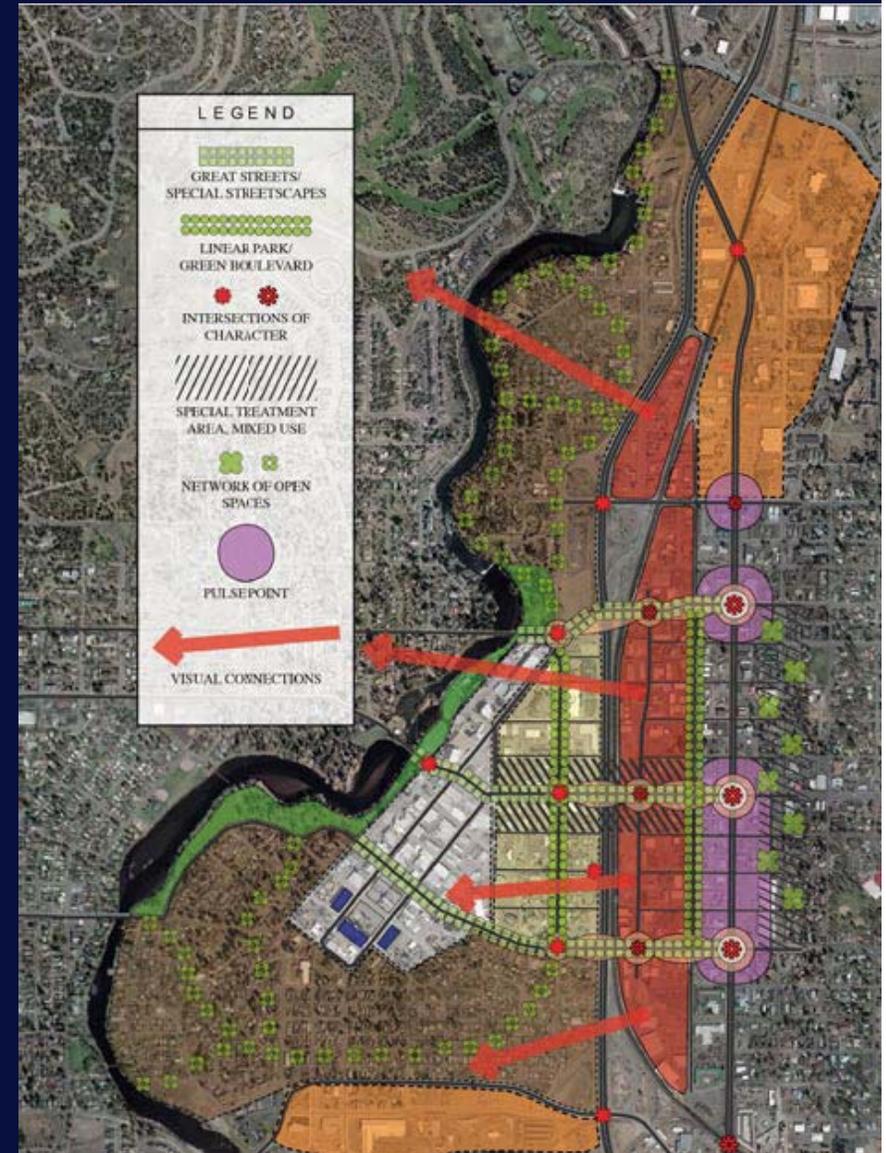
- Future land uses
- Development concepts
- Specific site ideas

Urban design issues

- Design guidelines
- Building heights
- Gateways and open spaces

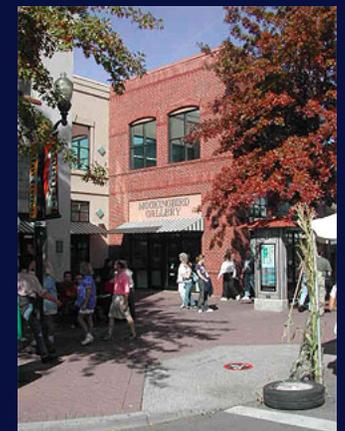
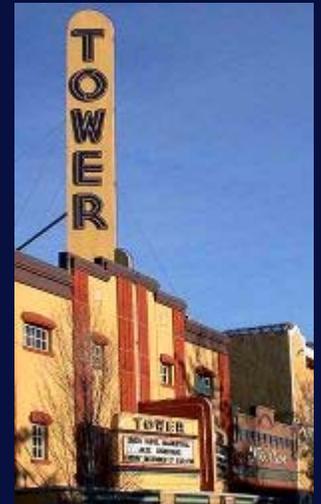
Transportation: getting around

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



What we've heard: January & Since

- 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



Recent Activities...

- Compiled what we heard
- Examined overall city form
- Focus: Central Area n-hoods
 1. Character, form, relationships
 2. Development opportunities
 3. Infrastructure implications
- Prepared concept plan
 1. Land use/ community design
 2. Development/redevelopment
 3. Transportation/infrastructure

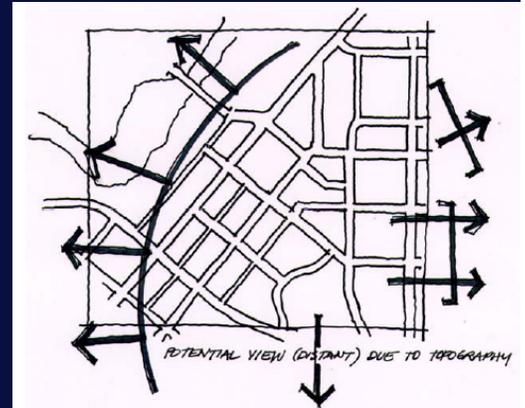


Figure S. Distant View Corridors



Three "Big Ideas"

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

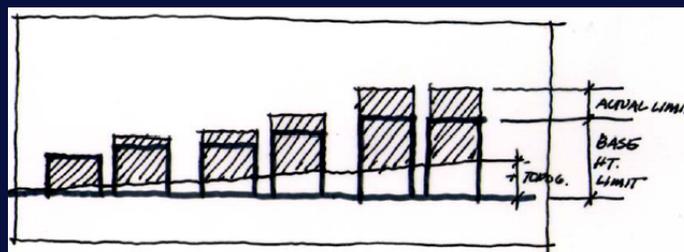
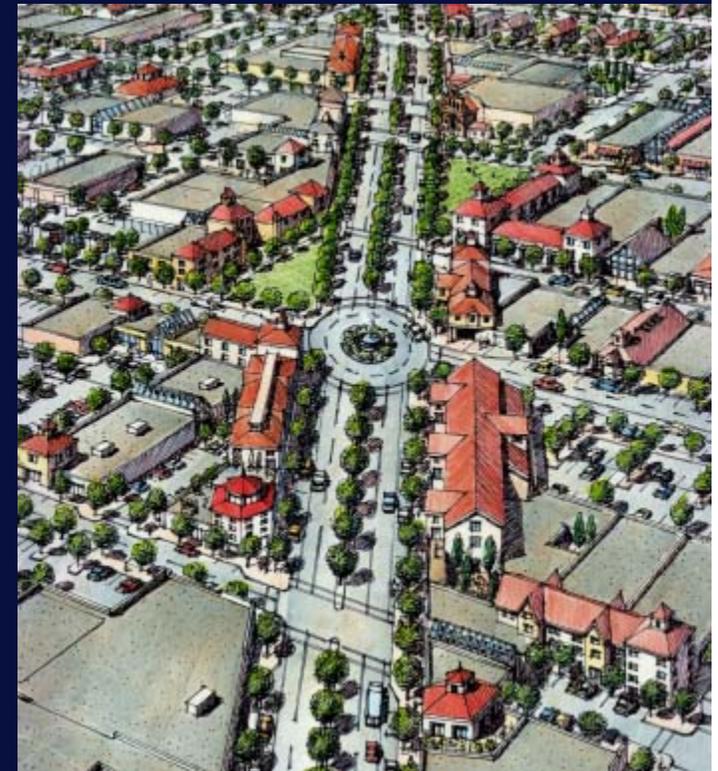


