



CITY OF OREGON **2023 COMPREHENSIVE PLAN**

DRAFT - FOR REVIEW PURPOSES ONLY
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Introduction

CHAPTER 1

Oregon, Illinois, offers residents a high quality of life while also attracting visitors who appreciate its historic charm and outdoor recreation opportunities. Wishing to balance growth and retain its small town character, the city prepared this updated comprehensive plan. The 2023 Oregon Comprehensive Plan is based on the input of city officials, city staff, residents, business leaders, community organizations, and others providing their thoughts and expertise to achieve the vision and goals of the Oregon community. The plan enables Oregon to maintain its unique character, facilitate managed growth, and capitalize on opportunities for compatible development over the next 20 years.

COMPREHENSIVE PLAN OVERVIEW

A comprehensive plan guides future growth and development by expressing the aspirations of residents and goals of the community. The plan also informs potential developers, businesses, and others of growth that Oregon finds desirable and how to shape their proposals to best fit the city's vision.

In addition, a comprehensive plan is a process as much as a document. The comprehensive planning process offers an opportunity for city officials, residents, businesses, and organizations to think about what they would like the future of Oregon to be. This was done through a variety of community engagement activities, as described on the next page.

The plan focuses all aspects of the community from land use, access and mobility, utilities, and community design to economic development, housing, community facilities, and environmental sustainability. While this plan is presented as a final document, it should not be viewed as permanent. The plan should be reviewed regularly, typically every five years, to ensure that it still reflects the interests and features of the community and surrounding area. Additionally, the plan can be modified at any time through Planning Commission review at a public hearing and final approval from the City Council.



The 2023 Oregon Comprehensive Plan presents a vision for the community that the city will work towards in the coming years. The plan will guide city officials in decision making as they review proposed developments and allocate resources for municipal projects and community improvements.

The plan includes recommendations for implementation, including strategies, suggested projects, and potential resources that will help guide the city as it works towards achieving its vision and goals.

Taken altogether, the 2023 Comprehensive Plan indicates that Oregon is a community seeking the best for its residents, businesses, and organizations, and is prepared to take steps to reach its goals.



OREGON HISTORY

Oregon was founded on land that was previously held by the Potawatomi and Winnebago Indian tribes, which included several Indian mounds up to twelve feet in diameter. The name Oregon means "River of the West".

John Phelps was the first European to visit the land in 1829. He returned in 1833 seeking a suitable site to settle, which turned out to be a forest and river-fed valley where he built his cabin. As others followed and settled on this site, Phelps helped build the first church, school, grocery store, blacksmith shop, and post office in Oregon. Led by the efforts of Phelps and his brothers B.T. Phelps and G.W. Phelps, the land was claimed, subdivided, and certified by Ogle County as Oregon City on December 4, 1838.

In 1839 Oregon City was renamed Florence after a visitor compared the scenic beauty of the Rock River to the Italian city of the same name. However, the name Florence was used for only a few years when the city opted to revert to its original name but dropping the word "city" in 1843.

By 1847 the town had a general store, sawmill, ferry, 44 households, and a population of 225. The population continued to grow through the 1850s and 1860s, which was accentuated by the increasing number of churches and construction of a railroad in 1871. As industry followed the railroad, Oregon became home to an oatmeal mill, furniture factory, chair factory, flour mill, and a foundry, Paragon Foundry, which operated until the 1960s.

On April 1, 1869, the Illinois General Assembly approved Oregon as an officially organized city. By the 1870s the Oregon area was home to around 2,000 people. James Gale was elected the city's first mayor in 1870 along with four aldermen. The city was reorganized as an incorporated city on March 29, 1873. Oregon City Hall was originally constructed in 1920 and continues to stand today as the center of city government.

In addition to City Hall, Ogle County found its home in Downtown Oregon with the County Courthouse built in 1891. Sculptor Lorado Taft designed and erected a 50-foot tall statue on a bluff overlooking the Rock River valley just north of Oregon. Originally named The Eternal Indian, it is now known as the "Black Hawk" Statue to honor the Sauk Indian tribe that once inhabited the area.

PLANNING PROCESS

The comprehensive planning process included multiple engagement tools to ensure Oregon community members had opportunities to share their thoughts, ideas, and concerns. Community input helped shape the elements in this plan.

Community members were able to participate in resident and business surveys, share comments on a dedicated project website, and post comments on an interactive web-based Comment Map. Visitors and nearby residents were surveyed to gather feedback from people who visit Oregon and its local attractions. Community members also provided feedback on the plan during a public hearing conducted by the Planning Commission and discussion with the City Council.

In addition, a Comprehensive Plan Task Force made up of a cross section of residents, business owners, and community leaders met periodically throughout the planning process to review findings, develop the vision, goals, and objectives, and share their expertise.

PLAN ORGANIZATION

The plan is organized into the chapters listed below. Numerous maps, including the Future Land Use Plan, can be found in the document. Survey findings, Comment Map results, and other information are in the Appendix.

- Community Profile
- Community Framework
- City Plan
- Implementation

PROJECT WEBSITE



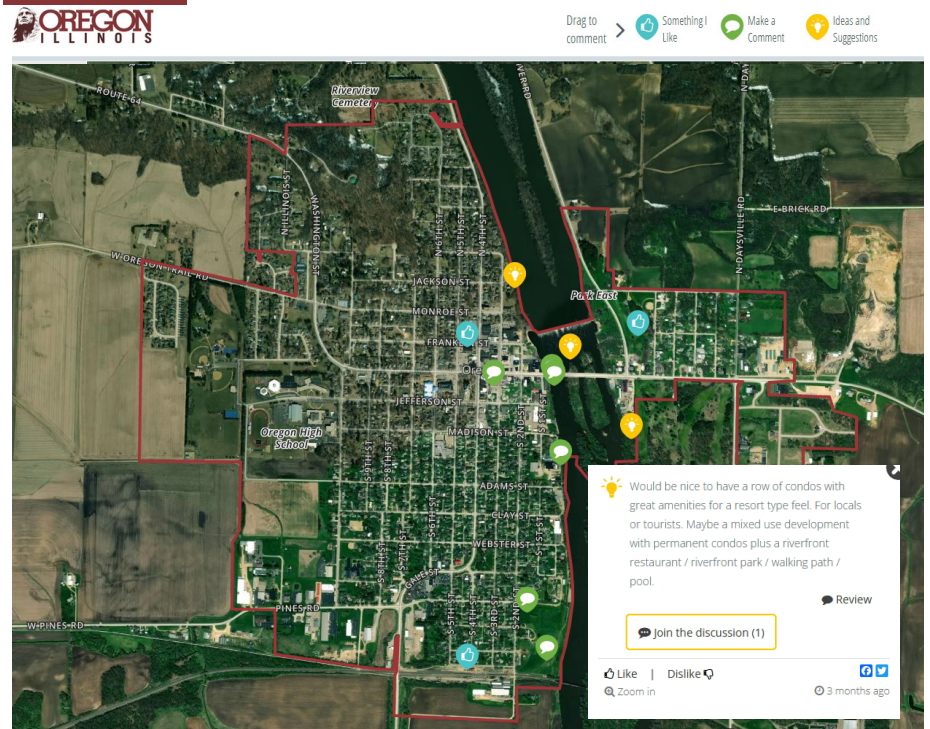
Welcome to the project website for the City of Oregon's process to update its Comprehensive Plan. The City has updated its Comprehensive Plan multiple times over the years, with the most recent update occurring in 2016. City officials viewed this as an important opportunity to revisit the plan to ensure the vision, goals, and strategies are aligned with current City values and aspirations for growth and development in Oregon.



PROJECT PHASES

- Inventory and Data Collection
Compilation, review, and analysis of community information to understand the aspects that make up Oregon today and elements to address regarding future growth and development.
- Community Input
A multi-pronged outreach process to engage community members to collect their thoughts and ideas to shape community planning strategies.
- Vision and Goal Setting
Development of a community vision and goals to guide the plan elements and set aspirations for growth management and sustainable development.
- Current Phase**
Plan Preparation
Synthesis of data analysis, community input, and long-range visioning to prepare the draft Comprehensive Plan.
- Final Review and Adoption
Presentation of final Comprehensive Plan to City officials and the public for final review and adoption.

COMMENT MAP



Community Profile

CHAPTER 2

Oregon is generally located along the Rock River in the central portion of Ogle County. Regional roadway access is provided by IL Route 2 (north/south) and IL Route 64 (east/west). In terms of interstate highway access, Oregon is about 16 miles from I-39 to the east and roughly the same distance to I-88 to the south.

The general planning area for Oregon is defined as a 1½-mile radius around the city's current municipal boundary. Neighboring municipalities to Oregon include: Leaf River, Byron, and Stillman Valley to the north; Mt. Morris to the northwest, Dixon to the southwest; Franklin Grove and Ashton to the south; and Rochelle to the southeast. None of these municipalities are situated within Oregon's 1½-mile planning area. Rockford is about 26 miles further north on the Rock River.

The tourist draw of Lowden State Park, White Pines Forest State Park, Castle Rock State Park, Lowden-Miller State Forest, the Blackhawk Statue, and the Rock River affect various aspects of Oregon, from housing and recreation to employment and economic development. Long-range planning, such as the Comprehensive Plan, must incorporate these factors when evaluating opportunities for current and potential future residents, businesses and visitors. This includes opportunities for current Oregon residents and visitors, as well as potential residents, businesses, and employers to attract in the future.

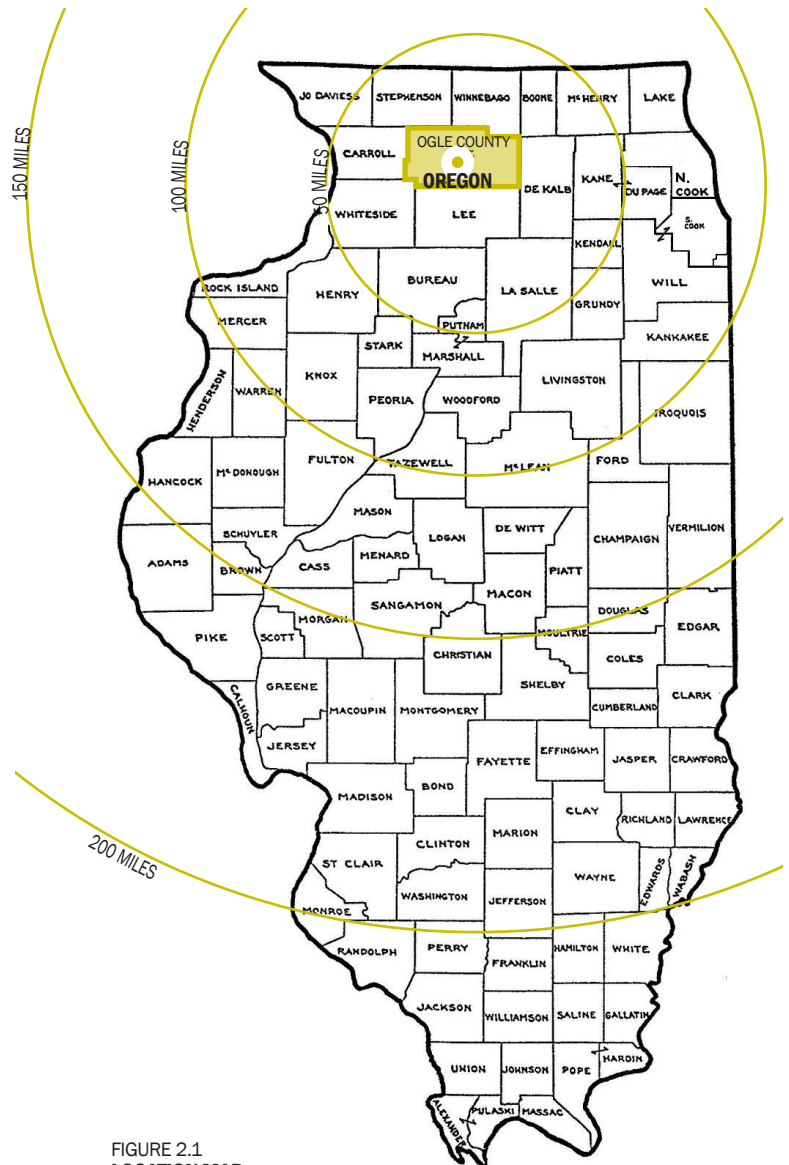


FIGURE 2.1
LOCATION MAP

EXISTING LAND USE

The current land use mix in Oregon provides a solid foundation to plan for future growth and development. The city's existing land use composition is summarized in the land use pie charts and Existing Land Use Map provided in Figures 2.2 and 2.3, respectively.

A majority (60.7%) of total existing land use within Oregon's 1½-mile planning area is comprised of agricultural land, which accentuates the community's rural heritage. Agricultural land will continue to be the primary use of land on all sides of the community, even as Oregon is increasingly experiencing development at the edges of its current municipal boundary. This will help to form a natural buffer around the city to manage growth and development.

Oregon has primarily grown as a residential community with about 7.8% of land devoted to all residential land use types, mostly comprised of single family residential (7.6%). The remainder is comprised of two family residential (0.1%) and multi family residential (0.1%), which highlights opportunities to diversify Oregon's housing stock to meet different housing needs, budgets, and life stages.

While about 0.4% of land is considered vacant, a significant portion of vacant land includes parcels that have been platted for residential use but remain undeveloped. Platted but undeveloped parcels provide an integral opportunity to efficiently manage growth in Oregon, as summarized in the City Plan in Chapter 4.

Commercial uses make up about 1.2% of current land use, with Downtown Oregon representing the city's most prominent commercial district. Commercial uses are also concentrated in various pockets around the city, including a northern stretch of IL Route 2, the Pines Road corridor, and the area around the Daysville Road/IL Route 64 intersection. The latter two areas represent some of Oregon's commercial growth areas.

Industrial uses comprise about 5.2% of existing land use, with current uses generally located in the eastern and southern sections of the city. The areas south of Pines Road and east of Daysville Road represent Oregon's

industrial growth area, particularly to take advantage of access to IL Route 2, IL Route 64, and local railroads.

Public/institutional uses, including schools, religious institutions, and municipal uses, encompass about 3.1% of land use.

Open space recreation areas, which include parks, comprise 0.9%. Open space conservation areas take up 20.6%, which represents the second largest land use in Oregon's 1½-mile planning area and highlights Oregon's commitment to land conservation and protection of the natural environment.

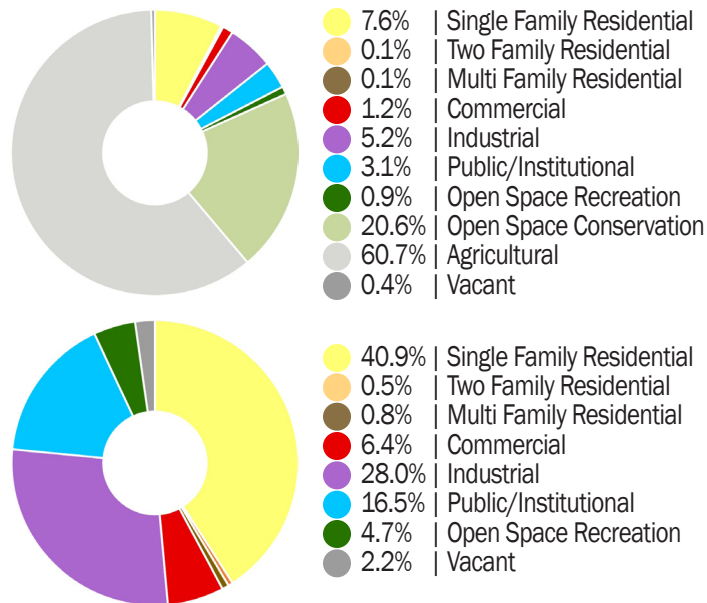
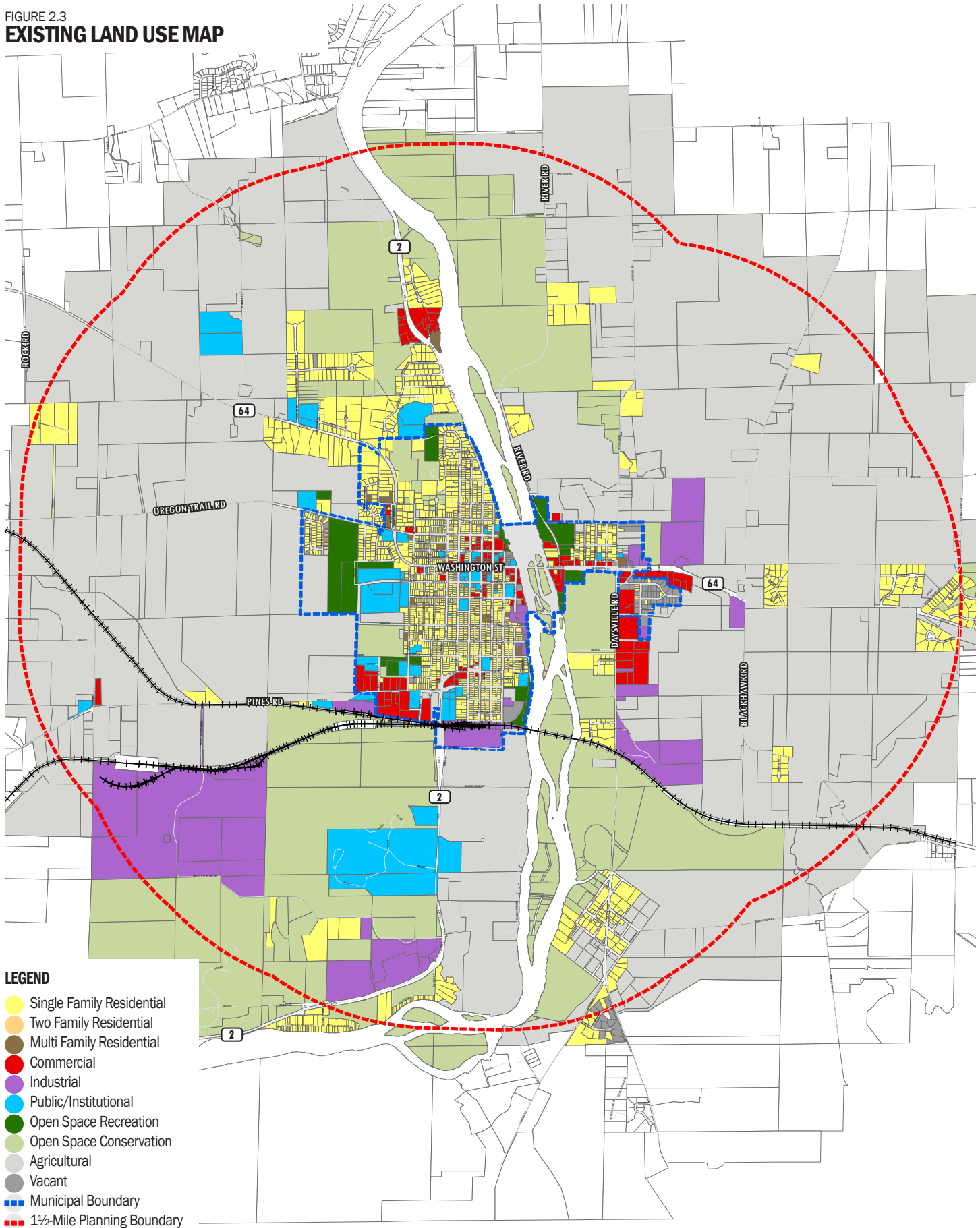


FIGURE 2.2
EXISTING LAND USE COMPOSITION

The top pie chart indicates that the majority (81.3%) of the total existing land use within Oregon's 1½-mile planning area is comprised of open space conservation and agricultural land. The bottom pie chart removes these two dominant land uses to provide a secondary perspective of the existing land use composition in Oregon.



FIGURE 2.3
EXISTING LAND USE MAP



LEGEND

- Single Family Residential
- Two Family Residential
- Multi Family Residential
- Commercial
- Industrial
- Public/Institutional
- Open Space Recreation
- Open Space Conservation
- Agricultural
- Vacant
- Municipal Boundary
- 1 1/2-Mile Planning Boundary

COMMUNITY CONDITIONS

The following information provides a snapshot of Oregon's population and housing. This information was considered when developing the goals and objectives in the Comprehensive Plan. The data was drawn from the 2020 U.S. Census and other sources.

General Population

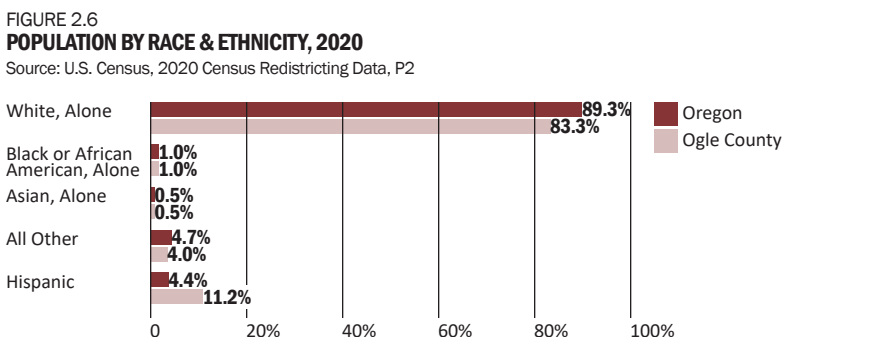
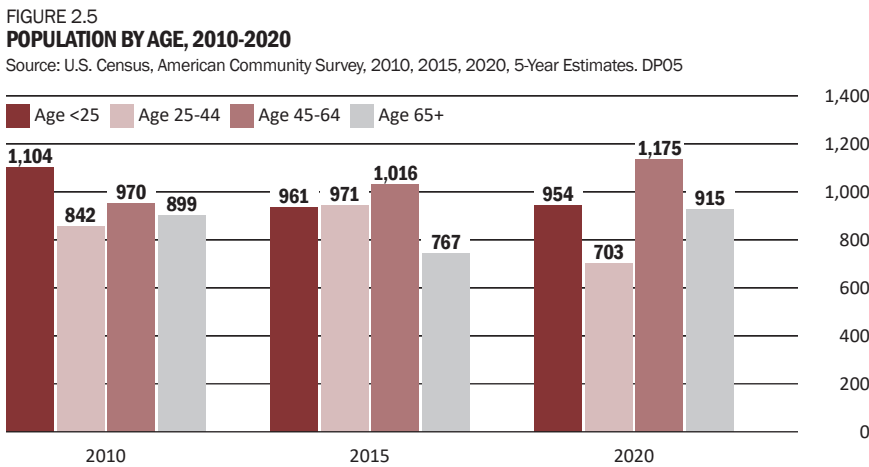
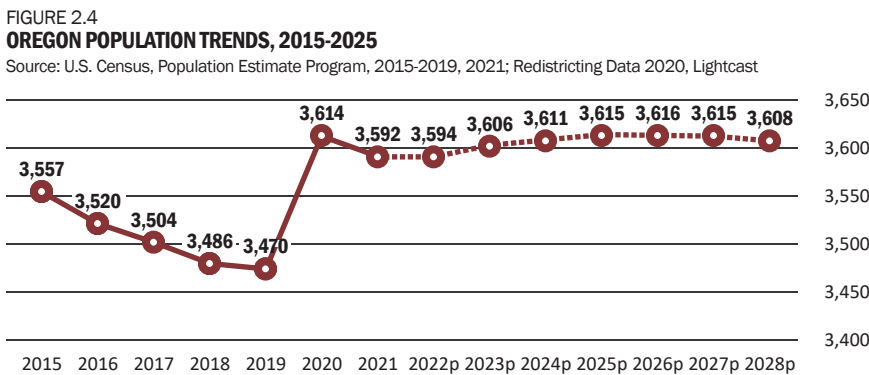
The population in Oregon is expected to remain stable over the next five years. The Census Bureau estimated a slight decrease between 2020 and 2022. The population is projected to increase or decrease by less than half of a percentage point each year between 2023 and 2028, and the population in 2028 is forecast to be somewhat higher than in 2022.

Population by Age

Oregon residents are getting older, with growth in the age 45 or older cohort, as shown in Figure 2.5. The city has seen a significant decline in younger adults aged 25-44 and slight decline in residents under age 25.

Population by Race & Ethnicity

While slightly more diverse than Ogle County, Oregon remains predominantly white (89.3%) per the 2020 Census. No one group is particularly dominant among residents of color, with "all other" being the most populous non-white category (4.7%), as summarized in Figure 2.6.

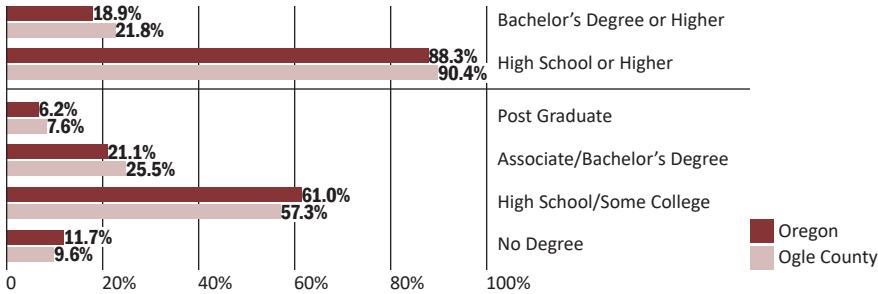


Education

Education levels in Oregon are somewhat lower than those in Ogle County, with less than 20% of Oregon residents possessing a bachelor's degree. When compared to the statewide average of 35%, Oregon levels are considerably lower.

FIGURE 2.7
EDUCATIONAL ATTAINMENT, 2020

Source: U.S. Census, American Community Survey, 2015-2020, 5-Year Estimates. S1501



The most recent School Report Card for the local school district shows that it is performing at a high level compared to districts statewide. Between 2018 and 2023, total enrollments in the Oregon Community Unit School District 220 increased from 1,427 to 1,478. The district has a higher high school graduation rate than the state, at 98.3% compared to 87.6% statewide. The Illinois State Board of Education has designated both schools in the district as Commendable, based on their outcomes for academic progress, school quality, and student success. About 96.4% of students in the district have identified a career area of interest by their sophomore year, compared to 61.4% of students statewide.

