

May 2026

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Core Area Advisory Board Meeting



II. Approval of Minutes

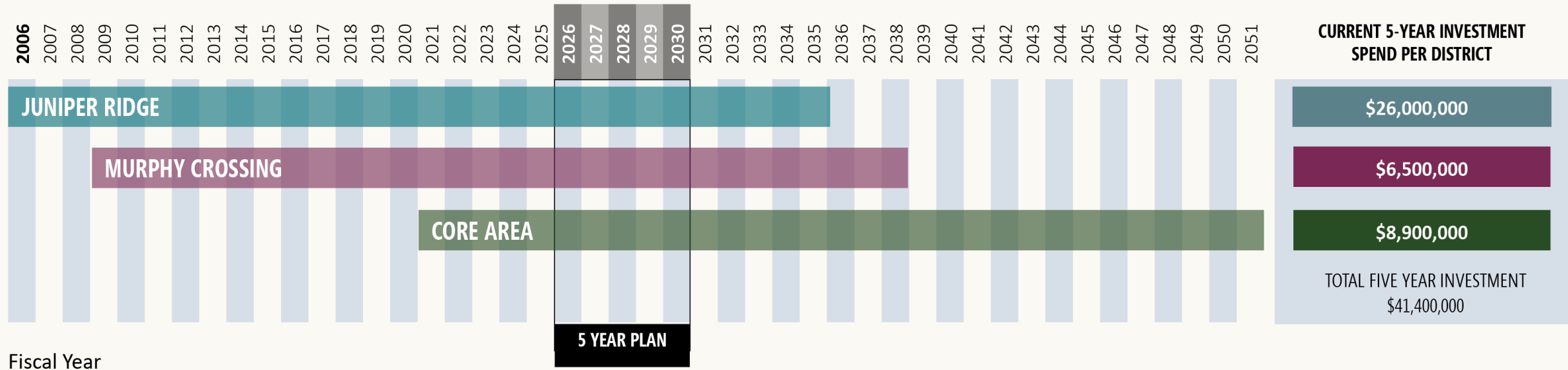


III. Public Comment



Executive Summary

BURA DISTRICT LIFESPANS



1. Build 1,000 multifamily housing units
2. Assist with the creation of 500 jobs
3. Develop 20-acres of land
4. Create at least 4-acres of parks, trails, open space
5. Assist 20 new small businesses
6. Improve 5,000sqft of business frontage
7. Construct 2,000 linear feet of public infrastructure
8. Generate \$1.50 in economic impact for every \$1 invested



Core Area Investment Strategy Summary



VISION

The Core Area is an emerging safe and welcoming **arts, entertainment and business district** where more people are choosing to live and new businesses are established

FY 2026-2030 Investment Strategy Focus

Create Place &
Foster Vibrancy

Move the Market

Leverage and
Deploy

FY 2026-2030 Investment Strategy Goal

Invest **\$8.9 million** to:

- Spur at least \$100 million in private development
- Build 100 housing units
- Increases frontage improvements and beautification
- Create more customer experience businesses
- Build at least 1-acre park.



BEND URBAN RENEWAL AGENCY

Core Area Priorities



Create Place & Foster Vibrancy

Transform underperforming or aging commercial areas into vibrant, economically active, community-focused destinations.

- Limited experiences
- Minimal Trip Generation
- No parks, trails or open spaces.

Move the Market

Reduce the financial barriers to development by implementing targeted incentives that catalyze redevelopment in the Area.

- Economic conditions
- Declining permits
- Limited AV growth

Leverage and Deploy

Maximize the economic impact of the Core Area TIF District by leveraging investments.

- Opportunities to leverage
- BCDBA EID opportunity

EVIDENCE

	CAAB Initiative Recommendations	Investment Amount	Staff Recommended Direction	Estimated Next BURA Check-In
Create Place & Foster Vibrancy	Retail & Restaurant Market Analysis	\$75,000	Conduct analysis	None
	Catalyst Site Map	--	Proceed with formation and development	None
	Green Space Development	\$700,000	Allocate proposed dollars and proceed	2027
Move the Market	Development Assistance Program	\$5,325,000	Develop new assistance programs	March 2026 June 2026
	Property Acquisition Strategy	--	Develop strategy, comeback with amendment(s) to allow acquisition	August 2026
	Property Acquisition	\$1,300,000	Allocate proposed dollars for future efforts	2027
Leverage & Deploy	Public Infrastructure – Franklin	\$1,500,000	Continue as planned	TBD
	Total	\$8,925,000		



Here is where we are – and it's a great place to be.

