What is a local feature, fact, or issue not shown on these maps that the project team needs to know about?

*Place a sticky note on the map below*
Bend is growing and changing

67,000 New residents forecasted to move to Bend between 2020 and 2040

58% Increase in the number of jobs in Bend since 2000

2,300 New households have formed in Bend since 2010

“The Southeast Expansion Area is not a destination now, but it could one day serve as a community hub.”

- Project stakeholder

The Southeast Expansion Area provides opportunities for...

...new businesses

52% Land designated for commercial, industrial, and mixed employment uses

1-2 The majority of Bend businesses are small businesses, with just 1-2 employees on average

Small businesses present opportunities for economic growth in Bend. Mixed employment zones and commercial and industrial areas will provide opportunities for the flexible space demands of these small, but important, businesses.

...new homes

25% Land designated exclusively for residential uses, with capacity for about 820 housing units

16% Increase in the median sale price of homes since the beginning of 2017

“Bend is on the map! People want to live in Bend, but it is increasingly becoming less affordable.”

- Project stakeholder

...housing choices

SOUTHEAST EXPANSION AREA

“The Elbow”

479 ACRES

31 PARCELS

27 PROPERTY OWNERS

Market Implications for the Area Plan

Industrial development such as small warehouses, manufacturing, and “flex” development (a flexible blend of office and industrial uses) is seeing increased demand in Bend, and the Elbow could be an option for accommodating that demand.

Office uses such as neighborhood services (accountants, dental offices, etc.) will rely upon surrounding residential uses and have limited market potential in the near-term until housing and transportation infrastructure has been built.

Retail development is heavily reliant upon future residential development and infrastructure; once housing and transportation infrastructure has been built, there is market potential for neighborhood-scale and destination retail in the mid- to long-term.

Affordable housing will require targeted implementation strategies and actions. To realize affordable housing development in the Southeast Expansion Area, the City will need to use many of its available tools and incentives.

Single-family housing development is the most likely to be successful due to high demand and relatively low development costs; most new residential construction in Bend remains single-family housing.

Multi-family and “missing middle” housing (such as garden-style apartments, townhomes, and duplexes) may be limited in the near-term, but market potential will continue to grow as the Southeast Expansion Area becomes more of a recognizable neighborhood.

Drivers of Success

Realizing the development of any land uses in the Southeast Expansion Area will require substantial infrastructure investment, and decisions regarding where and when that infrastructure investment is made.

Source: Portland State University Population Research Center; Source: U.S. Census Bureau, 2000 Decennial Census; Source: U.S. Census Bureau, 2010 Decennial Census; Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages Data; Source: Central Oregon Association of REALTORS, 2017 Report.
DEVELOPMENT TYPES

Place a dot on the pictures of commercial, industrial, employment, and residential development that you like.