

Overview



"We Love Lake Oswego: Planning for People, Places and Prosperity" is a citywide project to envision the community's desired future for Lake Oswego in 2035, and outline the policies and steps to get us there. The project will result in a updated Comprehensive Plan that depicts in words and images what Lake Oswego will become. The Plan will be created, owned and implemented over many years by residents, businesses, community organizations, City Staff and City Council. At its best, it will inspire pride and a commitment to realize the future it describes. The project will plan for the community's present needs while ensuring that Lake Oswego sustains a high quality of life for future generations.

The update of the Comprehensive Plan is a state requirement and the City has three years to complete it. The expected completion date, not including implementation which will occur over a much longer period of time, is late 2013.

On July 17, 2010, the City posted the vision and values survey on the *welovelakeoswego.com* website. The purpose of the survey was to receive input on what the community values today and their vision of the community 25 years into the future. The results of this survey will be used to develop a draft community vision and to create the framework to start a community dialogue about the future of Lake Oswego.

The survey was available until late September 2010 and the City received 832 responses. The survey was not intended to be statistically valid, rather it was intended to gauge the "pulse" of the community. After additional community input, a working draft of the vision will be validated through a statistically significant survey process and forwarded to the City Council for their endorsement in early 2011."

The Survey are this report organized as follows:

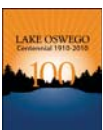
- General Questions
- Action Areas
 - A Connected Community
 - Healthy, Safe People
 - Inspiring Spaces and Places
 - Complete Neighborhoods & Housing
 - Community Culture
 - Economic Vitality
 - Healthy Ecosystems
- Who Took the Survey

The "wordle"* on the cover page graphically illustrates what it is most valuable to the community today. Our vision for Lake Oswego should seek to enhance these values.

A sustainable Lake Oswego is a community that meets the vital human needs of the present without compromising our ability to meet future needs. It is about more than just green buildings and the environment. Planning in a sustainable way means looking at the community as an interrelated system that includes **places** around us (the natural and built environment), **people** that live and work here, and the local **economy** that supports society's needs. The health of the community and these elements depend on one another; none can be considered apart from the others. Through the action areas of the Comprehensive Plan we will connect policies and goals that must be considered in unison to build a sustainable community.

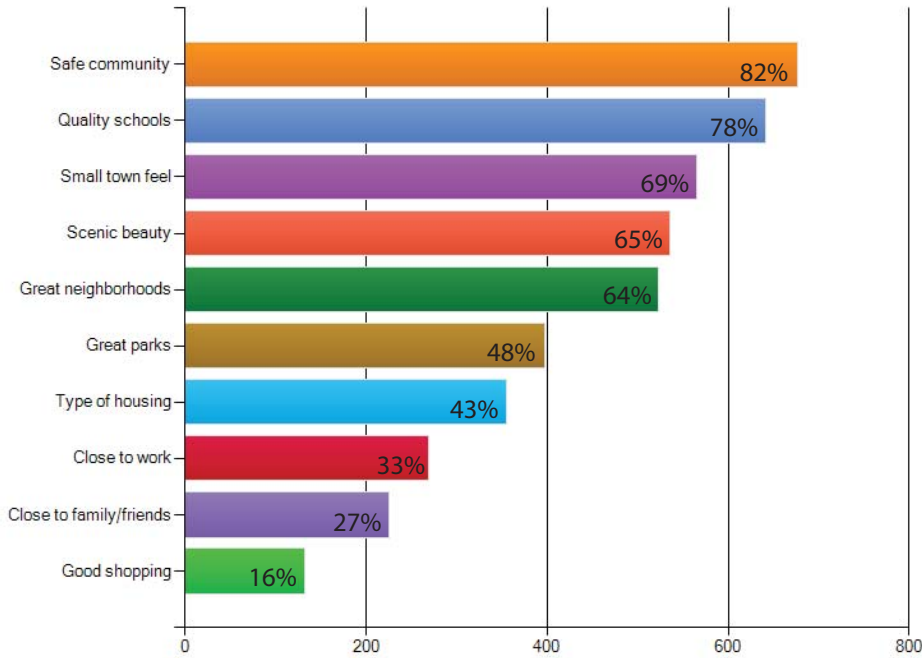
For more information on the project, the Comprehensive Plan update, please visit:

