

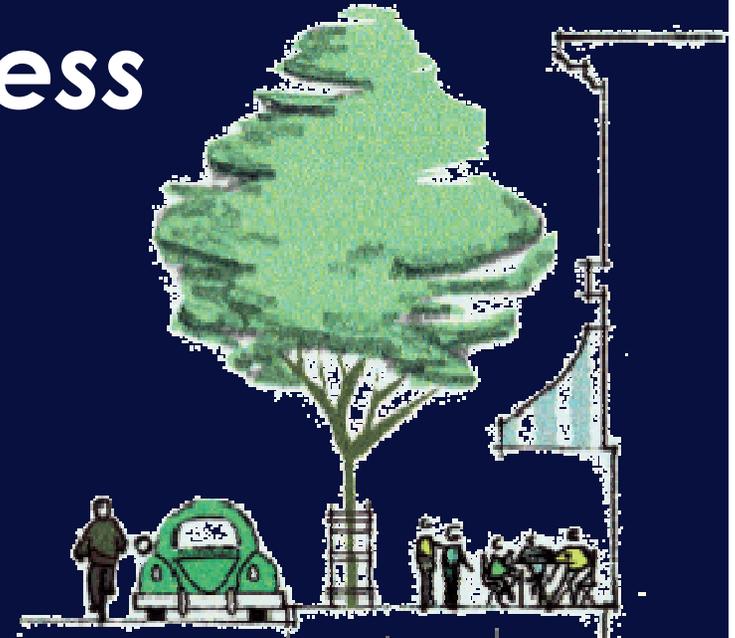
**Parametrix**



**Bend Central Area Plan**

The map shows a grid of streets including Portland Ave, Newport Ave, Galveston, Tualo Ave, Kansas, Lava, Ivan, Hawthorne, Franklin Ave, and 8th 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 over the map.

***Great Expectations...  
Ensuring Success***



***Bend City Council  
Bend Planning Commission  
September 10, 2007***

# What's on tap for tonight?

- Recap of Previous Work Session
- Recent Progress
- Carrying Out the Plan
  - 3<sup>rd</sup> Street Reinvention
  - Changes to Regulations
  - Implementation Strategy
- Next Steps
- Discussion

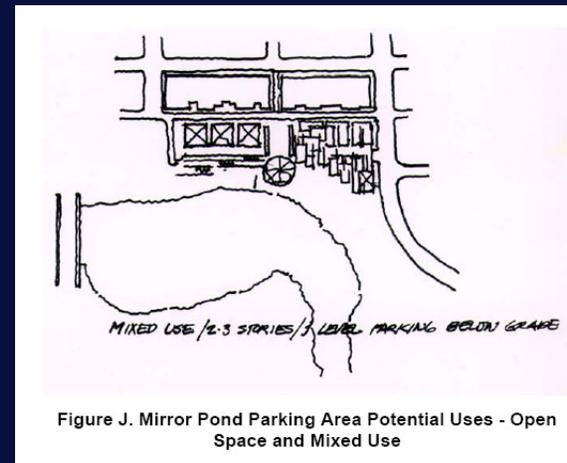
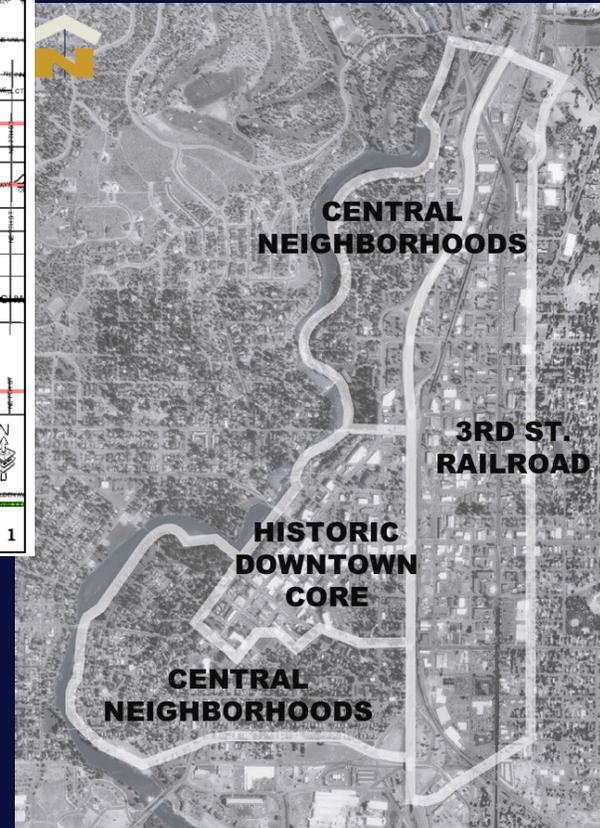
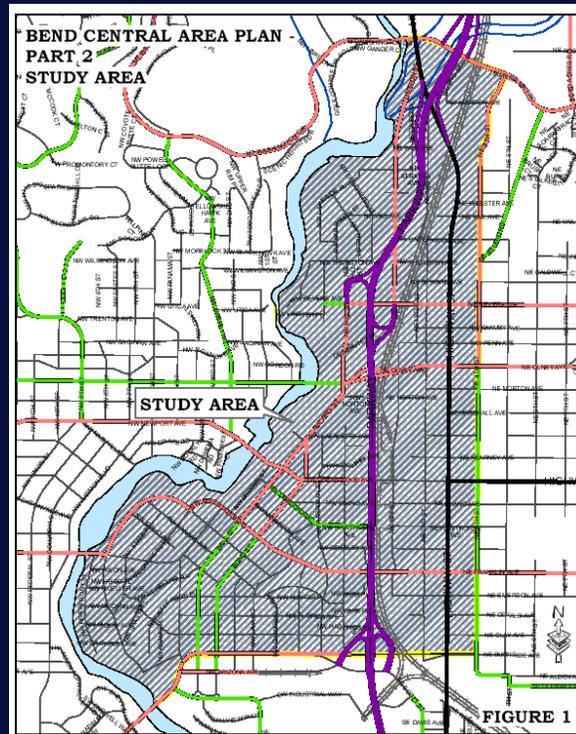


Figure J. Mirror Pond Parking Area Potential Uses - Open Space and Mixed Use

# Recap of June Work Session



# Background: Why is a plan needed?

- Bend is growing rapidly
- Downtown and environs are going to change
  1. Taller buildings, and higher density
  2. Competing demands for space
  3. Challenge: parking and getting around
- Getting a handle on growth before it gets a handle on you
  1. Smart investments
  2. Informed decisions

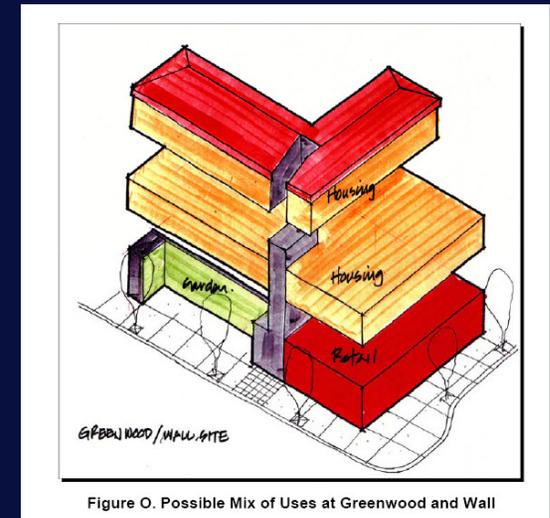


Figure O. Possible Mix of Uses at Greenwood and Wall



# Background: 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

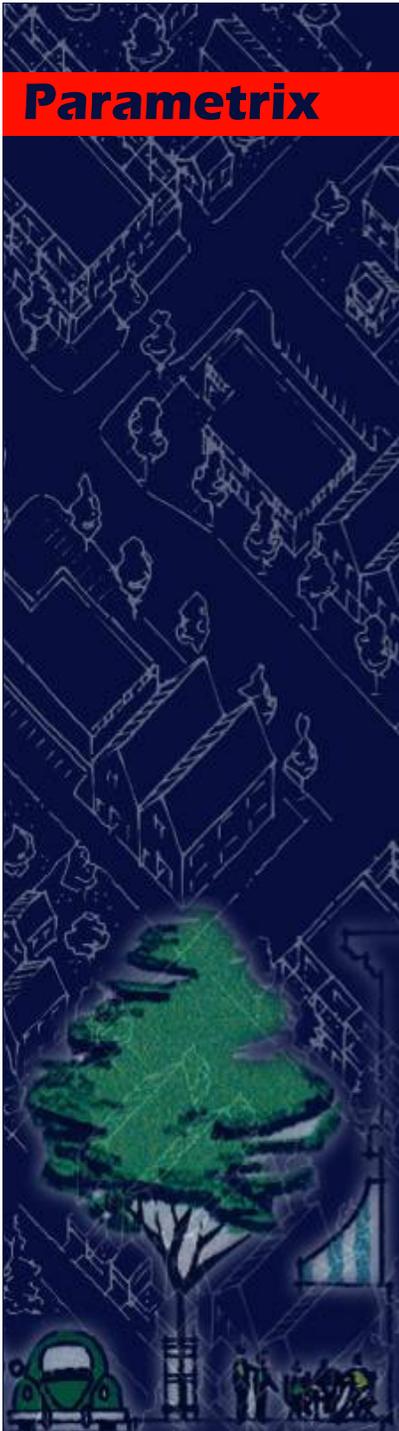
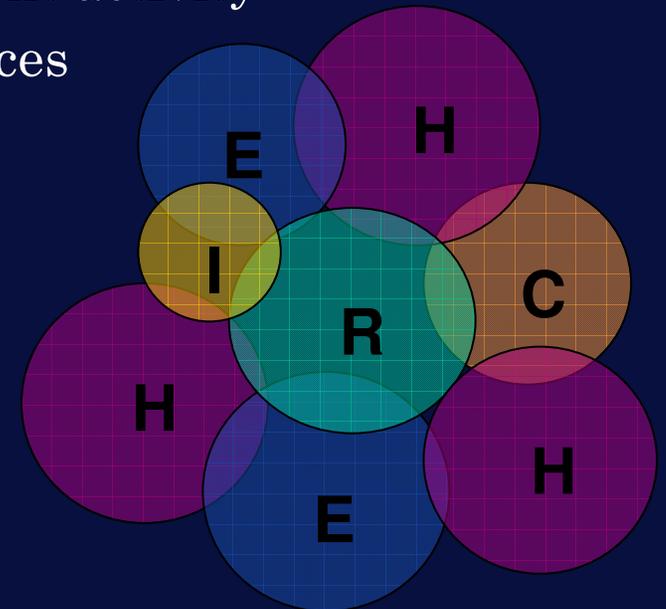


