

# Bend Area General Plan

## *Chapter 6:*

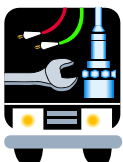
### *The Economy and Lands for Economic Growth*

---

#### TABLE OF CONTENTS

PREAMBLE.....	2
GOALS .....	2
OVERVIEW .....	3
Employment Changes	
Increase in Trade and Service	
FORECASTS .....	5
Local trends	
Employment Increases	
Land Needed for Economic Growth	
Industrial Designated Areas	
Mixed-use Designated Areas	
Commercial Corridor Areas	
Commercial Center Areas	
POLICIES .....	16
General	
Industrial Development	
Mixed-use Development	
Commercial Development	

Amended May 2, 2001 – Ordinance NS-1781  
Amended November 17, 2004 – Ordinance NS-1946  
Amended July 21, 2004 – Ordinance NS-1936  
Amended February 15, 2006 – Ordinance NS-1998  
Amended July 5, 2006 – Ordinance NS-2017



# BEND AREA GENERAL PLAN

## PREAMBLE

---

Bend cannot rest on the economic diversity that existed in the 1990s. The community must work hard to ensure that the local economy continues its pattern of healthy growth, and that new jobs in all wage levels are available for its citizens. Governments, economic development groups, and developers all have a role in retaining, expanding, and recruiting businesses that will serve our needs in the 21st century. The role of the General Plan is to provide an adequate supply of industrial, commercial, and mixed-use land for Bend's economic growth.

## GOALS

---

The intent of the General Plan is to provide the community with sufficient land to meet the city's goal of promoting quality economic growth and assuring a diverse economy. The following goal statements describe the future economic hopes of the community and serve as the foundation for policy statements in this chapter.

The citizens and elected officials of Bend wish to:

- have a vital, diverse and sustainable economy, while enhancing the community's overall livability.
- ensure an adequate supply of appropriately zoned land in Bend to provide for a full range of industrial, commercial, and professional development opportunities.
- stimulate economic development that will diversify and strengthen economic activity and provide primary and secondary job opportunities for local residents.
- strengthen Bend's position as a regional economic center.
- improve the income levels of Bend residents.
- create commercial areas in outlying sections of the community as neighborhood centers rather than extending the existing strips along major roads.
- encourage more small neighborhood commercial developments and convenience commercial centers to reduce vehicle trips and trip lengths.



# BEND AREA GENERAL PLAN

## OVERVIEW

At the turn of the century several companies in Central Oregon raced to build irrigation canals through the area, and agriculture — primarily horse and cattle ranching — provided the basis for the Bend economy. After the Oregon Trunk Railroad was completed through Bend in 1915, large sawmills were built in the area, and for two generations the local economy was measured by the sound of saws and the smell of cut pine.

### Employment Changes

In the 1970s the Bend economy started to become more diverse with other manufacturing businesses, trade, medical services, and tourism providing a bigger share of local jobs. Along with the development of a more diverse job base, the number of jobs in the county and the urban area increased dramatically during the last quarter of the century. While the population more than tripled in the 27 years between 1970 and 1997, the wage and salary employment more than quadrupled.

### **Fast Facts:**

- ❑ **Nearly 70% of all the jobs in the county are in the Bend urban area.**
- ❑ **Bend is the regional trade and service center for Central Oregon.**
- ❑ **About 23,500 new jobs will be created in the Bend urban area between 2000 and 2020**

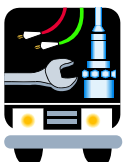
**Table 6-1  
County Population and Employment History**

	1970	1980	1990	2000
County Population	30,442	62,142	74,958	115,367
Wage & Salary Employment (1)	9,900	21,780	32,530	51,901

### Notes:

- (1) Wage and salary employment makes up about 90% of all the jobs in the county. Not included are self-employed persons, jobs that pay on commission, agricultural workers, and family members in a family run business.

Source: Portland State University Center for Population Research and Census, and Oregon Employment Department



# BEND AREA GENERAL PLAN

## *Increase in Trade and Service*

Most of the growth in the county employment levels has come in the non-manufacturing sectors. From 1970 to 2000 more than 38,400 new non-manufacturing jobs were created. In the early 1970s manufacturing jobs in the county made up about 24 percent of the total wage and salary jobs. This percentage dropped county-wide to about 11.5 percent in 2000, and slightly lower at 11.2 percent in Bend.