www.welovelakeoswego.com

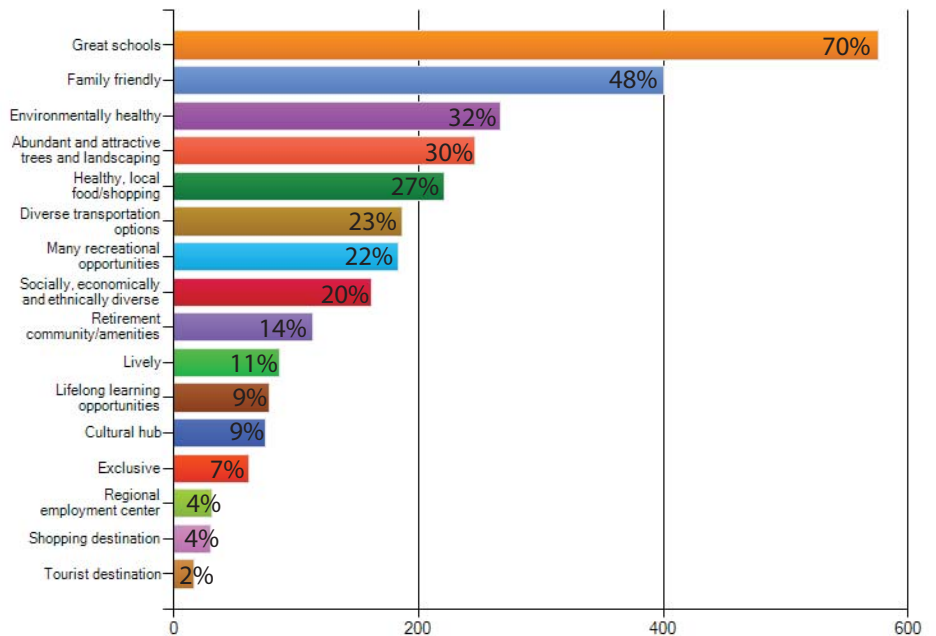


General Questions

Why did you choose to live, open a business or own property in Lake Oswego?



Imagine Lake Oswego as you'd like to see it 25 years from now for you, and future generations. What are the 3 most important attributes of Lake Oswego 25 years from now?



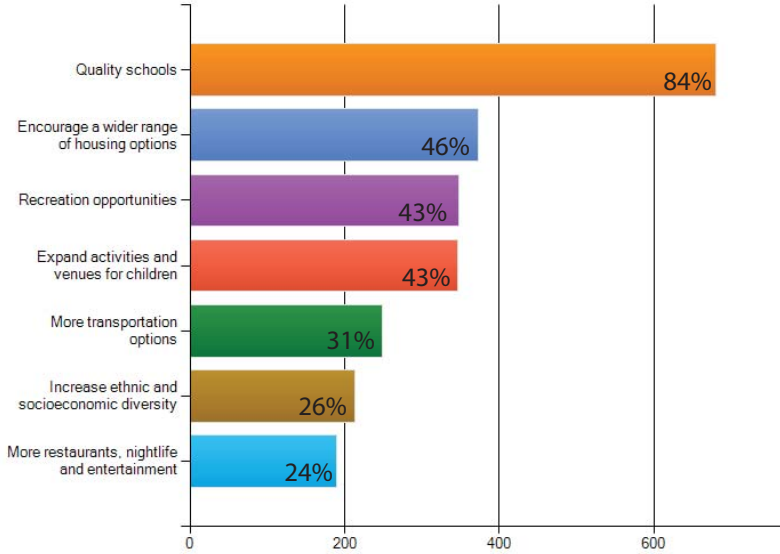
Action Area



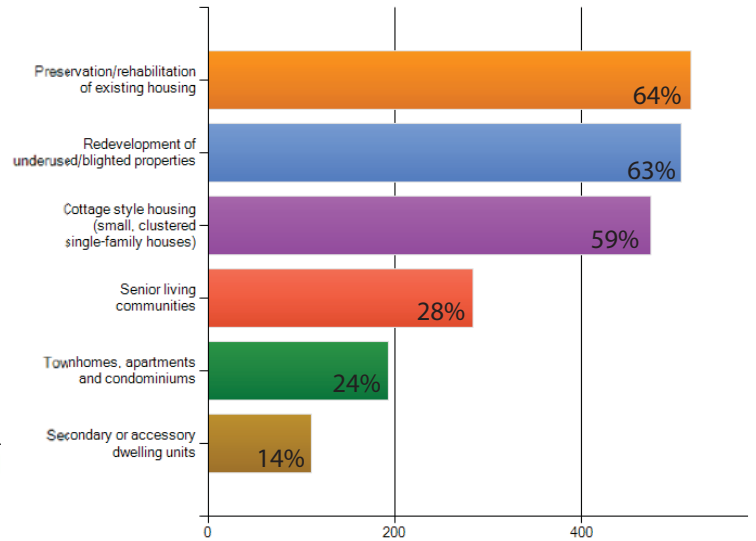
Housing Options • Aging in Place • Access to Amenities



