

Planning and Building Services Department Memorandum

TO: Comprehensive Plan Citizen Advisory Committee

FROM: Laura Weigel, Associate Planner
Sidaro Sin, Senior Planner

DATE: December 1, 2010

SUBJECT: Draft Vision and Validation (PP 10-0007)

ACTION

The CAC is being asked to support a draft vision statement to be used in the vision validation process scheduled for early January 2011. The CAC may support:

- A) Draft vision statement (dated 11/8/10) or
- B) Draft vision statement (dated 11/8/10) as amended by the CAC

BACKGROUND

The purpose of the vision statement is to broadly yet succinctly articulate from the community's perspective what the community wants to be and look like twenty-five years into the future. A Council endorsed vision statement will ultimately be used to help guide development and refine the goals and policies in the Comprehensive Plan (Plan).

In addition to the above purpose, the visioning process has been about reaching out to the community and having a dialogue about what they value about Lake Oswego, and engaging citizens in planning for the future of the community. Through the visioning process we are moving towards achieving our objectives for the Plan update which include:

- User-Friendly Plan – The final Council adopted vision will play an important role in making the Plan easier to read and user-friendly. The vision will be located at the beginning of the Plan so that readers understand what the community values, and where it wants to be in 2035.
- Public Engagement – This process has provided the opportunity to reach out to those in the community that typically do not participate in these types of processes. Before we begin planning for the next 25 years, we've been able to ask the community what they value and where they want this community to be in 25 years. In asking that question through various venues, we have been able to reach over 1,000 people in this community.
- Sustainability – The concept of sustainability has been introduced into the vision statement, not just within the context of environmental protection, but within the context of planning to sustain and improve the quality of life of in this community.

The draft vision statement is tentatively scheduled to be validated through a statistically valid phone survey within the first two weeks of January. The phone survey will include a random land-line sample of 300 respondents. Due to limited funds, mobile phone numbers will not be contacted. However to ensure a range of respondents commensurate with the city's demographics, a demographic quota will be established based on the 2010 FCS Group demographics report.

DISCUSSION

The survey requesting public comment on the draft Vision 2035 closed on Tuesday, November 30. The memo provides an overview of the survey results. To view all of the results, please visit the website at <http://welovelakeoswego.com/about-the-plan/cac-meetings/> and go to "Reference Materials" F. At the December 2 meeting we would like the CAC to review the results and to make any appropriate revisions to the draft based on public comment. The CAC discussion should also consider the feedback that was received from the joint City Council and Planning Commission meeting on November 15, which is outlined below.

Summary of Results on the Draft Vision Statement

There were 108 responses to the 2035 Draft Vision Survey. The survey respondents were asked if they strongly agreed, somewhat agreed, acceptable, mostly disagreed, or strongly disagreed with the introductory vision statement and seven action area statements. Results indicate that 80% of respondents responded in support of statements with "acceptable" or above. Please see the charts at the end of this document for the full results.

After each statement and scale selection respondents were asked "What change, if any, can you suggest that would increase your level of agreement with this statement?" The statement that received the most comments was the introductory statement (56 comments). The Action Area "Community Health and Safety" received the least comments (34). Below are some of the major themes that were derived from the write-in comments that the CAC may want to consider addressing.

General Comment

- Need to clarify who the statement is coming from. Is it "the City", i.e. government or is it the community? Sometimes City is used, sometimes we/our is used.

Introductory Statement

- The phrase "harmony in nature" seemed a bit unclear.

Community Culture

- "Support the ability of each individual to make improvements in their own lives and positive contributions to the lives of their friends, neighbors and community at large."

Complete Neighborhoods & Housing

- In the final sentence, add "serves to" before the word preserve

Connected Community

- Comments primarily questioned whether it is feasible for LO to achieve this goal

Economic Vitality

- To what extent is LO a full-service community? Is the idea that people would never have to leave LO?
- What is unique about LO's econ/biz sector?

Healthy Ecosystems

- Need to clarify or re-phrase what is meant by balancing the need for clean air, water and land resources with community values.

Community Health & Public Safety

- Clarify “social systems” -- maybe social “networks”?

