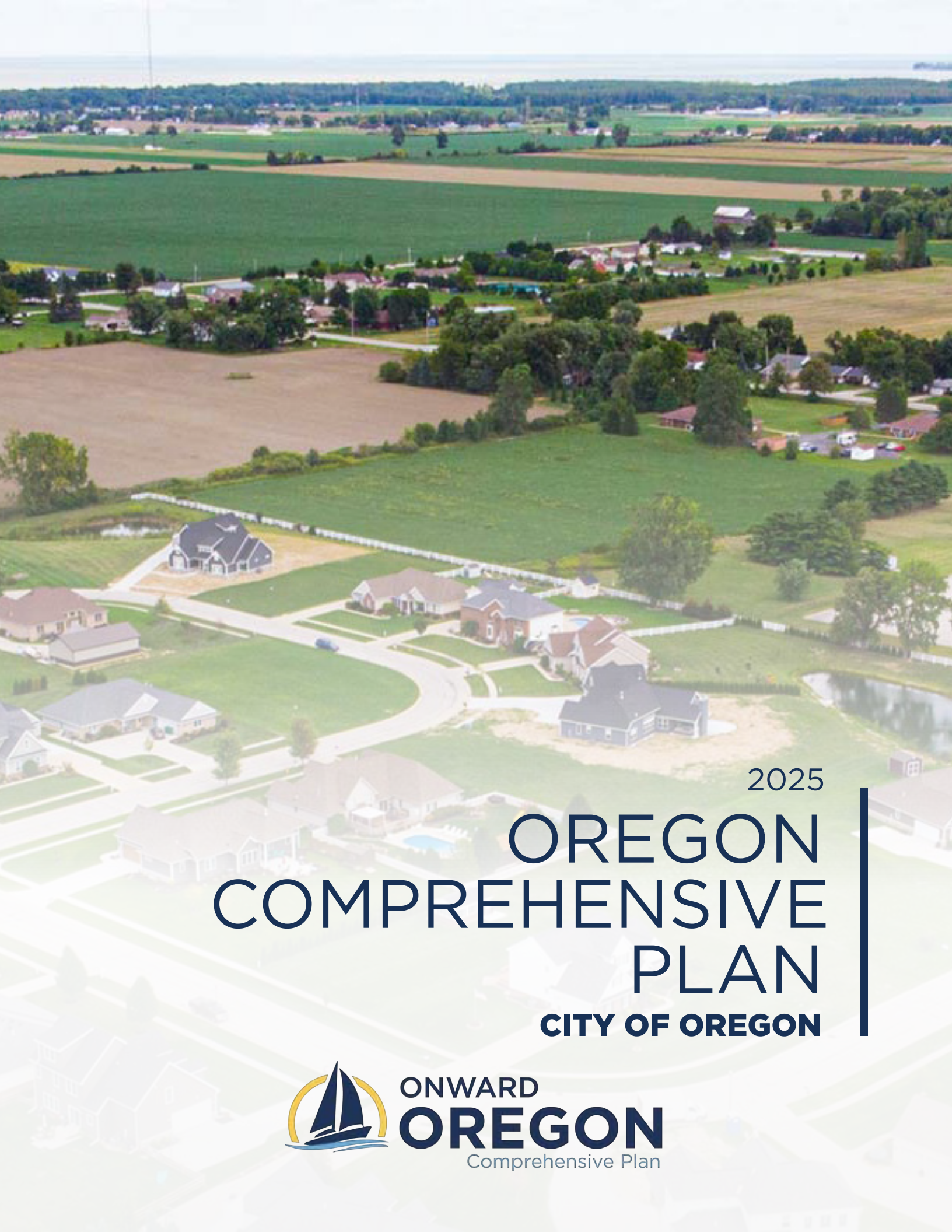

2025

OREGON COMPREHENSIVE PLAN

CITY OF OREGON

ONWARD OREGON
Comprehensive Plan

ACKNOWLEDGEMENTS

Thank you to the steering committee members, stakeholders, community members, staff, and officials who invested their time and expertise in the creation of this Comprehensive Plan for the future of Oregon.

