



Oregon Comprehensive Plan Update 2016



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Introduction

The 2016 Comprehensive Plan builds on the policies of the 2003 Plan, addressing new economic realities, recommendations of previous strategic economic development plans and urban design studies prepared over the last ten years. The 2016 Plan provides an updated guide for the City growth and redevelopment incorporating new ideas and vision expressed by the City's elected and community leadership, and desires identified by residents.

The last Comprehensive Plan was developed over ten years ago during a very different economic climate, making this plan update an essential tool in guiding City officials and residents towards an economic development strategy that will revitalize the City as desirable location for living, jobs, shopping, entertainment, and tourism, while maintaining the historic character of the City that provides its unique and appealing character.

The City of Oregon's historic development as part of the Rock River Valley, connecting communities in Wisconsin to the River's terminus in Rock Island, IL, is well known for its wooded hills, limestone bluffs, meadows, along with varied park-like settings. However, the impact of demographic and economic changes requires a proactive approach in defining what the City of Oregon desires to be, the character it wants to maintain and create, and a strategy to achieve its vision. Managing the location, type and quality of growth in Oregon is a major concern of both citizens and municipal officials. The intent of this Plan is to serve as a source of civic inspiration and reference in effecting desirable public and private improvements throughout the community.

What is a Comprehensive Plan?

The Comprehensive Plan is the "blueprint" for future development. It is a "policy" document and "vision" statement that defines the City's future economic, natural and social environment desired by its citizens. It is "comprehensive" in nature, whereby land use, major streets, utilities, and facilities are integrated into a unified scheme. The City of Oregon's Plan does not advocate a rigid, legalistic approach to the long-term development of Oregon. Rather, the approach to planning commonly used in modern business - where 'targets' are set and used to establish standards and to monitor performance, but which are capable of modification as circumstances change - is proposed. The intention, therefore, is to have a plan which sets out a vision for the future, but which is flexible enough to be able to take advantage of opportunities as they arise.

The Comprehensive Plan is a **long-range guide** for growth affecting land use and investment decisions of both public and private interests. The Plan is long-range because it states a vision of what the City should be like by 2025, and how to achieve that vision. Planning beyond the 2025 horizon lowers the level of accuracy and increases the risk that the Plan does not reflect current trends and community preferences. A shorter planning horizon requires the City to re-evaluate and

comprehensively update the Plan more often. Thus, the Plan is not likely to ‘sit on the shelf’ or be discounted as a valid guide for Oregon’s growth.

Purpose of the Comprehensive Plan

The primary purpose of the Comprehensive Plan is to advance the welfare of people by creating an increasingly better, sustainable environment composed of three interrelated parts - social, economic, and physical. The purpose of this Plan is to guide to the quality, timing, and intensity of future growth and encourage reinvestment that both stabilizes and preserves Oregon’s rich history.

The Comprehensive Plan, as stated in the State Statutes, is an advisory document “... and itself shall not be construed to regulate or control the use of private property in any way, except as... has been implemented by ordinances duly enacted . . .” As such, the development of various regulations and codes is necessary to implement the plan. Though Illinois State Statutes do not specifically require that a plan be prepared to support zoning controls, case law reveals that land development regulations cannot be arbitrary. Hence, it is always in the best interest of a community to ensure that there is consistency between recommendations of the Comprehensive Plan and the regulations of the Zoning Ordinance. The process of establishing consistency between the Comprehensive Plan and regulatory documents meant to implement the Plan should be the focus of the next phase in Oregon’s planning process.

This Plan provides the overall policy framework against which individual proposals can be evaluated by the Planning Commission and City Council. It is not synonymous with a zoning map which gives specific regulations regarding the type of uses allowed within each land use district, their density, and other development standards. This Plan provides the substantive and legal framework for zoning and other day-to-day land use decisions required of the City.

The Comprehensive Plan must also be distinguished from “zoning.” Zoning, however, should be based on a sound and rational plan. Zoning is the “legal” tool the City uses to carry out the recommendations of the Comprehensive Plan. The City is granted this regulatory authority by the State under Chapter 65 of the Illinois Municipal Code. It establishes definitions, standards and procedures for the City’s governing body to review and approve specific land developments. There are other development control ordinances that supplement the zoning ordinance, such as subdivision regulations and sign controls.

In many instances the recommendations of the plan can only be achieved through cooperation of property owners and through the development review process on a site by site basis. This is true for many areas designated greenways or conservation, consisting of floodplains and woodlands along creek corridors. Many of these greenway areas, if acquired by the public and connected as recommended in this Plan are intended to be an extension of the regional “greenway” and bikeway plan. Other recommendations can only be implemented by other governmental jurisdictions, over

which the City has no control. For instance, recommendations for additions or improvements to parklands and school sites can only be carried out in cooperation with the park and school districts.

Community Participation

Since the adoption of the Plan 12 years ago, the City commissioned a comprehensive “Economic Development Action Strategy” plan in 2009 that focuses on improving long-term economic opportunities, which included significant public participation. The Peoples Economic Development Corporation economic development plan provided opportunities for Oregon residents, business and property owners to participate in several public meetings and surveys. The goals and objectives outlined within the plan were developed with the input and counsel of several groups and individuals in the Oregon community. In addition, Peoples Economic Development Corporation and the City of Oregon conducted a public meeting engaging citizens from a variety of perspectives on their impressions of how Oregon should plan for change. Through that interaction, the Economic Development Action Strategy was developed to meet many of the concerns that were raised by the public, business and building owners in the downtown historic district, and the leadership in the City of Oregon.

A key element of this 2016 Comprehensive Plan update was to provide residents with an additional opportunity for involvement in the planning process through a community-wide survey. All residents were provided a forum to express their views on various matters concerning current issues and the future development of Oregon. The recommendations contained herein reflect the varied input of City officials and citizens provided through previous studies, focus group interviews, the results of the Comprehensive Plan community survey, and public meetings.

Elements of the Comprehensive Plan

The Comprehensive Plan is organized according to a traditional planning approach that builds on the City of Oregon’s vision, as expressed by its citizens, to establish development policies. The policies are based upon planning principles that are universally accepted standards to guide officials toward creating sustainable communities. The **Framework Plan** establishes the general land use policy direction for the City and its surrounding planning area that is consistent with the existing character of the community. It capitalizes on economic development opportunities to make the City a vital, growing and attractive place to live and work.

The **Future Land Use Plan** is an outgrowth of the Framework Plan that recommends specific land uses for specific sites within the planning area. It provides guidelines to ensure that new development maintains character of the community while insuring that municipal services and facilities will not be overburdened as the City grows.

The principal aim of the Plan is to maintain the traditional form, natural environmental characteristics, and quality of life found in Oregon, while promoting balanced tax base by encouraging new commercial, tourism, employment, artistic and recreational opportunities. To this end, specific **Design Guidelines** have been proposed to foster attractive, appropriate development within the City.

The purpose of the **Transportation** section is to ensure that the transportation system will continue to support the need for safe and efficient traffic movement, and serve both recreational opportunities, and new development as the City grows. This will require an improvement to the existing roads, traffic circulation, and the addition of new roads to serve new growth areas.

The Comprehensive Plan sets forth a number of policies regarding public utilities, public safety (police and fire), parks and recreation, education, and municipal facilities in the **Community Facilities** section. This portion of the Plan also recommends an increased focus on the preservation and enhancement of quality natural areas, open space, and greenways/trails.

The **Implementation** section of the Plan identifies programs, and provides specific actions and timeframes to aid in the execution of the recommendations contained in this Plan.

The **Appendix A** contains land use, demographic and economic studies, conducted by Teska Associates, Inc., of the existing physical, demographic and economic conditions in Oregon as reported by the 2010 US Census. These sections provide a solid framework used to formulate the recommendations contained in this Plan. An existing land use survey was conducted to ascertain the existing physical state of the Oregon's planning area. The existing land uses formed a baseline pattern which influenced the type, intensity and location of proposed future land uses. Current and past demographic information was gathered to establish trends in population and housing growth, age characteristics, employment levels and real estate activity. Population, housing unit, and employment projections were extrapolated from this data. In 2003, a market study of Oregon conducted by Business Districts, Inc. determined appropriate strategies for preserving and improving existing commercial and industrial establishments in Oregon, and to devise recommended strategies for attracting additional businesses and customers to the City.

Chapter 1 - Community Development Policies

The planning process is based on a continuum of personal and collective decision-making reflected in a shared vision of the community. The identification of goals and the formulation of objectives in support of these goals is the first part in the process to establish a common vision. Goal and objective statements provide the policy framework upon which all land use decisions, both now and in the future, must be supported. The Comprehensive Plan is a declaration of intent. It is advisory and does not itself constitute a regulation. When the Plan is adopted by the City Council - when it becomes an ordinance - all goals, objectives, principles, and standards therein become policy.

The following goals and objective statements are based on the established goals for growth and development identified as part of the Project Oregon Competitive Communities Initiative, and the Economic Development Action Plan. These updated goals and objectives incorporate new information, ideas, and direction obtained from citizens, property owners, business persons and public officials from the City. Community comments were provided at public meetings, identified through community interviews and public listening sessions, and workshops conducted as part of this 2003 Plan update process.

VISION	The overall idea of the future that sets the tone for all activities.
GOAL	The stated ends which form the vision.
OBJECTIVE	A specific target established to achieve a goal.
POLICY	A definite course of action selected from among alternatives to guide and determine present and future decisions.

Community Vision

Through this planning process, and as has been expressed in previous strategic planning efforts, City officials and residents have expressed the desire to maintain the natural beauty and quality of the community through the provision of excellent services and recreational opportunities, the creation of new opportunities for employment and economic development, the creation of new high quality residential areas, and the preservation of open spaces and the small town, friendly, welcoming character of the City. The essence of this vision is best reflected in statements found in local publications, provided below:



I am a place called Oregon. Nestled cozily on the banks of the scenic Rock River; I am a town of great history and unexplored territory. My quaint rural charm flows from the rolling river valley. I am a place rich in cultural heritage influenced by the creative efforts of those artists who once lived at Eagle's Nest. I am a bit of vanishing rural America ... still quiet, still serene.

Oregon is a town of timeless beauty, surrounded by wooded Blackhawk country and graced by the banks of the Rock River.

Oregon balances the present with the past with an eye toward the future. It has retained the natural beauty of its river location that first attracted pioneers and settlers who chose to build their cabins on the future site of the city because of the awe-inspiring beauty of the Rock River Valley.

Mission Statement

The Mission of the City of Oregon through this plan is to improve the quality of life for Oregon area residents by increasing business and community development opportunities through both growth of new businesses and retention of existing businesses.

Community Character

GOAL: To provide a well-planned city offering a variety of living, working, and community support activities that are compatible with, and retain, the historic and traditional character, and natural setting of Oregon and the Rock River Valley.

OBJECTIVES:

- Preserve and enhance the historic character of the Downtown area. Assure that the scale and appearance of new development in the older section of the Village is compatible with its historic character and enhances the pedestrian quality of the downtown streetscape.
- Require new subdivisions within proximity to historic neighborhoods to be designed in a traditional manner that reflects the grid street pattern.
- Respect, protect, and maintain existing cultural and architectural landmarks of historic significance, including their environs and approach routes.
- Actively pursue the designation and preservation of the historic City neighborhoods.
- Designate and protect scenic views, primarily along the Rock River. Add focal points and enhance vistas along east/west streets to strengthen the relationship between Downtown and the riverfront.
- Concentrate community enhancements in areas of highest traffic and major City entryways that have the highest potential to convey a positive visual image. Develop a hierarchy of special entry treatments to announce arrival into Oregon.
- Require that new commercial development reflect high standards of visual quality and compatibility with surrounding land uses. Adopt appearance and/or landscaping codes to ensure that standards are achieved. Require commercial and industrial developments to provide extensive landscaping utilizing native vegetation and preserving existing on-site vegetation where possible.
- Initiate a planned facade improvement program to restore and highlight architecture details and historic features of Downtown buildings.

GOAL: Foster a positive community identity that is built upon the unique qualities of a safe, family-oriented community.

OBJECTIVES:

- Encourage well-designed, walkable residential developments which are accessible to open space and recreation facilities, commercial and employment centers and basic community services.
- Discourage scattered and strip commercial development through zoning map changes, and controls and incentives that encourage compact forms of development.
- Update the sign ordinance to improve the visual quality of the community, with particular emphasis on creating sign standards that are consistent with and maintain the historic character of Downtown.
- Design and implement a consistent information/directional signage plan in the community.



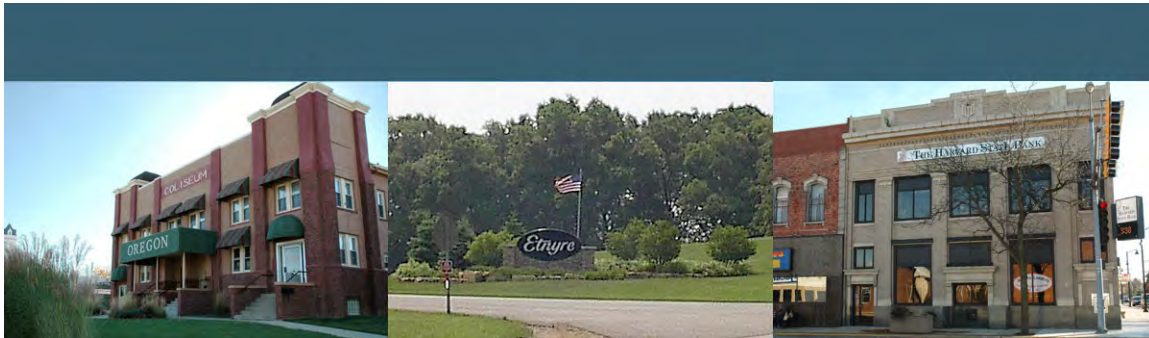
Economic Development

GOAL: To ensure an economically diverse tax base for the City that expands the employment base and commercial opportunities, through careful land planning that provides appropriate locations for business uses.

OBJECTIVES:

- Maintain tourism related expenditures within the Downtown historic district in support of Chamber marketing activities.
- Create incentives for local building owners in the historic district to help in the rehabilitation and maintenance of their buildings including increasing the use of the federal tax credit for historic preservation and developing an Economic Development Tool Box for the City. (PEDC, 2009)
- Create an incubator program for artists and collateral businesses in the downtown. (PEDC, 2009)
- Create a Downtown parking plan that takes into consideration expanded hours (evenings and weekends) for the downtown business district. (PEDC, 2009).

- Establish a business recruitment plan and program which will promote and market the City of Oregon to businesses and developers who are searching for potential sites for expansion or relocation.
- Increase business development in the downtown district through marketing, cooperative programming, and incentive development. (PEDC, 2009)
- Plan for upper story development in historic buildings of the downtown. (PEDC, 2009)
- Maintain the relationship among the Economic and Community Development Commission, the City Council, the Chamber of Commerce, the School District, and the Oregon business community that encourages the exchange of information.
- Evaluate and restructure existing tax abatement criteria to attract smaller business/employers with a potential for growth (5 or more employees).
- Encourage the development of more overnight lodging accommodations.
- Work with local retailers to improve the quality of customer service and hospitality through educational seminars, promotion & marketing, networking, etc.



- Pursue creation of a Community Revolving Loan Fund to support business improvement projects.
- Initiate programs that encourage citizens to shop locally while establishing a shopping climate conducive to the tourism industry. Create an attractive image in the Downtown area using window displays, exhibits in empty storefronts and building/business improvement programs to entice people to shop in the community.
- Establish land use policies which promote commercial development at major roadway intersections along Illinois Route 64, Illinois Route 2 and Pines Road.
- Identify targeted areas bordering the present City limits for annexation, focusing on commercial and industrial opportunities, and annexations requested by land owners, for expansion of the City's tax base.
- Develop a plan for the expansion of the utility infrastructure to meet existing business needs, and to serve new areas for economic expansion.

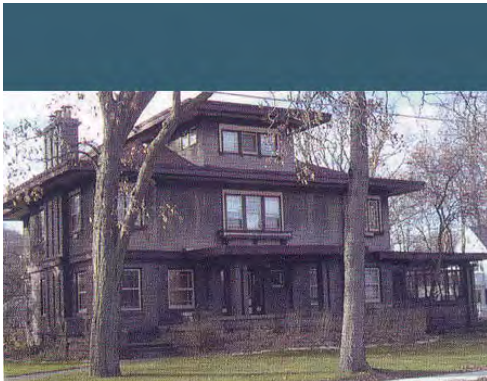
Residential Neighborhoods

GOAL: Expand the diversity of quality, attractive, and safe neighborhoods within the City of Oregon.

OBJECTIVES:

- Encourage a mix of residential types including traditional single-family development, multiple family development and planned unit development that allows for creative subdivisions which promote conservation of open space and allows for mixed uses.
- Foster a healthy mix of residents from different age groups and cultural backgrounds by encouraging a mix of building types including a variety of single-family detached homes, townhouses, condominiums and apartments.
- Preserve and upgrade those homes that exhibit architectural and historic value.
- Provide affordable housing options for starter households to ensure adequate housing for the existing and future workforce.

GOAL: Encourage neighborhoods with a friendly and comfortable ambiance, including the conservation and enrichment of existing neighborhoods and prudent development of new neighborhoods that are compatible with the character of the City.



OBJECTIVES:

- Design neighborhoods to encourage bicycle and pedestrian movement both within the community and to adjacent communities.
- Design local roads in a manner that reduces speed and minimizes traffic flow through a neighborhood.

GOAL: Promote local housing opportunities for all levels of the workforce to enhance stability and productivity for workers as well as to attract and retain businesses.

OBJECTIVES:

- Promote multi-unit housing in areas well served by transportation and with access to goods and services such as Downtown and near major commercial nodes.
- Improve the mix of housing types in new subdivisions by encouraging more multi-unit housing.

Transportation

GOAL: A balanced, efficient, safe, and attractive transportation system that allows for the movement of motor vehicles, pedestrians, and bicyclists through, around, and into the City Oregon.



OBJECTIVES:

- Develop a sidewalk improvement plan to ensure that all major public institutions, parks, open spaces and business districts are connected and provide safe routes. Require sidewalks in new subdivisions.
- Improve traffic access to the school complex.
- Provide a system of pedestrian trails, walkways, and bikeways that encourages safe and easy circulation throughout existing and future developments within and beyond the City.
- Require interconnections between commercial and residential projects to allow for pedestrian and vehicular access and to reduce congestion on major roads.
- Plan new residential subdivisions to control the amount of non-local or through traffic, while providing interconnections to enhance public safety and the feeling of being a part of a larger community.
- Seek grants to fund road improvement projects.

Environmental & Natural Resources

GOAL: Preservation and protection of natural resource areas.

OBJECTIVES:

Conserve groundwater supplies and protect underground aquifers from contamination, overuse or misuse.

- Retain adequate stormwater drainage capacities of drainage basins, floodplains, and waterways.
- Preserve existing trees and provide additional trees where necessary to retain and enhance the character of the City.
- Encourage the private contribution of environmentally sensitive properties through transfer of development rights, conservation easements, or dedication of land to appropriate public or quasi-public organizations dedicated to preserving open space or historic landmarks.
- Encourage land use patterns which preserve the integrity of existing environmental corridors to control erosion control and protect the environmental quality of the City.

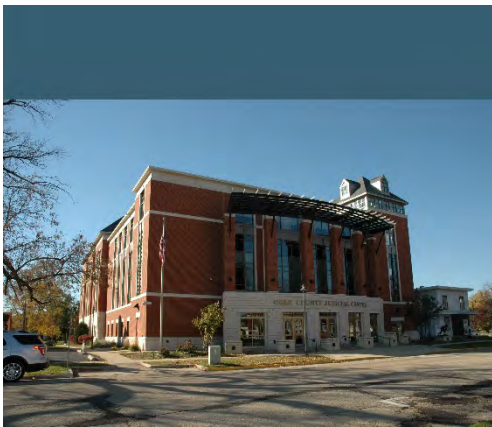
GOAL: A balanced relationship between human activities and the environment that minimizes the future adverse impacts of development on natural resources.

OBJECTIVES:

- In cooperation with the Park District, identify and reserve sufficient land resources in the City to meet current and future recreation needs.
- Design all new developments to create a minimum disturbance to natural drainage patterns, natural landscape, vegetation, and the ability of land to absorb rainfall and prevent erosion.
- Use clustering or other creative subdivision development techniques to reduce floodplain development by transferring density to non-flood areas.
- Ensure that all new developments provide stormwater retention capacity equal to the capacity displaced by that development. Whenever possible, safe, and practical, retention areas should be designed for recreational uses.

Public Facilities and Services

GOAL: Promote a positive community image through adequate, accessible, and attractive public facilities.



OBJECTIVES:

- Bury utility lines wherever possible, and encourage the use of attractive light fixtures or landscaping to mitigate the appearance of above-grade utility lines.
- Enhance the appearance of the Rock River Bridge, particularly with respect to the pedestrian experience.
- Emphasize quality, 'landmark' architecture for all public buildings. Require high quality design to help define Oregon's identity.