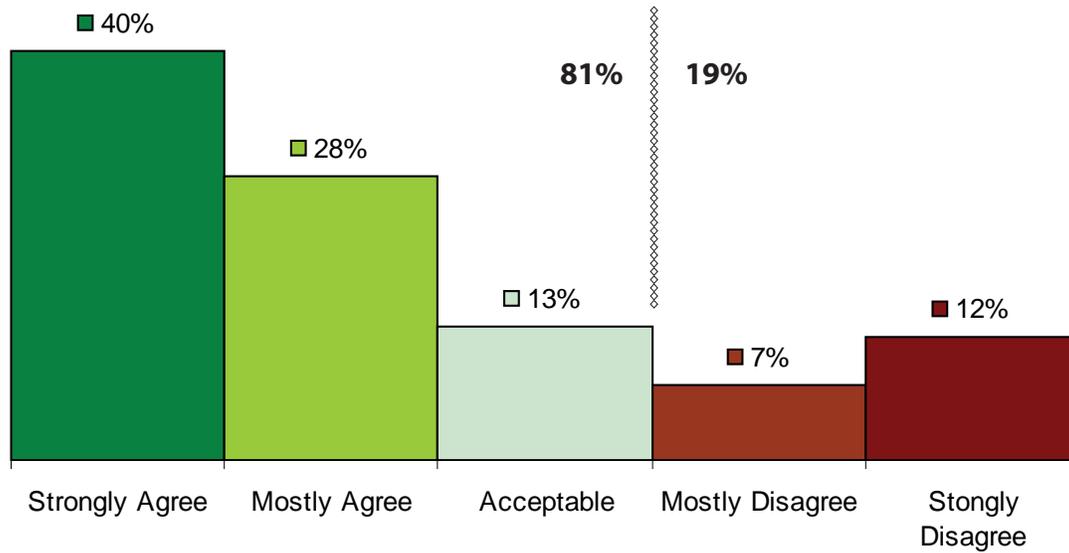
Inspiring Spaces & Places

- What is meant by “community design”
- The last sentence – the word maintain – should that be more forward thinking? Maybe “foster”?

Feedback from City Council and Planning Commission (11/15/10 Study Session)

- Three words missing from the draft: welcoming, tolerant and engaged. Maybe include in Community Culture? need to embrace change so we can stay the way we are
- Areas around Lake Oswego will urbanize and as it does how do we remain unique and made more valuable?
- Should only the statements in bold under each action area should be included in the vision?
 - Bold statements are embellished with additional and they are already leading in a particular direction.
- Scenarios are built on projected growth. Given the state of the economy is the realistic?
 - What forecasts are being used and are they up-to-date?
- No consideration is given to the greenhouse gas levels that will need to be addressed
- What about clean air and water?
- Need to understand federal and state regulations
- Need to balance housing choices
- Can Connected Community statement better address how citizens are connected to their neighbors?
- Connected Community – does that also include socially or by internet?
- Heard a report that stated in 2050 over 50% of all households will be comprised of single individuals. How can we take those things into consideration?
- A lot social capital in the Lake Oswego and would like the statement to address this
- Complete Neighborhood and Housing action area should refer to having different housing options in one neighborhood, but that they should all reflect the character of the neighborhood.
- Draft vision reflects what we have in Lake Oswego today and to not loose site of that
- Should there be a specific statement about Stafford in the vision statement?
- Asked about including Stafford in the statement.
- What is the City’s position about Lake Oswego’s role in the region? This should be included in the statement.
- How does Lake Oswego fit into the region, state, West Coast and the world.
- Why is there such a focus on attracting your families?
- Echoed question about attracting young families – will this be fuel for supporting a community pool?
- People needs may change over time, so why should we plan for a specific age group?

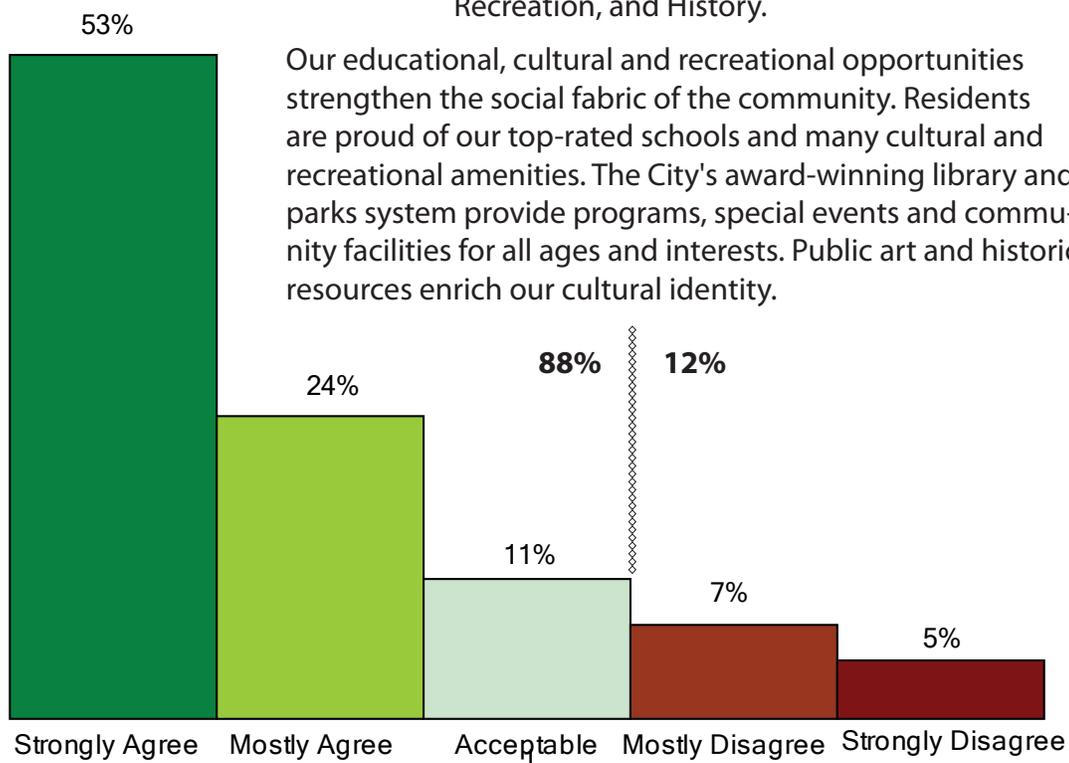
In 2035, Lake Oswego is a sustainable city, whose residents live in harmony with nature, meeting the community's needs today without compromising the needs of future generations. We are recognized for our quality of life, exceptional schools, and excellent local government. Our multigenerational neighborhoods, natural resources, vibrant mixed-use shopping and employment districts, and diverse services and activities are accessible to all.