Figure R. Height Limitations and Ground Topography



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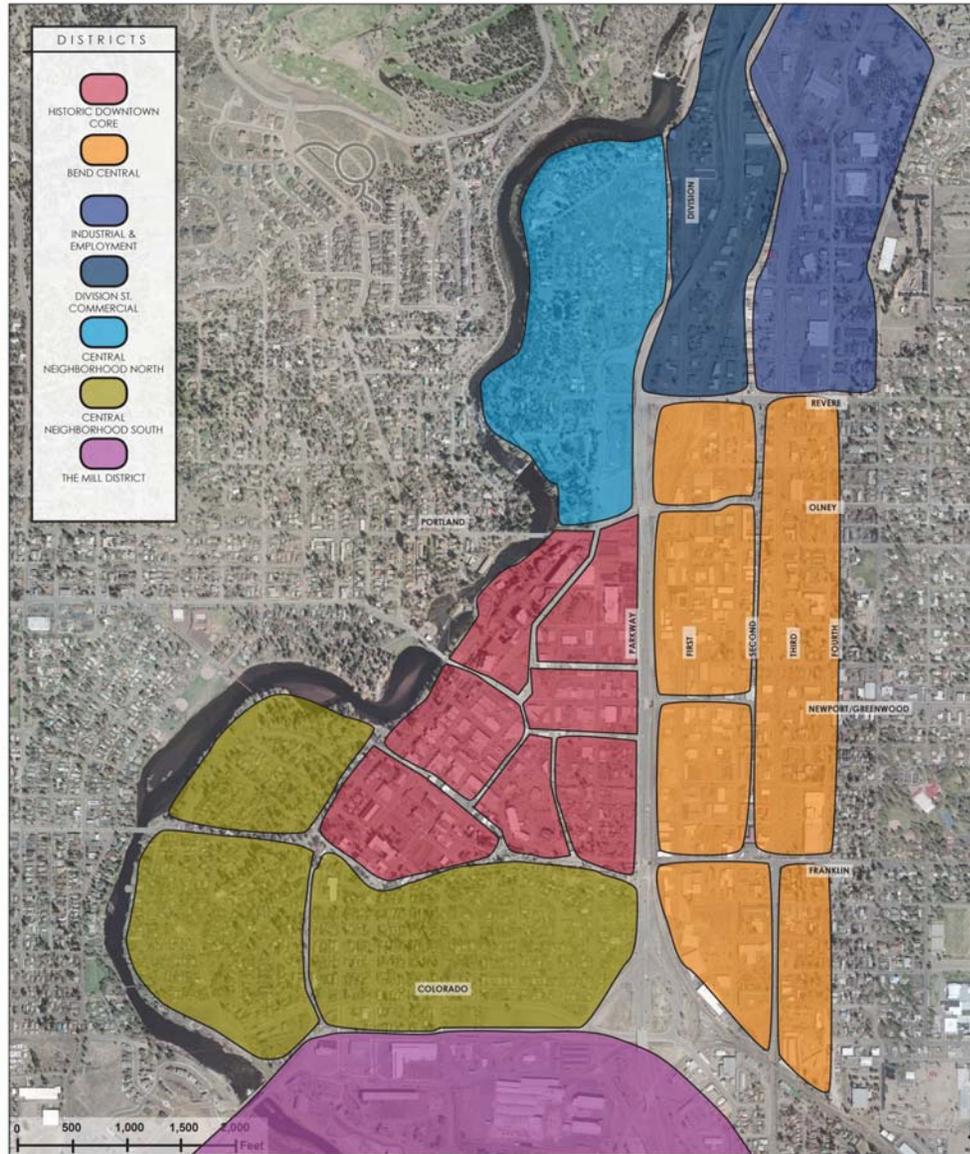
City Form