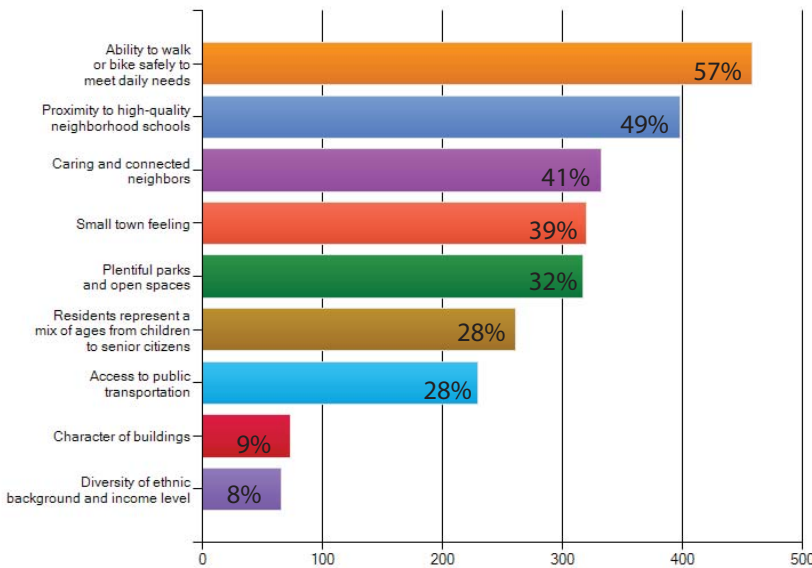
In the City's 2010 Community Survey, eight out of ten respondents agreed with the statement "It would benefit the entire community if more young individuals and families move to Lake Oswego." Over the next 25 years, what changes do you believe should be made to attract more young individuals and families?



To accommodate Lake Oswego residents over the next 25 years, which three (3) housing options will be most important for the community to allow or support?



In 2035, what do you believe will be the three (3) most desirable elements of a great neighborhood?



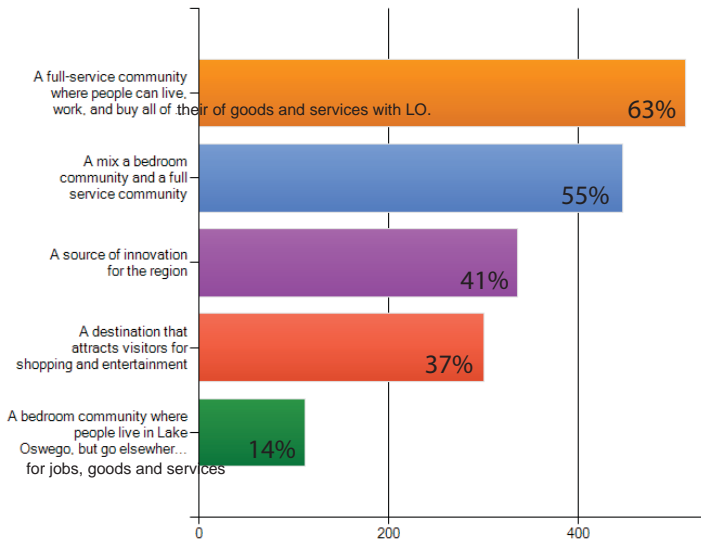
Action Area



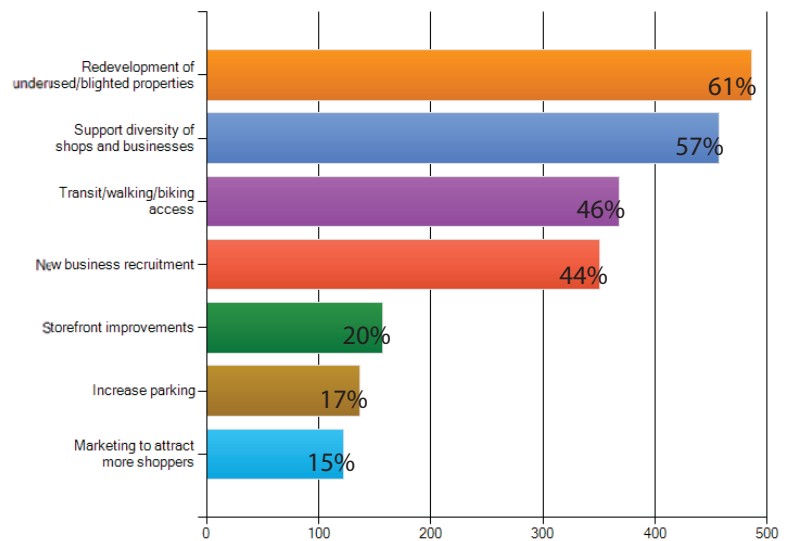
Jobs • Retail •
Redevelopment • Industry • Offices



Which three (3) of the following do you believe should describe Lake Oswego's economic role/identity 25 years from now?



What do you believe should be Lake Oswego's top three (3) priorities to improve its business districts?



Open Ended Question:

What types of new businesses and services would you like to see in Lake Oswego in 2035?

Out of the 832 people who responded to the survey, 471 (57%) responded to this open-ended question.

25% of respondents desire new retail options such as a bookstore, more practical stores that sell items used everyday, a hardware store, or locally owned businesses

14% of respondents commented on bringing new industry to LO such as green or sustainable, bio-tech and engineering or professional businesses.

7% of respondents desire more community services including a larger library and a public swimming pool.

