

Theme: Eco-Employment Centers

- Integrate environment, economy and community; multifunctional
 - Connected employment nodes – network
 - Lake as connection and key piece of identity
 - Use of river
 - Schools networked with employment and recreation
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- All themes should have an “eco” focus.
 - Communication between businesses and facilitates will be key to this theme: Internet
 - How will we get individual businesses together to coordinate resources?
 - Business environment as an ecology
 - Also important is how we work and how we get to work (better system of bike paths and alternative transportation)
 - Noted that everybody communicates differently and perhaps and some won't be connected in the community. Can the community help fill this gap? E.g. the Library
 - All communication styles need to be accommodated (including hard print and the library).
 - May not need a physical “hub” like the library in the face of the wireless migration
 - Need a Facebook for local businesses so they can network with the each other in order to make resource sharing work (hosted and promoted by the City).
 - Interconnectivity can also help businesses in terms of employee sharing during ups and downs.
 - Home –based businesses and live work are most “eco” and could benefit the most from creating a virtual “hub”
 - Also need a physical gathering or “hub” space. Perhaps the WEB? Library? High schools? Coffee shops?
 - Should be dispersed enough to be centrally located within economic nodes.
 - Community meeting centers can also be located in grocery stores
 - Any n’hood center could become important in terms of connection people
 - Multi-function/multi-use spaces: retail during the day and community space in the evening “third place”
 - Starts by looking at public buildings then commercial spaces, then fill in the gaps with new development. Connect theme digitally and also physically via bike lanes/transit
 - *Nodes that are physically lined through transportation
 - The lake as part of the connectivity of the city as opposed to a barrier?
 - How does the park system relate to this economic theme?
 - Sharing facilities help to preserve natural lands
 - Preserving open space needed to attract employees and employers.
 - Green network can also link the different nodes – Connected green spaces also help provide connections habitat. Also help to manage stormwater. ...Attention needs to be paid to stormwater management. In paved and hardscaped areas as well. Water quality in the Lake currently suffering. Spawning fish in the creek below needs to be protected.
 - “Green streets” also key. Should be functional and designed to be used.
 - Work with private property owners to protect habitat along the lake.
 - Workforce housing needed to make EcoEmployment viable. Where will growth occur?
 - Most community members will probably want to remain an exclusive bedroom community.
 - Growth should be focused on young families.

- Center should be where most growth occurs – higher end condo units (like in the Pear) higher density housing in the EcoEmployment centers can help provide affordable housing.
- Degrees of density correlate to smaller and larger centers.
- Transportation in and out of the city also important. Streetcar theoretically a good idea.
- Willamette waterfront a great asset – another connector.
- Fill in underutilized parking lots on Kruse Way with housing.
- Art & public space should also be integrated within these nodes.
- SECOND GROUP
- “Eco” in terms of thinking about the ramifications of all your actions. Not just Eco Industries.
- Perhaps think about existing centers that have a geographic identity as an “eco district”
 - Kruse Way
 - Rosemont
 - Foothills/First Addition
 - Lake Grove
 - Marylhurst
- Sub areas can also exist within these larger districts
- The connections between these “eco districts” will also be important (transportation)
- Potential transportation connections – shuttles, water taxis
- Noted the similarities between themes (EEC/Ecodistricts and vibrant centers).
- Connectivity between nodes the biggest hurdle (Lake is a barrier)
- LRT along existing freight rail track connection downtown and Lake Grove (in the RTP)
- How to link Kruse Way? Look at adjusting the alignment to run along Kruse Way instead of through Lake Grove (giving the number of employees this would serve)
- The location of the Ecodistricts can help define transportation needs.
- Different characteristics between EcoDistricts (e.g. downtown vs. Rosemont)
- Small commercial center near Rosemont can be revitalized.
- Because Rosemont District is lower intensity less need for rail connections.