Income

The largest income category for Oregon households is \$50,000-\$74,999, but more households have incomes above this range than below. Household incomes and median income are higher in Ogle County, but a larger portion of households are in the lowest income category. Oregon also has a higher poverty rate than the county, but it is similar to the statewide rate and below the nationwide rate.

FIGURE 2.8
HOUSEHOLDS BY INCOME

IN 2020 INFLATION-ADJUSTED DOLLARS

Source: U.S. Census Bureau, American Community Survey, 2016-2020 5-Year Estimates. S1901

- Over \$100,000
- \$75,000 to \$99,999
- \$50,000 to \$74,999
- \$25,000 to \$49,999
- Under \$25,000

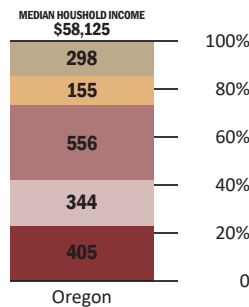
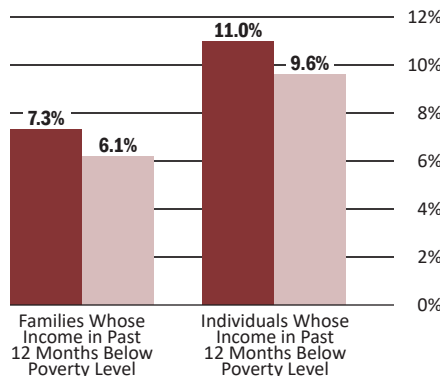


FIGURE 2.9
HOUSEHOLDS BY INCOME, 2020

Source: U.S. Census Bureau, American Community Survey, 2016-2020 5-Year Estimates. DP03

Poverty rate is the proportion of the population living below poverty level. This is updated yearly by the U.S. Census Bureau. Official poverty rate in the U.S. was 12.8%

- Oregon
- Ogle County



AARP LIVABILITY INDEX

The AARP Livability Index combines many community elements and arrives at a score from 0-100, with 50 being the average community. The Index is a way to compare communities and identify a particular community's strengths or weaknesses.

As shown below, Oregon's overall score is considerably higher than that of the comparable communities. The city scores particularly high on housing and environment, which are factors that affect residents' ability to be part of and stewards of the community. Health and transportation are the only factors below the 50th percentile. Definitions for each category can be found in the appendix.

	Oregon	Mt. Morris	Byron	Rochelle
Overall Livability Score	53	52	49	56
Housing	63	67	52	61
Neighborhood	54	49	42	59
Transportation	47	45	40	60
Environment	61	59	61	63
Health	45	44	47	51
Engagement	52	52	45	50
Opportunity	49	48	59	52

Source: American Association of Retired Persons (AARP) Livability Index



AARP LIVABILITY INDEX | GREAT NEIGHBORHOODS FOR ALL AGES

How livable is your community?

The AARP Livability Index scores neighborhoods and communities across the U.S. for the services and amenities that impact you the most.

	Oregon, Illinois	2023 Median US County Subdivision
Overall Score	53	50
Housing	63	55
Neighborhood	54	30
Transportation	47	43
Environment	61	63
Health	45	43
Engagement	52	43
Opportunity	49	53

Households

In both Oregon and Ogle County, there is roughly a 50-50 split for residents that lived in their current dwelling for more than 10 years, or less than 10 years, as summarized in Figure 2.10. This data includes people who moved within the same community; however, it does not necessarily show people who moved to Oregon.

A relatively high percentage of residents live in rentals (45%), per Figure 2.11. This figure includes 50 rentals owned by the Ogle County Housing Authority and other units owned by investors.

FIGURE 2.10
YEARS LIVED AT RESIDENCE, 2020

Source: U.S. Census, American Community Survey, 2016-2020 5-Year Estimates. S2502

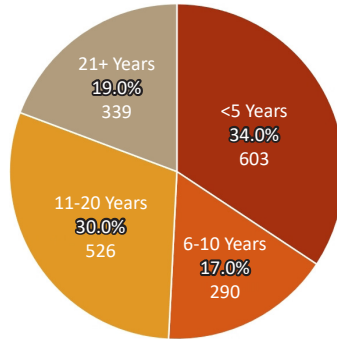
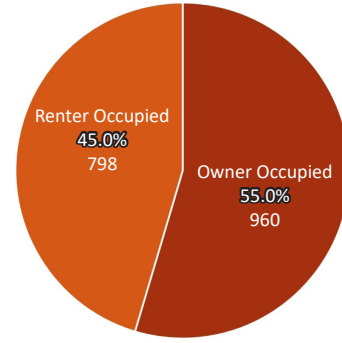


FIGURE 2.11
HOUSING OCCUPANCY STATUS, 2020

Source: U.S. Census, American Community Survey, 2016-2020 5-Year Estimates. B25003



ECONOMIC CONDITIONS

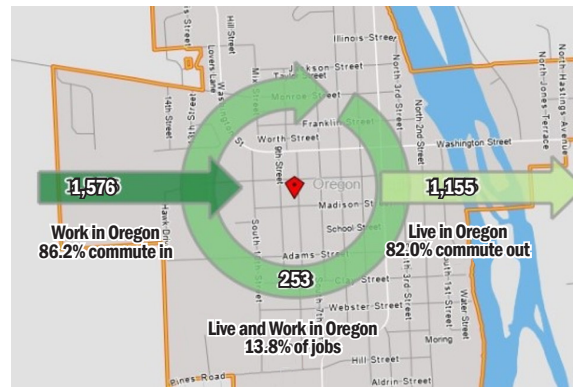
While the previous data provided a snapshot of who lives in Oregon and aspects of the quality of life, the following information provides a snapshot of the local economy. This information is also useful in formulating goals and objectives.

Commuting

The diagram in Figure 2.12 shows how jobs located in Oregon are divided amongst residents and nonresidents. As can be seen, most Oregon jobs are filled by nonresidents and more Oregon residents commute to jobs outside of the community. However, approximately 13.8 percent of Oregon jobs are held by Oregon residents. It is typical for most jobs in smaller communities to be filled by nonresidents and for most residents to commute elsewhere for work. The percentage in Oregon falls in the middle range of comparable communities.

FIGURE 2.12
COMMUTING PROFILE OF PRIMARY JOBS, 2019

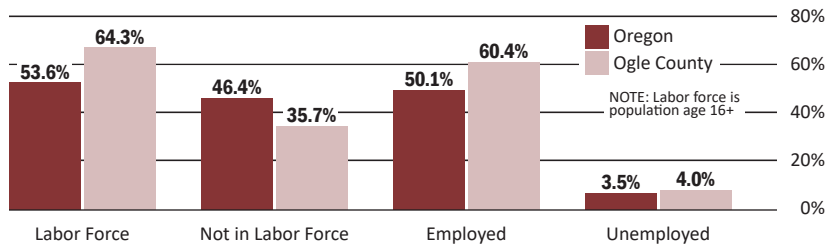
Source: U.S. Census Bureau, OnTheMap, 2019



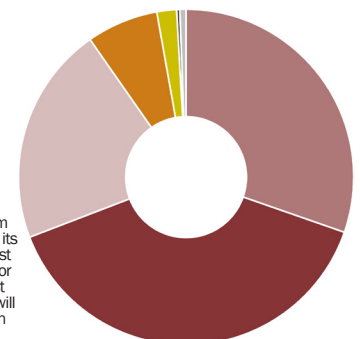
A primary job is the highest paying job for an individual worker.

FIGURE 2.13
EMPLOYMENT OF OREGON RESIDENTS, 2016-2020

Source: U.S. Census, American Community Survey, 2016-2020 5-Year Estimates. DP03



30.3%	96 businesses	1 to 4 employees
38.8%	123 businesses	5 to 9 employees
21.1%	67 businesses	10 to 19 employees
6.9%	22 businesses	20 to 49 employees
1.9%	6 businesses	50 to 99 employees
0.3%	1 businesses	100 to 249 employees
0.6%	2 businesses	250 to 499 employees



Note: Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

FIGURE 2.14
BUSINESS SIZE

Source: Oregon Business Survey

Employment

Oregon has a lower percentage of residents in the labor force and a lower percentage of people employed than Ogle County, as shown in Figure 2.13. Unemployment rates are lower than in the county indicating that there are not more people actually looking for work. These lower percentages may be driven by the number of retirees living in the community.

Business Size

Businesses in Oregon are primarily comprised of those with less than 10 employees, with 38.8% (5 to 9 employees) and 30.3% (1 to 4 employees) totaling 69.1% of all businesses (Figure 2.18). Large businesses with 50 or more employees only make up 2.8% of Oregon's business mix.

Community Framework

CHAPTER 3

The community framework for the Comprehensive Plan is comprised of a vision, goals, and objectives that guide the city's future growth and development. Shaped by the Comprehensive Plan Task Force, the vision, goals, and objectives describe what the community aspires to be in the future.

As the policy framework graphic on the right illustrates, the goals are achievable outcomes that advance the vision, while the objectives are measurable steps to achieve each of the goals. The objectives also serve as the foundation for the Implementation Plan in Chapter 5, which outlines strategies and projects that city officials and their partners can undertake to move the community towards its vision.

The Implementation Plan activates the 2023 Oregon Comprehensive Plan as an actionable document that the city can build around and follow as a community blueprint for years to come.

VISION STATEMENT

Oregon, Illinois, is a charming small town located on the Rock River, surrounded by scenic farmland and state parks. A center for the arts, outdoor adventure, and festivals, Oregon thrives by welcoming residents, businesses, and visitors. The community honors its history and is dedicated to creating a bright and sustainable future.

POLICY FRAMEWORK

Goals and objectives are summarized in this chapter. Strategies for each objective are provided in Chapter 5: Implementation.

GOAL

An achievable outcome that supports a common vision.

» OBJECTIVE

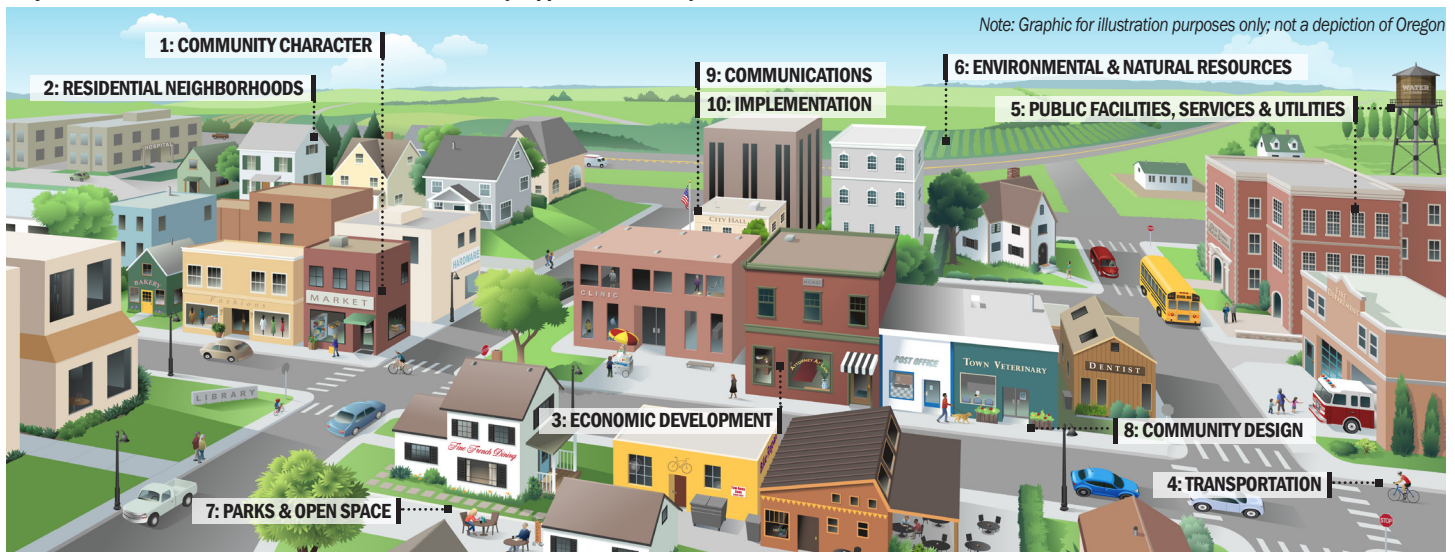
A specific, measurable step to achieve a goal.

» STRATEGY

A project or action to meet the objective.

FIGURE 3.1
PRIMARY COMPREHENSIVE PLAN TOPICS

The goals and objectives are categorized by the nine primary topics, which are illustrated in the graphic below. These topics form the policy framework of the Comprehensive Plan. The graphic illustrates how the various topics covered by the plan are interdependent and work in conjunction with each other to build a cohesive and holistically supportive community.



GOALS & OBJECTIVES

TOPIC 1

Community Character



GOAL

Oregon will be a well-planned city with a diversity of living, working, and community support options that preserve the city's character, protect the natural setting of the Rock River Valley, promote local art, and sustain a safe, family-oriented community.

OBJECTIVES

SEE BOTTOM OF PAGE FOR DESCRIPTION OF PRIORITY OBJECTIVES

#	OBJECTIVE
1.1	Designate and protect scenic views especially along the Rock River. PRIORITY: HIGH ●
1.2	Encourage well designed, walkable, and connected residential developments. PRIORITY: HIGH ●
1.3	Ensure that new commercial development is of high quality design and compatible with surrounding uses. PRIORITY: MEDIUM ●
1.4	Enhance and highlight the city's historic character. PRIORITY: MEDIUM ●
1.5	Provide appropriate locations for businesses through careful land use planning. PRIORITY: MEDIUM ●
1.6	Focus attention on and improve city entryways, gateways, and other high visibility areas. PRIORITY: MEDIUM ●

TOPIC 2

Residential Neighborhoods



GOAL

Oregon will expand the variety of high quality, attractive and safe neighborhoods with a friendly and comfortable ambiance, including the conservation and enrichment of existing neighborhoods, prudent development of new residential areas, and addition of workforce housing opportunities.

OBJECTIVES

SEE BOTTOM OF PAGE FOR DESCRIPTION OF PRIORITY OBJECTIVES

#	OBJECTIVE
2.1	Encourage a mix of residential types including single-family, multi-family and planned unit development. PRIORITY: HIGH ●
2.2	Provide options for first time buyers at different income levels. PRIORITY: HIGH ●
2.3	Foster friendly neighborhoods that are welcoming to residents of different ages and cultural backgrounds. PRIORITY: MEDIUM ●
2.4	Design neighborhoods to encourage bicycle and pedestrian movement both within the community and to adjacent communities. PRIORITY: MEDIUM ●
2.5	Preserve and upgrade homes with historical and architectural value. PRIORITY: LOWER ●

TOPIC 3

Transportation



GOAL

Oregon will have a balanced transportation system that provides safe and efficient access and mobility for motorists, pedestrians, and bicyclists.

OBJECTIVES

SEE BOTTOM OF PAGE FOR DESCRIPTION OF PRIORITY OBJECTIVES

#	OBJECTIVE
3.1	Provide safe routes connecting all major public institutions, parks, open spaces, and business districts. PRIORITY: HIGH ●
3.2	Improve safe and efficient access to the school complex. PRIORITY: HIGH ●
3.3	Provide safe and accessibly pedestrian trails, walkways and bike paths within and beyond the city. PRIORITY: HIGH ●
3.4	Ensure adequate parking is provided for all uses. PRIORITY: HIGH ●
3.5	Connect commercial and residential projects with enhanced pedestrian and bicycle access to reduce congestion on major roads. PRIORITY: MEDIUM ●
3.6	Design local roads to reduce speeds, increase safety, and minimize traffic flow through neighborhoods. PRIORITY: MEDIUM ●

PRIORITY OBJECTIVES

The Task Force ranked each objective as high, medium, or lower priority. The prioritized objectives are shown in the tables above and the following pages.

- HIGH PRIORITY
- MEDIUM PRIORITY
- LOWER PRIORITY

Prioritized objectives guide the city when allocating resources, pursuing grants and funding, budgeting staff time, building community support, and laying the groundwork for subsequent tasks and projects. However, objectives will not always be addressed in priority order if opportunities or obstacles arise that enter into the decision making process. All objectives are still important to achieving the city's vision, regardless of their level of priority. Objectives were prioritized based on the factors listed on the right.

- How achievable is this objective?
- How much positive impact would achieving this objective have on the community?
- How interested is the community in this objective?
- Is funding necessary and if so, is it available?
- Can this objective be achieved quickly, generating additional local interest and momentum?



GOALS & OBJECTIVES

TOPIC 4

Economic Development



GOAL

Oregon will have an economically diverse tax base that expands employment and commercial opportunities.

OBJECTIVES

SEE BOTTOM OF PAGE 10 FOR DESCRIPTION OF PRIORITY OBJECTIVES

#	OBJECTIVE
4.1	Initiate programs that encourage residents and visitors to shop locally. PRIORITY: HIGH ●
4.2	Strengthen the downtown business district. PRIORITY: HIGH ●
4.3	Grow the tourist industry. PRIORITY: HIGH ●
4.4	Promote commercial development at major roadway intersections along IL Route 64, IL Route 2, and Pines Road. PRIORITY: MEDIUM ●
4.5	Identify areas bordering the present city limits for potential annexation. PRIORITY: MEDIUM ●
4.6	Attract new businesses and support existing businesses. PRIORITY: MEDIUM ●
4.7	Encourage local entrepreneurship and small businesses. PRIORITY: MEDIUM ●
4.8	Ensure access to high speed internet throughout the city. PRIORITY: MEDIUM ●
4.9	Investigate and support adaptive reuse of underutilized commercial and industrial buildings. PRIORITY: LOWER ●

TOPIC 5

Public Facilities, Services & Utilities



GOAL

Oregon will promote a positive community image through accessible and attractive public facilities and services that meet the needs of citizens and businesses, as well as provide adequate utilities to support growth and development.

OBJECTIVES

SEE BOTTOM OF PAGE 10 FOR DESCRIPTION OF PRIORITY OBJECTIVES

#	OBJECTIVE
5.1	Enhance the appearance of the Rock River Bridge, particularly with respect to the pedestrian experience. PRIORITY: HIGH ●
5.2	Encourage adaptive reuse of historically or architecturally significant community facilities if they become obsolete. PRIORITY: HIGH ●
5.3	Maintain streets, sidewalks, and pathways at a high level. PRIORITY: HIGH ●
5.4	Strive for landmark-quality architecture for all public buildings. PRIORITY: MEDIUM ●
5.5	Concentrate municipal and county administrative services in the downtown area to serve as activity generators and enhance the business climate. PRIORITY: MEDIUM ●
5.6	Consider the impact of proposed developments on utilities and infrastructure to properly plan for improvements, evaluate expansion, and meet business and industry needs. PRIORITY: MEDIUM ●

TOPIC 6

Environmental & Natural Resources



GOAL

Oregon will preserve the community's natural resources to protect the environment and enhance the community's natural assets.

OBJECTIVES

SEE BOTTOM OF PAGE 10 FOR DESCRIPTION OF PRIORITY OBJECTIVES

#	OBJECTIVE
6.1	Retain adequate stormwater management capacity of drainage basins, floodplains, and waterways. PRIORITY: HIGH ●
6.2	Minimize the adverse impacts of development by balancing the relationship between human activities and the environment. PRIORITY: HIGH ●
6.3	Support sustainable development approaches and alternative energy sources. PRIORITY: HIGH ●
6.4	Preserve existing trees and provide additional trees where appropriate. PRIORITY: HIGH ●
6.5	Encourage land use patterns that preserve the integrity of existing environmental corridors to manage erosion control, protect environmental quality, and conserve the local ecosystem. PRIORITY: LOWER ●

NOTE: All objectives above should be coordinated with the City of Oregon's Sustainability Plan, which began planning in late 2023.

GOALS & OBJECTIVES

TOPIC 7

Parks & Open Space



GOAL

Oregon will provide a quality network of public parks, open spaces, recreation facilities, and trail throughout the community that is accessible to all ages and abilities.

OBJECTIVES

SEE BOTTOM OF PAGE 10 FOR DESCRIPTION OF PRIORITY OBJECTIVES

#	OBJECTIVE
7.1	Work with the Oregon Park District to develop an open space and recreational system linking community growth areas with key destinations around the city. PRIORITY: HIGH ●
7.2	Link parks, recreation, and open space with residential neighborhoods via safe and accessible pedestrian and bicycle routes. PRIORITY: HIGH ●
7.3	Establish collaborative funding for open space acquisition. PRIORITY: MEDIUM ●
7.4	Integrate recreational facilities and environmental preservation where practical. PRIORITY: MEDIUM ●

TOPIC 8

Community Design



GOAL

Oregon will enhance its community character by encouraging quality design of the built environment and protecting the natural environment.

OBJECTIVES

SEE BOTTOM OF PAGE 10 FOR DESCRIPTION OF PRIORITY OBJECTIVES

#	OBJECTIVE
8.1	Maintain Oregon's emphasis on high quality design, including downtown buildings, public facilities, and other structures that reflect community pride. PRIORITY: HIGH ●
8.2	Support public art. PRIORITY: HIGH ●
8.3	Continue to support historic preservation through existing and new efforts. PRIORITY: MEDIUM ●
8.4	Preserve and appropriately integrate environmental elements and agricultural land preservation into community design. PRIORITY: MEDIUM ●

TOPIC 9

Communications



GOAL

Oregon will provide clear and convenient communication between city officials and residents, property owners, businesses, and other community stakeholders.

OBJECTIVES

SEE BOTTOM OF PAGE 10 FOR DESCRIPTION OF PRIORITY OBJECTIVES

#	OBJECTIVE
9.1	Strive for membership of city boards, commissions, and committees that is representative of the community. PRIORITY: HIGH ●
9.2	Improve communications through options such as an improved website, social media, electronic signs, and a newsletter. PRIORITY: HIGH ●
9.3	Encourage communication between the City Council, Chamber of Commerce, School and Park Districts, other taxing bodies, and the Oregon business community. PRIORITY: HIGH ●



City Plan

CHAPTER 4

The City Plan serves as the core element of the Oregon Comprehensive Plan, providing recommendations for: land use; development; housing; economic development; transportation; public facilities, services, and assets; parks and open space; environmental and natural resources; utilities; and community design. Building upon the community profile and framework in the previous chapters, the City Plan forms a blueprint for managed growth and sustainable development in Oregon in the near term and into the future.

FUTURE LAND USE PLAN

The Future Land Use Plan enables Oregon to find a balance between managing sustainable growth, maintaining the city's small town character, and preserving the natural environment. In addition, the plan will provide for an appropriate land use mix with residential, commercial, industrial, public/institutional, and recreational opportunities that collectively enhance the quality-of-life in Oregon.

The Future Land Use Plan Map illustrates land use designations for land within Oregon's 1½-mile planning area. Given the scale at which municipal comprehensive planning occurs, only broad areas of land use are indicated, which emphasizes the generalized nature of the map. Certain exceptions may be appropriate for specific parcels of land. For

example, a daycare center or small home-based office in a residential neighborhood may be permitted even though the Future Land Use Plan does not strictly indicate a commercial use in the neighborhood. Such exceptions should be addressed on a case-by-case basis in accordance with Oregon's Zoning Ordinance.

In addition, new public uses like parks and schools are not specifically shown on the Future Land Use Plan, unless certain land is specifically earmarked by the Oregon Park District or Oregon Community Unit School District #220 for future park or school sites, respectively. Analyses of additional parks and school space that may be needed to accommodate future population growth are provided later in this chapter.



LAND USE CATEGORIES

RESIDENTIAL

Residential uses encompass a diverse set of housing types to provide residents with options that meet varying needs, budgets, and life stages. Oregon will continue to be a predominantly single family residential community. Two family residential (e.g., duplexes) and multi family residential (e.g., apartments, condominiums, etc.) help to diversify the local housing stock while respecting the single family character of the community. Senior living options can be developed into a range of single, two, or multi family residential formats. Different residential typologies are summarized on the following pages to highlight different housing types that may be appropriate for Oregon.



- Single Family Residential
- Two Family Residential
- Multi Family Residential

COMMERCIAL

Commercial uses provide retail goods and services with stores, restaurants, and businesses that serve the needs of residents and the daytime population generated by offices and other employment centers. Commercial uses are primarily located in Downtown Oregon, along the Pines Road corridor, and around the IL Route 64/Daysville Road intersection. Various commercial typologies are summarized on the following pages to show potential businesses and services for Oregon.



- Commercial

EMPLOYMENT GENERATORS

Employment uses provide job opportunities for local residents and job seekers from around the region. Oregon will work towards adding to its employment generating uses. Industrial uses may include: warehousing; logistics; manufacturing; tech; research and development; offices in traditional, coworking, and shared formats; etc. Emerging uses like hybrid industrial/commercial businesses (the WeatherTech Factory Store in Bolingbrook, IL, is one of the most notable examples), recreational spaces, or a brewery with a tasting room or restaurant component may also be explored. These employment generating typologies are summarized on the following pages.



- Industrial

COMMUNITY FACILITIES & ASSETS

These elements provide for a range of public and institutional uses like schools, religious institutions, and municipal facilities that provide services, programs, and opportunities that support day-to-day civic life in Oregon. Other community assets include parks, recreational facilities, open space, conservation areas, rural lands, and environmental features that help preserve Oregon's rural heritage, small town character, and natural resources.



- Public/ Institutional
- Open Space Recreation
- Open Space Conservation
- Agricultural

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 uses within districts. Thus, zoning is a useful tool for protecting the use of property and community character, even if the zoning map does not exactly align with the land use map.

On the other hand, the Future Land Use Plan is 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: (1) how finely-tuned the land use map is in terms of dividing land uses into those which conform to districts, and (2) 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, embody a broad community vision, and provide a more general guide for town growth and development.