5% of respondents desire different clothing store options such as a men's clothing store and affordable teen's clothing.

5% of respondents would like different grocery store options such as a one-stop shopping place, organic grocery store option and affordable grocery store alternatives.

3% of respondents desire larger, nation-wide chain stores. The two most commonly mentioned were Wal-Mart and Target.

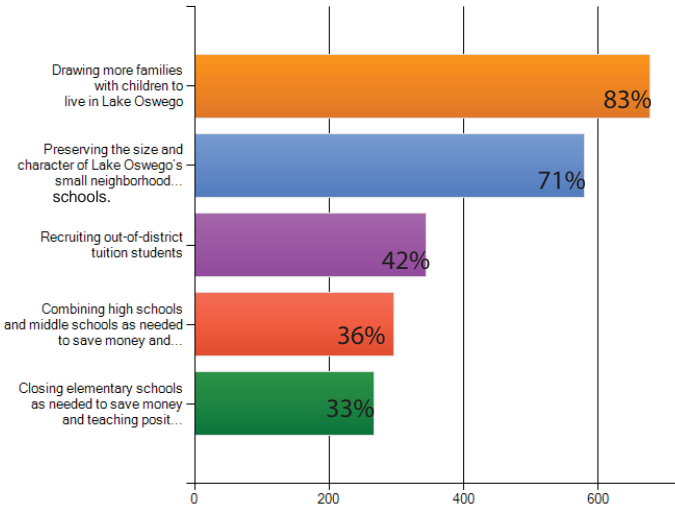
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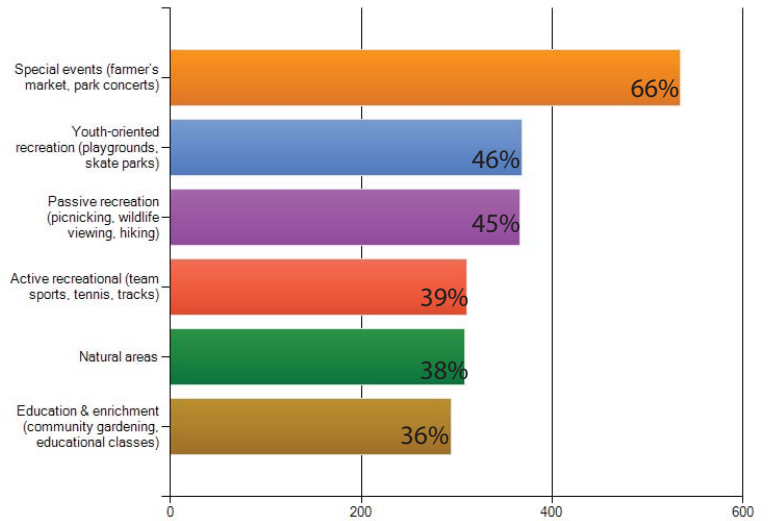
Education • Recreation •
Arts • Civic Engagement • History



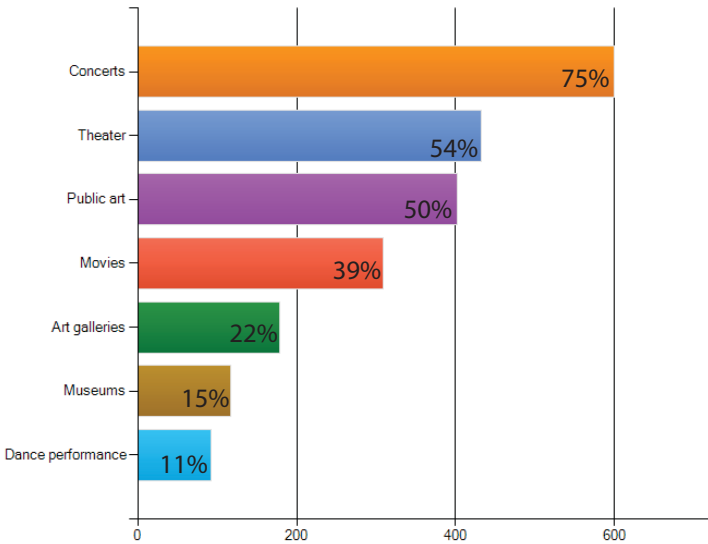
The school district is addressing long-term concerns regarding gradually declining enrollment and state funding shortages. Over the next 25 years, what do you believe will be the three (3) most important priorities regarding the size and number of Lake Oswego's schools?



Over the next 25 years, what three (3) aspects of Lake Oswego's park system and recreation programs do you believe will be most important to expand?



Which three (3) arts and culture activities would you most like to enjoy or see available in Lake Oswego 25 years from now?