ACTION AREA: COMMUNITY CULTURE

This action area includes Arts, Education, Civic Engagement, Recreation, and History.

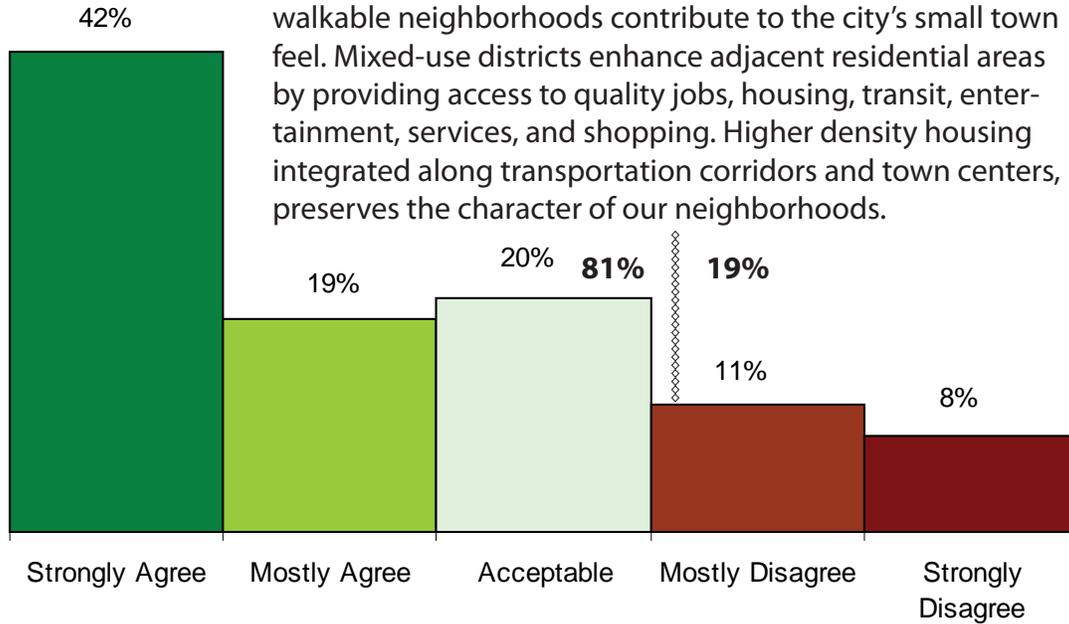
Our educational, cultural and recreational opportunities strengthen the social fabric of the community. Residents are proud of our top-rated schools and many cultural and recreational amenities. The City's award-winning library and parks system provide programs, special events and community facilities for all ages and interests. Public art and historic resources enrich our cultural identity.



ACTION AREA: COMPLETE NEIGHBORHOODS & HOUSING

This action area includes Housing Options, Aging in Place, and Access to Amenities.

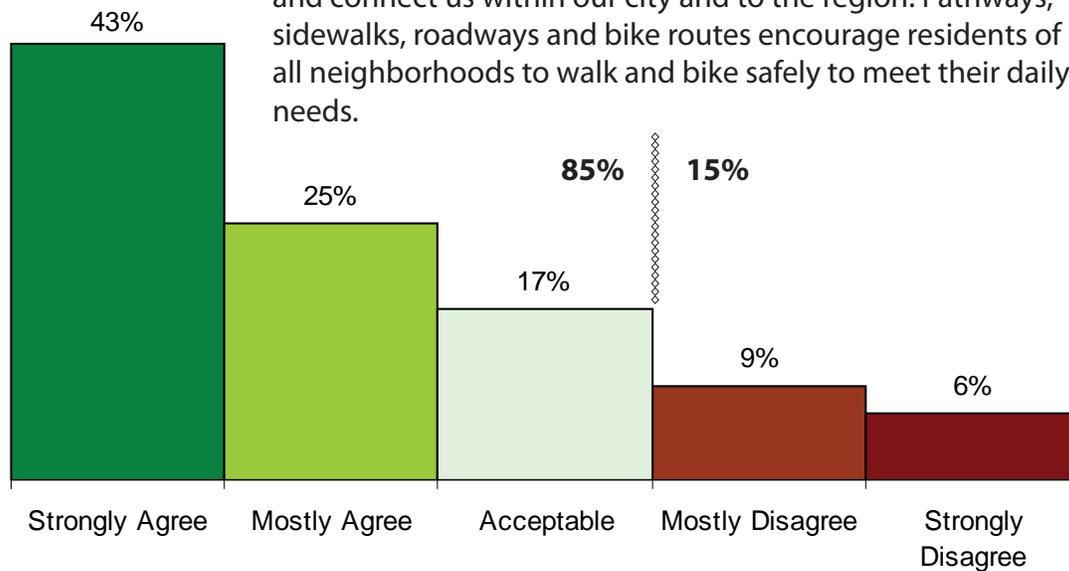
We have attractive and compatible housing that serves a range of ages, incomes and households. Our distinct and walkable neighborhoods contribute to the city's small town feel. Mixed-use districts enhance adjacent residential areas by providing access to quality jobs, housing, transit, entertainment, services, and shopping. Higher density housing integrated along transportation corridors and town centers, preserves the character of our neighborhoods.