**Table 6-2  
Bend Urban Area Employment (Year 2000)**

<u>Type of Wage &amp; Salary Job</u>	<u>Total Jobs in County</u>	<u>Jobs in Bend UGB</u>	<u>Bend UGB as Percent of Total</u>	<u>Bend UGB Percent by Job Type</u>
Agricultural/ Forestry / Fishing / Mining	806	513	63.6%	1.4%
Construction	4,264	3,396	79.6%	9.5%
Manufacturing	5,974	4,000	67.0%	11.2%
Transport./ Communications /Utilities	1,903	1,127	59.2%	3.2%
Wholesale Trade	1,691	1,249	73.9%	3.5%
Retail Trade	14,130	10,303	72.9%	24.9%
Finance / Insurance / Real Estate	3,128	1,732	55.4%	4.8%
Services	14,130	10,303	72.9%	28.8%
Government	7,265	3,346	46.1%	9.3%
Non-classifiable / All Others (1)	52	38	73.1%	0.1%
Other Private Ownership (2)	N/A	1,191	N/A	3.3%
Totals	51,901	35,829	69.0%	100.0%

Notes:

- (1) Includes firms that are not classified by an industry code.
- (2) Includes firms that are not classified in an industry due to confidentiality.

Source: Oregon Employment Department "Covered Employment" data for Deschutes County



# BEND AREA GENERAL PLAN

Comparable employment growth has occurred within the Bend urban area. Although the Bend urban area had less than 45 percent of the county population in the year 2000, 69 percent of all the jobs in the county were in the urban area. This high employment percentage is not surprising for two reasons. First, Bend is a regional trade, service, and education center for a five county area and a tourist destination, so many jobs at all levels exist to serve these needs. Second, there are more than 15,500 additional residents within five miles of the UGB in rural subdivisions, and these "exurban" residents typically work, shop, and receive services in Bend. Table 6-2 shows the number of jobs in the county and the Bend urban area in the year 2000.

Additional information on employment levels, income, and Bend's economic climate are contained in background document titled *Resource Material Part 3 - Economic Conditions* prepared by the Bend Development Services Department.

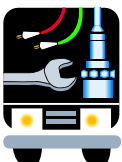
## FORECASTS

---

Historically, heavy manufacturing and resource extraction — the industries that provided the "primary jobs" in a community — have been considered the foundation for a strong local economy because they produce goods that are sold outside the area. Examples of such local industries include sawmills, pumice mining, and secondary wood product manufacturing, among others. These firms are important because they bring money into the community and are relatively immune to fluctuations in the local economy. But over the years, the national, state, and local economies have become less dependent on resource extraction and production for jobs that export goods and bring in money. As a result, the concept of primary jobs has broadened to include such diverse businesses as high technology products and software, tourism, business services (firms that provide services to other businesses), and some regional retail and medical services that serve regional markets.

To keep pace with changing economic conditions the City of Bend, the Central Oregon Economic Development Council (COEDC) and the Bend Chamber of Commerce strive to recruit and retain or expand businesses that will position Bend for the next generation of jobs. The city, COEDC, and the Chamber's strategies for job recruitment and retention/expansion are described in the adjacent box. One of the key strategies is to recruit new primary job employers that have salary levels that will support a family.

- Seek new firms that provide primary jobs.**
- Retain and expand existing businesses that provide primary jobs.**
- Provide adequate sewer, water, transportation systems, and land for economic growth**



# BEND AREA GENERAL PLAN

## Local trends

The Bend area economy will need to continue to adapt and evolve to remain strong and competitive during first two decades of the next century. Local trends for the next several years include:

- the industrial sector, a major source of primary jobs, will continue to become more diverse as new medium and small manufacturing firms locate in Bend;
- a need for large industrial parcels to support expanding or new industries;
- as Bend grows it will continue to attract interest from more national or regional restaurants chains, motels, and large retailers;
- an expanding mix of large retail stores and specialty shops will solidify the urban area as the regional trade center;
- the services and retail sectors will continue to be a significant source of jobs;
- Bend's climate and natural beauty also will draw in businesses and entrepreneurs wishing to relocate from other areas;
- the relatively large percentage of middle-aged and young persons in the area will provide a solid work force base for new or expanding businesses; and
- the exceptional increase in new jobs in the 1990s in Bend is expected to slow to more normal levels over the long term.