- Significant public investments are about to begin in the Core. The plans are adopted, programs built, and the capital is committed – that's real achievement and its the foundation that everything is built on.
- The next phase of that work (today) is articulating what the district itself wants to become, so the investments land with maximum impact.
- Redevelopment agencies typically build this layer alongside their first major investment cycle and that's exactly the moment we are in.
- Three other cities have done this work and have demonstrated that if capital proceeds identity, extreme challenges arise.
- This work will produce the ***Core Area Identity Framework and Sequencing Pathway*** document. An internal direction guide on identity and redevelopment in the Core Area.

Putting “BRICKS” in Place – “Building Real Increment Capacity through Key Strategies”



5

FUTURE WORK

Individual Action Plans

*Specific projects,
programs, investments*

4

PROPOSED – SIP “Create Place and Foster Vibrancy”

Core Area Identity Framework

*Brand, positioning,
shared narrative*

3

ADOPTED - 2025

Core Area Strategic Investment Plan

*TIF deployment
initiatives*

2

ADOPTED - 2020

Core Area TIF Plan

*Legal, financial,
governing document*

1

ADOPTED - 2019

Core Area Project Report

*Existing conditions, case
for urban renewal*

Core Area Identity Framework and Sequence

UPSTREAM

Identity Development

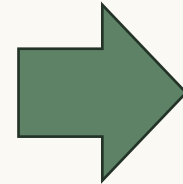
Articulates what the Core Area is, where it's going, and how it's described — across narrative, visual identity, and messaging. Makes the other workstreams legible to the public, partners, and elected officials.

Connects to: every other workstream as the layer that communicates the work outward.

Anchor Strategy

Identifies and intentionally develops the catalytic uses, tenants, and institutions that anchor district character and draw secondary investment. Names who and what the district is being built around.

Connects to: master plan (sites anchors), acquisition (secures their parcels), development assistance programs (structures their deals).



DOWNSTREAM

Master Planning & Vision

Produces a coherent physical and programmatic plan for city-owned sites and identified catalytic redevelopment parcels — what gets built where, in what sequence, at what scale, with what public benefit.

Connects to: anchor strategy (informs program), identity (informs character), design standards (master plan stress-tests them).

Property Acquisition Strategy

Establishes the framework BURA uses to evaluate, acquire, hold, and dispose of strategic property in the Core Area. Defines criteria, due diligence, governance, and partner conveyance protocols.

Connects to: master plan (what to acquire), anchor strategy (why), design standards (what gets built on disposed parcels).

District Design Standards

Codifies the form, frontage, materials, and public realm expectations that give the Core Area its physical character over time. Becomes the lens for evaluating Facade Grants, TI Grants, and private development.

Connects to: identity (shared character DNA), master plan (pilots them in place), program suite (uses them as eligibility criteria).

Placemaking

Activates the public realm with programming, temporary installations, and permanent improvements that bring the district to life before, during, and after the capital investments land.

Connects to: identity (expressed in place), master plan (sites permanent improvements), anchor strategy (placemaking accelerates anchors).

Sequencing and timing for these workstreams is the focus of our next conversation. Today is about sharing a picture of the pieces and how they fit.

IV. Case Studies in Urban Redevelopment: Pattern Synthesis



Three Cases, Three Models

Patterns across three light-industrial redevelopment areas – and what they suggest for the Core Area.

01

DENVER, CO

RiNo

The Artist-Led Model

02

ASHEVILLE, NC

RIVER ARTS DISTRICT

The Federally Funded Model

03

BOISE, ID

LINEN DISTRICT

The Patient-Capital Model



RiNo District

1

DENVER, COLORADO

River North Art District (RiNo)

AT A GLANCE

FOUNDED

2005 – by 8 working artists led by Tracy Weil

IDENTITY

“Where art is made”/rhinoceros logo/200+ murals

ANCHOR PROJECT

The Source – 1880s foundry adaptive reuse, 2013

GOVERNANCE

Four-entity stack

INVESTMENT LEVERAGE

\$850m

Private investment catalyzed by roughly \$200M in public investment – a 4x leverage ratio



TRANSFERABLE LESSON

Identity authored from the inside came first; public infrastructure followed a decade later. Reversing the order tends to produce arts districts without artists.