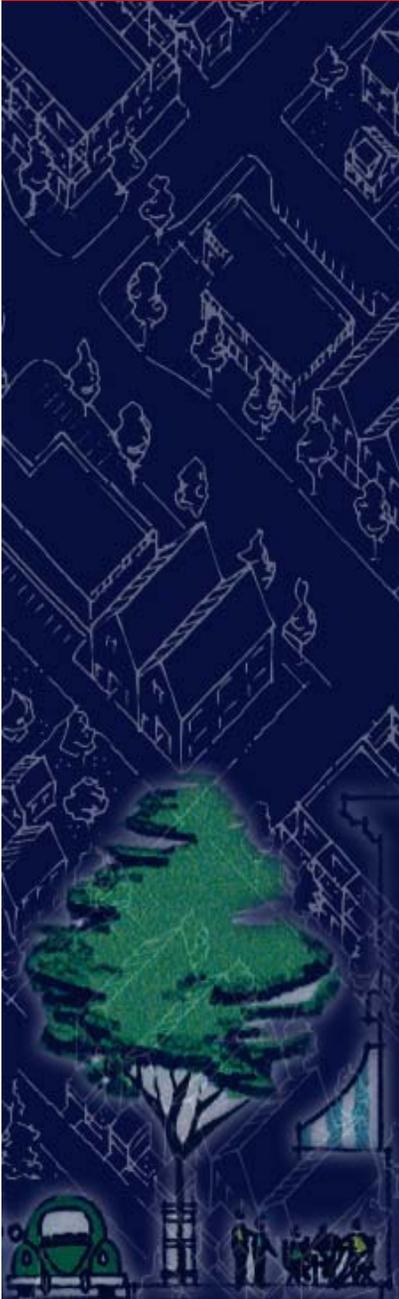


BEND CENTRAL AREA PLAN

Defined Districts



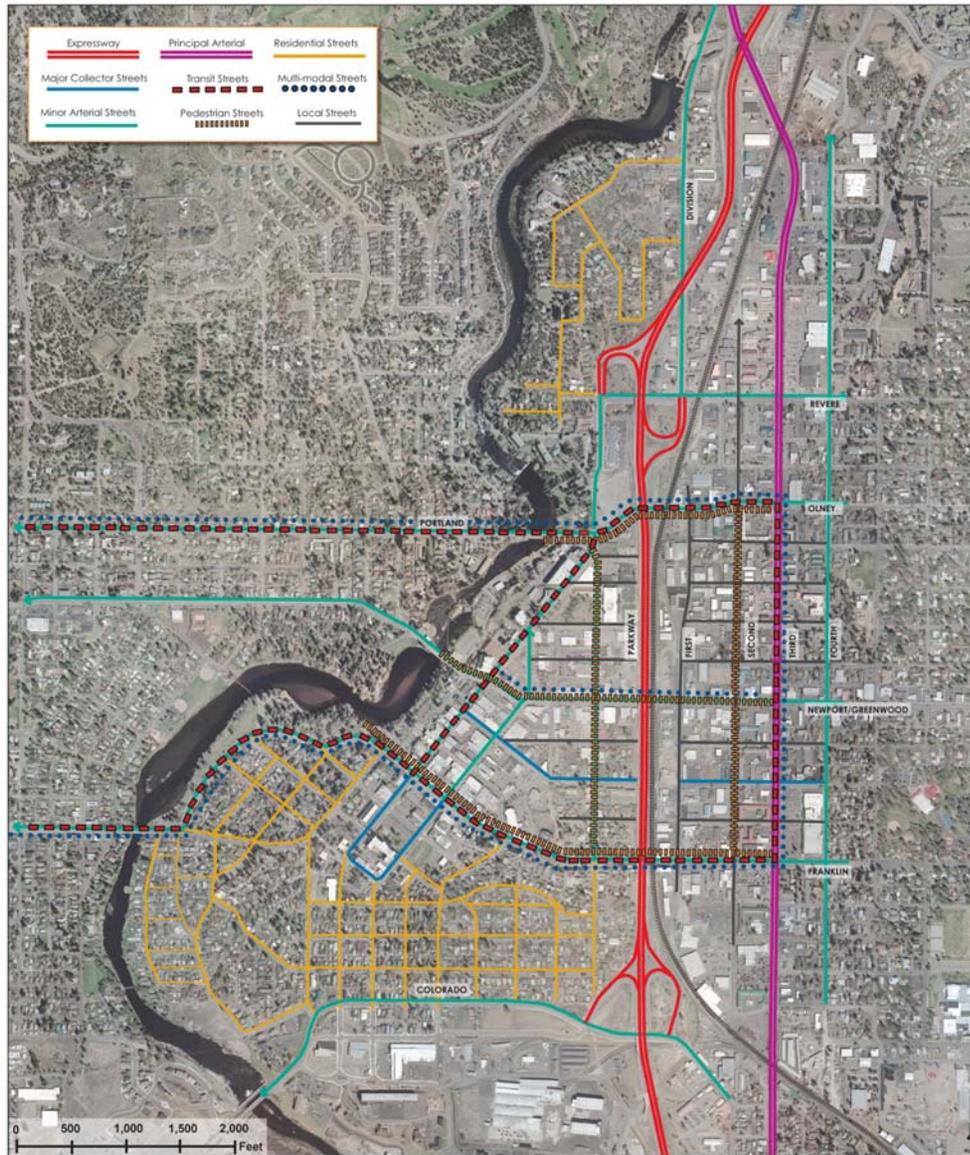
Defined Districts



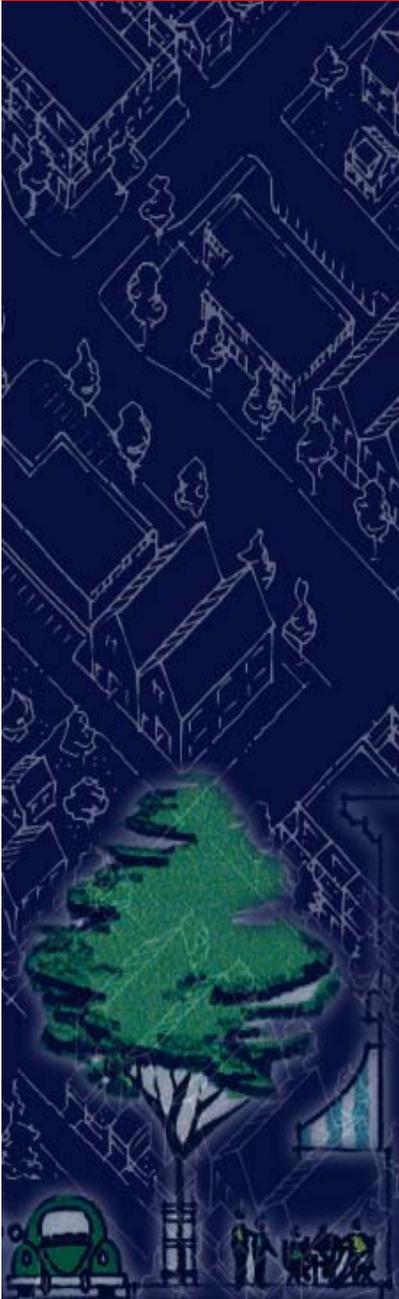


BEND CENTRAL AREA PLAN

Hierarchy of Streets



Hierarchy of Streets



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BEND CENTRAL AREA PLAN

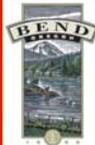
Intersections of Character



Intersections of Character

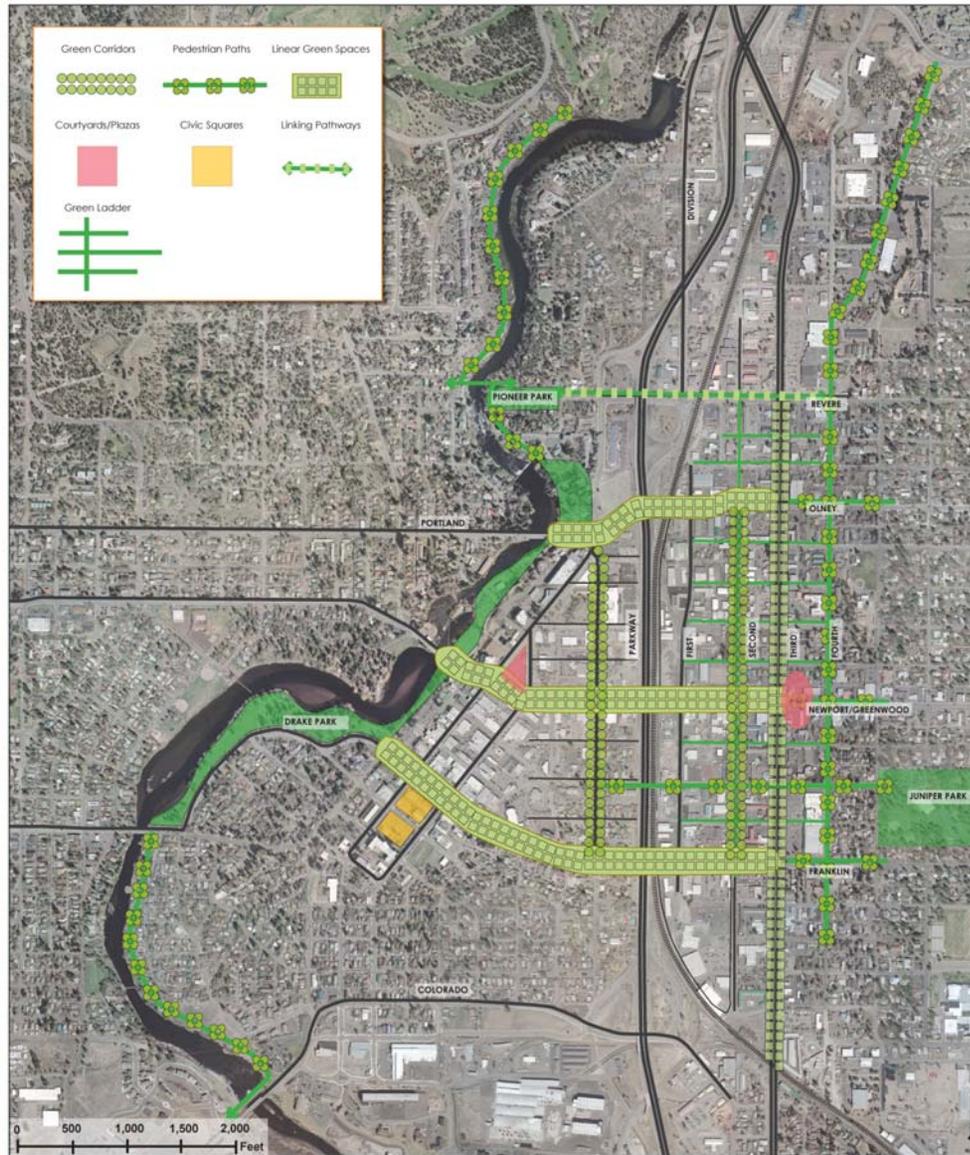
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Network of Open Spaces

