



LAKE OSWEGO

Parks, Recreation and Natural Areas System Plan

Business Community Outreach

The design of the Parks Plan 2025 process included specific outreach to Lake Oswego's business community, recognizing the two-way relationship between the character of the city and the success of local businesses. To accommodate the busy schedules of this target audience, the project team, in consultation with the City's Economic Development Director, decided that a targeted short form questionnaire sent to members of the Lake Oswego Chamber of Commerce and the Lake Grove Business Association would be the most efficient and effective way to solicit input.

Four questions were developed specifically aimed at the perspective of business owners and decision makers. These questions were posted as a short online questionnaire to gather ideas about how parks and recreation and the business community can be mutually reinforcing.

The 16 content-rich responses received during the month of December 2010 provide a variety of ideas to explore during the planning process. Due to the open-ended nature of the questions and the detail provided, responses have been provided in full as written below.

Results of Online Questionnaire

1: How do parks, recreation, and natural areas contribute to the economic health of our community?

- Our parks and recreation facilities define our community and make it a more attractive destination for visitors, as well as preserving our property values.
- Creating access to nature is one of the most important efforts a city can make. We have got to train the next generation to care about our disappearing green spaces to instill the stewardship ethic more broadly across all ages and groups.
- It attracts new families and future business to the area. Tourism is an important component of local commerce.
- these bring people to the town to both live and visit
- One of the most important and valuable assets we are blessed to have in LO
- nicely -so they should relax on taking private property rights thru sensitive lands

- brings in people who would otherwise not visit that particular area.
- it brings a quality of life without the urban environment.
- By providing healthy outlets for the citizens of the community, people can concentrate on their personal well being which contributes to a strong economy.
- Single biggest reason to live in Lake Oswego is the great parks & trails.
- They draw people to live and or recreate here, both bring in dollars to our community
- By giving us places to recreate.
- Very highly. If people feel there are a range of parks in the area, they are likely to purchase homes or run businesses in the area.
- Make LO a place to live and visit and add beauty to our lives.
- People come to visit the parks, and to recreate and to just enjoy the beautiful spaces we have in Lake Oswego which brings people here to shop, dine etc in the community.
- Neighborhood parks enhance the surrounding property values and reinforce LO's image as a green community. Right now, it seems park areas are concentrated at Lusher (far from neighborhoods), George Rogers (again not a neighborhood park) and Westlake. The Iron Mountain corridor is in great need of a park area and walking trails. If studied I believe you will find it the most heavily walked main residential road in LO; 5 or more walkers can be seen most times of the day. It is a main road, so not the safest to walk and it would be great to get walkers on to safer paths.
- Physical health is economic health. Parks, recreation & natural areas are essential to the economic health of our community by providing a beautiful, healthy atmosphere that attracts homeowners, shop owners, shoppers and business people. Land values in Lake Oswego have stayed buoyant during the economic downturn. This is a direct result of the beauty and maintenance of mature trees, parks and waterways.

2: What specific sites, programs and maintenance activities enhance Lake Oswego as a place to do business?

- Concerts; Farmers Market; Flower baskets; Holiday Lighting; a wide variety of programs for all our citizens makes Lake Oswego a vibrant and desirable community.
- Park programs round out the experience of living in a city adding another dimension to our rich cultural life. Parks could take a more proactive role in stewardship and restoration efforts, leading by example. Access to ball fields and other recreational activities is important in combating obesity

issues and giving children positive activities that will occupy their free hours.