Figure P. "Invisible" Parking for Residential Units



# Background: Lessons from Successful Downtowns

- Downtowns: the 'Heart' of the Community
- Key Components:
  - Districts and neighborhoods
  - Corridors and centers
  - Pulse points of development activity
  - Gateways and special places



# Background: Attributes of Healthy Downtowns

- Compact urban form
- Pedestrian amenities
- Secure environment
- Attractive housing
- Class A office space
- Hotels
- Historical roots
- Access to parking and transit
- Civic/cultural uses
- Entertainment



# Background: Attributes of Healthy Downtowns

- 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



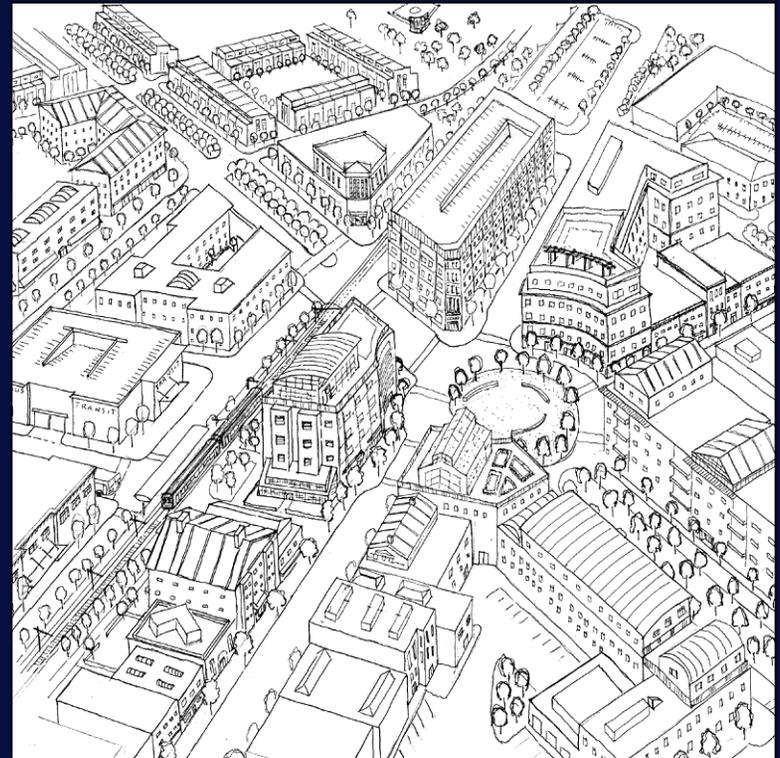
# Background: Healthy Downtowns...

- Unite districts, neighborhoods, and sectors of downtown and the central area
- Establish public environments as context for investment
- Establish a sense of place
- Encourage walking and biking through a variety of places



# Background: Healthy Downtowns...

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



## Background: Successful Downtowns Evolve

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



# Background: Successful Downtowns Have...

- Committed, ongoing leadership
- Supportive government
- Public-private partnerships
- A “champion” for carrying out the Plan



# Background: Central Area Plan's Foundation

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



THE  
**BIG**  
IDEA

# Background: Vision: Bend's 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

# Background: Vision: 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

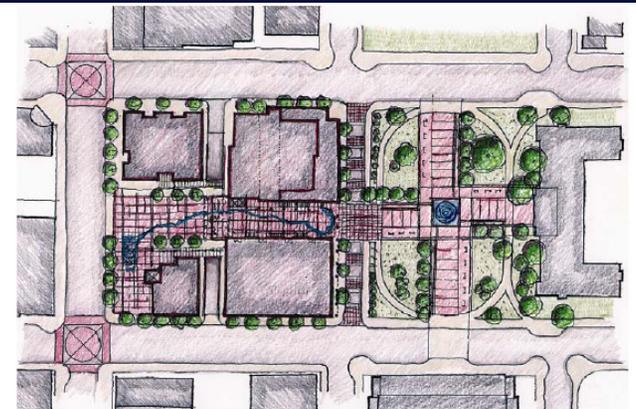
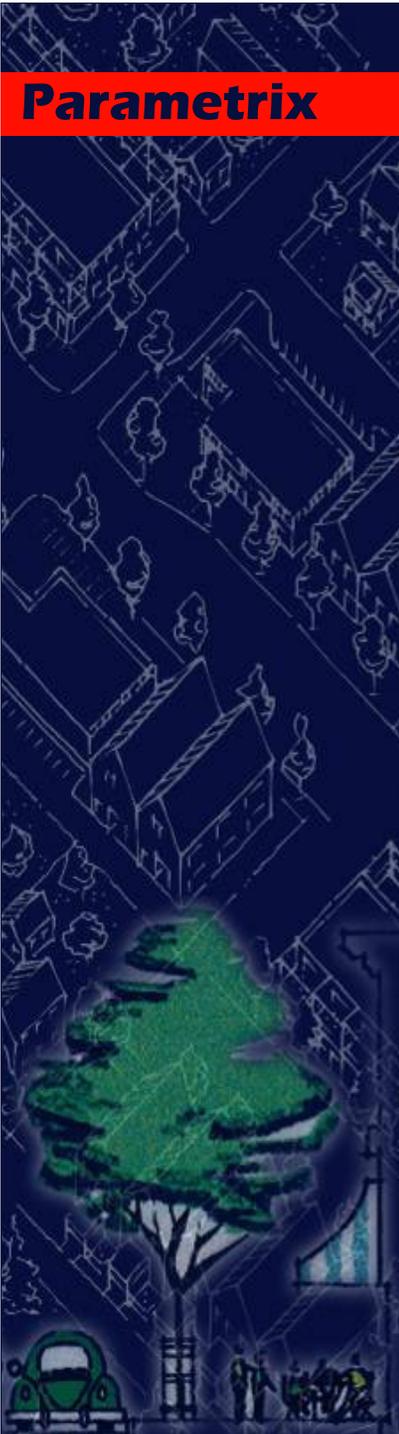
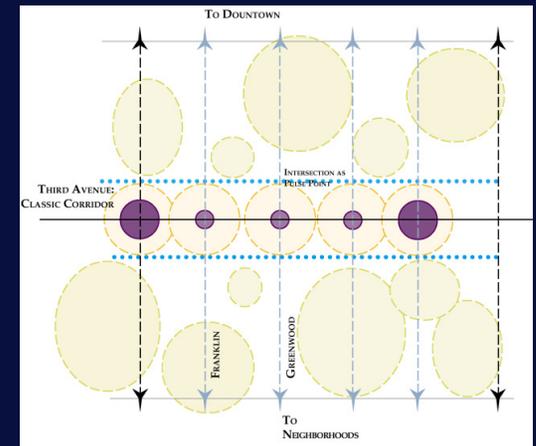
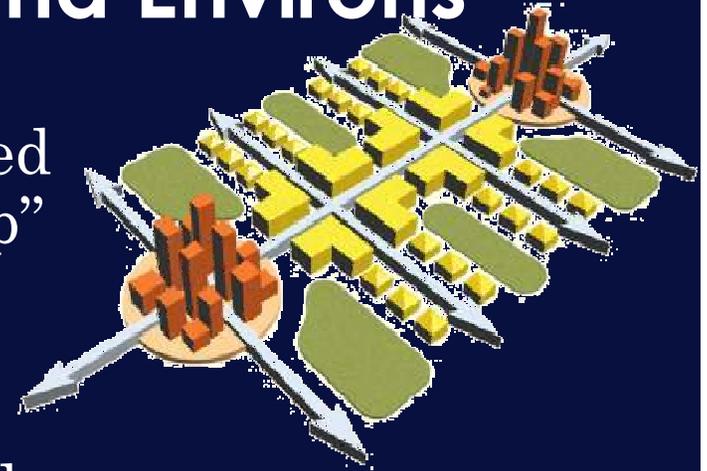


Figure G. Proposed Civic Neighborhood City Hall Mixed-Use Site

# Background: Vision: 3<sup>rd</sup> Street and Environs

- Revitalized and reclaimed former commercial “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



# Background: Desired Outcomes

- Community-driven vision
- Sense of place (maintain & create)
- Mixed use development
- Activity centers
- Density “done right”
- Base the Plan on current and future market reality
- Transportation linkage & access
- Maximizing development opportunities
- Sensitive N-hood transitions
- Outcomes-oriented development strategy & *Actions!*



