



# CORE AREA PROJECT UPDATE

BEDAB: NOVEMBER 4, 2019



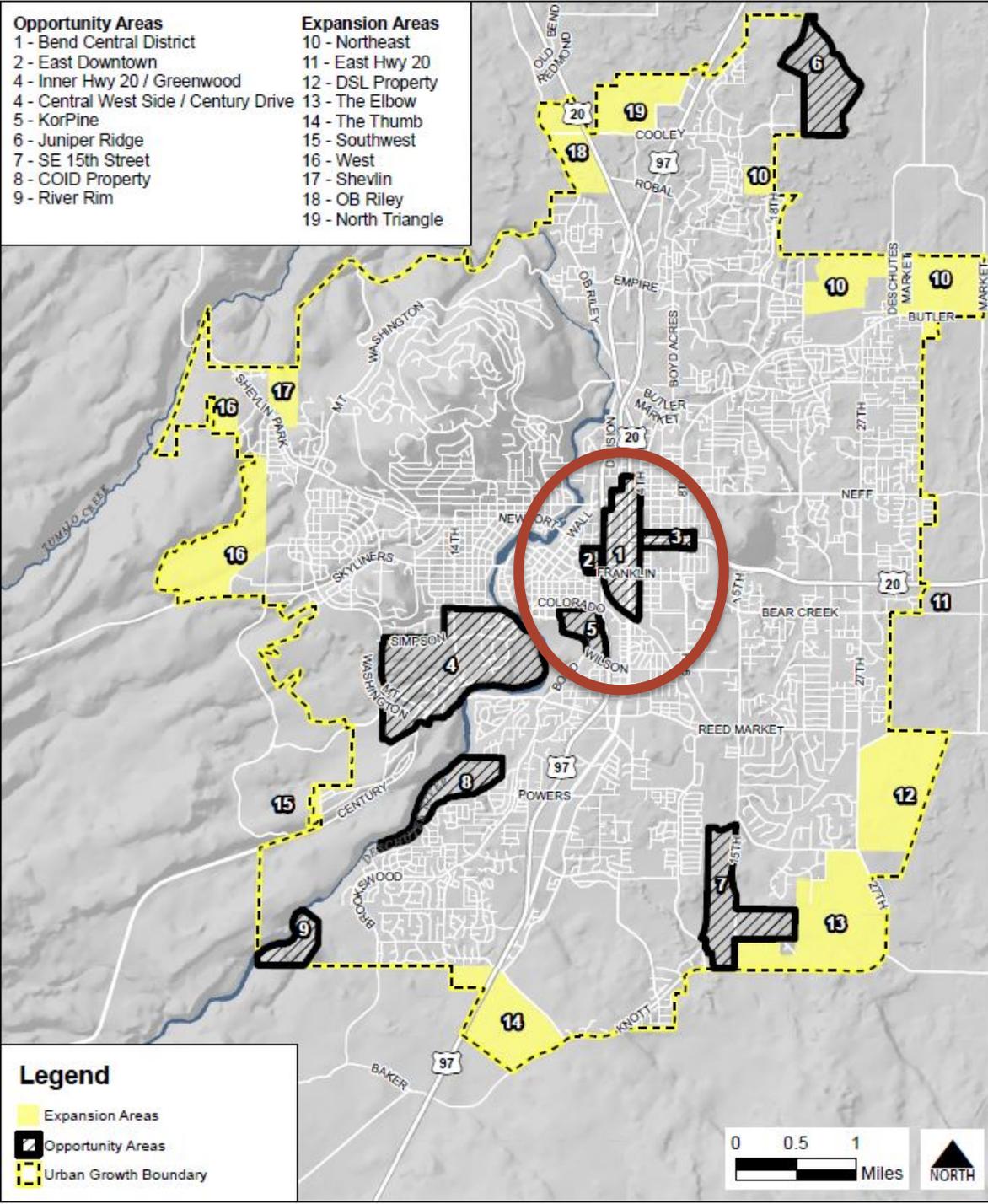
- Core Area Project Update
  - Project Background & Objectives
  - Where we are in process
  - URAB Members & Guiding Principles
  - Development Feasibility analysis
  - Implementation Plan
- Core Area Businesses
  - Existing Conditions
  - Questions for BEDAB on business needs within the Core area
- Update on development code amendments for Bend Central District



# BACKGROUND: 2016 UGB

- 2016: Identified Expansion & Opportunity Areas to meet state-mandated housing & employment goals
- 2018: Council directed staff to pursue urban renewal feasibility and other implementation incentives for the Core area

**Core Area Overall Housing & Employment Goals**  
 2028: 400 new housing units & 500 new jobs  
 2040: 1,800 new housing units & 1,600 new jobs