- Farmers market program and further marketing initiatives by the city to promote local companies are extremely important to attract commerce here.
- Millennium park plaza in a draw to the downtown core. the street trees and plantings make downtown a pleasant place to shop
- Developing and maintaining green space and walking trails around Lake Oswego Hunt, on Iron Mountain. Protecting and preserving the historic uses will preserve the past and enrich our future. Doing everything possible to work with the hunt to enable them to thrive.
- bike and walking trails programs at the parks festivals , music /dog parks all add to enjoyment of the community
- The Lake Oswego Hunt club brings history and community activities that other communities do not have. It is so unique that it brings diversity to networking with business.
- Lake Oswego Hunt is a unique property that brings people in from many areas to do business in restaurants and hotels. It's historical des
- Tryon State Park, bike, hiking & horseback trails. Biggest economic development would be extension of MAX to LO
- Millennium Park Plaza and the flowers that the City and Chamber provide create a beautiful atmosphere
- Having a variety of park uses is key: some active (like Lusher Farm) and some passive (like Campbell Native Garden). I represent LO Hunt and it is important to our business that the park land next door be developed in a way that is compatible with our business. A natural area park with exercise stations, parking, restrooms, etc. would be a wonderful addition to the Iron Mtn area and enhance our business, as well as creating opportunities for a private/public collaboration. (more below.)
- keeping the parks clean and well maintained enhances the experience for all. Farmers' market is a fabulous draw for everyone.
- The arts festival, the summer market, are two of the most well attended activities. The gallery without walls is another reason to visit the city. It is one of the most unique things we have along with the Lakewood Center
- LO can do so much more to bring in business and support the historic Lake Oswego Hunt. That fabulous facility puts on horse shows all year long and I know they could have bigger shows if they had more parking space. The city spent a lot of LO money on the land next to Lake Oswego Hunt and could develop it into walking trails with stretch stations, riding trails (which brings in daily revenue when people bring their horses to ride), a small doggie park, public restroom and flexible parking which could link up with

Lake Oswego Hunt. I've watched that facility for years try to get the attention and support of the city. They've made great strides with engaging with the public by joining the Chamber of Commerce, being adopted by the Chamber Leadership Class, participating in the LO Heritage Home Tour, and hosting community events. The surrounding neighborhoods love Lake Oswego Hunt and would be thrilled to see the city help it be more financially strong - - AND bring in money to LO hotels, restaurants and stores.

- Luscher Farm and Millenium Plaza are two fantastic examples of the city's support for the preservation of urban farmland & celebration of the city center. These two projects are of quality, and strengthen the identity of Lake Oswego. They provide community services and are economically integrated with local businesses, (farmers whom farm plots on Luscher Farm, Farmers Market etc).

3: What are your ideas for parks, natural areas, programs and services that would provide additional economic benefits to the community?

- We enjoy extensive natural areas and parks. What's missing is improved recreational facilities such as additional indoor tennis facilities and a community swimming pool - these should be at the top of the list.
- A trail system that connects parks and other natural spaces to larger trail systems would be positive, bringing outsiders to LO looking for recreational opportunities. A healthy parks system is like a healthy school system - it attracts people to reside in this community who share those values and priorities.
- Children's programs, ecological initiatives by the schools and the business community. Dog parks are great.
- unsure
- Developing and maintaining green space and walking trails around Lake Oswego Hunt, on Iron Mountain. Protecting and preserving the historic uses will preserve the past and enrich our future. Doing everything possible to work with the hunt to enable them to thrive. The horse shows and the competitors that accompany them bring valued dollars to all local businesses such as restaurants, hotels, gas stations to name a few. LOH host 20+ public events annually and has been an asset to the community for 75 years.
- food carts but that would hurt the restaurants another odd question not sure what you are trying to get at -- enjoying the community attracts folks to come here and live here but how does that get them to spend their money here?
- areas for bikes and people who would like to walk their dogs wide enough for both to enjoy. Must have good parking and access.

- Lake Oswego Hunt club brings in traffic from other cities and provides economic opportunities that stay within Lake Oswego.
- Expand the area along Iron Mt. Blvd. near the LOH barn to provide additional recreational opportunities which could provide additional economic benefits.
- Continued involvement & development with Lake Oswego Hunt...This is an incredibly under used /appreciated facility and asset to the community and should be incorporated into the master plan.
- a walking/bike trail between Lake Grove and downtown LO.
- None, just keep the parks nice.
- I represent LO Hunt on Iron Mtn. It would be wonderful to create a natural park on the city site next to LO Hunt that could showcase a collaboration between city and LO Hunt. The park area could include exercise stations which would be used by the many walkers and joggers along Iron Mtn and educational signs and walking paths that discuss the pond and resources and history of the area. LO Hunt would also be appreciative of the chance to talk about ways to collaborate with an interlinked path system on its property to the city site that could also connect to Iron Mtn park entrance. In addition, LO Hunt could use the park land to extend its cross-country jumping (with portable jumps) for summer shows, that would draw the public. A parking area LO Hunt could use for its shows would also be very beneficial to our business. If we have ample parking, we can bring more people to LO Hunt who will then spend time and money in the city. We have tentative drawings of this concept we would be happy to share with the city. A dog park could also be located at the far end if needed. Uses that are compatible with LO Hunt would be important next door.
- Maintaining the programs and the parks and adding activities in the WEB would draw people from all over. Advertising the WEB as a conference site would encourage businesses to schedule things here instead of at other sites.
- I think we could utilize our parks and natural areas to have more programs to bring people to the city. I know that the music venues offered in the summer bring people in. Maybe there are more things that the city could sponsor in the fall, winter even to attract business traffic.
- As noted above, the Iron Mountain Blvd. city land would make a wonderful community access park and bring new revenue to one of LO's oldest businesses and a Nationally Registered Historic Site. Let's leverage this great facility and build/promote another wonderful reason to visit LO and spend your money here. Wilsonville Chamber of Commerce has a whole program dedicated to "Oregon Horse Country" and it will generate significant revenue as it builds momentum. Lake Oswego Hunt was on Wilsonville's inaugural bus tour of seven area barns and received good