Once the updated Comprehensive Plan is approved by city officials, one of the first follow-up tasks is typically to update the city's zoning regulations and map to ensure they align with the land use and development policies outlined in the plan.



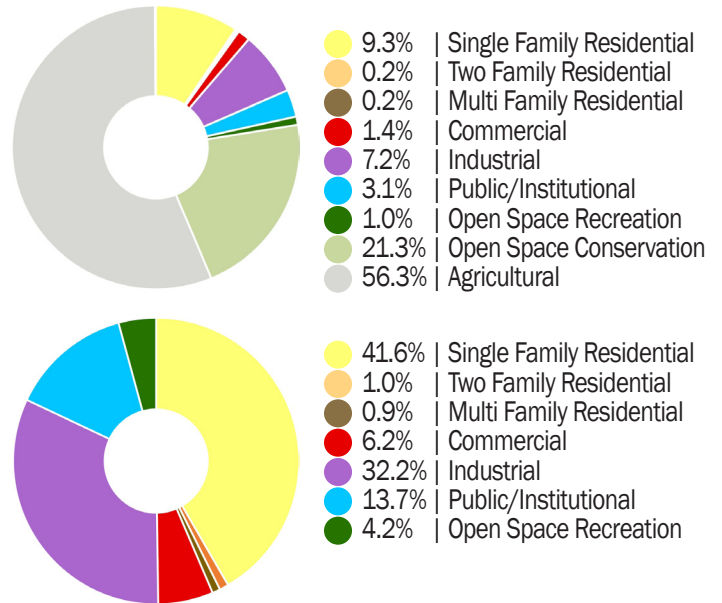
FUTURE LAND USE PLAN MAP

As summarized in Figure 4.1 and shown in Figure 4.2, the Future Land Use Plan depicts all projected land uses within the current municipal limits and the city's 1½-mile planning area. The map illustrates Oregon's long-term growth capacity and serves as a blueprint for land use that city officials can reference when they evaluate proposed developments and community improvements.

The configuration of the Future Land Use Plan Map builds upon existing land uses, past development patterns, and recent trends. In addition, the map depicts a natural growth boundary around Oregon formed by substantial agricultural land and open space conservation. Conservation of open space along the Rock River and around state parks provide the additional opportunities for passive recreation. The layout of the Future Land Use Plan Map is also influenced by the potential for the city to extend public utilities and infrastructure to Oregon's key growth areas.

**FIGURE 4.1
FUTURE LAND USE COMPOSITION**

The top pie chart indicates that the majority (77.6%) of the total future land use within Oregon's 1½-mile planning area will be comprised of open space conservation and agricultural land. The bottom pie chart removes these two dominant land uses to provide a secondary perspective of the future land use composition in Oregon.



RESIDENTIAL DEVELOPMENT PATTERNS & PLATTED BUT UNDEVELOPED PARCELS

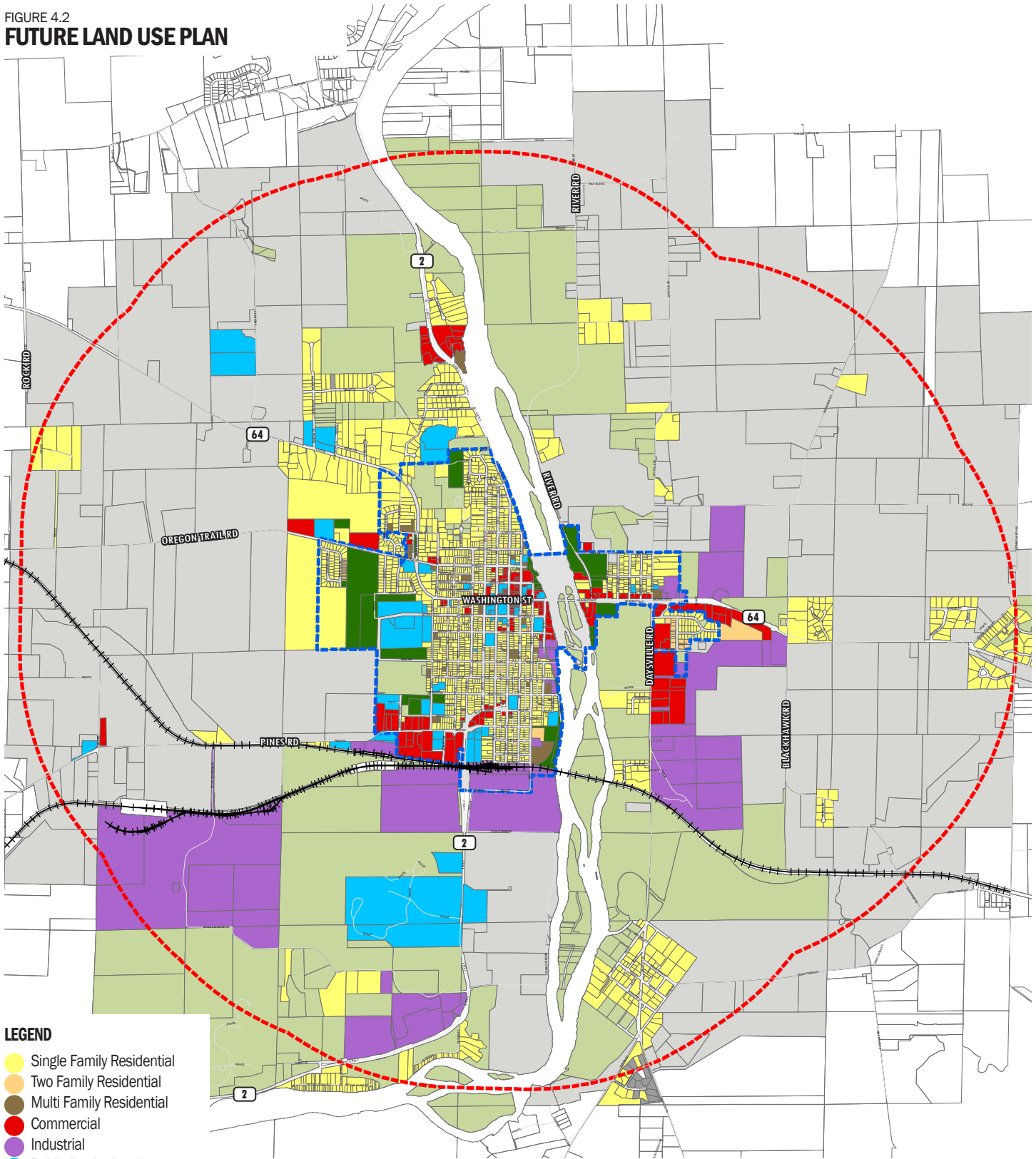
The residential development pattern in Oregon primarily followed a traditional grid street network west of the Rock River, which accentuates the small town nature of the community. On the outskirts of town and the area east of the river, neighborhoods are built on curvilinear street patterns that characterize modern subdivisions. While most neighborhoods are fully built out, more recent residential development projects have multiple platted lots that remain undeveloped, which served as another determining factor for the Future Land Use Plan Map.

LAND USE SCENARIO PLANNING

The Task Force reviewed a series of three land use buildout scenarios, as provided in Figure 4.3 (full page maps of the three scenarios are provided in the Appendix). Each scenario illustrates how the buildout of these platted but undeveloped residential parcels can combine with additional residential, commercial, and industrial development of varying degrees. The three scenarios generate population projections that help to assess the impact of new development on Oregon's population and its capacity for growth at different levels. The sidebar below Figure 4.3 on page 20 provides greater detail of how to interpret the population projections and land use buildout depicted on the land use scenario maps.

After discussion of the three scenarios, the Task Force chose to pursue Scenario B as the preferred land use planning scenario to provide the land use mix and population projection deemed most appropriate for Oregon.

FIGURE 4.2
FUTURE LAND USE PLAN



LEGEND

- Single Family Residential
- Two Family Residential
- Multi Family Residential
- Commercial
- Industrial
- Public/Institutional
- Open Space Recreation
- Open Space Conservation
- Agricultural
- Vacant
- Municipal Boundary
- 1 1/2-Mile Planning Boundary

PREFERRED GROWTH SCENARIO:

Focus growth by (1) building out undeveloped plats and infill parcels, (2) expanding current residential growth areas on the east and west parts of town, and (3) increasing commercial and industrial development on the south and west parts of town

3,592

Oregon's 2021 population, per the U.S. Census ACS 5-Year Estimates

2,563

New residents added by building out new residential shown on Future Land Use Plan

6,155

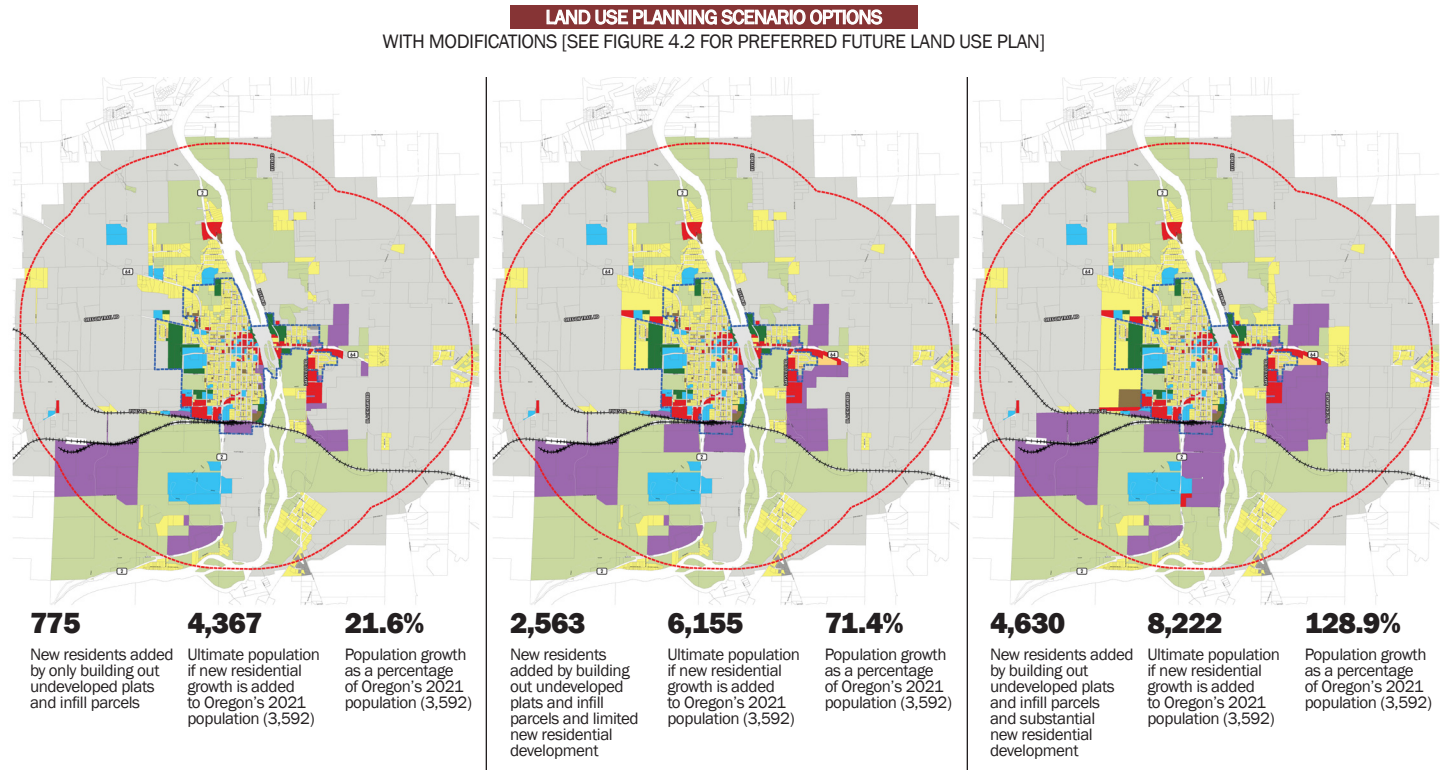
Ultimate population if new residential growth is added to Oregon's 2021 population

71.4%

Population growth as a percentage of Oregon's 2021 population

FIGURE 4.3
LAND USE PLANNING GROWTH SCENARIOS

As presented to the Comprehensive Plan Task Force, with minor edits, at their June 20, 2023 meeting



GROWTH MANAGEMENT

Population trends, development patterns, housing market conditions, and the economy are key indicators in determining the trajectory of the total population of Oregon. The Future Land Use Plan can also provide a projection of Oregon's capacity for future growth, particularly as each new development incrementally achieve realization of the plan until it reaches full buildout.

Based on full buildout of the residential areas depicted on the Future Land Use Plan Map, the total population of Oregon could grow to 6,155 residents. As shown in the bar charts on the right, this full buildout population is compared to Oregon's historic population growth since 1970, as well as alternate population projections to the year 2040 based on different growth rates.

In particular, growth rates of 2.8% (Oregon's growth rate from 1970-1980), 4.3% (1990-2000), and 6.9% (1980-1990) are used to simulate low, moderate, and high rates of growth, respectively, that the city has historically experienced.

As the bar charts illustrate, Oregon has a wide range of potential outcomes for how its population will grow over time. At one extreme, the city has the capacity to grow to approximately 6,155 residents in the scenario that the Future Land Use Plan reaches full buildout. Full buildout may take several decades, perhaps even beyond the 2040 time horizon set for the other projections/

On the opposite end, Oregon could grow to only 3,796 residents in the scenario where the city manages a low growth rate similar to 1970-1980.

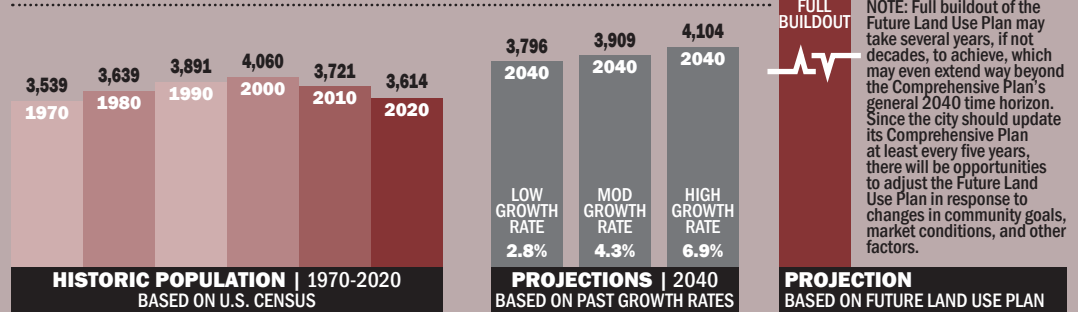
It is difficult to pinpoint exactly how much the population will change over the long term. While the true outcome typically lies somewhere in the middle, the range of projections provides Oregon with an array of scenarios around which city officials can plan and allocate resources to ensure manageable growth and sustainable development.

The new residential uses shown on the Future Land Use Plan Map are meant to guide where the city believes development is most appropriate, even if such

development actually never materializes. The plan provides the city with a stronger position when developers present plans for new projects.

Population projections serve as a basis for determining the potential allocation of land, funds, and other resources to establish new schools, parks, and recreation areas, as well as expand trail systems, fire and police protection, and water and sewer utilities. Projections for school and park facilities are summarized later in this chapter.

POPULATION PROJECTIONS



DEVELOPMENT TYPOLOGIES

By viewing potential development concepts through the lens of development typologies, the community is able to evaluate various housing options, business types, employment generators, and general development approaches that may be appropriate for a community with a character and profile like Oregon.

For example, recommending a concept that calls for businesses like a fast casual restaurant or specialty grocer points more towards community support for these general use categories, rather than targeting specific businesses like a Potbelly or Trader Joe's. Similarly, a concept that allows for an industrial or business park may accommodate a range of uses, from professional offices, healthcare facilities, and tech hubs to coworking spaces, youth recreation gyms, and pickleball courts.

Typologies provide a general framework of development types that city officials can consider regarding the types of development that may be appropriate to pursue for Oregon. This can include a range of enterprises from national brands and locally-owned businesses to corporate headquarters and satellite offices.

As provided on the following pages, the general description for each development typology highlights how each development type may influence future growth and development in Oregon.

DEVELOPMENT TYPOLOGY OBJECTIVES

The development typologies provide for a more balanced mix of land uses that promote the following objectives:

- Account for adequate utilities and infrastructure capacity
- Diversify the local housing stock
- Expand the municipal tax base
- Enhance employment options
- Complement Oregon's small town heritage
- Support stewardship of the natural environment
- Advance a more sustainable and resilient local economy
- Bring in housing to attract families to offset declining school enrollment

DEVELOPMENT TYPOLOGIES

Residential

FUTURE LAND USE CATEGORIES

- Single Family Residential
- Two Family Residential
- Multi Family Residential

As a predominantly residential community of single family homes, Oregon's housing stock will continue to be comprised of primarily single family residential uses, as shown on the Future Land Use Plan Map. Oregon has pockets of other residential types like duplexes, apartments, condos, mobile homes, and senior living.

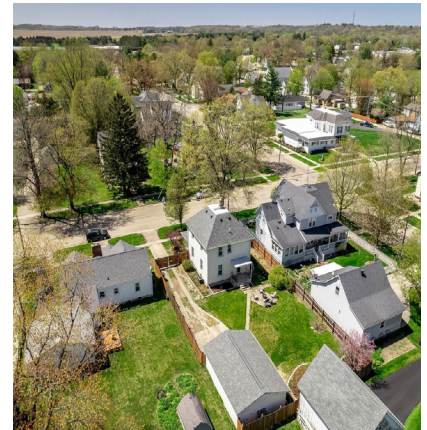
One of the core recommendations of the Comprehensive Plan is to provide for a mix of residential types, including single family and multi family options and residential options as part of planned unit developments (PUDs). A more diverse housing stock will help the city meet varying budgets, life stages, family structures, and housing needs. Trestle Ridge is one of Oregon's most recent developments, which utilized \$1M in TIF funds to provide age restricted housing (age 50+) and free up the city's single family housing stock.

Community survey results, which are provided in the Appendix, shed light on

resident perspectives of housing needs in Oregon. In particular, about 47.9% of survey respondents felt that there is not enough senior housing, perhaps indicating demand for more senior living options in Oregon. Most survey respondents felt there was an adequate supply of other housing options like condos (58.9%), duplexes/townhouses (60.1%), apartments (56.6%), and single family homes (72.1%). This does not necessarily preclude the city from considering the addition of such options to the local housing stock, particularly if they meet local needs, help to attract workers, respond to market demands, and fit the character of the community.

Part of the city's housing approach will include building out residential lots that have already been platted in unfinished subdivisions or infill sites. In addition, the city's housing approach allows for new residential development in other parts of Oregon, particularly in the northwest area and west of the river.

When considering new residential development, the city may look to existing neighborhoods for housing prototypes that work in the community, as highlighted in the sample images below.



DEVELOPMENT TYPOLOGIES

Residential [CONTINUED]

FUTURE LAND USE CATEGORIES

- Single Family Residential
- Two Family Residential
- Multi Family Residential

The residential types described below and on the next page are options that the city may consider to support community growth, meet local housing needs, and offer diverse housing options in Oregon. Community design standards will help to ensure that any of the following residential types complement the small town character and predominantly single family residential nature of Oregon.

DUPLEXES

Oregon’s current housing stock has several duplexes located in single family residential neighborhoods throughout the city. This serves as a strong example of how the “missing middle” approach (see description on next page) is effectively being utilized in Oregon. One of the city’s more recent developments is a set of duplexes along Parkview Drive on the far west side.

community members like townhomes with recessed front entries, side-/rear-facing garages, and strong curb appeal. The future Trestle Ridge development serves as a local example of townhomes fitting in Oregon’s housing stock.

could be appropriate in certain instances, such as high quality materials, attractive site design, and inclusion within mixed use developments. Blackhawk, Countryside, and Maple Lane are existing condos and apartments in Oregon.

CONDOS & APARTMENTS

Condominium and apartment buildings can often take on the same physical form: typically a building of 2+ stories with multiple dwelling units with shared walls, parking, and common areas. Homeowners association (HOA) or renter fees help pay for lawn care, snow removal, community space, laundry, etc. A condo building with for-sale units may be converted into rental apartments, and vice versa. Multi-family housing in these two formats

SENIOR LIVING

Senior living facilities can take many forms, including single family homes, duplexes, townhomes, condos, and apartments. Senior living options generally include: independent living, assisted living, nursing homes, skilled nursing care, hospice care, memory care, continuing care, and age-restricted facilities (typically age 55+). Current senior living options in Oregon include Shepherd Premier Senior Living (16 beds) and Oregon Living and Rehab Center (104 beds).

To diversify the local housing stock and meeting varying housing needs, options like townhomes, condominiums, apartments, and senior living should be considered.



TOWNHOUSES

Townhomes provide single family residential units, typically in a compact arrangement with one or more units attached to each other with shared walls. Narrow townhomes arranged in a set of two or more are sometimes referred to as rowhouses. In terms of design,

ACCESSORY DWELLING UNITS (ADUS)

Accessory dwelling units (ADUs) are increasingly becoming a viable approach to enhance a community’s housing stock that fit varying budgets, household composition, and life stages. An ADU is typically a secondary dwelling unit that shares the same building or lot as the primary dwelling unit. Sometimes called a “granny flat” among other nicknames, an ADU can take various forms:

- An apartment over a garage
- A converted garage
- An apartment located in the basement (or other part of the house)
- A carriage house
- A smaller structure in the backyard or elsewhere on the property

ADUs may be a suitable approach for Oregon, provided that the city’s Zoning Code and other regulations support such uses.



DEVELOPMENT TYPOLOGIES

Residential [CONTINUED]

FUTURE LAND USE CATEGORIES

- Single Family Residential
- Two Family Residential
- Multi Family Residential

MISSING MIDDLE HOUSING

Missing middle housing is an emerging housing approach that allows for single family lots to be split or merged to support duplex, triplex, or fourplex units. This approach can help diversify the local housing stock while protecting the community's single-family residential character. Similar to the options described on the previous page, missing middle housing helps to meet varying budgets, life stages, family structures, and housing needs. This approach provides additional dwelling units without significantly altering the character of the neighborhood. In fact, some Oregon neighborhoods historically built out in a manner reflective of the Missing Middle approach.

Missing middle housing also provides affordable units and enhances the ability for residents to age in place. In addition, this approach allows for infill development at a lot-by-lot basis in established neighborhoods, particularly enabling a single family lot to support a duplex. Combining two adjacent lots may accommodate a triplex or fourplex. Missing middle housing may also be built as new development, including townhomes, or integrated into mixed use development.

A primary intent of missing middle housing is to have designs that blend into existing single family residential neighborhoods: triplex (top left); duplex (top right and bottom).



Light purple buildings denote existing single family houses. Yellow buildings indicate missing middle housing options like duplexes, triplexes, and quadplexes. The top graphic illustrates an infill development approach in an established neighborhood, the bottom graphic shows a new development approach on a single block or site.

Source: Opticos Design, Inc.

MissingMiddle-Housing.com is powered by Opticos Design. Illustration © 2015 Opticos Design, Inc.



DEVELOPMENT TYPOLOGIES

Commercial

FUTURE LAND USE CATEGORIES

Commercial

Located west of the Rock River, Downtown Oregon serves a dual purpose as the city's central business district and civic campus with city and county facilities. From a commercial standpoint, Downtown Oregon provides a mix of restaurants, cafés, shops, small offices, services, and auto-oriented businesses.

Beyond the downtown, the city has a few significant commercial corridors including Gale Street, Pines Road, Daysville Road, and the segment of Washington Street east of the river. These corridors also serve as Oregon's commercial growth areas.

The current business mix includes locally owned, regional, and national brands that cater to local residents and workers. Businesses are also boosted by the tourism drawn to Oregon, with visitors coming to the area for the Rock River, Rock River Trail and other bike trails, area state parks and forests, antique and specialty shops, camps and retreats, and a variety of special events, historic sites, and local attractions offered by a unique small town.

Based on community survey findings, respondents ranked local businesses, restaurants, and the downtown area among the top five best things about Oregon. Survey respondents also indicated that a greater variety of businesses, shopping, and restaurants as a need for the community. More specifically, the survey listed retail shops (75.4%), lodging (57.3%), and entertainment/cultural uses (56.5%) as the top three types

of development that there is "too little," indicating potential to grow these segments of Oregon's commercial mix. Personal services (28.9%) and restaurants/bars (24.8%) ranked lower but are viewed as other commercial categories that Oregon could continue to grow.

The general sentiment that more could be done to attract young adults and families opens up potential for businesses catering to their needs and interests. In addition, commercial growth should continue to support locally owned businesses and nurture entrepreneurs.

New commercial development is typically geared towards established areas. While downtown Oregon is fairly built out, there will always be opportunities to fill vacant sites or units. The city's existing commercial corridors have greater opportunities to accommodate new commercial development.

Concentrating commercial development along existing commercial corridors will strengthen these areas and avoid a disconnected patchwork of commercial uses scattered all across the community, which would detract from community character and neighborhood stability.

This approach will reduce the cost of development by extending infrastructure along major roadways rather than scattered areas. Transportation services are also easier to provide to focused areas.

Example commercial businesses and services (from top left): fast casual restaurants, cafés, and bakeries; brunch spots; grocery stores; family restaurants; pet services; boutique or specialty shops; youth-centric businesses like indoor play areas, creative arts, sports and recreation, etc.; farm-based businesses represented at the local farmers market; personal care businesses like yoga, pilates, massage therapy, etc.; experience-based businesses like Pinot's Palette; locally-owned businesses; food trucks.



DEVELOPMENT TYPOLOGIES

Office

FUTURE LAND USE CATEGORIES

- Commercial
- Industrial

As part of a larger economic development strategy, offices fit into a particular segment of a community's employment base, particularly in the context of business districts and industrial areas. While office and business parks are typically home to corporate headquarters, professional offices, and financial services, they are increasingly making room for unique tenants, including the examples illustrated below.