Theme: Entrepreneurial Community

Entrepreneurial Community

- Can't have entrepreneurial opportunities all spread out; need to have some concentrated
 - Live/work space
 - Medical clinics, schools
 - How to capture entrepreneur life cycle?
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- LO people not looking for businesses in neighborhoods
 - Best when no one knows that you are working out of your home
 - Mostly service folks working out of home
 - Be very careful about neighborhood impact
 - Where/what is needed for entrepreneurial out of the neighborhood?
 - If businesses are spread out how will that impact transportation options?
 - Assumption – Not comfortable housing for all incomes and ages
 - Think of entrepreneur...as occurring within a short time frame and being mobile.
 - Is there a way to build on the entrepreneurial spirit in LO?
 - Are we providing the right environment in entrepreneurial?
 - Need to build a network/fabric for tapping into the neighborhood skill set
 - Possible entrepreneur incubators? (There one here in LO in Westlake (mix of retail and office))
 - Should we consider Live/Work Space in LO (shared wall with the expectation that people are working in the unit)
 - Units could be above business (this is how it was done earlier in our history)
 - Common in university settings
 - Interaction between workers is can be powerful
 - Marylhurst could be an incubator
 - What is the future of work?
 - Transit is weak in LO
 - Can we have some form of mini transport?
 - Medical clinics – how many are there in LO? Will there be enough to serve future populations?
 - Maybe teachers should be encouraged to live in LO to contribute to the City outside of work?
 - Community Culture – use schools as centers of community in off hours
 - We know that most entrepreneurs are in their late 20's/early 30's – can/should LO try to attract a younger demographic? That age group would likely be drawn to centers such as Lake Grove Village Center, Foothills and downtown.
 - Forest Highlands – should higher density be considered along more traveled transit routes
 - Western culture warehouse older people, but they are a huge resource – how can we tap into it?
 - Schools are great opportunities for interactions between lots of different ages.
 - Maybe we need numerous small libraries and service centers to provide more opportunities for interaction
 - Can LO's big house be multi-generational?
 - Large family living in one house has impacts on the neighborhood (traffic, parking)

- SDU's? Granny flats? Maybe strategic overlays where they would make the most sense?
- The Dutch build cities in concentric circles....
- Need to provide a "continuum of care" for aging populations...more services should be provided as one ages and needs more services
- What about Kruse Way? There is a neighborhood transition area that helps buffer the neighborhood from the Commercial area
- Is there an opportunity for a different type of development in Lake Forest or Rosewood?
- We have an aging community brain trust? What do we do with it?
- Marylhurst – how connected is it?
 - Could it be decentralized? Disperse classes throughout LO?
- Entrepreneur...mobile, incubate, move out to larger digs
- Entrepreneur...usually starts at home
- Create a feeder system – start at home, move when you get bigger
- People interested in small areas where people can gather such as coffee shops, libraries
- How can people network/connect? Where do they go to meet?
- Need an inventory of entrepreneurial assets....resource for information exchange
- Hove to build neighborhood fabric so you know who your neighbors are and what resources exist
- Home occupation needs to be flexible ...make it easier
- Find business incubator space....Marylhurst great resource...What about the WEB while it isn't in full use?
- Create "free" from zoning areatreat entrepreneurial space differently
- How do you lure venture capitalist to LO? Model like Silicon Valley....not necessarily tech industry, but something else? Green businesses?
- How do we let people know we are a good place for venture capitalist?
- Interlaced system of divergent levels
- Need housing for different types of workers
- Everything should be connected through healthy ecosystems
- Is global more "doable" than entrepreneurial?
- Entrepreneurs can have global impact...attracts different types of jobs
- Compared to Eve Scenario - create an environment nurturing to entrepreneurs and they will follow
- How do we harness intellectual capital?
- Aging folks area a great resource? How do we tap into them?
- Can we grow venture capitalist?
 - Venture Capital Center....entrepreneurial center that helps foster the process
- Should we have special programs for entrepreneurs/ venture capitalist like LO Reads?
- How do we grow brilliant kids?
- Tie retirement homes to schools and the library connect by greenways

SECOND GROUP

- How do we accommodate larger businesses like 20,000 sf?
- Can we have resource labs for entrepreneurs? WEB good place
- Cradle to maturity
- Can't capture everyone, but could capture more