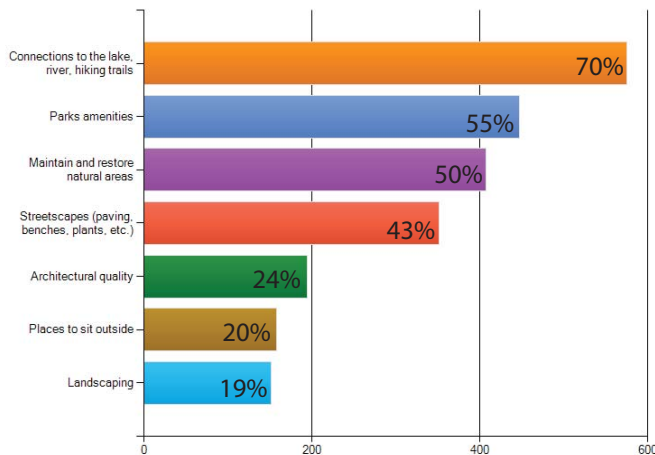
Action Area



Urban Design • Streetscape • Urbanization •
Architecture • Land Use • Views



What do you believe are the three (3) most important aspects of Lake Oswego's public spaces to maintain and improve over the next 25 years?



Open Ended Question: What would make Lake Oswego even better? 732/832 (88% responded)

38% felt that social improvements were important. Respondents felt that:

- An affordable, year-round community recreation center was very important (with a swimming pool, tennis courts, basketball courts, and a gym).
- A more diverse population would be a positive thing for Lake Oswego.
- More entertainment options are desirable, particularly more diverse dining options that are affordable, local, and family-owned and operated

20% felt that transportation changes and improvements were important. Respondents desire more sidewalks, pathways, bike lanes, bike paths, and greater neighborhood connections as well as comprehensive public transportation. The attitude towards light rail, trains and streetcars coming to Lake Oswego were mixed.

10% felt that improvements in our local government could be made including lower taxes and water bills, less government involvement in private property issues, better relationship between the City and the business community and some respondents felt that city council and the mayor are unresponsive to the people's desires.

8% indicated that the way tax dollars are spent needs to change.

7% were directed towards natural resources. People asked for access to Oswego Lake for all residents, and commented on the tree ordinance; many felt that they should be able to cut down trees without a permit. Some felt that the City should ease up on the sensitive lands ordinance.

Action Area



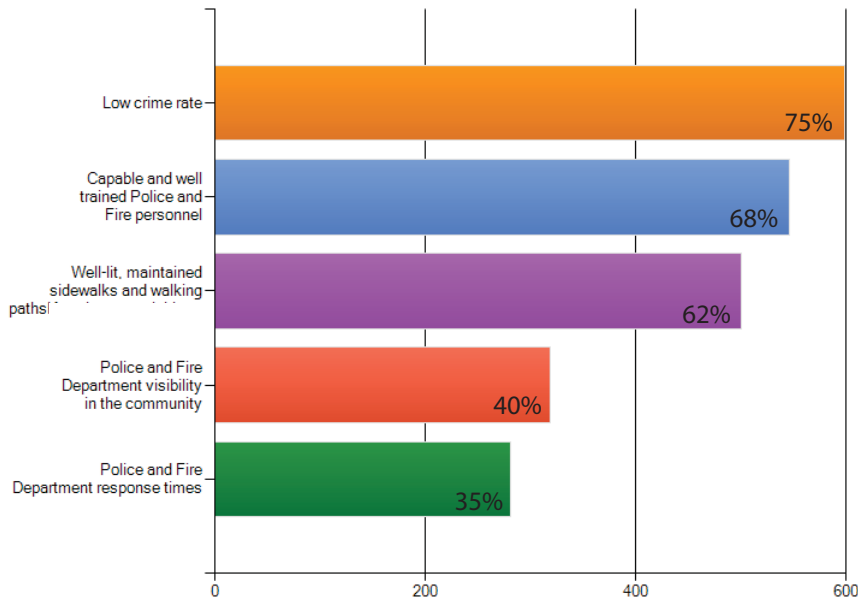
Healthy
Safe People



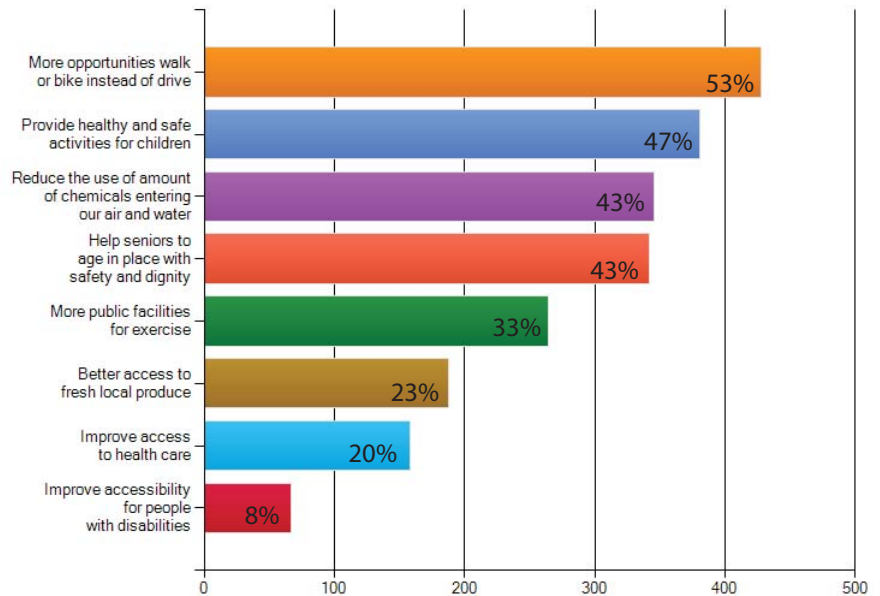
Public Safety • Public Facilities •
Solid Waste • Air Quality •
Habitat • Food Access & Nutrition •
Natural Disasters • Water Treatment & Delivery