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TABLE OF CONTENTS

01 EXECUTIVE SUMMARY

ABOUT THE PLAN - pg. 8
PLAN PURPOSE - pg. 9
HOW TO READ THIS PLAN - pg. 12

02 UNDERSTANDING OREGON

COMMUNITY ANALYSIS - pg. 15
LAND USE INVENTORY - pg. 18
HOUSING - pg. 22
ECONOMIC DEVELOPMENT - pg. 24
MOBILITY - pg. 26
PARKS AND OPEN SPACE - pg. 28
COMMUNITY IDENTITY - pg. 30
KEY TAKEAWAYS - pg. 31

03 COMMUNITY ENGAGEMENT

ISSUES & OPPORTUNITIES - pg. 36
COMMUNITY SURVEY - pg. 38
STAKEHOLDER INTERVIEWS - pg. 40
OPEN HOUSE SUMMARY - pg. 42
KEY TAKEAWAYS - pg. 44

04 ONWARD OREGON FRAMEWORK

FUTURE LAND USE AND HOUSING - pg. 50
ECONOMIC DEVELOPMENT - pg. 68
MOBILITY AND CONNECTIVITY - pg. 70
PARKS AND OPEN SPACE - pg. 72
COMMUNITY IDENTITY - pg. 73

05 FOCUS AREAS

BAYSIDE - pg. 78
HERITAGE - pg. 80
MUNICIPAL CENTER - pg. 84
TOWN CENTER - pg. 86
SPORTS CAMPUS - pg. 88

06 IMPLEMENTATION

FUTURE LAND USE AND HOUSING - pg. 93
FOCUS AREAS - pg. 97
ECONOMIC DEVELOPMENT - pg. 102
MOBILITY AND CONNECTIVITY - pg. 104
PARKS AND OPEN SPACE - pg. 105
COMMUNITY IDENTITY - pg. 107

LIST OF MAPS & FIGURES

FIGURE 1: STUDY AREA CONTEXT 15
FIGURE 2: AGE GROUP CHANGE IN OREGON, OHIO (2000 - 2020) 16
TABLE 1: EXISTING ZONING BREAKDOWN 18
FIGURE 3: EXISTING ZONING 19
FIGURE 4: EXISTING LAND USE 21
TABLE 2: LABOR FORCE BY INDUSTRY 24
FIGURE 5: OREGON EMPLOYMENT CONCENTRATIONS 25
FIGURE 6: OREGON AVERAGE ANNUAL DAILY TRAFFIC (AADT) 27
FIGURE 7: PARKS AND OPEN SPACE 10-MINUTE WALKSHED 29
TABLE 3: FUTURE LAND USE TYPOLOGIES 54
FIGURE 8: FUTURE LAND USE MAP 55
FIGURE 9: FOCUS AREAS MAP 77
FIGURE 10: BAYSIDE FOCUS AREA 78
FIGURE 11: HERITAGE FOCUS AREA 80
FIGURE 12: MUNICIPAL CENTER FOCUS AREA 84
FIGURE 13: TOWN CENTER FOCUS AREA 86
FIGURE 14: SPORTS CAMPUS FOCUS AREA 88

01

EXECUTIVE SUMMARY

ABOUT THE PLAN

In 2024, the City of Oregon launched a process called Onward Oregon to create a major update to its comprehensive plan. This community-driven process was a detailed update of the City's previous comprehensive plan to respond to the current needs, shape future opportunities, and integrate best practices. This comprehensive plan reflects the community's intention for where and how Oregon should grow through 2035. It serves as a guide for decision makers and the community regarding future development and many components of the city's quality of life.

What is a Comprehensive Plan?

A comprehensive plan is a blueprint that is used as a community considers opportunities related to infrastructure, economic development, housing, environmental resources, community amenities, transportation, parks, and other related topics. It includes specific actions and identifies the responsibilities for undertaking those actions. It also contains map-based recommendations that indicate the City's intent for where and how it will use land resources. The plan serves as the foundation for the City's budgeting process, zoning ordinance, land development regulations, capital improvement program, and more.