## Employment increases

The forecasts of future employment levels in the Bend urban area to the year 2025 were prepared by the city staff. The forecasts were based on: (1) county employment projections from the Oregon Office of Economic Analysis; (2) forecast population growth in the urban area and rural portion of the county; (3) the continued expansion of Bend as a regional service, trade, medical, and education center; and (4) employment goals and strategies of the city and the Central Oregon Economic Development Council.

It is forecast that Bend's share of future county-wide employment will increase slightly to about 75 percent of the total county employment during the planning period. The forecast of total full-time and part-time wage and salary jobs in the Bend urban area is shown in Table 6-3.



# BEND AREA GENERAL PLAN

Table 6-3 Bend Urban Area Employment Forecasts						
Year	2000	2005	2010	2015	2020	2025
Jobs	35,828	42,765	49,509	54,763	59,398	61,374

Source: derived by city from Oregon Office of Economic Analysis forecasts for Deschutes County

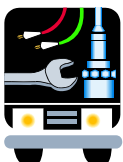
The mix of future wage and salary jobs by sectors is forecast to be roughly the same as year 2000 levels, with a few changes. Roughly 16 percent of the 25,500+ new jobs are expected to be in the manufacturing field, about four percent above the mid-2000 level. Also, the percentage of jobs in mining and construction is expected to decline as the pace of growth slows.

### Economic Lands Study

In 1998, the City Council adopted changes to the Bend Area General Plan that included a forecast of land needed for industrial and commercial development. Because of concerns about the rapid pace of growth, the price of land in Bend, and other factors, the Council felt that an additional, detailed evaluation of industrial and commercial land was needed. That additional study was called for in General Policy 1 of Chapter 6 of the General Plan:

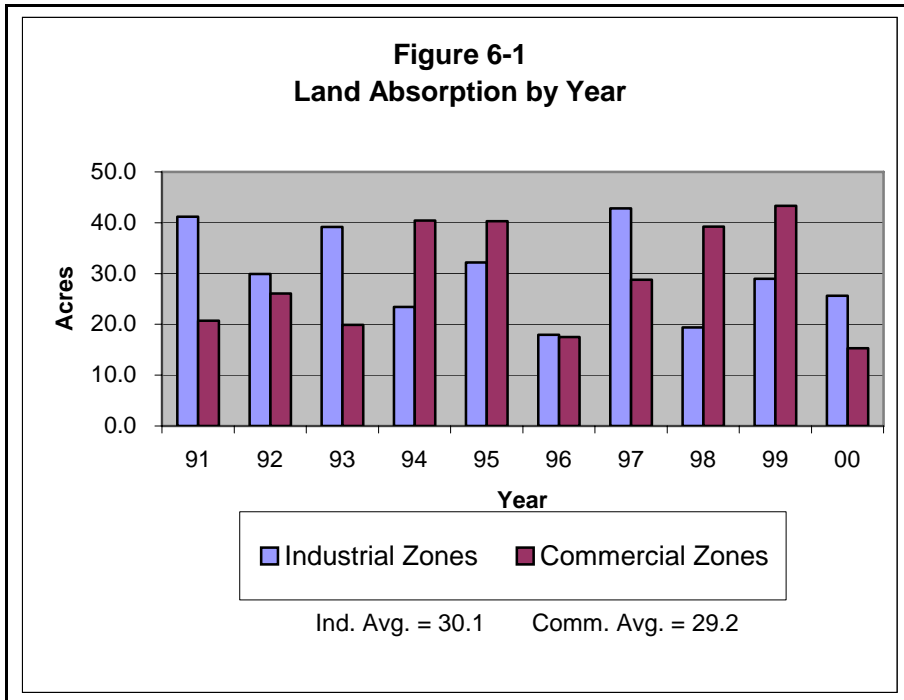
1. After the General Plan update in 1998 the city shall resume its study of industrial and commercial land needs, land supply, and allocation of future lands. The study will include an evaluation of the “industrial reserve” site north of Cooley Road, and other potential industrial areas inside and adjacent to the UGB, and local/regional commercial centers.