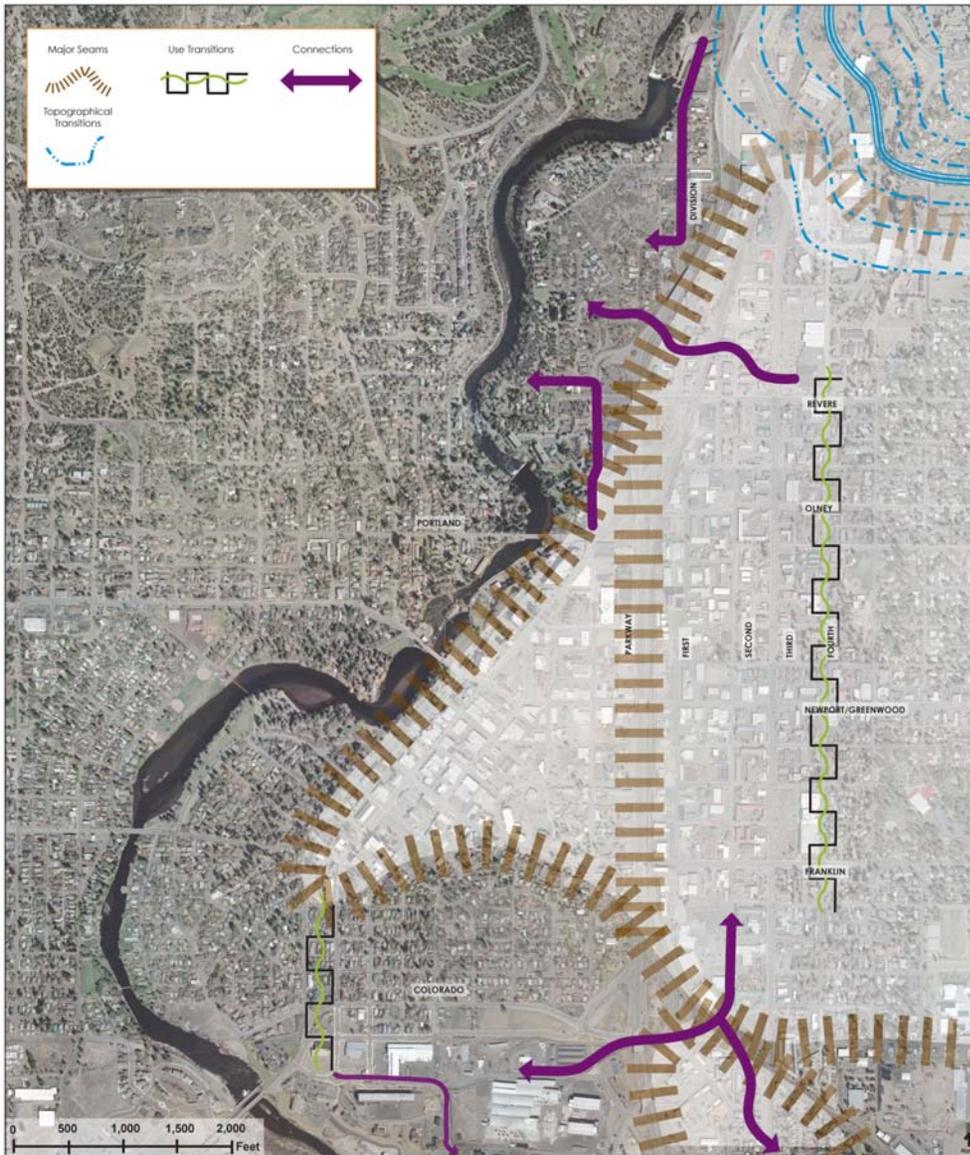


Network of Open Spaces



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Transitions and Seams

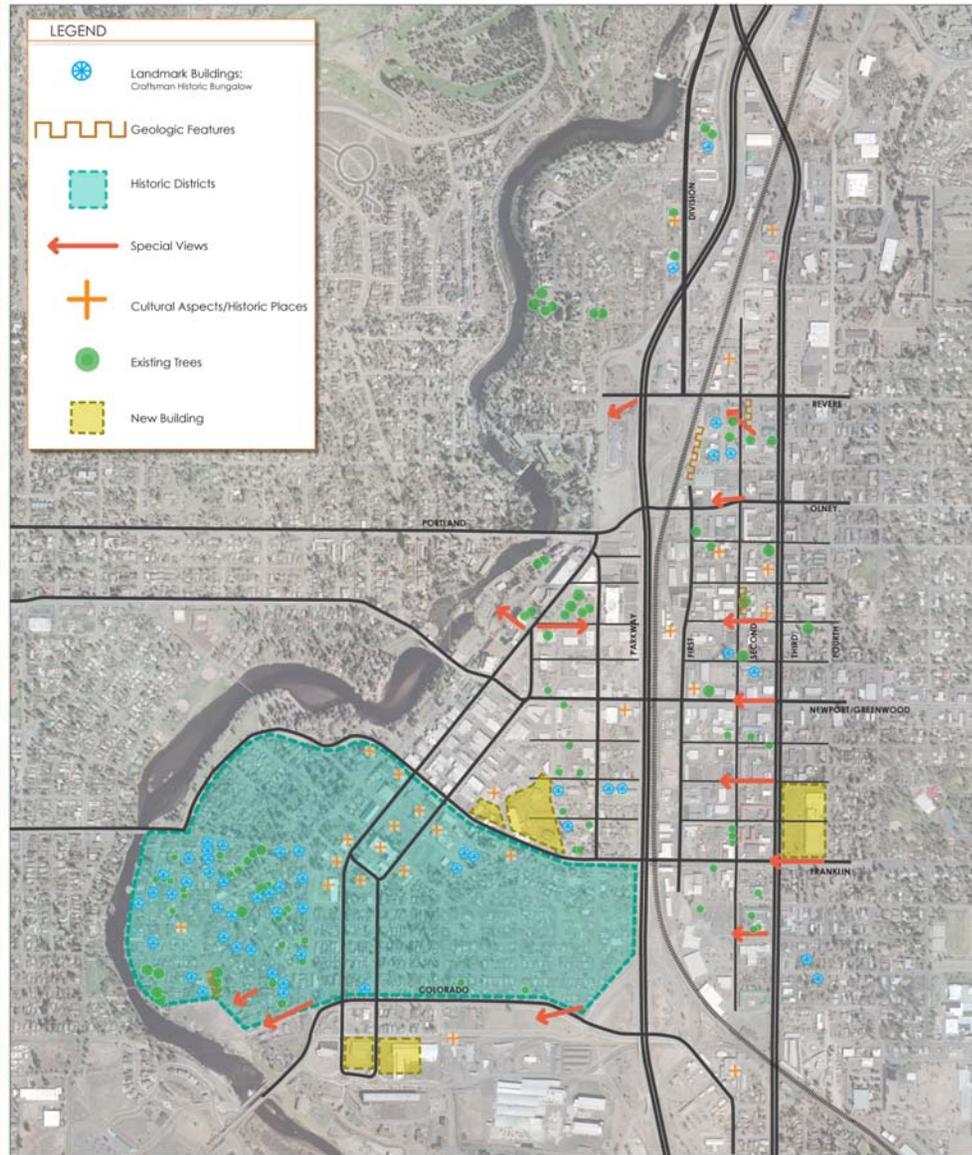


Transitions and Seams



BEND CENTRAL AREA PLAN

Bend Character



Bend
Character

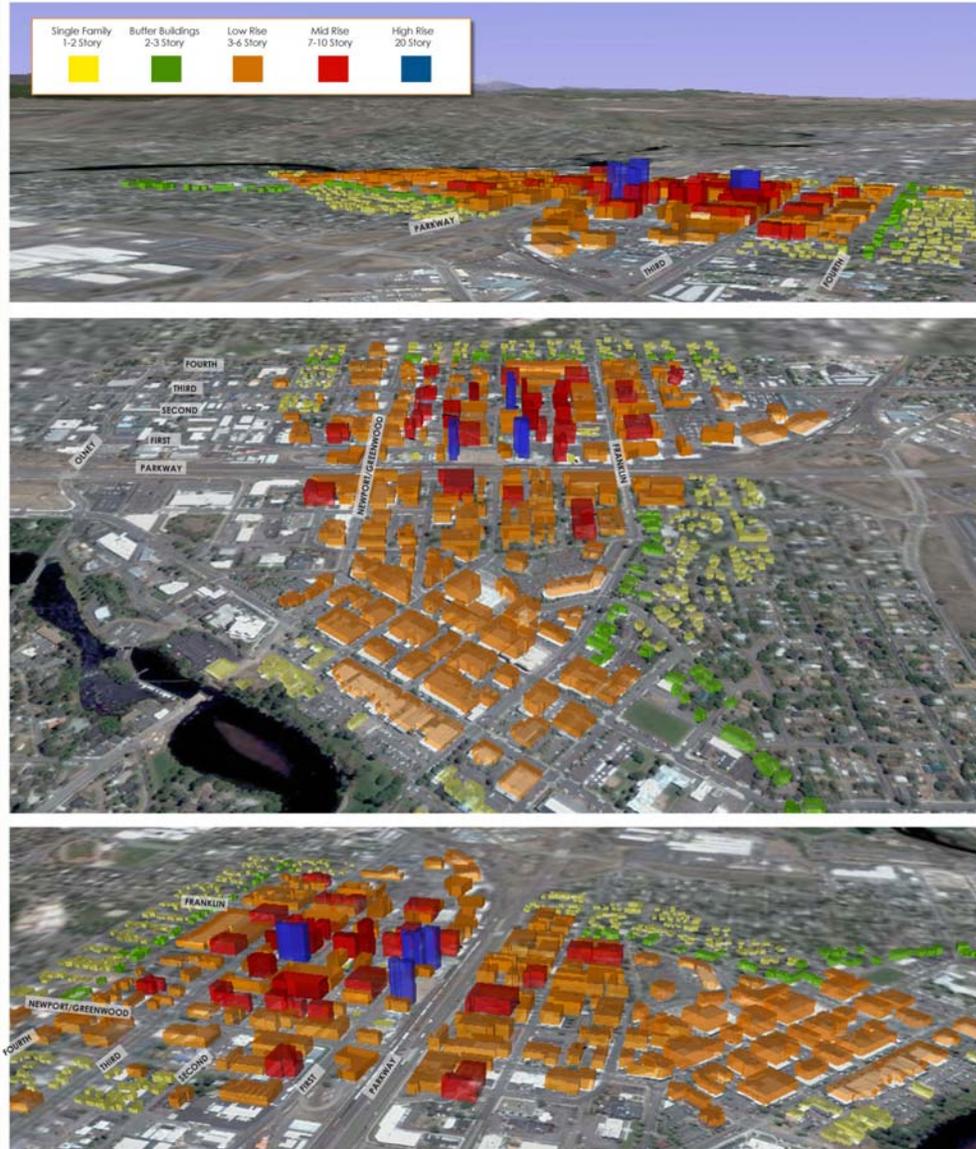