Such uses -- including tech startups, healthcare, life sciences, academic spaces, research and development, coworking and flexible office spaces, makerspaces, and business incubators -- can diversify the tenant mix of an office or business park, provide spaces for local entrepreneurs,

and enhance the availability of employment opportunities.

While small offices for users like doctors, dentists, insurance agencies, and realtors may find spaces in downtown Oregon, office users of various sizes may find greater opportunities in other areas marked for commercial and industrial growth on the Future Land Use Plan Map, particularly in the far southern portion of the community and the area west of the river.

Results from the community survey findings show that only a small percentage (9.1%) of current businesses in Oregon had plans to expand. However, more than half (57.6%) of those businesses indicated that they may expand their operations in

Oregon. Aspects like parking, telecommunications, and limited availability of large sites are the most common limitations to potential new or expanded businesses.

Coordination with broadband providers can enhance Oregon's internet infrastructure to serve offices, businesses, schools, and homes. This includes Frontier's installation of 70% door to door fiber.

These opportunities to grow the office market in Oregon will help increase the local jobs base. In addition, office and business parks can enhance their attraction to the younger segment of the workforce by offering elements like connected bike paths, outdoor collaboration spaces, flexible

workspaces, and access to food trucks from local restaurants and cafés.

Many of these office environments cater to entrepreneurship, creativity, and creation, which often thrive where similar or supportive businesses can collaborate in shared spaces and access shared amenities like conference rooms, printing and production supplies, private meeting spaces, kitchens with dining areas, and administrative support staff.

Coworking spaces and business incubators often serve as springboards for fledgling businesses and entrepreneurs to start small before branching out into larger spaces elsewhere in the community.

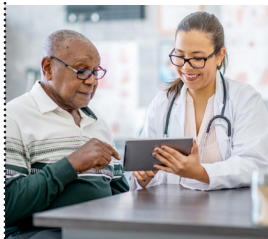
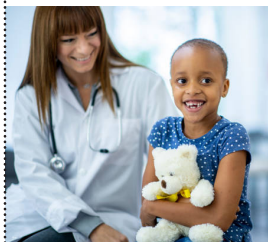
Healthcare, including hospitals, clinics, and training centers, may be attractive to serve a growing senior population, offer specialized services, and create competitive advantages in the region.

Nearby colleges and universities may seek to expand their footprint in unique office settings with academic programs and job skills training relating to local industries.

Makerspaces support creators and creative minds of all ages, from at-home hobbyists, amateur builders, and gamers to school STEM classes, robotics teams, and innovation labs.

Office and business parks are increasingly accommodating recreational spaces like youth swimming pools, gymnastics, indoor soccer, baseball/softball clinics, trampoline parks, climbing gyms, etc.

Even the pickleball boom is finding a home in office and business parks.



Tech startups, life sciences, and research and development uses often provide a suite of meeting spaces, resources, and amenities to recruit top-tier talent and like-minded businesses.



DEVELOPMENT TYPOLOGIES

Industrial

FUTURE LAND USE CATEGORIES

Industrial

If development opportunities build out as illustrated, industrial is projected to have one of the most significant increases. In particular, industrial is projected to increase by more than double from 5.2% of Oregon's current land use mix to 11.0% of future land use within the city's 1½-mile planning area.

The current industrial base in Oregon may provide insight into the type of industrial enterprises that may be attracted to the area. Located east of the Rock River at the far southern end of Daysville Road, Etnyre is an international leader in asphalt roadbuilding, including the manufacturing of equipment and products for the industry. Other industrial enterprises in similar or complementary industries may find benefit in locating towards a global industry leader like Etnyre.

Woods is another major enterprise situated at the southern end of Oregon's planning area. Similar to Etnyre, Woods could attract complementary industries relating to the manufacturing of machinery and parts for the agricultural, landscape, and light construction markets. The metal fabrication cluster in Oregon and Mt. Morris could also attract similar or complementary industry.

The railway system running through Oregon's southern end also opens up opportunities for industrial uses that would find positional advantage from locating along these rail lines. The Future Land Use Plan Map illustrates all three industrial growth areas along the railway system: (1) southwest growth area around Unimin Corp served by Devils Back Bone Road; (2) south central growth area along the southern stretch of TL Route 2; and (3) southeast growth area near Etnyre served by Daysville Road.

Industrial sites can take a variety of forms and sizes. While industrial buildings will generally occupy a sizable footprint, they can be designed in such a way that adds positive value to the city's character and integrates natural features into their site design. Etnyre does this by weaving its buildings among significant woodlands.

Traditional industrial uses like manufacturing and industrial are shown on this page, particularly highlighting Etnyre and Woods. Opportunities for hybrid industrial/commercial uses are described and illustrated on the next page.

Industrial options that may be appropriate for a community like Oregon include manufacturing relating to agricultural and heavy industrial machinery and supplies, such as business like Etnyre and Woods. These two enterprises represent industrial leaders in Oregon and point to metal fabrication as a core specialty of the Oregon area. Same with silica mining, which is an established and growing industry in the area.



DEVELOPMENT TYPOLOGIES

Hybrid Industrial/Commercial

FUTURE LAND USE CATEGORIES

Industrial

Hybrid industrial/commercial enterprises are becoming more prominent by providing product creation, warehousing, and sales under a single roof. This model reduces transport and infrastructure costs, as well as attracts customers curious about the source and production of the items they purchase. The sales area or showroom typically occupies less than 20% of the building, with product creation and warehousing comprising the remaining floor area.

Examples from Illinois include the WeatherTech Factory Store in Bolingbrook, Ashley Furniture HomeStore in Romeoville, and "Save"ty Yellow Products in St. Charles. In particular, the WeatherTech Factory Store is known for providing a showroom for customers to view, test, and purchase car products, while the manufacturing and warehousing components are situated in the remainder of the building.

Another popular example of a hybrid industrial/commercial use is a brewery or winery with a restaurant or tasting room component like Ogle County Brewing in Oregon, Two Brothers Tap House in Warrenville, Door 4 Brewing Company in Decatur, White Oak Brewing in Normal, and Obscurity Brewing in Elburn. Ogle County Brewing also expanded their business to canning in the site next door.

These hybrid enterprises may be part of an industrial area, office or business park, or commercial area, depending on their footprint, need for truck access, and other aspects.

Examples of hybrid industrial/commercial enterprises include: a warehouse with showroom component like the WeatherTech Factory Store in Bolingbrook (top); a brewery with a restaurant or tasting room component like Ogle County Brewing in Oregon (bottom).



TRANSPORTATION

Oregon’s roadway network is served by two state roads, IL Route 2 (north/south) and IL Route 64 (east/west), which provide regional access within Ogle County and to the broader region. Primarily located west of the Rock River, Oregon’s core historically developed as a traditional grid network. With two state roads serving as arterials and a network of local roads, the city has a well-connected roadway network that position Oregon well to support its economic development goals and provide stability to neighborhoods as the community grows.

As illustrated on the Transportation Plan Map in Figure 4.4, the existing transportation network serving Oregon provides a solid foundation that can be reinforced with periodic improvements and strengthened connections to the regional transportation system. Stemming from Ogle County’s significant bike culture, Oregon continues to evolve into a pedestrian- and bike-friendly community that provides safe access and mobility for people of all ages and abilities. This includes ADA-compliant facilities at crosswalks, parking lots, and entry points to buildings. All of these transportation elements collectively enhance Oregon’s attraction as a popular destination to build new homes, establish new businesses, provide jobs, and advance local and regional tourism.

TRANSPORTATION ELEMENTS

ROAD NETWORK

Oregon’s road network is defined by the following road classifications:

- **Arterial Roads:** IL Route 2, IL Route 64, River Road, Daysville Road, Pines Road
- **Collector Roads:** Monroe Street, Oregon Trail Road, Jefferson Street, Hawk Drive, Adams Street, Webster Street, 2nd Street, 10th Street
- **Local Roads:** All other roads

IL Route 2 connects Oregon to Byron to the north and Dixon to the south. IL Route 64 connects Oregon to Mt. Morris to the west and Rochelle to the southeast via IL Route 251. In addition, IL Route 64 connects to I-39, which is about 15 miles due east.

Proper roadway classifications help ensure safe and efficient movement of vehicles to accommodate current traffic volumes and anticipate future increases as Oregon experiences growth and development. It also aids in capital improvements programming and in the designation of specialized traffic routes, such as designating specific roads for truck traffic as Oregon accommodates industrial growth.

The city continues to make improvements to the road network, primarily utilizing funding from a 1% sales tax and the Rebuild Illinois program. Current and future improvements include road reconstruction, resurfacing, sealing, intersections, and parking lanes along IL Route 64 in coordination with IDOT.

SIDEWALKS & TRAILS

Small towns like Oregon are generally viewed as being relatively friendly to pedestrians and bicyclists, even if infrastructure like sidewalks and bike paths are not available or fully built out in certain areas. For example, not all neighborhoods and commercial areas have a complete network of sidewalks, which provides opportunities to fill in sidewalk gaps where deemed necessary.

Building out Oregon’s trail network is primarily coordinated with the Oregon Park District and Ogle County, including linkages to the county-wide system of greenways and trails. Existing trails include the Rock River Trail and trail segments serving schools, open spaces, and certain parks like Oregon Park East, Oregon Park West, and Fairgrounds Park.

Produced through a partnership between the City of Oregon, Oregon Park District, and Forward Oregon, the Oregon Community Bike Trail covers about 7 miles of paved surfaces through Oregon West Park, Fairgrounds Park, and shared roadways through residential neighborhoods. This trail runs through Downtown Oregon and passes by various sculptures, historic sites, and other points of interest.

Whether designed as an on- or off-street facility, new trails should be built to connect disconnected segments and link neighborhoods to parks, open space, schools, commercial areas, and other amenities. Grants are available to fund trails, such as the ITEP grant from IDOT to build a trail from IL Route 64 to Lowden State Park.

OTHER TRANSPORTATION OPTIONS

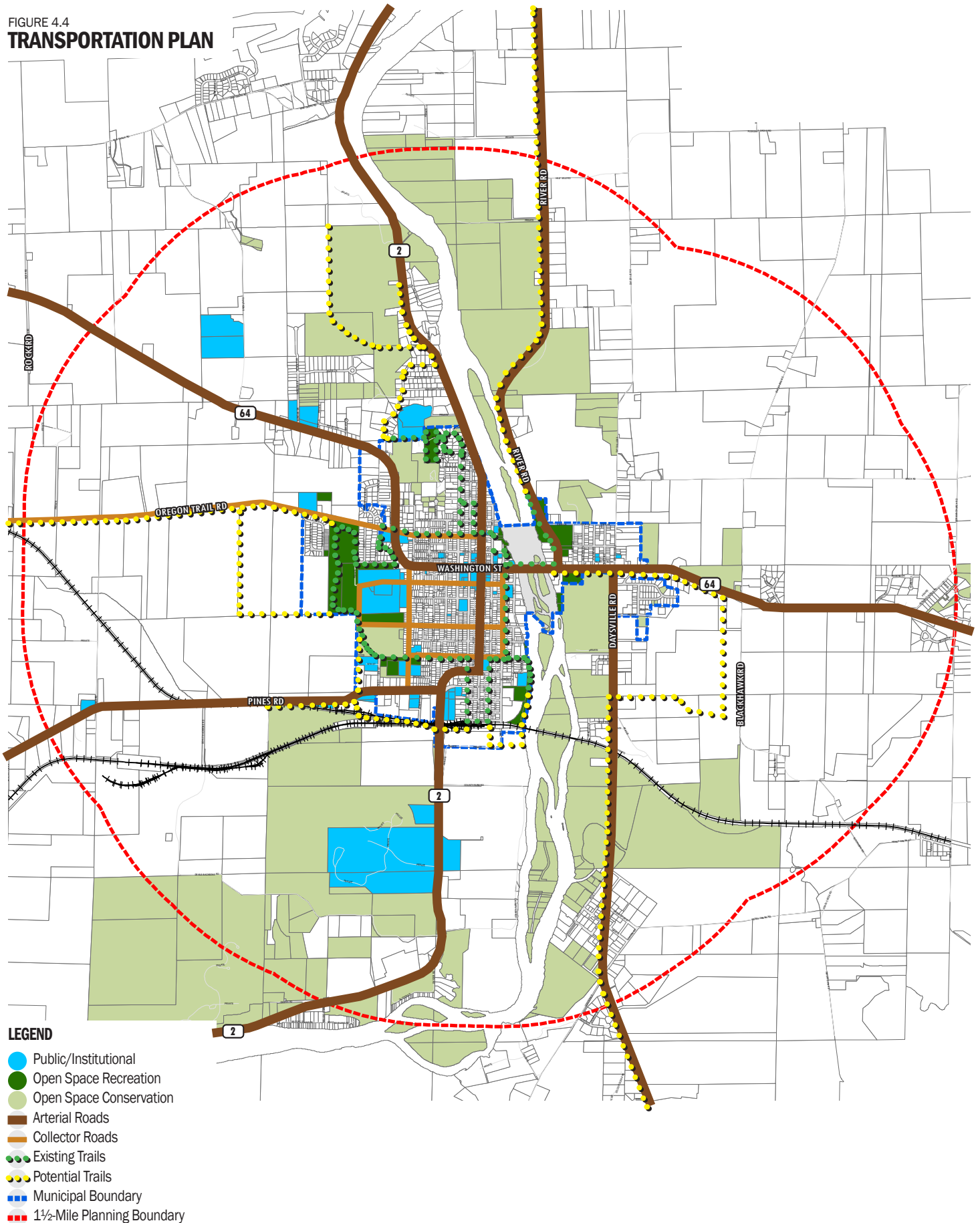
Oregon currently has limited transit options. Lee Ogle Transportation System (LOTS) provides curb-to-curb shuttle service providing rides for: employees to local employers; seniors, veterans, and disabled individuals; individuals accessing medical care; college students and children; and bus riders making connections to Greyhound’s I-88 and I-39 routes. LOTS is building a hub at Pines Road and IL Route 2.

To enhance Oregon’s transit access, a potential option to explore is microtransit, which is an on-demand shuttle service inspired by ride share platforms like Uber and Lyft. This emerging option is becoming more prominent in rural and underserved areas.

For air travel, the closest facility to Oregon is Chicago Rockford International Airport, which is about 21 miles to the north in Rockford.



FIGURE 4.4
TRANSPORTATION PLAN



PUBLIC FACILITIES, SERVICES & ASSETS

Public facilities and other community assets provide essential services, functions, resources, and institutions to the community. These public facilities, services, and assets meet the civic, cultural, social, recreational, educational, spiritual, and health needs of the community, which are summarized on the Public Facilities, Services & Assets Map in Figure 4.5. These elements are maintained and operated by a range of municipal, public, quasi-public, and private entities.

The city and its partners will continue to evaluate potential improvements and expansion to these facilities and services as Oregon continues to grow and develop. This will ensure they have sufficient capacity, are well-maintained, and are distributed equitably to serve the community.

National Register of Historic Places

Covering the downtown area, the Oregon Commercial Historic District is listed on the National Register for Historic Places. Earning this distinction in 2006, the Oregon Commercial Historic District is actually one of six sites in Oregon listed on the National Register. Oregon Public Library and Chana School are two others.

FACILITIES & ASSETS

SCHOOLS

Oregon Community Unit School District #220 serves students in Oregon and neighboring communities. Oregon Elementary School covers pre-school through 6th grade, while Oregon Junior/Senior High School covers 7th through 12th grades. In addition, the Oregon School District offers vocation training in partnership with Whiteside Area Career Center.

While current enrollment is around 1,400 students, Oregon School District has the capacity to serve up to 1,800 students. Despite some enrollment decline in recent years, changes in the city and student populations will need to be monitored to assess future space and programming needs. School expansion typically makes sense adjacent to existing schools; however, new school facilities may be built on new sites that could be acquired by the School District.

The University of Illinois operates one of its extension facilities in Oregon. Northern Illinois University operates the Lorado Taft Field Campus in Lowden State Park. Other higher learning opportunities are available across the region, including in Rockford.

995

Projected additional students based on full buildout of the Future Land Use Plan adding 2,446 more residents to the city's present population. With the capacity to serve up to 1,800 students and a current enrollment of 1,400, the School District will need to develop plans for expanding its facilities to accommodate an increased student population as the overall city population grows.

PARKS & RECREATION

Oregon Park District manages the local park system, which covers over 155 acres of park space across eight (8) parks. Oregon's parks provide a variety of sports facilities, recreational spaces, activities, and amenities for all ages. Carnation Park, Jack's Landing, and Kiwanis Park provide waterfront access to the Rock River.

Additional recreational opportunities are available at local schools, Nash Recreation Center, Lowden State Park, and Silver Ridge Golf Course.

Oregon Park District is currently implementing its 2017 Master Plan, which includes a 10-year action plan for park facilities and infrastructure improvements through 2027.

Population growth will generate demand for more park space and recreational opportunities, as summarized below. While the current park system will be able to serve a growing population, the city should work with the Oregon Park District to continually evaluate the potential to provide new or expanded park sites.

70.1

Projected total park acreage based on applying the national standard park ratio (11 acres of parks per 1,000 residents) to the overall city population projection of 6,373 generated by full buildout of the Future Land Use Plan. With 155 acres of existing parks, the city's present supply of parkland is more than enough to serve future growth. This is a testament to the park system being one of Oregon's strengths.

CIVIC USES

Downtown Oregon is a central hub for civic uses, including City Hall, Oregon Public Library, the Police and Fire Departments, and the U.S. Post Office.

As the county seat of Ogle County, Oregon is home to county services housed in the historic Ogle County Courthouse and other downtown buildings. Ogle County's Judicial Center is located across the street separate from the historic courthouse. In addition, the Courthouse Square is a key asset in the heart of the community.

Around the time of the 2016 Comprehensive Plan, Ogle County adopted a 50-Year Property Acquisition Plan to guide future land acquisitions to accommodate long-term needs. This would presumably include expansion of Ogle County's footprint in Downtown Oregon, which should be taken into consideration as the city evaluates potential impacts on downtown businesses, services, and other civic uses.

As Oregon continues to grow and make room for new development, the civic uses must also adjust to adequately serve residents, businesses, and property owners.

OTHER FACILITIES & ASSETS

Oregon is home to a variety of other facilities and assets that add to the city's attraction and define the community's character. Located downtown, Oregon Coliseum was revamped in recent years to provide community space and house the Coliseum Museum of Arts, Antiquity, and Americana (CMAAA).

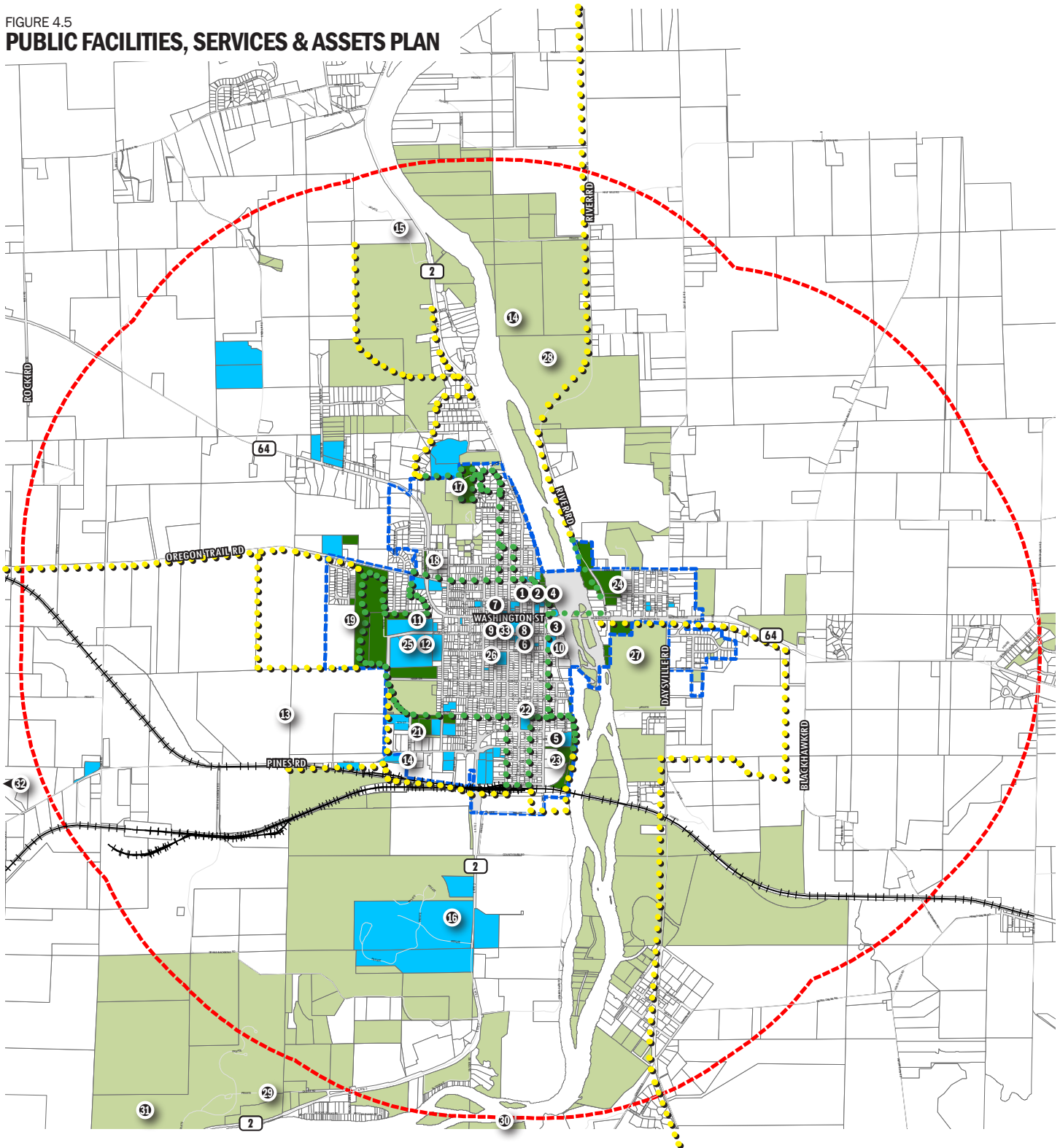
In addition to the historic sites listed on the National Register of Historic Places (see above), other historic sites include Oregon Train Depot Museum, Ruby Nash Home, Ogle County Courthouse Square, Stronghold Castle, and Conover Square (former Schiller Piano Factory). Several other historic buildings are located in the Oregon Commercial Historic District.

Oregon has a small network of healthcare and senior care facilities. There is room for growth as the region's senior population continues to increase and health needs are met by both general and specialized providers. New senior care facilities would help provide additional senior services and housing options that meet specific senior needs.

The community is well served by religious and spiritual institutions, including several churches and cemeteries. The area's two retreat centers and campgrounds along the Rock River are two other major visitor attractions. Sculptures and other public art are prevalent assets in the community.



FIGURE 4.5
PUBLIC FACILITIES, SERVICES & ASSETS PLAN



LEGEND

- Public/Institutional
- Open Space Recreation
- Open Space Conservation
- Existing Trails
- Potential Trails
- Municipal Boundary
- 1½-Mile Planning Boundary

Civic Uses

- 1: City Hall
- 2: Police Department
- 3: Fire Department
- 4: Public Works
- 5: Wastewater Treatment Plant
- 6: Oregon Public Library
- 7: U.S. Post Office
- 8: Ogle County Courthouse
- 9: Ogle County Judicial Center
- 10: Ogle County Sheriff's Office

Schools

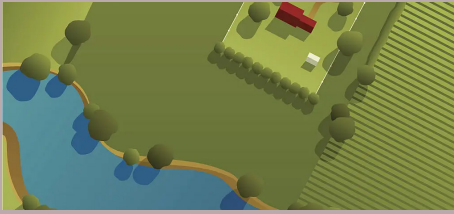
- 11: Oregon Elementary School
- 12: Oregon Junior/Senior High School
- 13: University of Illinois Extension
- 14: NIU Lorado Taft House Campus

Other Community Assets

- 15: Stronghold Camp & Retreat Center
- 16: Lutheran Outdoor Ministries Center

Parks, Open Space & Recreation

- 17: Fairground Park
- 18: Williams Park
- 19: Park West
- 20: Kiwanis Park
- 21: Lion Park
- 22: Mix Park
- 23: Carnation Park
- 24: Park East
- 25: Blackhawk Center
- 26: Nash Recreation Center
- 27: Oregon Country Club
- 28: Lowden State Park
- 29: Castle Rock State Park
- 30: Lowden Miller Forest
- 31: Fell Nature Preserve
- 32: White Pines Forest State Park
- 33: Phelps Community Plaza



AGRICULTURAL LAND

Agricultural land is considered one of Oregon's key natural resources, particularly with a significant amount of rural land and active farms in the area. In addition, agriculture contributes to the diversification of the local and regional economies. The protection of agricultural land around Oregon has multiple outcomes including:

Growth Management

Taking a proactive approach to the preservation of agricultural land around all sides of Oregon's municipal area will enable the community to create a de facto growth management boundary that protects agricultural resources, curtails sprawling development, and encourages infill and adaptive reuse of existing properties.

Economically Viable Farming

Supporting research and technology needed to cultivate new uses of agricultural products will help keep farming viable by developing markets and attracting industry that support agriculture in the region.

Farm-to-Table Local Food Sourcing

Providing locally sourced food from the fields around Oregon to stock the kitchens of restaurants in the region and enable small food vendors to sell products at farmers markets, local shops, and online sales.

Farm-Style Design

Catering to Oregon's rural small town heritage provides opportunities for a farm-style aesthetic in architectural and site design practices, which are becoming more prevalent to create a unique identity rooted in the history and culture of the community.

It is important to note that land which is currently agricultural in nature will remain that way until a property owner is willing to sell their land for the purposes of new development, even if the Future Land Use Plan designates such land for non-agricultural purposes like residential, commercial, or industrial.