ACTION AREA: A CONNECTED COMMUNITY

This action area includes Walking, Driving, Bicycling, Access, Safety, Transit, and Traffic.

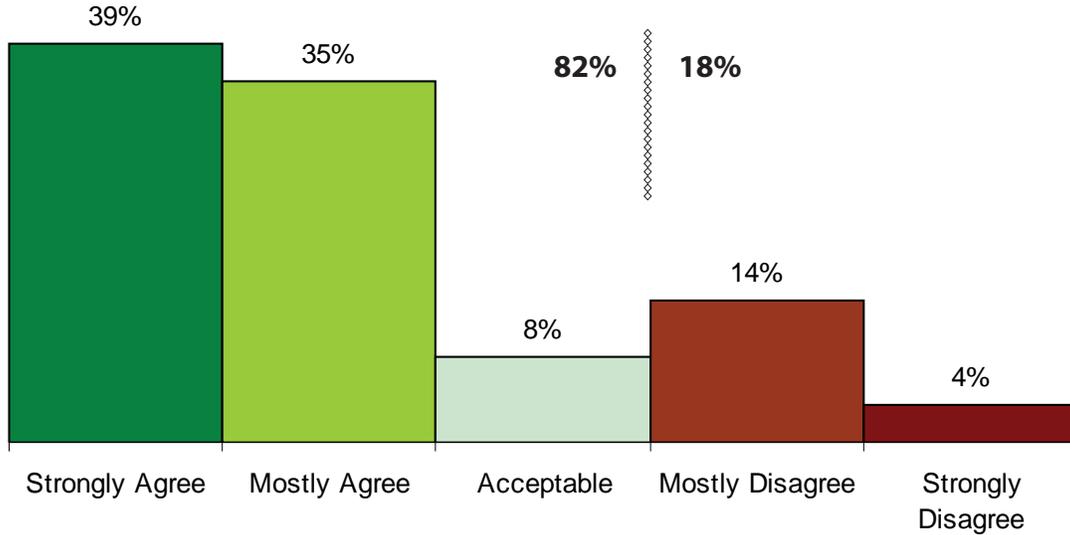
We benefit from safe, efficient and convenient transportation choices. A variety of frequent and reliable public transportation options reduce our impact on the environment and connect us within our city and to the region. Pathways, sidewalks, roadways and bike routes encourage residents of all neighborhoods to walk and bike safely to meet their daily needs.



ACTION AREA: ECONOMIC VITALITY

This action area includes Jobs, Retail, Redevelopment, Industry, and Offices.

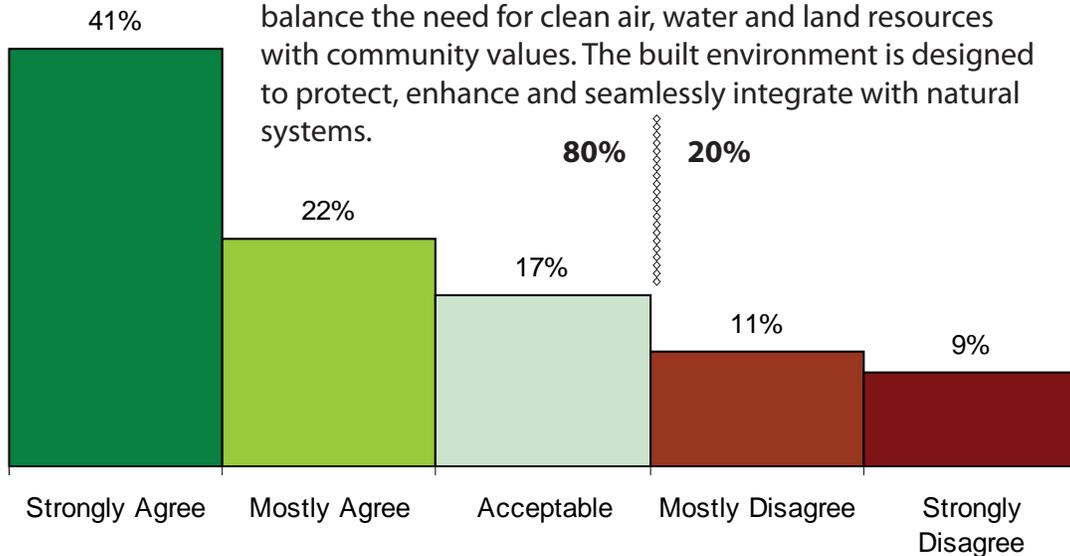
We are a full service community where people can live, work, recreate and meet their daily needs for goods and services. We are business-friendly and have a strong local economy. We are a regional model for employment and mixed-use centers that attract quality jobs. We build upon the intellectual capital of the community to attract new ventures, retain local businesses and connect to the global economy.



ACTION AREA: HEALTHY ECOSYSTEMS

This action area includes Urban Forest, Wetlands, Stormwater Management, Parks & Natural Areas, Watersheds, and Fish & Wildlife Habitat.