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City Form and Skyline



City Form and Skyline

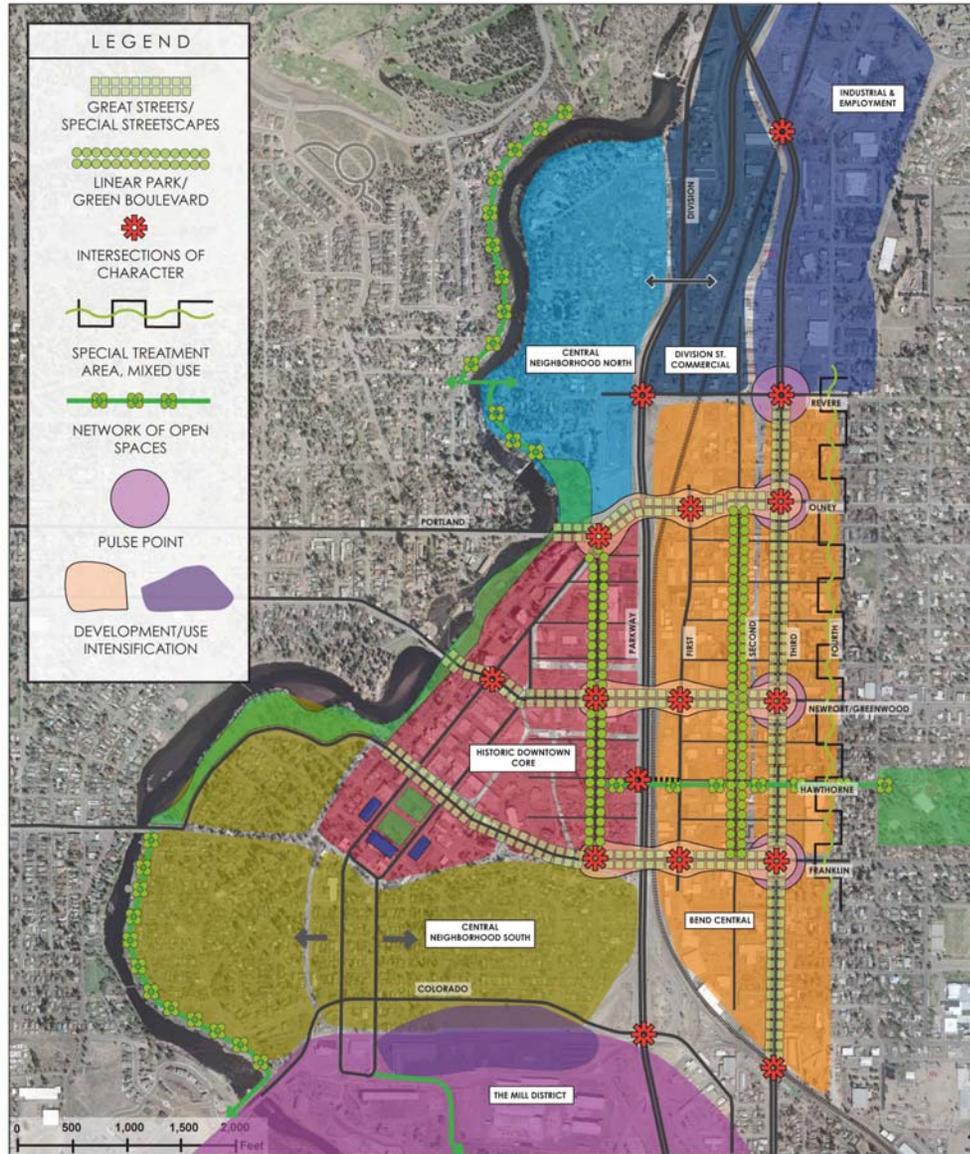
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Overall Framework Plan



Overall Framework Plan

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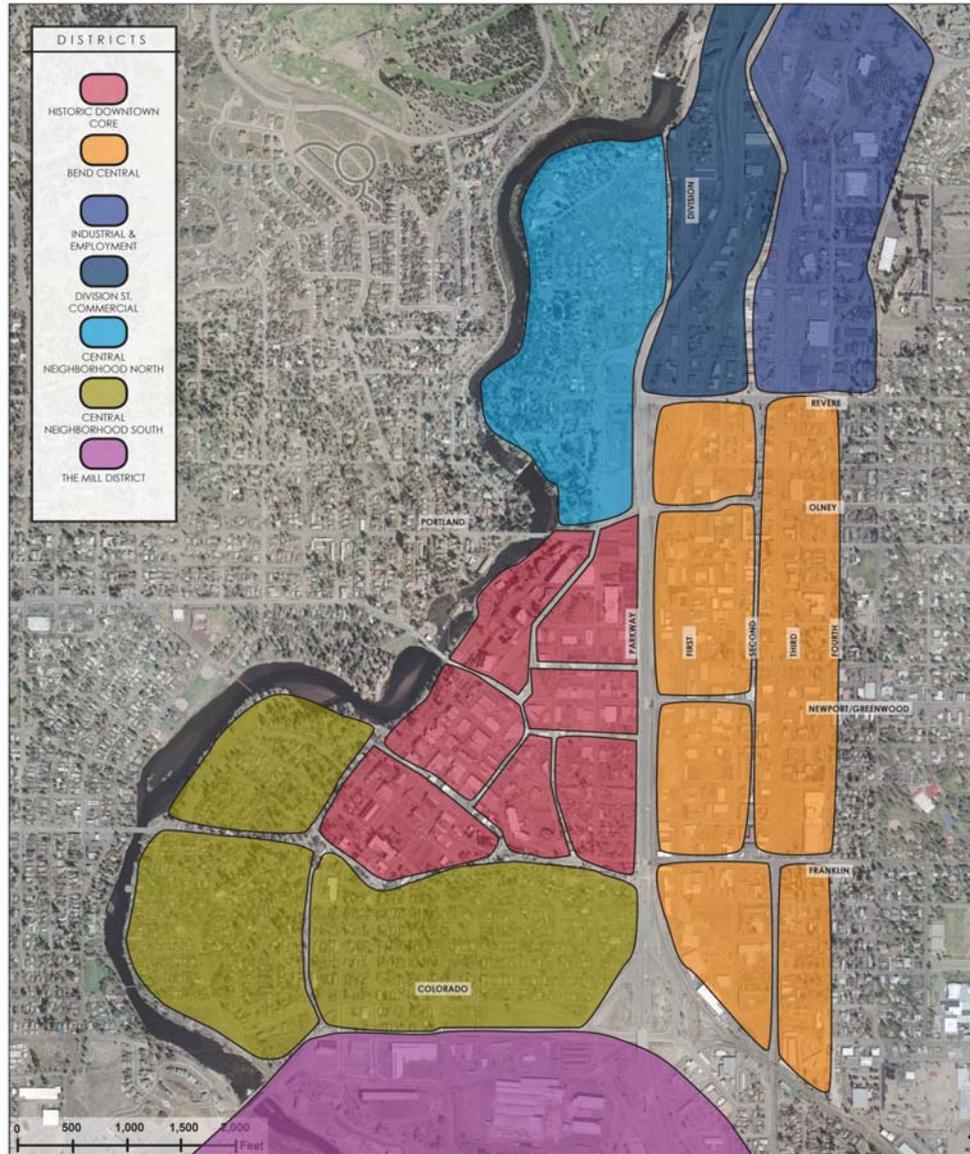
Central Area Neighborhood Districts