# Background: Three “Big Ideas”

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

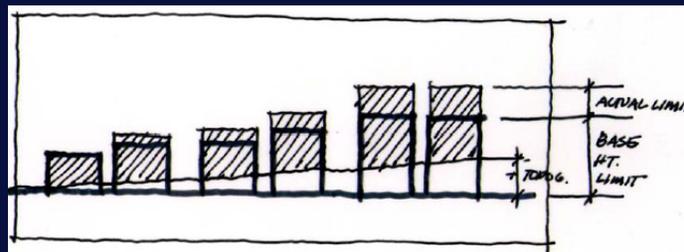
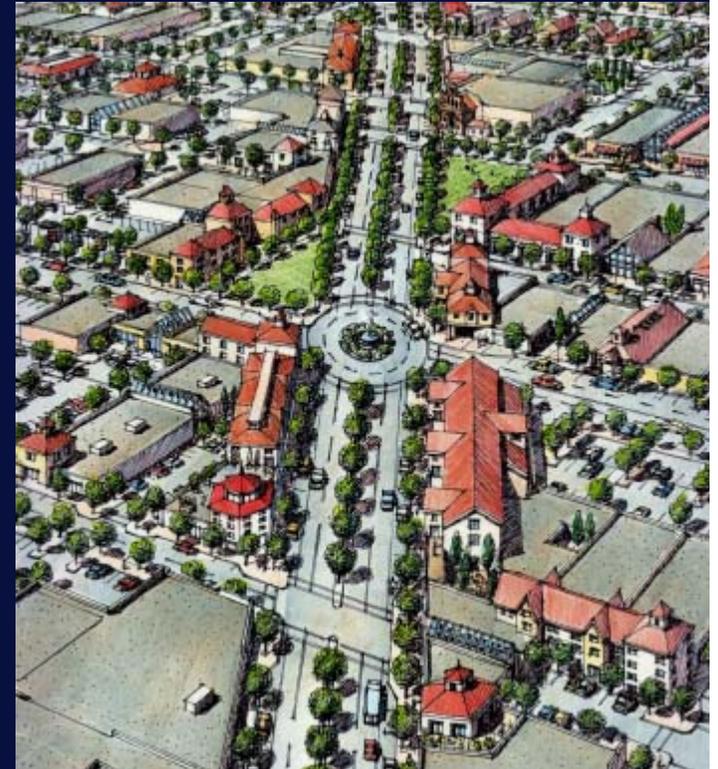
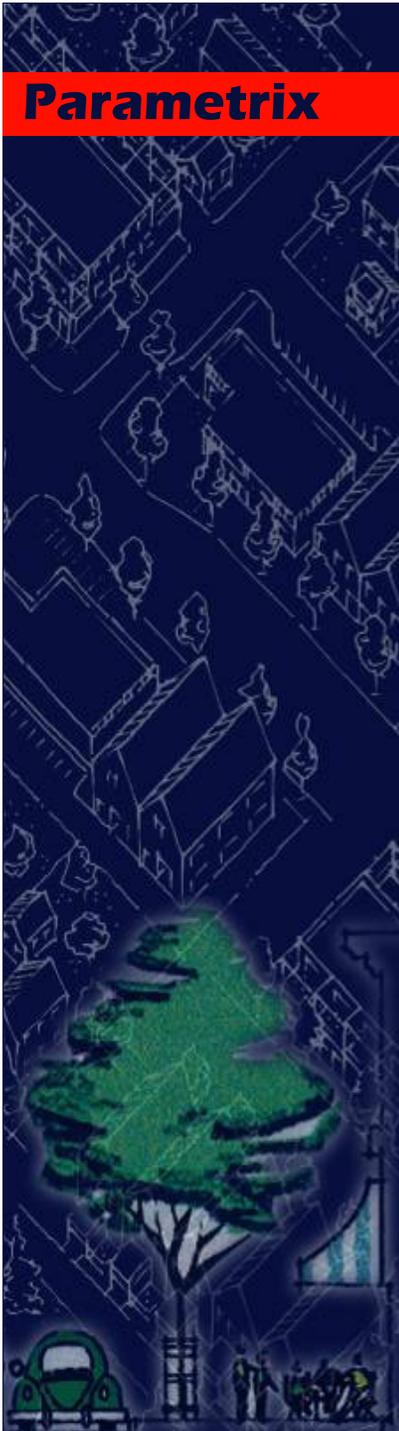
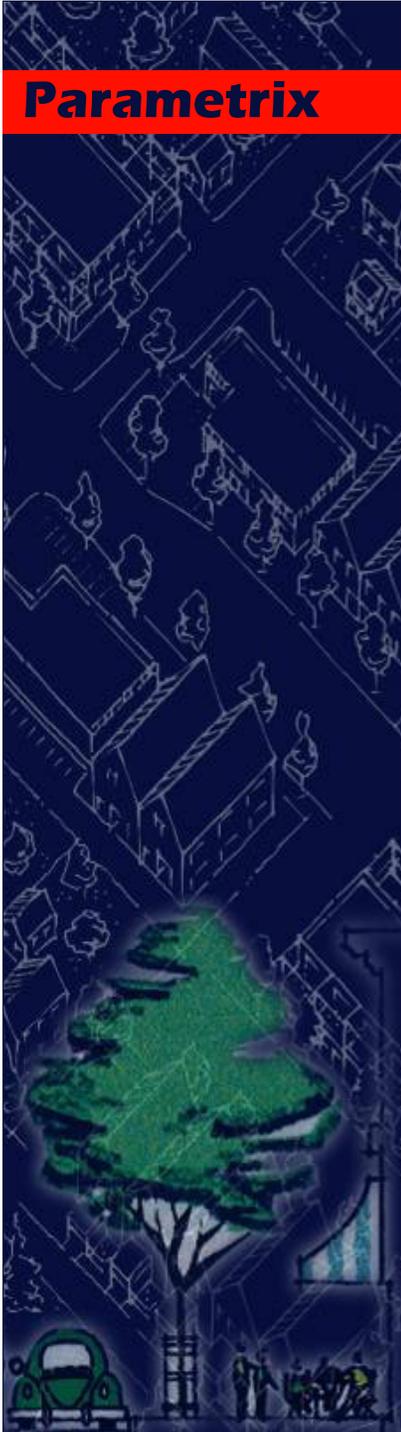


Figure R. Height Limitations and Ground Topography

# Background: City Form and Defined Districts

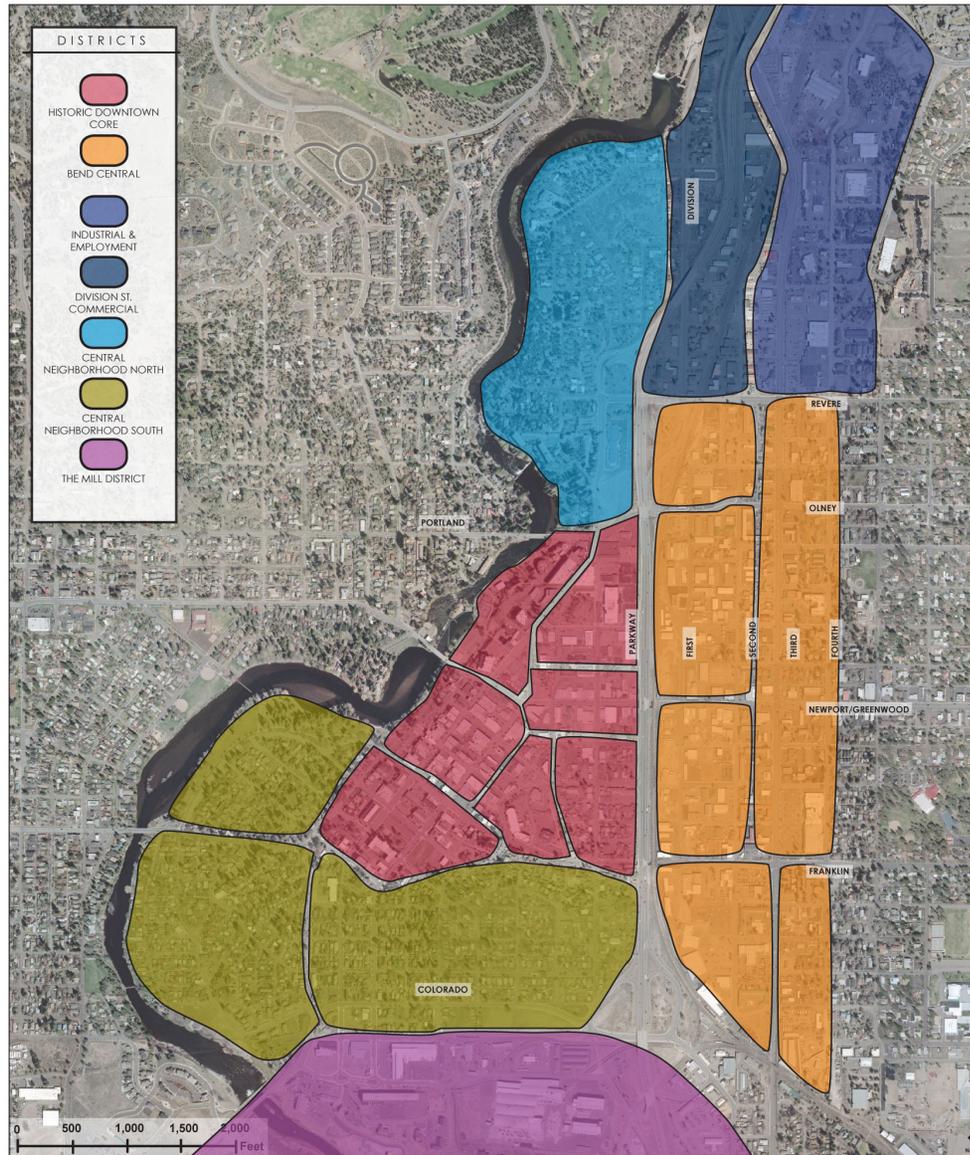
- **Form:** The physical layout and design of a city...as it relates to how the community looks, feels and functions
- **District:** An area defined by shared and supportive characteristics, providing a distinctive character