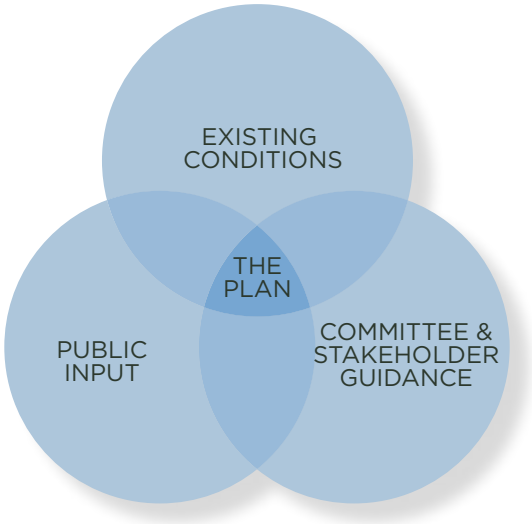
The following are some specific objectives a comprehensive plan helps achieve:

- Establishes a uniform vision through future land use designations
- Identifies opportunities for new catalyst projects that will generate new revenue while enhancing the character and quality of life in the community
- Supports future development through creative redevelopment strategies and recommendations
- Builds a common vision around broad public and private sector support
- Helps guide and support future funding initiatives (e.g. state and federal grant programs)

The Need for a New Plan

The City of Oregon recognized the need for an updated plan to address evolving land use patterns and other critical community issues. This revised plan underscores the interrelatedness of multiple plan topics and adopts a more contemporary approach to comprehensive planning, emphasizing design and character over strict land use regulations. It incorporates 57 strategic actions alongside broad policy directives. The comprehensive plan should undergo regular assessment through benchmarking and performance metrics evaluation.

This regular assessment could include a status update on the implementation of the plan, and an update on the number of development projects that were approved or denied and whether they were deemed consistent with the comprehensive plan. A full, in-depth review of the plan should take place every year. At that time, the City will have the opportunity to consider making updates and modifications to the plan as needed, based on the plan's functionality and any relevant market changes or new community conditions. If extenuating or unforeseen circumstances arise that require an earlier full review of the plan, the City could choose to exercise that option.



The Plan was created by integrating three key inputs: existing conditions, public input, and committee and stakeholder guidance.

The Onward Oregon Comprehensive Plan is a living document. A land use plan is a community's "blueprint" for the future. It is the vision of what a community wants to become and a proposal for the steps needed to realize that vision. Specifically, the Plan achieves the following:

- Documents and illustrates what the community looks like today and what direction it wants to go in the future; it includes assessments of existing resources and issues, projections of future conditions and needs, and consideration of collective goals and desires.
- Translates the community's values into specific actions. It is a policy guide which not only addresses land use and infrastructure, but also includes important social, natural resource, and economic values of the community.
- Covers an approximate time frame of 10 years; it is assumed that shorter-term reviews will keep it current with the changing needs of the community.
- Integrates with other municipal documents and initiatives.

PURPOSE OF THE PLAN

GUIDE...

THE COMMUNITY IN EVALUATING PROPOSED PUBLIC, PRIVATE, OR JOINT PROJECTS.

INFORM...

CURRENT AND PROSPECTIVE PROPERTY OWNERS AND DEVELOPERS ON DESIRABLE GROWTH PATTERNS.

MEASURE...

PROGRESS AND EFFECTIVENESS OF PROJECTS IN OREGON TO ENSURE THEY STRENGTHEN THE COMMUNITY AS A WHOLE.

Plan Inputs

Many layers of input from quantitative and qualitative analyses were considered, and extensive community involvement was conducted to create a technical and community informed vision. The following describes these inputs and how they informed the plan.

Existing Conditions

Community existing conditions such as current land use, demographics, parks and open space, mobility, development character, and infrastructure were analyzed along with current market trends. With an understanding of these, the planning team and the Steering Committee worked to craft the plan.

Public Engagement

Throughout the planning process the planning team facilitated public input sessions to gain insight into community values and aspirations for how and where the city should grow. These sessions revealed important insights on the issues and opportunities within the community, and preference for a desired growth strategy.

Committee + Stakeholder Guidance

The planning team also facilitated discussions through steering committee and stakeholder meetings. Issues and opportunities made apparent during these discussions were used to validate findings from analyses and community engagement, and build focus and direction for the plan recommendations. These dedicated community members helped create the project framework and championed the plan on behalf of their community.