# URBAN RENEWAL ADVISORY BOARD (URAB)

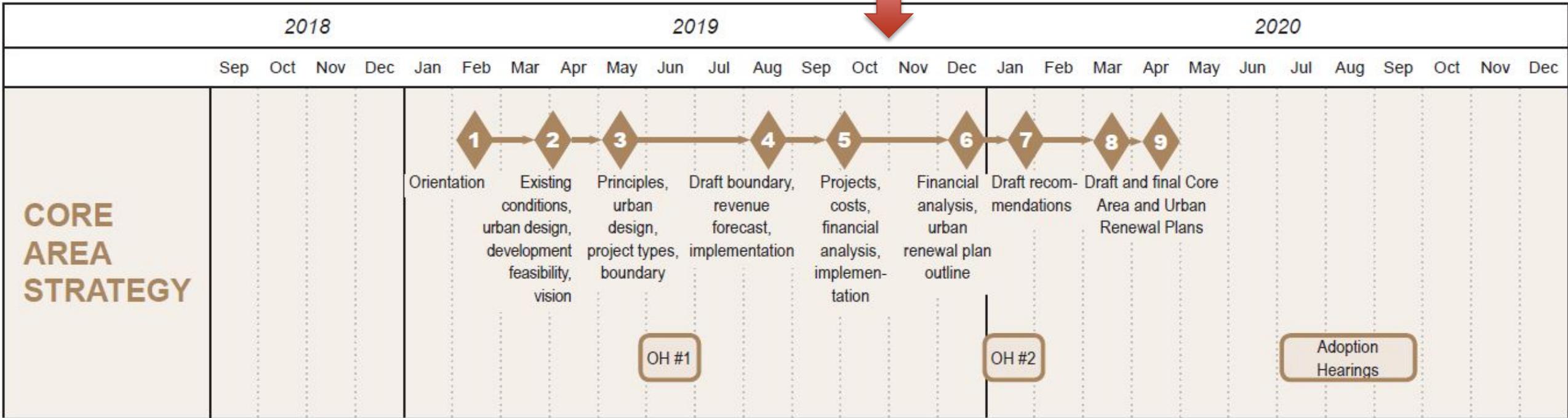


- Dale VanValkenburg - Developer; Chair
- Whitney Swander - Social Service; Vice-Chair
- Robin Vora - UGB Steering committee
- Bart Bowen - Multi-modal transportation
- Elise Jones - Business owner
- Tim Page - Resident
- Dennis Pahlisch - Builder
- Adam Bledsoe - Financing professional
- Andrea Breault- Cascade East Transit
- Sonja Porter - At-large community member
- Craig Davis - At-large community member
- Jim Landin - At-large community member
- Steve Porter - At-large community member

Ex-Officio appointees from any of the following Taxing Districts:

- Bend Park and Recreation District
- Library District
- Bend La-Pine School District
- Bend Rural Fire District
- Central Oregon Community College