River Arts District



2

ASHEVILLE, NC

River Arts District (RAD)

AT A GLANCE

PIONEER PHASE

Artists in tannery/warehouse buildings from 1985+

PLANNING LINEAGE

1989 Riverfront Plan -> 2004 Dykeman -> 2017 Form-Based Code

CATALYTIC GRANT

\$14.6m Tiger VI (2014) unlocked \$35-50M RADTIP

PRIVATE VALDIATOR

New Belgium \$175M brewery, opened 2016

NATIONAL RECONGITION

#1

USA Today named RAD the #1 arts district in the United States, February 2026



TRANSFERABLE LESSON

Cumulative planning standing wins federal grants. A quarter-century of adopted plans made Asheville competitive; agencies starting from scratch rarely win the first big award.

Linen District



2

BOISE, ID

LINEN DISTRICT

AT A GLANCE

FOUNDED

2005, by developer David Hale around the 1910 Linen Building

CATALYST

2001 EPA Brownfield Assessment Grant broke a 25-yr deadlock

PERFORMING ANCHOR

Treefort Music Fest founded 2012 in district parking lot

AGENCY ROLE

CCDC invested in streetscape, not vertical development

BROWNFIELD LEVERAGE

48 : 1

Every \$1 of federal Brownfields funds at site leveraged more than \$48 of downstream district investment.



TRANSFERABLE LESSON

Patient private capital and an agency willing to lead with public-realm investment can transform a six-block district — but the timeline is twenty years, not five.

CROSS CUTTING SYNTHESIS

Five Patterns. One Question

OUR DISCUSSION

Which patterns resonate most for the Core Area?

*Which feels least applicable?
Where are we already strong, and
where are we weak?*



1.) Named anchor first

Every district had a recognized anchor before public investment arrived



2.) Public realm compounds

Modest streetscape investments stack over a decade to become transformative



3.) Recurring programming

Reliable monthly or seasonal events built visitation patterns before density existed



4.) Decade-long horizon

Twenty to thirty years from pioneer phase to national recognition



5.) Someone convened

At least on institutional voice held the brand and spoke for the district

**V-VI. Core Area Culture,
Anchor, and “Makers”
Mapping Exercise**



WHY FIRST?

ANCHOR MAPPING

Identifies the catalytic uses, tenants, and institutions the district is being built around.

Until this work is done, every workstream is operating on implicit assumptions about what the district is becoming. The mapping makes those assumptions explicit and shared.



Master Planning and Vision

Gives it: the program for the city-owned site and catalytic parcels



Anchor Strategy

Gives it: the foundation this workstream builds from



Property Acquisition Strategy

Gives it: priority parcels and pipeline shape



District Design Standards

Gives it: the built forms the standards must accommodate



Identity Development

Gives it: the proof points the narrative is built around



Placemaking

Gives it: the gravity centers to activate around

VII. Discussion: Development Assistance (Incentive) Program Suite



Programs in Development

Seven development assistance programs and the Core Area Mural Grant Program.

Today's Goal: Surface Direction, Not Approval

3

Grant Programs

Façade / Retailer & Hotelier / Tenant

3

Loan Programs

Micro / Small Business / Predevelopment

1+1

Negotiated + Cultural

Catalytic Development / Mural

Façade Grant (CARE)

Visible building improvements that elevate the streetscape that enhances pedestrian and visitor experiences.

SCALE

<\$50,000 per project (50% match)

TARGET

Property owners and tenants (with owner consent) within the Core Area.

KEY DETAIL

Eligible improvements: signage, paint, windows, awnings, lightings, streetscape, frontage.

MODIFICATIONS:

Target businesses in our identified identify anchors
Stackable bonus in the BCD.

WHERE WE'VE SEEN IT

Currently in the Core Area

RiNo design standards.

Asheville/RAD facade programs.

Common across most urban renewal portfolios.