Planning Process

The planning process for this project unfolded over approximately fourteen months, blending robust technical research with active public engagement. At the outset, a comprehensive process framework was carefully developed to guide each phase of the project, ensuring that efforts were strategically aligned. Many of the planning activities were executed concurrently, a deliberate approach that maintained momentum and upheld the project timeline.

Project Launch

The project began with meetings involving City staff and the Steering Committee to lay the foundation for the project. This phase included defining project goals, timelines, and responsibilities. The existing conditions analysis followed, which included a review of Oregon's demographic, socioeconomic, and physical characteristics, and identified key opportunities and challenges. Existing conditions were reported back to the Steering Committee for general feedback and verification.

Understanding the Community Context

A deeper understanding of Oregon's current conditions and trends was developed through a detailed review of existing plans, policies, and regional data. This phase explored land use patterns, economic drivers, mobility systems, parks and open spaces, and community identity. The findings highlighted critical areas of focus for the Comprehensive Plan, helping to shape strategic recommendations.

Community Engagement

While the existing conditions were being assessed, public input was gathered through Steering Committee meetings, stakeholder interviews, an online survey, and a public open house to better understand the community's vision for the future.

Invent

This step in the planning process involved developing recommendations for public and private improvements in the city. A draft future land use plan was created, and design concepts were articulated for five focus areas.

The Steering Committee was engaged in an iterative process to review and provide feedback, and the general public was invited to review and provide feedback on a draft version of the plan. This was a key step in ensuring the plan is supported by the public, and recommendations are calibrated with community insights.

Implement

Once the Plan components were completed and reviewed, the final Plan document was assembled. This document is designed to be accessible and actionable, serving as a roadmap for city leaders, stakeholders, and community members. The Plan was presented to city leadership for review and adoption.

Plan Framework Overview

The plan framework was shaped by a comprehensive process that integrated the analysis of existing conditions, public input, and insights from the Steering Committee and stakeholders. The completed plan is intended to guide the character of future development and help shape the City for years to come.

A key component of the plan is the Future Land Use Map, which outlines how land should be developed moving forward. It provides clear direction for aligning Oregon's zoning code with the community's long-term land use vision.

Several Plan elements also feature priority projects—strategic concepts selected for their potential to support the future land use map, create development opportunities, and enhance Oregon's image. These projects are designed as practical tools for both the City and the private sector, to help advance Oregon through best practices in planning, design, economic development and placemaking.

PLAN ELEMENTS

- Future Land Use & Housing
- Economic Development
- Mobility & Connectivity
- Parks & Open Space
- Community Identity
- Focus Areas

HOW TO READ THIS PLAN

Executive Summary: This Plan offers a clear, high-level overview, outlining the planning process and providing practical guidance on how to navigate and apply the document. It emphasizes key recommendations, priority focus areas, and actionable steps designed to help Oregon achieve its long-term goals.

Existing Conditions: The Understanding Oregon section provides an overview of Oregon's current land use, demographics, mobility systems, parks and open space, infrastructure, and community identity. It highlights key strengths and opportunities that served as a foundation for the Plan.

Community Engagement: Throughout the planning process, key stakeholders and the general public were engaged to gain insight into community values, priorities, and aspirations, shaping a shared vision for how and where the City should grow.

Plan Framework: Consists of the guiding goals and objectives that shape decisions related to the following chapters: Future Land Use and Housing, Economic Development, Mobility, Parks and Open Space, and Community Identity.

Focus Area Concepts: Five specific geographic areas were identified for targeted analysis and planning, where opportunities exist for redevelopment or infill. These areas prioritize integrated uses, including mixed-use development, housing, retail, green spaces, and entertainment.

Recommendations: Actionable strategies and policies are outlined to guide land use decisions, infrastructure investments, and community development, ensuring stable growth and improved quality of life for Oregon residents.

Who Will Use This Plan

This Plan is designed to serve a broad range of audiences. The following groups are among the most frequent users of the Plan:

- **Citizens -** Residents, business owners, and developers reference the Plan when preparing and submitting development proposals to the City.
- **City Council -** Elected officials use the Plan as a foundational guide for making informed decisions on land use, zoning, and development-related policies.
- **Planning Commission, Board of Zoning Appeals, and other City Organizations and Boards -** Appointed by City Council, these bodies utilize the Plan to formulate policy recommendations and ensure alignment with the City's long-term vision.
- **City and County -** Staff should use the Plan to engage with the public and the development community, helping to communicate priorities and coordinate initiatives that support the future growth of Oregon.