The City’s long-range planning staff conducted this detailed study, titled the Economic Lands Study, during 1999-2000. Key issues to evaluate were the changing market conditions, population and labor growth, the supply of industrial and commercial land within the urban area, and the demand or need for land during the 20-year planning period. The three-part Economic Lands Study was completed in December 2000. That study was used as the basis for updating this chapter of the General Plan in early 2004, although some data in this chapter is more current than that contained in the Economic Lands Study. That study determined that during the 20-year planning period ending in 2020, there would be a shortage of industrial and commercial land within the Bend Urban Area. The Economic Lands Study is included in its entirety as Appendix \_\_ of the General Plan.



# BEND AREA GENERAL PLAN

## Land Needed for Economic Growth



In the Economic Lands Study, historical land absorption rates, adjusted for future growth levels, were used to forecast land needed for economic development. The land absorption rates are considered to be a more accurate method of forecasting land needs than job numbers based on population or jobs-per-housing ratios. Figure 6-1 shows the annual absorption of industrial and commercial land within the Bend UGB during the decade of the 1990's. These figures

indicate the absorption rate of *net acres* of developable land during that period, without streets and utility easements. For forecasting purposes, the Economic Lands Study used an adjusted average annual absorption rate based on the period 1985-98. That period was selected for forecasting because it covers a sustained period during which a variety of economic conditions were experienced.

Although there has not been a straight trend-line increase in land needed each year, the long-term historic pattern indicates an increase in demand as the population and economy grow. The land needed for future economic development, using the absorption rate of industrial and commercial lands as a guide, is shown in Figure 6-2. Although the Economic Lands Study projects land demand to the year 2020, Figure 6-2 uses a forecast period to the year 2025, to match the population and employment forecast period.

Firms that are targeted for future development in Bend will need a variety of parcel sizes and settings in which to locate. The urban area industrial, mixed-use, and commercial designations provide a mix of parcel sizes, site amenities, and locations to serve a variety of new businesses and most of the target industries.



# BEND AREA GENERAL PLAN

Figure 6-2

## INDUSTRIAL AND COMMERCIAL LAND NEEDS

### LAND NEEDED FOR INDUSTRIAL USES

<b>Adjusted avg. annual acreage use 1985-1998</b>	=	<b>32.2 net acres</b>
Times a 25-year planning horizon(2025)	=	805 net acres
Add 10% for streets and utilities	=	<u>81 acres</u>
<i>Industrial land needed 2001-2025</i>	=	<i>886 acres</i>

### LAND NEEDED FOR COMMERCIAL USES

<b>Adjusted avg. annual acreage use 1985-1998</b>	=	<b>31.5 net acres</b>
Times a 25-year planning horizon (2025)	=	788 net acres
Add 5% for streets and utilities	=	<u>39 acres</u>
<i>Commercial land needed 2001-2025</i>	=	<i>827 acres</i>
<i>Total land needed 2001-2025</i>	=	<i>1,713 acres</i>



# BEND AREA GENERAL PLAN

Table 6-4 shows the estimated buildable acres as of the beginning of 2000. The acreage figures are based on estimates and assumptions as reported in the Economic Land Study, but are adjusted slightly to account for a map amendment that was pending at that time.

	Inventory by General Plan*	MR Zone General Plan	ME Zone General Plan	Available Acres Total	Needed Acres
Land for Industrial Development	478 acres**	50 acres	11 acres	539 acres	886 acres
Land for Commercial Development	399 acres	90 acres	96 acres	585 acres	827 acres
<b>Total</b>	<b>877 acres</b>	<b>140 acres</b>	<b>107 acres</b>	<b>1,124 acres</b>	<b>1,713 acres</b>

\* For Industrial: (IG, IL & IP) Zones plus miscellaneous planned but not properly zoned parcels.

For Commercial: (all “C” plus PO) Zones plus miscellaneous planned but not properly zoned parcels.

\*\* 493 acres minus 15 acres of IP converted to ME in Northwest Crossing.

Source: City of Bend Long Range Planning Division. Based on 1995 lot-by-lot inventory and adjusted for parcel absorption from 1996 through 1999. Figures may not include all Parkway takings or other lot changes.

The 1,124 acres of land available for future economic development in 2000 falls short of the 25-year forecast need of 1,713 acres needed. As the Economic Lands Study concluded, it also falls short of the forecast need as estimated to the year 2020. For industrial lands in particular, this deficit, plus the goal to increase the proportion of jobs in the manufacturing sector and other job sectors that typically use industrial sites – wholesale trade, transportation, construction, and utilities – will push the need for more industrial land. To meet the forecast need for industrial land to the year 2025, at least 347 more acres will be required than were available in 2000.

