

LOconomy Scenario

Neighborhood Hub



Neighborhood Mixed Used District



Primary COMMERCIAL Mixed Use District



Primary EMPLOYMENT Mixed Use District



- Provides for a prosperous community that is home to a **rich mix of local employment opportunities**, and locally-sourced goods and services.
- New housing in mixed-use areas are **concentrated on the east and west ends of the city** and provide a strong customer base for local businesses.
- Assumes a 2035 population of 51,981, which translates into 3,336 new housing units and 2,020 to 9,783 new jobs.
- Future population and job growth is directed to new mixed-use developments in established employment areas on the east and west ends of the city, protecting the character of existing neighborhoods and **reducing infill and redevelopment pressures on existing single family neighborhoods**.
- On the east end, Downtown, **Foothills and Marylhurst develop into walkable, mixed-use centers** for civic, commercial and cultural activities. Their urban form and village feel attract local shoppers and provide settings for local cultural and civic events.
- On the west end, **Kruse Way and the SW Industrial Area** in West Lake Grove evolve into a **regionally-competitive, 21st Century mixed-use center**. Their close proximity to I-5 and high capacity transit attract new businesses and light industrial companies and professional service firms with a focus on regional, national and international markets.
- Existing commercial areas within neighborhoods develop into neighborhood centers that vary in size, scale and character, reflecting the aesthetics, values and needs of the surrounding residential community. These **centers support smaller business opportunities in response to local demands for goods and services**, including support services for a growing population of home-based businesses.
- **Transportation improvements connect the city's east and west ends to each other, and to surrounding communities and markets.**
- Local transit services connect the east and west ends to each other, and serve as a spine for future transit service to neighborhood centers. **Walkways and bikeways connect neighborhoods to their adjacent commercial and employment centers.**
- **Regional high capacity transit service** connects Lake Oswego to Portland, Beaverton, and the Clackamas area. The highway transportation systems links Lake Oswego to the region via the I-5, Rt 217 and Rt 43 corridors.