- Make it conducive for a company to start here (even at home) and to grow and stay here...maybe the home base stays here while other divisions move to space that make more sense (like Hillsboro)
- If we add jobs, we need to add housing
- Cover Kruse Way parking lots with housing
- If we don't want to grow out, we have to grow up
- Increase density around Kruse Way
- Create nodes with density around them...higher the density, higher the affordability
- Create workspace on bottom floors and residential above
- Kruse Way needs more housing and commercial (shops, restaurants)
- Entrepreneurs need good places to gather - either public or private (like coffee shops)
- What are the technology needs? Do we need city-wide wi-fi?
- Do we need an entrepreneur specialist at the City as a resource
- Could we create an EntreNet? Resources for entrepreneur? How do we connect brain power? EntreChat? Entreface?
- LO is seen as primarily as residential City? How can we change that? How can we be known for being creative, entrepreneur and venture capitalist?
- LO has very high intellectual capital...how do we "sell" that?

Theme: Global Lake Oswego

- What do we mean by global?
 - Continue current character
 - Attract more professionals
 - City needs economic development effort
 - Areas for new housing of various types: Smaller scale? Affordable? Targeted to entry level wage earners?
 - Real places with urban amenities within walking distance
 - Stronger transit system; consider river as transportation element
 - Joint ventures; public/private partnerships
 - Link to South Waterfront
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- Economic Base should be “employment” base; high wages
 - Higher –level employees have flexibility to live/work where they want - choice because quality of life
 - Housing affordability
 - Kruse Way – opportunity to grow/evolve employment
 - Opportunity to look at a different form and scale for employment
 - Boulder, CO example
 - Marylhurst, downtown, Foothills
 - Need to add to centers (nodes) to capitalize on existing transportation infrastructure
 - Clarify “global”
 - Communities need to be more ‘sustainable’ in region because of transportation barriers
 - Regional Competition
 - Need Land – Synergy – limited
 - Global=Huge?
 - Small area – slow change
 - Walker’s corner- future center?
 - Opportunity for employment and residential
 - Marylhurst
 - Foothills
 - A&B downtown
 - Kruse Way
 - Center Point
 - Boones Ferry/Pilkington
 - Mt. Park shopping area
 - Small scale medical synergy with South Waterfront
 - Residential pattern established – limited growth
 - Higher Density residential @ Boones/Kruse, Foothills
 - Schools & Aging Population
 - Tear down schools for residential
 - Housing Infill along Boones Ferry
 - Existing residential “sacred” and hilly

- Constrained areas
- Residential capacity will limit employment growth (as live/work; 20 min. neighborhood)
- Enhance existing framework “steroid up” that reflects theme

Transportation

- Fixed rail system along river/43
- East-West rail connections
- Pathway system good- needs supportive transit
- Need better East/West connections (transit)
- West-Side: Tigard/Tualatin is closer than OR 47 (43?)
- Limitations – Existing corridors (rail & road)
- Employment centers need to be ‘softened’ with natural landscaping to be more sustainable and livable.

Theme: Learning Community

- Cradle to grave educational opportunities
- Assess and invest in existing infrastructure (schools and parks)
- Linked system; physical linkages
- Strive for efficiencies
- Similar needs for seniors and young families

- What are the measures of success?
 - Educational attainment
 - Number of children in schools , included tuition transfers
 - Continuing education at community schools
 - Improved access to schools like Marylhurst (has its own master plan), PCC
 - Is Marylhurst hard to get into?
 - What is the visual connection to Marylhurst

- What about interaction/relationship of educational institutions is important?
- What is at the heart of learning in LO 25 years from now?
- LO is vortex in middle of:
 - L+C
 - Marylhurst
 - PCC
 - + L.O. schools – public and private