As discussed in the Economic Lands Study, there is very limited opportunity to create new industrial land within the existing Urban Growth Boundary due to transportation needs, potential conflicts with adjacent properties, and the reduction in acreage needed for housing that would result from converting residential zones to industrial zones. The Economic Lands Study therefore recommended that the additional needed industrial acres come from land brought into the urban area. The study included an evaluation of alternative sites that could be brought inside the Urban Growth Boundary, and recommended that two sites at the north edge of the city would best meet the need for more industrial land. Both of these sites are located north of Cooley Rd. One site, known as Juniper Ridge, is owned by the City of Bend and has been informally considered as an “Industrial



# BEND AREA GENERAL PLAN

Reserve” property since it was acquired from Deschutes County in 1990. Juniper Ridge lies about one-half mile east of U.S. Hwy. 97. The other site is privately owned, and is identified in the Economic Lands Study as the Hunnell Rd. site. It lies about one-quarter mile west of U.S. Hwy. 97. Both the Juniper Ridge and Hunnell Rd. sites about the northern Urban Growth Boundary.

Besides the shortfall in the amount of industrial land needed for the forecast industrial growth, there is a second concern about the lack of large industrial parcels. Much of the undeveloped industrial land planned to meet future needs has been held in large parcels until sewer service is available. As sewer service is extended into these areas, the large parcels are subdivided into smaller-lot industrial subdivisions to meet short-term industrial demand.

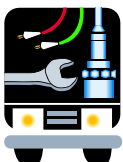
As these larger parcels are subdivided during the planning period there will be fewer large sites available to meet the need of large manufacturing, assembly, or warehousing firms.

There is no industrial land currently in the urban area that is set aside or “held” in large lot sizes for target industries that need 15, 20, or more acres for an operation. This lack of large private or public industrial sites puts Bend at a competitive disadvantage compared to other cities in the region, and could lead to Bend residents commuting to work in other cities. The Juniper Ridge site in particular has sufficient size to allow for the creation of a number of large-lot industrial parcels that can be preserved as large development sites.

The amount and type of commercial land will also need to be periodically reviewed to make sure sufficient land is available. Continuing changes in the commercial markets, along with local factors such as how fast new commercial centers develop and the activity in mixed use areas, will affect the supply of land for commercial development. The Economic Lands Study found an inventory of about 585 acres of buildable land for retail and service uses in 2000. However, the study also found a shortfall in the amount of commercial land available to meet a 20-year need. The study recommended several measures that could be taken to increase the supply of land available to meet the forecast demand for commercial development without expanding the urban growth boundary.

## Industrial Designated Areas

Most of the buildable land in the industrial designations is planned for light industrial or industrial park development, which is consistent with the shift away from the traditional heavy industrial uses such as mills and large manufacturing. All of the industrial areas are close to arterial and collector roads to provide easy access throughout the community and inter-connections to the state highway system. The industrial lands by General Plan category are shown in Table 6-5.



# BEND AREA GENERAL PLAN

**Table 6-5  
Industrial Designations**

Plan Category	Description	Size Requirement
Industrial Light	provides for heavier commercial and light industrial uses in built-up areas of the urban area	no minimum or maximum size
Industrial General	provides for light and heavier industrial uses with a minimum conflict between uses	no minimum or maximum size
Surface Mining	provides for the extraction of pumice, ash, and rock to serve the construction needs of the urban area	no minimum or maximum development size

Besides the developed areas, one undeveloped area is included in the General Plan to help meet future industrial needs. This 95-acre site is just inside the west edge of the Urban Growth Boundary, and was part of a pumice and rock mining operation that ended in 1997. This site will be redeveloped for light industrial or industrial park uses, and will provide for industrial jobs on the growing west side of the urban area. This industrial land is part of a partially developed, mixed-use, 380-acre site known as Northwest Crossing. In addition, the Plan provides for another 60 acres of adjacent industrial reserve land in the Urban Reserve Area for long-term industrial development on the west side.

There is one area within the UGB that is zoned for surface mining and has sufficient rock and mineral resources to be mined beyond the 20-year planning period. Because there are several mineral resource mining and processing sites adjacent to the urban area, no other area within the UGB is planned for resource extraction. Table 6-5 shows industrial lands by the three Plan designations, and includes the surface mining area.