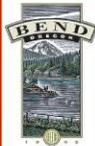


# BEND CENTRAL AREA PLAN

## Defined Districts

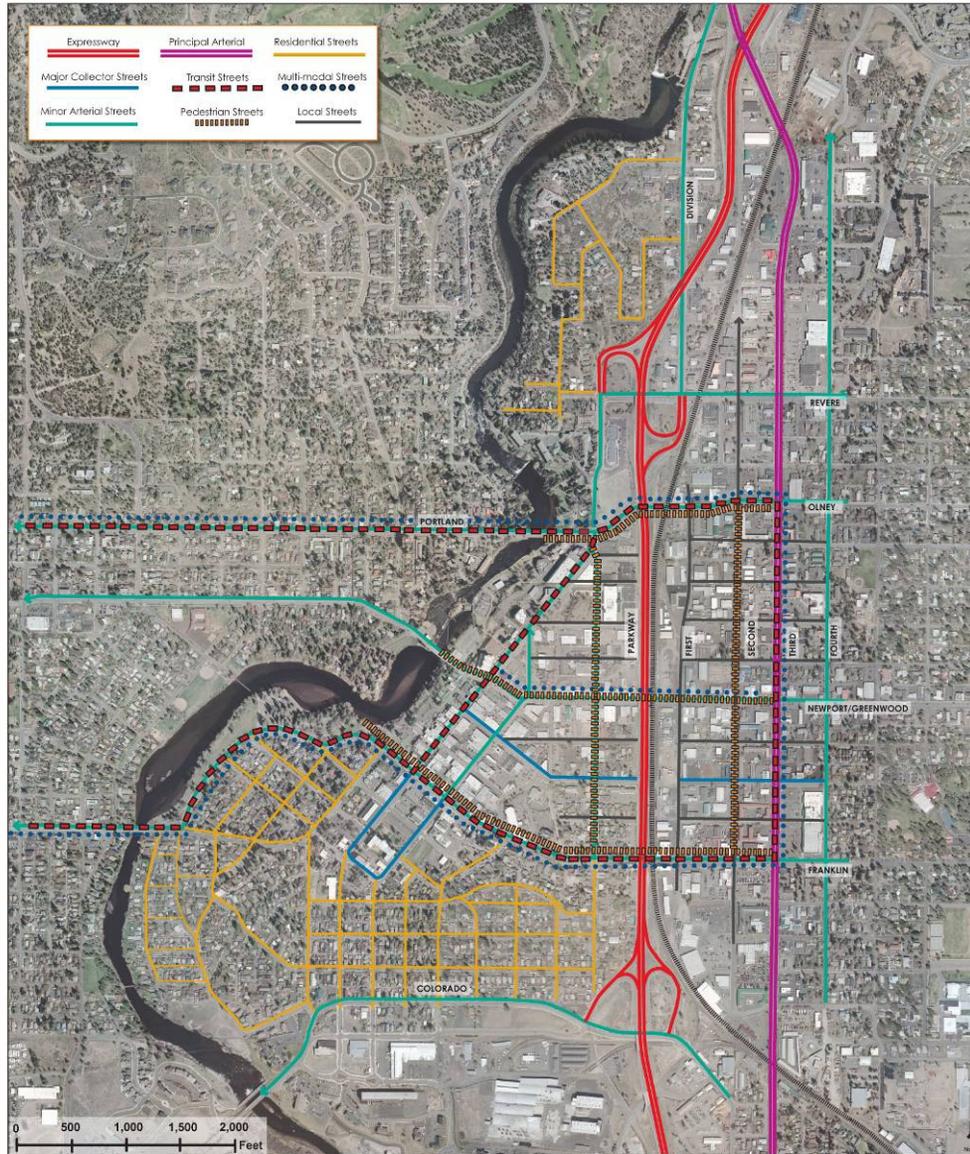


# Defined Neighborhood Districts



# BEND CENTRAL AREA PLAN

## Hierarchy of Streets

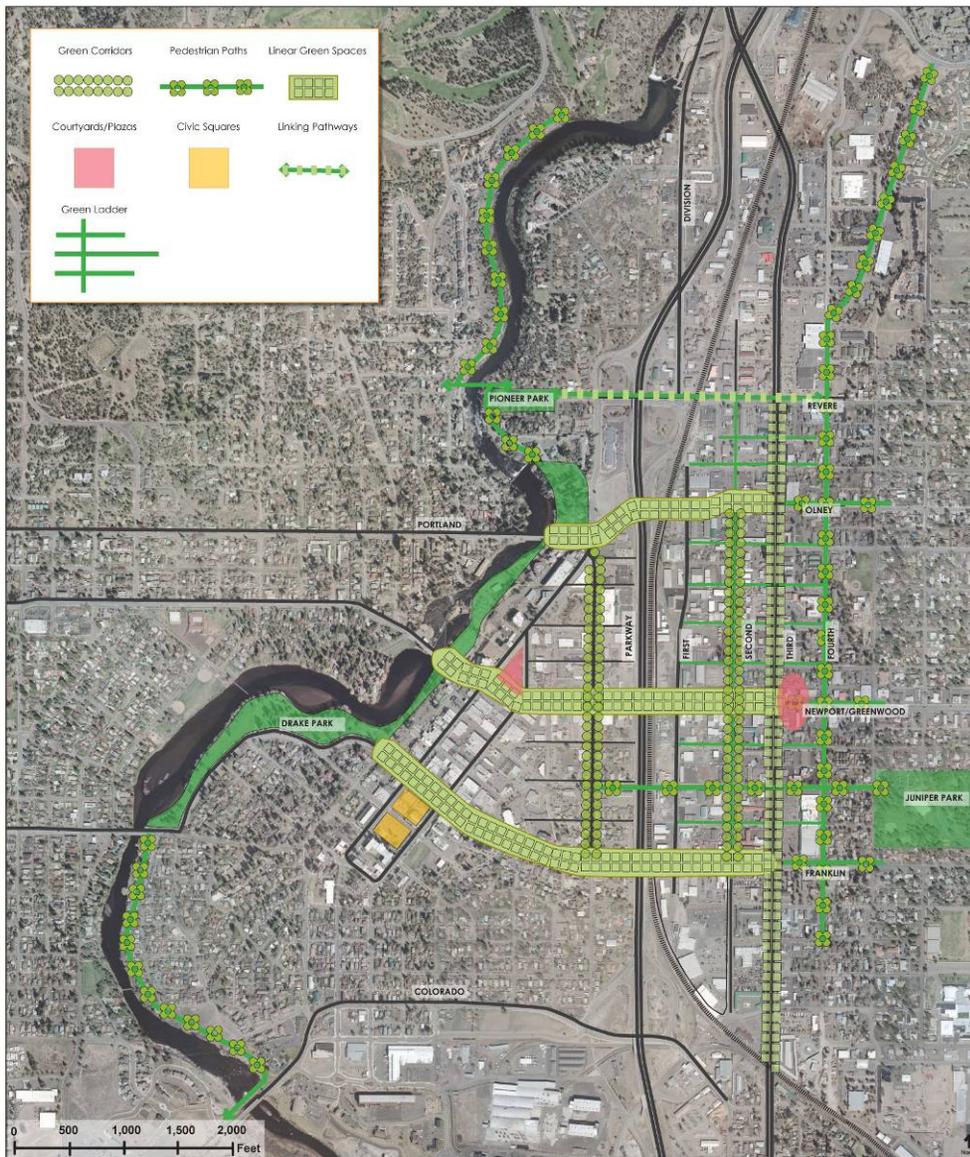


Hierarchy of Streets & Intersections of Character



# BEND CENTRAL AREA PLAN

## Network of Open Spaces

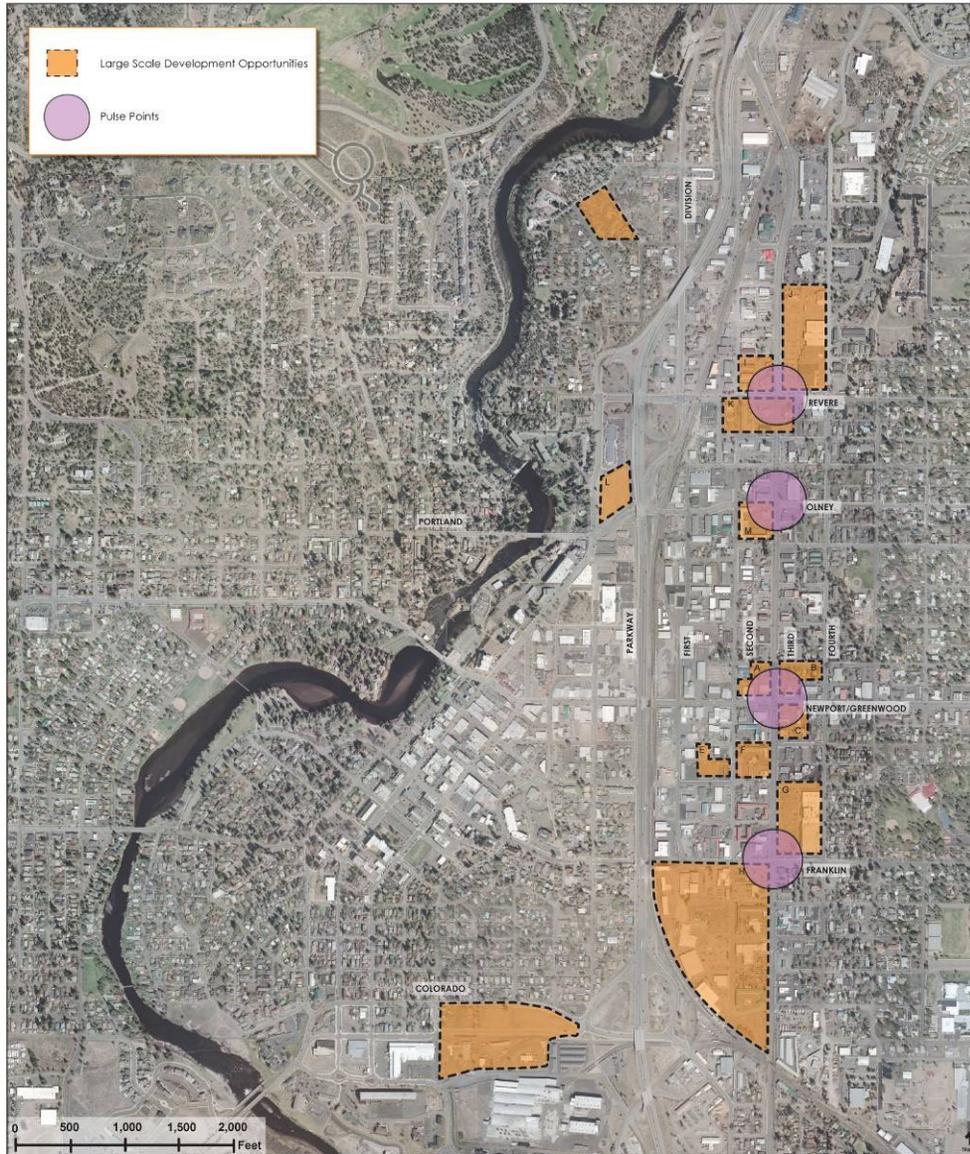


# Network of Open Spaces



# BEND CENTRAL AREA PLAN

Large Scale Development Opportunities



# Large Scale Development Opportunities

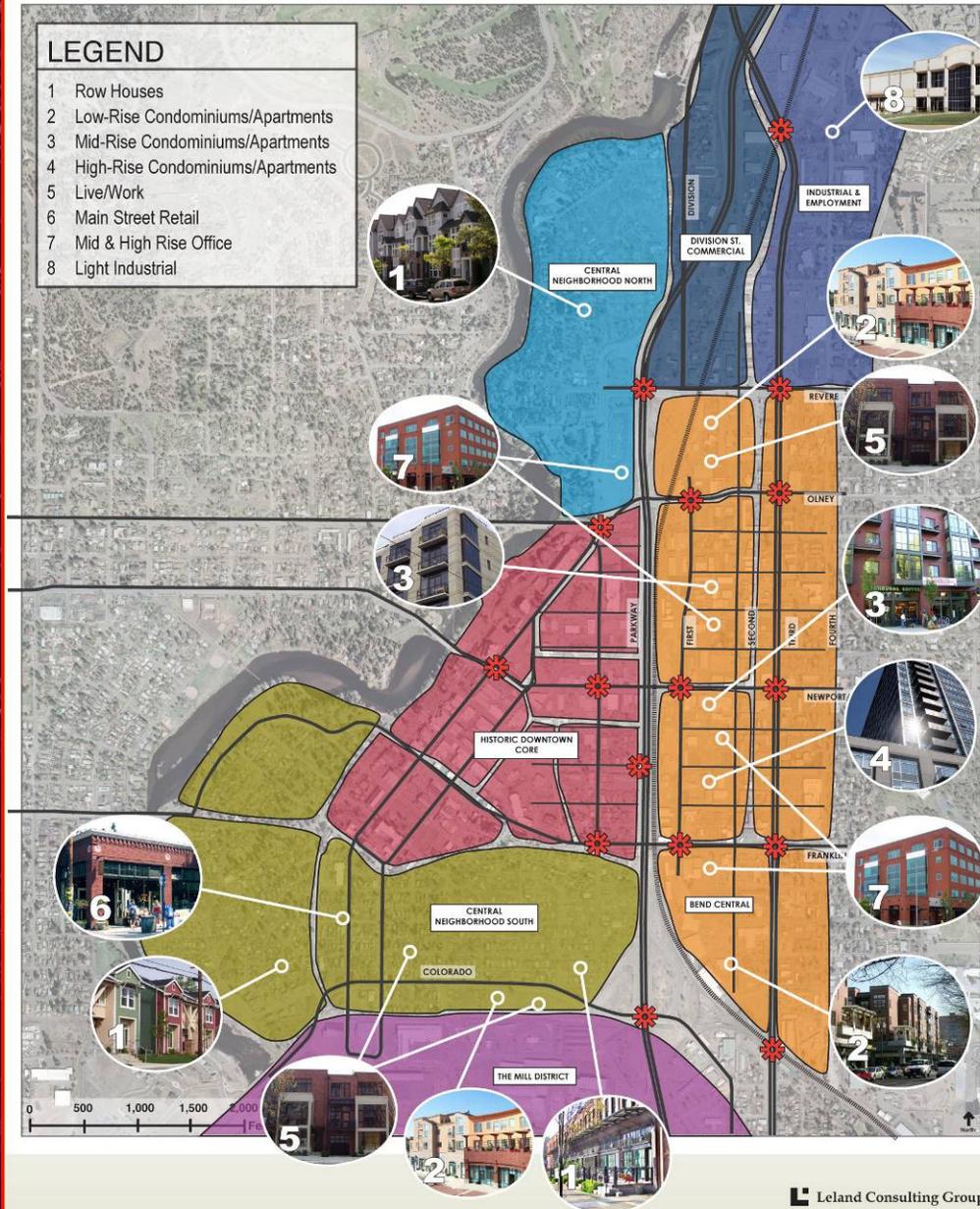


**BEND CENTRAL AREA PLAN**

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



Examples of Possible Development Types