press for it. If Lake Oswego Hunt could hold more multi-day horse shows, that would mean a good boost to hotels and restaurants. It would also bring in sponsorships of the shows, which translates to marketing/PR exposure of Lake Oswego.

- Consider a design for the north side of the lake that would enhance the livability, strengthen the community and increase the quality of living and land values: Develop the city land along Iron Mountain Blvd with a design that shares the area with community and businesses, by providing a facility for money-earning farm-type activities and events. As a board member of Lake Oswego Hunt, I know we would be pleased to have such a facility next door that could support the current users of the site (hikers, dogs, etc). The design would need to work in tandem with the robust list of horse events that Lake Oswego Hunt currently has. Creating areas for hikers, walkers, joggers, dogs to exercise safely and safely adjacent to the horse activities of LOH is important. Some events could be income earning like rentals for farmers markets, outdoor events, dog agility trials etc. Some amenities would be for community use, like public bathrooms, parking, developed trails etc. linking these new trails to other existing trails would be fantastic.

4: What could we do to build a better relationship between the business community and our parks, recreation, and natural areas system?

- Events and programs could be better coordinated and cross-promoted in partnership with the business community, perhaps via the Chamber.
- The business community needs to understand how quality of life issues affect their customers and the citizenry as a whole. Investment in parks should be a priority and something the business community should back fully. Regular communication between the two sectors would be positive so they both could understand the needs and challenges of the other and would be in a better position to support one another.
- We have a truly underutilized public local golf course in Lake Oswego. Look to revamp the course to a 9 hole course + build up the instructional base and make it more affordable for the kids and utilize the land for other park activities.
- unsure
- Find ways to partner with adjacent businesses so that there is a vested interest in each others successes.
- weird question --do fewer system development charges on small businesses
- must have easy access and parking.
- Communication - not too much regulation.

- Continue with an open dialogue about plans for areas.
- More community events such as Farmers Market & the Art Fair. Make the "Lake" a destination!
- Let local businesses represent themselves at the outdoor concerts with small trade booths/tables
- We could improve the natural area systems but amending the sensitive lands program from taking away our backyards.
- See above. It is important that the park land next to LO Hunt be conceived in a way that is mutually beneficial -- quiet, passive uses that would not disturb horses or riders or shows, but that could also showcase the natural resources in the area.
- Look for natural alliances between the interests of both groups. Having said that, I don't think that everything has to be done to enhance businesses, sometimes the community benefits outweigh the business community.
- Make the parks etc, more accessible and usable for everyone, not just residents. Music festivals (big ones) could be considered. George Rogers is a great place to have a few big concerts. Foothills could also be used for more big event type venues.
- Make the connection! Host more business forums to solicit input and develop committees to provide counsel and volunteer work. Business could adopt a park, path or picnic table, which would mean they would get a nice sponsor sign/plaque and would hold a client or employee event at the park. This would build awareness, sensitivity and interest in LO's park system and natural areas.
- Help to integrate them and share the stories. Support businesses that use your parks and those that use natural areas; Expansion of Lake Oswego Hunt's horse shows, outdoor events and games, farm events, animal events, natural area walks. You could partner with local colleges to have programs for learning about farming, birdwatching, etc.