### Mixed-Use Designated Areas

The Bend Area General Plan Map has two areas designated for mixed-use development. The largest area is along the Deschutes River south of downtown and is labeled as *Mixed-Use Riverfront*. This mixed-use area creates the opportunity for the redevelopment of old sawmill sites into more intensive urban uses in the core of the urban area. This designation and implementing zone allow for a mixture of industrial, commercial, and residential uses within a framework that protects existing uses and provides compatibility through a facility plan, master plan and design review process.



# BEND AREA GENERAL PLAN

**Table 6-6  
Mixed-Use Designations**

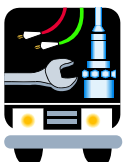
Plan Category	Description	Size Requirements
Mixed-Use Riverfront	Mixed commercial, industrial, and residential development applied along the river in area of old sawmills; special review standards	220 acres total; minimum 10 acres for Master Plan
Mixed Employment	Mixed light industrial and commercial uses in areas that already exhibit a pattern of mixed development.	No minimum acreage
<p>* The division of buildable acres is based on preliminary development plans and existing patterns. The Mixed-Use Riverfront category has about 35 additional acres for residential development. The Mixed-Employment category is made up of lands previously planned and zoned for industrial or commercial use.</p>		

A second area planned for mixed commercial and industrial development runs through the middle of the urban area. One area covers an older industrial and commercial area along NE 1st and NE 2nd streets. A second area is in a mixed development area along Highway 20 North. This land use category is labeled Mixed Employment, and recognizes the existing pattern of light industrial, commercial, and institutional uses in this area. It provides for land in the center of the urban area to be redeveloped to a more intensive mix of industrial and commercial businesses and employment that is consistent with the diversified economy of the urban area. On the east side of Bend, south of East Hwy 20 and west of 27th Street is a small area designated for Mixed Employment. The existing development pattern provides a compatible transition between highway commercial to the north and single family residential development to the south across Bear Creek Road.

### Commercial Corridor Areas

Much of the commercial acreage in the urban area follows the historic pattern of development along the state highways, along major arterial streets, and in downtown Bend. In the future, as in the past, the commercial development along the highway corridors will be oriented to tourist commercial services, other needs of the motoring public, and major retailers that serve the area residents.

Although the General Plan recognizes the opportunity for redevelopment and infill along the existing corridors, it sets new expectations for site and building development that will benefit both the customers and the community. New developments along the corridors will be required to have a good site layout to serve vehicles, and to address pedestrian and bicycle needs as well. The large "super store" retailers may develop along the existing corridors, and the city will need to develop special standards to address the traffic and design issues associated with these large developments. The two main land use categories along the highways and main arterial streets are Limited Commercial and General Commercial.



# BEND AREA GENERAL PLAN

New commercial areas should be designed as centers rather than as an extension of the existing commercial strips. New Limited Commercial centers that are developed away from the state highway system should have uses that support local needs, rather than the needs of tourists or motorists passing through the community.

Although commercial corridor development will be limited in the future, the appearance of such areas continues to be a concern. Additional landscaping and trees, plus widening or adding new sidewalks shall be encouraged. Because general commercial areas are located on the Plan along major entrances to the community, special consideration shall be given to

**The city will continue to improve the appearance of the commercial corridors.**

**For most visitors, the commercial areas create the visual image of the urban area, even though they occupy less than five percent of the land area.**

landscaping, setbacks, access, and signing. These areas will form the first impression of the community, and can have a significant impact on the traveling public.

## Commercial Center Areas

Part of the land needed for commercial development will be met by new small commercial centers or stores as generally designated on the Plan Map. These centers are intended to support residential neighborhoods and reduce vehicle trips or trip lengths by providing commercial uses near or within developing residential areas. These new centers could be on one parcel, or several parcels within a limited geographic area like the commercial area on Newport Avenue, and should have several of the characteristics listed below that avoid the problems and appearance of "strip commercial" developments:

- buildings closer to the sidewalk
- limited vehicle access points
- shared parking facilities
- parking distributed around buildings
- walkways for pedestrian access
- uses that serve the neighborhood
- smaller monument signs
- buildings on site in scale with each other

The main Plan designation for neighborhood oriented development is Convenience Commercial. In addition, a 25-acre Limited Commercial center is planned near the west edge of the urban area. This center is intended to serve residential growth on the west side of the urban area, and is part of a large undeveloped parcel. This site will be adjacent to Mt. Washington Drive, but is shown on the Plan Map with a general site designation until a master plan is developed for this commercial site and related industrial and residential development.