# PROJECT SCHEDULE: URAB MEETINGS & OUTREACH



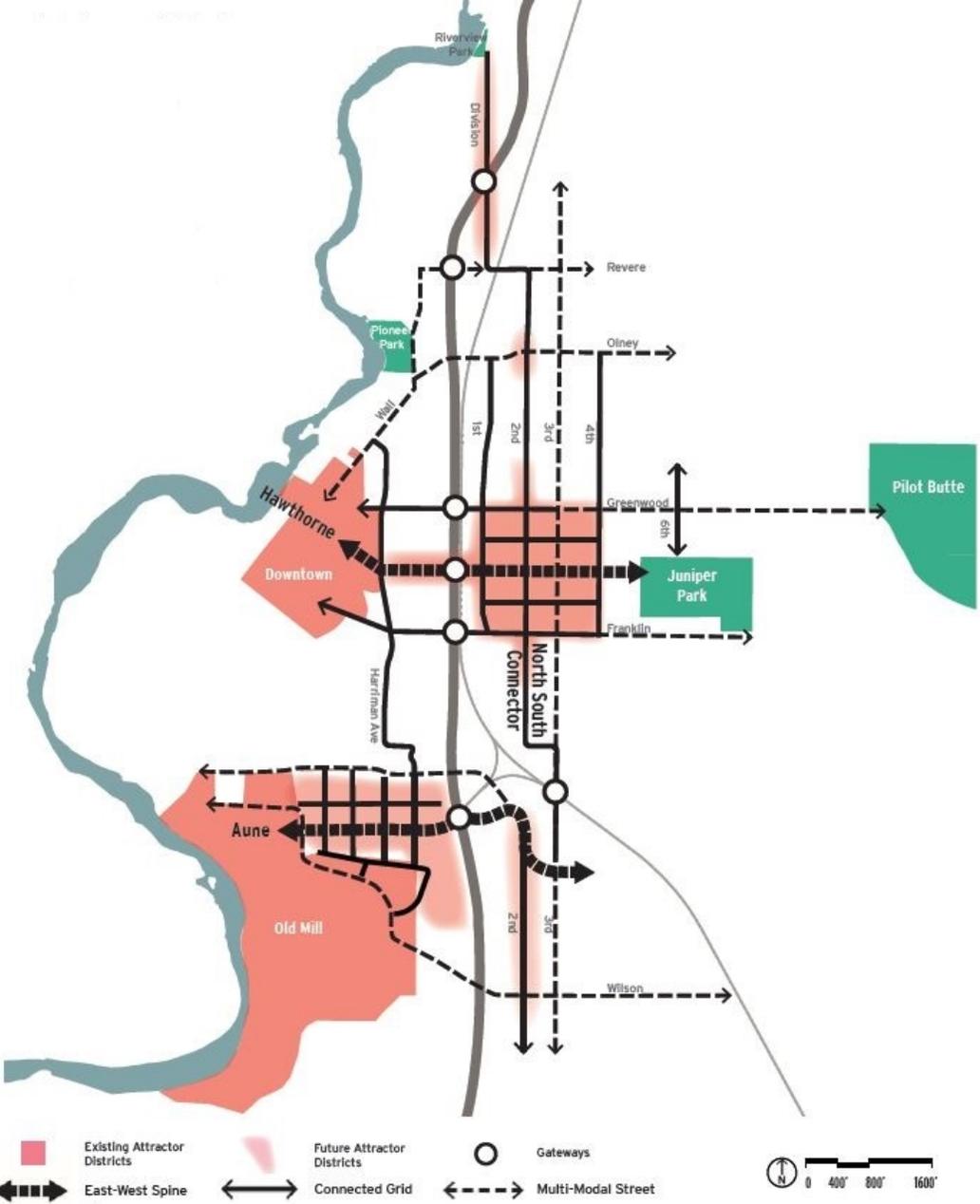
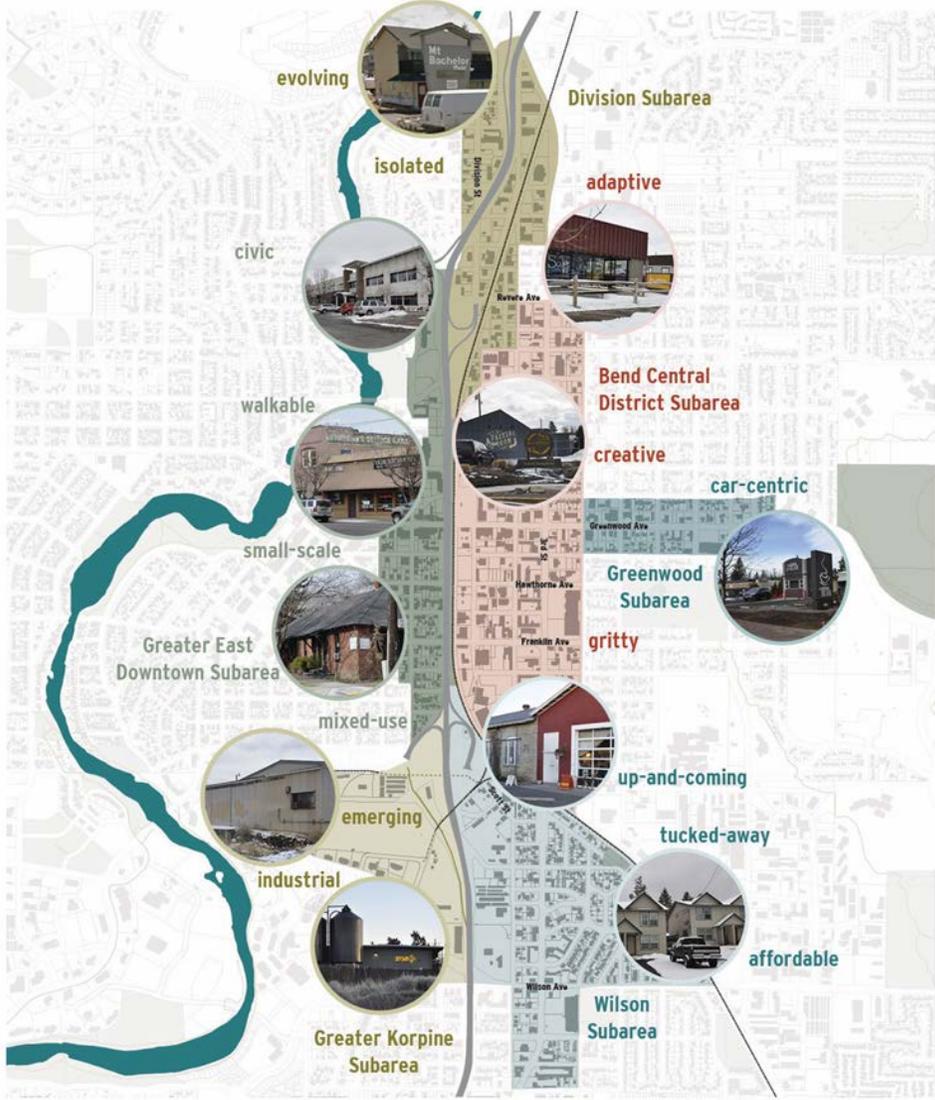
## GUIDING PRINCIPLES



- Create a place where you can **live, work and play**.
- This area **connects East and West Bend**.
- This is a **walkable area** with a **balanced transportation system**.
- **Affordability is preserved**.
- This plan leads to **direct outcomes**, it is **implemented**.
- Public investments support and **catalyze private development**.
- **Transparent and open** public process that ensures that those affected by the decisions are involved in the process.