GOAL: Ensure existing and future facilities and services meet the needs of the citizens and business community and can support new economic development.

OBJECTIVES:

- Encourage adaptive reuse of historically or architecturally significant community facilities if they become obsolete for existing occupants.
- Link park, recreation, and open space with residential neighborhoods via safe pedestrian and bicycle routes.
- Maintain municipal and County administrative services in the Downtown area to serve as a major activity generator (anchor) to enhance the business climate.

Parks and Open Space

GOAL: Provide quality, accessible public open space and recreation facilities.

OBJECTIVES:



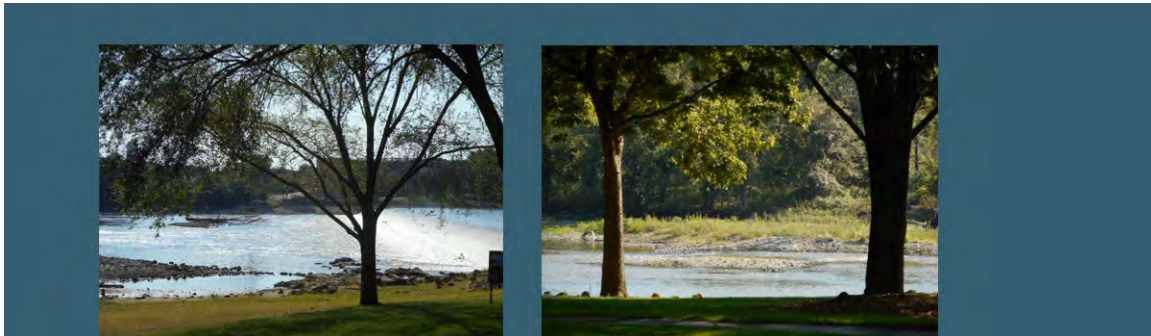
- Develop a linear park/riverwalk along the Rock River.
- Increase community access to and appreciation of the Rock River, particularly within the Downtown.
- Work with property owners, developers and the Oregon Park District to secure open space and parks in new development which meets local recreational needs, while connecting to an overall integrated open space system.

- Actively pursue grants, donations, and dedication fees to provide for open space acquisition.

GOAL: Incorporate public parks, facilities and trails throughout the community as part of a comprehensive network of open spaces.

OBJECTIVES:

- Work with the Oregon Park District to develop an open space and recreational system that links growth areas of the community with Oregon's traditional Downtown, the Rock River corridor, the Nash Recreation Center, the High School and other important civic and cultural facilities.
- Link park, recreation, and open space with residential neighborhoods via safe pedestrian and bicycle routes.
- Consider local neighborhood parks in new subdivisions, such as smaller tot lots, in order to maintain the Park District's plan to ensure that no home is more than 1/4 mile away from a park.



Implementation

GOAL: Achieve the City's goals of high-quality growth by creating an approach to development and developing the tools that will provide direction and establish standards for how land is used.

OBJECTIVES:

- Adopt comprehensive amendments to the Zoning and Subdivision Ordinances to implement the policies of the Comprehensive Plan.

Chapter 2 - Framework Plan

As the heart of the Rock River Valley, Oregon has maintained a reputation as a community that is determined to retain its small town character and natural beauty, while providing for the needs of its growing population through a balanced approach to growth that Oregon has grown steadily up to the present, and will likely continue to do so for the near future, even though its ultimate growth is constrained by the presence of sensitive environmental resources and open spaces, consisting of over 5,000 acres of State owned and private parks, campgrounds, and retreat centers, and significant topographic changes. In addition, Oregon is located 16 miles off the closest Interstate further limiting economic growth opportunities. Counterbalancing these limitations is the proximity of three state parks and one state forest, Oregon's position as the County seat of Ogle County and several large tracts of open land available for development. As such, the City has a number of opportunities for economic development to create a balanced tax base that is necessary to insure that residents are not overburdened with high taxes.

Purpose

The Framework and Land Use Plans are planning tools and statements of general land use policy used to direct development of the City of Oregon. The Framework Plan is a description of general planning principles that have been used in the creation of the Land Use Plan. The Framework Plan (see Exhibit 1) establishes the fundamental development guidelines from which more specific land use recommendations have been made.

The Framework Plan is the expression of the essential planning principles that have been employed to create the framework for more detailed land use and design guidelines for sub-areas of the community that will follow. These principles are the basic organizational elements that must be in place in order for the City to be successful, and to achieve the goals and objectives contained in this interim report.

While the particulars of the land use plan may change over time, the principles illustrated on the Framework Plan map, should continue to provide the foundation of which subsequent changes will be evaluated.

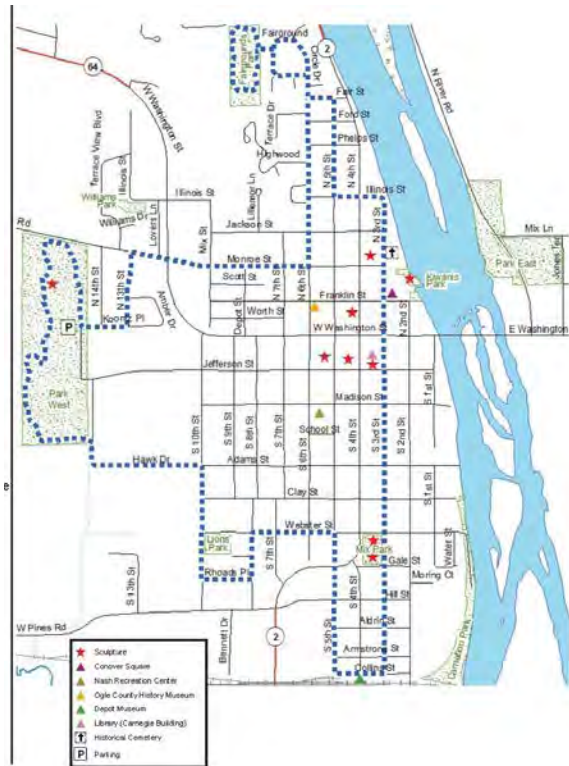
Transportation

As indicated on the Framework Plan Map, Oregon has a primary transportation network that offers a number of advantages to the City. Although Oregon is located 16 miles from the nearest Interstate Highway, two State Highways, Illinois Routes 2 and 64, provide regional connectivity. These roadways, along with River Road, Daysville Road, Pines Road and Oregon Trail Road form the arterial roadway system. The grid pattern of City streets provides good access to all areas of the existing

community and should remain as the basic organizing element of the City. The realignment of River Road north of Illinois Route 64 and the extension of Brick Road and County Farm Road will improve access to future areas of the community.

Oregon Community Bike Trail

As a result of a joint effort between the City of Oregon, Oregon Park District a community-wide bike trail plan and improvements have been established. The bike route consists of a 7 mile paved bike trail through Oregon Park West, Fairgrounds Park, and shared roadways through residential areas. Trail head parking is available at Oregon Park West located at 1402 Koontz Place, and also at Oregon Historic Depot.



Bike Trail Plan

Development Opportunities

Residential Development Opportunities

The Framework Plan shows three types of residential development opportunities: Low Density Residential, Traditional Residential and Multiple Family Residential. The emphasis in the Framework Plan is on Low Density and Traditional, or primarily single- family residential development at comparable densities to existing City neighborhoods. This strategy continues the existing development pattern of the community and the surrounding area. Additional multiple family developments are also proposed near the Downtown and proposed riverwalk to support these uses.

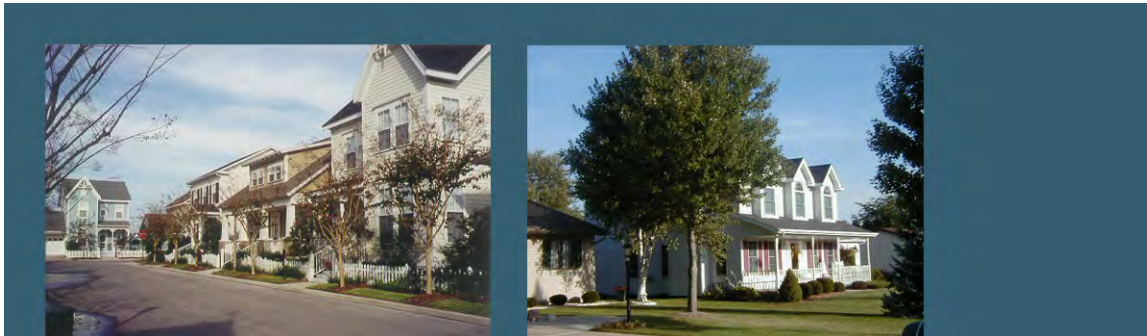
Low Density Residential

The Low Density Residential opportunities shown on the Framework Plan promotes large-lot, detached single-family residential development along the edges of the community and adjacent to sensitive environmental resources. This low density residential development is recommended primarily as a transition between the traditional and high density residential areas that constitute the core residential development of the community and adjacent agricultural and natural areas. The areas indicated on the Framework Plan as Low Density Residential opportunities offer an alternative to the other residential categories, in that they provide a semi-rural or countryside setting, retaining a greater amount of open space.

Traditional Residential

Traditional Residential opportunities are shown on the Framework Plan immediately adjacent to or an extension of the existing neighborhoods in the core part of the City. Most existing residential neighborhoods are included in the Traditional Residential category. Future Traditional Residential development should maintain similar densities as found in the historic neighborhoods of the community.

In Traditional Residential areas emphasis should be given to creating incentives for developers to build neighborhoods which have a variety of architectural styles, product types (i.e. ranch and two-story homes, townhomes), and income levels (i.e. small lots and homes intermixed with larger lots and homes). The following planning principles should be considered when developing attractive traditional neighborhoods.



Traditional Neighborhood Planning Principles:

- Avoid the creation of scattered, isolated areas of residential development which are too small to be economically provided with a full range of community facilities and utilities.
- Provide each neighborhood area with a full range of necessary facilities, including schools, parks and open spaces, convenient shopping opportunities, attractive streets and safe pedestrian circulation systems.

- Each neighborhood should be identifiable and distinctive. Creativity in layout and detail should be encouraged to minimize the “cookie cutter” approach. The boundaries of the neighborhood should be discernable through the use of open space buffers, transition areas or other edge treatments which help create a sense of identity.
- Provide variety in housing types, in age groups, and in income. Different family needs, such as day care, elderly care, and home-based work, should be accommodated.
- Incorporate open space planning into each neighborhood. Parks and other public spaces are interesting and safe when they are visible from surrounding areas.
- Each neighborhood should have a central place that serves as the symbolic focus of the area. This might be a well landscaped central street, a park or civic use. It might be an appropriately scaled commercial and service center.

High Density Residential

The City of Oregon currently maintains a small amount of high density residential development, and therefore little additional high density development is proposed to respond to the need for more affordable housing options. High Density Residential areas are indicated adjacent to the Downtown and riverfront areas. As people continue to move to Oregon they will seek the ambience and social aspects of traditional Downtowns combined with the quality housing, neighborhoods, recreation and open space. Downtowns provide lifestyle choices for an increasing number of people seeking to downsize by moving from their single family home into higher density housing in or near attractive City centers that provide opportunities for entertainment and daily convenience needs.

Neighborhood Conservation

The small neighborhood on the east side of the river, originally developed in unincorporated Ogle County, exhibits conditions that will continue to result in neighborhood decline if not corrected, such as code violations, non-conforming uses, and poor roadway conditions. This area should be improved through a series of City programs, including increased code enforcement, home improvement loans and grants, and public infrastructure investment.

Mixed Use

Mixed use areas are those opportunities where a variety of compatible uses may occur, including mixtures of retail, office, institutional and limited residential development. Projects that fall into this category strengthen the market for, and economic performance of, all uses within the project in that they are mutually supportive and more successful than if they were freestanding. The aim of this approach is to diversify and create more reasons for people to visit by adding enough complementary, traffic-generating uses (i.e. day care, senior citizen and teenager centers,



government offices, libraries, offices, housing, hotels, specialty shops and restaurants) to achieve a mixed-use synergy needed to create a traditional main street atmosphere. Mixed-use development complements traditional downtowns by providing joint and shared marketing opportunities and is helpful to businesses during periods of cyclical demand for a particular use. Mixed-use opportunities are recommended as part of the Downtown and adjacent riverwalk areas.

Employment Opportunity

The areas highlighted in the Framework Plan as employment opportunities seek to address the desire expressed by residents and policy makers for additional industrial opportunities. The primary employment opportunity highlighted in this plan is located immediately south of the Burlington Northern Railroad tracks east of Illinois Route 2. This location provides a high level of access from Illinois Route 2, a major arterial roadway. This area is already served by sewer and water facilities making it a desirable location for future development. Additionally, this location is separated from existing residential neighborhoods by the railroad tracks, minimizing land use conflicts. A second opportunity has been identified east of the Rock River along south Daysville Road. This area is currently home to numerous service businesses and Etnyre. Additional service business establishments and industry should be targeted to this area.

Commercial Opportunities

Commercial development is primarily targeted to three separate and distinct opportunity sites. Two of these sites, Illinois Route 64 east of Oregon and Pines Road, should be limited to larger retail stores, shopping centers and automobile oriented business that are not otherwise suitable for a Downtown location. Smaller, specialty retail shops which are best suited for a pedestrian oriented environment are intended for downtown Oregon.

The greatest opportunities for a larger-scale commercial development in the City exist at the intersection of Illinois Route 64 and Blackhawk Road and along Pines Road. The location along Route 64 benefits from both local traffic and through traffic using this roadway. The Pines Road location is positioned to take advantage of increased visibility to visitors to White Pines State Park.

The City of Oregon has an established downtown, anchored by the Ogle County Courthouse. Oregon's Downtown benefits from its architecturally appealing nature, its pedestrian friendliness, and the presence of the Ogle County Courthouse. The opportunity exists to enhance this character with architectural and pedestrian improvements, and to strengthen the market for downtown businesses through redevelopment of underutilized properties for additional retail stores and higher density housing.



Courthouse Campus

As noted above, the Ogle County Courthouse is the anchor for downtown Oregon. The County's recent expansion of its administrative and judicial facilities in Downtown will further strengthen its role as the civic center of the community, and provides an important daytime employee population to support local businesses. This expansion was part of Ogle County's long range planning efforts to study and determine the current and long-term needs of the various offices and departments of the Ogle county government, and these needs in relation to the physical structures of the Ogle County Government. The County recently adopted a 50-Year Property Acquisition Plan in order to provide direction of future land acquisitions to support long-term needs. The Plan includes a Property Acquisition Plan Map, with designated property parcels, contiguous to current and future property owned by the Ogle County Government, including a projected time-line of property acquisition, area projected growth and demographics report, and a Property and Facility Assessment Report.

As Ogle County further considers additional expansion plans for its jail facilities, consideration should be given to the vacation of South 5th Street, between Washington and Jefferson Streets to provide a larger, unified County campus. This would free up valuable commercial property in the Riverfront District for entertain, hospitality, and tourism oriented uses that would add value and serve to revitalize the Downtown.



Parks and Open Space Opportunities

The conservation and protection of open space corridors and the environments that they support is an essential element of the Framework Plan. The numerous stream and wetland corridors that constitute a large percentage of the open space corridors provide the City with opportunities for further expansion of the existing trail and pathway network, which was viewed as a highly valuable resource at the community workshop meetings. Efforts should be made to link future trails with this path so that the City can capitalize on the recreational amenities already provided by this trail.

Several specific park opportunities have been highlighted on the Plan. The series of islands south of the Oregon dam are excellent open space amenities and could be opened up to the community as useable recreation or park areas. Finally, west of Fairgrounds Park is a large, forested area. This area should be maintained as open space.

Corridor Enhancements and Gateways



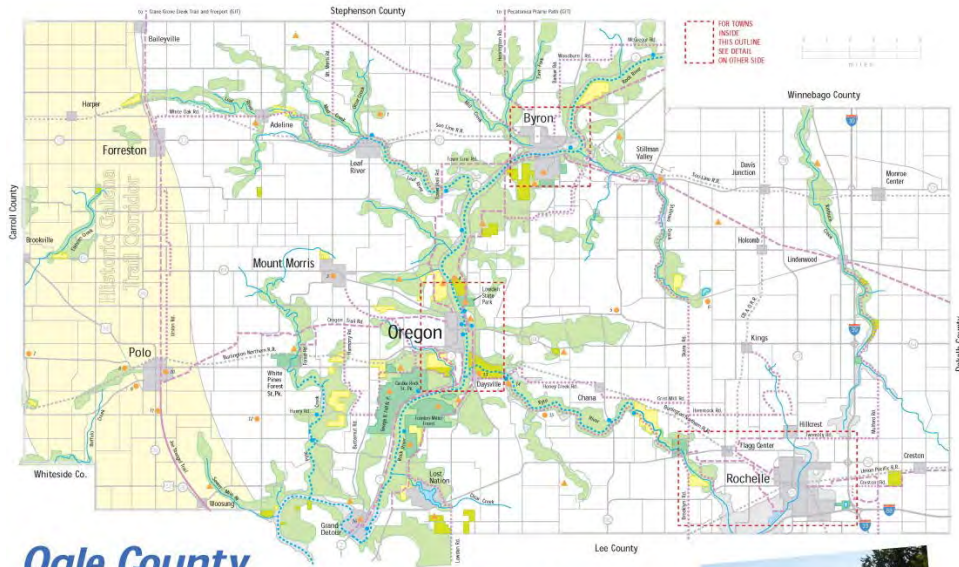
The Illinois Route 64 and Route 2 corridors and Pines Road are the primary method by which individuals experience Oregon. Particular care should be taken when further developing these corridors. It will be important to establish a unified design theme for the corridor, which serves to create a stronger sense of place and identity for Oregon. A number of factors contribute to the appearance of such corridors, including land use, density, open space, landscape, parking lot layouts, architecture, infrastructure, access, pedestrian and vehicular circulation. Furthermore, the use and character of signs has a considerable influence on the character of each corridor.

Several focal point/gateway identities are indicated along the major corridors where they define entrances to Oregon. A range of design and appearance improvements should be undertaken at each focal point/gateway location. The design of primary gateways should be distinctive and be of a larger scale than secondary gateways.

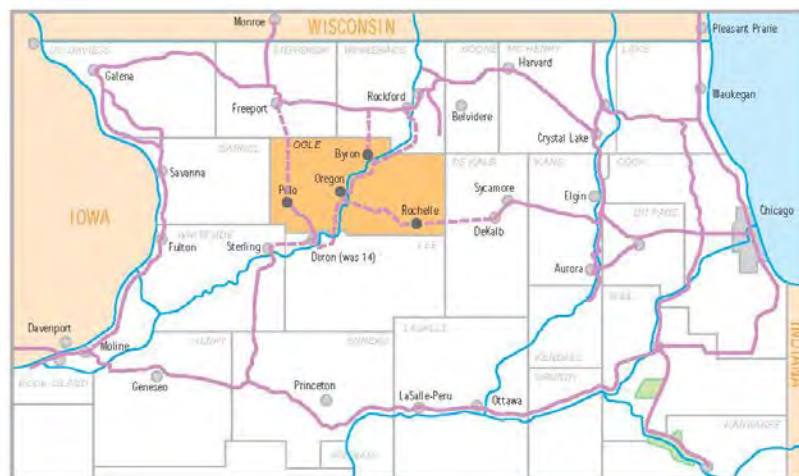
The following elements should be considered when defining each type of gateway: distinctive accent plants; distinctive entry and identity signs/banners announcing entrance to the community and special sub-areas of the City; and special or unique lighting fixtures could be provided to highlight and accent each gateway feature.