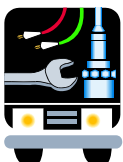
# BEND AREA GENERAL PLAN

Neighborhood Commercial areas are intended to provide locations for small businesses and services that fit into the residential development pattern and provide a convenience to residents in the immediate neighborhood. Specific Neighborhood Commercial sites are not shown on the Plan Map, but are permitted outright in residential zones. They are intended to serve residential areas within a five or ten minute walk. Such uses are appropriate in residential areas if the following conditions are met: the building design and site landscaping shall be similar to the residential pattern in the area; the site size is one-quarter to one-half acre; the site is at least one-quarter to three-quarters of a mile from another commercial zone or neighborhood commercial node; and there is a market study or other analysis that shows there is an adequate residential base or other conditions in the area that can support the use.

Convenience Commercial areas are intended to provide for the frequent shopping or service needs of nearby residential areas. They will consist principally of a relatively wide range of small retail and service uses, the largest of which would be a grocery store. Uses such as a grocery store, drugstore, small bakery, specialty shops, and offices would be typical of these areas.

It is expected that new convenience commercial areas will develop to serve the emerging and future residential areas, and will particularly benefit the rapidly growing portions of the urban area. New convenience commercial areas reduce the need for residents to drive to the existing strip commercial areas for all their shopping or service needs.

Convenience Commercial areas should occur as centers on one or more properties together in a block or across the street from each other, rather than as commercial strips. Convenience centers should be located on arterial or collector streets, preferably at or near an intersection with another similar street, and have a site size up to five acres. In order that convenience centers remain oriented toward serving nearby residential areas and do not expand to serve much larger parts of the community, commercial building floor areas should be limited to 35,000 to 55,000 square feet. The building design and site design should be compatible with the surrounding neighborhood. They should be spaced from one to one and one-half miles apart, and new locations should be based on a market study or other analysis that shows there is an adequate residential base or other conditions to support the uses.



# BEND AREA GENERAL PLAN

**Table 6-7  
Commercial Designations**

Plan Category	Description	Size Requirements
Convenience Commercial	provides for frequent shopping and service needs of nearby residents	up to 5 acres maximum
General Commercial	provides a broad mixing of commercial uses in older, close-in sections of the community	none
Limited Commercial	provides locations for a wide range of retail, service, and tourist commercial uses in the community along highways or in new centers	5-30 acres
Central Business District	Only applied to several blocks of downtown	none
Central Business District	only applied to several blocks of downtown Bend	none

## POLICIES

### Industrial Development

1. In order to help meet the long-term need for future industrial development, at least 500 acres of the City-owned property known as Juniper Ridge shall be brought into the Urban Growth Boundary, annexed to the city, and designated on the Bend Urban Area General Plan Map as Industrial Light.
2. Prior to permitting industrial development on the Juniper Ridge site, the City shall prepare and adopt a development plan for the area. Preparation of the plan shall include an assessment of public facilities improvements, including transportation facility improvements, that may be needed to support industrial development.
3. The development plan for the Juniper Ridge site shall allocate at least 30% of total net buildable area for sites of ten acres and larger in size. Through the use of deed restrictions or other appropriate instruments, the City shall ensure that these large-lot sites will not be further subdivided prior to development.
4. The city shall work to preserve prime industrial lands for industrial purposes.
5. The community shall attempt to diversify its industrial base.

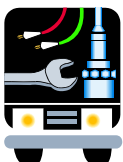


# BEND AREA GENERAL PLAN

6. Existing industrial operations are encouraged to improve waste discharge levels and improve air quality conditions.
7. Since it has been established that the quality of the air may be adversely affected by additional discharges, the development of new industrial sites will be closely monitored in cooperation with the DEQ to prevent substantial degradation of the air shed.
8. Industrial areas shall be protected from incompatible commercial and residential uses.
9. Industrial developments along highways shall be subject to special development standards relating to setbacks, landscaping, signs, and outside storage.
10. Wherever industrial uses abut residential uses or residential zoning, special development standards relating to setbacks, screening, signs, and building height shall be established.
11. Community efforts should be directed toward improving the general appearance of industrial areas so that they make a positive contribution to the environment of the community.
12. Development of the industrial lands at the West edge of the urban area between Skyliners Road and Shevlin Park Road shall be limited to the Industrial Park and Mixed Employment land use categories to minimize additional heavy truck traffic on Newport Avenue and Galveston Avenue.
13. The 95 acre industrial area at the West edge of the urban area shall be designed and developed as part of an overall master plan for future industrial, commercial and residential development between Skyliners Road and Shevlin Park Road.