# URBAN DESIGN FRAMEWORK



# New Construction

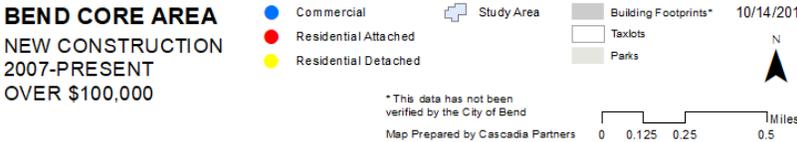
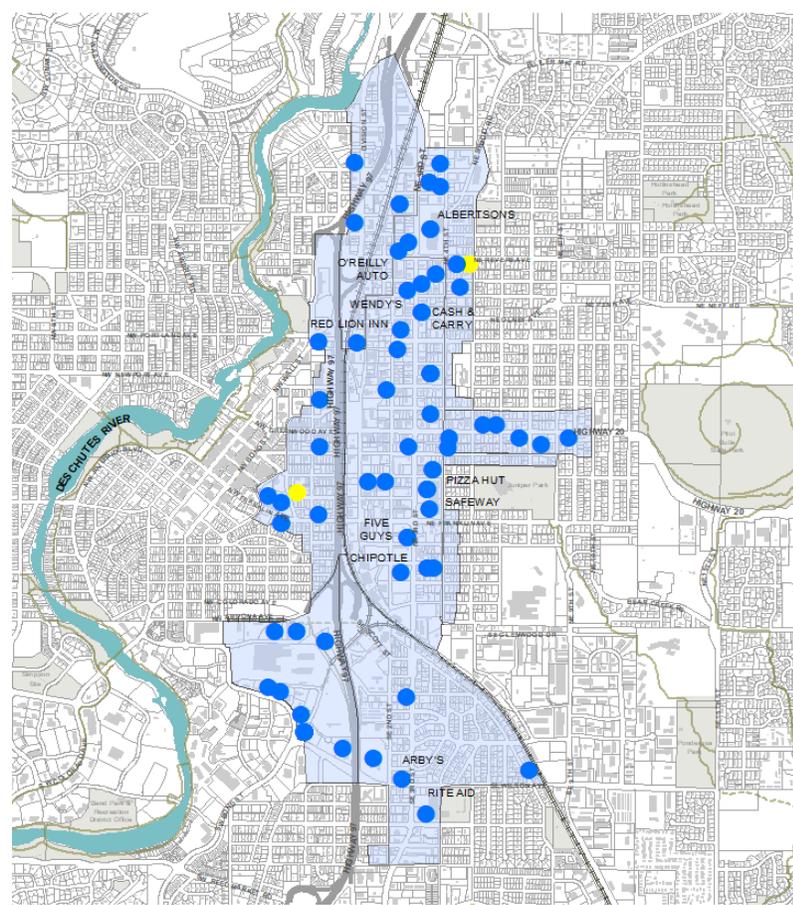
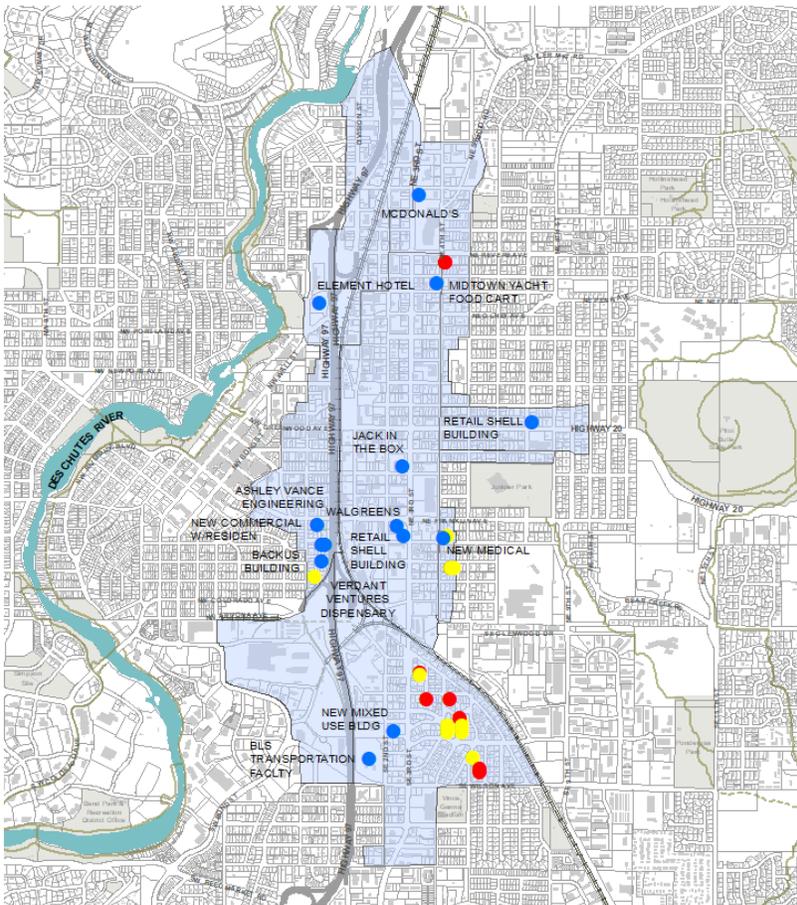
# Remodels