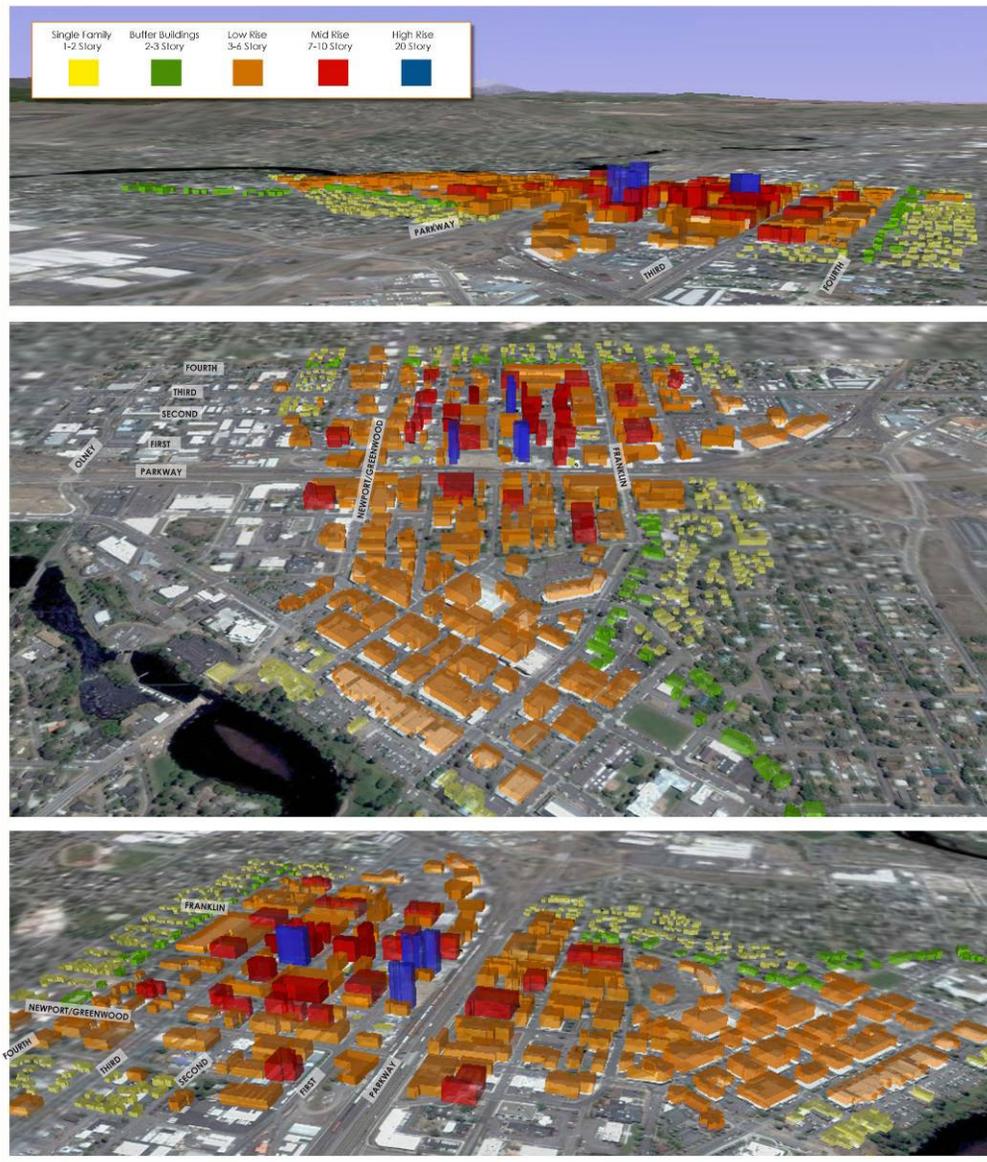


**Parametrix**



# BEND CENTRAL AREA PLAN

## City Form and Skyline



# City Form and Skyline

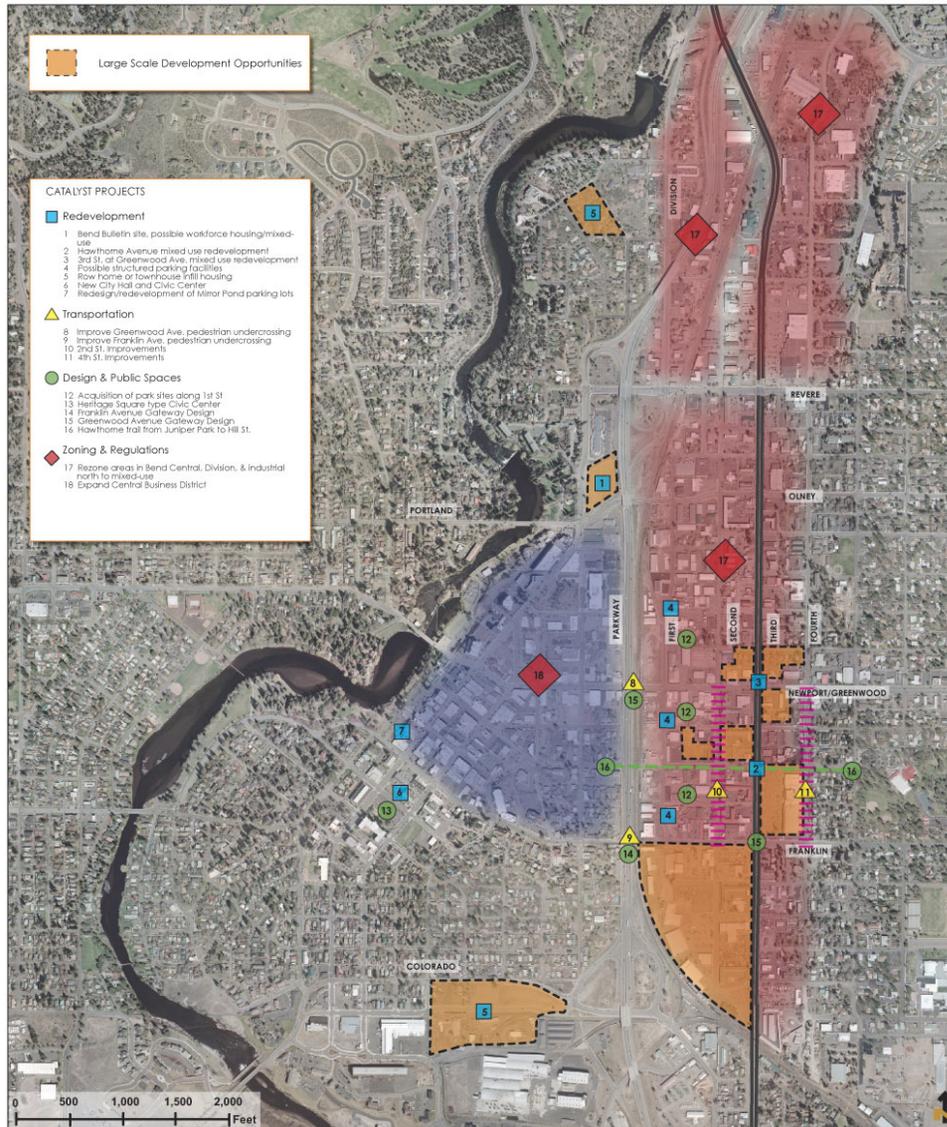
05.16.2007

Leland Consulting Group  
StastnyBrun Architects  
**Parametrix**



## BEND CENTRAL AREA PLAN

### Catalyst Development Opportunities



# Catalyst Projects

**Parametrix**

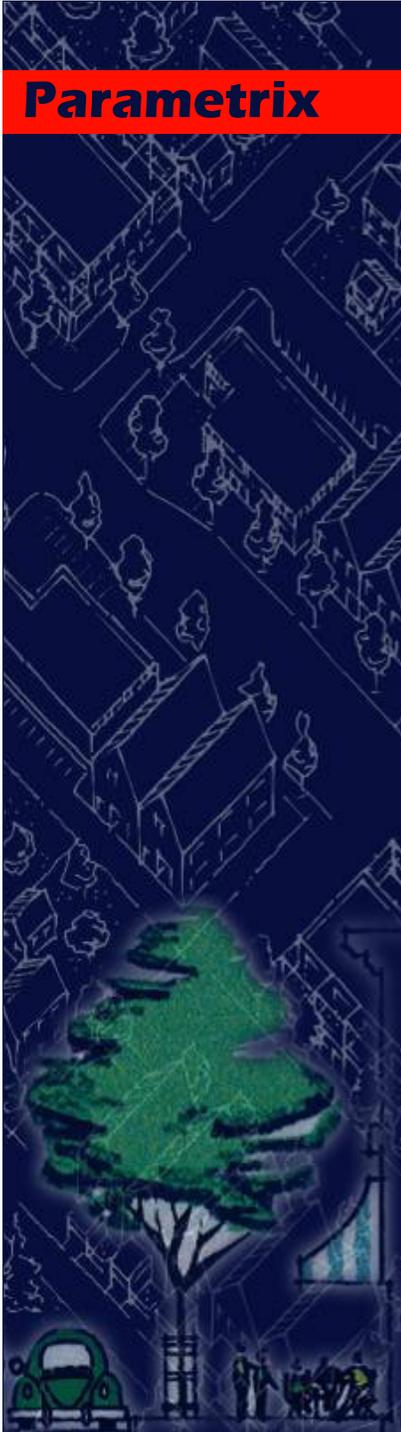
# Background: Re-inventing 3<sup>rd</sup> Street



# Background:

## Key Considerations for 3<sup>rd</sup> Street

- Looked at several “system” options to meet north/south travel needs using more than one street
- Preferred: a couplet on 2<sup>nd</sup>/4<sup>th</sup> (2 lanes north, 2 lanes south) with 3<sup>rd</sup> Street boulevard (1 lane each direction & median)