- What about programming – how does this connect institutions? Education system becoming seamless.
- Connectivity = Metric
- How do educational institutions strengthen each other?
- L.O. hasn't changed that much over last 20 yrs
- Within schools: Marylhurst wants to do more to connect elder population to higher education
- CC met with MHU to discuss how to connect (i.e. arts fest)
- Why do we have education? What are inherent/global problems that follow education?
 - Mission:
 - expand possibilities, secure future
 - Sustain the community
 - Reach beyond school
 - Can be most important inst. in community
 - Isolation, independence vs. community connection
 - Lack of stability
 - ADVANTAGE: people want school to succeed/people willing to support
 - Look at mission, get beyond problem in LO, can be terrific fly paper
 - Interesting in schools can/should be best community interest
 - LO is leading in state

- 25 yrs. from now, LO (city) as academy
 - LO's industry – what do we do as a community?
 - LO as a place not only where you want to live for children, but you lifelong learning

- Education as economic development issue. Treat it independently but can treat education as economic driver

- Education taking place everywhere
- LO=every well educated
- Prelimin. Stat: At least 40% of HS grads come back
- 8 mo. – 98 years – education available in LO
- Schools resp. to demog. Of pop
- Flexibility to resp to market, while keeping assets for public benefit
- Take financial benefit away from sch.
- Community owns physical asset – maybe school system should not be a landlord
- Depends what your value is
- Are Nhood schools part of viable education future in LO?

ON THE MAP

- How to knit together?
- Open space in proximity to schools
- Streetcar as connect to OHSU/PSU
- What about ext. to Marylhurst?
 - Additional link always possible
 - Institution = logical terminus
- Which community college do LO taxpayers support?
- K-12 = possible CC sites
- CC = opportunity for seniors seeking vibrant life
- Smaller elementary schools will need to be attractor for diversity of community needs/assets
- Combination of transit facilities to link educational institutions
- Schools used 7am-10pm
- If elementary school closed, what in addition to athletic facilities could buildings be used for?
- Community programming shifted away from LOSD. How can NAs respond? “community schools” program? Shift PTA-NA resp?
- High interest and demand for LG performance space at HS. Outgrowing seating. (future needs)
- Need to develop efficient, manageable *structure*. What belongs *in* institutions that’s currently outside?
- Unburden LOSD responsibilities
- Reduce GHG in community. Connect with pathways.
- How does green network help link institutions?
- How far did you/children/grandkids walk to school? If dev. safe walking routes
- Where are there walking barriers?
 - Hwy 43 to Hallinan
 - A lot of people do not value sidewalks
- Not tech-driven future
 - Take advantage of tech in system
- LIBRARY – connect LOSD and City library service/facility/programs
- Should few remaining vacant parcels accommodate family attainable housing?
- Some people want to downsize within LO – free up for younger families
- Build smaller housing for seniors – become part of education system
 - Some/many seniors may want live-in help vs moving
- Former senior housing frees up stock for younger families

- Plan housing strategically
- Existing stock may be/once was out of reach for younger families
- For a suburban community, LO has done pretty good job of diversifying housing opportunities
- Young people and seniors similar housing needs
- Efficiencies
- Partnerships
- Flexibilities
- Physical linkages

SECOND GROUP

- Colleges as entrepreneur incubators into the LO community
- People live in LO in great part because of education
- Integrate more with Marylhurst – make that institution more part of community
- Well-education community = strength
- Average Marylhurst student = older (28-29), commuter school
- ACC is part of this system
- Unused space at Marylhurst
- Should have rail terminus at MHU
- Disconnect between LO and Marylhurst
- Streetcar connecting all the way from PSU – Marylhurst
- How to put education institution at edges of community into center of LO?
 - Satellite centers/classrooms
 - Both physically and metamorphic-ly
- Move to more online classes. How to connect to these students?
- Want LO to have strength in personal, face-to-face interactions
- Idea: Take MBA students on tour to see LO/future opps
- Interim LOSD facility space: past have leased to private schools
- Relationships before biz and ed institutions through programs
 - Programmatic
 - Needs of education met through variety of resources
 - Internships, school-to-work transitions
- Help strengthen/promote MHU
- MHU effort re: music venues + art program
- Other communities have redeveloped school areas as multi-functional community nodes
- City could offer facilities/exchange for comm. ed.
- Live/work as affordable transition space for grads, as move up ladder/grow biz in LO
- How to tap the LO braintrust?
- Job opps to meet needs of residents – satellite Nike/Intel – high profile biz/res inst
- Kruse = underutilized space. Hours used = 9-5 M-F
 - Opportunities on vacant land?
 - In 25 years, will employment/biz be so international that more 24 hour occupation? Or, will space be freed up by more online work/telecommuting-less offices?
- Attract OSU to Kruse?
- Water taxi to connect to OHSU?