NATURAL RESOURCES

The character of Oregon is significantly defined by the natural environment, which provides green spaces, preserves the local ecosystem, supports stormwater management, and provides recreational opportunities for residents and visitors alike. With a diversity of assets like the Rock River, other tributaries, state parks, and extensive greenways and woodlands, local stewardship of the natural environment is encouraged to elevate the community's commitment to protect environmental features and conserve open space.

Protection of natural resources can help with the preservation of Oregon's small town feel, particularly adding to a natural green buffer around the community to curtail sprawling development and integrate natural features into site design. It will also guide the city's capacity to sustainably manage growth and development in the future. The Natural Resources Plan Map is provided in Figure 4.6.

NATURAL RESOURCES

ENVIRONMENTAL FEATURES

The Rock River is Oregon's most prominent environmental feature, with woodlands and greenways defining the riverfront and its various islands. Located at the south end of the community, the Kyte River and Gale Creek are two other waterways that feed into the Rock River. These three waterways contribute to natural stormwater management, wildlife habitats, and passive recreation.

The community has a few smaller bodies of water, including natural ponds and stormwater detention ponds. Floodplain is primarily situated along the Rock River and other waterways. Wetlands are generally situated near major waterways and areas with varying levels of depressions in the land.

Significant woodlands are primarily located along the Rock River and the other waterways, as well as around Lowden State Park and the city's northern section west of IL Route 2.

As new development occurs in Oregon, it will be critical to evaluate potential impacts on the waterways, floodplain, woodlands, and other natural features. This includes exploring best practices in stormwater management that are appropriate for Oregon. The city has also made the commitment requiring any development along the river to include public access.

OPEN SPACE

Open space conservation enables Oregon to protect the natural ecosystem and provide passive recreation spaces. In addition to local parks, the most notable open spaces include the greenways along the Rock River and other waterways, as well as Lowden State Park. Additional open spaces are located in other state parks in the vicinity like Castle Rock State Park, Lowden/Miller State Forest, White Pines Forest State Park, Nachusa Grasslands, and Byron Forest Preserve.

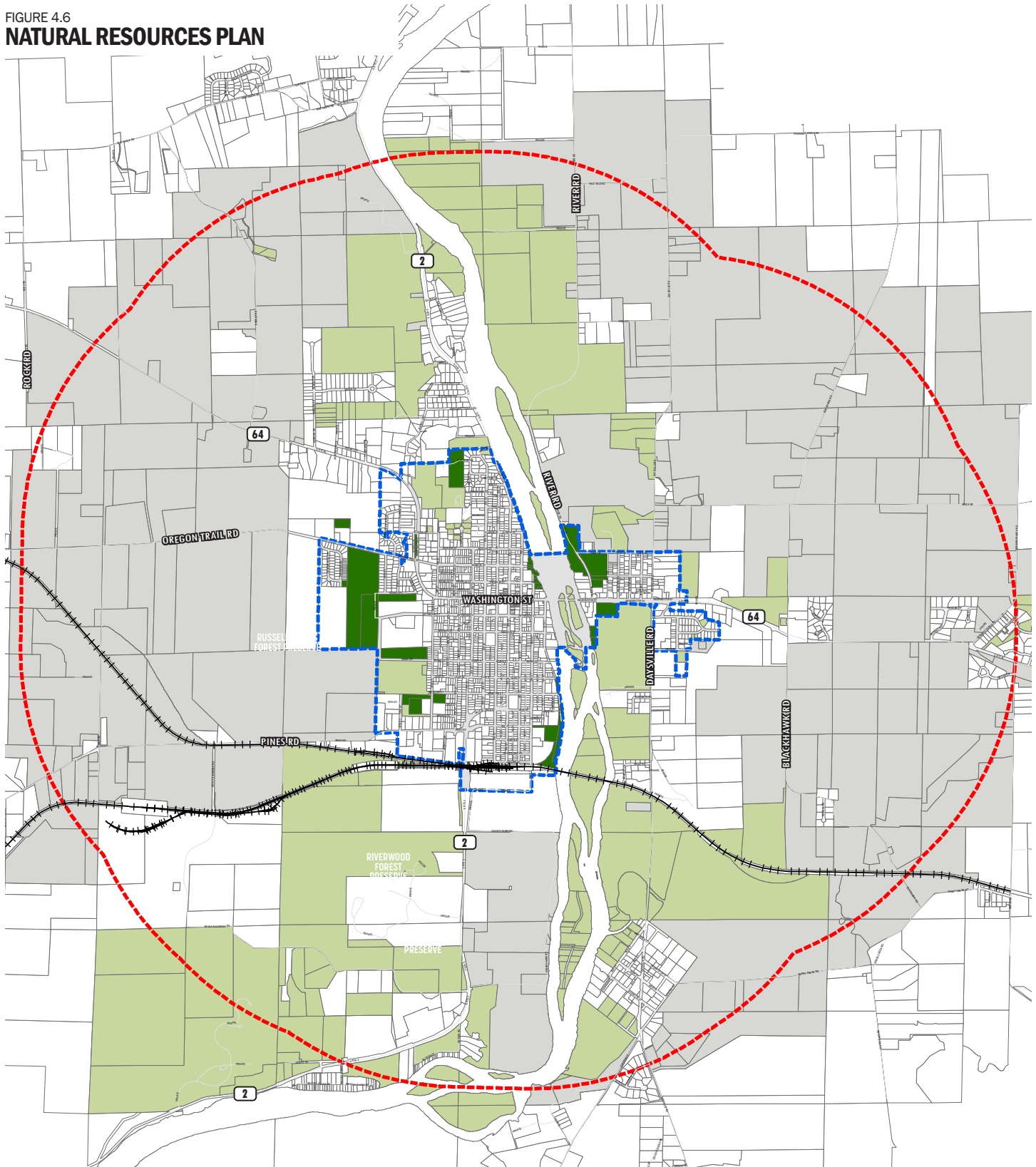
Other elements that add to the city's open space system include:

- Green space along trails
- Landscaped or naturalized parkways in street rights-of-way
- Stormwater management facilities like detention/retention ponds, bioswales, rain gardens, etc.
- Conservation easements or areas
- Peripheral open spaces

In addition, open spaces generally include community spaces such as civic squares, plazas, etc. While these types of spaces are open to the general public, they may be located on either public or private property.

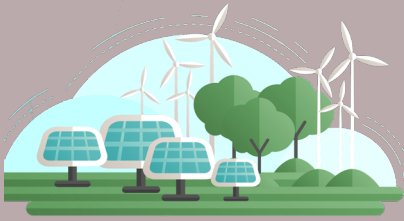


FIGURE 4.6
NATURAL RESOURCES PLAN



LEGEND

- Open Space Recreation
- Open Space Conservation
- Agricultural
- Municipal Boundary
- 1 1/2-Mile Planning Boundary



RENEWABLE ENERGY

Energy generation and consumption that are environmentally responsible should be considered as Oregon seeks to grow and develop in a sustainable manner. As described below, the city can continue taking steps to advance the community's commitment to renewable energy, including updating existing standards in its Unified Development Ordinance (UDO).

While renewable energy approaches can be incorporated at a larger community scale, they also enable individual property owners to play a role in being energy conservation stewards and making their own properties more sustainable.

Solar Energy

Many communities establish zoning standards to regulate solar farms and other solar energy systems at different scales. Oregon should update its Zoning Code to properly regulate solar energy systems, while also consider allowing solar farms within its municipal boundaries or planning area with county coordination. Vacant or agricultural land could be suited for solar farms. Solar farms may also be established as either a long-term use or an interim use. One potential resource to consider is the Illinois Solar Model Ordinance that is being prepared by the Great Plains Institute.

Wind Energy

Similar to solar energy, communities are also providing wind energy standards in their Zoning Codes, including wind turbines. Oregon should update its Zoning Code to provide standards that cover wind turbines and larger wind farms that may take up larger parcels of land.

Electric Vehicles

One of the Access and Mobility objectives is to "encourage the provision of electric vehicle charging stations." Another Zoning Code update should include the addition of regulations for electric vehicle (EV) charging stations and other infrastructure. Beyond the Zoning Code, the city should also assess how EV charging stations can be used as an economic development tool to attract EV drivers to visit local businesses as they wait for their vehicles to charge.



UTILITIES & INFRASTRUCTURE

Oregon is generally well served by water, sewer, and wastewater utilities, which will need to be continually monitored as the city grows and develops. Expansion of services and new infrastructure may be needed to accommodate such growth, particularly in cases where the city annexes land and intends to serve them with municipal utilities.

UTILITIES

WATER & WASTEWATER

Oregon is generally well served by water and wastewater utility service, including the following facilities:

- 4 water well houses
- 3 water reservoirs
- 1 public water storage facility
- 1 wastewater treatment plant
- 20+ miles of water mains
- 24+ miles of sewer mains
- 5 sewer lift stations (the Settlers Ridge development will add a 6th lift station)

Oregon's Water Department recently replaced the main supply of air at the wastewater treatment plant. In addition, the Water Department continues to take a phased approach to replace water mains throughout the city.

The city's ongoing commitment to modernize and upgrade water and sewer infrastructure will be critical to efforts ensuring new developments and growth areas are well served by utilities without overburdening existing systems.

STORMWATER

Stormwater detention/retention ponds are typically included as part of new development, particularly residential and industrial sites that cover a significant amount of land. These detention/retention ponds contribute to stormwater management.

The city should continue to promote best management practices (BMPs) for stormwater management, including native plantings, bioswales, rain gardens, and other methods. BMPs help to decrease stormwater runoff, improve water quality in downstream creeks, reduce long-term maintenance costs, and minimize impacts on farmland and environmentally sensitive areas.

Native plantings are encouraged in detention/retention ponds to further enhance their capacity for stormwater management. They are also encouraged on private properties and in public areas like open spaces, utility corridors, and rights-of-way to provide for natural water filtration, reduced water consumption, wildlife habitats, and reinforcement of Oregon's rural character.

TELECOMMUNICATIONS

A strong telecommunications system has progressively become a critical facet of a community's infrastructure. This is increasingly apparent with more people working and learning from home, which requires reliable internet service to ensure residents, workers, and students can interact and access resources.

From an economic development perspective, internet service is an important infrastructure element that supports existing businesses and employers, as well as attracts new ones, to support their day-to-day activities and steadfast commerce.

According to the Illinois Department of Commerce and Economic Opportunity (DCEO), Oregon is presently served by varying levels of internet service from different providers. Internet service generally comes in the form of varying broadband infrastructure, including fixed and wireline, fiber, cable, DSL, and fixed wireless. Service gaps can likely be filled as major development and growing community needs call for expanded service.



Photo Credit: Oregon Illinois Photography

COMMUNITY DESIGN

Community design is one of the nine goals identified in the Community Framework (Chapter 3):

Oregon will enhance its community character by encouraging quality design of the built environment and protecting the natural environment.

Based on this goal, community design is intended to enhance the physical form and appearance of the community, preserve the city's small town character, and protect the natural environment.

The community design principles and strategies summarized below and on the following pages are adapted from Oregon's 2016 Comprehensive Plan, with appropriate updates to support objectives and strategies outlined in this 2023 Comprehensive Plan Update. These strategies form a solid framework that the city should consider when preparing a more defined set of design guidelines and codifying the guidelines in appropriate sections of the Zoning Code, per Objective 8.1 in the Implementation Plan in Chapter 5.

CITY APPEARANCE

A range of coordinated tasks could be undertaken to implement a broad community appearance enhancement initiative. The first task would be to more clearly define specific features of such a program, which may include the design elements listed below. Each design element includes reference to the relevant objectives and strategies in the Implementation Plan in the next chapter. Any combination of these elements would benefit the city by actively pursuing ways to strengthen the appearance and character of Oregon.

- **Community Branding** (see Objective 8.1)
- **Gateway and Wayfinding Signage** (8.1)
- **Streetscape Design**, potentially integrated with a Complete Streets policy (2.4, 5.3, 7.2, and 8.1)
- **Public Art**, see column on right (8.2)
- **Historic Preservation**, see column on right (1.4, 5.4, 8.3)
- **Tree Cover**, including the potential for a establishing a city wide tree planting and maintenance program and participating in Tree City USA (6.4)
- **Rock River Enhancements**, potentially including the enhancement of scenic views and the river bridge (1.1, 5.1)
- **Ordinance Review**, as a means to increase the required level of aesthetics through such mechanisms as site plan review, appearance review, and landscape and tree preservation standards (8.1, 8.4)



HISTORIC PRESERVATION

With six sites on the National Register of Historic Places, the city should continue exploring the potential to establish a Historic Preservation Commission to oversee preservation efforts. Such a commission would help the city maintain the many high quality historic properties in Oregon that add to the community's character, enhance the tourism experience, and support economic development efforts.

One particular preservation effort relates to the historic train depot, including restoration, addition of a viewing stand, and linkage to the local and regional trail network. Trains are a major tourism draw for history buffs and train enthusiasts alike, so such efforts would provide the added benefit of boosting tourism.

Programs and ideas should be explored to encourage an appreciation of Oregon's architectural heritage, including voluntary actions to support the historic character of the city's older residential areas. This could include the potential to expand the Oregon Commercial Historic District or create new historic districts. Potential components of this initiative could include distributing information on preservation, tracking building department inquiries, and hosting 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.



PUBLIC ART

The city's Public Art Commission is a crucial piece to advancing public art in Oregon. There are three additional approaches that the city could pursue to support public art and encourage development of the arts:

- Through coordinated programming and marketing efforts, particularly to help cultivate a cohesive local arts community;
- Within the context of larger and more formal arts organizations with expansive reach and supportive resources; and
- Through the cultivation of cultural tourism.

To have an impact, any of these approaches may require the creation of either a part-time or full-time salaried position within Oregon, Ogle County, or shared among neighboring municipalities. This may also involve coordination with one of Oregon's five museums: CMAA, Public Library, Ruby Nash, Chana School, and the Depot Museum.

An example of a successful regional initiative is the ArtsRoad 46, which is a cooperative effort by Columbus, Nashville, and Bloomington in central Indiana promoting performing arts, public art, and visual arts. Oregon and others in the region could promote a similar cultural and arts cooperative within the Rock River Valley, and explore the creation of a potential Rock River Arts Trail, including the establishment of a regional organization to market and manage cultural activities, arts programs, and artists in residence.



COMMUNITY DESIGN

COMMUNITY ENTRIES & GATEWAYS

From a community entry perspective, residents and visitors primarily experience Oregon via IL Illinois Route 64 and IL Route 2, as well as River Road, Pines Road, and Daysville Road. As the city maintains and develops these corridors, a unified design theme should be pursued to create a stronger sense of place and reinforce a cohesive identity for Oregon.

A number of factors contribute to the appearance of such corridors, including land use, density, open space, landscaping, streetscape design, parking, architecture, infrastructure, and multimodal access and circulation. Signage also has a considerable influence on the character of road corridors.

While the city maintains welcome signs at various points of entry into Oregon, there are opportunities to establish additional design elements to serve as entry point markers or gateways into the community. The design of such entry point markers and gateways should be distinctive and of a significant scale to be noticeable from a distance.

The following elements should be considered when defining each type of entry point or gateway: distinctive accent plants; distinctive identity signs or banners announcing entrance to the community and special areas like downtown; and special or unique lighting fixtures to accent gateway features.



RESIDENTIAL DESIGN GUIDELINES

To ensure the design of neighborhoods respect the natural environment, creative and environmentally sensitive land planning is essential. The city should pursue the creation of a detailed set of illustrated residential design guidelines to clearly communicate the importance of creative site design to developers and builders. These residential design guidelines should build upon the basic guidelines outlined below.

Traditional Residential

- Minimize front yard setbacks 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.
- Apply consistency in the mix of materials on the façades of structures and garage doors and ensure they work harmoniously with adjacent materials.
- Enhance and maintain a strong definition of the public street with mature street trees, lighting, and continuity of building façades.
- Minimize the dominance of garages on the front façade of any residential structure, preferably arranging the garage door away from the street or placing the garage at the rear or side of a lot with proper access.

Multi-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.
- Avoid long, unbroken façades and box-like forms.
- Treat each street façade with the same level of formality afforded to single family home design.



COMMERCIAL DESIGN GUIDELINES

Commercial development is typically located at high-profile locations such as 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 and project a positive image for of the city. These commercial guidelines will provide a means to clearly indicate the city's design expectations to the development community. These commercial design guidelines should build upon the basic guidelines outlined below.

- Arrange freestanding singular commercial and service structures with their primary entry toward the street where access is provided.
- Place major façades and windows parallel to the street.
- Allow for historic district signs to be perpendicular to the building.
- Use roof lines that reflect the surrounding architecture.



COMMUNITY DESIGN

DOWNTOWN DESIGN

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 design guidelines that follow reflect elements and characteristics that reflect the physical quality that should be encouraged in downtown Oregon.

Site Design

- Establish maximum building setbacks, or build-to lines along commercial corridors in order to provide continuity and scale to the roadway.
- Locate structures, pedestrian walkways, and parking lot drive aisles to minimize pedestrian/vehicle conflicts and provides cross-access to adjacent properties.
- Provide common driveways for vehicular access to adjacent sites.

Parking

- Place parking areas to the side or to the rear of buildings along prominent road corridors.
- Separate parking areas from structures by either a raised concrete walkway or landscaped strip, preferably both; situations where parking spaces directly abut structures should be avoided.
- Provide landscaping in parking areas within the interior as well as perimeter areas of the site.
- Minimize the visual impact of parking lots on the streetscape.
- Locate large expansive paved areas between the street and the building, including the potential to create smaller multiple lots separated by landscaping and buildings.
- Provide adequate screening of parking lots adjacent to and visible from public streets through the use of berms, vertical landscaping, low screen walls, changes in elevation, and other screening methods.

Lighting

- Use different lighting techniques to provide illumination for the security and safety of on-site areas such as parking, loading, shipping and receiving, pathways, and work areas.
- Shield lighting to prevent light from spreading beyond the site boundaries.
- Direct building or pole mounted lights downward only.
- Direct floodlights intended to light signage, landscape features, and façades only at those features.
- Use environmental lighting to help protect the historic nature of city properties.

Architecture

- Screen equipment, whether on the roof, side of building, or ground, with the screening methods properly integrated with building design in terms of materials, color, shape, and size.
- Avoid blank front and side wall elevations on street frontages and long, unarticulated façades.
- Encourage varied front setbacks.
- Maintain continuity and rhythm with building materials and architectural styles.
- Provide incentive for franchise businesses to renovate or reuse high quality historic buildings.
- Ensure the choice of materials relate in character with surrounding properties, including the use of durable materials suitable for the building type.

Landscaping

- Define entrances to buildings and parking lots with landscaping, define the edges of various land uses, provide transition between neighboring properties (buffering), and provide screening for loading and equipment areas.
- Use appropriate buffering techniques such as setbacks, screening, and landscaping to mitigate negative visual impacts of dissimilar or incompatible uses on adjacent sites.

Signs

- Ensure signage is compatible with the building and site design relative to color, material, and placement.
- Encourage low monument signs that integrate landscaping.
- Provide signs that 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 wayfinding signs are readable from a car traveling on the street.
- Discourage exposed neon tubing for outdoor signs.

DOWNTOWN REVITALIZATION PLAN

The downtown area is planned to continue to function as the primary center of commercial and office activity. 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 attraction.

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 such efforts 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.

DOWNTOWN INCENTIVES

The city offers a variety of incentives for downtown improvement and development: façade grants, rent incentives, architect design samples for streetscapes. There are also special sign rules for the historic downtown.



COMMUNITY DESIGN

RIVERFRONT DESIGN

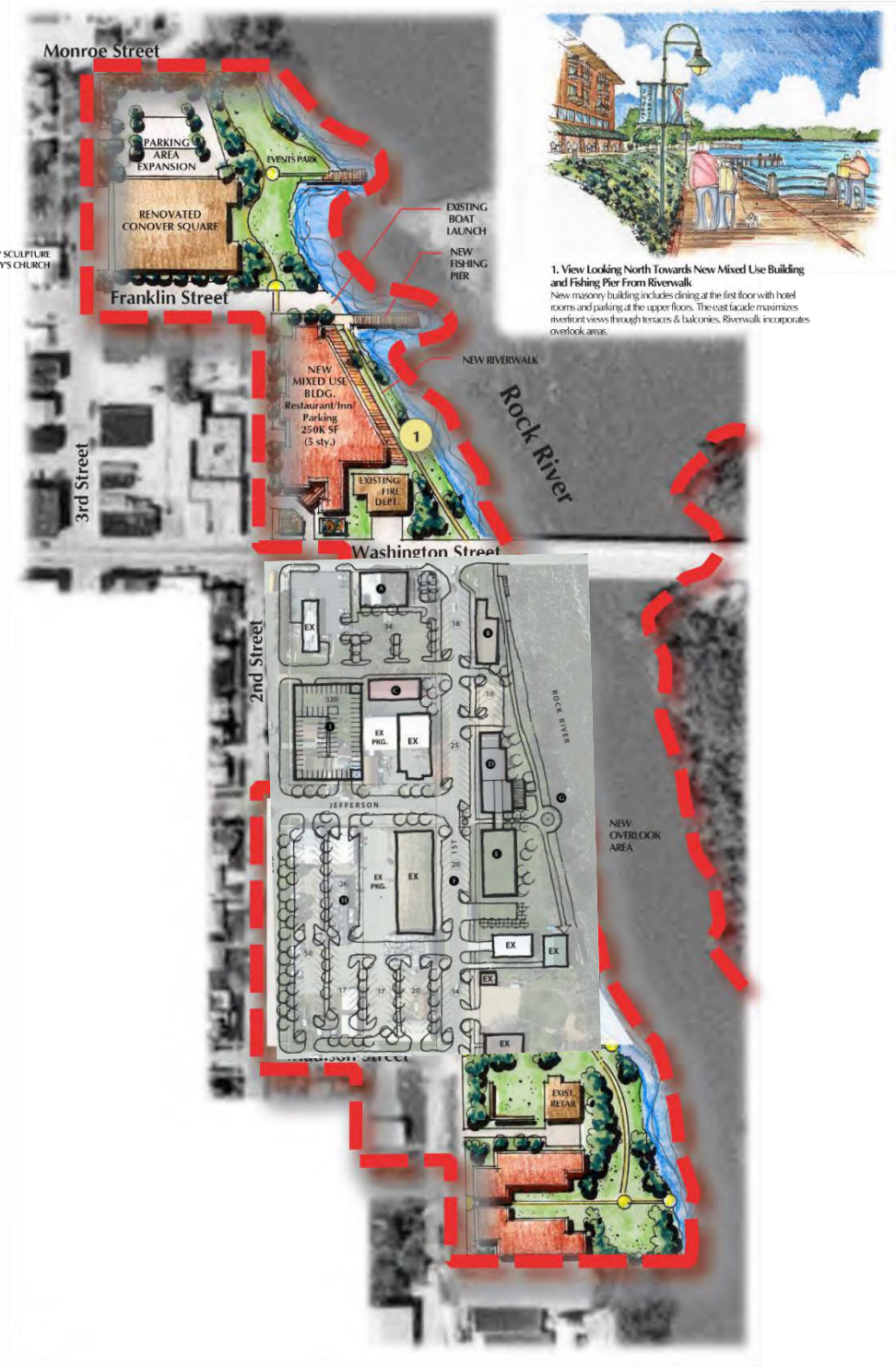
The riverfront provides a unique opportunity to encourage pedestrian and bicycle access to the banks of the Rock River. On the west side of the Rock River, riverfront access should include downtown Oregon and extend south to the railroad. East of the river, riverfront access should extend from Oregon Park East southward to the railroad. In all cases, river access will need to be coordinated with individual property owners, which may require establishing easements or providing publicly accessible trails or riverwalks. The maintenance of riverfront access is particularly important for any residential, commercial, or industrial development that may be proposed along the river.

The riverfront concept plan (2016) shown on the right was produced by Teska Associates, the consultant that prepared Oregon's two previous versions of the Comprehensive Plan. The concept plan is for illustrative purposes only meant to stimulate interest in and provide a framework for how riverfront access could be pursued along the Rock River. 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 for Oregon's riverfront.

Once the city and property owners commit to implementing any of the ideas expressed on the concept plans, more detailed plans will need to be prepared that relate to specific site conditions.

Riverfront design considerations include:

- The naturalistic setting of the Rock River should be reflected in the design of riverfront access. Native plant materials should be incorporated into the river's embankments as well as in adjacent areas further inland.
- The riverfront 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 downtown destinations.
- A potential events park towards the north would be framed by the existing stand of trees towards the west with views enhanced towards the river to the east. The central open lawn area would provide a place for informal use and community events.
- 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.



— [Click here](#) to access the 2016 City of Oregon Riverfront District Concept Plan and Zoning Ordinance Recommendations

City of Oregon Comprehensive Plan Update 2016
Riverfront Plan April 2016



Implementation

CHAPTER 5

The 2023 Oregon Comprehensive Plan is a critical tool for the city in realizing its vision and goals. However, it is only useful if the city actively pursues implementing it. The Implementation Plan presented in this chapter can help the city take appropriate steps to reach its goals.

City officials should consider the plan's vision, goals, objectives, and strategies when evaluating development proposals and community improvement efforts. The Implementation Plan in this chapter takes the goals and objectives from Chapter 3 further by adding recommended strategies that activate the plan with projects and tasks that the city can pursue to implement the plan. Potential resources are also listed to further guide city officials and local partners.



KEY PARTNERS FOR PLAN IMPLEMENTATION

Achievement of Oregon's vision and goals will be more successful when key partners collaborate and pool resources to implement the plan. These partners and their roles are described below.

CITY COUNCIL

The City Council sets policy for the community. Their approval is necessary to establish ordinances, allocate funds, enter contracts, and take other actions that support development and community improvement. Alderwomen and aldermen should be familiar with the plan and consider whether proposed actions will move the city towards achieving its vision and goals.