- 3<sup>rd</sup> Street...narrowed for sidewalks & bike lanes in existing ROW
- 2<sup>nd</sup> and 4<sup>th</sup> help move traffic
- Overall system helps distribute and carry traffic through a “grid”
- Enhance east/west connections and bicycle/pedestrian circulation system



**Parametrix**

# Proposed 3rd Street Couplet Concept

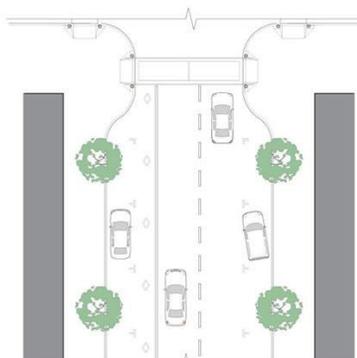
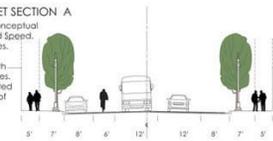


## BEND CENTRAL AREA PLAN

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

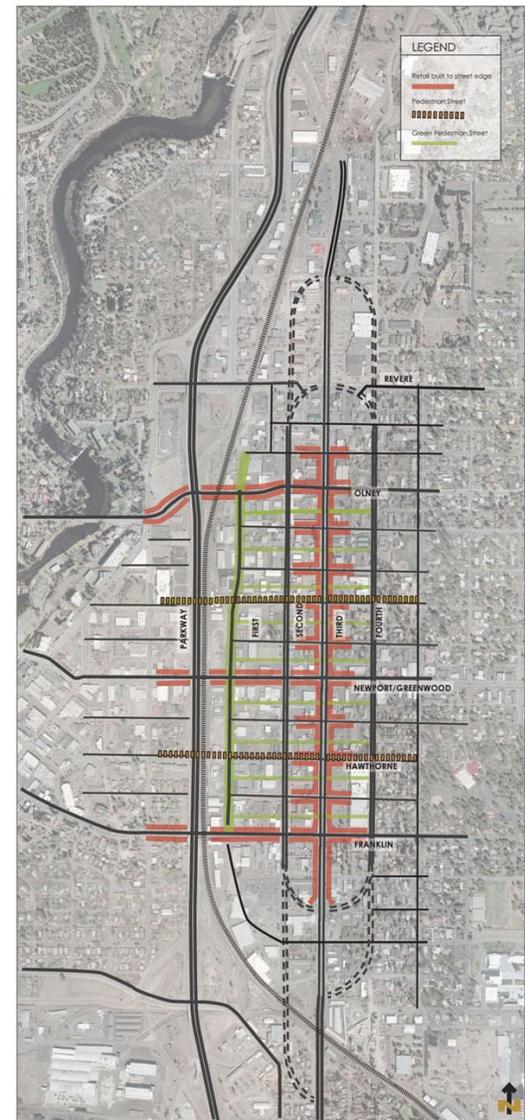
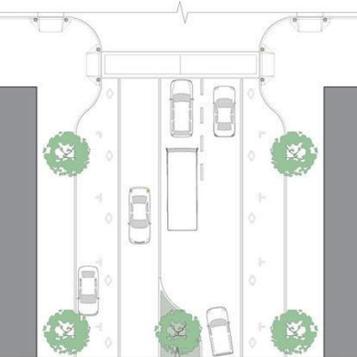
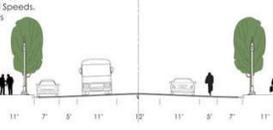
#### 60' R.O.W. STREET SECTION A