Large Retailer/Hotel Grant Program

GRANT

Lower activation costs for new and existing businesses

SCALE

<\$100,000 - \$400,000

TARGET

Retail, food/beverage, legacy strip malls, service businesses, and hotels operating or opening in the Core Area

KEY DETAIL

Eligible improvements: signage, paint, windows, awnings, lightings, streetscape, frontage.

WHERE WE'VE SEEN IT

CCDC business support programs in the Linen District. RAD business assistance during RADTIP construction.

Tenant Improvement Grant

GRANT

Activate vacant or underutilized space through interior build-out

SCALE

\$10,000 - \$50,000

TARGET

Spaces converting from vacant to active or expanding capacity. Stackable bonus for BCD.

KEY DETAIL

Eligible improvements: flooring, lighting, HVAC, demising walls, code-required upgrades

WHERE WE'VE SEEN IT

CCDC tenant improvement participation programs. RAD building conversions through the artist-pioneer phase.

Micro Loan

LOAN

Capital for businesses traditional lenders won't serve

SCALE

\$5,000 - \$25,000

TARGET

Underbanked entrepreneurs, first-time business owners, or businesses without standard credit history.

KEY DETAIL

Ability to pair with grants.

WHERE WE'VE SEEN IT

*Asheville's Mountain BizWorks.
Denver's microlending partnerships.
CDFI-style alternative underwriting.*

Small Business Loan

LOAN

Bridge the gap between micro lending and bank financing.

SCALE

\$50,000 - \$250,000

TARGET

Established businesses (typically 2+ years) seeking expansion capital

KEY DETAIL

Standard small business underwriting with Core Area priorities weighted in

WHERE WE'VE SEEN IT

DURA gap-lending programs. CDFI partnership models that bridge between micro and conventional bank credit.

Predevelopment Loan

LOAN

Bridge developers from concept to financeable project.

SCALE

<\$750,000

TARGET

Early-stage real estate projects in the Core Area

KEY DETAIL

Eligible uses: feasibility, architectural design, entitlement, environmental assessment, market studies.

WHERE WE'VE SEEN IT

CCDC predevelopment loans for small developers. Models that support first-time and small-scale operators.

Catalytic Development

LOAN

Negotiated TIF rebate to make catalytic adaptive-reuse projects pencil or get out of the ground quicker

SCALE

Project specific. Typically 5-20% of project costs

TARGET

Major redevelopment projects with outsized identity or economic value

KEY DETAIL

Case-by-case agreements with public benefit requirements negotiated up front.

WHERE WE'VE SEEN IT

DURA's surgical TIF use — Ironworks/The Source 2012 (\$1.115M on \$4.7M project). Rock Drill 2025 (\$39.1M on \$566M project).

VIII. Discussion: Proposed Core Area Mural Grant Progam



Core Area Mural Program

Stand alone identity intervention. Separate from the Development Assistance Programs

SCALE

\$75,000 - \$125,000 for first round. 6-10 murals

TARGET

Sited near the existing arts and entertainment anchor cluster. Direct payment to artists.

KEY DETAIL

Led by Urban Renewal Manager and curated by an arts committee. 10-yr minimum installation life. Property owner consent is required

WHERE WE'VE SEEN IT

RiNo Mural Program (year-round, separate from CRUSH/Denver Walls). RAD Foundation Walls (formal partnership between City, building owners, artists).

Core Area Identity Framework

Six workstreams, one coordinated effort – getting the Core Area ready to capitalize on massive public investments

Master Planning & Vision

Next Steps:

- **Identity Session (June)**
- Best Practice Tour (Sep)
- Developer Summit (Nov)

Anchor Strategy

Next Steps:

- **Anchor Meeting (June)**
- **Incentives Review (June)**
- Retail/Commercial (Aug)

Property Acquisition Strategy

Next Steps:

- First Draft – CAAB (Aug)

District Design Standards

Next Steps:

- Retail/Commercial (Aug)
- Preliminary Vision (Sept)

Identity Development

Next Steps:

- **Incentives Review (June)**
- **Mural Grant Review (June)**

Placemaking

Next Steps:

- **Mural Grant Review (June)**

All six work streams will be compiled into one Identity Framework and Sequencing Path document for internal direction on Core Area redevelopment.

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Accommodation Information for People with Disabilities & Language Assistance Services

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