



**PREPARED FOR:** URAB Members  
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This memorandum proposes a set of guiding principles for the Core Area Project and Urban Renewal Advisory Board (URAB). The vision and principles in this memorandum were drafted based on input and information discussed at the first URAB meeting on February 12, 2019, and subsequent discussion on April 2, 2019. URAB adopted this final version of guiding principles at their May 14, 2019 meeting.

A summary of URAB's project success brainstorming on February 12 is also included at the end of this document.

## Guiding Principles

- **Create a place where you can live, work and play.** This area is transformed into a vibrant mixed-use city center where businesses thrive, people live, and there are community gathering spaces for people to enjoy and recreate.
- **This plan leads to direct outcomes, it is implemented.** This plan does not sit on a shelf. It leads to feasible, implementable projects and outcomes both in the short and long term.
- **This area removes barriers and connects the East and West sides of Bend.** This area breaks down physical and socio-economic barriers between the East and West sides of Bend such as US 97, US20, 3<sup>rd</sup> Street, and the railroad. It also removes north-south barriers such as Greenwood/US20, Franklin, and Revere. This area is full of attractive amenities that draw residents from all sides of Bend.
- **Affordability is preserved.** This area has a supply and mix of housing types that are affordable to those of all income levels. Strategies to stabilize and maintain affordability for businesses and key services is a priority.
- **This is a walkable area with a balanced transportation system.** This area is walkable, destinations and services are within an easy and comfortable walk, and you do not need a car to get around. The area provides comfortable transportation options for all users including those that drive in to the area and need to park, bicyclists, and transit users.
- **Public investments incentivize and catalyze private development.** The appropriate public investments and timing have been identified to attract private investment. This is an environment that developers can thrive in.
- **The planning process is transparent and open to ensure that those affected by the decisions are involved in the process.** Throughout the planning process, community members have a voice in the process to ensure this plan maintains Bend's charm. Project outcomes and trade-offs are developed to spread benefits evenly.





PROJECT OVERVIEW

- Higher density, bigger buildings but maintain Bend character. How do we do this/incentivize entice someone that wants to go big? Balance Bend character with viability to developer big. Mitigate risk for the first developer to go vertical/dense.
- Development in Bend has become painful especially for outside developers (don't become boulder). Make development feasible. Parkway to 3<sup>rd</sup> St- take advantage of opportunities/character. This area could be like Deep Ellum in Dallas which is also walking distance from the downtown. Keep character, use location, make attractive to outside money. Leverage opportunity zones. Very few large parcels poses challenges. Address parking concerns (can't do underground here, parking zoning requirements can be restrictive or too high requirement).
- Huge opportunity to unite east and west with dynamic center. Greenwood/3<sup>rd</sup> is center of town. This area currently provides relief for rent prices and supports local businesses, it has a lot of potential. Needs close amenities (not needing car to get basic services). Needs catalyst projects for Bend to see potential. Need to visualize it/make it tangible. People need to feel what it will be like. We need to sell the vision for this area.
- Success is making this area a usable space not just a space to pass through. It addresses concerns of transportation, affordability, automobile reliance. It is to people that we must build our plans (not buildings), Jane Jacobs quote. Through process inviting people to have a say. Give Old Bend folks a say in whats happening/future. Give community a voice in process.
- Be forward thinking while also honoring Bend's character. Keep plan unique to Bend. Reduce barriers to change in this area (for example 3<sup>rd</sup> St).
- Success is the committee collaborating to make something really creative. Bend is unique, great place to live without intentional investment. This is an opportunity to be intentional, creative and thoughtful to keep it great. Transportation is number one priority. Safe crossings (Greenwood, 8<sup>th</sup>, 3<sup>rd</sup>). Commitment from City on affordable housing that is close to the Core (near to transportation options/amenities).
- This area is the donut hole in the middle of the city (it is not comfortable right now). This area is ripe for change, its ok for character to change here, people would probably appreciate it. It's currently an underutilized area. This is a plan that isn't on the shelf, it uses economic development components (incentives, attract private investment) for success. Walkability, bikeability, build connections and improve existing connections. At the end, investors want to spend money here because people want to live here (this area has amenities, you don't need to drive, everything you need in 10 minute walk). Public investment drives private (build on past examples of successes in Bend such as the downtown urban renewal and Colorado/Arizona couplet). Area is welcoming.
- 3<sup>rd</sup>, US97, RR are barriers. Success is breaking down barriers. Hawthorne connection is crucial. Opportunity for civic center and to connect downtown to juniper swim & fitness. Create framework that developers can thrive in. Jumpstart affordable housing in Central District (needs policy support).
- This creates a Roadmap to chart a course for the future. There is a transparent forum for a discussion about trade-offs to bring this together (housing, transportation, etc). Create place that people want to live and work that takes into consideration demographic changes. The investments of this plan need to benefit those who are in this area (understand trade-offs that affect quality of life). Get ahead of the curve of change- make change happen the way we want it to change instead of letting it happen to us. Coordinates with CET transit plan and City TSP to create livability.
- Success is a community gathering space in this area so that people can work, live, AND play. Affordable housing. This area is attractive but not gentrified (for businesses + residents). How to balance that. Environmentally responsible design, be leaders in



CITY OF BEND  
*CORE AREA PROJECT*

PROJECT OVERVIEW

responding to Climate change. Creates incentives for LEED, environmental design components. Encourage alternative modes (walkability, bikeability) but find balance with cars. Success is balancing needs. Avoid design by committee.