# DEVELOPMENT FEASIBILITY



New “ground-up” construction is limited and mostly single-story retail

- *Far more investment in remodels*
- *Mostly national (chain) retail*
- *Only one major mixed-use project since 2007 - Hotel*



- Residential Attached
- Residential Detached
- Commercial



Stand-alone retail

Mixed-Use 3 Story

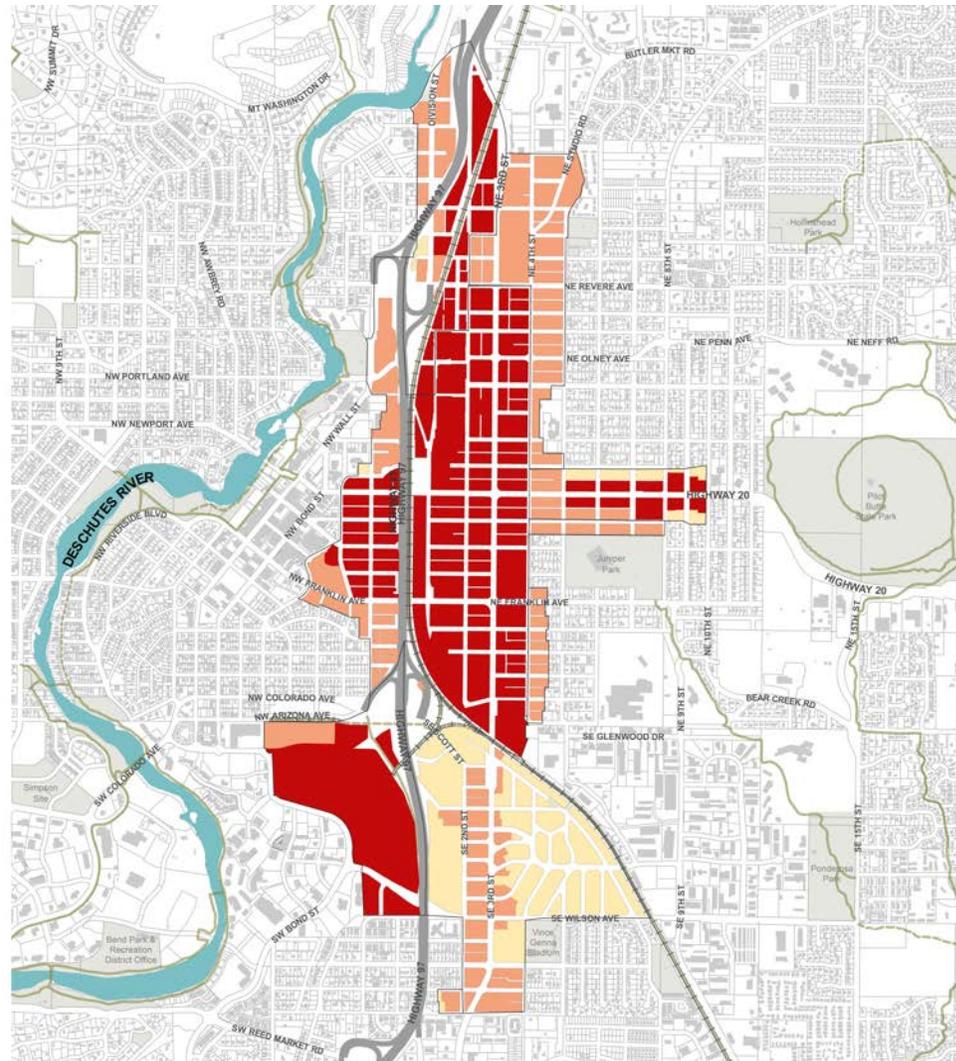
Mixed-Use 5-story

Townhomes



# BARRIERS TO DEVELOPMENT

- New mixed-use land use zones (2016) increased development potential- MU, MN, BCD overlay
- Development potential exists today but limited by barriers
  - Zoning standards
  - Infrastructure deficiencies
  - Lack of connectivity and pedestrian facilities
  - Small parcels
  - Diverse land ownership
  - Land & construction costs



**BEND CORE AREA**  
ZONING:  
ALLOWED INTENSITY

**Intensity**  
■ High  
■ Medium  
■ Low

■ Building Footprints\*  
■ Taxlots  
■ Parks  
\* This data has not been verified by the City of Bend