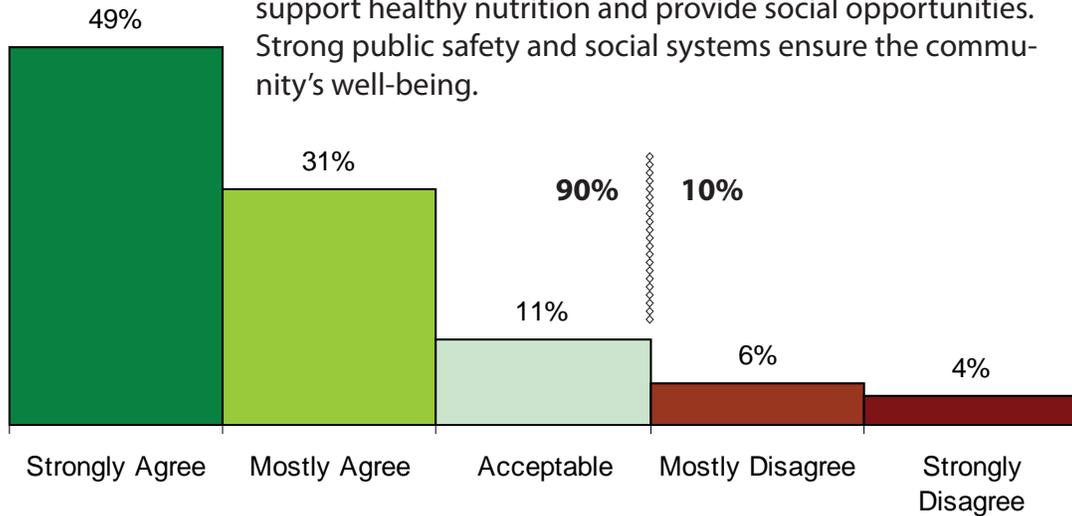
We are stewards of our environment. Our urban forests, natural areas and watersheds are valued and cared for as essential environmental, economic, and cultural assets. We balance the need for clean air, water and land resources with community values. The built environment is designed to protect, enhance and seamlessly integrate with natural systems.



ACTION AREA: COMMUNITY HEALTHY & PUBLIC SAFETY

This action area includes Public Safety, Public Facilities, Solid Waste, Air Quality, Food Access & Nutrition, Natural Disasters, and Water Treatment & Delivery.

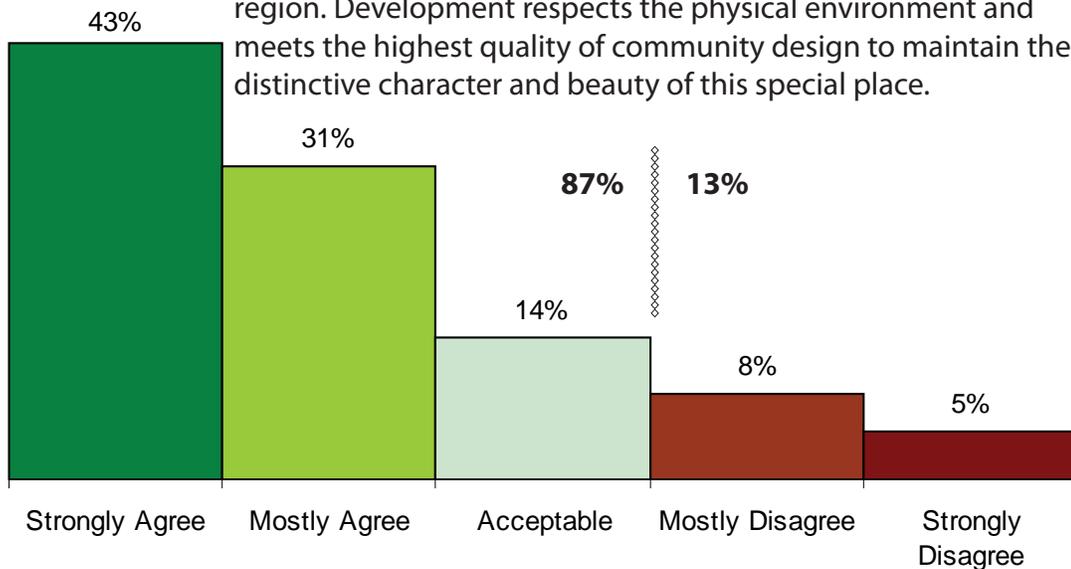
Our community is a safe place to live and supports lifelong active and healthy living. The city provides opportunities for active lifestyles that promote the health of all our residents. Local foods from community gardens and farmers' markets support healthy nutrition and provide social opportunities. Strong public safety and social systems ensure the community's well-being.



ACTION AREA: INSPIRING SPACES & PLACES.