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Defined Districts

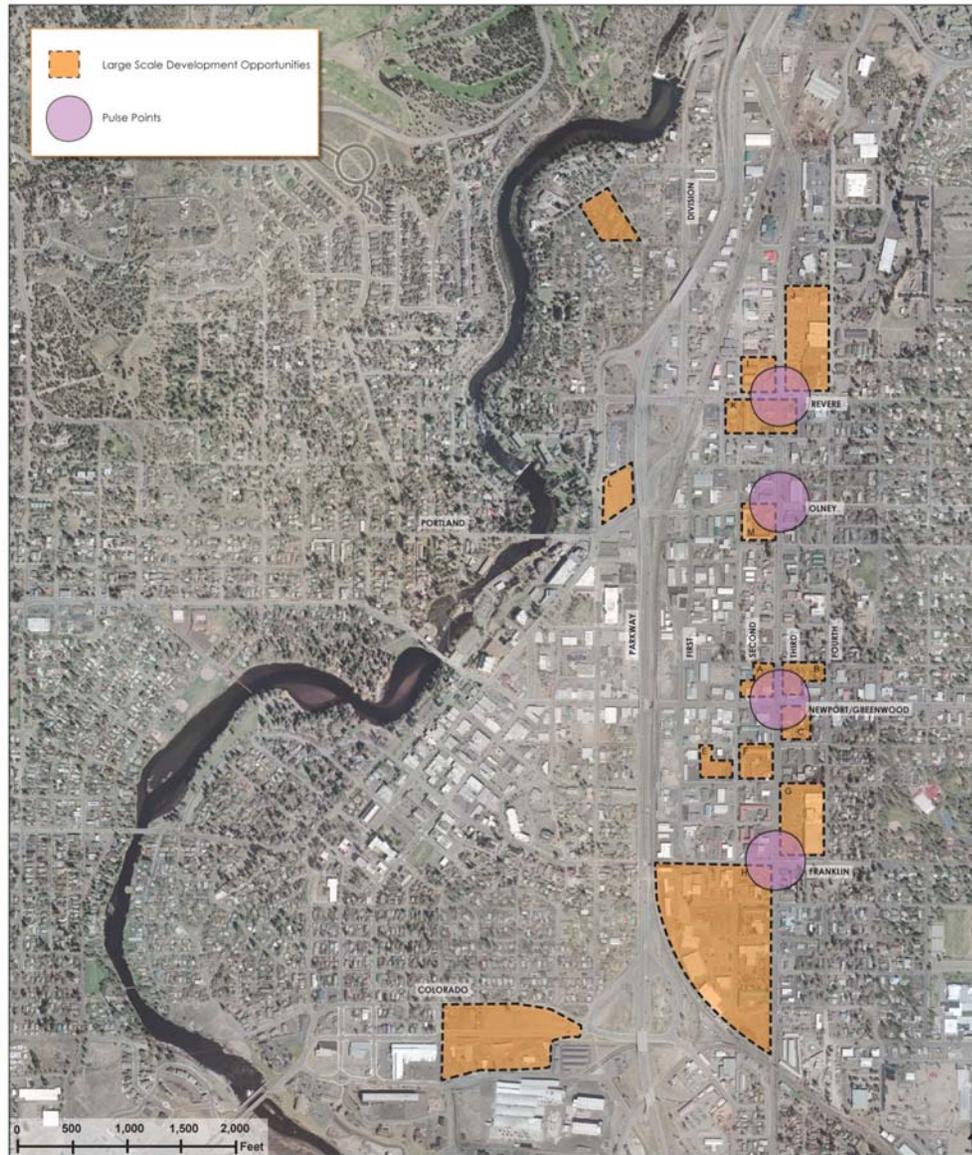


Defined Districts



BEND CENTRAL AREA PLAN

Large Scale Development Opportunities



Large Scale Development Opportunities

Central Area Neighborhoods – Northern

- *A mix of single-family residential lot sizes and higher density residential opportunities in a neighborhood with a unified identity*
- *A defined neighborhood with appropriate transitions and easier connections to other Central Area neighborhoods*



Central Area Neighborhoods – Division Commercial

- *A revitalized mixed-use area with complimentary storefronts and street improvements*
- *Landscaping and way-finding leading to the Historic Downtown Core*
- *A place with distinct character, yet connected with the residential neighborhood to the west and the employment and industrial area to the east*



Central Area Neighborhoods – Bend Central

- *Includes the reinvention of 3rd Street*
- *Mixed-use, close-in neighborhood*
- *Assembling properties makes higher densities and taller signature structures economically feasible*
- *Includes activity centers with unique green spaces and public places*
- *Has effective connections to the Historic Downtown Core via all modes of transportation*
- *Vibrant street-level uses along East-West corridors connecting 3rd Street to the Historic Core*



Central Area Neighborhoods – Historic Downtown Core

- *The heart and soul of Bend*
- *The traditional civic “center” and “town square”*
- *Open, green spaces and pathways along the river...a key feature*
- *Cultural, entertainment, and specialty retail center of Central Oregon*

Central Area Neighborhoods – Employment/Industrial District

- *A mixed-use area with industrial “destination” businesses (e.g., small offices, warehouses)*
- *Flexible use zoning standards also encourage creative and incubator industries*
- *Streets and infrastructure system support growth and connectivity to other Central Area neighborhoods*
- *Transportation circulation system effectively accommodates area freight and service delivery*



Central Area Neighborhoods – Southern

- *Current character of Old Bend and Drake Park Neighborhoods maintained*
- *Quality “transitional”, neighborhood-oriented commercial/retail uses along Wall and Bond*
- *Defined seams between the residential neighborhoods and the existing commercial districts, with transitional “buffer” development along Franklin*
- *There are strong pedestrian, bicycle and transit links to the Historic Downtown Core and the Old Mill District*