11/4/2019



0 0.125 0.25 0.5 Miles

Map created by Cascadia Partners

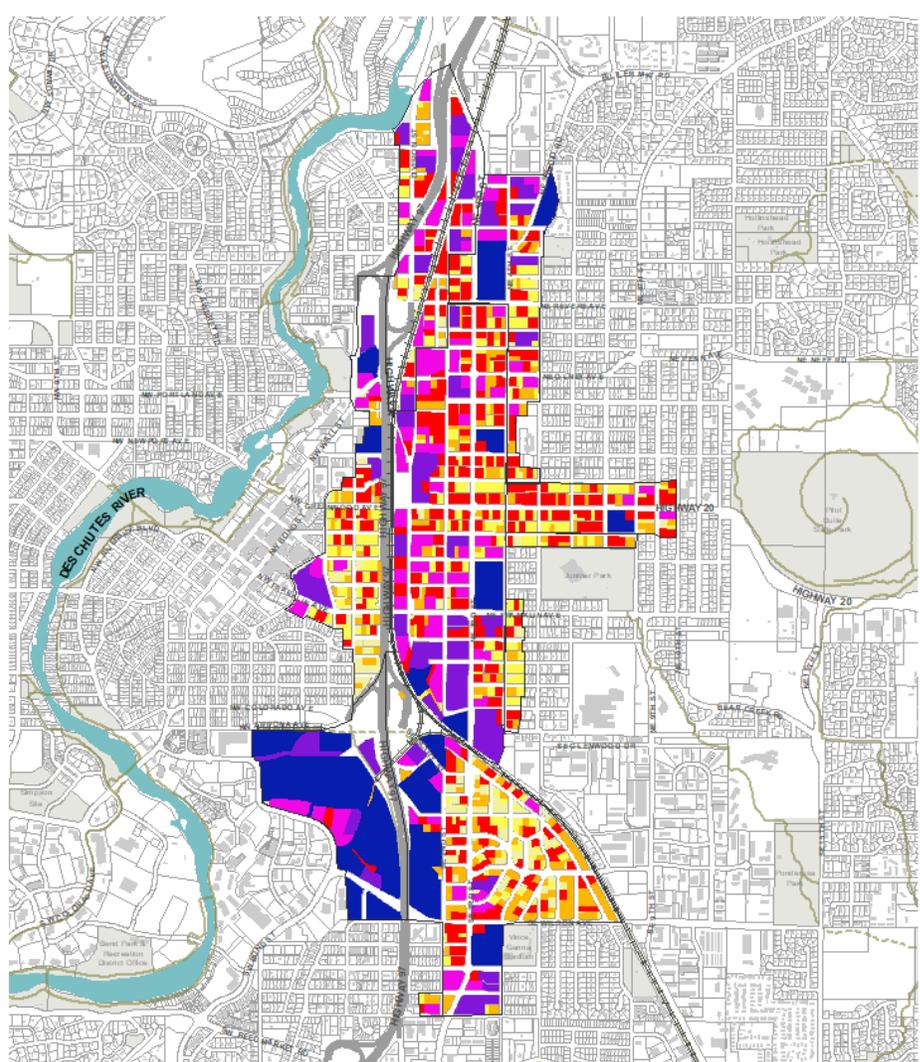


CITY OF BEND  
CORE AREA PROJECT



# PARCEL SIZE: SMALL LOT CHALLENGES

- Most sites under 10,000 square feet
- Very few over 1 acre
- Parcel size impacts redevelopment
- Small site most challenging
  - Off-street parking is a challenge
- Zoning tweaks could make redevelopment of small sites far more feasible
  - Current standard make small sites infeasible
    - Parking and access
    - Use allowances
    - Setbacks



**BEND CORE AREA**  
PARCEL SIZE





The **Core Area Implementation Plan** will describe tools and strategies to:

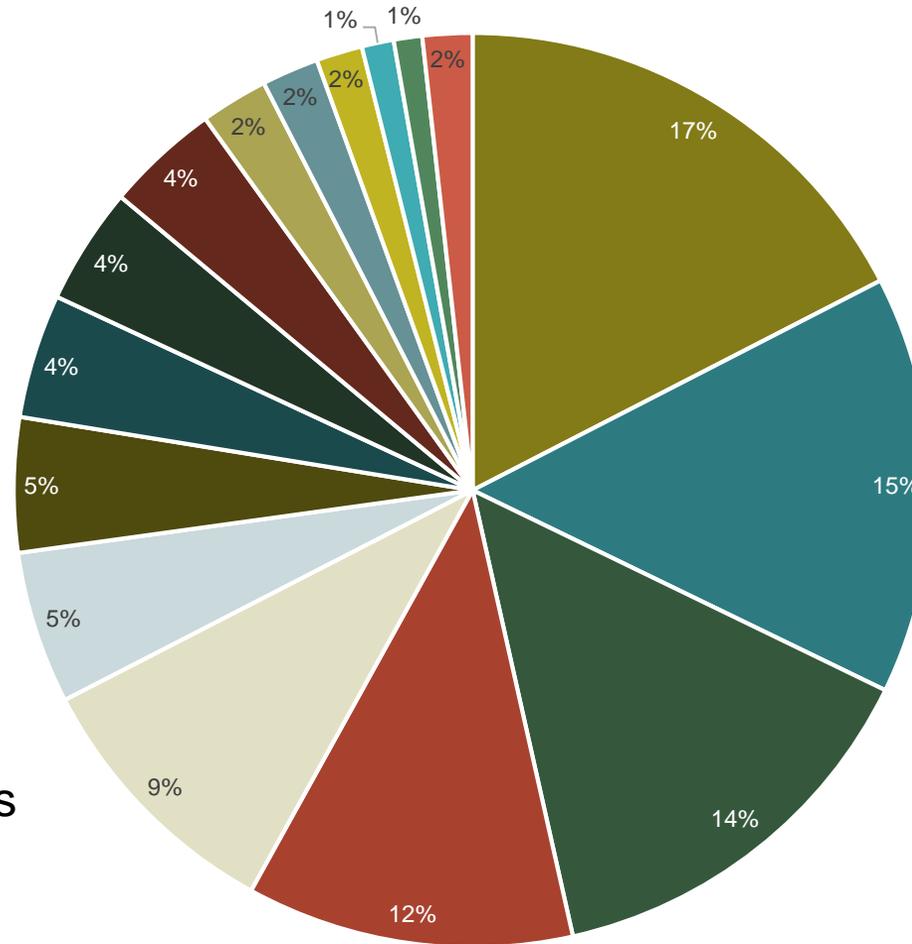
- Help achieve the Vision for the Core Area and implement the Urban Design Framework
- Overcome barriers to redevelopment in the Core Area
- Complement Urban Renewal investments
- Tools and recommendations:
  - Form a UR District
  - Zone changes (evaluate code barriers to development/redevelopment)
  - Development incentives (ie. tax abatements, SDC deferrals)
  - Infrastructure and public realm investments & financing
  - Update street standards
  - Continued public involvement of policy and program development (**Business programs**, affordable housing, sustainability)