BOARDS & COMMISSIONS

The Planning Commission makes recommendations regarding the growth and development of the community, particularly ensuring proposals align with the Comprehensive Plan. They should be familiar with the plan and refer to it regularly in their deliberations. The Planning Commission should also educate developers and others who come before them on the relevance of the plan and encourage applicants to create proposals that enhance the city's ability to achieve its vision and goals. The Economic Development Commission may play a similar role with a more specific focus on commercial and industrial uses.

RESIDENTS

It is important that residents support the plan and are involved in its implementation. The city should make it easy for residents to be well informed on planning related issues and encourage them to participate in discussions, workshops, and other opportunities. Additionally, residents can participate in the implementation of specific elements of the plan by serving on committees, circulating information with their neighbors, volunteering their time, and sharing their expertise.

BUSINESS COMMUNITY

Local businesses can support plan implementation by communicating their needs to city officials. Business success is critical to Oregon's overall success, and communication between the private and public sectors is an important step in developing a business-friendly environment. Local financial institutions can support the plan by financing projects that align with it. Corporations can support the plan through their own site development and growth plans, as well as supporting the city's projects. Real estate professionals and developers should be mindful of the kinds of projects that align with the plan.

OGLE COUNTY

The city should continue to work closely with Ogle County to coordinate growth and development efforts. The county can provide technical support, data, and other resources that may be of value to the city. Where appropriate, Oregon's plan implementation efforts should be coordinated with the short- and long-range planning efforts of Ogle County, particularly the Planning and Zoning, Health, and Highway Departments.

OTHER AGENCIES & JURISDICTIONS

In addition to Ogle County, the city should collaborate with other agencies and jurisdictions to implement certain strategies. This includes, but is not limited to, Oregon-Nashua Township, Oregon Park District, Oregon Community Unit School District #220, and Blackhawk Hills Regional Council.

IMPLEMENTATION PLAN

TOPIC 1

Community Character



GOAL: Oregon will be a well-planned city with a diversity of living, working, and community support options that preserve the city's character, protect the natural setting of the Rock River Valley, promote local art, and sustain a safe, family-oriented community.

#	OBJECTIVE	STRATEGIES	RESOURCES
1.1	Designate and protect scenic views especially along the Rock River. PRIORITY: HIGH ●	<ul style="list-style-type: none"> Identify critical sight lines and develop regulations to protect them. Educate property owners and the public on the value of scenic views. Coordinate river view protection efforts with the Friends of the Rock River Trail Group. Evaluate and adapt river view protection strategies from other "Friends of" river groups. 	<ul style="list-style-type: none"> Protecting Scenic Views [LINK] Strategies for Protecting Views [LINK] Friends of The Rock River Trail Group [LINK] Rock River Trail [LINK] Friends of the Kishwaukee River [LINK] Friends of the Fox River [LINK]
1.2	Encourage well designed, walkable, and connected residential developments. PRIORITY: HIGH ●	<ul style="list-style-type: none"> Review and amend the Zoning Code with pedestrian-friendly standards, where appropriate. Coordinate sidewalk improvements with the continual creation of an interconnected city-wide trail network. 	<ul style="list-style-type: none"> AARP Walkability Solutions [LINK] Walkability in Small and Rural Communities [LINK]
1.3	Ensure that new commercial development is of high quality design and compatible with surrounding uses. PRIORITY: MEDIUM ●	<ul style="list-style-type: none"> Adopt and enforce design guidelines as described in the Community Design objectives in Chapter 4. Discourage strip and scattered commercial development. 	See Objective 8.1 in the Community Design objectives in Chapter 4
1.4	Enhance and highlight the city's historic character. PRIORITY: MEDIUM ●	<ul style="list-style-type: none"> Educate building and business owners on resources for historic structures. Identify potential landmark buildings and discuss process with owners. Design public spaces and streetscapes with historic character in mind. Consult Landmarks Illinois resources regarding historic sites. Prepare a downtown plan. 	<ul style="list-style-type: none"> Federal Historic Preservation Tax Credit [LINK] Historic Residence Assessment Freeze Law [LINK] Illinois Historic Preservation Tax Credit [LINK] Illinois Historic Preservation Division [LINK] Landmarks Illinois [LINK]
1.5	Provide appropriate locations for businesses through careful land use planning. PRIORITY: MEDIUM ●	<ul style="list-style-type: none"> Guide growth in accordance with the Comprehensive Plan. Educate the Planning Commission and City Council on how to consult the Comprehensive Plan as part of their regular order of business. Review impacts of proposed developments on population growth, school enrollment, scale of development, etc. Incorporate rural design elements where appropriate. 	<ul style="list-style-type: none"> APA Illinois Commissioner Training [LINK]
1.6	Focus attention on and improve city entryways, gateways, and other high visibility areas. PRIORITY: MEDIUM ●	<ul style="list-style-type: none"> Review and potentially improve entry and directional signs. Include city entryways, gateways, and other high visibility areas in the design guidelines described in the Community Design objectives in Chapter 4. 	See Objective 8.1 in the Community Design objectives in Chapter 4

IMPLEMENTATION PLAN

TOPIC 2

Residential Neighborhoods



GOAL: Oregon will expand the variety of high quality, attractive and safe neighborhoods with a friendly and comfortable ambiance, including the conservation and enrichment of existing neighborhoods, prudent development of new residential areas, and addition of workforce housing opportunities.

#	OBJECTIVE	STRATEGIES	RESOURCES
2.1	Encourage a mix of residential types including single-family, multi-family and planned unit development. PRIORITY: HIGH ●	<ul style="list-style-type: none"> • Ensure residential zoning districts allow for large lot homes and accessory dwelling units (ADUs) when updating the Zoning Code. • Utilize findings from the city's upcoming housing study to identify approaches and potential partnerships to build out existing residential developments, particularly those that are no longer managed by the original builder. • Meet with realtors annually to review market conditions. • Promote options for older residents at all levels of ability from independent living to nursing care. • Encourage additional age restricted (age 55+) senior living options to build upon the construction of Trestle Ridge. • Establish a goal for development of additional multifamily housing units. • Identify sites for additional residential units in and near downtown. • Explore missing middle housing (e.g., duplexes, triplexes, and multiplexes) as a continued aspect of Oregon's housing stock. • Amend PUDs and zoning to allow additional types of units to be built on lots in incomplete subdivisions. 	<ul style="list-style-type: none"> • Local realtors • AARP ABCs of ADUs [LINK] • AARP Missing Middle Housing [LINK] • AARP Housing Resources [LINK] • APA Equity in Zoning Policy Guide [LINK] • Main Street America: At Home on Main Street, A Housing Guidebook for Local Leaders [LINK] • US HUD YIMBY Grants [LINK]
2.2	Provide options for first time buyers at different income levels. PRIORITY: HIGH ●	<ul style="list-style-type: none"> • Ensure a range of housing options are permitted or special uses in the Zoning Code. • Encourage innovative housing development. • Maintain open communication with local realtors to understand the needs of homebuyers or renters. • Allow accessory dwelling units (ADUs) in most residential districts. • Encourage recycling of homes from older residents to younger. • Regularly update information on local wage rates. • Talk with employers about workforce needs. 	<ul style="list-style-type: none"> • Sample ADU Ordinance [LINK] • AARP ABCs of ADUs [LINK] • AARP Housing Resources [LINK] • APA Equity in Zoning Policy Guide [LINK] • Main Street America: At Home on Main Street, A Housing Guidebook for Local Leaders [LINK] • NYT Article: Alternative Senior Retirement Communities [LINK] • US HUD YIMBY Grants [LINK]
2.3	Foster friendly neighborhoods that are welcoming to residents of different ages and cultural backgrounds. PRIORITY: MEDIUM ●	<ul style="list-style-type: none"> • Support neighborhood organizations. • Encourage front porches. • Incorporate common spaces into neighborhoods. • Coordinate with the tree-related strategies outlined for Objective 6.4. • Support community activities like community gardens, Little Free Libraries, sports leagues, holiday celebrations, etc. 	<ul style="list-style-type: none"> • Little Free Library [LINK] • Starting a Community Garden [LINK]
2.4	Design neighborhoods to encourage bicycle and pedestrian movement both within the community and to adjacent communities. PRIORITY: MEDIUM ●	<ul style="list-style-type: none"> • Consider sidewalk and bike connectivity in plan reviews. • Coordinate neighborhood trails with the regional trail network. • Coordinate with additional strategies under Objective 3.3, which also relate to pedestrian trails, walkways and bike paths. 	<ul style="list-style-type: none"> • AARP Walkability Solutions [LINK] • Complete Streets [LINK]
2.5	Preserve and upgrade homes with historical and architectural value. PRIORITY: LOWER ●	<ul style="list-style-type: none"> • Support retention of housing stock through home maintenance programs. • Educate homeowners on repair assistance. • Identify historic homes. • Develop programs to assist in the preservation of historic homes. • Develop an optional plaque program for historic homes. • Add street or sidewalk identification of historic neighborhoods. • Supply assistance information to property owners with 2nd story residential. 	<ul style="list-style-type: none"> • Illinois Housing Development Authority [LINK] • Home Repair Assistance in Illinois [LINK] • IHDA Home Revitalization and Repair Programs [LINK] • Successful Models for Downtown Second Story Housing in Small Towns [LINK] • Small Town Mixed Use [LINK] • Municipal Home Improvement Programs [LINK] • Historic Residence Assessment Freeze Law [LINK]

IMPLEMENTATION PLAN

TOPIC 3

Transportation



GOAL: Oregon will have a balanced transportation system that provides safe and efficient access and mobility for motorists, pedestrians, and bicyclists.

#	OBJECTIVE	STRATEGIES	RESOURCES
3.1	Provide safe routes connecting all major public institutions, parks, open spaces, and business districts. PRIORITY: HIGH ●	<ul style="list-style-type: none"> Consider the 15 Minute City concept (see description below). Adapt Safe Routes to School principles on a community-wide basis. 	<ul style="list-style-type: none"> Guide to the 15-Minute City [LINK] Defining the 15-Minute City [LINK] 15-Minute City App [LINK] IDOT Safe Routes to School [LINK]
3.2	Improve safe and efficient access to the school complex. PRIORITY: HIGH ●	<ul style="list-style-type: none"> Ensure children can walk and bike to school safely. Consider walkability in plan reviews. Adapt Safe Routes to School principles on a community-wide basis. Build out bike infrastructure around town, including on-street bike lanes, shared use on trails, bike racks in commercial areas and parks, etc. 	<ul style="list-style-type: none"> IDOT Safe Routes to School [LINK] AARP Walkability Solutions [LINK] Walkability in Small and Rural Communities [LINK] Adding Bike Infrastructure in Small Towns [LINK] NACTO Bikeway Design Guide [LINK]
3.3	Provide safe and accessibly pedestrian trails, walkways and bike paths within and beyond the city. PRIORITY: HIGH ●	<ul style="list-style-type: none"> Apply for grant funds. Consider walkability in plan reviews. Coordinate trail connections to the regional trail network. Improve the City's sidewalks. Identify sidewalks that need improvement and any gaps in the sidewalk network. Develop a phasing program for sidewalk repairs. Develop a phasing plan to prioritize buildout of trail segments. 	<ul style="list-style-type: none"> AARP Community Challenge Grants [LINK] AARP Walkability Solutions [LINK] AARP Walk Audit Tool Kit Walkability Solutions [LINK] Illinois Trails Grant Program [LINK]
3.4	Ensure adequate parking is provided for all uses. PRIORITY: HIGH ●	<ul style="list-style-type: none"> Complete a parking study to determine supply and demand. Coordinate parking needs to make efficient use of parking lots. Include bike parking standards in the Zoning Code to ensure bike facilities are considered as part of proposed developments. Assess parking needs on an ongoing basis to respond with appropriate solutions, including expansion where needed. 	<ul style="list-style-type: none"> APA Parking Resources [LINK] ITE Parking Generation Manual [LINK] Parking Reform Network [LINK] CMAP Guide: Parking Strategies to Support Livable Communities [LINK] Essentials of Bike Parking Guide [LINK]
3.5	Connect commercial and residential projects with enhanced pedestrian and bicycle access to reduce congestion on major roads. PRIORITY: MEDIUM ●	<ul style="list-style-type: none"> Consider the 15 Minute City concept (see description below). Ensure proposed developments provide sidewalks and connections to adjacent sidewalks and trails. 	<ul style="list-style-type: none"> Guide to the 15-Minute City [LINK] Defining the 15-Minute City [LINK] 15-Minute City App [LINK] Multimodal Streets [LINK] Small Town and Rural Areas Guide [LINK]
3.6	Design local roads to reduce speeds, increase safety, and minimize traffic flow through neighborhoods. PRIORITY: MEDIUM ●	<ul style="list-style-type: none"> Identify dangerous locations on local roads. Participate in County-wide transportation planning efforts. 	<ul style="list-style-type: none"> US DOT Local Road Safety Planning [LINK]

15-MINUTE CITY CONCEPT

The 15-minute city is an emerging urban planning concept where community members can access most day-to-day necessities and services (e.g., work, shopping, education, healthcare, recreation, etc.) within a 15-minute walk, bike ride, or transit ride from any point in the city. This concept is intended to reduce the car dependency and promote more sustainable development and living. Small towns like Oregon are well suited for the 15-minute city concept given their relatively smaller footprint that enable close proximity between various uses and points across the city.



IMPLEMENTATION PLAN

TOPIC 4

Economic Development



GOAL: Oregon will have an economically diverse tax base that expands employment and commercial opportunities.

#	OBJECTIVE	STRATEGIES	RESOURCES
4.1	Initiate programs that encourage residents and visitors to shop locally. PRIORITY: HIGH ●	<ul style="list-style-type: none"> Coordinate a Shop Local program and other local shopping events with the Oregon Area Chamber of Commerce. Investigate the potential for a business incubator or shared commercial kitchen, including surveying potential users. Conduct a counter survey in businesses. 	<ul style="list-style-type: none"> Oregon Area Chamber of Commerce [LINK] Heart On Main Street [LINK] Sample Counter Surveys (contact NIU Center for Governmental Studies for examples) [LINK]
4.2	Strengthen the downtown business district. PRIORITY: HIGH ●	<ul style="list-style-type: none"> Ensure parking requirements are not overly burdensome to small businesses including surveying businesses on parking needs and monitoring usage of existing spaces. Work with the Chamber to learn the interests and needs of business owners, customers, and visitors. Connect with educational institutions and public agencies that offer technical assistance to businesses. Solicit input from businesses on what assistance is desired. Encourage residents and visitors to patronize downtown businesses. Work with building owners to improve facades through façade grants and other means. Pursue historic preservation programs to assist building owners. Establish and publicize an information source for building improvement programs. Investigate obstacles to investment or reuse. Evaluate underutilized buildings for residential potential, including mixed use options. 	<ul style="list-style-type: none"> Oregon Area Chamber of Commerce [LINK] Heart On Main Street [LINK] SBA District Office [LINK] Sauk Valley Community College Small Business Development Center (SBDC) [LINK] Batavia Boardwalk Shops [LINK] CMAP Guide: Parking Strategies to Support Livable Communities [LINK] Case Study: Fargo, ND Parking Strategy [LINK] Property Tax Abatement Program [LINK] USDA Rural Business Development Grants [LINK]
4.3	Grow the tourist industry. PRIORITY: HIGH ●	<ul style="list-style-type: none"> Investigate creating a Tourism Improvement District. Coordinate tourism efforts with Ogle County. Encourage participation in Illinois Made. Market overnight stay options. Encourage development of meeting/event space. Grow the event calendar and strengthen existing events. Continue existing successful communication efforts such as Facebook to promote Oregon to visitors. Encourage development of more overnight lodging. Investigate improvements and additions to local lodging through updates to existing lodging and conversion of other buildings to small scale inns. Continue to develop recreation opportunities and connected businesses. Market recreational opportunities. 	<ul style="list-style-type: none"> 2022 City of Oregon Hotel Study Illinois Made [LINK] Tourism Improvement Districts [LINK] Case Study: Virginia Tourism Improvement District [LINK] City of Oregon Tourism Promotion Micro-Grant [LINK] Recreation Economy for Rural Communities [LINK] Illinois Tourism Attraction Grants [LINK] Illinois Tourism Private Sector Grants [LINK]
4.4	Promote commercial development at major roadway intersections along IL Route 64, IL Route 2, and Pines Road. PRIORITY: MEDIUM ●	<ul style="list-style-type: none"> Meet with local realtors and developers to discuss commercial opportunities along Oregon's corridors. Develop corridor subarea plans. Coordinate with Oregon Area Chamber of Commerce to promote available commercial sites. 	<ul style="list-style-type: none"> APA PAS QuickNotes: Corridor Planning [LINK] APA PAS Report: Commercial Corridor Redevelopment Strategies [LINK] ULI Commercial Corridor Resources [LINK] LISC Commercial Corridor Resources [LINK] Redeveloping Commercial Corridors [LINK] Oregon Area Chamber of Commerce [LINK]

IMPLEMENTATION PLAN

TOPIC 4

Economic Development [CONTINUED]



GOAL: Oregon will have an economically diverse tax base that expands employment and commercial opportunities.

#	OBJECTIVE	STRATEGIES	RESOURCES
4.5	Identify areas bordering the present city limits for potential annexation. PRIORITY: MEDIUM ●	<ul style="list-style-type: none"> Identify potential annexation areas, particularly focusing on commercial and industrial opportunities. Get to know landowners and discuss their plans for their property, including potential annexation. 	<ul style="list-style-type: none"> APA Annexation Studies [LINK] Annexation Guide (Municipal Research and Services Center of Washington [LINK]) Municipal Annexation Principles and Methods in Illinois [LINK]
4.6	Attract new businesses and support existing businesses. PRIORITY: MEDIUM ●	<ul style="list-style-type: none"> Identify opportunities for City officials to promote Oregon such as ICSC, Illinois Municipal League, etc. Post information for available sites in a readily accessed location. Provide a summary sheet or potential site plan for proposed developments. Maintain ties with county, regional, and state level planning agencies. Encourage agriculture-adjacent industries. Pursue multi-industry/multi-sector development. Work with site selectors to recruit new industry. Meet with property owners and realtors to discuss challenges to attracting desired development and remedies to overcome them. 	<ul style="list-style-type: none"> Oregon Area Chamber of Commerce [LINK] USDA Rural Business Development Grants [LINK] International Council of Shopping Centers (ICSC) [LINK] Illinois Municipal League [LINK] Blackhawk Hills Regional Council [LINK] IDOT Traffic Counts [LINK]
4.7	Encourage local entrepreneurship and small businesses. PRIORITY: MEDIUM ●	<ul style="list-style-type: none"> Work with the Chamber to learn workforce needs. Talk to youth about what it would take to keep them in town after graduation or bring them back after college. Meet with business owners to discuss workforce issues. Recruit former residents to return to Oregon and open businesses. Connect existing and potential business owners with technical support. 	<ul style="list-style-type: none"> Oregon Area Chamber of Commerce [LINK] SBA District Office [LINK] Rethink Western Michigan [LINK] Illinois DCEO Workforce Development [LINK] Highland Community College Business Services [LINK] Illinois Small Business Development Center at Sauk Valley Community College [LINK] City of Oregon Façade Grant [LINK] City of Oregon Commercial Lease Subsidy Grant [LINK]
4.8	Ensure access to high speed internet throughout the city. PRIORITY: MEDIUM ●	<ul style="list-style-type: none"> Investigate additional internet providers who could serve Oregon. Coordinate with existing and prospective businesses to understand their broadband needs. 	<ul style="list-style-type: none"> Illinois Office of Broadband [LINK] BroadbandNow Illinois [LINK] Broadband Status in Ogle County [LINK] APA PAS Report: Planning and Broadband [LINK]
4.9	Investigate and support adaptive reuse of underutilized commercial and industrial buildings. PRIORITY: LOWER ●	<ul style="list-style-type: none"> Establish and publicize an information source for building improvement programs. Investigate obstacles to investment or reuse. Encourage creative ideas for reuse. 	<ul style="list-style-type: none"> City of Oregon Façade Grant [LINK] City of Oregon Commercial Lease Subsidy Grant [LINK] APA PAS QuickNotes: Adaptive Reuse [LINK] APA Research Knowledge Base: Grayfields Reuse and Redevelopment [LINK] Case Study: Wisconsin Main Street Program Adaptive Reuse Examples [LINK] Case Study: Why Adaptive Reuse of Industrial Buildings Is a Good Investment [LINK]

IMPLEMENTATION PLAN

TOPIC 5

Public Facilities, Services & Utilities



GOAL: Oregon will promote a positive community image through accessible and attractive public facilities and services that meet the needs of citizens and businesses, as well as provide adequate utilities to support growth and development.

#	OBJECTIVE	STRATEGIES	RESOURCES
5.1	Enhance the appearance of the Rock River Bridge, particularly with respect to the pedestrian experience. PRIORITY: HIGH ●	<ul style="list-style-type: none"> Examine the pedestrian experience approaching and on the bridge. Identify examples of successful combined use bridges. Provide opportunities for community to provide input on bridge improvements, including communication with the Friends of the Rock River Trail Group, Bike Ogle, and other relevant organizations. Pursue grant funding. 	<ul style="list-style-type: none"> Implementing Pedestrian Improvements at the Local Level [LINK] Improving Pedestrian and Bicycle Connectivity During Rehabilitation of Existing Bridges [LINK] Friends of The Rock River Trail Group [LINK] Bike Ogle [LINK]
5.2	Encourage adaptive reuse of historically or architecturally significant community facilities if they become obsolete. PRIORITY: HIGH ●	<ul style="list-style-type: none"> Evaluate underutilized buildings for residential potential, including mixed use options. Pursue federal and state historic preservation tax credits for eligible properties. Coordinate with developers, business owners, and property owners to pursue projects that utilize adaptive reuse to give second life to historically or architecturally significant community facilities. 	<ul style="list-style-type: none"> Federal Historic Preservation Tax Credit [LINK] Illinois Historic Preservation Tax Credit [LINK] Adaptive Reuse of Civic Buildings [LINK] Adaptive Reuse of Historic Buildings [LINK]
5.3	Maintain streets, sidewalks, and pathways at a high level. PRIORITY: HIGH ●	<ul style="list-style-type: none"> Conduct a walk audit to identify sidewalks that need improvement and any gaps in the sidewalk network. Develop and implement a phased sidewalk repair program. Establish a Complete Streets policy. Ensure sidewalks and trails adhere to Safe Routes to School and ADA accessibility standards. Coordinate trail construction efforts with the Oregon Park District, Ogle County, IDOT, and other relevant agencies. 	<ul style="list-style-type: none"> Complete Streets [LINK] AARP Walk Audit Tool Kit [LINK] AARP Community Challenge Grants [LINK] Illinois Trails Grant Programs [LINK] IDOT Safe Routes to School [LINK] IDOT Illinois Transportation Enhancement Program (ITEP) Grant [LINK] Illinois ADA Project [LINK] NACTO Bikeway Design Guide [LINK]
5.4	Strive for landmark-quality architecture for all public buildings. PRIORITY: MEDIUM ●	<ul style="list-style-type: none"> Incorporate public facilities as part of design elements that may be pursued in an Oregon branding program (related to Objective 8.1 under Community Design). Consult landmark resources from Landmarks Illinois. Work with a local architect and/or developer to develop an architectural style guide for public buildings consistent with current Oregon architecture and local design expectations. 	<ul style="list-style-type: none"> Landmarks Illinois [LINK] Case Study: Historic New England Architectural Style Guide [LINK] Case Study: Colorado Historic Architecture and Engineering Guide [LINK]
5.5	Concentrate municipal and county administrative services in the downtown area to serve as activity generators and enhance the business climate. PRIORITY: MEDIUM ●	<ul style="list-style-type: none"> Evaluate future city space needs and identify potential sites for expansion. Coordinate with Ogle County to identify future expansion plans, per their 50-Year Property Acquisition Plan. 	<ul style="list-style-type: none"> Ogle County 50-Year Property Acquisition Plan
5.6	Consider the impact of proposed developments on utilities and infrastructure to properly plan for improvements, evaluate expansion, and meet business and industry needs. PRIORITY: MEDIUM ●	<ul style="list-style-type: none"> Review future development with Public Works to understand impacts on utility capacity and expansion needs. Partner with other communities and districts to coordinate services and resources, including considering ways to increase the efficiency and cost effectiveness of providing utilities and infrastructure. Improve city appearance by burying utility lines wherever possible. 	<ul style="list-style-type: none"> Case Study: Hillsborough County, FL, Utility Coordination Procedures [LINK] Case Study: City of Laredo, TX, Utility Planning and Coordination Guide [LINK] NE Illinois Local Government Shared Services Survey Report (Metro Mayors Caucus) [LINK] APA PAS Report: Planning for Infrastructure Resilience [LINK]

IMPLEMENTATION PLAN

TOPIC 6

Environmental & Natural Resources



GOAL: Oregon will preserve the community's natural resources to protect the environment and enhance the community's natural assets.

NOTE: All objectives and strategies below should be coordinated with the City of Oregon's Sustainability Plan, which began planning in late 2023.