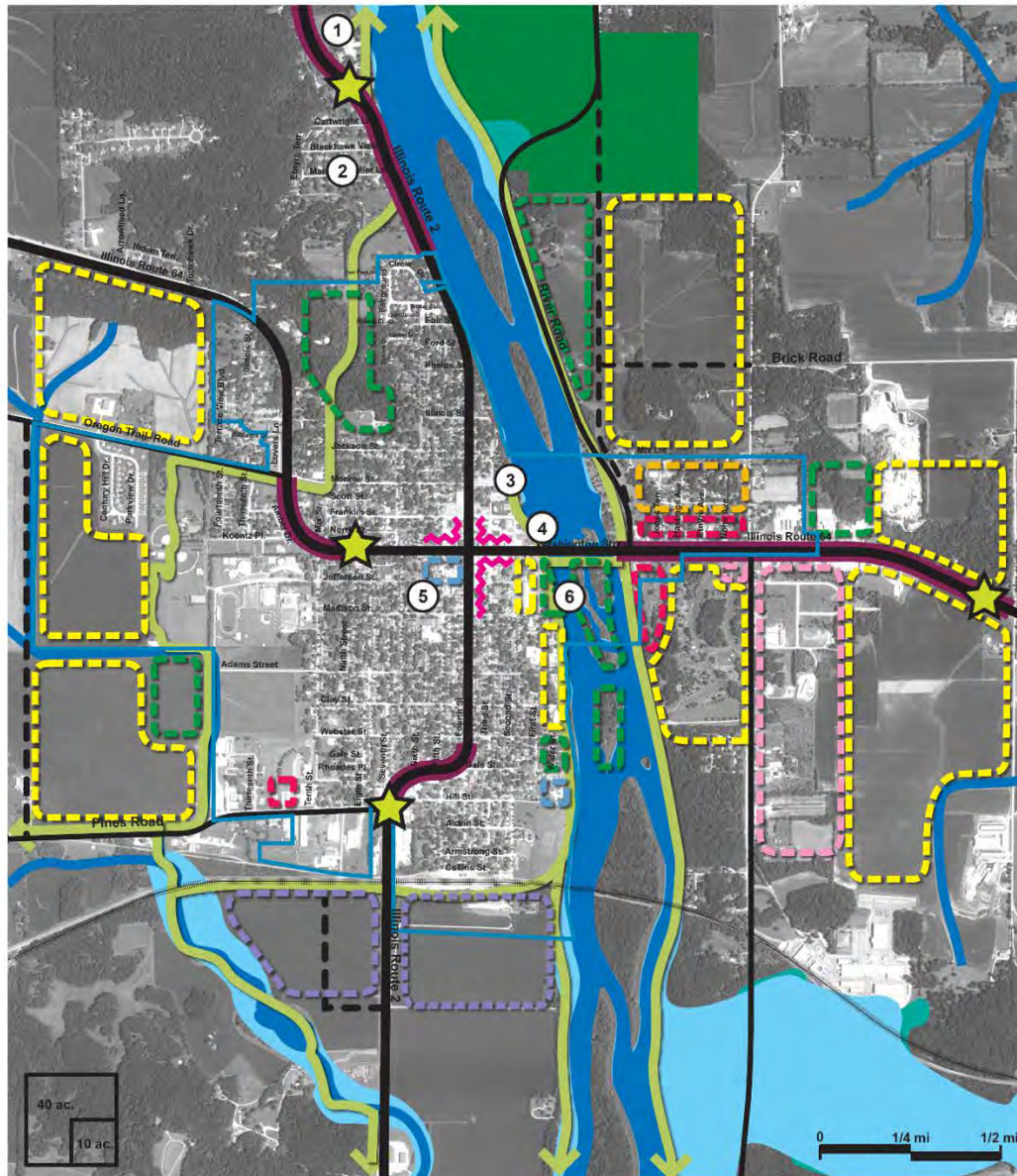
Greenways and Trails

The conservation and protection of principal open space corridors and the environments that they support are also a major element of the Framework Plan. Numerous stream and wetland corridors are identified on the Framework Plan Map as open space corridors or greenways. These greenways provide the City with safe, continuous and scenic opportunities for creation of a trail and pathway network. Planning for this system should continue to be extended throughout the City, linking employment centers, Oregon Park District parks, State parks, schools and the Downtown. Oregon's bikeway plan provides linkages to the regional bikeway and greenway trail plan established by Ogle County, which is part of a larger regional trail system throughout northern Illinois, known as the Grand Illinois Trail. The greenway and trail system identified in this plan should integrate into this system.



Ogle County Regional Greenways and Trails Plan





Legend

	Residential Opportunity		Municipal Boundary	1. Potential Annexation and Commercial Area
	Commercial Opportunity		Major Roadway	2. Potential Annexation
	Service Business Opportunity		Future Roadway	3. Potential Mixed Use Opportunity
	Industrial Opportunity		Facade Improvement	4. Relocate Fire District/Riverfront Park
	Neighborhood Conservation		Corridor Enhancement	5. Potential Judicial Center Expansion
	Open Space Opportunity		Potential Greenway	6. Redevelopment/Riverwalk
	Institutional Opportunity		Gateway	
			Floodplain	
			Wetland	

City of Oregon Comprehensive Plan Update 2016
Framework Plan Map April 2016



Exhibit 1: Framework Plan Map



Downtown Plan

Throughout the U.S. downtowns of virtually all sizes are addressing the impact of the 2008 recession, causing community to consider new strategies to revitalize their downtowns. The reasons are numerous, including fundamental changes to retailing with the growth of internet sales, and competition from new shopping centers. Underlying all trends, however, is the simple fact that downtowns are unique mixed-use centers of community life that cannot be replicated elsewhere. The key to Oregon's survival is the engagement of residents, local businesses and strategies to better leverage existing assets. The general public and stakeholders of many types are now well aware of this fact and are aggressively working together in partnership to achieve revitalization potentials, not only for their own benefit, but also for the benefit of future generations. This spirit led to the identification of Downtown Oregon as a key issue area within the community and a focus of community revitalization efforts. This Plan is designed to provide a guide to the important concerns facing the Downtown area, and to propose alternatives for revitalizing it as the civic, cultural and entertainment center of the City.

Downtowns play an important part in both the cultural and economic health of towns. Downtowns are where the most important, memorable buildings are located, which have meaning and are symbols of the community. To remain competitive, downtowns must retain and enhance their uniqueness as a distinct place with a distinct purpose, as well a place that provides for cultural diversity and expression in the mix of businesses, residents, and public places where people gather

for civic activities. The character of the buildings, public walkways and parks/plazas in downtowns are the few instances where community values are reflected. A leading downtown development specialist notes the following:

“... if downtown is to be important in the 21st century it must maintain two (historic) roles – the concentration of buildings with symbolic meanings and the locus of public gatherings.”
(D. Rypkema)

Downtown Study Area: generally Monroe Street on the north, Sixth Street on the west, Madison Street on the south, and the Rock River on the east.

Overall Market Strategy

As the County seat, Oregon has always been a shopping and service destination for surrounding communities. Additionally, with its location along the Rock River, Oregon is the community closest to three state parks, so it boasts a substantial tourist trade and recreation opportunities for hiking, hunting, boating and fishing. This is an unusual market in that it has both the potential to serve a consistent local population and a peaking summer population.

Downtown Oregon is within an easy one-half mile walk for many residents, and within a 20-minute drive for over 50,000 people living within the region. This does not take into account the additional number of people coming to Oregon for weekend activities in one of the many State parks, or local events, from the expanding Chicago area, which means that more and more people are within a one-hour drive of the City. To capitalize on these opportunities, the future of downtown area should be tied to a positioning statement can be used by community leaders to evaluate the fit between proposed development and the community’s image, and to prioritize investments like infrastructure and park facilities to best support the desired market position. Through interviews and analysis key strengths were identified as a basis for marketing Oregon:

- Location in proximity to population centers
 - Chicago
 - Rockford
 - Quad Cities
- A natural setting so attractive that the state created three parks and a state forest in the Oregon vicinity
- Both a history as a center for the arts and a strong ongoing program of active art production
- A county commitment to maintain its offices in Oregon. This following positioning statement captures the image necessary to capitalize on these key characteristics:

Oregon, Illinois is a family oriented community that welcomes visitors to share in its rich art and natural resources and, as the Ogle County seat, centralizes services to county residents.

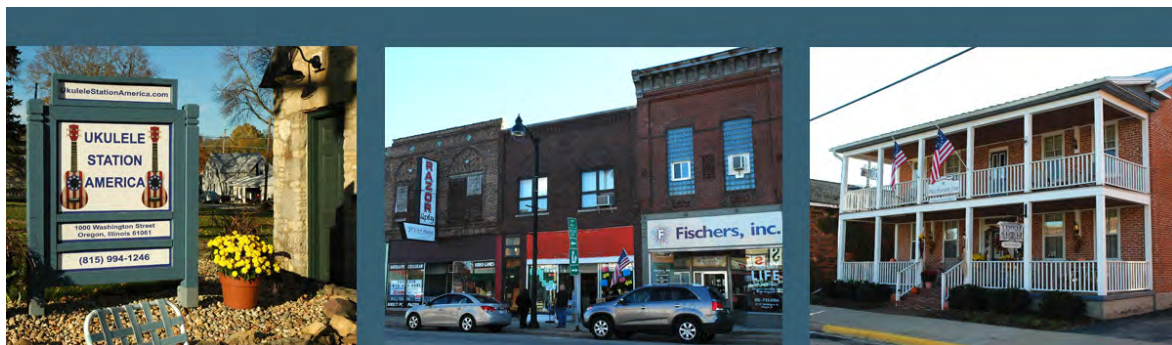
Downtown's strength is not homogeneity with everywhere else, but differentiation from anywhere else. Differentiated downtowns are diverse downtowns, where the diversity is celebrated. The dual focus proposed on serving the County market, while seeking more tourist visits, leads to a development strategy focused on serving a primary market composed of nearby residents and a total market that adds visitors seeking active recreation and the arts. The focus on County services is a common strategy that Oregon with its healthy capture rate apparently already executes well. The recent decision to expand County offices in the Downtown is important to the continued success in executing this strategy. The State's parks and forest also are well marketed to recreation enthusiasts. **This Plan places emphasis on the importance of attracting art oriented visits will differentiate Oregon from other communities and offer a focus for added programming** (For a more detailed description of Oregon's market issues and potential see Appendix B, Oregon Economic Development Strategy)

Downtown Development Strategy

The Future Land Use Plan is a planning tool used to direct the development of the Downtown and other parts of the community, and builds upon Oregon's market strengths as identified above. The Future Land Use Plan is a description of the recommended long-term development strategy, and identifies general planning principles that should be maintained as each proposal is evaluated. The following recommendations are specific strategies that should be applied to Downtown Oregon, as illustrated on the Future Land Use Plan map.

Central Business District Mixed-Use and other Commercial Uses

As discussed above, the core planning principal for Downtown is that it should remain and further expand as a mixed-use center, providing a variety of goods and services catering to local citizens and unique shopping opportunities for visitors seeking a memorable experience in a traditional, historic, and natural setting. The land use strategy focuses on maintaining and enhancing



Washington Street (Rt. 64) and Fourth Street (Rt. 2) as the principal commercial streets, which should be preserved for shops and restaurants. Secondary streets, such as Second, Jefferson, Fifth and Franklin provide additional commercial opportunity for other goods and services that cater to the everyday needs of Oregon's citizens, such as grocery, drug, medical, governmental, real estate and other professional office uses.

This Plan also introduces significant new open space, recreational, commercial and residential potential along the Rock River. Some of the most successful developments in communities are those that take advantage of their waterfronts. While historically rivers have been developed with industrial uses due to the access by water for the transport of goods and power generation, cities world-wide are reclaiming their waterfronts as focal points for public events and commercial and residential developments. Riverfront redevelopment projects in many near-by cities along the Fox Valley, in the Chicago metro area, are examples of this trend. These projects are sparking a renaissance for downtowns in Geneva, Batavia, Elgin, St. Charles, and Aurora, by making them the central gathering place and location for various types of entertainment and shopping opportunities. Accessibility to and orientation to the Rock River provides unique opportunities that Oregon should capitalize on. The Riverfront Development Plan provided herein, and the recommendations provided below in the discussion of the Downtown Development and Design Guidelines, illustrates a recommended development strategy for redevelopment of the riverfront as a mixed use area consisting of new commercial and residential projects, including the establishment of a boutique hotel, banquet facility and retail shops, and civic 'art' park to provide a staging area for art installations, art fairs, festivals and other civic events. This Plan also recommends creating a riverwalk that will tie all of the uses together with a pathway for bicyclists and pedestrians, as well as opportunities for fishing and boating.

Residential Uses

The overall strategy for residential development in the Downtown area is based on two principles: 1) to preserve historic buildings and neighborhoods, and 2) to stabilize older structures to enhance



neighborhoods and maintain these areas as the most affordable housing in the community. Future residential development within the Downtown falls into three categories: single-family residential, multiple-family residential, and the residential development that occurs as part of a mixed-use development.

Single-Family Residential. This Land Use Plan does not recommend any additional areas for single-family development within the Downtown. All

single-family residential uses shown on the Future Land Use Plan represent the existing traditional single-family neighborhoods that should be preserved. Any new infill single-family homes should be constructed on lots consistent in size with those of adjacent neighborhoods. In order to improve the quality and character of the single-family housing stock, rehabilitation and reconstruction of the existing blighted structures may be required.

Multiple-Family Housing. The presence of higher density housing within and near the downtown is a core part of any successful downtown revitalization strategy, as it enhances the economic stability of existing businesses by providing a walk-in market for people living near the downtown. This residential land use promotes an urban character of medium to high density residential uses consisting of townhomes, row housing, and up-scale condominiums for “empty-nesters,” young professionals, and seniors with building heights no greater than 3-5 stories (dependent upon site location). Only a limited number of freestanding multiple-family housing exist within the Downtown. The largest multiple-family building is located at the intersection of Jefferson and Third Streets, with a smaller use on Monroe, west of Fourth Street. In addition to providing additional housing opportunities within the mixed use areas (see discussion below), this Plan recommends expanding multiple-family housing within the Downtown along Jefferson Street, east of Third Street, and along Second Street, north of Jefferson Street. The development of this area should consist of multi-story buildings, with parking provided to the rear of the site or underground.

Other Residential. The other residential development recognized on the Future Land Use Plan is the residential development that occurs as part of a mixed-use development. This residential development typically consists of condominium units, of urban character, at medium to high density, with building heights no greater than 3-5 stories (dependent upon site location). When possible, these dwellings should be located above commercial or office uses.

Chapter 3 - Design Guidelines

Downtown Development and Design Guidelines

The following Design and Development Guidelines have been established to assist the City of Oregon, its business owners and potential developers in maintaining a preferred character of the City as they plan for new development. The purpose of such guidelines is not to dictate a specific development style for the City, but rather establish a set of design and development standards that should be encouraged.

In order to identify the preferred character, or desirable and undesirable aspects of development within the City, an Image Preference Survey was employed in 2009 allowing members of the Oregon community to jointly determine the characteristics of developments that they found most acceptable. The graphics and images used in both the Image Preference Survey and this document were collectively gathered by City officials, local residents and the consultant. A wide variety of photographs were taken of various types of development (residential, commercial, industrial), and other design features and natural areas, either within or outside of Oregon, that were considered to be reflective of the quality of development that should be encouraged or discouraged. These images were then shown to an approximate group of 20 community leaders and residents, who then rated them individually on a sliding scale of Strongly Dislike to Strongly Like. Ratings were tabulated to determine which types of development were most acceptable and unacceptable to all participants.

The design and development guidelines that follow reflect those elements and characteristics of municipal development that citizens of Oregon have determined reflect the physical quality that should either be encouraged or discouraged throughout the City.

The Design and Development Guidelines described herein are intended as tools for communicating the design intent for future development, redevelopment, and renovation; they also serve as a tool for evaluating proposals presented to the City. The overall goal is to ensure quality development that employs sound planning design principles. The successful implementation of these guidelines will reinforce the unique image of Oregon as a distinct and inviting place to live, work, shop, and gather; offering a unique appeal not found in other communities within the region.

Site Design



- Establish maximum building setbacks, or build-to lines along commercial corridors in order to provide continuity and scale to the roadway.
- Structures, pedestrian walkways, parking lot drive isles should be located to minimize pedestrian/vehicle conflicts and provides cross-access to adjacent properties.
- Common driveways which provide vehicular access to more than one site are encouraged.

Top: Establish "build-to" lines

Parking



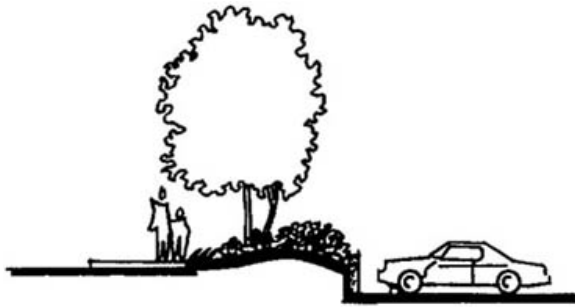
- Place parking areas to the side or to the rear of buildings along prominent road corridors.
- Parking areas should be separated from structures by either a raised concrete walkway or landscaped strip, preferably both. Situations where parking spaces directly abut structures should be avoided.
- Parking areas must be landscaped, within the interior as well as perimeter areas of the site. Parking areas which accommodate a significant number of vehicles should be divided into a series of connected smaller lots, separated by open space medians, islands, and pedestrian walkways.

- The parking lot and cars should not be the dominant visual element of the site.
- Large expansive paved areas located between the street and the building are to be avoided in favor of smaller multiple lots separated by landscaping and buildings.
- Parking lots adjacent to and visible from public streets should be adequately screened from view through the use of rolling earth berms, low screen walls, changes in elevation, landscaping or combinations thereof whenever possible.

Middle: Example of poor parking lot design and screening.

Bottom: Example of good parking lot design and landscaping.

Landscaping



- Landscaping should define entrances to buildings and parking lots, define the edges of various land uses, provide transition between neighboring properties (buffering), and provide screening for loading and equipment areas.
- Where proposed uses are adjacent to dissimilar or incompatible uses, appropriate buffering techniques such as setbacks, screening and landscaping need to be provided to mitigate any negative effects of such operations.

Left: Use landscaping and berming to provide buffers between uses and to screen parking areas.

Signs



- Signage should be highly compatible with the building and site design relative to color, material, and placement. Low monument signs are encouraged as well as integration with landscaping.
- Signs should reflect the architecture and the purpose of the building that it represents.
- Maintain appropriate scale of signs consistent with their use, i.e. larger signs for vehicular traffic areas and smaller signs for pedestrian use areas.
- Limit the number of lettering styles, colors, and pieces of information that are permitted on signs to promote legibility.
- Ensure that way-finding signs are readable from an automobile traveling on the street.
- Exposed neon tubing is not appropriate material for outdoor signs.

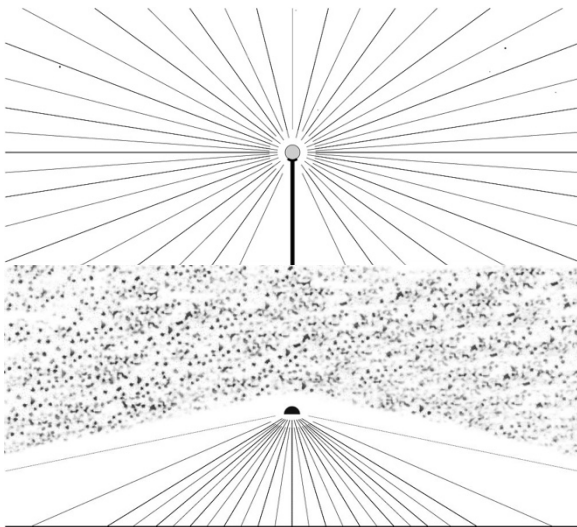
Middle: Poor relation of sign coloring and material to building.

Bottom: Contrast between the sign message and background color increases signs legibility and impact.

Following page: Encourage the use of attractive monument signage.



Lighting



- Lighting should be used to provide illumination for the security and safety of on-site areas such as parking, loading, shipping and receiving, pathways, and work areas. All lighting should be shielded to confine light spread within the site boundaries.
- Aim all building or pole mounted lights directly downward only, and floodlights intended to light signage, landscape features, and facades shall be aimed only at those features.
- Green environmental lighting which considers the historic nature of City properties is recommended.

Top left: Discouraged. Bottom left: Encouraged.

Community Entryways



- Highlight the design of entry points and boundaries of the community. Include well-designed welcome signs that reflect the high quality character of Oregon.
- Improve roadway visual quality through the addition of vegetation, and relocation or redesign of streetscape amenities such as signs, lighting and sidewalks.

Left: Community entry points should be defined using signage that reflects the high quality and character of Oregon.

Architecture

(Also, see the architectural façade recommendations prepared by PEDC, made possible by a grant from the Illinois Historic Preservation Agency)



- Any equipment, whether on the roof, side of building, or ground, should be screened. The method of screening should be architecturally integrated with the building design in terms of materials, color, shape, and size.
- Avoid blank front and side wall elevations on street frontages and long, unarticulated facades. Varied front setbacks are strongly encouraged.
- Maintain continuity and rhythm with building materials and architectural styles.
- Provide incentive for franchise businesses to renovate, or reuse high quality historic buildings.
- The choice of materials should relate in character with surrounding properties, and they should be of durable quality, suitable for the building type.

Top left: Buildings with long, monotonous walls should be avoided. Monotonous walls can be broken up with windows, doors, display cases, architectural detailing, and variation in the height of buildings. A consistent building setback should be maintained along the street. Bottom left: Buildings that avoid long, monotonous walls should be encouraged.

Traditional Residential Neighborhoods



- Wherever possible, front yard setbacks should be minimized to enhance the relationship between the individual units or structures and the street. Front yard setbacks of any new construction should continue the prevailing setback patterns of adjacent buildings.
- The mix of materials on the facades of structures and garage doors should be consistently applied and should be chosen to work harmoniously with adjacent materials.

- Enhance and maintain a strong definition of the public street corridor with mature street trees, lighting, and continuity of building facades. In pedestrian areas incorporate amenities and site furnishings such as: water fountains, news racks, bike racks, and bike parking facilities.
- Garages should never dominate the facade of any residential structure. Orientation of the garage door away from the street is preferred. Whenever possible, garages should be located at the rear of a lot with access provided by alleyways.
- If garages must be oriented to the street, varied garage placements are encouraged to avoid a monotonous streetscape.

Above: Enhance and maintain a strong definition of the public street corridor. Where possible garages should be oriented away from the main public street.

