

BEND ECONOMIC DEVELOPMENT ADVISORY BOARD · DISCUSSION GUIDE

Shaping the Bend Central District Conceptual Plan

Your input on the scope of work for BURA's planning consultant

Why we're here. The Bend Central District (BCD) sits within the Core Area Urban Renewal District. The Bend Urban Renewal Agency (BURA) is preparing to hire a consultant team to develop a conceptual plan for the district, and the scope of work is still being shaped. BEDAB's perspective on employers, workforce, and the business climate will help make sure the plan asks the right economic questions. No background in urban renewal is needed; we're asking what you already know about Bend's economy.

WHAT YOU SEE TODAY

1. When you think about the BCD today, what kinds of businesses and jobs come to mind? What's working that we shouldn't break?
2. What do you hear from employers or entrepreneurs about operating in or near the district: barriers, opportunities, or reasons they chose (or avoided) it?

THE DISTRICT'S ECONOMIC ROLE

1. What role should the BCD play in Bend's broader economy that no other part of the city can play?
2. The district has a strong maker and production presence. Which industries or business types should the plan retain, grow, or attract?
3. What would a thriving "working district" look like in 15 years? What would be different for the people who work there?

BUSINESS STABILITY

1. As the district improves, rents and land values will likely rise. Which existing businesses do you worry about losing, and what would it take to keep them?
2. What should the plan measure early, before any design work, to show whether existing businesses are being helped or pushed out?

BARRIERS AND INFRASTRUCTURE

1. What physical or regulatory barriers most limit business investment today (access, parcel size, utilities, the 3rd Street/Highway 97 corridor, rail crossings)?
2. Which of those must the plan tackle head-on, and which are better handled elsewhere?

SHAPING THE SCOPE

1. What questions should the consultant be required to answer that you'd be frustrated to see left out?
2. Who in the business community needs to be at the table during planning, and how should we reach them?
3. What data or analysis would you want to see before trusting the plan's recommendations?
4. Is there anything you'd want explicitly kept *out* of this plan's scope?

LOOKING AHEAD

1. If this plan succeeds, what's the one outcome you'd point to as proof?
2. How would you like EDAB to stay involved as the work moves forward?

NOTES