#	OBJECTIVE	STRATEGIES	RESOURCES
6.1	Retain adequate stormwater management capacity of drainage basins, floodplains, and waterways. PRIORITY: HIGH ●	<ul style="list-style-type: none"> • Preserve natural habitats wherever possible. • Create a municipal drought plan. • Minimize disturbance of natural drainage patterns, natural landscape, and vegetation, and facilitate the ability of land to absorb rainfall and prevent erosion. • Utilize trees as a means of flood control. • Coordinate stormwater management in accordance with Ogle County's Flood Plain Ordinance and flood protection guidelines. 	<ul style="list-style-type: none"> • EPA Environmental Justice and Mapping Tool [LINK] • FEMA Public Assistance and Policy Guide [LINK] • APA PAS Report: Planning for Infrastructure Resilience [LINK] • APA PAS Report: Green Infrastructure [LINK] • APA PAS Report: Subdivision Design and Flood Hazard Areas [LINK] • Ogle County Flood Plain Ordinance [LINK] • Ogle County Flood Protection Guidelines [LINK]
6.2	Minimize the adverse impacts of development by balancing the relationship between human activities and the environment. PRIORITY: HIGH ●	<ul style="list-style-type: none"> • Identify local expertise to lead an inventory of key natural resources. • Consider allowing and possibly encouraging a more natural approach to lawns. 	<ul style="list-style-type: none"> • Creating a Natural Resources Inventory [LINK] • EPA Environmental Justice and Mapping Tool [LINK] • Neighborly Natural Landscaping in Residential Areas [LINK] • Eco-Landscaping Guide [LINK]
6.3	Support sustainable development approaches and alternative energy sources. PRIORITY: HIGH ●	<ul style="list-style-type: none"> • Educate the community on alternative energy sources. • Identify potential solar and/or wind sites. • Research best practices in green community programs. • Identify potential solar and/or wind sites within the city's 1½-mile planning area. • Look into EPA's Green Power Partnership. • Include energy efficiency and alternative energy sources in the zoning code and building regulations. • Include appropriate regulations for electric vehicle charging stations when updating the Zoning Code. • Identify locations to set up initial set of electric vehicle charging stations. • Pursue participation in an EV Readiness Program, such as the new program for Northern Illinois run by ComEd and Mayors Caucus (or equivalent program). 	<ul style="list-style-type: none"> • EPA Green Power Partnership [LINK] • APA Policy Guide on Energy [LINK] • APA Solar Energy Resources [LINK] • APA Wind Energy Resources [LINK] • Case Study: Alton Climate Protection and and Energy Efficiency Committee [LINK] • U.S. Green Building Council [LINK] • LEED Green Building Resources [LINK] • International Code Council (ICC) Energy Efficiency Resources [LINK] • Summary of Best Practices in Electric Vehicle Ordinances [LINK] • Charging Forward: A Toolkit for Planning and Funding Rural Electric Mobility Infrastructure, US Department of Transportation [LINK] • EV Readiness Program [LINK] • Community Charging and Refueling Grants [LINK]
6.4	Preserve existing trees and provide additional trees where appropriate. PRIORITY: HIGH ●	<ul style="list-style-type: none"> • Evaluate the condition of the tree cover. • Participate in Tree City USA. • Assist residents with interest to plant street trees. • Encourage residents to participate with the city's Tree Board, including potential for a resident-led subgroup interested in local tree cover. 	<ul style="list-style-type: none"> • Urban Tree Canopy Assessment [LINK] • Tree City USA [LINK] • City of Oregon Tree Board [LINK] • City of Oregon Tree-Related Permits and Tree Planting Guide [LINK]
6.5	Encourage land use patterns that preserve the integrity of existing environmental corridors to manage erosion control, protect environmental quality, and conserve the local ecosystem. PRIORITY: LOWER ●	<ul style="list-style-type: none"> • Encourage low density development and open space buffers on potential development sites on the outer perimeter of the city's 1½-mile planning area. • Designate limited growth and development areas between neighboring municipalities, including related language in boundary agreements. • Establish local land conservation or rural reserve programs. 	<ul style="list-style-type: none"> • Urban Growth Boundary [LINK] • Urban and Rural Reserves [LINK] • Illinois Partners for Conservation Program [LINK] • USDA Conservation Reserve Program [LINK]

IMPLEMENTATION PLAN

TOPIC 7

Parks & Open Space



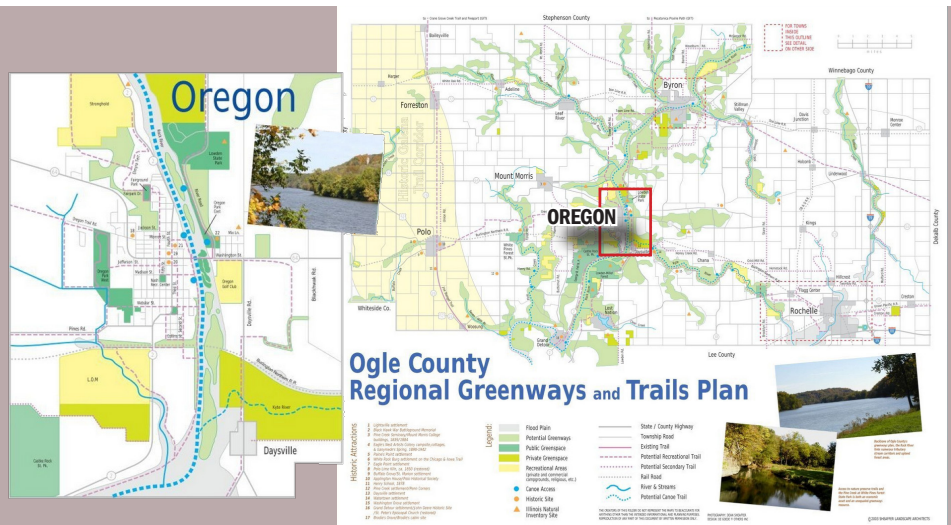
GOAL: Oregon will provide a quality network of public parks, open spaces, recreation facilities, and trail throughout the community that is accessible to all ages and abilities.

#	OBJECTIVE	STRATEGIES	RESOURCES
7.1	<p>Work with the Oregon Park District to develop an open space and recreational system linking community growth areas with key destinations around the city.</p> <p>PRIORITY: HIGH ●</p>	<ul style="list-style-type: none"> • Work with the Oregon Park District to develop an open space and recreational system, particularly in accordance with their Park District Master Plan, to link growth areas of the community with the downtown area, the Rock River corridor, the Nash Recreation Center, the high school, and other important civic and cultural facilities. • Provide for more inclusive and accessible playground equipment and recreational facilities. • Create parks and recreation facilities that accommodate different age groups. • Confer with national park metrics (11 acres of park space per 1,000 residents) to ensure new developments provide an appropriate amount of parks and recreation facilities. 	<ul style="list-style-type: none"> • Oregon Park District Master Plan [LINK] • AARP Community Challenge Grants [LINK] • Open Space Land Acquisition and Development (OSLAD) Grants [LINK] • Illinois Dept of Natural Resources Grant Programs [LINK] • Senior Playgrounds [LINK] • Batavia Intergenerational Playground [LINK] • Illinois ADA Project, Americans with Disabilities Act [LINK] • ADA Standards for Accessible Design [LINK] • ADA Checklist for Existing Facilities [LINK] • AARP Universal Design and Livability [LINK] • National Park Metrics (National Recreation and Park Association) [LINK]
7.2	<p>Link parks, recreation, and open space with residential neighborhoods via safe and accessible pedestrian and bicycle routes.</p> <p>PRIORITY: HIGH ●</p>	<ul style="list-style-type: none"> • Ensure proposed residential developments provide for park or open space, including trail connections. • Maintain the Oregon Park District's plan to ensure that no home is more than ¼ mile from a park. • Promote Complete Streets principles that provide for safe, shared mobility spaces that minimize conflicts between pedestrians, bicyclists, and motorists. • Develop a phasing plan to prioritize buildout of trail segments. • Apply for grant funds. • Follow Safe Route to School best practices. • Build out bike infrastructure around town, including on-street bike lanes, shared use trails, bike racks in commercial areas and parks, etc. 	<ul style="list-style-type: none"> • Complete Streets (Smart Growth America) [LINK] • AARP Walk Audit Tool Kit Walkability Solutions [LINK] • AARP Community Challenge Grants [LINK] • Illinois Trails Grant Programs [LINK] • IDOT Safe Routes to School [LINK] • IDOT Illinois Transportation Enhancement Program (ITEP) Grant [LINK] • Illinois ADA Project, Americans with Disabilities Act [LINK] • NACTO Bikeway Design Guide [LINK]

REGIONAL OPEN SPACE

As the Rock River traverses through the center of Ogle County with Oregon at its heart, greenways radiate outward from the riverfront and create opportunities for recreation and environmental stewardship. From a recreational perspective, Oregon should continue coordinating with Ogle County to build new trails and link existing trail segments. In addition to building a cohesive, interconnected trail network throughout the region, this will benefit Oregon to provide recreational opportunities for residents and attract visitors coming to the city via bike or on foot.

The maps on the right are excerpts from the Ogle County Regional Greenways and Trails Plan. Specific parks, open spaces, and trails for Oregon are shown in the Transportation Plan Map.



IMPLEMENTATION PLAN

TOPIC 7

Parks & Open Space [CONTINUED]



GOAL: Oregon will provide a quality network of public parks, open spaces, recreation facilities, and trail throughout the community that is accessible to all ages and abilities.

#	OBJECTIVE	STRATEGIES	RESOURCES
7.3	Establish collaborative funding for open space acquisition. PRIORITY: MEDIUM ●	<ul style="list-style-type: none"> Coordinate potential open space acquisition plans with the Oregon Park District, Ogle County, and State Parks (Illinois Department of Natural Resources). Identify potential properties for acquisition and coordinate conversations with related land owners. Apply for grant funding. Coordinate designation of new parks and open space as part of proposed developments, including potential for land dedications for such uses by developers. 	<ul style="list-style-type: none"> Oregon Park District Master Plan [LINK] Illinois Department of Natural Resources (IDNR) State Parks [LINK] AARP Community Challenge Grants [LINK] Open Space Land Acquisition and Development (OSLAD) Grants [LINK] Illinois Dept of Natural Resources Grant Programs [LINK]
7.4	Integrate recreational facilities and environmental preservation where practical. PRIORITY: MEDIUM ●	<ul style="list-style-type: none"> Coordinate with the Oregon Park District to identify safe and appropriate recreational facilities that could be located along the Rock River and in other local greenways. Increase community access to and recognition of the Rock River, particularly within the downtown. Educate the public on the Rock River National Water Trail. Work with the Four Rivers Sanitation Authority to identify practices to protect local and regional watersheds. 	<ul style="list-style-type: none"> Oregon Park District Master Plan [LINK] Planning for Parks, Recreation, and Open Space Guidebook [LINK] Rock River National Water Trail [LINK] Four Rivers Sanitation Authority [LINK]

WORKING WITH NEARBY STATE LANDS

Oregon’s beautiful landscape and abundant natural resources are among of the community’s most distinct assets. The proximity to several state parks and a state forest raises the quality of life for residents, attracts visitors, and strengthens the local economy. Oregon’s strategy for best utilizing its recreational land for community development should include the following elements.



Collaboration with Park Officials

Communities across the country believe that parks provide both an economic and non-economic benefit to their surrounding areas. This results both from access to recreational areas and collaboration with park management. Increased interaction with park planners and management can help the parks target benefits specific to community needs, market parks to balance the needs of both visitors and the community and create opportunities for communities to partner with the parks in providing benefits. Oregon should strengthen

communications with the administrators of nearby state lands to discuss opportunities for collaborative projects.

Sustainability Leadership

Using the parks as a platform for sustainability initiatives can decrease environmental impact, decrease expenditure, and increase visitation through sustainability programs and education. Multiple state parks in Pennsylvania have employed this strategy to decrease their operating costs while increasing the number of park visitors and maintaining conservation standards. Oregon and nearby

state lands could investigate opportunities to work together on unique sustainability initiatives that reduce costs and improve the environment both in town and in natural areas.

Enhancing Linkages

Improving physical connections between the community and state lands is beneficial to residents and visitors. Resident usage of state lands will increase with creation and improvement to bike trails allowing easy trips from home to park. Visitors can benefit from the same facilities, making trips into town part of their visit. The

Shabbona Pathway Project is an example of efforts to complete a similar connection.

Directional Signs

While some visitors traveling to and from the state lands follow routes that take them through downtown Oregon, others do not. Directional signs placed near the state lands can let visitors know that Oregon and all it has to offer is nearby.

Short-Term Rentals

The presence of nearby attractions like state parks and forests brings visitors to

the area, with some looking for overnight accommodations. While the parks and forest offering options for overnight stays, they do offer all types of facilities. As a result, short term rentals have been operating in and near Oregon. These rentals, presently small in number, may increase over time. The city is aware of the advantages and disadvantages of short term rentals. Continuing discussions of how these businesses might be regulated will help the city to understand its options. Many resources offer general information.

IMPLEMENTATION PLAN

TOPIC 8

Community Design



GOAL: Oregon will enhance its community character by encouraging quality design of the built environment and protecting the natural environment.

#	OBJECTIVE	STRATEGIES	RESOURCES
8.1	Maintain Oregon's emphasis on high quality design, including downtown buildings, public facilities and other structures that reflect community pride. PRIORITY: HIGH ●	<ul style="list-style-type: none"> Develop a phased plan to prepare a series of city design guidelines, including community branding, gateway and wayfinding signage, streetscape, and landscape design. Establish a Design Committee to oversee and assist with preparation. Codify the community design strategies outlined in Chapter 4 in the city's Zoning Code and other ordinances, where appropriate. 	<ul style="list-style-type: none"> Citizens Institute on Rural Design [LINK] Small Town and Rural Design Guide [LINK] Rural Design Resources [LINK] National Park Service Technical Preservation Services [LINK] Navigating Main Streets as Places [LINK] American Planning Association, Zoning Practice: Creating Design Guidelines That Work [LINK] American Planning Association, PAS Report: Design Review Guiding Better Development [LINK]
8.2	Support public art. PRIORITY: HIGH ●	<ul style="list-style-type: none"> Inventory existing public art including performance locations. Organize community discussions on public art, including types of art to pursue, local artists to commission, participation of youth, and spots to locate art pieces. Coordinate potential art locations with property owners, if applicable. Coordinate with local artists to explore the potential to establish a local arts collective. Pursue grant funding and sponsorships. 	<ul style="list-style-type: none"> CMAP Arts and Culture Toolkit [LINK] ArtPlace [LINK] Arts and Tourism [LINK] Illinois Creative Recovery Grants [LINK] APA PAS QuickNotes: Public Art and Planning [LINK] Case Study: Fulton Street Collective [LINK] Case Study: Brookfield Artists Collective [LINK] Starting a Local Arts Collective [LINK] Illinois Arts Council Agency (IACA) Grants [LINK] Illinois Creative Recovery Grants [LINK] Illinois Arts and Culture Grants Watch [LINK]
8.3	Continue to support historic preservation through existing and new efforts. PRIORITY: MEDIUM ●	<ul style="list-style-type: none"> Publicize Oregon's historic district. Continue to coordinate historic preservation efforts with the Ogle County Historical Society and historic property owners. Encourage second story residential in older downtown buildings. Develop programs to encourage maintenance of historic homes. 	<ul style="list-style-type: none"> Ogle County Historical Society [LINK] Illinois Historic Preservation Division [LINK] APA Historic Preservation Resources [LINK] Successful Models for Downtown Second Story Housing in Small Towns [LINK] Small Town Mixed Use [LINK] Federal Historic Preservation Tax Credit [LINK] Historic Residence Assessment Freeze Law [LINK] Illinois Historic Preservation Tax Credit [LINK]
8.4	Preserve and appropriately integrate environmental elements and agricultural land preservation into community design. PRIORITY: MEDIUM ●	<ul style="list-style-type: none"> Conduct an inventory of environmental elements and agricultural land that should be preserved and bring aesthetic value to Oregon's community design. Coordinate local and regional environmental conservation and land preservation efforts. Encourage conservation design for proposed developments on land that have sensitive environmental features and other land properties worth preserving. Consider adding an agriculture or open space preservation zone to boundary agreements with neighboring municipalities. 	<ul style="list-style-type: none"> Creating a Natural Resources Inventory [LINK] Ogle County Soil and Water Conservation District [LINK] Ogle County Farm Service Agency [LINK] Ogle County Conservation Database [LINK] USDA Conservation Reserve Program [LINK] Prairie State Conservation Coalition [LINK] Urban Growth Boundary [LINK] Urban and Rural Reserves [LINK] Illinois Partners for Conservation Program [LINK]

IMPLEMENTATION PLAN

TOPIC 9

Communications



GOAL: Oregon will provide clear and convenient communication between city officials and residents, property owners, businesses, and other community stakeholders.

#	OBJECTIVE	STRATEGIES	RESOURCES
9.1	<p>Strive for membership of city boards, commissions, and committees that is representative of the community.</p> <p>PRIORITY: HIGH ●</p>	<ul style="list-style-type: none"> • Encourage underrepresented groups to participate. • Provide information on city's website and social media on how to get involved. • Build inclusivity and awareness of Oregon's cultural identity(s) in communication materials. • Invite participation in advisory boards as a first step towards greater roles. • Develop leadership programs for adults and teens. 	<ul style="list-style-type: none"> • Local Government Citizen Advisory Boards [LINK] • Case Study: Union City Youth Leadership Council [LINK] • APA PAS Report: Planning with Diverse Communities [LINK] • APA PAS Report: Youth Participation in Community Planning [LINK] • APA PAS Report: A Guide to Community Planning Academies [LINK]
9.2	<p>Improve communications through options such as an improved website, social media, electronic signs, and a newsletter.</p> <p>PRIORITY: HIGH ●</p>	<ul style="list-style-type: none"> • Adopt communications preferences from 2023 Community Survey. • Establish and regularly update city social media accounts. • Assign a communications manager, whether as an additional role for an existing staff member or as a new staff position. • Coordinate with high school to have students assist with newsletter, social media, etc. • Continue to produce the city's monthly newsletter in digital and printed formats. • Host periodic events like Coffee with the Mayor and Lunch and Learns with city officials and local leaders to provide informal forums for community interaction. • Have a city booth at community events where information is available and volunteers can answer questions and collect comments. 	<ul style="list-style-type: none"> • 2023 Community Survey (see results in the Appendix) • Hinckley Hub [LINK] • Local Government Social Media Strategy [LINK] • Social Media and Municipal Websites [LINK] • Case Study: State of Illinois CLE Lunch and Learn Events [LINK]
9.3	<p>Encourage communication between the City Council, Chamber of Commerce, School and Park Districts, other taxing bodies, and the Oregon business community.</p> <p>PRIORITY: HIGH ●</p>	<ul style="list-style-type: none"> • Coordinate with the Oregon Area Chamber of Commerce to continue adding up-to-date economic development information on the city and chamber websites. • Consider organizing an annual Home and Business Expo to promote and support local businesses, organizations, programs, and services. • Invite participation of the School District, Park District, and Oregon Area Chamber of Commerce in the development review process when proposed projects may have an impact on schools, parks, and the business community. 	<ul style="list-style-type: none"> • Oregon Area Chamber of Commerce Business Resources [LINK] • Case Study: West Chicago Economic Development Hub [LINK] • Case Study: Carol Stream Economic Development Hub [LINK] • Case Study: Genoa Home and Business Expo [LINK]

Appendix

Community Survey Results

Business Survey Results

Future Land Use Plan Scenarios

Scenario A

Scenario B

Scenario C

Community Survey



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How Representative were Respondents?

- 298 complete responses
- Ages were similar to population totals, with about 30% having children at home and about 37% having seniors age 65+ in the household.
- Households with incomes of \$50,000 or less were underrepresented.
- Nonwhite households were underrepresented.
- Long time residents and homeowners were overrepresented.

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Quality of Life



Best Things About Oregon

Best Things About Oregon <i>5 Most Common Themes</i>	Percent
Parks and recreation opportunities	20.9%
Small town, quality of life	11.9%
Residents, sense of community	11.9%
River, natural beauty/resources	11.1%
Businesses, restaurants, and downtown area	8.7%

Suggestions for Improvements

Suggestions for Improvement to Oregon <i>5 Most Common Themes</i>	Percent
Need additional/greater variety of shopping, particularly grocery	16.8%
Improve or repair streets and sidewalks	14.7%
Need more activities, events, or things to do	7.9%
Need additional/greater variety of restaurants	6.5%
Need additional/greater variety of businesses (other than shopping/restaurants)	5.5%

Satisfaction with Oregon Facilities or Services

Most selected for **highly or slightly satisfied**:

- Parks/recreation facilities (93.1%)
- Police/fire protection (87.0%)
- Community events (77.1%)
- Public Library (74.8%)

Most selected for **highly or slightly unsatisfied**:

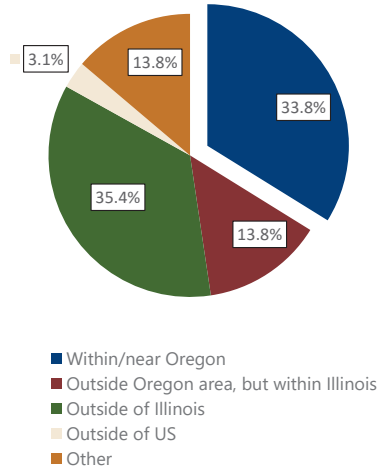
- Streets (34.4%)
- Code enforcement for private property (31.8%)
- Sidewalks and bike paths (30.8%)

Thoughts on Moving

Approximately 30% would consider moving in the next 2-3 years

Where are you considering moving to?

Respondents who are/maybe considering moving



What does your desired destination offer that Oregon does not?

Respondents who are/maybe considering moving

	Percent
Lower taxes/cost of living	25.0%
Warmer weather	12.5%
Employment/job opportunity/commute	10.9%

Working From Home

- 77.7% of respondents reported having at least 1 wage-earning adult member in the household
- 41.6% of households include someone who works from home at least sometimes.



Development



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Current Amount of Development in Oregon

	Too little	About right	Too much
Retail shops	75.4%	23.6%	1.1%
Lodging and other facilities for visitors	57.3%	41.2%	1.5%
Entertainment/cultural	56.5%	42.4%	1.1%
Senior housing	47.9%	49.4%	2.6%
Healthcare	44.9%	54.4%	0.7%
Condominiums	35.4%	58.9%	5.7%
Industrial	34.2%	64.7%	1.1%
Duplexes, townhouses	32.8%	60.1%	7.0%
Apartments	32.7%	56.6%	10.7%
Personal services	28.9%	67.4%	3.7%
Single family residential	26.8%	72.1%	1.1%
Restaurants/bars	24.8%	62.0%	13.1%
Office	14.6%	82.4%	3.0%
Government facilities	3.7%	86.4%	9.9%

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Locations in Oregon in Need of Improvement

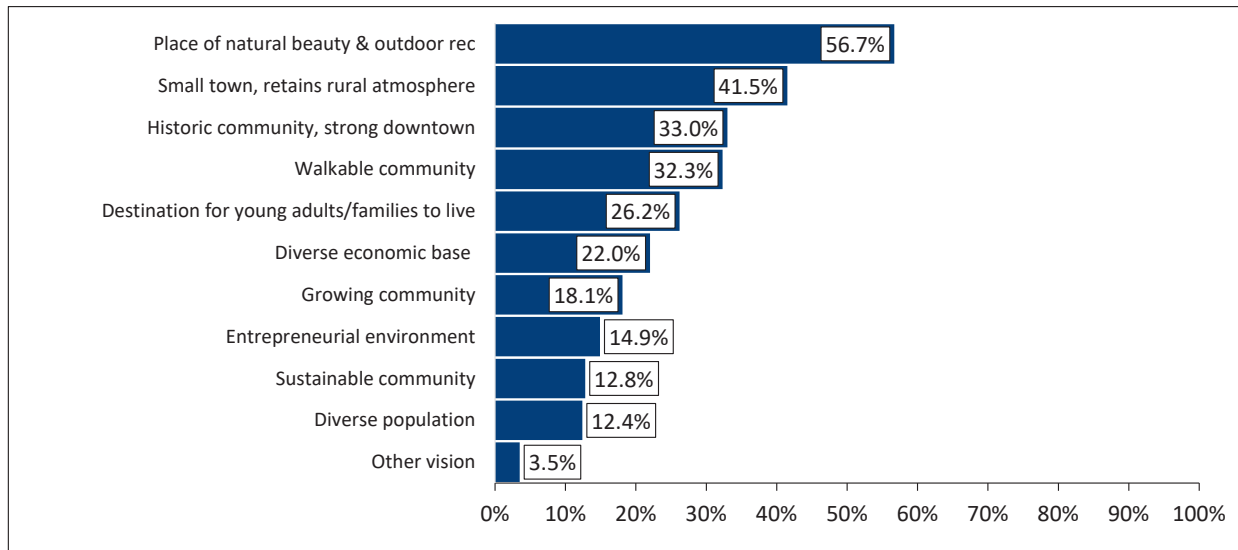
- Half (50.7%) of respondents suggested at least 1 location in Oregon in need of improvement

Response Theme	Percent
Respondents Who Suggested a Location in Need of Improvement	
Riverfront/Conover Square	20.3%
East side of town	11.9%
Overall maintenance/repair of streets and sidewalks	11.9%
South side of town/Pines Rd.	11.9%
Downtown area	10.5%
Southeast side of town	7.7%
All areas/did not specify an area	5.6%
Parks and recreation facilities	4.2%
Other area	16.1%

Future Planning



Vision for Oregon in 5 Years



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Planning for Sustainability

Residents were most likely to say these were **very or somewhat important** to plan for:

- Preservation of natural resources (97.1%)
- Getting places on foot or bicycle (93.8%)
- Water conservation (92.5%)
- Waste reduction and recycling (92.4%)
- Storm water management infrastructure (91.0%)

Residents were most likely to say these were **not very or not at all important** to plan for:

- Electric vehicle charging stations (52.7%)

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Resident Survey Conclusions

- Residents would like Oregon to remain a small town, retain its rural atmosphere, and be a place of natural beauty and outdoor recreation.
- Respondents think it is important for the City to emphasize business development, including more retail shops, especially a grocery, lodging and other facilities for visitors, and entertainment/cultural.
- Respondents think it is important for the City to emphasize preservation of natural resources, getting places on foot or bicycle, water conservation, waste reduction and recycling, and storm water management infrastructure.

