

Goal 2 Land Use Planning

□ Section 2, Community Design and Aesthetics

BACKGROUND

Statewide Planning Goal 2: Land Use Planning

“To establish a land use planning process and policy framework as a basis for all decisions and actions related to the use of land and to assure an adequate factual basis for such decisions and actions.”

This element of the Comprehensive Plan is intended to ensure that Lake Oswego has the ability to enact and implement regulations and standards to govern appearance and design quality of development. This is significant because community aesthetics and design quality are important to Lake Oswego in many ways. The overall image that a community projects to others is strongly based on its appearance. In residential areas, appearance directly affects property values, neighborhood stability and residents’ sense of well being. Commercial areas have a vital stake in their aesthetic quality. A pleasant and comfortable shopping environment attracts customers and encourages them to stay and thus affects the economic health of the community.

GOALS, POLICIES AND RECOMMENDED ACTION MEASURES

GOAL

The City shall maintain and enhance the appearance and design quality of Lake Oswego.

POLICIES

1. Enact and maintain regulations and standards which require:
 - a. New development to enhance the existing built environment in terms of size, scale, bulk, color, materials and architectural design;
 - b. Landscaping;
 - c. Buffering and screening between differing land uses; and,
 - d. Measures to foster a safe and interesting transit and pedestrian environment.

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2. Require developers to submit site and building plans for all proposed new development which show building, site and landscape designs for all development phases.
3. Enact and maintain sign regulations to prevent adverse visual impacts on the community.
4. Ensure that both public and private development enhance the aesthetic quality of the community.
5. Establish and enforce regulations to abate unsightly conditions and other nuisance situations.

RECOMMENDED ACTION MEASURES

- i. Periodically review and update regulations to address issues of community appearance and public nuisances.
- ii. Encourage developers to utilize qualified design professionals to enhance the visual quality of development.
- iii. Develop design standards and guidelines to improve community appearance.
- iv. Work with Neighborhood Associations to develop neighborhood design standards and guidelines as part of Neighborhood Plans.