# CORE AREA BUSINESSES

# CORE AREA: EXISTING BUSINESS FRAMEWORK



- Approximately 800 businesses in the area
- Diversity of business types
- Primary business sectors existing
  - Health Care & Social Assistance (17%)
  - Retail Trade (15%)
  - Other Services (14%)
  - Professional, Scientific, and Technical (12%)
  - Accommodation and Food Services (9%)



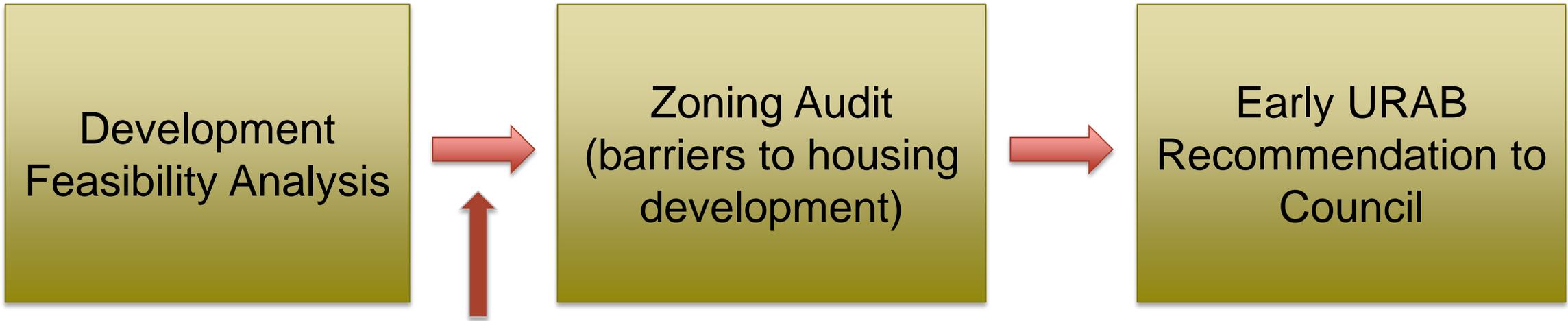
- Health Care & Social Assistance
- Retail Trade
- Other Services
- Professional, Scientific, and Technical Services
- Accommodation and Food service
- Construction
- Real Estate
- Admin/Support & Waste Management/Remediation
- Finance & Insurance
- Manufacturing
- Arts, Entertainment, Recreation
- Whole Sale Trade
- Educational services
- Information
- Transportation & Warehousing
- Other (Agriculture, Utilities, Administration, Mining)



- What are some of the business and economic development goals that you have for the Core Area?
- Are there specific target industries that you imagine for the area?
- What are some of the concerns you have for future and existing businesses in the Core area?
- What types of business improvement programs do you think would be most beneficial to the Core Area? (Façade improvements, Energy efficiency, business expansion, etc)