When applied effectively, the Plan serves as a tool to streamline the development process and promote efficient, well-guided growth across the community.

Additional Plan Integration Methods

The following strategies outline how the recommendations of this Plan can be integrated into ongoing city functions and decision-making processes:

Annual Work Programs & Budgets

City departments and administrators should align their annual work programs and budget preparations with the recommendations of the Plan. Integrating plan priorities into budget planning allows the City to strategically coordinate public investments, thereby encouraging complementary private development and fostering revenue-generating opportunities.

Development Approvals

Administrative and legislative decisions regarding development proposals—including rezonings, major site plans, and conditional use permits—serve as key implementation tools for the Plan. Elected and appointed officials should consistently reference the Plan's goals and guidelines when making these decisions. In turn, city codes and policies should be updated as necessary to support the Plan's long-term vision.

Capital Improvements & The General Fund

Capital improvement planning and the allocation of General Fund resources should reflect the Plan's infrastructure and policy priorities. Projects such as street upgrades and utility improvements should be evaluated for their potential to advance plan recommendations. Aligning capital investments with planning objectives enhances coordination and maximizes impact.

Economic Development Incentives

Economic development tools and incentives should be periodically reviewed to ensure they remain aligned with the Plan and current state legislation. As new funding mechanisms and state ordinances emerge, the Plan should be used to support applications and eligibility for grants or programs that require a clearly defined community vision or area-specific strategy.

Private Development Decisions

Property owners and developers are encouraged to align their land use and investment decisions with the goals and strategies set forth in this Plan. Public decision-makers will use the Plan to guide deliberations on zoning, infrastructure requests, and related matters. This Plan should serve as a clear and consistent communication tool to convey Oregon's long-term vision for growth and development.

02

UNDERSTANDING OREGON

02

Understanding Oregon

OVERVIEW

This section outlines the key data, metrics, and perspectives that are the foundation of the Plan. This includes the data and analysis on existing conditions, information from key stakeholders, and key findings from the public engagement process. Collectively, these elements served as the inputs from which the Plan vision and recommendations were developed. Through this approach, the Plan is both technically and intuitively informed.

Data Source Statement:

The data presented in this section was sourced from the U.S. Census Bureau and ESRI. The U.S. Census Bureau provides official demographic, social, and economic data for the United States, offering a reliable foundation for population and housing insights. ESRI (Environmental Systems Research Institute) is a global leader in geographic information system (GIS) technology, offering advanced spatial data analysis and mapping tools. Through ESRI's data, this document incorporates accurate geographic, demographic, and market insights, providing a comprehensive understanding of local conditions.

One of the methods used to gather information was a site visit and driving tour. The image above was taken on the tour and shows the boardwalk at South Shore Veteran's Park. Source: OHM Advisors.

Figure 1: Study Area Context

COMMUNITY ANALYSIS

Study Area Context

Oregon is a Northwest Ohio community, located in Lucas County just east of Toledo. Positioned along the Maumee River and the southwestern shores of Lake Erie, Oregon has convenient access to major highways I-280 and I-75, railways, and the Port of Toledo, positioning it as a key regional hub for freight transportation and commerce. The community offers a small-town atmosphere, rich agricultural heritage, and natural beauty.

Oregon's attractions include the scenic Maumee Bay State Park, Pearson Metropark, the Challenger Learning Center, as well as the annual ethnic German-American Festival, which draws over 30,000 visitors each year. The City is also home to two hospitals – St. Charles Hospital and Bay Park Community Hospital – which serve as important healthcare providers for the region. Recognizing significant changes within the community since the previous Comprehensive Plan was adopted nearly two decades ago, the City has embarked on developing a new Comprehensive Plan.

Community Snapshot

Population

Oregon's 2023 population was 19,821. Since 2010, the population in Oregon has decreased by 1%, which aligns with the overall decline of 3% in Lucas County. Oregon's population is expected to decline to 19,226 in 2029. While population in Oregon is decreasing, population in neighboring Northwood and Perrysburg are stable or increasing.