- 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

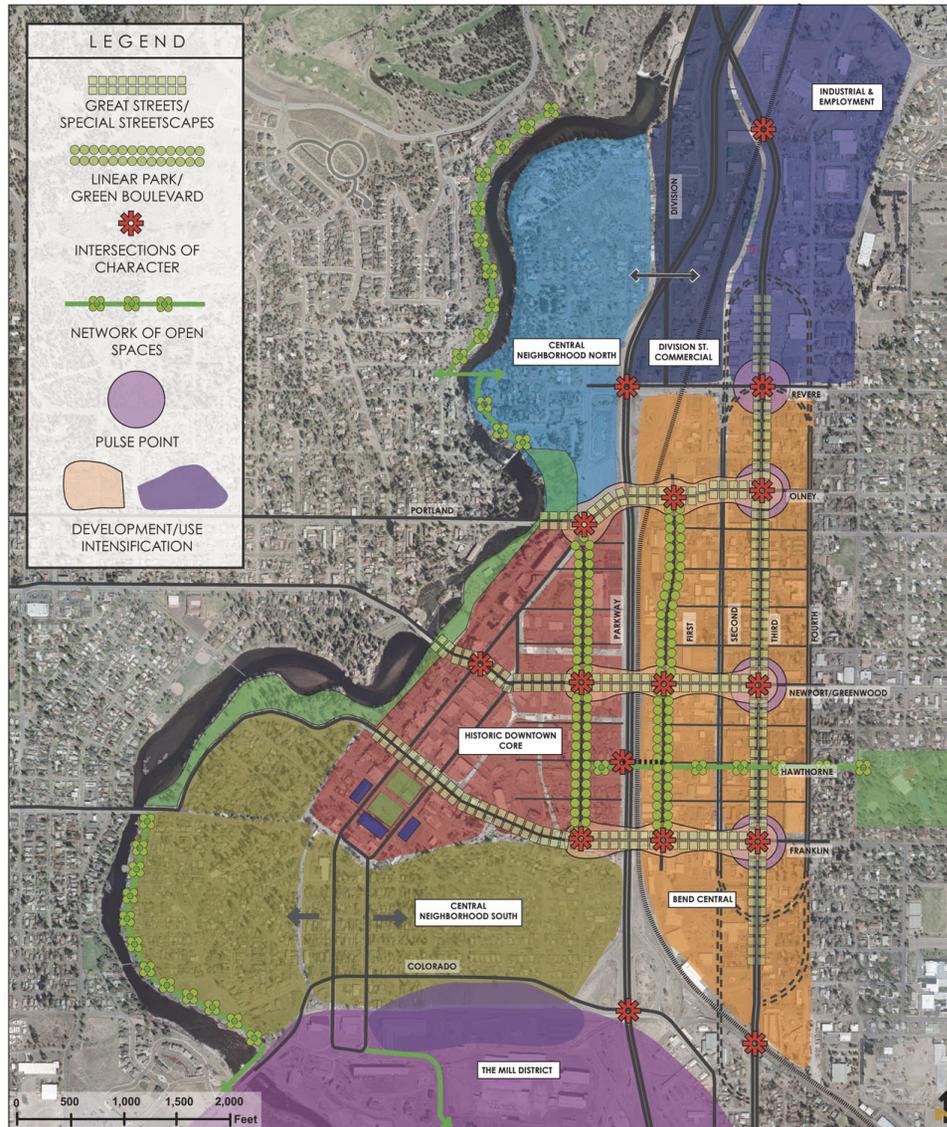
- 3rd Street Concept
- Main Street Boulevard
- Lower Volume and Speeds
- Two 11' travel lanes with a center 12' turn lane
- Two way traffic with parking along both sides
- 11' sidewalks
- Center landscape median at mid-block
- 5' bike lanes both sides





# BEND CENTRAL AREA PLAN

## Overall Framework Plan

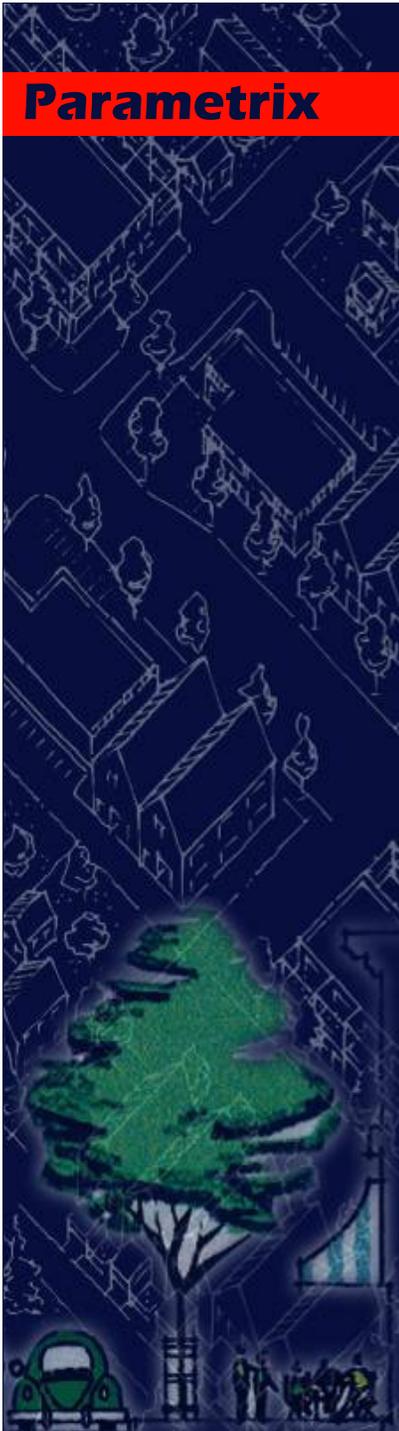


Three Big Ideas...

One Overall Framework Plan

# Background: What Does This Future Require?

- Substantial investment in infrastructure
- Changes in transportation
- Public-private partnerships
- Key projects & actions to “jumpstart” development
- Design standards/codes
- Additional refinement
- “Championing” the Plan



## Recent Focus: July Through August

- Refining the draft Plan
- Identifying projects and actions for carrying out the Plan...over time
- Identifying potential changes to regulatory tools
  - Help envisioned development to occur
  - Ensure new development is what's envisioned
  - Protect opportunities
- Working with Project Advisory Committee
- Public open house (8/28/07)

# Moving Forward: Carrying Out the Central Area Plan

Focusing on three areas

- 3<sup>rd</sup> Street Reinvention
- Changes to Regulations
- Implementation Strategy



# Moving Forward: 3<sup>rd</sup> Street Reinvention

Refinement study needed

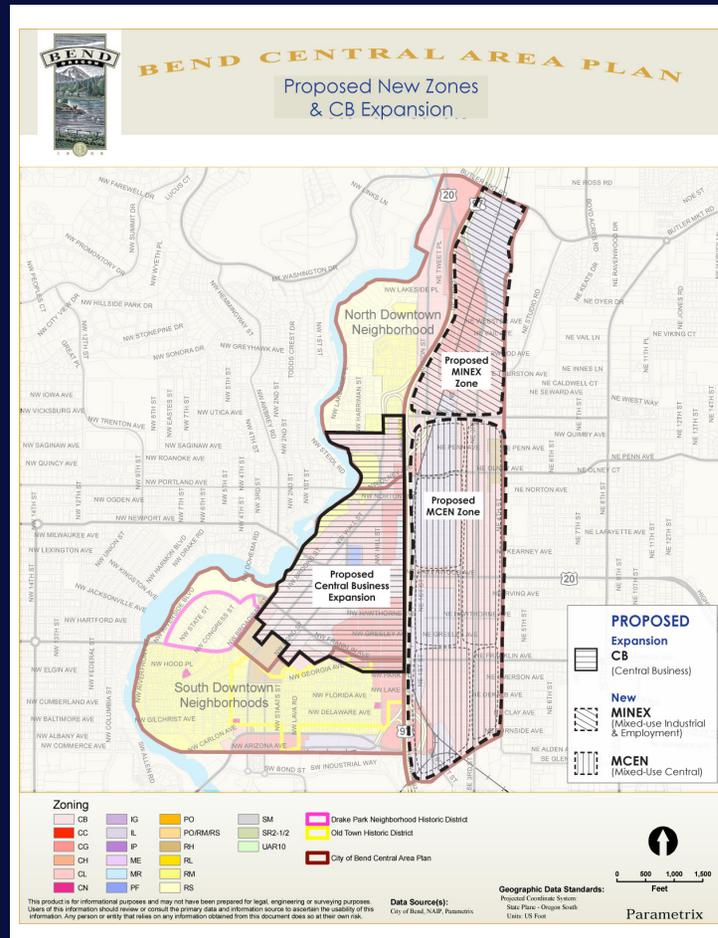
- Operational characteristics
- Basic physical footprint
- Rights-of-way
- Cross-section design considerations
- Intersection options/improvements



# Moving Forward: Regulatory Environment Changes

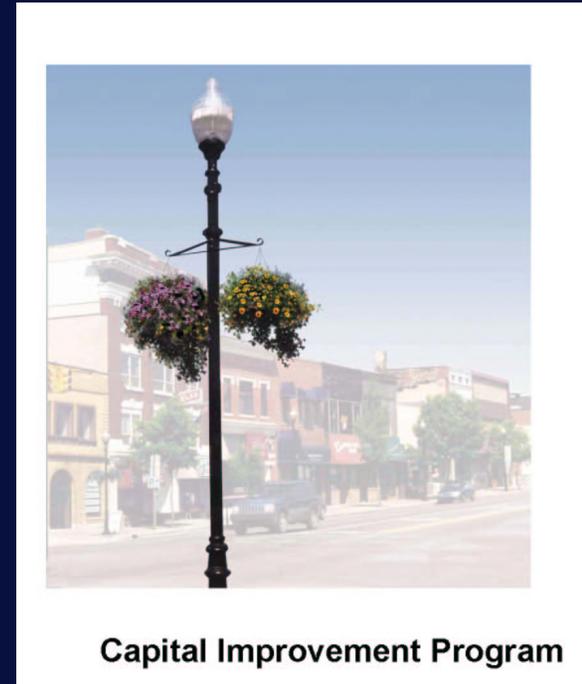
- Amendments to Bend Area General Plan and Transportation System Plan
- Expand Central Business (CB) Zone
- Bend Central Overlay zone
- Two new mixed use zones
  - Mixed-Use Industrial & Employment (MINEX)
  - Mixed-Use Central (MCEN)
- Apply Bend Central performance guidelines to three districts to guide new development and provide for appropriate transitions and buffers