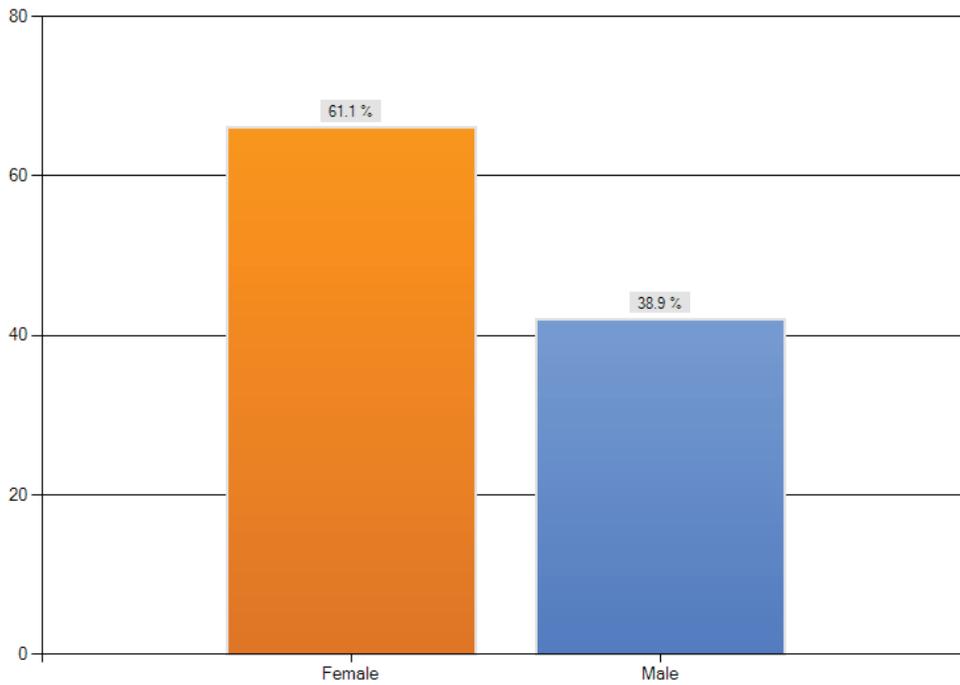
This action area includes Urban Design, Streetscapes, Architecture, Urbanization, Views,

Our built environment and natural setting inspire people to live here. The city is a regional leader, making conscientious decisions that protect our quality of life and unique place in the region. Development respects the physical environment and meets the highest quality of community design to maintain the distinctive character and beauty of this special place.

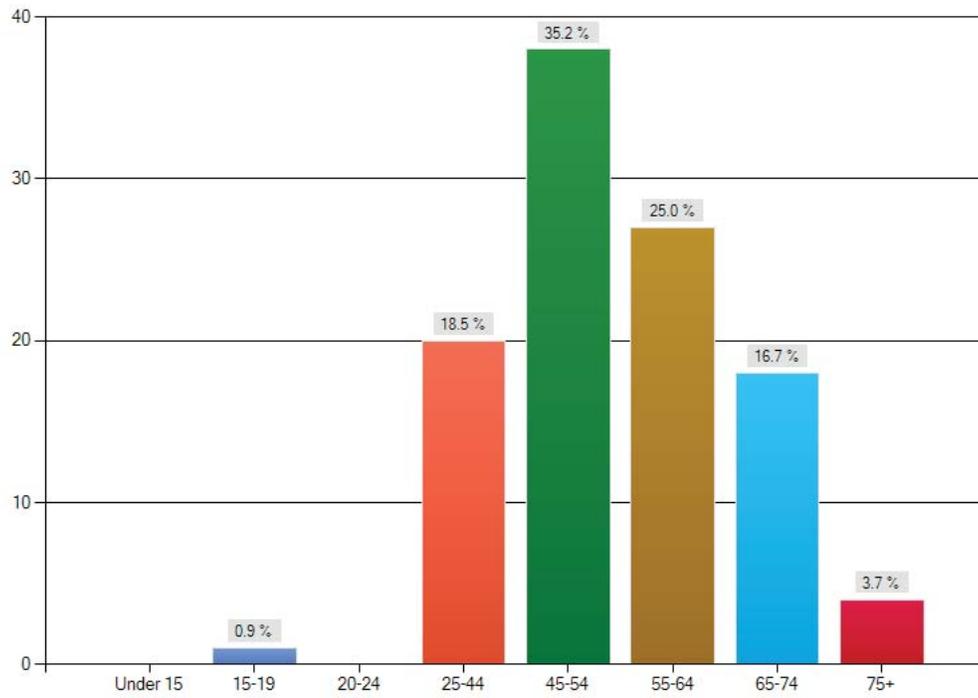


	Most Important	Somewhat Important	Least Important
Community Health & Public Safety	67%	30%	3%
Healthy Ecosystems	65%	27%	9%
Economic Vitality	57%	34%	9%
A Connected Community	46%	40%	14%
Inspiring Spaces & Places	42%	39%	18%
Complete Neighborhoods & Housing	42%	42%	16%
Community Culture	38%	43%	20%