Business Survey



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Business Characteristics

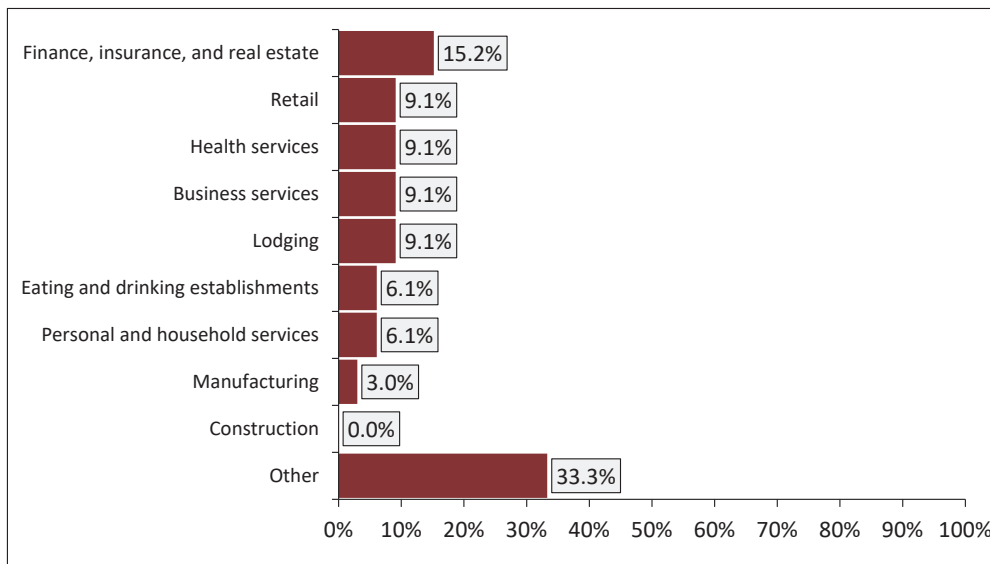


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Business Characteristics

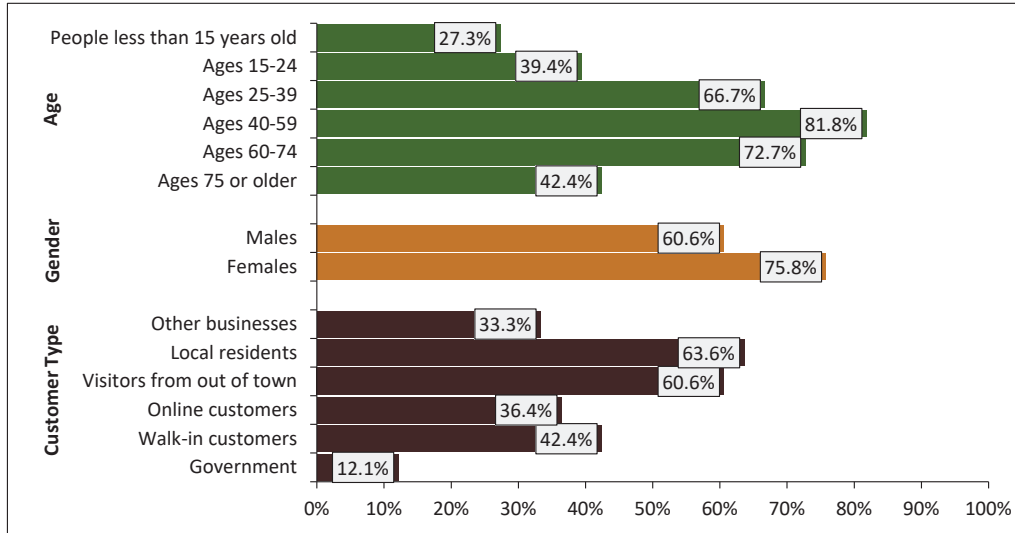
- 33 complete responses
- 63% within the city limits and the rest are nearby
- Over half of the businesses surveyed have operated in Oregon for over 20 years
- Almost 70% own their business location
- Nearly two-thirds of businesses (64.5%) had annual business volumes of less than \$350,000 and 13% were over \$1 million
- 85% had 10 or fewer employees
- 61% of owners live in Oregon
- 55% of owners are age 55 or older

Types of Businesses



Customers

Describe this business' frequent customers



Business Performance



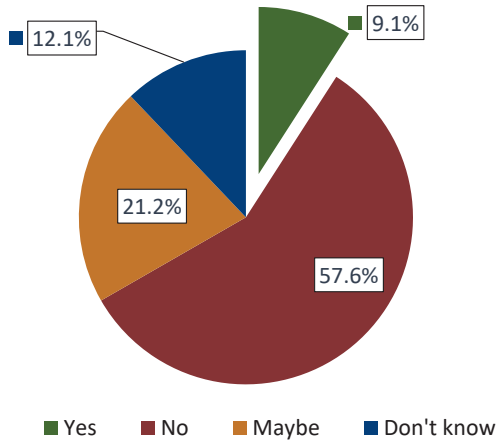
Business Performance

- In the past two years, most businesses either met/exceeded performance (60.6%) or said activity was disappointing, but financially viable (30.3%)
- 9.1% of businesses reported experiencing financial difficulty which threatened continued operation
- Almost 88% expect performance to improve
- None said they were likely to close their business or move it out of Oregon

Future Plans



Are there expansion plans for this business in Oregon in the next 2-3 years?



- Just under 1 in 10 (9.1%) businesses have plans to expand in Oregon in the next 2-3 years
- 21.2% may expand business in Oregon

Limitations to Business' Future

Are any of these potential limitations when contemplating your business' future in Oregon?

- 51.5% of businesses selected at least one of the 9 types of limitations

Most common limitations:

- Parking (41.2%)
- Telecommunications (29.4%)
 - Specifically, 2 businesses noted the need for better internet
- Need for a larger site (23.5%)

Future Challenges

What factors might significantly challenge this business in the next 5 years?

- All businesses selected at least one challenge

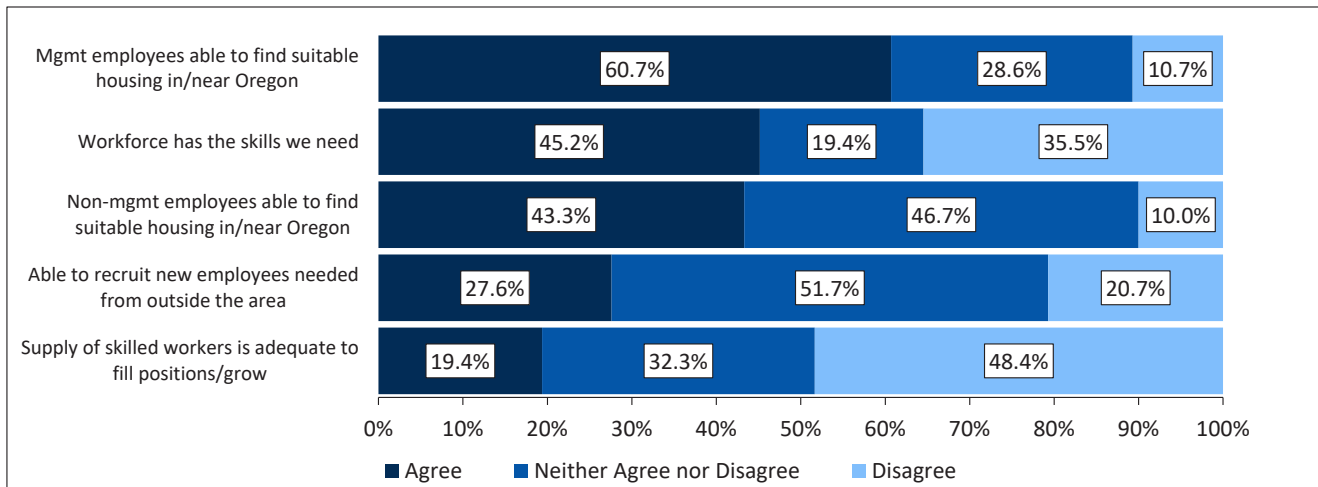
Most common future challenges:

- Increase in cost of doing business exceeds growth in revenue (54.5%)
- Difficulty recruiting workers (48.5%)
- Changes in our industry (45.5%)

Workforce



Workforce Characteristics and Limitations



Locating in Oregon



★ Designed by TownMapsUSA.com

Reasons for Locating in Oregon

- The most cited reasons are that either the owner or business was already in the Oregon area.

Response Theme	Number of Mentions	% of Valid Responses
Live in/grew up in area	8	27.6%
Business is longstanding or pre-existing	7	24.1%
Community need for business type	3	10.3%
Like/want to support Oregon community	3	10.3%
Other reasons	8	27.6%

Strengths as a Business Location

Response Theme	Number of Mentions	% of Valid Responses
Location/accessibility	19	25.7%
Natural beauty or natural resources	15	20.3%
Small town feel	5	6.8%
Affordability/cost of living	5	6.8%
Collaboration between businesses, Chamber of Commerce	5	6.8%
Support from City government	5	6.8%
Tourism	4	5.4%
Downtown area	4	5.4%
Community support for businesses	3	4.1%
Other strengths	9	12.2%

Physical attributes like location and natural features were the most cited strengths.

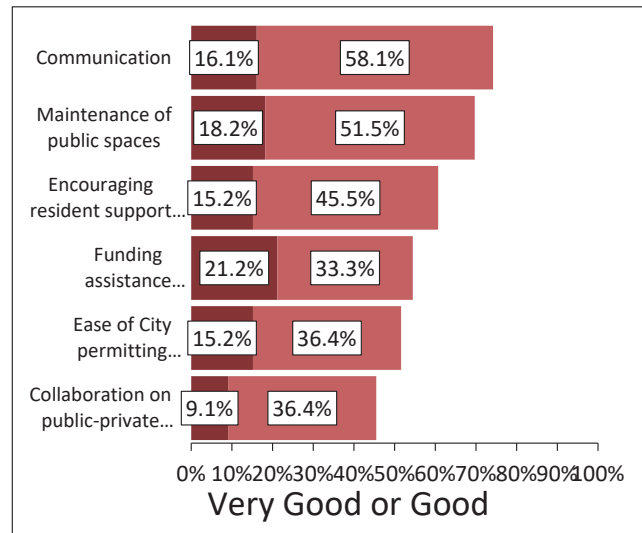
Weaknesses/Challenges as a Business Location

Response Theme	Number of Mentions	% of Valid Responses
Small community/lack of growth	10	18.5%
Community can be unsupportive/unwelcoming	7	13.0%
Need diversity of business types	5	9.3%
Location, distance from population centers/other communities	4	7.4%
Parking	4	7.4%
Difficulty hiring/retaining employees	4	7.4%
Limited transportation infrastructure	4	7.4%
Lack of amenities, resources, or other businesses in Oregon	3	5.6%
Inconsistent/unposted hours of local businesses	3	5.6%
Other weaknesses/challenges	10	18.5%

Small or stagnant population was the most mentioned weakness.

City's Relationship With Business Community

How would you rate the City's relationship with the business community on...



Locations in Need of Improvement

Is there a location/area within Oregon that you think needs attention?

Response Theme Respondents Who Suggested a Location in Need of Improvement	Number of Mentions	Percent of Valid Responses
Street repairs	3	23.1%
Conover Square	3	23.1%
Parking	2	15.4%
Riverfront development	2	15.4%
Other locations	3	23.1%

Ways to Help Business Grow

Response Theme	Number of Mentions	% of Valid Responses
Tourism/recreation development and promotion	4	12.1%
Business attraction and development	3	9.1%
Promotion/publicity	3	9.1%
Collaboration between businesses, organizations, and/or government agencies	3	9.1%
Other supports	20	60.6%

Business Survey Conclusions

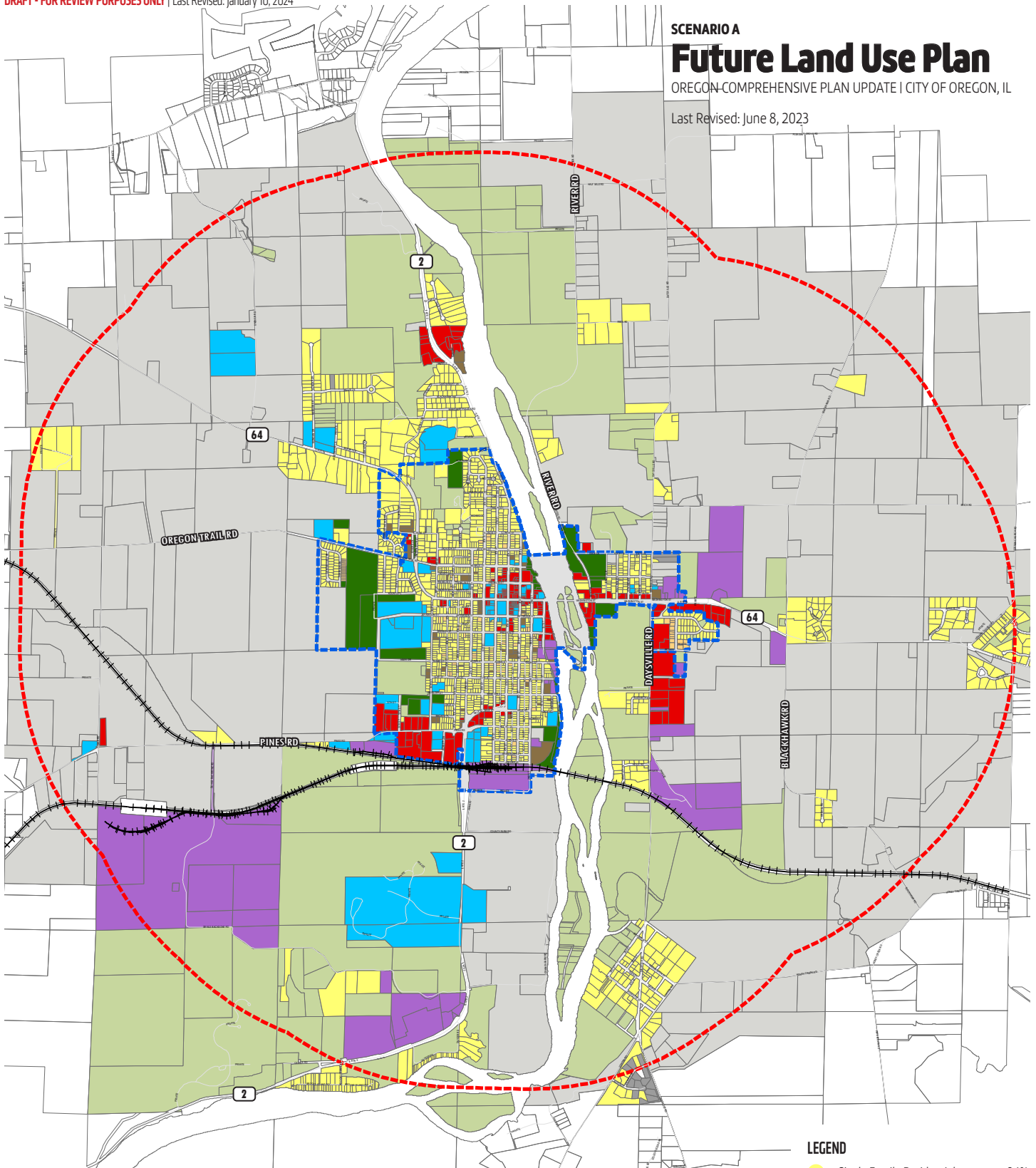
- In the past two years, most businesses either met or exceeded expected performance. In the next two years, most businesses expect to improve performance.
- About 30% of businesses are considering expanding in Oregon in the next 2-3 years.
- The City has a good relationship with the business community.
- Business location within a small town lends itself to both strengths and weaknesses.
- Parking and good internet service are concerns of businesses.

SCENARIO A

Future Land Use Plan

OREGON-COMPREHENSIVE PLAN UPDATE | CITY OF OREGON, IL

Last Revised: June 8, 2023



SCENARIO A: Focus growth primarily within or adjacent to current municipal limits by building out undeveloped plats and infill parcels

3,592
Oregon's 2021 population, per the U.S. Census ACS 5-Year Estimates

775
New residents added via full residential buildout of Scenario A

4,367
Ultimate population if new residential growth added to 2021 population

21.6%
Population growth as a percentage of Oregon's 2021 population

LEGEND

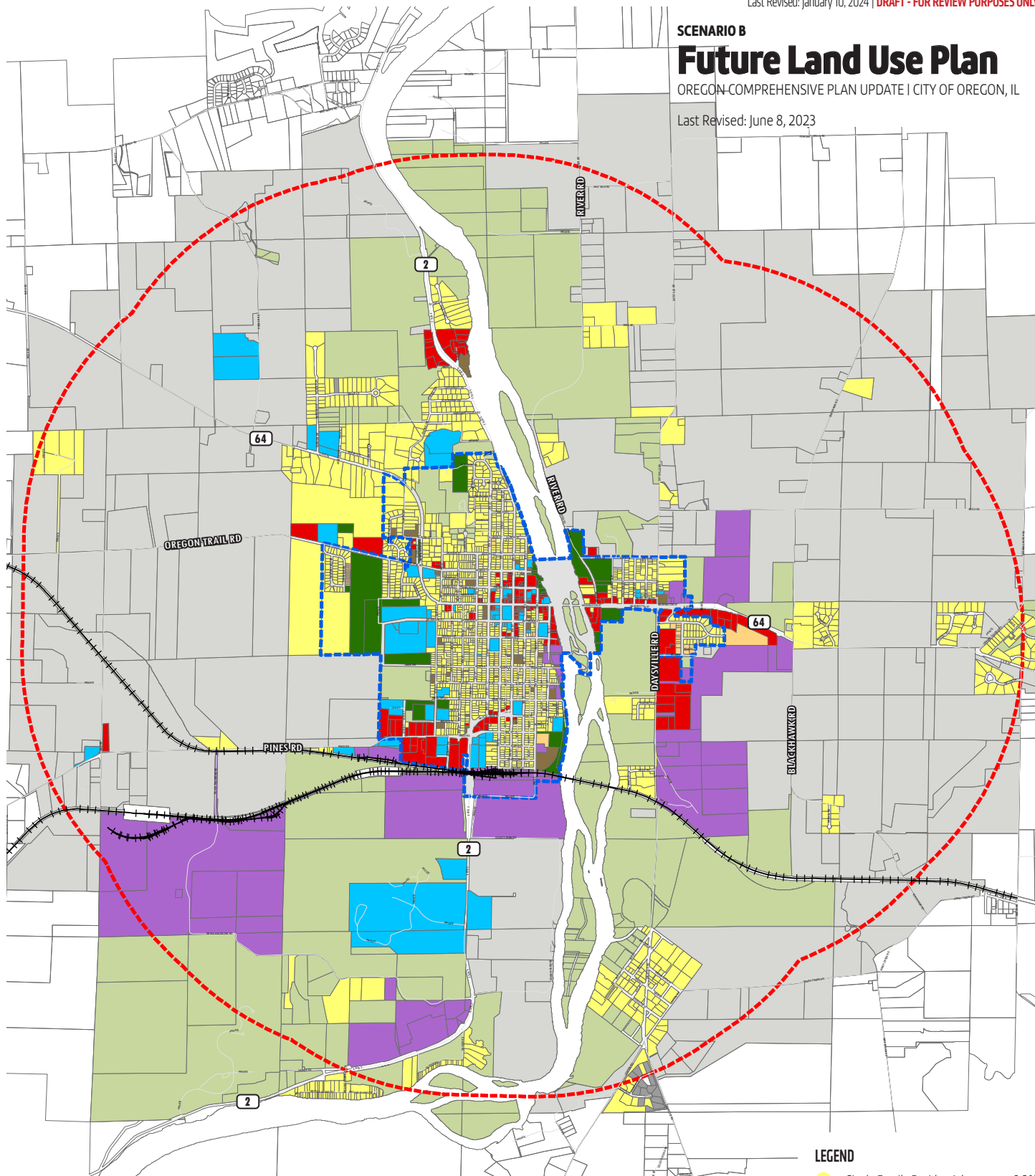
● Single Family Residential	8.1%
● Two Family Residential	0.1%
● Multi Family Residential	0.2%
● Commercial	1.2%
● Industrial	5.2%
● Public/Institutional	3.1%
● Open Space Recreation	1.0%
● Open Space Conservation	21.9%
● Agricultural	59.0%
● Vacant	0.1%
 Municipal Boundary	
 1/2-Mile Planning Boundary	

SCENARIO B

Future Land Use Plan

OREGON-COMPREHENSIVE PLAN UPDATE | CITY OF OREGON, IL

Last Revised: June 8, 2023



SCENARIO B: Focus growth by (1) building out undeveloped plats and infill parcels, (2) expanding current residential growth areas on the east and west parts of town, and (3) increasing commercial and industrial development on the south and west parts of town

3,592
Oregon's 2021 population, per the U.S. Census ACS 5-Year Estimates

2,563
New residents added via full residential buildout of Scenario A

6,155
Ultimate population if new residential growth added to 2021 population

71.4%
Population growth as a percentage of Oregon's 2021 population

LEGEND

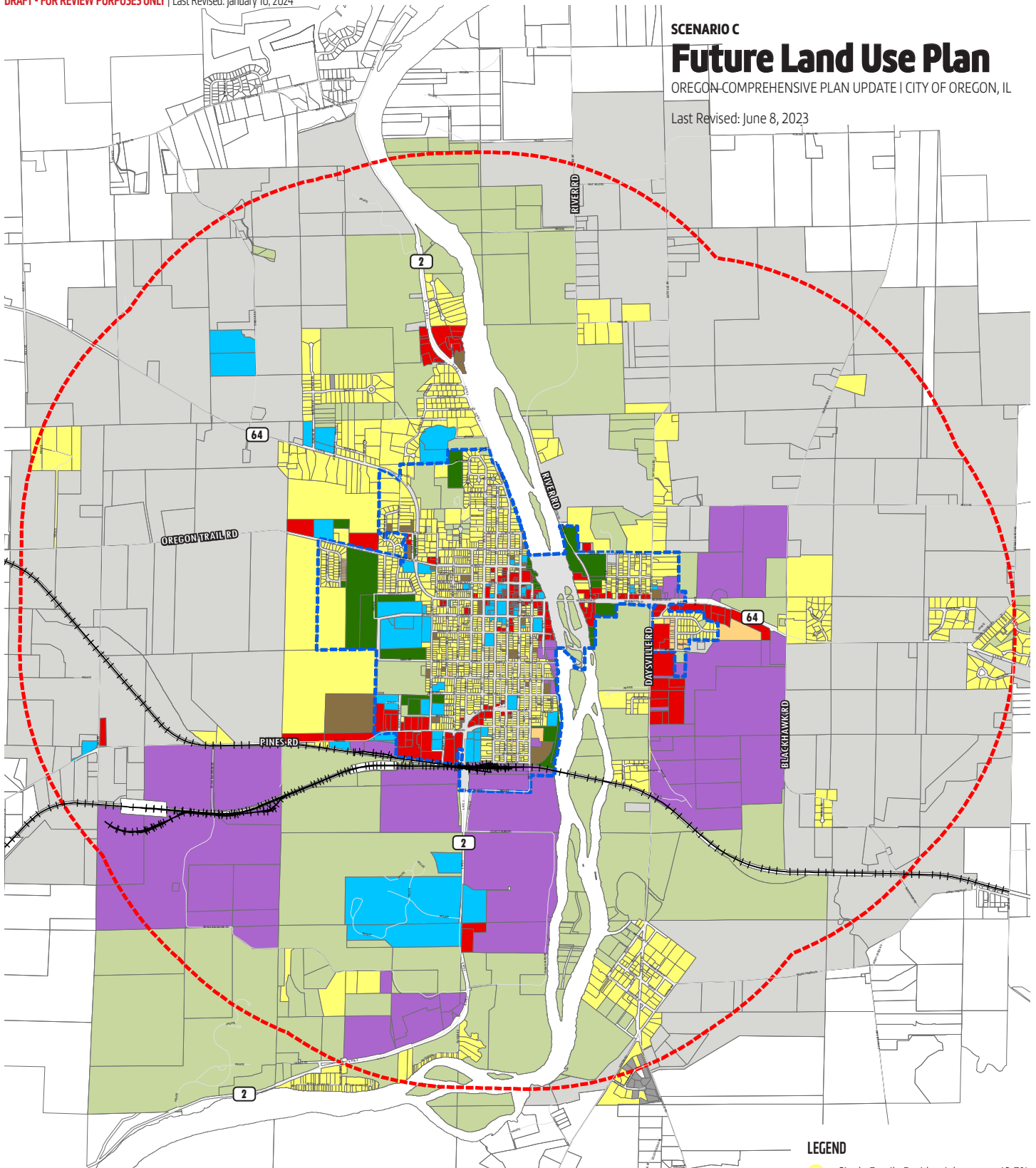
● Single Family Residential	9.3%
● Two Family Residential	0.2%
● Multi Family Residential	0.2%
● Commercial	1.4%
● Industrial	7.2%
● Public/Institutional	3.1%
● Open Space Recreation	1.0%
● Open Space Conservation	21.3%
● Agricultural	56.2%
● Vacant	0.1%
 Municipal Boundary	
 1/2-Mile Planning Boundary	

SCENARIO C

Future Land Use Plan

OREGON-COMPREHENSIVE PLAN UPDATE | CITY OF OREGON, IL

Last Revised: June 8, 2023



SCENARIO C: Focus growth by (1) building out undeveloped plats and infill parcels, (2) further expanding current residential growth areas on the east and west parts of town, and (3) continuing to increase commercial and industrial development on the south and west parts of town

3,592 Oregon's 2021 population, per the U.S. Census ACS 5-Year Estimates

4,630 New residents added via full residential buildout of Scenario A

8,222 Ultimate population if new residential growth added to 2021 population

128.9% Population growth as a percentage of Oregon's 2021 population

LEGEND	
●	Single Family Residential 10.7%
●	Two Family Residential 0.2%
●	Multi Family Residential 0.4%
●	Commercial 1.6%
●	Industrial 11.0%
●	Public/Institutional 3.1%
●	Open Space Recreation 1.0%
●	Open Space Conservation 22.2%
●	Agricultural 49.7%
●	Vacant 0.1%
 	Municipal Boundary
 	1/2-Mile Planning Boundary

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