# Proposed New Zones & CB Zone Expansion



# Moving Forward: 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



# Moving Forward: Implementation Options

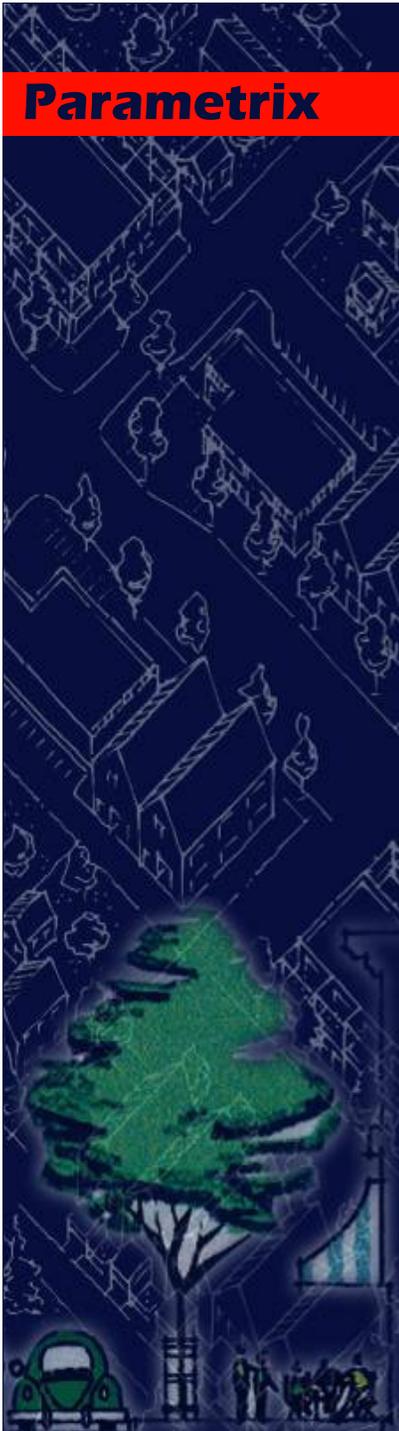
## “Phased Implementation”(3 years)

Individual, smaller projects and actions in three categories in each of three years:

- Process
- Projects
- Organization

\*\*\*\*\*

- Phased approach, with critical stage-setting activities spread over 3 years
- Reduced initial outlay of resources



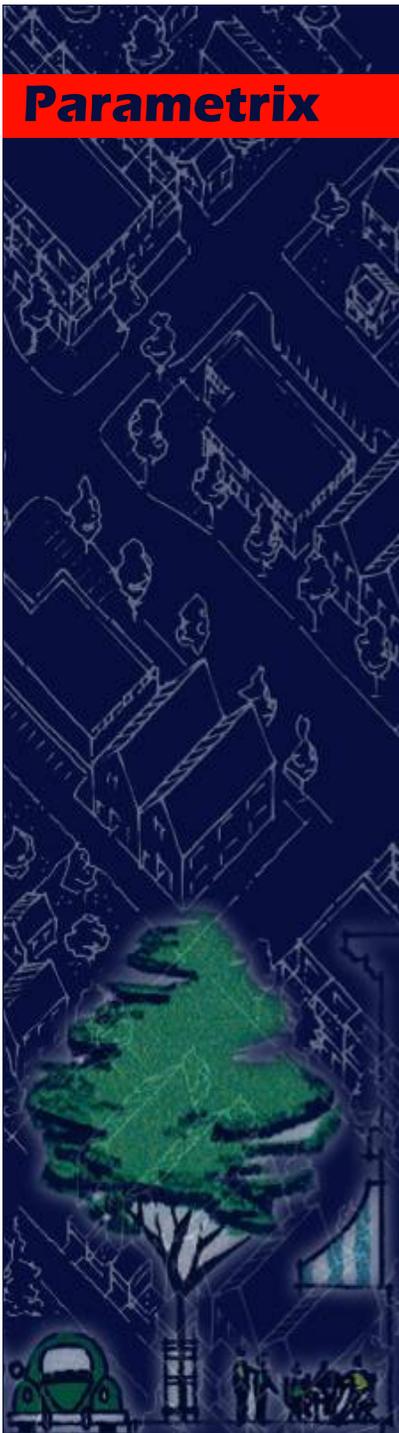
# Moving Forward: Implementation Options

## “Aggressive Implementation” (1 year)

- Complete Regulatory Changes
- 3<sup>rd</sup> Street Transportation Refinement
- Central Area Urban Renewal District
- Development Opportunities Program

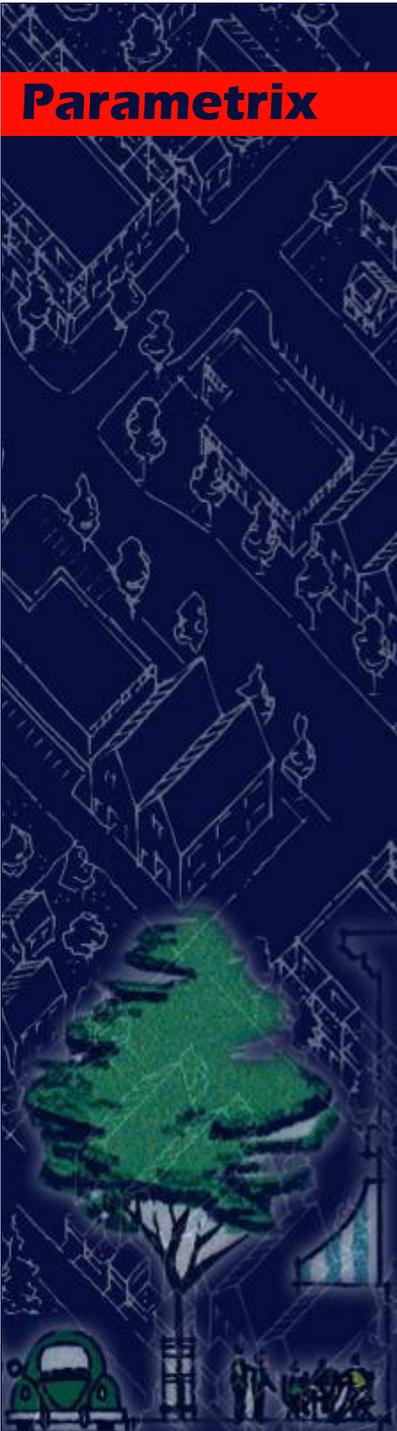
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- Focused, faster-track process with critical stage-setting activities completed in 1 year
- Minimize opportunity loss
- Expedite funding for infrastructure
- Identify critical 3<sup>rd</sup> St concept parameters



# Moving Forward: Implementation Options

- Both options require regular monitoring and reporting of progress
- Both options require a champion
- “Aggressive” option provides less risk of opportunity loss



# Moving Forward: Successful Implementation Needs

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

The most important of these is Leadership

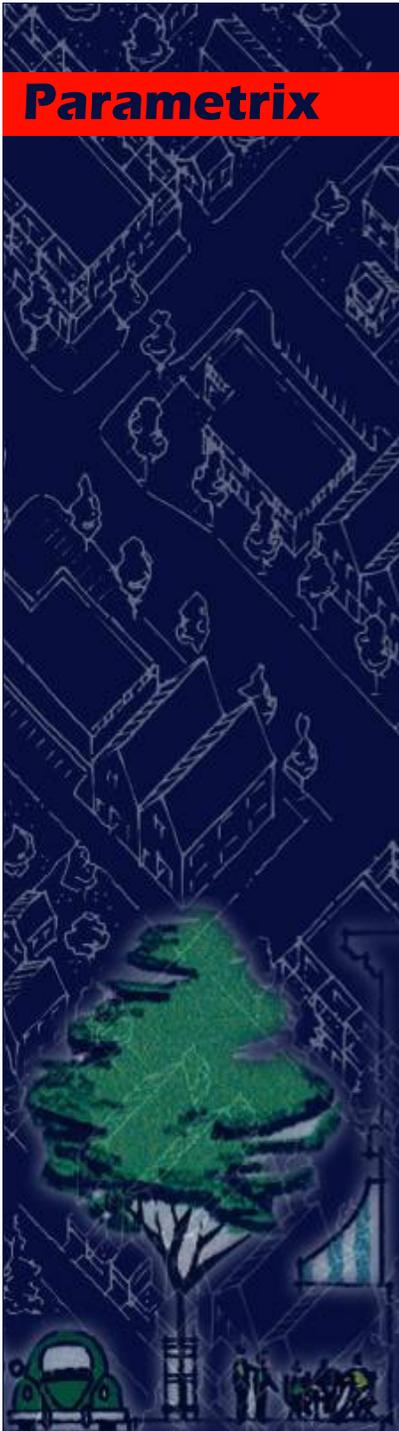
- Public sector (you)
- Private sector (businesses, property owners, developers, residents, activists)

*Private investment follows public commitment*



# Moving Forward: Next Steps

- Completion of Final Draft (9/30/07)
- Approvals process: fall & winter
- Identify champion(s) to ensure completion of critical stage-setting activities and minimization of opportunity loss
- Begin implementation activities upon approval



# Work Session and Discussion

- Plan completion
- Implementation
- Next steps