What three (3) factors do you believe will contribute most to your feeling of safety in Lake Oswego over the next 25 years?



What three (3) factors do you believe will contribute most to improving the community's health over the next 25 years?



Action Area



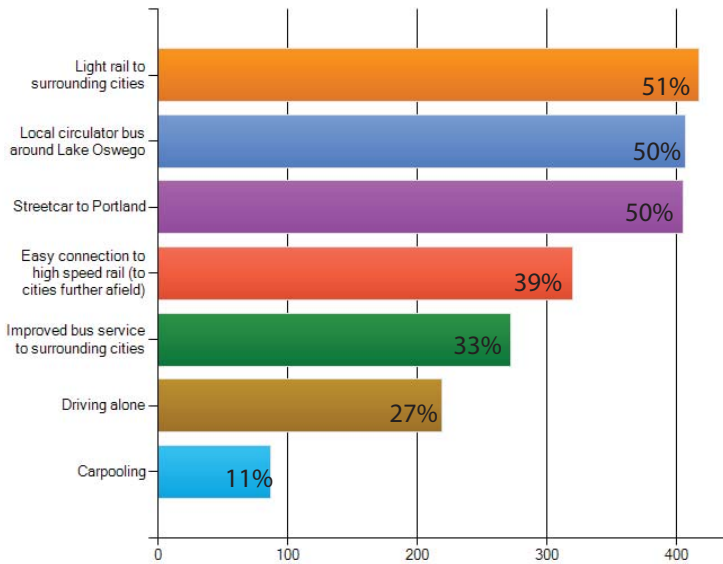
A Connected Community



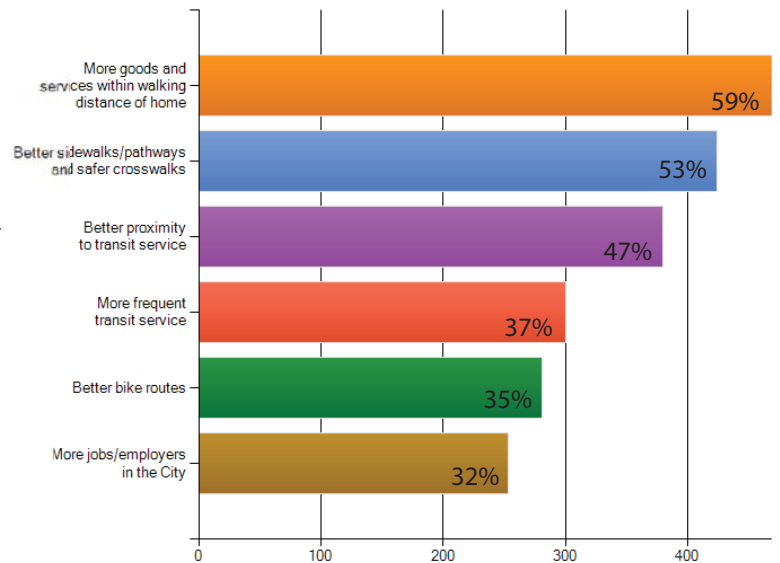
Walking • Driving • Bicycling •
Access • Safety • Transit • Traffic



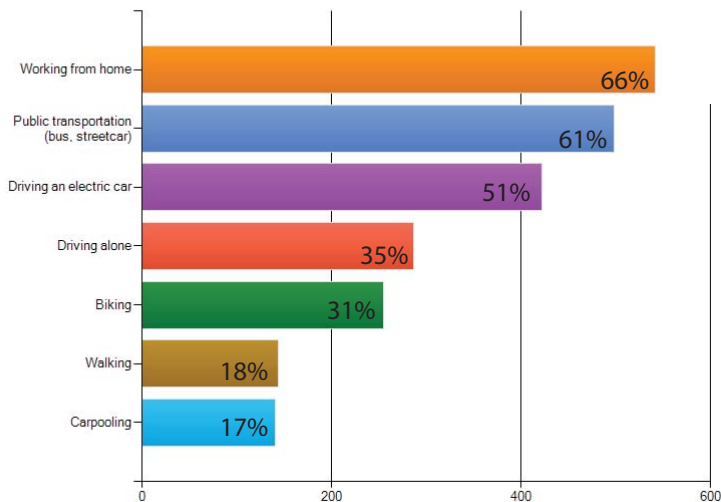
25 years from now, what three (3) types of transit do you believe will best connect you, and future generations to local and regional destinations?