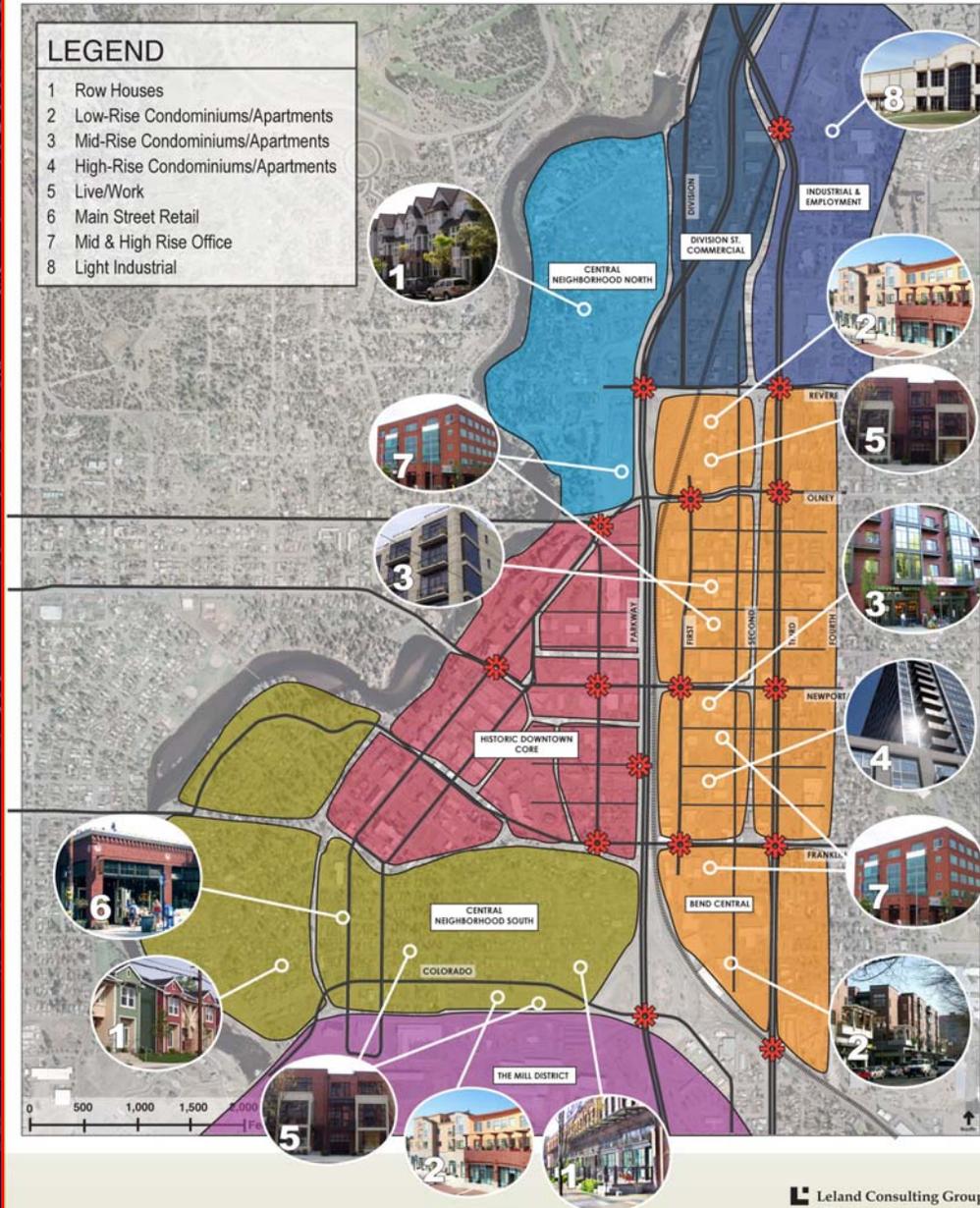


BEND CENTRAL AREA PLAN

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



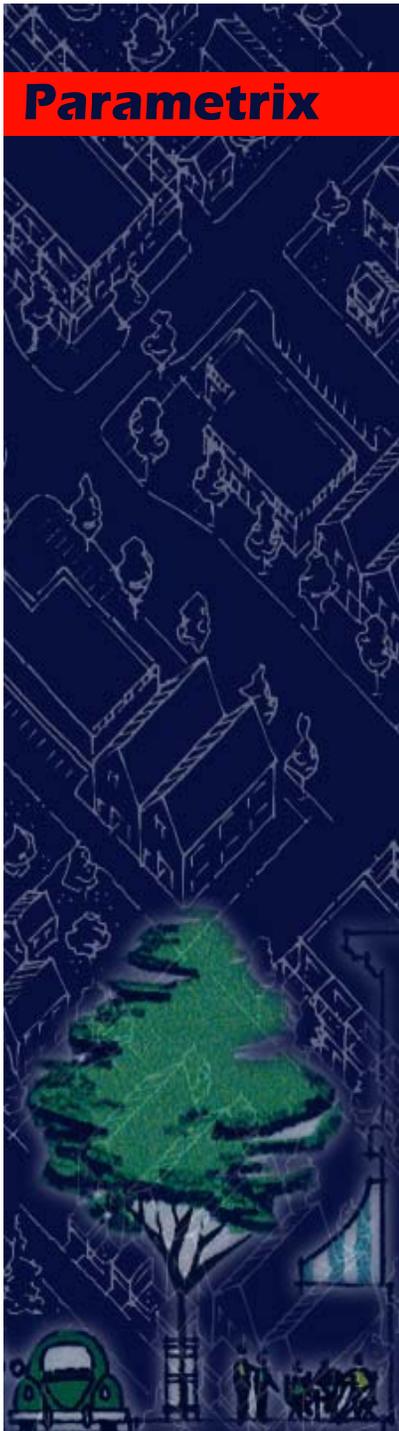
Development Types

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Re-inventing 3rd Street



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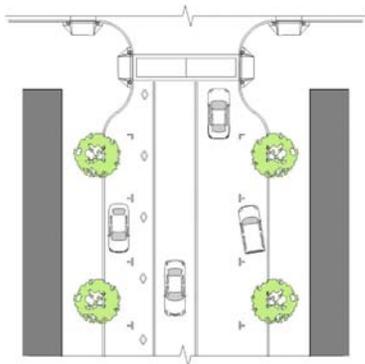
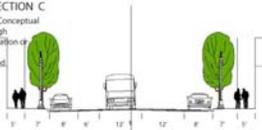


BEND CENTRAL AREA PLAN

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

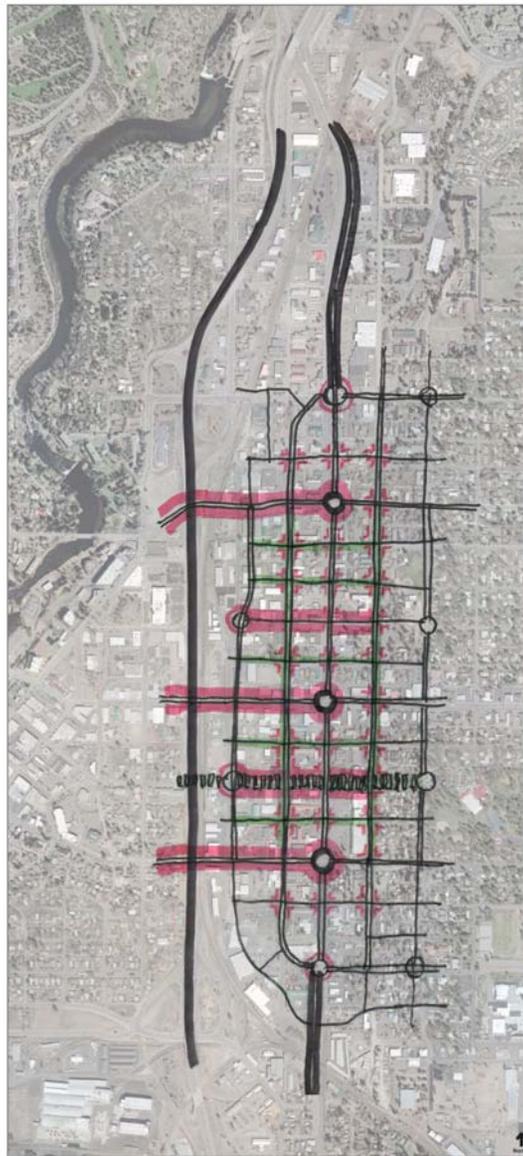
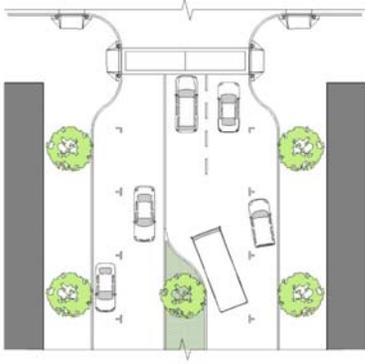
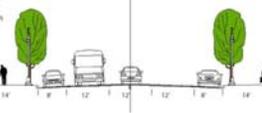
70' R.O.W. STREET SECTION C

- Typical 60' R.O.W. Street Conceptual
- Gain 10' of R.O.W. through incentives, setback regulations or acquisition
- Lower Volume and Speed
- Two way traffic with parking on both sides
- Bike lane one side only
- 14' sidewalks