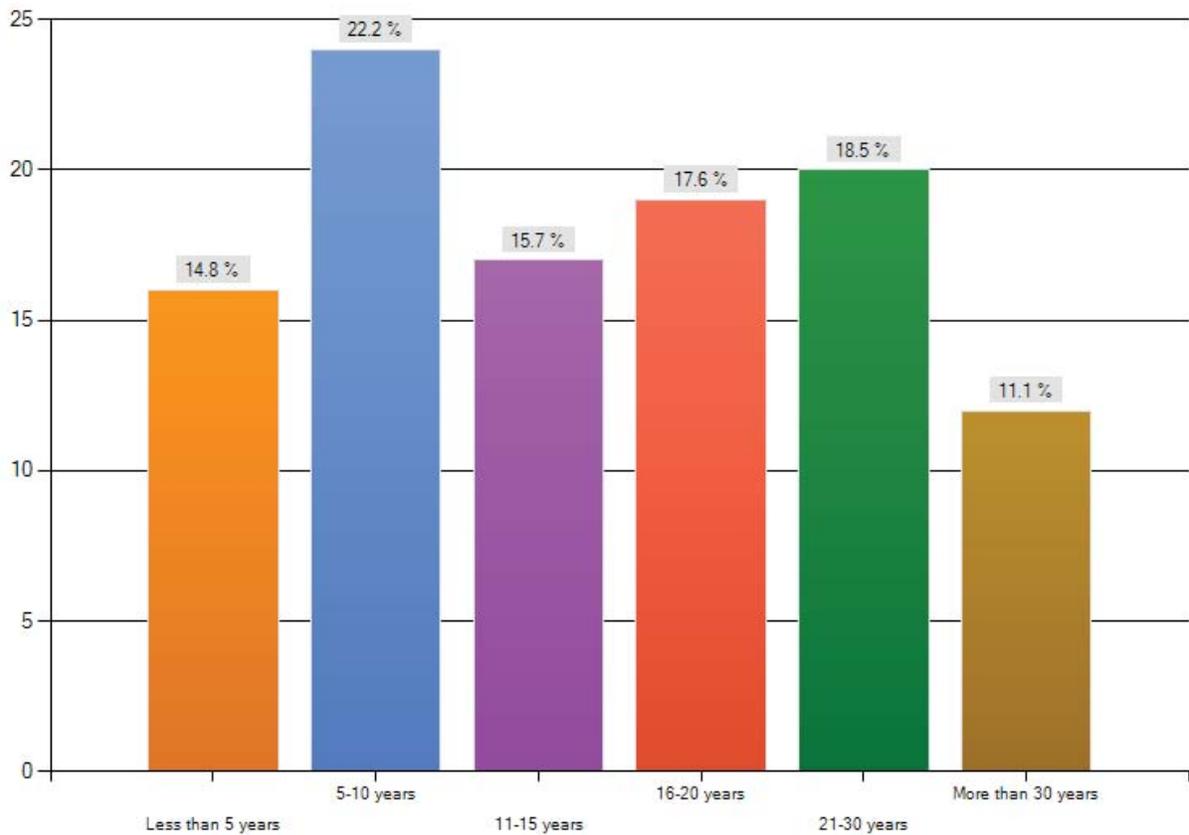
What is your gender?



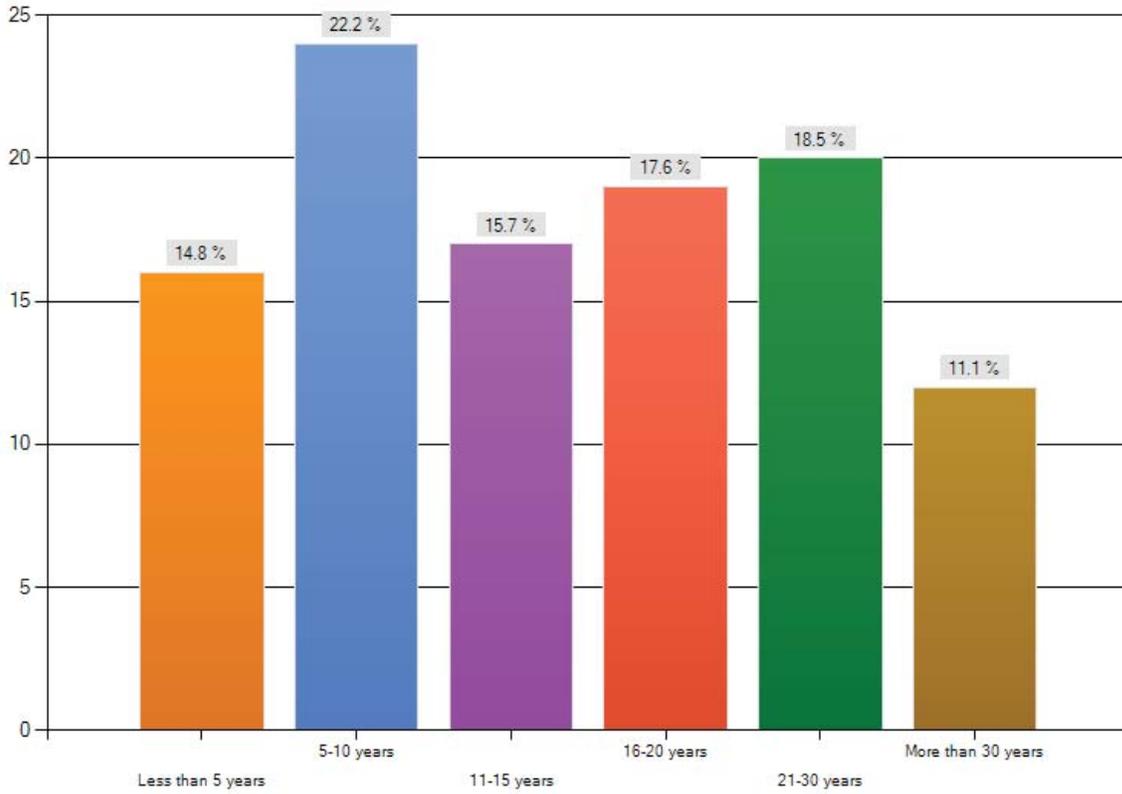
How old are you?