In 25 years, what three (3) things do you believe will make it easier for you, and future generations to meet your daily needs without having to drive?



25 years from now, what do you believe are the three (3) most likely ways you, and future generations will be commuting to work or school?



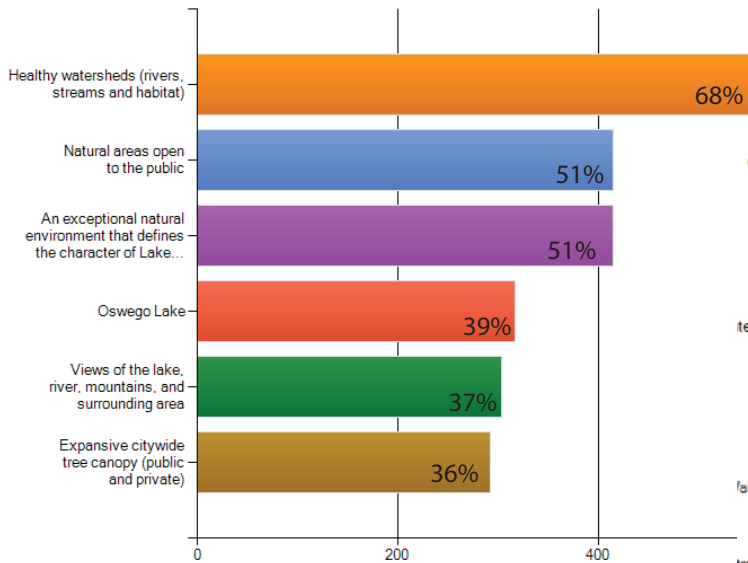
Action Area



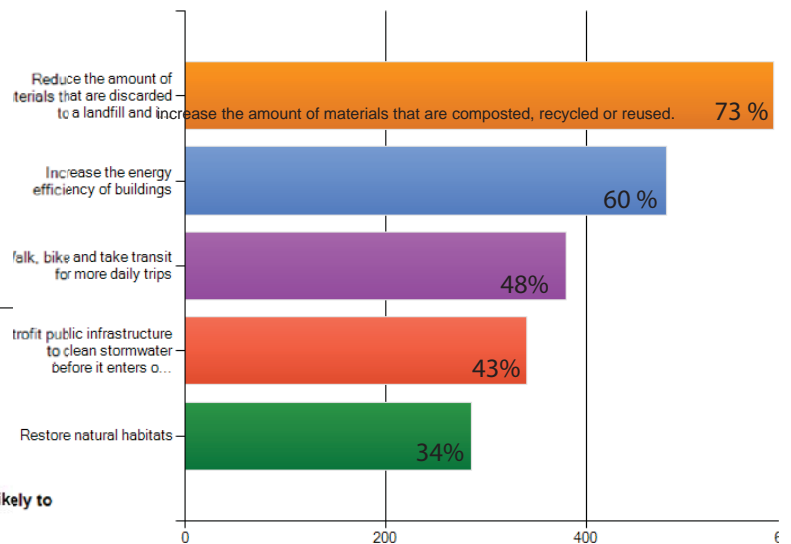
Urban Forest • Wetlands • Stormwater Management • Parks & Natural Areas • Watersheds • Fish & Wildlife Habitat



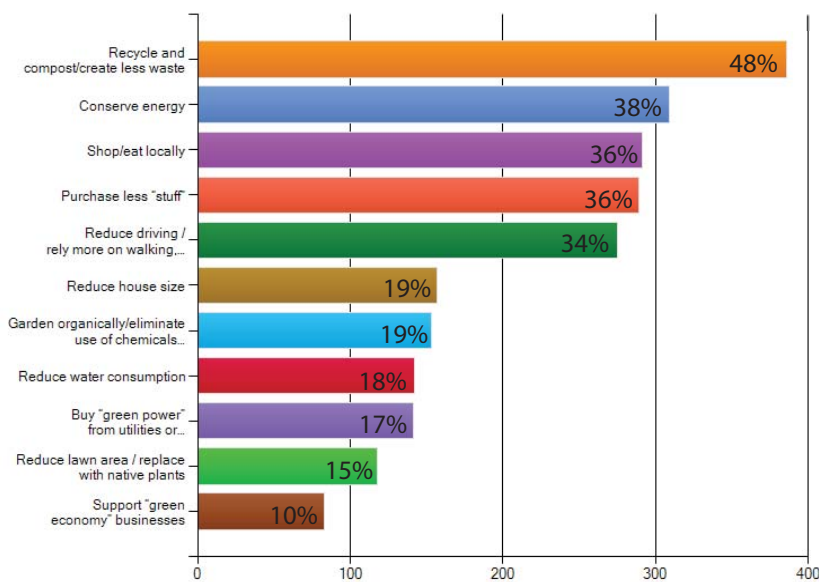
What three (3) aspects of Lake Oswego's natural environment do you believe will be most important to you, and future generations in 25 years?