Multiple-Family Residential



- Integrate the site plan of the multi-family residential development with the surrounding neighborhood. Avoid separating the development from the neighborhood with high fences, walls, or parking lots.
 - Maintain residential character in the height, bulk, and scale of the multi-family development.
 - Design with building forms that reflect the residential scale and rhythm of the community's single-family neighborhoods.
- For multifamily structures, long, unbroken facades and box-like forms should be avoided. Treat each street facade with the same level of formality afforded to single family home design.

Top: Design multiple family buildings that reflect the design and rhythm of the City's single-family neighborhoods. Break up long box-like forms.

Commercial



- Freestanding singular commercial and service oriented structures should be oriented with their major entry toward the street where access is provided, as well as having their major facade, windows and signage parallel to the street.
- In commercial and transitional neighborhoods, use roof lines that reflect the surrounding architecture.

Left: Freestanding commercial structures should be parallel and oriented to the street.

Industrial



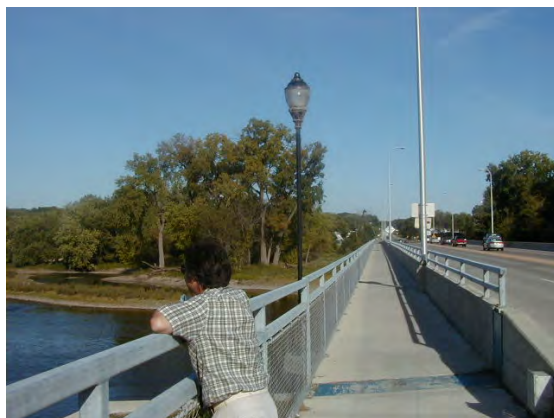
- Industrial sites should be self-contained developments capable of accommodating their parking needs. The use of the public street for parking and staging of trucks should not be permitted.
- To alleviate the unsightly appearance of loading facilities for industrial uses, these areas should not be located at the front of buildings where it is difficult to adequately screen them from view. Such facilities are more appropriate at the rear of the site where special screening may not be required.

Above: Industrial buildings should maintain a high standard of design. Parking and loading areas should be screened from view.

Downtown Development and Design Guidelines

The successful revitalization of Downtown is based on two strategies aimed at enhancing existing resources: 1) through the restoration and improvement of public spaces and building facades, and 2) maximizing the potential development opportunities of underutilized sites and obsolete buildings, while capitalizing on the recreational benefits of location on the Rock River. The illustrative plans for the redevelopment of the riverfront area (see Riverfront Development Concepts), are provided to stimulate interest in and provide a framework for moving forward with these ideas. *These drawings are not intended to be final design solutions for particular properties, but shall serve as a guideline for the type and character of improvements that are desired in the Downtown area. Once the City or property owners commit to implementing any of the ideas expressed on the plans, more specific, detailed plans will need to be prepared that relate to specific site conditions.*

Route 64 Bridge



- The Route 64 Bridge over the Rock River is a major gateway into downtown Oregon. The bridge should be enhanced to announce the Downtown area to both motorists and pedestrians.
- If structurally feasible, the parapet of the bridge should be replaced with a new decorative masonry parapet, which integrates overlook areas and ornamental features, such as masonry piers, lighting and railings.



- Existing Jersey barrier walls should be replaced with new decorative masonry barrier walls and metal barrier rails.
- Existing davit light poles should be replaced with ornamental light poles. Lighting should incorporate pedestrian scale fixtures and banners.
- The pedestrian walk at the north side of the bridge should be enhanced with masonry piers, ornamental metal railings and pedestrian scale fixtures mounted to the roadway light poles.
- Parapet walls should terminate at bridge abutments with an integrated landscape treatment, which may include ornamental trees, shrubs, groundcover, and ornamental annuals display.

Above: Overlook areas and decorative features should be incorporated into the design of the Route 64 bridge, and the bridge should be enhanced through the addition of masonry parapets, metal barrier railings, and decorative light fixtures.

Riverfront Development Concept

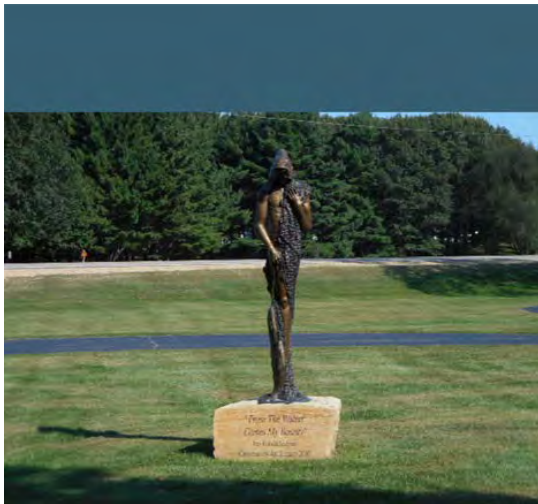
The Riverfront Plan concept is based the simple fact that downtowns are unique mixed-use centers of community life that cannot be replicated elsewhere, and that Oregon possess unique assets, and riverfront location. Oregon, through the EDCD committees, is aggressively working together in partnership with local business and property owners to achieve revitalization potentials. This spirit led to the identification of the Riverfront development area as a key opportunity area within the Downtown and a focus of community revitalization efforts. This Riverfront Development Concept plan is designed to provide a guide to the important concerns facing the Downtown area, and to propose alternatives for refashioning the Riverfront as an important element of the Downtown as the civic, cultural and entertainment center of the community.

Retail Development Along 1st Street

- New retail development along First Street should build upon the character of historic buildings, by requiring buildings to be placed close to the street to create a pleasing pedestrian 'main' street experience. Building heights may be varied to create architectural interest and are recommended up to three stories.
- Short-term parking should be provided on street, fronting the retail buildings. To maximize short-term parking supply, First Street is reconfigured as a one-way street southbound with diagonal parking. Short-term parking should be defined as a zone separate from the roadway pavement through the use of planted islands and reinforced paving.

- Coordinated signage should be incorporated into the architecture. Signage should be consistent in size and color such that it differentiates itself as a distinct retail zone.
- Ornamental lighting and banners should be integrated into the streetscape design of First Street. Banners may showcase the prominent arts community of Oregon as well as announce upcoming community events.

Artist Studio and Gallery Development Along 1st Street



- The prominent artists' community within Oregon should be supported through the inclusion of additional artists' spaces. New studio and gallery structures may borrow from the existing industrial aesthetic of neighboring structures. Masonry buildings with open floor plans may provide artists with flexible spaces that continue to grow with user needs as well as provide passersby with a glimpse of the creative process.
- First floor retail spaces should be included in the studio and gallery design to encourage the display and sale of artworks.
- Indoor and outdoor display spaces should be incorporated in the building design. The outdoor display space should provide a direct connection with the riverwalk to encourage pedestrians into the galleries and retail spaces.

Long-Term Parking Area South of Washington Street

- Convenient parking is necessary to support the retail uses along First Street. Two areas are identified on the plan that provides surface parking on the property on the east side of First Street, south of Jefferson Street, and in a parking structure west of Second Street, north of Jefferson.
- Parking aisles should be defined with planted islands. The periphery of the parking area should be screened from surrounding areas. Screens may be created through the use of masonry walls, ornamental fencing, hedge plantings, or a combination of the above.
- Lighting within the parking area should be coordinated with the Riverfront streetscape plan for First Street so that the Downtown is unified in appearance.

Mixed Use Development Along North 2nd Street

- This site would be an excellent location for an upscale restaurant/ inn that will bring additional revenues into the City, as well as additional activity into the Downtown area. This mixed-use building would be a dominant presence in the visual landscape for visitors entering Oregon from the east. It should therefore be a “landmark” quality building incorporating a high level of design and quality materials.
- The restaurant should be sited at the first floor of the east side of the building to maximize views towards the Rock River as well as outdoor dining. The outdoor dining terrace should provide access to the riverwalk at designated areas.
- The hotel rooms should be sited at upper floors with emphasis on views towards the River and surrounding downtown area. Outdoor balconies provide both private outdoor spaces to users as well as visual interest to the building façade.
- Structured parking should be incorporated into the west side of the building. The west façade should provide visual interest to the streetscape through building texture and quality materials.
- Parkway plantings should provide a distinct edge to the street as well as provide interest to the west façade. Plantings may include salt tolerant shade trees and lawn.

Conover Square Renovation Along 3rd Street



- Conover Square provides a significant opportunity for a retail anchor that is in close proximity to both the Downtown and riverwalk area. Structural engineers should be consulted to evaluate the condition of the building and whether it may be modified to make more efficient use of the open floor plan. Flexible spaces and interior partition walls, for instance, may accommodate a variety of retail users over time.
- The building renovation should support pedestrian access towards the east and a direct connection to the riverwalk area.
- The façade treatment should be updated to provide a more friendly face to the community. Architectural elements such as windows, lintels, awnings, sills, and cornices would minimize the impact of the massive masonry walls and create visual interest from the street.

- Short-term parking along 3rd and Franklin Streets should be defined as zones separate from the roadway pavement through the use of planted islands and reinforced paving.

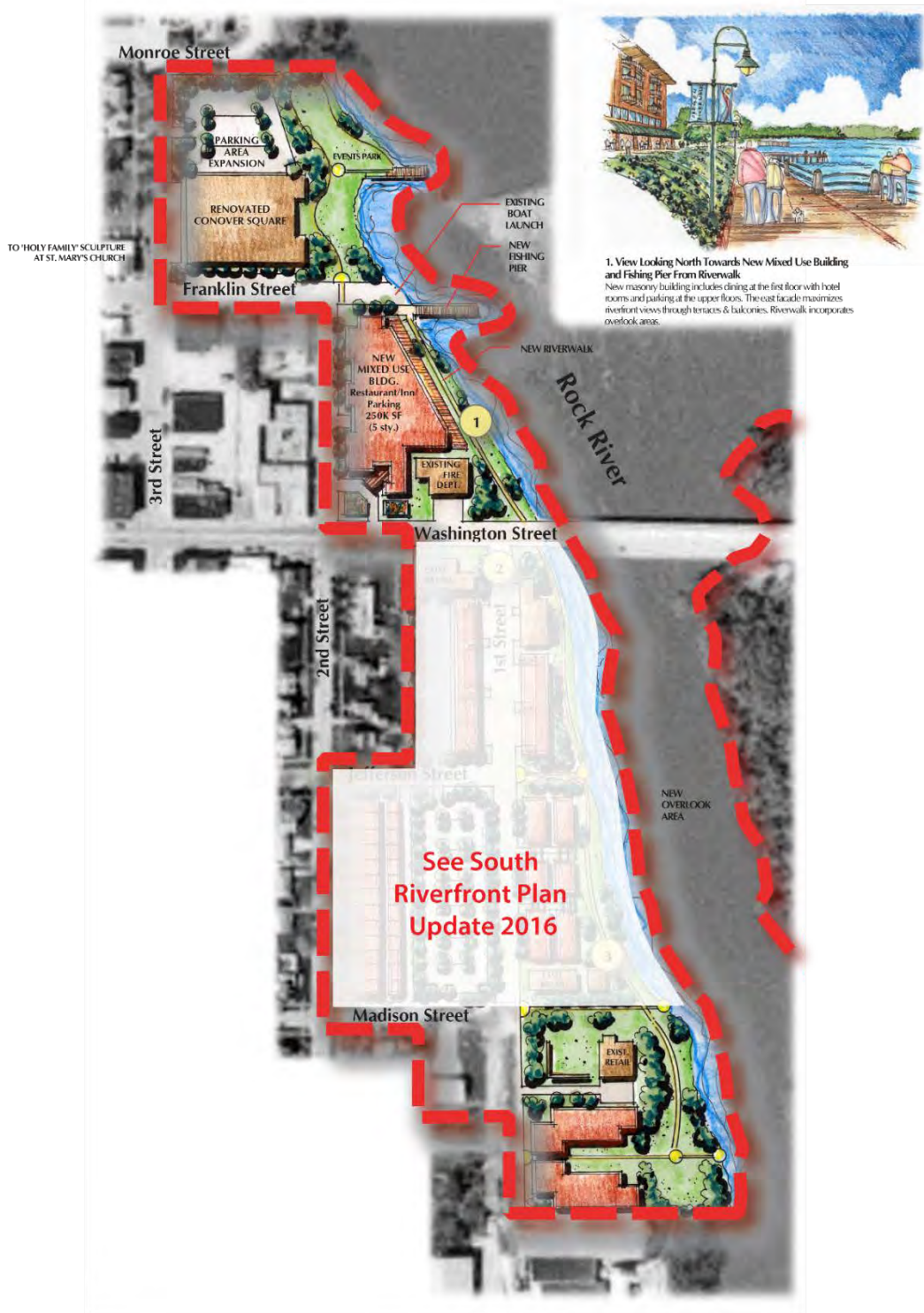
Conover Square provides a significant opportunity for a retail anchor.

Facade treatments and interior remodeling should help revitalize this building.

Riverwalk Development Along the Rock River



- The riverwalk provides a unique opportunity to encourage pedestrian use along the river's edge. Along this route, pedestrians are encouraged to move through a variety of retail and open space areas, thereby bringing additional revenues and outdoor activity to the Downtown area.
- The naturalistic setting of the Rock River should be reflected in the design of the riverwalk. Native plant materials should be incorporated into the River's embankments as well as adjacent to the riverwalk.
- The riverwalk should accommodate both pedestrians and bicyclists. The pavement should be constructed of a material that is sensitive to the naturalistic setting, such as reinforced crushed stone and decorative paver edging.
- The riverwalk should be coordinated with the Oregon Sculpture Trail, which brings pedestrians to significant sculptures throughout the Downtown. Informational and directional signage should be included to draw pedestrians through the riverwalk and towards other significant areas in the Downtown.
 - The events park towards the north is framed by the existing stand of trees towards the west. Views are enhanced towards the river to the east. The central open lawn area provides a place for informal use as well as summer festivals.
 - The sculpture garden area towards the south is enclosed by a stand of trees. The central open lawn area provides a place for passive use as well as an extension for outdoor art display.



City of Oregon Comprehensive Plan Update 2016
Riverfront Plan April 2016



Exhibit 2: Riverfront Plan



- A** Reuse Building for Brew Pub/Restaurant (7,500 s.f.)
- Corner Outdoor Patio and Gateway Element
- B** Retail (4,200 s.f.)
- C** Retail (3,700 s.f.)
- D** The Centre (11,000 s.f.)
- 250 person theatre/wedding (3,000 s.f.)
- Adjoining 100 person banquet (1,200 s.f.)
- 2-Story Conference, 4 rooms each 50 person/Office (2,000 s.f.)
- Restaurant/Bar/Private Dining/Outdoor Deck (4,500 s.f.)
- E** 3-Story Hotel with 50 Rooms (22,000 g.s.f.)
- F** Reconfigured Streetscape
- One Way Traffic South with Diagonal Parking (77 spaces)
- 10' Walkways with Landscape Planters and Lighting
- G** Riverwalk and Overlook
- Overlook Shelter with Seating
- 8' Paved Pathway
- H** Surface Parking Lot
- One Way Traffic Pattern (130 spaces)
- I** 1-Story Parking Deck (120 spaces)
- 1st Floor (52 spaces)
- Roof (68 spaces)

PARKING DATA:
 New Off-Street Surface: 174 spaces
 Parking Deck: 120 spaces
 On-Street: 77 spaces
Total: 263 spaces

PARKING DEMAND:
 Hotel (50 rooms, 1 per room plus 1 per 10 rooms) 55 spaces
 Retail (3,700 s.f. @ 4 per 1000) 15 spaces
 Retail (4,200 s.f. @ 4 per 1000) 17 spaces
 The Centre (theatre/banquet @ .3 per 550 cap.) 165 spaces
 Restaurant/Bar (3,500 s.f. @ 10 per 1000) 35 spaces
 Brew Pub (7,500 s.f. @ 10 per 1000) 75 spaces
Total: 362 spaces
 (- 74 spaces)

City of Oregon Comprehensive Plan Update 2016

South Riverfront Plan Update April 2016



Exhibit 3: South Riverfront Plan Update

Chapter 4 - Future Land Use

The Future Land Use Plan is one of the core elements of the Comprehensive Plan as it synthesizes all of the policies and recommendations into a long-term plan to provide a balanced growth strategy that sets a direction for growth consistent with Oregon's vision. The Future Land Use Plan is an illustrative document showing all existing and projected land uses in map form. Although the City may exert control over a planning jurisdiction - legally defined as the 1½ mile territorial jurisdictional limit from existing City boundaries (except areas within other municipalities) the Future Land Use Plan limits development to land currently within City boundaries and on land immediately adjacent to the community. The Plan takes into account the location of existing and planned sewer lines, adequacy of the transportation system, the topography of the area and the location of sensitive environmental resources when delineating future land uses.

When reviewing this Section, it is important to understand the generalized nature of the Future Land Use Plan. Given the scale at which comprehensive planning occurs, only broad areas of land use are indicated. On specific parcels of land, certain exceptions may be appropriate. Overall, the principal aim of the Future Land Use Plan is to maintain the quality of life found in the City of Oregon, while promoting balance between future residential, commercial and employment opportunities.

Future Land Use Categories

The City of Oregon Future Land Use Plan maps provide a framework to assist the City in planning and regulating development. Both depict future land use generally consistent with existing development patterns, suggesting areas for future growth and development. The purpose of the following land use categories is to provide for a more rational and gradual transition between different areas of the community, while allowing for a variety of land uses necessary to ensure the development of a balanced community. The timing of development, however, of any given parcel will, to a large extent, depend upon the availability of utility services.

The following provides a general description of uses anticipated in each of the City's twelve land use categories. Many of the descriptions refer to a maximum density for a particular land use category. All recommended residential densities described below are based upon the "**gross buildable acreage**" or "**net acreage**" of a site. The gross buildable part of the land is determined by subtracting those portions of the property which cannot or should not be developed due to flood plains, wetlands, poor soils, protected wildlife and natural areas, woodland and natural prairie areas. Densities indicated are for general planning purposes only. Proposed developments will be evaluated and advised as to the acceptable number of units which appear to be appropriate based on the physical constraints of the property in question plus any other considerations.

Agricultural and Rural Residential



The Agricultural land use category is intended to encourage the preservation and protection of economically viable agricultural land. This category discourages the premature development of vacant or agricultural lands and is also intended to prevent an incompatible mixture of urban and rural uses. The Agricultural category allows individual rural residential settlements which are compatible with the agricultural use of the land.

Low Density Residential



This land use category provides for low density residences at a density of 2.0 dwelling units per acre or less where adequate sewer and water systems exist or can be made available. This category is primarily designed to accommodate single family detached housing. Compatible government, education, religious, and recreation uses may also be permitted. The intent is to provide a range of single-family

residential subdivisions on fully improved lots that respect the natural topography and vegetation, and offer amenities to foster quality neighborhoods.

Traditional Residential



The Traditional Residential land use category is intended to provide a mix of low density single and attached residences of up to four units per building at an overall density between 2.1 and 5.0 dwelling units per acre. These developments would be served by sewer and water. The Traditional Residential category is intended to provide housing options in developments similar to existing City neighborhoods. This category may also act as a transition between low density

residential and higher intensity developments such as high density residential or commercial. Compatible government, education, religious, and recreation uses may also be permitted.

High Density Residential



This category is intended to include all forms of attached housing, including duplexes, townhomes, condominiums and apartments with an overall density between 5.1 and 22.0 dwelling units per acre. This category allows for a higher density form than the single-family residential category, permitting opportunities for people whose lifestyles benefit from common exterior maintenance and a more affordable housing alternative.

Mixed Use



This category is designed to provide opportunities for a variety of potential uses, including mixtures of retail, office, institutional and limited residential development. In certain cases, residences may be located on upper floors of commercial buildings.

General Commercial



The Commercial category is intended to provide for retail establishments which offer a wide range of goods and services in locations which abut or front, and have access to, either directly or through frontage roads, heavily traveled major arterial roadways. This category includes commercial complexes and roadside commercial establishments.

Commercial – Resort/Hospitality

This category designates areas within the City that have special qualities due to their location along the Rock River, and within areas possessing high quality natural features or other environmental areas to be protected. Such areas are intended to provide for unique, or special types of commercial development, such as a resort facility and conference center, and hotel or other hospitality uses. General commercial uses may be considered as ancillary uses to compliment or support the primary use.

Transitional Commercial



The Transitional Commercial category allows for the conversion of residential structures to professional and commercial use, while maintaining the historic and residential character of the structures. This category may be used in older residential areas along roadways and immediately adjacent to the downtown business district.

Service Business/Office

The Service Business/Office category provides opportunities for employment and provision of services in locations with good accessibility. All Service Business uses should be housed in well designed, attractive buildings and be buffered by heavy landscaping from adjacent residential uses.

Industrial



This category is intended to provide opportunities for both traditional heavy industrial uses such as manufacturing and light industrial uses such as high tech, assembly and research. These uses should have access to arterial roads, to avoid increasing traffic in residential neighborhoods. All industrial uses should be housed in well designed, attractive buildings and be buffered by heavy landscaping from adjacent uses.

