



## Community Vision for 2035

10/21/10 draft

**In 2035, Lake Oswego is a sustainable city; a model of livability. It is recognized for its high quality of life, community participation and responsible and responsive local government.** In harmony with nature, the City is a rich tapestry of multigenerational mixed-use neighborhoods, vibrant shopping and commercial centers, quality jobs, and a diversity of services and activities within walking or biking distance of residential areas. The lives of its citizens are enriched by outstanding educational and cultural opportunities and a wide range of choices in how we travel, live, recreate and shop. The community is resilient and adaptable in a rapidly changing global economic context. The City's infrastructure is sound and our finances are stable.



### **COMMUNITY CULTURE**

**Lake Oswego's engaged, connected and caring citizens form a strong and resilient community.** Citizens participate in an atmosphere of respect and trust that inspires dialogue and excellence in government service. Diverse activities and outstanding public spaces support strong intergenerational and community connections.

Lake Oswego is known throughout the region for its exceptional lifelong educational and recreational opportunities, and vibrant and diverse community culture. The public school system is nationally renowned for its excellence. Higher learning institutions offer outstanding secondary and continuing education. Families with young children chose to live in Lake Oswego and become part of the community.

City programs and facilities support health and wellness for all ages and abilities. An active successful and self-sustaining community center provides year-round spaces for informal gathering, play and exercise, and community programs. The City's award-winning public library is an informational and cultural hub that leads the community in lifelong learning and global connectivity. Public art and historic landmarks inspire residents and visitors alike while strengthening Lake Oswego's unique sense of place.



### **COMPLETE NEIGHBORHOODS & HOUSING**

**Lake Oswego’s collection of walkable neighborhoods, schools, and caring and connected neighbors contribute to the city’s small town-village feel.** Neighborhoods are diverse, comfortable and appealing for people of all ages. Housing options provide attractive and attainable places for families to raise children and for seniors to meet their daily needs. Older housing stock is renovated and historic homes are celebrated. Growth is focused along transportation corridors and district centers, preserving neighborhood character and identity. Well-connected pathways, sidewalks and bike routes provide access to transportation choice and allow residents in all neighborhoods to safely walk and bike to meet daily needs. Mixed-use districts in areas like Foothills, Downtown, Lake Grove, Kruse Way and Grimm’s Corner are thriving neighborhood business communities that provide housing and serve adjacent neighborhoods with jobs, housing, transit, entertainment, services and shopping.



### **A CONNECTED COMMUNITY**

**Lake Oswego residents have a variety of safe, convenient and efficient transportation options for people of all ages.** Transportation choices and well-maintained roads connect our neighborhoods, strengthen our sense of community, and provide options for moving around and beyond our city. Light rail and streetcar connect us to cities within the region and buses move people efficiently to and through our community. Schools, shopping and services are located within safe walking or cycling distance of homes.



### **ECONOMIC VITALITY**

**Lake Oswego is a full service community where people can live, work, play and meet their daily needs for goods and services.** We are business-friendly and support local jobs. The City encourages and builds upon the intellectual capital of the community to attract new ventures, retain local businesses and connect to the global economy.

There are a number of private/public partnerships that provide a positive return on City investments. Diverse and living wage jobs are supported and encouraged including small, emerging, and home-based businesses. The City promotes efficient use of underutilized properties to capitalize on opportunities and stimulate re-investment. A thriving business district, the Lake Grove Village Center is supported by transportation options, pedestrian access, gathering places, a mix of uses. The Foothills neighborhood east of Highway 43 is redeveloped in a sustainable manner with a dense mixed use neighborhood offering diverse and affordable housing for young and older residents. The Kruse Way Corridor continues to be a highly sought after business location and a regional model for commercial development. It continues to be a primary economic engine for Lake Oswego residents and has higher concentrations of jobs than other areas of the City. Employment uses, including Industrial, are consolidated in a well organized, attractive and efficient district in the I-5/southwest Lake Oswego area.



## **HEALTHY ECOSYSTEMS**

**We are conscious stewards of our environment with clean water, clean air and access to green and open spaces.** We grow in harmony with nature and strengthen and restore our ecological systems. Lake Oswego is a garden of natural beauty in the region of increasing urbanization. The variety of physical terrain, trees, and sheltered watersheds promote health benefits through rest, relaxation and recreation by city residents. The urban forest is valued and cared for by the community as an essential environmental, economic, and cultural asset. The built environment is sustainably and seamlessly integrated into the natural system.



## **HEALTHY SAFE PEOPLE**

**Lake Oswego is a safe place to live and promotes active living and healthy lifestyles for people of all ages.** Our citizens are active and healthy, with enhanced pedestrian and bicycle access to neighborhood parks and natural areas dispersed throughout the community. We work with the schools, local businesses and other partners to support a vital and active lifestyle and minimize impacts on the health of our citizens and environment. We support healthy choices and local foods by utilizing our proximity to farm fresh produce, vibrant community gardens, and local farmers' markets for the benefit of our nutrition and for the social opportunities that connect us to our fellow citizens.

Public safety providers are well trained and have contingency plans for all major emergencies. Our public infrastructure is sound, fiscally and environmentally sustainable, and has the capacity to provide clean water and wastewater services for a growing community.



## **INSPIRING SPACES & PLACES**

**The City's natural environment, public places and spaces inspire people to live a full and active life.** Lake Oswego's size, natural setting and pattern of development create a "village" character that inspires people to live together in harmony. The natural beauty promotes a desire by residents for development that respects and reflects the physical environment. Development is stimulating, utilizing attractive landscaping, and employing the highest quality of community design to maintain a unique sense of place. Commercial areas are vibrant and attract the public during both the day and the evening. The Stafford area is preserved for its scenic beauty and inspiring views. Residents enjoy living near the Willamette River and Oswego Lake for the views, parks, swimming areas, boating, hiking, fishing and simply relaxing. A green necklace of trails surrounds the City and interlaces our neighborhoods.