Over the next 25 years, what do you believe are the three (3) most important things the City and/or community can do to reduce its impact on the natural environment? Should the community provide opportunities/ incentives to:



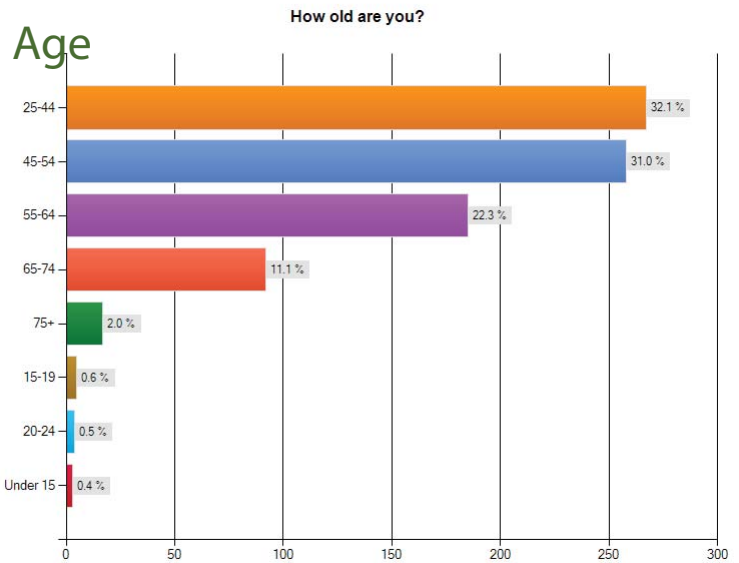
Over the next 25 years, what three (3) actions do you believe you personally are most likely to take to improve environmental quality?



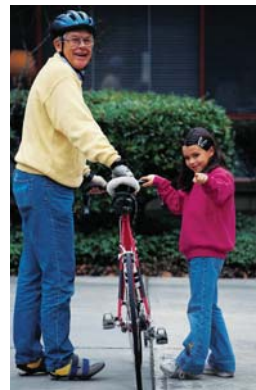
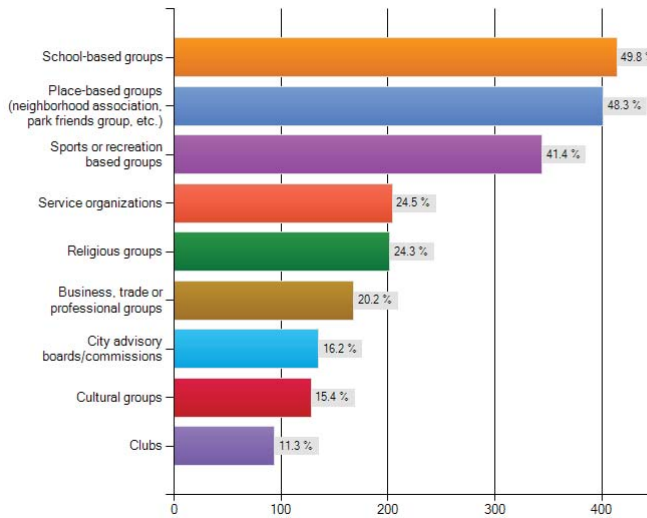
Who Took the Survey

Gender
62% Women
38% Men

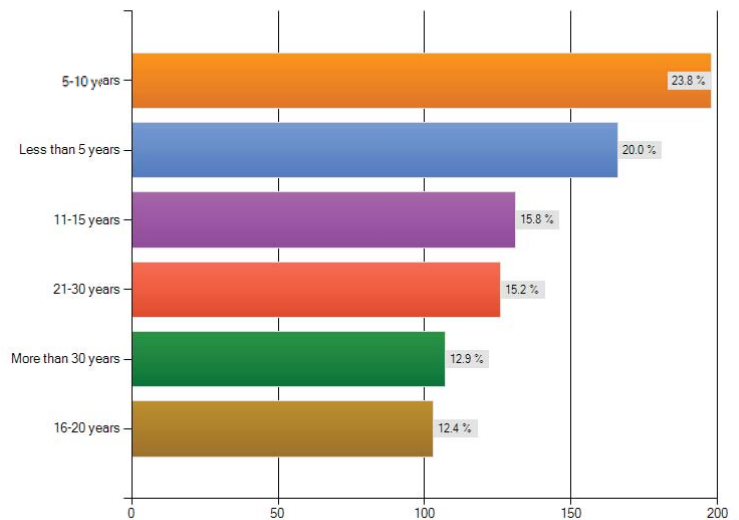
Households with children under the age of 18
56% Yes
44% No



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



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





www.welovelakeoswego.com