Public Parks and Open Space



Land that has been permanently dedicated for open space uses in private or public ownership falls into this land use category. Private recreational space such as golf courses or private parks located in residential developments would also be included in this category. This category is also intended to protect natural resources and areas with unique environmental characteristics such as wetlands, floodplains and prairies. In addition to their sensitive nature, these areas provide the City with natural functions such as

flood storage and conveyance, pollution control, and wildlife habitat. The intent is for permanent private or public open space used for active and passive recreational purposes.

Municipal / Institutional



The Municipal/Institutional land use category encompasses those lands owned and operated by federal, state, or local governments as well as public and private educational facilities, cemeteries, churches, hospitals, nursing homes, or other non-profit facilities.

Land Use vs. Zoning

It is important to note that the Future Land Use Plan is not a zoning map. Zoning regulates specific aspects of development, such as yard dimensions and building height, in addition to the location of certain types of land use in districts. Thus, it is a very useful tool for protecting the enjoyment of property and community character, even if the zoning map does not exactly agree with the land use map. The Future Land Use Plan, on the other hand, is basically intended to guide where certain types of development are to be located and is not intended to restrict the use of land. A land use plan indicates, in a general manner, the location of current and future uses of land for various types of development. It is meant to be a guide for establishing more finely-tuned regulations such as zoning and to guide decision making which may involve public or private investment in property development.

The degree to which a zoning map will conform to a land use map depends on two factors: how finely-tuned the land use map is, in terms of dividing land uses into those which conform to districts, and how often the zoning map is amended. Typically, a land use map is changed much less frequently than a zoning map, because it is intended to encompass a longer time frame and provide a more general guide to development. If, however, the land use map for the City distinguishes between various categories of land use (low density residential versus medium density residential, for example -- as does the land use map for Oregon), and if the zoning map is created at the same time, the two maps may be essentially the same at the time that they are created.

Chapter 5 - Transportation Plan

The purpose of the Transportation Plan is to ensure that, as the City grows, the transportation system will continue to provide for the efficient movement of all types of traffic through a well-integrated street network and meet the needs of the existing community and future growth. This will require, primarily, the improvement of existing roadways. An improved arterial and collector network will distribute traffic among many different roadways and prevent congestion. An adequate arterial and collector system will also help reduce traffic penetration into neighborhoods.

Existing System

Due to its role as the Ogle County seat, the existing arterial system serving the City of Oregon is designed to accommodate traffic from all four cardinal directions. Illinois Route 2 provides north-south connectivity along the western edge of the Rock River. River Road and Daysville Road serve a similar function east of the Rock River. Illinois Route 64 is the primary east-west arterial and provides the only bridge over the Rock River. Pines Road also serves as an arterial roadway west of the Rock River.

The City of Oregon is laid out in a basic grid pattern. This provides excellent access both to and through all areas of the community. It also serves to distribute traffic fairly evenly across many streets reducing the reliance on a few streets to serve as collectors. However, several streets, due to their locations, tend to handle higher levels of traffic.

Most neighborhood streets in the older sections of town have sidewalks along both sides of the street. New subdivisions including the Fairgrounds and Century Oaks lack sidewalks. This limits the mobility of residents of these neighborhoods and increases the opportunity for pedestrian and automobile conflicts. Several bicycle and pedestrian trails exist within City parks including Oregon Park East, Oregon Park West and Fairgrounds Park. However, these trails terminate at the boundaries of these parks and are not connected as part of a larger, cohesive network.

Roadway Classification

All roads within the City have been classified according to their function in a complete network system. This helps ensure the safe and efficient movement of vehicles as the City grows and develops. It also aids in capital improvements programming, and in the designation of specialized traffic routes (truck traffic, for example).

The Transportation Plan classifies roads into three road classes which are applicable to Oregon. These are Arterials, Collectors, and Local Roads. For the purpose of the Transportation Plan (see exhibit), these roads are shown based on their classification and proposed level of improvement.

Arterials, and Collectors are highlighted on the Transportation Map. Local Streets are not specifically highlighted.

The road network system works to disburse high-speed traffic from the primary roads that lead into and through the City to secondary roads, which in turn disburse traffic into collectors. The collectors function to gather slow-moving traffic that is further disbursed on local roads.

Arterial

Arterial roadways consist of Federal or State highways or heavily traveled streets that carry a high volume (ADT 5,000+) of regional, or inter-community traffic. Arterial roads form the basic framework of the transportation network of the City. Minor arterial roads typically have one lane of traffic in either direction and may include a center turn lane. Parking may be provided along minor arterial roads. However, it is typically restricted. Within the City of Oregon's Planning Area, Illinois Route 2, Illinois Route 64, River Road, Daysville Road, and Pines Road function as arterial roads.

Collector

This category of roadways filters lower volumes of traffic (1,000 to 3,000 ADT) from local streets to arterial roads. As noted above, the grid street network tends to distribute traffic fairly evenly among many different streets. However, several streets carry higher volumes of traffic and perform the function of collector roadways. Collector streets provide access to land and traffic circulation within residential, commercial, and industrial areas. Collectors typically have one lane of traffic in either direction. The spacing between collector streets should, generally, not exceed one-half mile.

Local Access Road

The local access road provides direct vehicular access to neighborhood residential and commercial properties, and provides for safe pedestrian and bicycle movement within developed areas. Local access roads may provide for traffic flow in either direction and allow parking on one or both sides of the street. There are numerous local access roads within the City's Planning Area. These include all residential and commercial access streets throughout the City.

Proposed Roadway Improvements

The Transportation Plan shows locations of proposed roadway extensions and improvements throughout the Planning Area. Extensions are proposed to better accommodate existing east-west and north-south traffic by connecting two or more existing streets and to support possible future development. Street improvements are generally proposed for the purpose of designing more efficient roadways and intersections.

A summary of the recommended roadway extensions and improvements follows.

Roadway Improvements

River Road should be reconfigured between Lowden State Park and Illinois Route 64. This roadway should be moved east away from the Rock River. This will create substantial space between the roadway and the River within which to place housing and/or a park and marina.

Roadway Extensions

1. A new roadway should be constructed along what is currently the westernmost edge of the City limits between Oregon Trail Road and Pines Road. This road will provide improved north-south access for the western portion of the community and provide a collector level roadway for future residential development west of the High School and Oregon Park West.
2. Brick Road should be extended west from its current terminus at Daysville Road to the newly realigned River Road. This will provide a collector level roadway for future residential development in this area.

Pedestrian/Bicycle Trails



Pedestrian and bike paths are an integral part of the transportation system, permitting alternative modes of movement to major activity centers of the City, and providing recreation opportunities.

The trail system developed in cooperation with Ogle County is predominantly assigned to important transportation corridors and local streets. Additional consideration should be given to linking environmental corridors, along streams and floodways, and other natural features. The existing and proposed trail system connects to existing trails in Oregon Park East, Oregon Park West and Fairgrounds Park as well as to the planned arts walk as detailed in the Downtown and Riverfront Concept Plan found in the Framework Plan. Oregon's trail system links with Ogle County's county-wide system of greenways and trails.

In order to provide sufficient space for both pedestrians and bicyclists, the recommended minimum width of improved pathway surface is eight feet. This standard is minimum acceptable width that the Illinois Department of Transportation (IDOT) will approve for grant funding purposes. In areas of high pedestrian/bicycle volumes, the minimum pathway width should be ten to twelve feet.

Oregon Community Bike Trail

A joint effort between the City of Oregon, Oregon Park District, and Forward Oregon

Description of Route

This 7 mile bike trail consists of paved surfaces through Oregon Park West, Fairgrounds Park, and shared roadways through residential areas.

Parking

Parking is available from dawn to dusk at Oregon Park West located at 1402 Koonitz Place. Head west on IL Route 64 to Oregon Trail Road, turn left. Turn left at 14th Street and right on Koonitz Place.

Sculpture Along the Trail

Solar Reef – Oregon Park West
 Paths of Conviction – Mix Park
 The Fish Boys – Mix Park
 Bountiful Bench – Oregon Public Library
 The Soldiers Monument – Corner of 4th Street & Washington Street, Ogle County Courthouse
 Agriculture, Mother of Civilization – Corner of Washington and 5th Street, Judicial Center
 The Corn Ball – Corner of 4th Street & Franklin Street, Oregon Coliseum
 From the Waters Comes my Bounty – Kiwanis Park
 The Holy Family – Corner of 4th Street & Monroe Street, Oregon Catholic Church

Historic Points of Interest

Oregon Train Depot – 100 Collins Street
 The Oregon Train Depot was built in 1913 by Chicago Burlington and Quincy Railway and served passenger cars until 1971. In 2001 the Oregon Depot restoration project began.
Ogle County Historical Society – 111 North 8th Street
 The Historical Society began in 1954 and is located in the home of Ruby Nash, a local woman who taught school in Oregon for 50 years.

Oregon Public Library – 300 Jefferson Street
 The Oregon Public Library was established in 1872. Andrew Carnegie announced in the early 1900's that he would donate \$10,000 for a public library in Oregon. The existing building opened in 1908. The second floor is home to a collection of over 50 pieces of art that were donated by Lorado Taft and other artists as part of the Eagle's Nest Colony.

Riverside Cemetery – North 3rd Street along the River Bank
 Several of the early settlers to the community are buried at Riverside Cemetery. City of Oregon holds the annual Memorial Day service at this location.

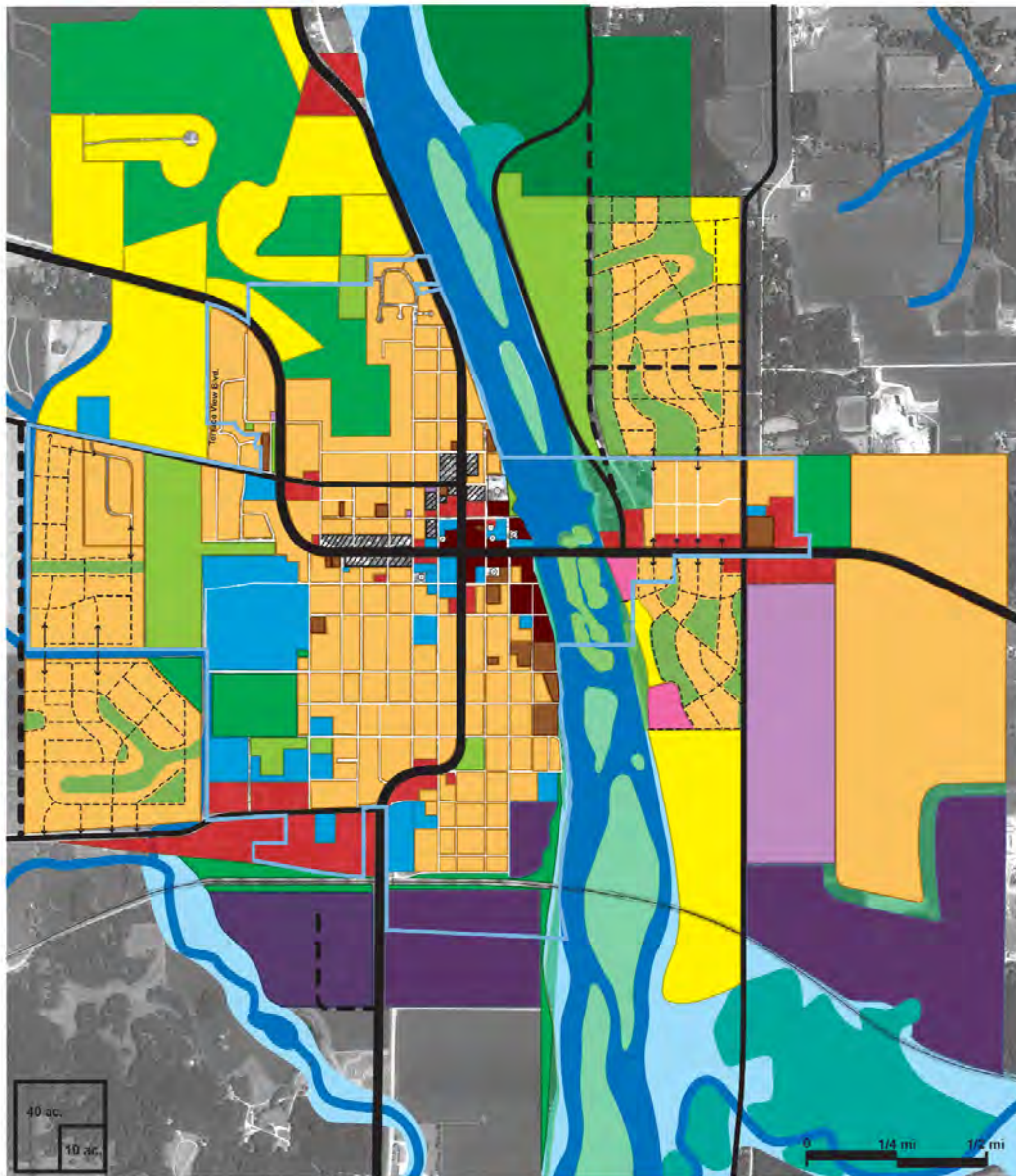
Ogle County Courthouse – Corner of 4th Street & Washington Street
 The Historic courthouse was built in 1891 and is still occupied today by many county offices. The building can be found on the National Register of Historic Places.

Other Points of Interest

Nash Recreation Center – 304 South 5th Street
 Nash Recreation Center is home to the Oregon Park District and offers recreation services to all ages. Amenities include: indoor pool, locker rooms, basketball courts, fitness center, multi-purpose rooms, and racquetball courts.
Conover Square Mall – Corner of Franklin Street & 3rd Street
 You will find an eclectic mix of merchants and a relaxed and friendly atmosphere at this old piano factory. Covering two full floors, numerous owner-operated shops now call Conover Square home. Built in 1893, the building is overflowing with history.



Water based trail access along the Rock River has been recently expanded through the development a new State owned day use boat marina north of the City operated by the Department of Natural Resources.



Legend

No Fill	Hospitality/Resort Commercial	Open Space/Conservation	Arterial Roadway
Low Density Residential	General Commercial	Open Space/Recreation	Collector
Traditional Residential	CBD/Mixed Use	Floodplain/Open Space Corridor	Future Roadway
High Density Residential	Transitional Commercial	Institutional	City Boundary
	Service Business/Office	Industrial	Existing Bike Trail
	Parking		Future Bike Trail

City of Oregon Comprehensive Plan Update 2016
Future Land Use and Transportation Plan April 2016



Exhibit 4: Future Land Use and Transportation Plan

Chapter 6 - Community Facilities

Community Facilities include both public and semi-public uses. Facilities such as City Hall, the water reclamation plant, and the Oregon Fire District building are all examples of community facilities. Parks and schools would also be classified under this category. While current facilities are adequate to serve the existing community, growth which may occur within the next twelve years in and around Oregon may overburden municipal facilities without long range planning and policy analysis.

Parks and Open Space



The City of Oregon is currently well served by parks facilities maintained by the Oregon Park District, which includes a 97 square mile area, including Oregon and nearby towns. The Oregon Park District owns eight park sites and leases two park sites which total 130 acres. The Park District is primarily supported by tax revenue provided by the Byron Nuclear Power Plant. Overall, the Park District is experiencing a declining and aging population, with a higher percentage of low income residents in nearby communities over the last 10 years. Extensive park district facilities and programs are main

reason people stay and move to the Oregon area. The Park District has also assisted the City's Downtown revitalization efforts by sponsoring aesthetic improvements, and brown bag concerts, all helping to drive more customer traffic to the area.

Before acquisition and development of specific park sites and facilities, it is important to establish a framework for park development. Different types of parks fill different community needs. To meet the future recreational and open space needs of residents of Oregon, three types of parks are identified below. A general description of the purpose and use of each park type is provided, along with a listing of key location considerations, identification of typical facilities, and design issues.

When reviewing the typical facilities list, it is important to note that all parks will not have all facilities listed. For example, all community parks will not have ball diamonds, trails or a water feature. Facilities in a particular park should be based on the appropriateness of a facility to a particular site, and the need for facilities in a particular location.

Community Parks

As the name implies, a community park provides facilities and open space for the entire municipality. This type of park serves as a community focal point, providing a site for special events, sports tournaments, and daily recreational enjoyment of Oregon residents. Community parks are

typically between 20 and 50 acres, although smaller parks may also be classified as Community Parks when their function is to provide facilities to the entire community - not just to a specific neighborhood or activity.

Community parks should be easily accessible from all parts of the community. They often include lighted ball fields, trails, picnic areas, playground equipment, and off street parking. Community parks have a service area of 1½ miles. There are currently two community parks in the City of Oregon, Veterans Park and Park West.

Mini and Neighborhood Parks

Mini and Neighborhood parks provide residents with “close-to-home” open space and recreational facilities. The size of each neighborhood park will vary with the size and population of the neighborhood served, but should generally be between 1/2 and 10 acres.

Mini and Neighborhood parks are often equipped with playground equipment, informal ball fields, and tennis or basketball courts. The City should continue to work with the Park District when evaluating new subdivisions to maintain the District’s plan to provide a mini or neighborhood park within ¼ mile of all homes.

Special Use Parks and Open Space

Special use parks provide employees and residents with a recreational outlet, but are not appropriately classified as neighborhood or community parks. Greenbelt parks, swimming pools (not associated with larger green space), community centers (not associated with larger green space), and golf courses are all examples of special use parks.

Open space and greenbelt areas shown on the Community Facilities Plan represent land that is currently used for open recreational use (i.e. a golf course), land that is used for drainage, or land which possesses some unique natural characteristic. The Oregon Swimming Pool, the Nash Community Center and Blackhawk Center are also shown.

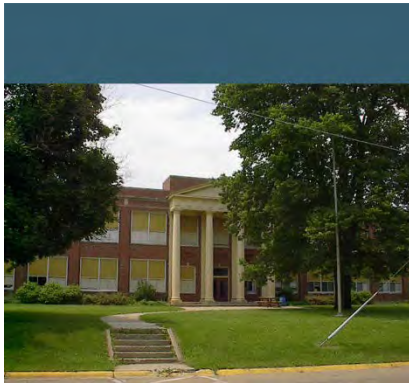
Needs Assessment

Current and projected park and open space needs within Oregon are evaluated below. Retention or detention ponds in subdivisions are generally not usable park space and were not included in this assessment. Projections of need are based on standards established by the National Park and Recreation Association and are stated in terms of the number of acres per 1,000 people. Based on population projections, by 2030 the City of Oregon will require a minimum of 44 acres of park space. Currently, the Oregon Park District manages over 155 acres of park space within its 97 square mile service area. An additional 30 to 40 acres is held in undeveloped passive open space. The most significant recent development is the creation of a new splash pad, and the most desired long-term

improvement by residents is the re-establishment of an outdoor community pool. Based on these projections, Oregon is well served by current parks and facilities, and does not plan for expansion at this time. However, as the community expands new areas will require park space that is accessible to residents of these neighborhoods. In particular, new neighborhood parks will be required to insure that park facilities are located within walking distance of all homes.

Using the service area standards of 1½ mile for community parks and ½ mile for neighborhood parks, as outlined above. Potential future park locations are outlined on the Parks and Open Space map at the end of this section. These general recommendations should be considered as part of a new park master plan.

Schools



The City of Oregon is served by Oregon Community Unit School District #220. This consolidated Kindergarten through 12th grade district also encompasses the neighboring communities of Chana, Paynes Point, and Mt. Morris. In total, the District serves over 1,400 students, 835 of which live in Oregon. The District has a capacity to serve 1800 students. As shown on the Community Facilities map, located at the end of this section, the City is served by Oregon Elementary School (K-6) and Oregon High School (9-12).

School District data indicates declining enrollments from all communities within the District, with approximately 350 less students than 10 years ago. Population projections suggest that this trend will continue for the near future, leveling the enrolment between 1375 and 1450. 2015-16 enrollment is 1437. With declining enrollment, the District has experienced a significant increase in number of low income students eligible for the free/reduced lunch program up to 50% from previous 20% levels. A large part of the decline is attributed to the closing of large manufactures and printing business in Mt. Morris. This has caused the District to address significant funding deficits. Faced with declining enrollments, the focus of the District will be on maintaining and rehabilitating existing schools rather than the construction of new facilities.

Oregon is part of four community college districts, including the Saulk Valley Community College five county region, Highland, Rock Valley, and Kiswaukee, providing associate degrees and certificates, including customized business training, community education, and G.E.D. preparation.

Municipal Buildings

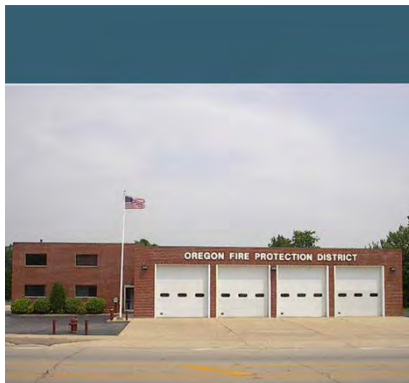
City Hall is located in a historic building on Third Street between Washington Street and Franklin Street. The current City Hall site is shown on the Community Facilities map found at the end of this section. The City is not considering relocating or expanding this existing facility within the timeframe of this plan, but will remodel the existing structure to accommodate modern multi-media features and improve work spaces. If expansion is deemed necessary in the future, the current site is sufficient to accommodate additional building.