## Mixed Use Development

14. Mixed-use development along the river in the old mill sites shall be subject to facility plan, master plan, and design review processes to achieve the following purposes:
  - provide a variety of employment opportunities and housing types;
  - foster pedestrian and other non-motor vehicle access within and to the site;
  - ensure compatibility of mixed-use development with the surrounding area and minimize off-site impacts associated with the development;
  - ensure the site planning, access, parking areas and building designs are functionally coordinated and aesthetically pleasing; and
  - improve the natural conditions along the Deschutes River, and to encourage access to and enjoyment of, the Deschutes River.



# BEND AREA GENERAL PLAN

15. Designation of the Mixed-Use Riverfront Plan category and corresponding MR zoning along the Deschutes River shall not be used to justify rezoning adjacent properties or neighborhoods to a mixed use or commercial zone.
16. The property south of Cooley Road between Highway 20 West and the Mountain View Mall, as shown on the General Plan Map, shall be designated for mixed industrial and commercial development. Because this area is along the state highway and is an entrance to the community, it shall be subject to access controls and design review standards.
17. The area west of Highway 97 North and north of Empire Avenue, as shown on the General Plan Map, shall have a mixed-use designation for industrial and commercial development. Properties in this area shall take access from the frontage road or other internal roads that are shown on the transportation plan. Because of the high visibility of these properties, they shall be subject to design review standards.
18. The area of existing industrial and commercial development in the middle of the urban area north of Franklin Avenue to Addison Avenue shall have a mixed use designation for industrial and commercial development.
19. The City may designate other areas for mixed use development to encourage a variety of jobs and services close to residential areas.

## Commercial Development

20. The existing pattern of commercial designations shown on the Plan Map along Highway 97 and Highway 20, and along arterial streets such as Newport Avenue, Galveston Avenue, SW 14th Street, 27th Street, and O.B. Riley Road shall not be extended farther along the street corridors.
21. No new strip commercial development or extensions of the commercial designations shall be permitted along arterial or collector streets.
22. The city shall strive to retain and enhance desirable existing commercial areas and encourage property owners efforts to rehabilitate or redevelop older commercial areas.
23. Zoning for commercial centers other than those shown on the Plan Map shall meet the location and size standards in the Plan text in addition to the Plan amendment and/or zone change criteria.
24. All commercial developments shall be subject to special development standards relating to setbacks, landscaping, physical buffers, screening, access, signs, building heights, parking areas, and design review.
25. The city shall encourage the development of Neighborhood Commercial centers. Such centers shall be small, one-quarter to one-half acre developments which serve the frequent needs of the



# BEND AREA GENERAL PLAN

people within a one-fourth to one-half mile radius of the site. A zone change request shall meet the standards in the Plan text.

26. Convenience Commercial centers should be up to five acres in area and be from one to one and one-half miles from another commercial use.
27. Commercial developments that abut residential zones or residential uses shall be subject to special setback and screening provisions.
28. The city shall continue the revitalization process in the Central Business District through rehabilitation or redevelopment of existing areas.
29. Proposed buildings that exceed the maximum allowable height limit in the zone shall be reviewed through the conditional use permit process, except in the Central Business (CB) Zone. Proposed buildings that exceed the maximum allowable building height limit in the CB Zone shall be reviewed through the variance process..
30. An area south of Murphy Road on the west side of Highway 97 has been marked for highway commercial with a flexible "sawtooth" boundary. This area shall be approved for development only when a system of frontage road and limited access control is created that will protect the capacity and safety of Highway 97 and South 3rd Street.
31. It is the intent of the Plan to allow commercial development adjacent to arterial streets and highways in areas designated for commercial development, provided that the developments access onto frontage roads or interior roads, and that access onto the highway or arterial will be limited. Points of access will be encouraged that provide for adequate and safe entrances and exits, and that favor right turns and merging over the use of traffic signals.
32. The 25 acre commercial area at the West edge of the urban area shall be designed and developed as part of an overall master plan for future commercial, industrial, and residential development between Skyliners Road and Shevlin Park Road.