Theme: Vibrant Centers

- Existing centers are good
- Downtown as destination with affordable and senior housing, community center, small convention center, boutique hotels
- Marylhurst University as cultural node
- Palisades as crossroads commercial
 - Other? Luscher Farms, green space, Mt. Park
- Lake Grove corridor has smaller nodes
- Kruse Way as employment center and gateway

How to define 'center'?

- Local sores/retail
- Employment
- Housing

Distribution of Centers

South part of City underused

- Street Connective key
- Mini bus system
- Walkability
- water taxi

Future Center

Near roundabout at Rosemont

- Retail Focus...possible grocery
- Restaurant
- Amenities
- Health club – near dog park... reason to be there besides dogs
- Housing- mixed income, high density?

NC Center in Palisades – could be strengthened

Needs more of a neighborhood feel...a grid system supports that

- Mini-bus system here because of topography

Kruse Way

A lot is built behind the main drag. Can we bring more/housing closer?

Can we establish smaller "center" within the large Kruse Way Center?

Mixed Use?

Space that operate than 8 hrs a day

Remain primarily employments, but want people to stay a little longer.

Facilitator: Matt Arnold, SERA

Scribe: Debra Andreades, LO Staff

Create a connection to Lake Grove?

If there was more local LO character, people might stay for dinner.

Lake Grove

Needs better walkability and connection to Kruse

Lower Lake Grove – need residential higher density

Connect Rosewood to Lake Grove

Kruse way problem could be solved by supporting Lake Grove. Quarry Rd. is the back road connection between the two.

To make centers you need good 2hour restaurants, not just snacks.

WEB as Community Centersurrounding neighborhood walkable/accessible

Marylhurst

Marylhurst is a large employer – it is a center too.

Mass transit terminus should be at Marylhurst.

Downtown

Lakewood Center focus more on arts center

More affordable housing downtown

Senior to independent

Support recreational activities

Civic nodes

Cultural nodes

Retail nodes

Recreational nodes

GROUP 2

Mt. Park examplebuilding over existing parking? Provide in structures instead?

Intra-city transit system

Kruse Way – housing – mix use – balanced

Takes the pressure off Lake Forest...protect legacy of neighborhood

Plan for flexibility

Nodes have to be complete to be attractive.

Vibrancy happens w/higher density at the nodes.

Honor local economics when talking about new nodes

Theme: New Ideas

- Sensitive lands – foundation private property rights
- Concern for Kruse Way building heights/housing proximity
- Evenly distribute green space
- Avoid Conflicting uses
- Protect LO character – lake, downtown, small town feel ‘rural’ roads
- Economic growth: over regulation
- City-wide wireless internet
- Underground utilities to protect views
- Encourage tourism – hat attracts people to an area? Survey
- Sustain
- Protect – cultural, ethical independence
- “Agrarian’ style independent culture
- Variety in landscape
- Process of management and service to community at high love
- Education L-12, college – quality
- Need to attract jobs

Handwritten notes turned in from someone:

- Things to Sustain:
 - A valuable and enduring ethic
 - An extraordinary and diverse landscape
 - An efficient and reflective process
 - Managing
 - Programming
 - Servicing
- Things to improve where we have a competitive advantage
 - Education
 - Employment
 - Contingent relationships
 - Natural resources
 - A model for small/midsize communities
- Develop strategic relationships beyond our borders
 - Regional institutions
 - Small, creative industries
 - Urban/rural thresholds that enrich the circumstance of both environments

Please use this form to record your suggestions for the Citizen Advisory Committee to consider as they work with staff and the consultant team to further develop these scenario themes.