The Oregon Street Department is currently located off of Adams Street along the Rock River. This site is well located to serve the community and is adequately sized to meet the growing needs of the community. Current needs include the addition of one full time employee, and the replacement of the street sweeper. The location of the existing public works facility is shown on the Community Facilities map at the end of this section. However, a new location may need to be found if redevelopment of the riverfront takes place. Current alternate locations being considered include a site adjacent to the waste water treatment plant.

The City maintains an annual street resurfacing program, funded by motor fuel taxes. Current street reconstruction plans include 10th Street consisting of new curb and gutter, sidewalks and storm sewers, plus a resurfacing of Hawk Drive.

Public Safety

The Police Department currently occupies a portion of City Hall. This location provides good access to all parts of the City. The Department does not foresee additional expansion needs during the next 10 years. However, the Department will need to upgrade its fleet of squad cars within this time period.



The police force is currently comprised of eight full time officers, including the Chief, and one part-time officer. Based on projected population growth, the Department has no plans to increase the size of its full time force, and may use part time officers, if needed.

Fire protection is provided by the Oregon Fire Protection District. This District covers the City of Oregon as well as the surrounding unincorporated areas. The Fire Protection District currently maintains one station in Oregon located on Washington Street. This location is well positioned to serve the existing core of the community. Current plans call for the expansion of this facility at the current location to accommodate the ambulance service. A second fire station, located in Chana, serves the rural areas surrounding the community.

Emergency medical services for the City of Oregon are provided by the Fire Protection District. This location is also situated to effectively serve the most significant population concentration.

Public safety demands that fire protection and emergency services facilities be located where they can serve the greatest area with the quickest response time. However, both locations are utilitarian in appearance and would benefit from building and site enhancements. The Fire Protection District building is particularly troublesome due to its location at the gateway into Downtown Oregon. The City should work with both the Fire Protection District and the Oregon Ambulance Service to improve the appearance of these two sites. This may be incorporated into the larger improvement projects proposed for the riverfront and Downtown streetscape.

Library

The Oregon Public Library was built in 1907. The library was built using a \$10,000 grant from Andrew Carnegie. The original library was built to support a small population and small collection of books. In response to outdated and inadequate space, the Library Board explored several



alternatives for alleviating this condition, including constructing a new library on a greenfield site north of the City. However, a survey conducted by the Library District found that a majority of residents favor constructing an addition to the current library building over this and other alternatives. Therefore, the Library District has recently completed several renovation and improvement projects to enhance services to the community, including ADA accessible restrooms, remodeling that adds 2000 square feet of useable space

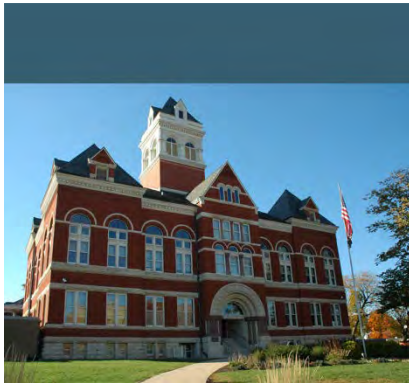
for an improved children's area, and updated circulation areas to allow for more seating and public computers. The most significant investment is an elevator providing access to all levels of the Library.

Since its construction in 1907, the second floor of the library has not been used for general library purposes, but instead is home to an art gallery. Since 2002, a portion of the second floor has been used for library purposes. The Oregon Public Library is home to a significant portion of the Eagle's Nest Art Colony Collection which were donated by members of the colony. The library is home to the most complete collection of work produced by the artists of the Eagle's Nest Art Colony. Recent renovations to the gallery space will enhance its use as a functioning gallery, as well as a meeting space for programing.

County Buildings

The City of Oregon is the county seat of Ogle County. As the county seat, Oregon has always been a shopping and service destination for the surrounding communities. Based on the County's recognition that keeping and expanding County services in Downtown Oregon would continue to benefit both the City and County, a new Judicial Center was built on the block west of the existing County Courthouse. The three-story, 83,000 square foot Judicial Center is designed to complement the historical integrity of the existing courthouse and streetscape of Downtown Oregon. The close proximity and aesthetic similarities between the two County facilities create a strong civic identity which is further enhanced by a pedestrian plaza.

The new Judicial Center houses four courtrooms, circuit clerk, judicial offices, probation offices, State attorney's offices and County departments. It also has conference rooms for attorneys, as well as witness rooms and jury assembly rooms. It features state-of-the-art security measures.



While the future location of the Ogle County Administrative facilities within Downtown is positive and should be encouraged by the community, the continued expansion of the Sheriff's Office and County Coroner on First Street is an impediment to the City's plans to turn the riverfront into an attractive public place for parks, hotels, shops, restaurants and festival market uses. The City should place a high priority on working with the County to use remaining property on First Street for public parking.

Utilities

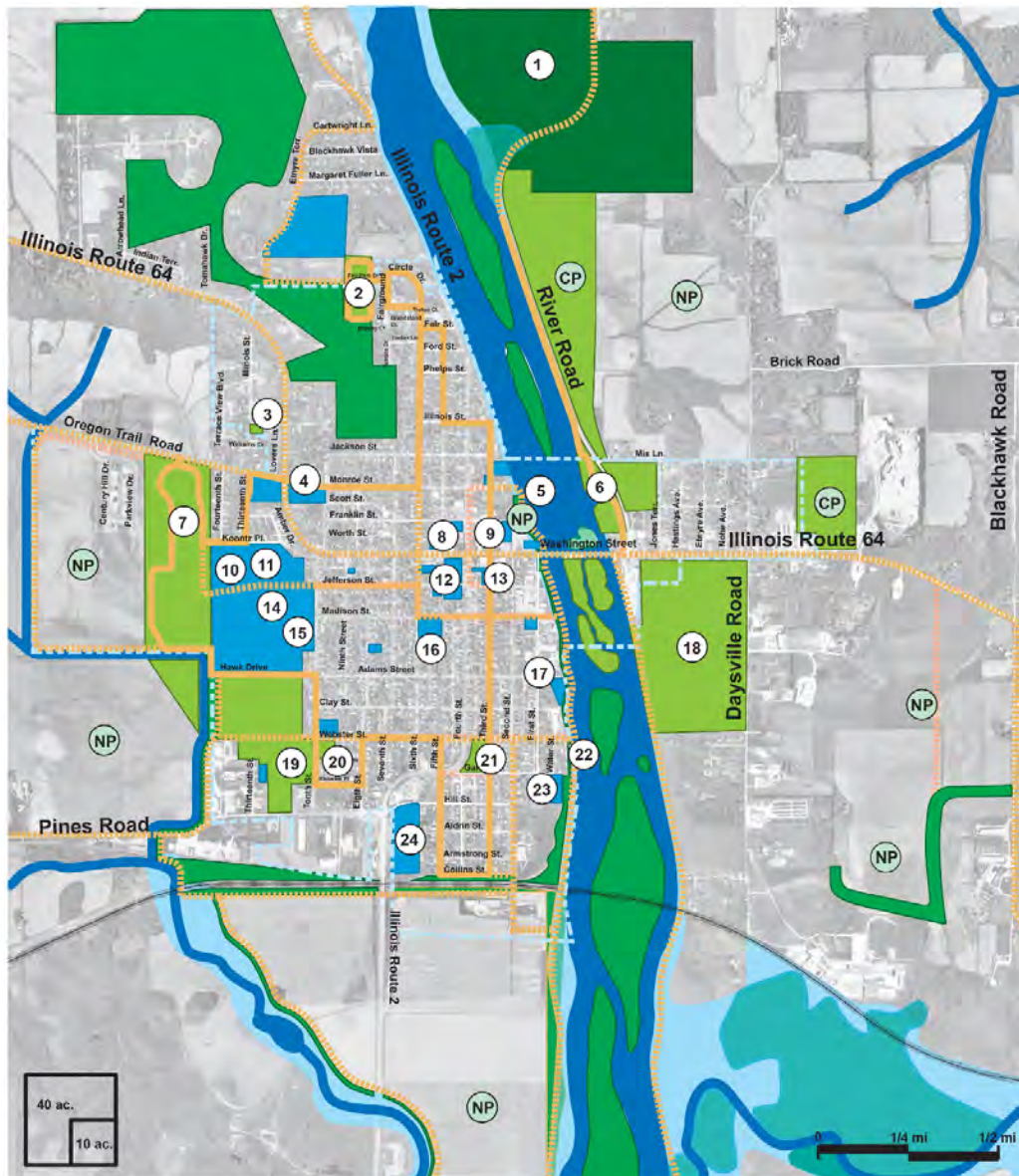
The City of Oregon is responsible for the provision of sewer, water, and management of storm water. The City currently maintains a 1.8 million gallon water storage facility. Current peak daily usage is 350,000 gpd, with peak summer demand of 400,000 gpd. The waste water treatment plant is operating at ½ of capacity at 330,000 gpd, with a treatment capacity of 700,000 gpd.

Consistent with City utility service policy, all new growth areas will be served with new sewer extensions. Planned water and sewer expansions are intended to serve near-term, pending projects. Insuring there are adequate services to new growth areas is one part of the City's program to upgrade all services, including replacing the aging, older infrastructure. The City recently completed a \$150,000 expansion of the waste water treatment plant. There are no plans for additional expansion of the wastewater treatment plant at this time.

Often called the 'other utility,' access to high-speed fiber optic cable is now required to remain competitive for many businesses and industries. Adding these services within existing right-of-ways

or preserving future access is an essential element of economic growth, education and service delivery. Local residential internet service is provided by Comcast, Inc. Through an intergovernmental agreement among seven counties and Northern Illinois University, Oregon businesses have access to the I-Fiber network which provides high-speed internet service via a T-1 Line. The City also recently completed an agreement for the improvement of the Settlers Ridge subdivision, which will be the first 'connected' FTTH (fiber to home) development providing high-speed fiber optic cable in western Illinois.

Although, not controlled by the City, Oregon should work with telecommunications providers to complete the fiber loop between Oregon and Mount Morris, to expand service to residences, and to ensure the system is regularly updated and expanded with innovative technology and infrastructure.



Legend

- | | | | |
|---------------------------------|----------------------------------|-------------------------|-----------------------------------|
| 1. Lowden State Park | 13. Oregon Public Library | Open Space/Conservation | CP Future Community Park |
| 2. Fairground Park | 14. Blackhawk Center | Open Space/Recreation | NP Future Neighborhood Park |
| 3. Williams Park | 15. Oregon High School | Floodplain | Existing Bicycle/Pedestrian Trail |
| 4. KSB Health Center | 16. Nash Recreation Center | Institutional Use | Future Bicycle/Pedestrian Trail |
| 5. Kiwanis Park | 17. Oregon Street Department | | City Boundary |
| 6. Oregon Park East | 18. Oregon Golf Club | | |
| 7. Oregon Park West | 19. Veteran Field | | |
| 8. Oregon Post Office | 20. Lions Park | | |
| 9. Oregon City Hall | 21. Mix Park | | |
| 10. Etnyre Middle School | 22. Carnation Park | | |
| 11. Jefferson Elementary School | 23. Wastewater Treatment Plant | | |
| 12. Ogle County Court House | 24. Oregon Park District Offices | | |

City of Oregon Comprehensive Plan Update 2016
Community Facilities, Parks, Trails & Open Space April 2016



Exhibit 5: Community Facilities Plan

Chapter 7 - Implementation

To achieve the type and character of development outlined in the Comprehensive Plan, the City will need to modify some existing regulations and develop several new tools. The following types of implementation tools shall be developed or revised in order to implement the objectives and policies outlined in the Comprehensive Plan:

Long-range community planning has value only to the extent that it is used to guide private and public development to bring about the future environment which it envisions. The methods employed in putting the plan into effect falls into two major categories:

1. Those applied to the development and use of private property; and
2. Those concerned with public property and public services.

The principal methods of guiding the use and development of private property are zoning and subdivision regulations. The acquisition and development of public property and facilities are guided by a long-range capital improvements plan and program.

Zoning and Subdivision Ordinance Update

As expressed earlier in this report, the Zoning Ordinance is the most important tool available to municipalities to implement the policies of the Comprehensive Plan. The City of Oregon's Zoning Ordinance is out of date as it has not been comprehensively revised since 1970. The City in 2011 updated its subdivision code. A number of modifications are needed to the City's Zoning Ordinance to implement the Comprehensive Plan. Specific areas to address include, but are not limited to, the following items:

- Rework and streamline the Zoning Districts to reflect the Future Land Use
- Categories outlined in the Comprehensive Plan.
- Create a special Riverfront Development planned development district to establish standards for redevelopment consistent with the vision in the Comprehensive Plan, and to provide a mechanism to control the location, type, quality and character of development process through the public process.
- Review design standards contained in the Subdivision Ordinance.
- Update the Official Zoning Map to reflect changes to Zoning Districts and Future Land Use designations contained in the Comprehensive Plan.

Development Review Process Audit

A predictable development review process is an important economic development resource. Considering development proposals in light of overly complex codes and lengthy processes that served communities ten years ago are no longer the best practices and can inhibit economic development plans. Communities that show potential developers that their review processes are understandable and predictable will be a competitive advantage.

Review and Evaluate Codes: The Consultant will review information regarding the Village's development approval codes requirements and procedures including: zoning and subdivision codes, forms that are completed by applicants, data maintained on approvals, any flow charts for development related procedures, organizational charts of Departments in development review etc.

Development Related Interviews: As part of the key person interviews in Task 1.3, Teska will work with the Village to identify local developers and others who have been through the development approval process. The purpose of this step is to solicit general impressions of plan review systems and specific descriptions of the customer service experience. In addition, discussions would be held with City staff involved in development approval with the intent of understanding how effective various codes and procedures are in supporting the Village's efforts to secure desirable outcomes from the development approval process.

Annexation Policy

While State Statutes provide municipalities with some control over subdivision standards within 1½ miles of a municipal boundary, a City only has control of land use decisions for property that is annexed or can be annexed. The process of annexing land in Illinois is also a critical step in the land development process, as the City and the private property owner often enter into an annexation agreement which outlines a number of development controls which may go beyond what is in the City's zoning ordinance. Annexation agreements often outline who will be responsible for extension of roads and utilities, and the timing of these improvements.

Due to the relative distance from adjacent communities, Oregon is not under pressure to annex property to solidify City boundaries or control critical parcels. However, as development pressure increases for Oregon and surrounding properties, it would benefit the City to have annexation agreements in place in order to exert greater control over the type and character of development.

Comprehensive Plan Updates

This Comprehensive Plan is based on currently available information regarding community desires, development and demographic trends, and understanding of environmental issues. Over time, most, if not all of these assumptions will change.

The Plan Commission should conduct an annual review of development activity in the City. This activity should be compared with the Comprehensive Plan for consistency. When development has been approved that is inconsistent with the Comprehensive Plan, the plan should be updated to reflect current community thoughts regarding growth management. The action plan contained in this implementation chapter should also be reviewed annually and updated as appropriate.

For a municipal Comprehensive Plan to remain as an effective tool in guiding development, it must be kept current. Given the rate of development anticipated in the near future, it is recommended that the City review and update the Future Land Use and Transportation Plan as needed, but at least every two to three years. The entire Comprehensive Plan should be reviewed and updated every five years.

City Appearance Plan

A series of coordinated tasks could be undertaken to implement a broad community appearance enhancement initiative. The first task would be to more clearly define specific elements of such a program. These might include: 1) Rock River enhancement; 2) inventorying important features of the Oregon's landscape for preservation and enhancement; 3) exploring ways to upgrade the appearance of public facilities, open spaces, and parks; 4) reviewing existing ordinances for ways to increase the required level of aesthetics, through such mechanisms as "site plan review," "appearance review," and "landscape and tree preservation standards" and; 5) establishing a city wide tree planting and maintenance program. This initiative would benefit the City by actively pursuing ways to strengthen Oregon's image.

Downtown Revitalization Plan

The Downtown area is planned to continue to function as the primary center of commercial and office activity. However, there appears to be significant potential to increase the number and quality of businesses within the Downtown. This increased activity could involve making better use of existing space, adding new buildings, attracting newer and stronger commercial uses and redeveloping obsolete buildings. This initiative will make the Downtown a more vital part of the community in terms of its function, and would complement the streetscape project which focuses solely on aesthetic enhancement.

Downtown Streetscape Improvements

Specific planning and design for the downtown area should be undertaken to preserve and enhance the appearance and function of the downtown. Although this will be developed separately from the Comprehensive Plan, it is appropriate to consider downtown improvements as part of a comprehensive approach to implementation of the Plan. This initiative would be a highly visible sign of Downtown reinvestment and vitality. To the extent that the Downtown serves as a focal

point for the entire community, this initiative would help to enhance the image of the City as a whole.

Cultural Planning/Advancement of the Arts

There are three approaches that the City could pursue to encourage development of the arts: the first is through coordinated programming and marketing efforts within the local community, the second is within the context of larger and more formal arts organizations with expansive reach and supportive resources, and finally, the third is through the cultivation of cultural tourism. To have an impact, it may require the creation of either a part-time or full-time salaried position within Oregon, Ogle County or shared among a small number of neighboring municipalities.

The first approach is simply that of cultivating a broader, larger and more cohesive local arts community, for example creating a schedule of programming that would generate recurrent traffic in downtown – at regular intervals throughout a well-publicized period (e.g.: Thursday evenings in the summer, monthly gallery walks, etc.). Have a broad perspective on what constitutes art, and focus more on creativity and experiences than on display of finished products. Include performance of all types and/or other art forms that generate high amounts of traffic regularly. Market these events actively and beyond the immediate community.

- Incentivize the rental of empty storefronts for businesses that would have any arts-related programming (for example a restaurant that has live performances or coffee shop with poetry readings) and that will create regular foot traffic downtown.
- Develop a Façade Improvement Program/Business Improvement District to encourage businesses to invest in/commit to downtown.
- Encourage overlap between different types of businesses – discount on pre-show meal, or dessert/ice-cream after a performance.
- Take advantage of the historic structures in the downtown area, and streamline the process of bringing historic buildings back into use.
- Hire a structural engineering company to conduct a full structural survey of the Conover building to determine its condition and the possibility for renovation.
- Contact the Kaneland Arts Initiative, a non-profit in the nearby community of Maple Park, IL a population approximately 1500 that focuses on arts contributions to the local school district, for insight, inclusion, as to how to better incorporate arts into the curriculum.

Secondly, the City should investigate creating an overreaching structure or framework around which to focus and coordinate cultural development efforts. With an appointee dedicated to the task, a positive first step would be for the City of Oregon to become a member of Americans for the Arts, a national non-profit organization in existence since 1965 and integral to the establishment of the National Endowment for the Arts. As stated, their main goal is to “Lead and serve individuals and

organizations to help build environments in which the arts and arts education thrive and contribute to more vibrant and creative communities.” The organization provides an advisory service to members and will consult on both the establishment of a Local Arts Agency (LAA) and the structure the LAA should take in order to best provide service and programming to enable arts and culture at the local level. LAAs work as intermediaries serving artists and arts organizations, local residents, visitors and other partners. Americans for the Arts can then further service the newly established Local Arts Agency (or similar, should it take another form) – either locally, regionally or nationally – connecting people, ideas and communities with the intent of cultivating, promoting and sustaining the arts and advising on funding mechanisms.

Americans for the Arts

<http://www.americansforthearts.org/by-program/services-and-training/services-for-your-organization/start-a-program#ta>

<https://www.arts.gov/artistic-fields/local-arts-agencies#sthash.kpzf31tH.dpuf>

National Endowment for the Arts

Our- town, Creative-Placemaking Grant Program

<https://www.arts.gov/exploring-our-town/>

ArtPlace

A collaboration of numerous organizations that works to position arts and culture as a core sector of comprehensive community planning and development in order to help strengthen the social, physical, and economic fabric of communities. ArtPlace focuses on creative placemaking - projects in which art plays an intentional and integrated role in place-based community planning and development.

<http://www.artplaceamerica.org/about/introduction>

The final approach is the based around the concept of cultural tourism and it is contingent upon bringing individuals from outside of the community into Oregon specifically for the sake of an arts-based experience. Integral to type of tourism/development is authenticity, to Oregon and to its history. With the area’s unique natural environment, interesting history and existing connection to the arts, it could be possible to renew outside interest in Oregon as not only an artist community, but also a retreat.