80' R.O.W. STREET SECTION D

- 3rd Street Concept
- Main Street Boulevard
- Medium Volume and Speed
- Two way traffic with parking along both sides
- Wide 14' sidewalks
- Center median with turn lane at intersections



Third Street: Concept 2



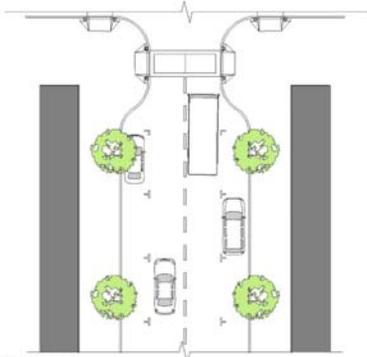
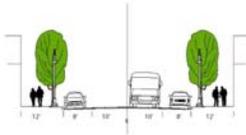


BEND CENTRAL AREA PLAN

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

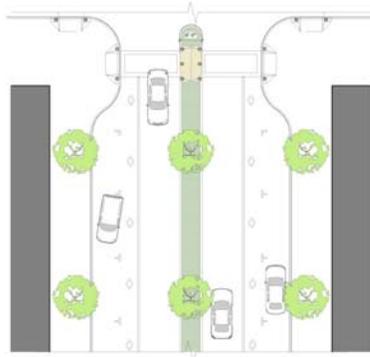
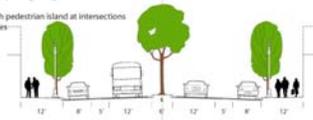
60' R.O.W. STREET SECTION E

- 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



The "Green Ladder" Concept

1. A new hierarchy for existing streets (character/capacity)
2. Modify/facilitate N/S traffic flows
3. Emphasize E/W streets/alleys as connectivity "steps"
4. E/W commercial/retail dev't along Greenwood, Olney, Franklin
5. Establish intersections as "rooms"
6. Street grid as environmental machine
7. Ladder provides structure:
 - Land uses
 - Neighborhoods
 - Activities



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Implementation: Carrying out the Plan



What does this future require?

- Substantial investment in infrastructure
- Changes in transportation
- Public-private partnerships to fund projects & infrastructure
- 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

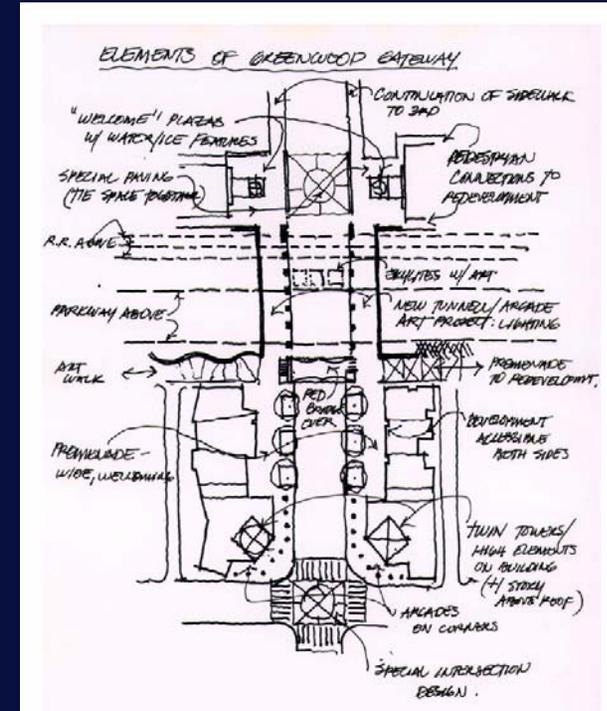


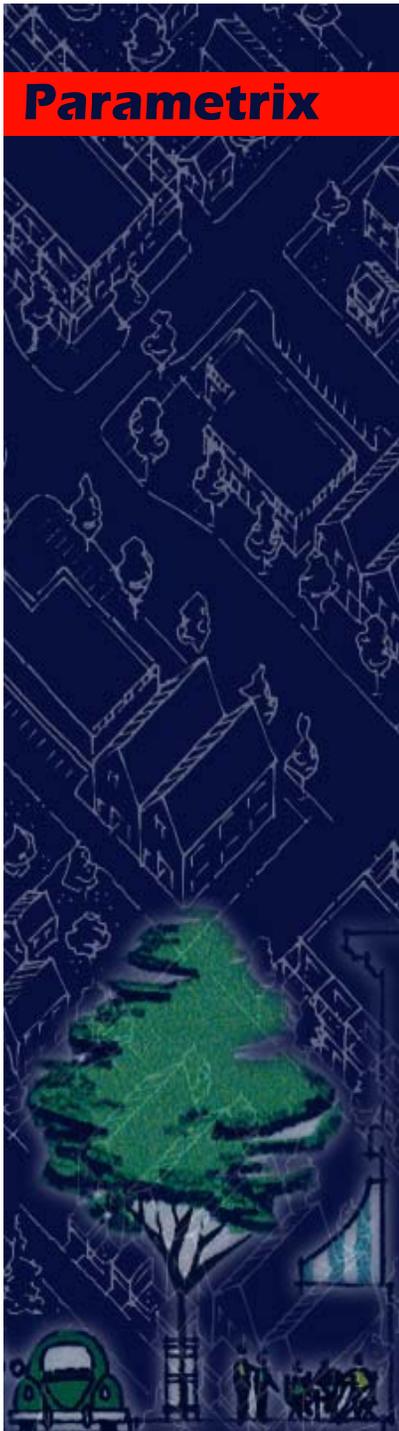
Figure Q. Greenwood Gateway Concept



Completing the Central Area Plan



- Research and fact-finding: Dec-Jan 07
- Public workshop: Jan 07
- **Planning:** Jan-June 07
 - Land use, transportation
 - Community design
 - Development/redevelopment
 - Context and transition
 - Tools and action plan
- Public involvement: Ongoing
- Refine Draft Plan: July 07
- Products and approvals: Sept 07



What's tonight's format?

Informal “open house” style

- Show
- Tell
- Talk



Take the “tour de plan” and ask questions of the Project Team

See what's being thought about, give us your opinions

- Opportunities
- Constraints
- Priorities



Logistics and Details!

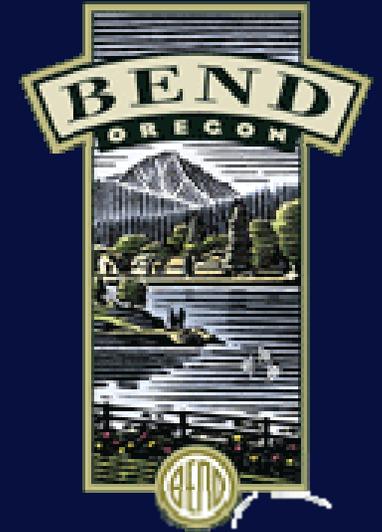
- Please sign in
- Information packets
- Self-guided “tour”...spend time on issues important to you
- Questionnaire...help us capture your ideas!



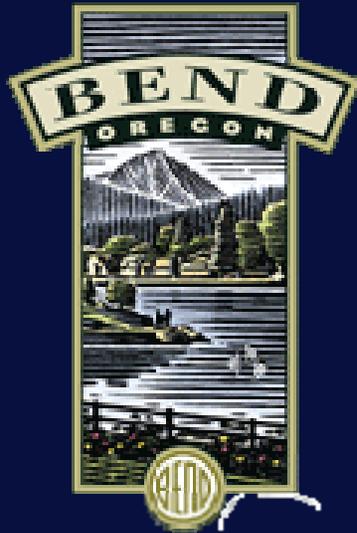
*Next step after tonight:
Plan refinement and the
tools and program for
carrying it out over time*

Staying involved after tonight

- E-mail and mailing list
- City's website
 - www.ci.bend.or.us
- Future workshop: August
- Communicate through Project Advisory Committee representatives
- Call us!
 - David Knitowski, (541-330-4022)
 - Shelley Holly (503-233-2400)



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Let's get to work...
we're listening!