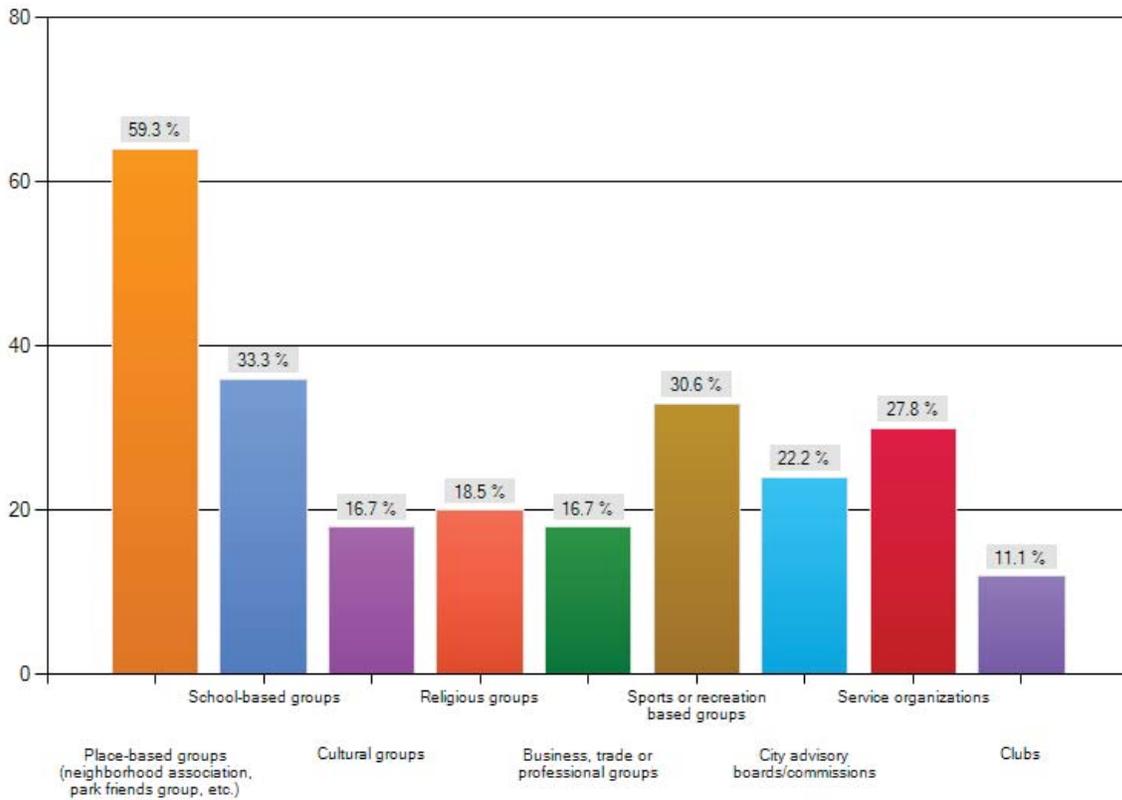
How long have you lived, owned a business or owned property in Lake Oswego?



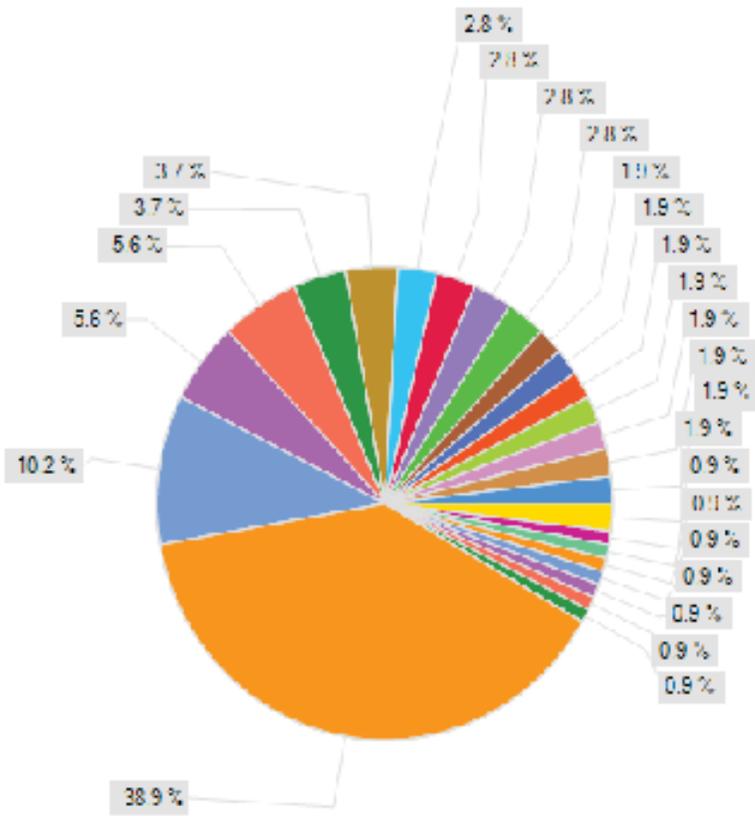
How long have you lived, owned a business or owned property in Lake Oswego?



Which of these groups are you most likely to be involved with in Lake Oswego?



What neighborhood do you live in?



- Mt. Park
- Palisades
- First Addition/Crest Hills
- McVey-South Shore
- Glenmomie
- Lake Forest
- Bryant
- Lake Grove
- Oak Creek
- Waluga
- I do not live in Lake Oswego, but I own a business or property here.
- Blue Heron
- Country Club/North Shore
- Forest Highlands
- Lakeview Villas/Summit
- Old Town
- Uplands
- Westlake
- Evergreen
- Hallinan Heights
- Holly Orchard
- Lakewood
- Rosewood
- Westridge
- Other
- Birdshill
- Childs
- Lenthills
- John's Woods
- Marylhurst
- Mary's Woods
- Skylands