<http://www.tourismandmore.com/tidbits/the-arts-and-tourism/>

<https://www.arts.gov/artistic-fields/artist-communities/>

<https://www.arts.gov/grants-organizations/art-works/nea-nps-funding-collaboration/>

- Consider contacting the University about renting the former Eagle's Nest property (now used for retreats) and running arts-based programming for a period in the summer.
- Cultivate relationships with the organizations, institutions related to Lorado Taft and other prominent members of the original Eagle's Nest Community.
- Consider holding events based on the artistic heritage of Eagle's Nest (e.g.: fountain design competition, sculpture design programs in the summer.
- Seek grants to help in developing artistic tourism. Following is a list of places to start:
 - The American Association of Museums
 - Institute of Museum Services
 - International Association of Convention and Visitor Bureaus
 - National Assembly of Local Acts of Agencies
 - National Endowment for the Arts
 - National Endowment for the Humanities
 - National Trust for Historic Preservation
- Investigate and make connections with successful existing artist retreat/communities for input/collaboration

A Regional Approach

An example of a successful regional initiative is the 'ArtsRoad 46' – a cooperative effort by Columbus, Nashville, and Bloomington in central Indiana Culinary Arts promoting performing arts, public art, and visual arts. Columbus is a city known for its architecture, Nashville is home to a 100-year-old community of artisans and Bloomington boasts art and dinning. Promote cooperative cultural and arts planning among the communities along the Rock River, and explore the creation

of a 'Rock River arts trail' regional organization to market, and manage cultural activities and arts programs and artists in residence.

Economic Development Plan

To advance recommendations from the previous comprehensive plan update in 2002, and to examine further how to capitalize on Oregon's role as a significant tourism destination to support Downtown businesses, The City retained Peoples Economic Development Corporation (PEDC) to explore economic development opportunities, and to establish a plan to identify marketing strategies. An additional key component of the tourism focused marketing strategy is the preservation and improvement of Oregon's historic buildings. Therefore, establishing a historic preservation ordinance and preservation standards and review process is necessary to maintain the integrity of this importance resource.

The 2009 Economic Development Action Strategy identifies 6 main objectives and 33 specific action steps, including a marketing plan that identified target markets, travel industry trends and specific projects to promote opportunities and resources in Oregon, including target population groups, advertising, direct promotion, and expanding festivals and events,

To further develop and advance the ideas, programs and recommendation actions from previous plans, the City has recently recreated an Economic Development Commission. Consideration should be given to creating an Economic Development Action Plan implementation work program that identifies short and long-term projects and prioritizes each action step in the PEDC plan and in this comprehensive plan. Each action should include identification of potential partner organizations to take responsibility, and funding sources. Such work program should also be considered as part of a broader City Capital Improvement Program, to ensure activities and resources are coordinated to advance economic objectives.

Proactive Special Area Planning

This initiative involves refining the general land use recommendations of the Comprehensive Plan to respond to specific issues and actual site conditions of subareas of the City. One example of this approach would be to establish a specific plan for the Route 2 and Route 64 corridors, and the east-side riverfront and golf course. This effort would result in specific recommendations for limiting access points, landscaping, sign control, and overall streetscape elements that could unify and create an attractive and special image for these important entry points into the City.

Historic Preservation and Design Guidelines Manual

Although the City has listed three individual structures on the National Register of Historic Places, and has established a historic district for the Downtown in 2006, but does not maintain a commission to oversee preservation efforts. Oregon is fortunate to have many high quality historic

properties that provide the character both residents appreciate, visitors seek, and the basis for long



term economic development. But without the tools to ensure that these buildings are subject to inappropriate reuse and modification that will compromise one of Oregon's key assets.

Other efforts to preserve Oregon's history include the restoration of the historic train depot, providing a viewing stand, linkage to the City and regional bike trailhead from which bicyclists can access over 10 bike routes with 25 and 45 mile loops.

Programs and ideas should be explored to encourage an appreciation of the City's architectural heritage that would result in voluntary actions to support the historic character of the older residential areas, including the establishment and expansion of the historic district. Potential components of this initiative could include distributing information on preservation, tracking building department inquiries, and providing seminars on preservation to residents, local builders and contractors. The benefit of this initiative would be to help preserve and strengthen the charm and character of the historic residential areas of Oregon.

Residential Design Guidelines

To meet the goals for residential neighborhoods established in this Comprehensive Plan, creative and environmentally sensitive land planning is essential. Illustrated residential design guidelines should be developed to clearly communicate the importance of design to the development community, while providing flexibility for creative design solutions. These guidelines will build upon the basic guidelines contained in this plan and the results of the image preference survey.

Commercial Design Guidelines

Commercial development is typically located at high-profile locations such as at major intersections or along highly traveled roadways within Oregon. These locations warrant attention to design details to ensure that the quality of development is reflective of the community. These projects should project a positive image for the City, and should be designed with appropriate buffers from surrounding residential development. As with the residential design guidelines, these commercial guidelines will provide a means to clearly indicate to the development community what type of standards the City expects in new development. These guidelines will build upon the basic guidelines contained in this plan and the results of the image preference survey.

Park Plan Update

Parks and open spaces should be an integral part of the overall vision and development strategy of the City. The City should work with the Oregon Park District to develop and implement a revised Park Master Plan

Action Plan

The implementation action plan identifies and defines planning and community developments activity to be carried out during a particular timeframe, suggested responsibilities for each activity, and potential involvement of the other public agencies. The tables on the following pages are designed to provide a starting point for prioritization and budgeting of actions needed to implement strategies and recommendations outlined in this Plan. A timeframe for each activity is suggested to establish a general phasing plan for implementation. Further refinement of this table will be needed as details of costs and staff resources are verified. In addition, the City should review and update the action plan on an annual basis to ensure that it stays within the City's financial ability and resource capacity as part of the City's capital improvement planning (CIP) process.

ACTION PLAN
(NEAR-TERM 1-5 YRS; LONG-TERM 5+ YRS)

CLASSIFICATION	ACTION STEP	PARTNERS	PRIORITY	PHASING	POTENTIAL FUNDING SOURCES
Land Use	Pursue development of the riverfront. <ul style="list-style-type: none"> Consider acquisition of key sites, or secure property owner purchase agreements for expanded parking Create a special planned development district to control future use and quality in accordance with the City's Plan. 	Public/Private Partnerships City	1	Near-term	Tax Increment Financing (TIF) Business Development Districts (BDD)
Land Use	Explore expanding independent housing options for seniors and empty nesters.	City	3	Long-term	NA
Land Use	Promote Downtown Revitalization through: <ul style="list-style-type: none"> Zoning regulations, adoption of Historic District regulations, and expansion of public and private parking. Addition of more outdoor dining by introducing temporary 'parklets.' Improving gateway and wayfinding signage. Expansion of the Downtown streetscape program. 	Public-Private Partnerships City	2	Near-term	TIF BDD IDOT – transportation enhancement program State grants Special Service Area Financing (SSA) IL Historic Pres. Agency

ACTION PLAN
(NEAR-TERM 1-5 YRS; LONG-TERM 5+ YRS)

CLASSIFICATION	ACTION STEP	PARTNERS	PRIORITY	PHASING	POTENTIAL FUNDING SOURCES
	<ul style="list-style-type: none"> Promote rehabilitation and use of second floor spaces. 				
Land Use	Update Zoning and Subdivision Ordinances and Zoning Map	City	1	Near-term	City
Transportation	Explore the establishment of public transit service	City Townships County	3	Near-term	Townships County
Economic Development	Develop a fiscal impact model to evaluate the impact of individual developments and the overall fiscal balance of the City.	City	2	Near-term	City, Development Fees
Economic Development	Initiate a Branding Study to assist the City in marketing the Downtown and City, and promoting niche industry opportunities.	City Chamber of Commerce Blackhawk Hills Regional Council	1	Near Term	City DCEO Blackhawk Hills
Economic Development	Establish a development recruitment process and marketing materials to seek developers for priority development sites.	City, Ogle County	2	Near Term	TIF BDD
Economic Development	Explore the creation of an Economic Development Corporation to facilitate public/private partnerships for economic development.	City Ogle County	1	Near Term	NA
Economic Development	Expand local event programming, such as the vintage '1858 Rebels – 'Ganymedes' local baseball team, and Rendezvous	City Blackhawk Hills Regional Council	3	Near Term	DCEO State tourism program Blackhawk Hills

ACTION PLAN
(NEAR-TERM 1-5 YRS; LONG-TERM 5+ YRS)

CLASSIFICATION	ACTION STEP	PARTNERS	PRIORITY	PHASING	POTENTIAL FUNDING SOURCES
	encampment and re-enactment.				
Economic Development	Continue to implement and update the recommendations from the 2012 CIP.	City	1	Near Term	City
Economic Development	Explore improved utilization and possible acquisition of the local rail spur connection to Mt. Morris to enhance industrial development opportunities.	City Ogle County	1	Long Term	City Ogle County State of IL
Economic Development	Evaluate reuse potential of Conover Square, including such uses as hotel, resort/conference center, and/or arts oriented 'maker space' that provides live-work spaces, demonstrations, and job training.	Public/Private Partners City	1	Long-term	TIF Local and National Arts Organizations
Economic Development	Develop a financial incentive program and tools to facilitate development of riverfront, downtown, and commercial corridors, including TIF, Sales Tax rebate program, BDD, and Special Service Area financing.	City	1	Near Term	City Public/Private partnerships Local investment programs
Economic Development	Promote Oregon as a center for continuing education, job training, apprentice programs, and the arts and other creative community programs.	City Community Colleges Local Businesses	2	Near-term	Community Colleges Local Businesses Foundations Blackhawk Hills
Parks & Recreation	Work with the Park District to update the master plan for parks and recreation facilities.	Park District	3	Near-term	Park District IDNR

ACTION PLAN
(NEAR-TERM 1-5 YRS; LONG-TERM 5+ YRS)

CLASSIFICATION	ACTION STEP	PARTNERS	PRIORITY	PHASING	POTENTIAL FUNDING SOURCES
Parks & Recreation	Provide mini-parks and neighborhood level parks as separate facilities, or as part of joint school/park facilities, within walking distance of all residents (1/4 – 1/2 mile = 10 minute walk).	City Park District School District	2	Long Term	IDNR Park District Developer donations or impact fees
Natural Resources	<p>Explore the potential to deploy high-performance, multiple-benefit green practices within the public right-of-way.</p> <ul style="list-style-type: none"> Investigate, evaluate, and consider permeable pavement, bio-retention, LED lighting, and other green infrastructure strategies on public streets. Fund and implement pilot/demonstration green street project or projects, and measure cost and performance as a basis to consider widespread application throughout the City. 	City Park District	1	Long-term	City IEPA 319 Program TIF Park District IDOT
Natural Resources	<p>Perform a review of all City codes and ordinances that relate to natural resources or the application of green infrastructure.</p> <ul style="list-style-type: none"> Develop a list of potential revisions/modifications the City's code to legalize 	City Ogle County	1	Near-term	City IEPA

ACTION PLAN
(NEAR-TERM 1-5 YRS; LONG-TERM 5+ YRS)

CLASSIFICATION	ACTION STEP	PARTNERS	PRIORITY	PHASING	POTENTIAL FUNDING SOURCES
	and prioritize ecologically based practices and green infrastructure and building materials.				
Community Facilities and Services	Work with the Library District to open access to the art gallery housing the Eagles Art Colony American art collection as a permanent art exhibit, and ensure that it is ADA accessible.	Library District City	1	Long-term	City Library

Appendix A: Community Assessment

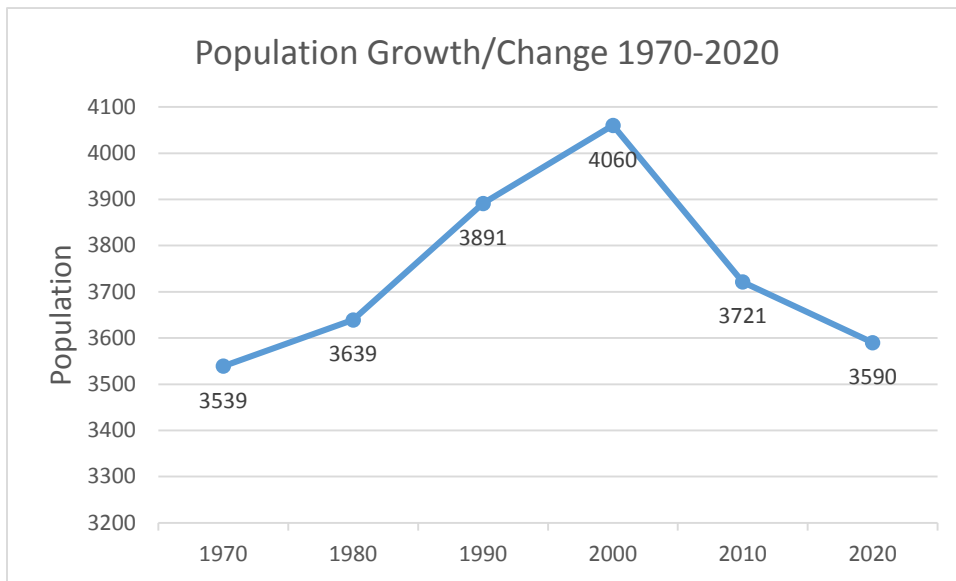
Regional Location

The City of Oregon, Illinois, the county seat of Ogle County, is located approximately 100 miles west of Chicago on the banks of the Rock River. The City lies 25 miles south of Rockford and 16 miles north of Dixon. Oregon is part of the Rock River Valley region.

Two major roadways serve Oregon. Illinois Route 2, which parallels the Rock River, connects Oregon with Dixon to the south and Byron and Rockford to the north. Illinois Route 64 is the major east-west roadway that links Oregon to Mt. Morris and Interstate 39 which lies 16 miles to the east.



Population Trends

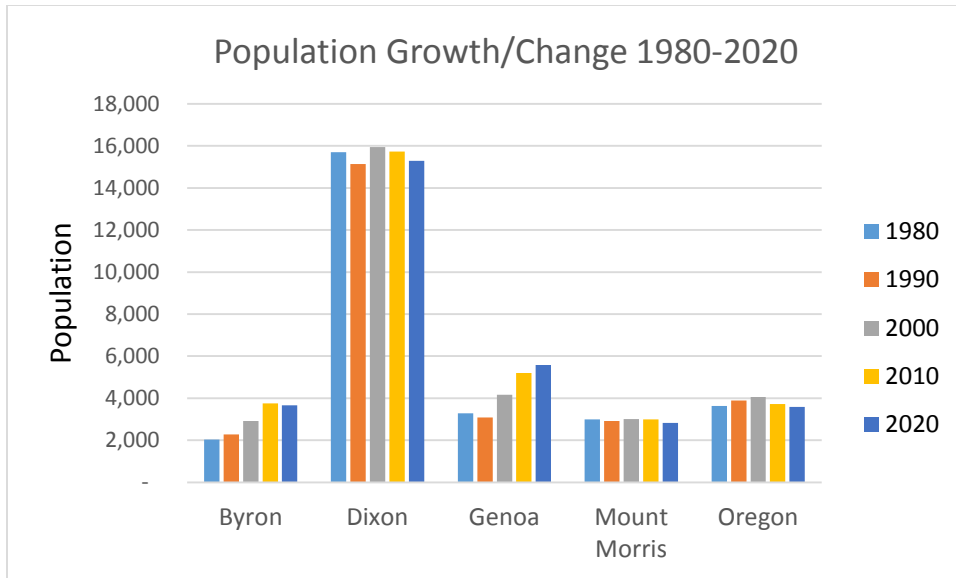


Source: US Census Bureau, 2010 Census

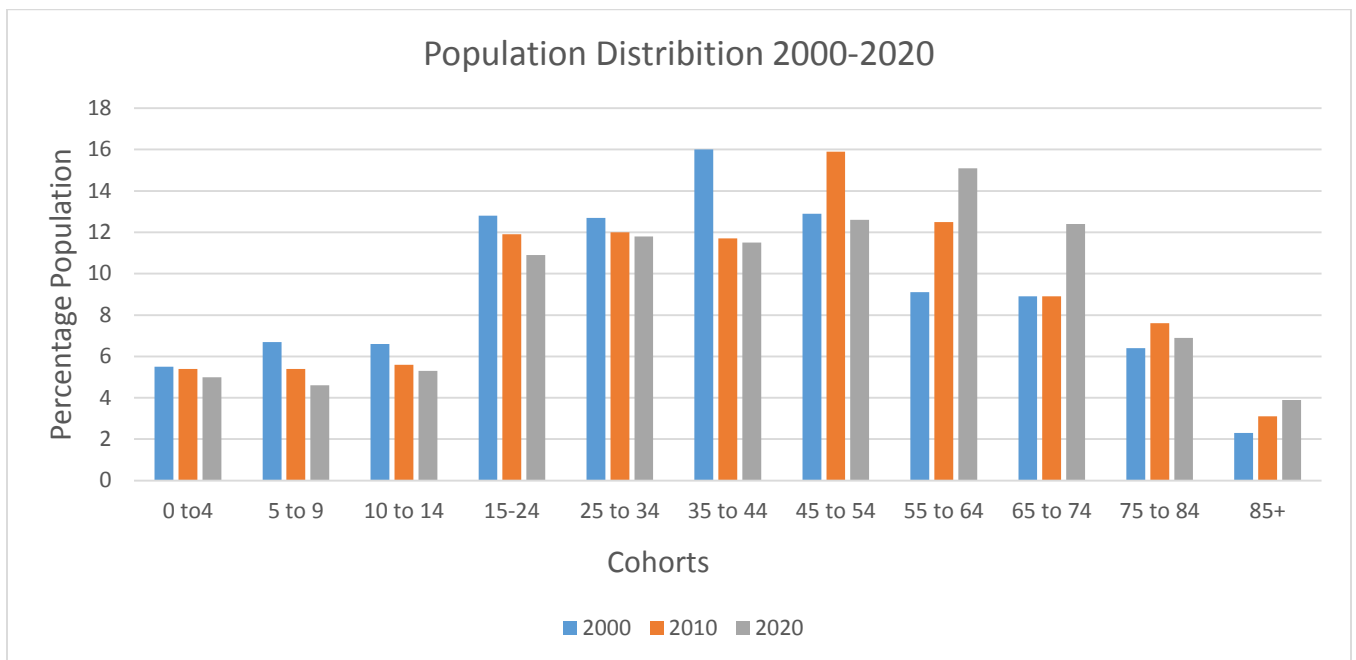
The City of Oregon experienced a period of steady growth between 1970 and 2000. At that time the population increased by 521 persons from a population of 3,539 to 4,060 or an increase of about 0.3% annually. The population in 2000 was 4,060 then began to decline. It was 3,721 in 2010 and the projected population for 2020 is 3,590.

Due to impacts of the recession, plant closings in Mount Morris and other areas, and based on historic rates, the population of Oregon should return to 1975 levels yielding a 2020 population of approximately 3,590. This does take into account environmental factors which could influence population growth such as a significant change in the economy or the availability of sewers for development. Population estimates are useful in estimating future growth and the impact new growth will have on community services and housing.

The historic growth trends in Oregon are similar to those seen in comparable communities (See Population Growth/Change by Community). Byron, Dixon, Genoa, Mount Morris and Oregon all exhibited slow or declining growth curves except for the Village of Genoa which showed an increase in population in the since 1990.

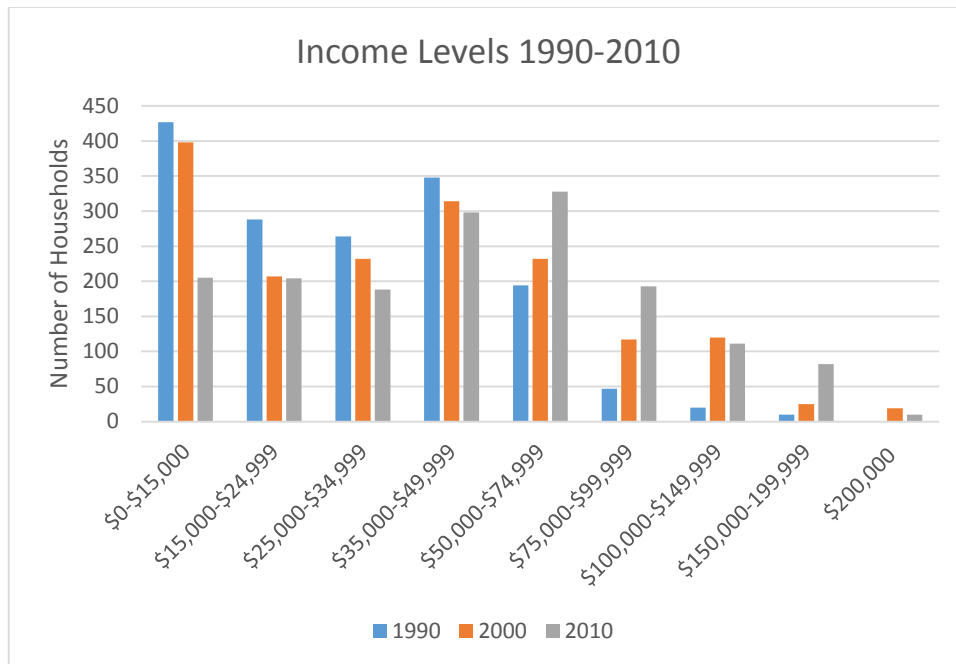


Source: US Census Bureau, 2010 Census

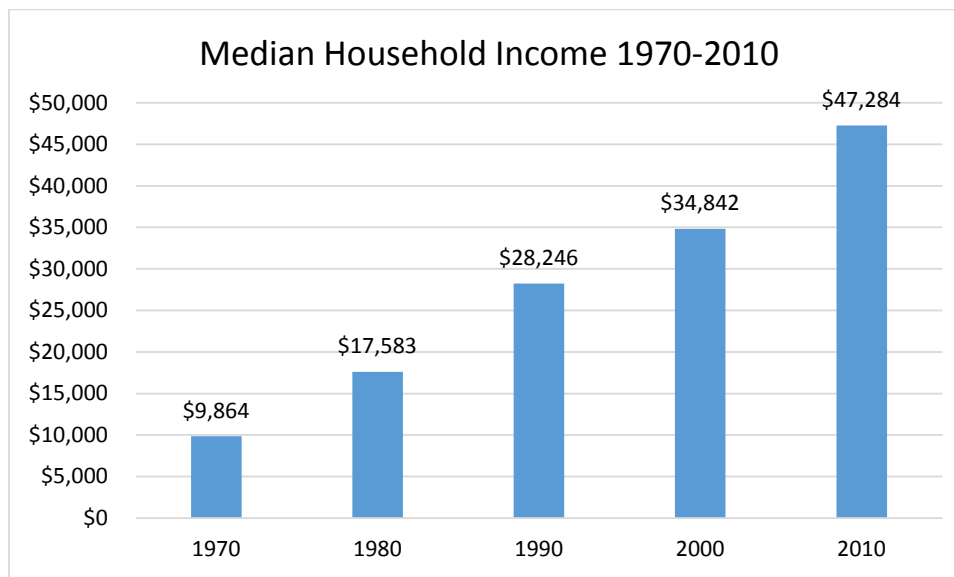


Source: US Census Bureau, 2010 Census

It is also evident from this analysis that Oregon has an aging population. Between 2000 and 2020, the number of school aged children 5-9 (-2.1%) and adults 35-44 (-4.5%) will continue to decline. Over the last ten years the older population has grown by 6.3% (45-54 up .3%, and 54-65 up 6%). This demographic shift raises concerns for Oregon's economy because families which include young people are the largest customer base for local businesses, spending more of their income on items such as clothing and food than older families and the elderly.