19,821
2023 Population

Population Change Since 2010

-1%

(-3% in Lucas County)
(+2% for Ohio)

Age Groups

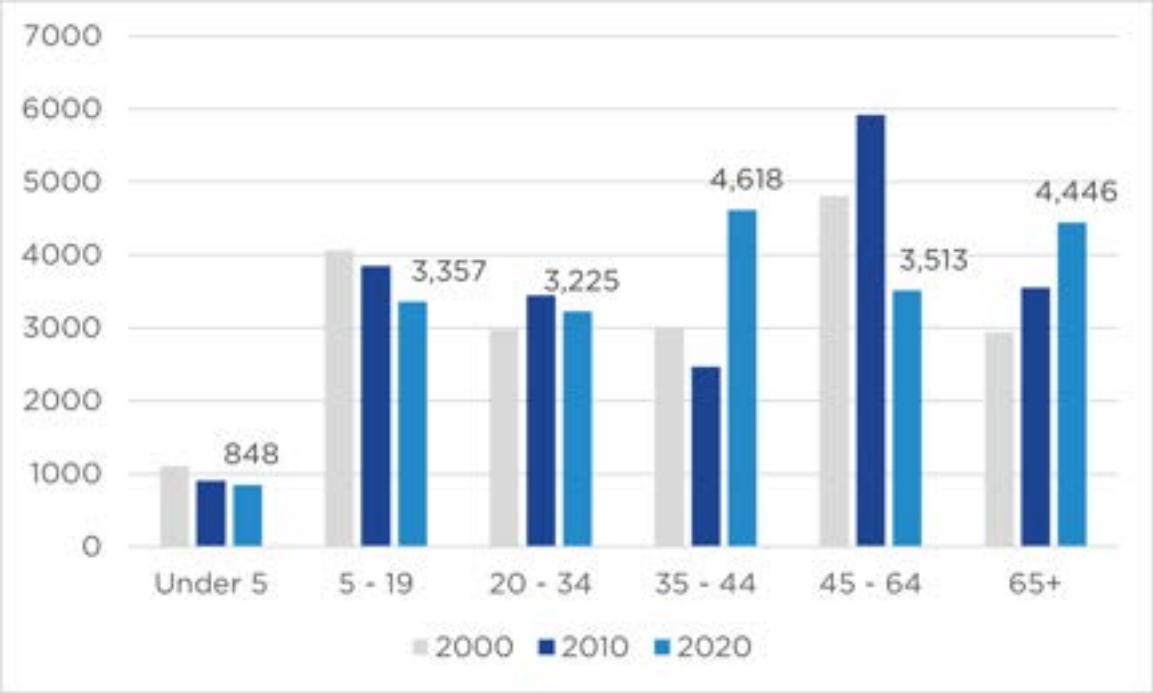
In keeping with national trends, the median age in Oregon has trended upward over the decades from 36.9 in 2010 to 45.2 in 2020. The youth population under 19 years has dropped (18.5%), while the early career professional population has increased slightly (8.5%). However, this modest growth may not be sufficient to offset the declines in younger age groups. The age group between 35-44 experienced the largest growth (54%), suggesting a possible influx of mid-career professionals moving into the area. The changes in the age group 45-64 and 65+ highlights an aging population that may be moving away.

45.2
2020 Median Age

Median Age Change Since 2010

+8.3
Years

Figure 2: Age Group Change in Oregon, Ohio (2000 - 2020)