Entrepreneurial Community

1. What are your thoughts about this scenario theme? Is it viable? What are its strengths? What is missing?

Viable. Strengths: Consistent with LO's "village" feel.

2. What would this theme look like on the ground? What design characteristics will be important to consider? What physical and spatial relationships are needed to develop a viable scenario?

Vibrant Centers can support Entrepreneurial Community. More home based occupations. Important not to lose neighborhood feel, especially when running businesses from home. Year round farmer's market type venue for people to exchange goods and services locally.

Learning Community

1. What are your thoughts about this scenario theme? Is it viable? What are its strengths? What is missing?

Viable. Strengths: There is very high support for education in the community already. Missing: Not enough emphasis on learning from the home for all age groups through the use of technology.

2. What would this theme look like on the ground? What design characteristics will be important to consider? What physical and spatial relationships are needed to develop a viable scenario?

Perhaps connecting individuals with technology will become more important to foster learning in the future rather than providing physical places to learn. Physical places are still important and retaining neighborhood schools will still be important to support learning opportunities. Neighborhood schools could be converted to act as mini community centers to support lifelong learning opportunities.

Vibrant Centers

1. What are your thoughts about this scenario theme? Is it viable? What are its strengths? What is missing?

Viable. Strengths: The City has centers evenly distributed throughout the City. Downtown and Lake Grove can be built upon to become exceptional centers. Neighborhood schools serve as vital centers as well. Missing: Many of the existing centers are more auto than pedestrian oriented. Also, an additional center is needed to serve the Palisades neighborhood.

2. What would this theme look like on the ground? What design characteristics will be important to consider? What physical and spatial relationships are needed to develop a viable scenario?

Need to make existing centers more pedestrian oriented with services for the surrounding neighborhoods. Need to continue to enhance Downtown and Lake Grove centers. Also need another center in the Rosemont/Stafford vicinity to serve the Palisades neighborhood. Could have increased density within centers to support them as long as surrounding neighborhood character is retained. Need to retain neighborhood schools. Need a community center to support activities and sense of community for all seasons. Do not try and create too many centers which will spread it too thin.

Global Lake Oswego

1. What are your thoughts about this scenario theme? Is it viable? What are its strengths? What is missing?

As with others, I was not clear what this theme means, therefore I am not sure if it is viable. Missing: More definition. More emphasis of technology that can connect LO globally. Mention of the new language immersion program being rolled out in the LO school district beginning in Kindergarten that is intended to help create global citizens.

2. What would this theme look like on the ground? What design characteristics will be important to consider? What physical and spatial relationships are needed to develop a viable scenario?

Increased diversity of people and educational choices in the community. Increased access to technology for people of all ages and incomes.

Eco-Employment Centers

1. What are your thoughts about this scenario theme? Is it viable? What are its strengths? What is missing?

Not sure if it is viable because it seems a somewhat narrowly focused. Strengths: There is support and some infrastructure for eco-employment in the region. Missing: More explanation on what eco-employment to see how it can be fostered.

2. What would this theme look like on the ground? What design characteristics will be important to consider? What physical and spatial relationships are needed to develop a viable scenario?

Need to better understand what eco-employment requirements are (land, transportation, etc.) to see if LO has the capacity to support these types of uses.

Other

Please describe any additional scenario themes or concepts you would like to recommend.

An additional theme could address the many active and passive recreational activities that draw many people to LO (Recreational Community?). This includes trails, pathways, bikeways, parks, recreational programs, etc. There was excitement around the concept of integrating cafes and coffee shops into parks where appropriate to enhance outdoor experiences. A need for a community center was discussed which fits with this theme.

Is there anything else you would like to add?

I would like more discussion around the issue of the Lake. This issue came up consistently during discussion of themes, with the Lake being viewed as a barrier to goal achievement overall. Important issue since the Lake is a central feature of the community.

ABOUT YOU (Optional)

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Thank You! Please submit comments tonight or return to Laura Weigel via fax at 503-635-0269 or email at lweigel@ci.oswego.or.us by January 14. For more information please visit the project website at www.welovelakeoswego.com.