



## MEMORANDUM

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**TO:** Comprehensive Plan Citizen Advisory Committee

**FROM:** Laura Weigel, Associate Planner

**DATE:** May 10, 2011

**SUBJECT:** City Council, Planning Commission and Open House Vision Statement Feedback (PP 10-0007)

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### **ACTION**

Review City Council, Planning Commission and open house comments on the draft vision statement and either revise the statement or leave it as is.

### **BACKGROUND**

The purpose of the vision statement is to broadly, yet succinctly, articulate what the community wants Lake Oswego to be and look like twenty-five years into the future. It is also intended to be used as a framework to help guide the CAC in reviewing and updating the Comprehensive Plan's goals, policies and implementation measures. The vision statement is not intended to be used as a sole basis for making amendments to the Comprehensive Plan, but rather to provide guidance for those decisions. The Council will not be asked to adopt a final vision statement until the completed Plan is ready for adoption because the CAC may make additional recommendations for small refinements in the vision based on the review of the Plan goals and policies.

### **DISCUSSION**

On February 15 the City Council reviewed the draft vision statement four of seven Council members acknowledged that the vision statement was moving in the right direction. Council members recognized the time and effort that went into this effort, but also provided direction for refining the draft vision. On March 14 the Planning Commission reviewed the draft statement and also provided direction. A few residents provided comments at the March 29 Open House.

The City Council and *Planning Commission (in italics)* recommendations and comments included:

#### Sustainability

- The word and concept was questioned if it was just a passing trend and if it should be in the statement.
- In addition a question was raised as to its definition and how much it would cost to implement.
- Should there be more specific reference to green house gases?

#### Community Health and Public Safety Action Area

- The sentence "Easily-available foods from local community gardens and farmers' markets support healthy nutrition" is a good idea, but other action areas lack the specificity of this. Perhaps this should be more of a

concept.

- *Easily available food is very specific from community gardens and farmer's markets. Should be in plan but should be an objective or a goal or a way of achieving the vision. Maybe instead add language like "there are opportunities for active lifestyles and locally grown food that promote health and social interaction for residents" and flesh out the idea in the plan itself as to what that means. Twenty-five years from now there might be other options, so we shouldn't limit ourselves.*

#### Inspiring Spaces and Places Action Area

- The sentence "We are a regional leader" does not define what we are a regional leader of.
- *"Regional Leader" concept is being pushed by the staff when it should be community driven.*
- *The first sentence...what does community design mean? It doesn't explain anything. Is it trying to say the development respects the environment and meets the highest quality of design to foster a sense of community? What are regional leaders of what? Design? Sustainable design? Ecosystem design? Maybe this statement doesn't fit in this category? If not, maybe it should be in Healthy Ecosystems? And if it were to go in Healthy Ecosystems it should be qualified...maybe by "maintaining the region's quality of life."*

#### Complete Neighborhoods & Housing Action Area

- Other sections talk about what we "have" or "are", but this one talks about how we "manage". Maybe it should say we "have" a variety of attractive....etc as opposed to how we "manage".
- *The phrase "housing located along transit corridors" seems too specific. Instead maybe it should state something like "higher density housing should be located strategically/sensitively"....*

#### Healthy Ecosystems

- There does not appear to be a need to say "we are recognized for", but just "We effectively balance the community's needs with the need to preserve clean air, water and land resources for future generations."

#### Connected Community

- *Pedestrians and pathways are not just about connecting point A to point B, but also about encouraging community connections. How can the social fabric of the community be enhanced through the design of pathways? Maybe instead it should read "pathways encourage citizens to socially connect and walk and bike safely."*

#### Additional Statements

- The vision statement is too long and needs to be more concise.
- It was suggested that a glossary of terms be developed to help define terms such as "connected community" and "efficient" (in reference to the Connected Community action area).

#### OPEN HOUSE COMMENTS

- Draft Vision is too idealistic and long.
- Community Health and Public Safety – wording is fluffy and manufactured.
- Connected Community - Walking and biking safely- make it available and don't "encourage" people. Don't plan the "social fabric." Too touch feely, can you say this with a straight face. Too wordy, too descriptive, too controlling, too much of a sales pitch.

As the CAC considers comments from the City Council Planning Commission and open house comments, it may want to keep in mind the level of public involvement and the validation process that was used to develop the draft. In addition, the more amendments to the draft vision that are made, the more the validity of the vision may come into question because it moves it further from the original vision statement that was statistically validated.