



ECONOMIC VISION

By the year 2025, Lake Oswego will be a more vibrant, connected and sustainable community, known throughout the region as a unique and wonderful place to live, learn, work, play and enjoy arts and culture. Pedestrian-friendly shopping and dining districts are lively and commercial buildings are fully occupied with thriving businesses. Industrial uses are consolidated in a better-organized, more attractive and efficient district in the I-5/west Lake Oswego area. Strategic higher-density infill and redevelopment, including the Foothills and downtown North Anchor at 1st and B projects, provide a broader range of housing options and additional locations for retail, civic, cultural and employment uses. Strong neighborhoods are connected by safe and attractive walking and bicycle routes, with transit options including Streetcar to Portland and internal bus circulation. River, lake and trees are enduring connections to natural beauty and visible symbols of a healthy community.



ECONOMIC DEVELOPMENT MISSION

Working through collaborative public-private partnerships, build on Lake Oswego's strong quality of life to improve community vitality and economic well-being for current and future generations.

OPPORTUNITIES

Lake Oswego has the opportunity to build on and expand its positive attributes: great quality of life and amenities – a beautiful setting, recreational opportunities, arts and culture, community events, and high-quality housing and schools; a highly educated and affluent population; high quality office space; existing businesses; and strong retail potential. Issues and weaknesses also present opportunity for positive change: City regulations and permitting, parking, transit, housing options, office and retail vacancy.

FOUR COLLABORATIVE STRATEGIES

Market Lake Oswego



Leverage quality of life and place



Provide exemplary City service to business



Retain and recruit businesses



KEY ACTIONS: FIVE-YEAR PRIORITIES

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| <ul style="list-style-type: none">• <i>Develop a marketing strategy focused on customer and business attraction and leverage of existing and new community events</i>• <i>Develop a public-private strategy for implementation funding</i>• <i>Launch and maintain a public-private marketing program</i> | <ul style="list-style-type: none">• <i>Plan and begin Foothills redevelopment</i>• <i>Plan and implement Streetcar</i>• <i>Plan and implement North Anchor at 1st & B</i>• <i>Perform downtown parking analysis and enact potential code changes/ projects</i>• <i>Facilitate redevelopment of the Wizer block</i>• <i>Expand Gallery Without Walls; plan new arts programs and events</i>• <i>Complete Boones Ferry Road studies and develop funding options for Lake Grove Village Center Plan implementation</i>• <i>Complete Lake Grove Design Handbook</i>• <i>Provide economic development input to Comp Plan update</i> | <ul style="list-style-type: none">• <i>Build a City Business Solutions Team</i>• <i>Improve City regulations and permitting; facilitate development</i>• <i>Maintain an economic development website</i>• <i>Deploy a new business toolkit and welcome protocol</i>• <i>Develop and maintain demographic data and economic indicators</i>• <i>Build and leverage partnerships with the business community and economic development partners</i> | <ul style="list-style-type: none">• <i>Conduct outreach to businesses</i>• <i>Establish Strategic Investment Zone</i>• <i>Communicate and leverage business assistance resources</i>• <i>Conduct economic gardening pilot program</i>• <i>Provide training</i>• <i>Complete and maintain retail property inventories</i>• <i>Conduct targeted recruitment</i>• <i>Study feasibility of a business incubator</i>• <i>Study potential incentive programs</i> |
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HOW THE ECONOMIC DEVELOPMENT STRATEGY WILL BE USED

Lake Oswego's Economic Development Strategy establishes a framework to guide City decision-making, planning, and work program priorities in the 2010-2015 timeframe. It also provides a platform for community partners to plan and implement complementary and supporting efforts.

INDICATORS OF SUCCESS

- **Economic Indicators**
- **Output Measures**
- **Survey Feedback**