



BCD Initiative Guiding Principles

1. **DEVELOPMENT:** Catalyze vertical, mixed-use development that supports existing residents and businesses. Provide space for new housing with affordable options and living wage jobs within walking distance of community services, parks, schools, Hawthorne Transit Station, Historic Downtown Bend, and other amenities.
2. **TRANSPORTATION:** Create safe, vibrant¹, and complete² streets for people traveling through and within the district by foot, bike, car, transit, assisted mobility, or other modes. Improve transportation connections through the heart of Bend and between districts by addressing barriers such as the BNSF Railroad, Greenwood Ave, and Third Street.
3. **PLACEMAKING:** Develop a *[descriptor TBD by neighborhood identity process]* sense of place unique to the BCD that builds on the existing Maker's District and surrounding community's cultural and socio-economic diversity, retains historical context and landmarks. Extend Bend's quality of life to the center of the city with mountain views, public art, cultural amenities, and attractive, green and civic public spaces for the community to gather.
4. **COMMUNITY:** Build upon the diversity, culture, and history that make the BCD unique to establish a healthy, resilient, accessible, and connected urban neighborhood where people from a variety of socio-economic, cultural, ethnic, and generational backgrounds thrive.
5. **EQUITY:** Begin to repair historical inequities by supporting development, policies, and programs that elevate the needs of marginalized communities in this area with a specific focus on the Latinx community, the houseless, and the indigenous communities.
6. **ECONOMY:** Encourage small-scale manufacturing, homegrown businesses, and entertainment as part of neighborhood revitalization as demonstrated in The Maker's District. Anticipate future needs for growing a strong local economy by responding to housing, workspaces, transportation, and human services needs such as childcare, education, healthcare, and more.
7. **BUILDINGS:** Become a model for economical use of land, high-performance design, and contemporary building practices that ensure long-term efficiency by using environmentally sustainable and socially responsible building practices, adaptive reuse of existing buildings and materials, and self-sufficient energy and waste systems throughout the district.
8. **CONTEXT:** Understand, respect, plan, and design within the land's context which is situated in the high desert bioregion and is the ceded territory of the Confederated Tribes of Warm Springs.

¹ Vibrant: Alive with activity.

² Complete Street: A 'Complete Streets' approach integrates people and place in the planning, design, construction, operation, and maintenance of our transportation networks. This helps to ensure streets are safe for people of all ages and abilities, balance the needs of different modes, and support local land uses, economies, cultures, and natural environments. See *BCD Revitalization Report Appendix D*