Source: US Census Bureau, 2010 Census



Source: US Census Bureau, 2010 Census

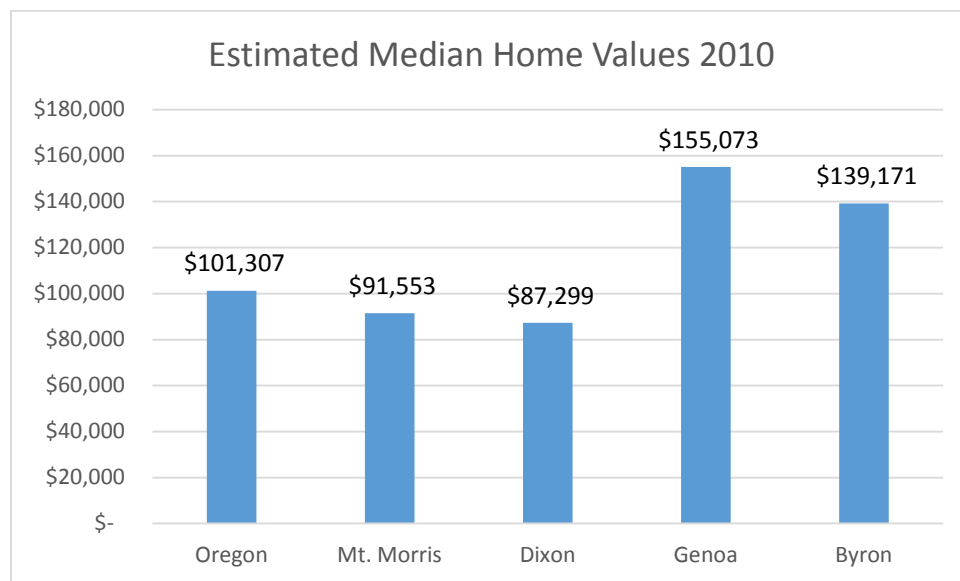
Median income levels within the City of Oregon have increased significantly over the past 40 years. By 2010 median incomes showed a 480% increase over 1970 median incomes. 2014 estimates show a slight decline between 2010 and 2014. Oregon experienced a significant improvement in household income, as the number of families making less than \$50,000 annually declined over the last 20 years, with a significant increase in the number of families making above \$50,000 per year.

grew in almost each income category about \$50,000. Given the loss of jobs in the area, the rise in income may be attributed to the increase in the age of the population above 54 yrs who have higher incomes due to retirement savings of long term residents and individuals who have retired to Oregon. This has significant implications for Oregon. As income levels increase, individuals are willing to pay more to purchase homes. An increase in home values may raise concerns over housing affordability, particularly for first time homebuyers. Households with higher income levels also have more spendable income to support non-essential commercial establishments such as restaurants, boutique shops, upscale clothing stores, furniture stores, and art stores.

Housing Mix

The majority of housing within Oregon is in the form of single-family detached units. While there are a small number of condominiums, the majority of multiple family units are apartment rentals. Single-family attached residences do not represent a significant percentage of the total number of units. These factors indicate a deficiency in the diversity of the housing stock in Oregon and present an opportunity for the City to increase the housing options available to current and potential residents. Increased housing options may address the issue of housing affordability.

The number of residential units in the City of Oregon has increased but at a slower rate over the past 50 years. There have been 106 new housing units constructed since 2000, of which 88 were single family homes, 6 were apartment units and 12 were condominiums.



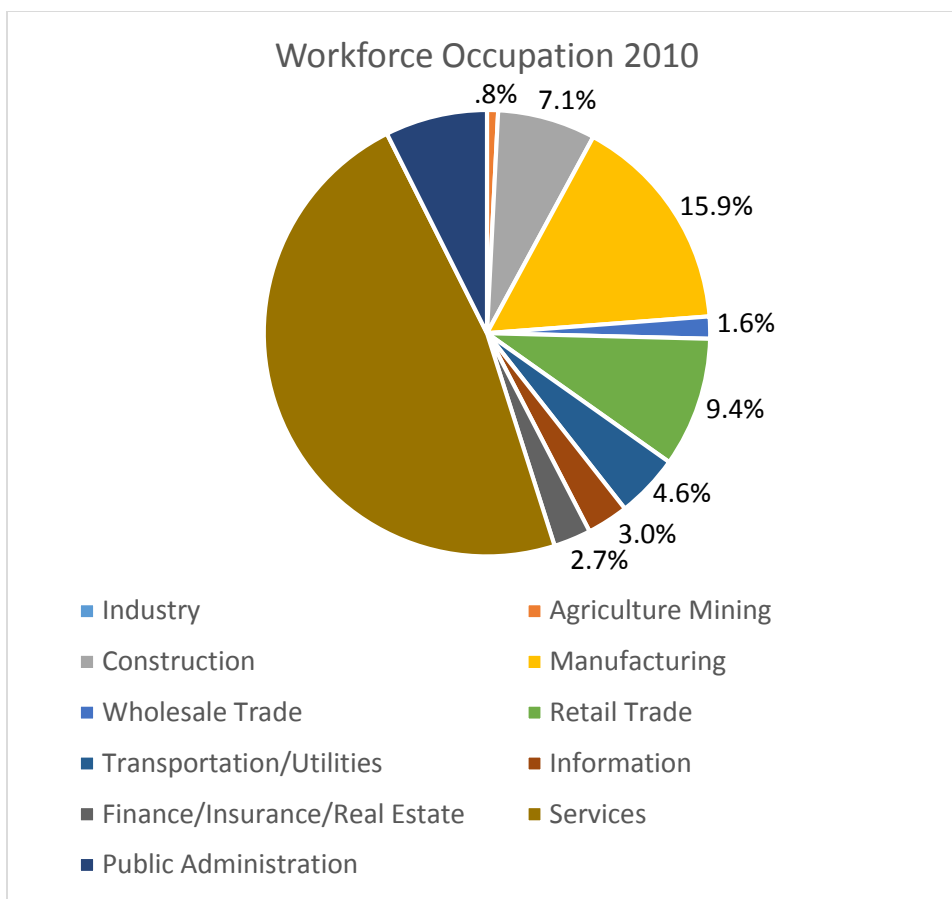
Source: US Census Bureau, 2010 Census

Oregon experienced a substantial increase in median home values between 1990 and 2010. During the past 20 years, the median home value in Oregon rose from \$88,500 to \$101,307, an increase of about 114%. Median income grew by 167% between 1990 and 2010. The result is that housing in

Oregon is becoming more affordable to moderate-income families. Housing values in Oregon remain between \$5,000 and \$15,000 higher than in the neighboring communities of Dixon and Mt. Morris. Byron, which benefits from its proximity to Rockford and the nuclear power plant, had median home values exceeding those found in Oregon, as does Genoa which benefits from its closer proximity to Chicago.

The majority of homes in Oregon (66.5%) were built prior to 1960. While many of the homes in Oregon have historic value, many older homes may need rehabilitation or modernization.

Employment Trends



Source: US Census Bureau, 2010 Census

Employment levels in Oregon have experienced no appreciable growth over the last two decades. In 1990 total employment was 1,821, in 2010 it was 1,835. While not gaining jobs, Oregon has also not experienced a loss of employment. Employment levels are slightly lower in Oregon (62% of the population over 16 is in the labor force) than in Ogle County which has 68.1% of the population over 16 in the labor market.

Employment in the Oregon area is strongly focused on two industry types: manufacturing and education/social services. According to the Illinois Department of Commerce and Economic Opportunity Community Affairs (DCCA), Oregon's largest employers are,

- E.D. Etnyre & Co. (350 employees)
- Woods Equipment Co. (200 employees)
- Village of Progress (169 employees)
- Ogle County (150 employees)
- Oregon Healthcare Center, Inc. (85 employees)
- Acme Resign (70)

The top two employers are both manufacturing businesses. Village of Progress is a social service agency. Although manufacturing is still the largest industry in Oregon, it is no longer as dominant as it has been in the past. In 2010, manufacturing accounted for 16% of the employment; in 2000, it accounted for 23% of the total employment. The overall industrial mix in Oregon is becoming slightly more diverse.

The employment trends in Oregon mirror the employment trends in Mt. Morris, Byron and Ogle County. Over the past decade these areas have seen a decline in the dominance of the manufacturing.

Existing Land Use

The City of Oregon covers approximately 1,290 acres or 2 square miles. Within the City, about 41% is currently used for single-family residences (see Existing Land Use). Undeveloped land (includes vacant and agricultural land) also represents a significant portion of the community. A substantial portion of the community is also dedicated to park space and institutional uses. Oregon has approximately 7% of its total land are devoted to commercial development. A community with 5-10% of its land devoted to commercial use is considered to have a relatively balanced tax base. Although less than 1% of the land within the Oregon city limits is devoted to industrial use, this is offset by the presence of E.D. Etnyre & Co. and Woods Equipment Co. with 1 ½ miles of the City limits.

Market Analysis

As the county seat, Oregon has always been a shopping and service destination for the surrounding communities. Additionally, with its location along the Rock River, Oregon is the community closest to three state parks so it boasts a substantial tourist trade and recreation opportunities for hiking, hunting, boating and fishing. This is an unusual market in that it has both the potential to serve a consistent local population and a peaking summer population.

Over half of Oregon's residents live within an easy half mile walk of Downtown and a substantial market, over 65,000 people, live within 15 miles of Oregon.

The strength of Oregon's drawing power is apparent when its key population statistics and capture rate are compared to nearby communities. The capture rate is the percent of projected local spending that is done captured in local businesses. Since sales taxes are an important component of municipal revenue, communities seek to net at least 100% when residents of each community shop among towns. Oregon with a 2014 pull factor of 1.06 exceeds that standard. This success is typical of communities with tourist potential because visitors from greater distances are drawn by attractions and spend more freely when vacationing.

Estimates of visits to Castle Rock and Lowden State Parks, the state forest and the other river oriented recreation suggest that, annually, approximately 844,224 tourists visit the Oregon area. Although it is impossible to determine the precise impact of these tourists, a conservative estimate that they spend approximately \$15 per visit projects to \$7.5 million or 14% of the total sales in Oregon.

Market Positioning

Expanding the draw of Oregon will naturally result from understanding its key strengths and creating a positioning statement that summarizes the image Oregon will use to promote those characteristics. With agreement on the positioning statement, community leaders can evaluate the fit between proposed development and the community's image and prioritize investments like infrastructure and park facilities to best support the desired market position. Through interviews and analysis Business Districts Incorporated identified these key strengths as a basis for marketing Oregon:

- Location in proximity to population centers:
 - Chicago
 - Rockford
 - Quad Cities

- A natural setting so attractive that the state created three parks and a state forest in the Oregon vicinity.
- A county commitment to maintain its offices in Oregon.
- Both a history as a center for the arts and a strong ongoing program of active art production.

This following proposed position statement captures the image necessary to capitalize on these characteristics:

‘Oregon, Illinois is a family oriented community that welcomes visitors to share in its rich art and natural resources and, as the Ogle County seat, centralizes services to county residents.’

The dual focus on serving the county market while seeking more tourist visits leads to a development strategy focused on serving a primary market composed of nearby residents and a total market that adds visitors focused on active recreation and the arts. The focus on county services is a common strategy that Oregon with its healthy capture rate apparently already executes well. The recent decision to expand county offices in the Downtown is important to the continued success in executing this strategy. The state’s parks and forest also are well marketed to recreation enthusiasts. The added focus on attracting art oriented visits will differentiate Oregon from other communities and offer a focus for added programming. To better understand that opportunity, the next section briefly examines the programming of two communities that have focused on arts and capitalized on local foundries.

Comparison Art Oriented Communities’ Programs

The Eagle’s Nest Art Colony was an important part of Oregon’s history and the community is lucky the group continues today. Oregon is particularly fortunate to have an art foundry that brings top sculptors to Oregon to supervise the production of their work. Discussions with current Eagle’s Nest members revealed two comparison communities that have similar facilities and provide a model for development of appeal based on the working art community. This chart compares the basic market characteristics in Oregon to those in Loveland, Colorado and Joseph, Oregon.

Although Loveland, population 20,000, with its proximity to Denver is perhaps a closer comparison, Joseph, population 1,500 is an interesting example because it is a smaller town with limited resources that attracts arts visits. Oregon also has limited resources due to its relatively small population compared to the market so it needs to understand both the methods of tapping a large market and the programs appropriate to limited resources. Web sites for these communities revealed these programs that Oregon could adapt to its resources.

Loveland, CO

The second weekend in August in Loveland brings a festival that includes multiple art oriented shows

- Loveland High Plains Arts Council: Sculpture in the Park Show and Sale
- Loveland Sculpture Group: Invitational Art Show and Sale
- Thompson Valley Art League: Arts and Crafts Festival

By grouping these shows, the community focuses the efforts and financial resources of all organizations on one event that then has a larger appeal because it promises visitors a fuller experience. Oregon could take a similar approach by adding a fine arts and sculpture component to the existing craft fair at Autumn on Parade.

Loveland also garnered press and established its arts orientation by enacting a 1% set aside for art in all public projects. If Oregon created a similar program, it could capitalize on investment inherent in being a government center and enhance its image in the art community. This artist friendly policy would also encourage more artists to locate in Oregon.

Joseph, OR

Because Joseph's population is so small, its local market is very limited making the attraction of visitors even more important than it is in Oregon. Joseph capitalizes on its bronze foundries by adding a sculpture component to festivals that don't immediately suggest an arts focus. This is accomplished by highlighting a ArtWalk: Bronze Sculpture Display of statues located in parks and at the foundries throughout the community. This approach is important to Oregon because it illustrates that the arts need not be an exclusive pursuit that excludes Oregon's other focuses, families and recreation enthusiasts. Joseph's festivals include:

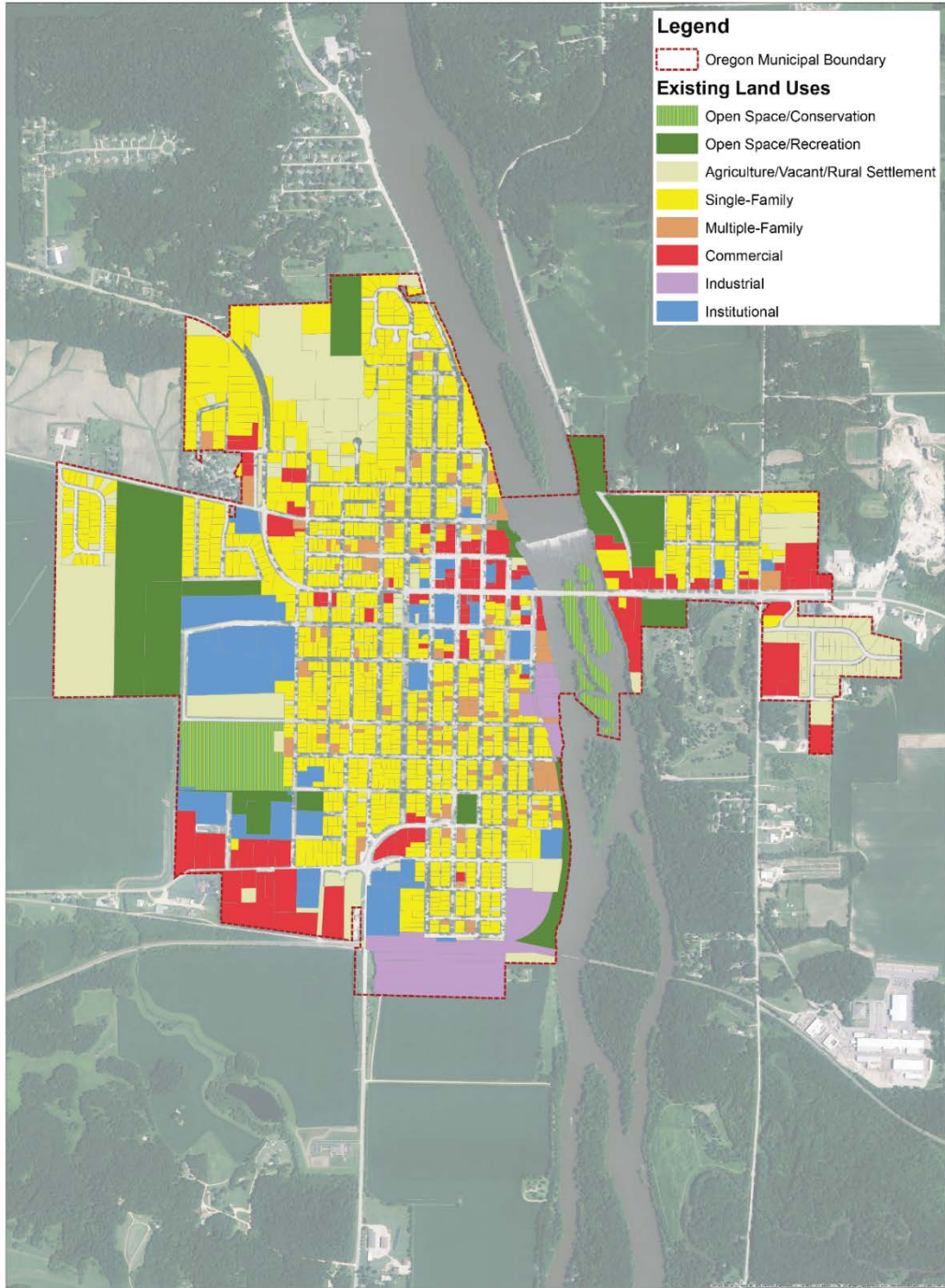
- Bronze, Blues and Brews Fest: A weekend of music and microbrews that is sponsored by the foundry and highlights the bronze statuary
- Oregon Mountain Cruise: A show of vintage cars that drives the community including the ArtWalk
- Wallow Valley Festival of Arts: A traditional arts and crafts show
- Alpen Fest: A weekend focusing on the mountain heritage

Oregon has advanced the integration of the arts into its programming by adding the sculptures in Mix Park, and establishing the Sculpture Trail in 2004 through the efforts of citizens who formed the Community Art Legacy (CAL) with the purpose of installing "ten sculptures in ten years" in the Oregon area.

Downtown Marketing Summary

Oregon is a community blessed with built and natural resources attractive to a large market. By organizing its approach to this market, Downtown Oregon can increase the vitality of downtown and improve the sales tax revenue generated by local businesses. That organization starts with a community consensus that Oregon's marketing activities focus on establishing this region perception: Oregon, Illinois is a family oriented community that welcomes visitors to share in its rich art and natural resources and, as the Ogle County seat, centralizes services to county residents. The target market is both residents within a 20-minute drive and recreation and art seekers within a 60 to 90-minute drive. This marketing approach relies on these strategy priorities:

- Maintain daytime vitality by encouraging office uses.
- Increase day visits by adding events and encouraging countywide development of family style resorts.
- Emphasize the arts connection to differentiate Oregon from other nearby communities.



City of Oregon Comprehensive Plan Update 2016
Existing Land Use April 2016



Exhibit 6: Existing Land Use Plan