# ZONING & DEVELOPMENT CODE RECOMMENDATIONS

# CODE AUDIT: BARRIERS TO HOUSING



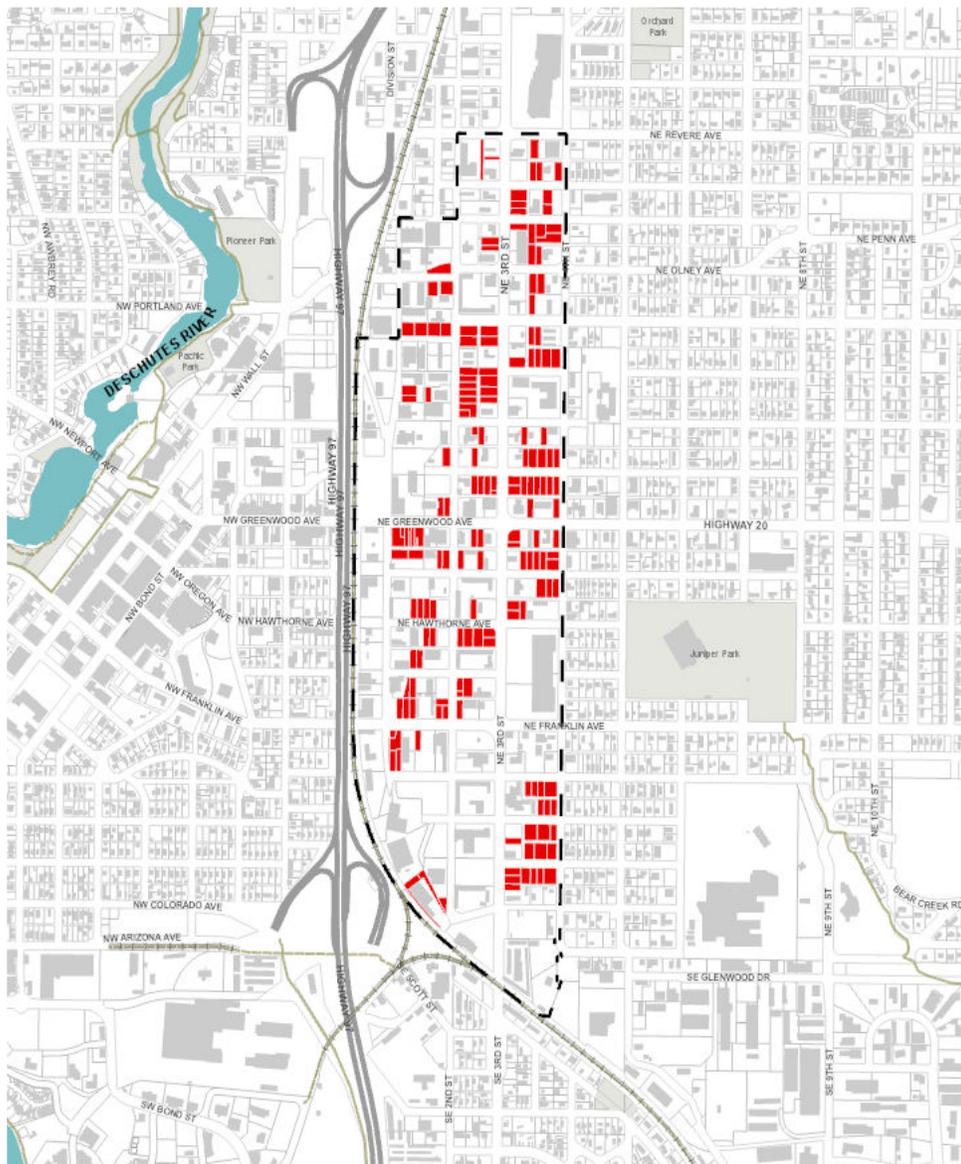
**2019-21 Council Goal** to increase supply of shovel ready land available for housing and employment in alignment with the City's Comprehensive Plan.

- **Audit Development Code to identify barriers in constructing needed housing**, including mobility and parking standards



# BCD ZONING AUDIT KEY FINDINGS

- Strict mixed-use requirements
- Housing is a limited use
  - Only allowed as part of a mixed-use development in most of the area
  - Apartments are not an allowed use within the district
- Development feasibility is particularly challenging on small lots
  - Over half of lots in BCD are under 12,000 square feet
  - Providing required off-street parking is extremely challenging on small lots
  - Setback requirements limit buildable space
- Recommends development code amendments based on best practices for zoning mixed-use areas



**BEND CORE AREA**  
BELOW AVERAGE SIZE LOTS

 Lots under 12,000 sq. ft.  
 BCD Boundary

6/17/2019





URAB recommended that the City amend the Bend Development Code within the Bend Central District, to remove barriers to development/redevelopment, particularly for housing, to incorporate:

- a. Recommendations that allow for more housing by relaxing prescriptive mixed-use requirements.
- b. Recommendations that simplify and reduce parking requirements, particularly for small lots.
- c. Recommendations that maximize buildable space for private development while balancing public needs such as creating walkable and attractive streets.



**If Council decides to take action on URAB's recommendation, staff will begin to work with local stakeholders and committees to further refine recommendations.**

- **December 9<sup>th</sup>:** Planning Commission/BEDAB/AHAC/NLA Joint Work Session
- **January 13<sup>th</sup>:** Planning Commission Public Hearing

Staff would then return to Council in January for a work session prior to Council public hearings on any potential amendments.

HOW TO GET INVOLVED



[bendoregon.gov/corearea](http://bendoregon.gov/corearea)

Sign up for project  
updates!

Next Urban Renewal  
Advisory Board  
Meeting

December 11  
Noon - 3 p.m.  
Bend Municipal Court