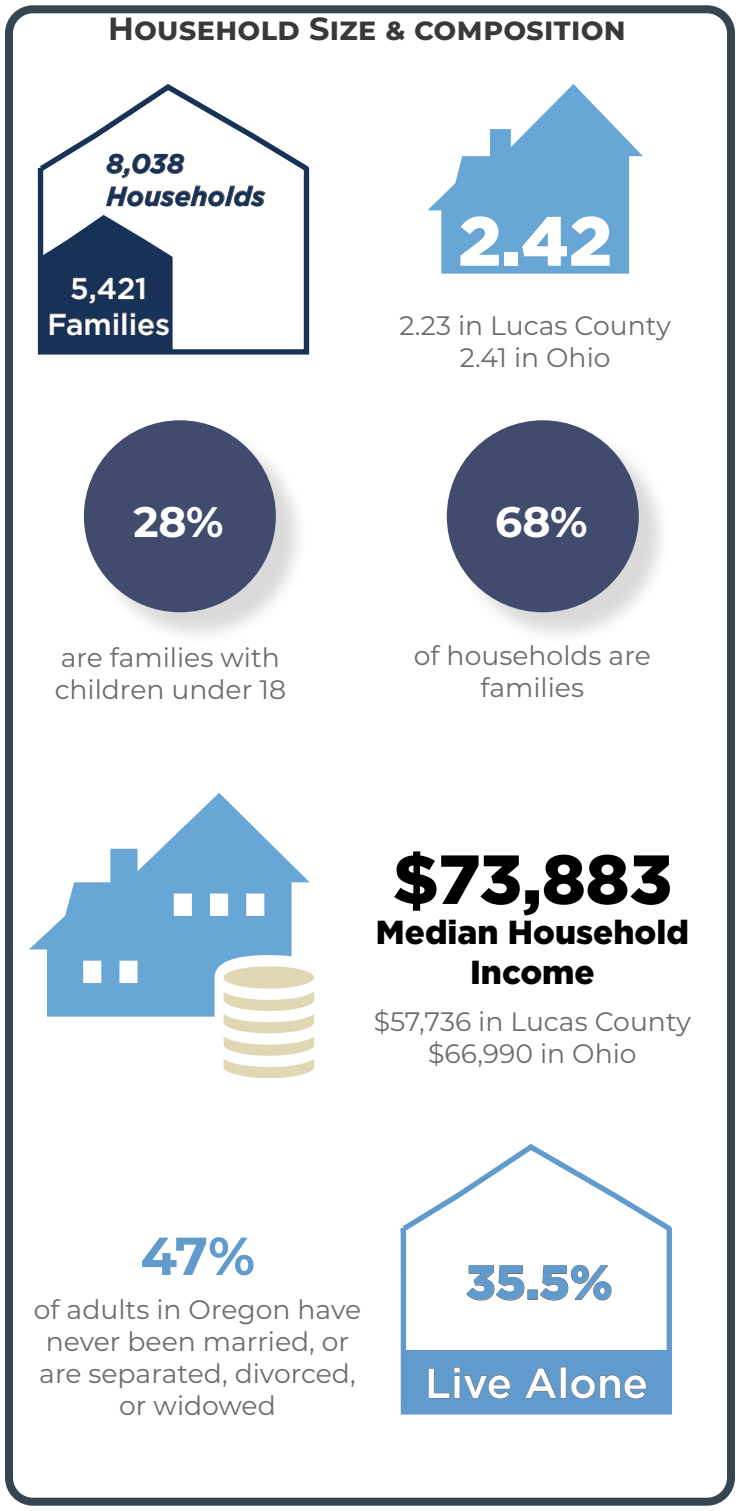


Households and Families

A significant portion of households (66%) are in a family living arrangement. This aligns with the relatively high average household size (2.42) that is larger than that of Lucas County and the State of Ohio. Further, 15.1% of householders living alone are 65 or older.

Family composition and marital status data further illustrate the diversity of household structures in the community. Just over half of adults (~53%) are married, while 28% have never been married, and 19% are separated, divorced, or widowed. This is compared to Lucas County, where 41.7% of adults are married, 38.2% have never been married, and and 19% are separated, divorced, or widowed. Additionally, 28% of Oregon's households include one or more individuals under the age of 18, slightly higher than the county figure of 27.4%. Households with someone aged 65 or older are also more prevalent in Oregon (35.3%) than in Lucas County (30.9%).

Demographic patterns are paired with a relatively high median household income in Oregon ($73,883) compared to Lucas County ($57,736) and the State ($66,990). While this suggests greater overall buying power, housing options in Oregon remain limited. This highlights the importance of offering a range of housing options so that people at all life stages, including single earners, young familis, and older adults on fixed incomes, can find a home in Oregon.



LAND USE INVENTORY

Existing Zoning

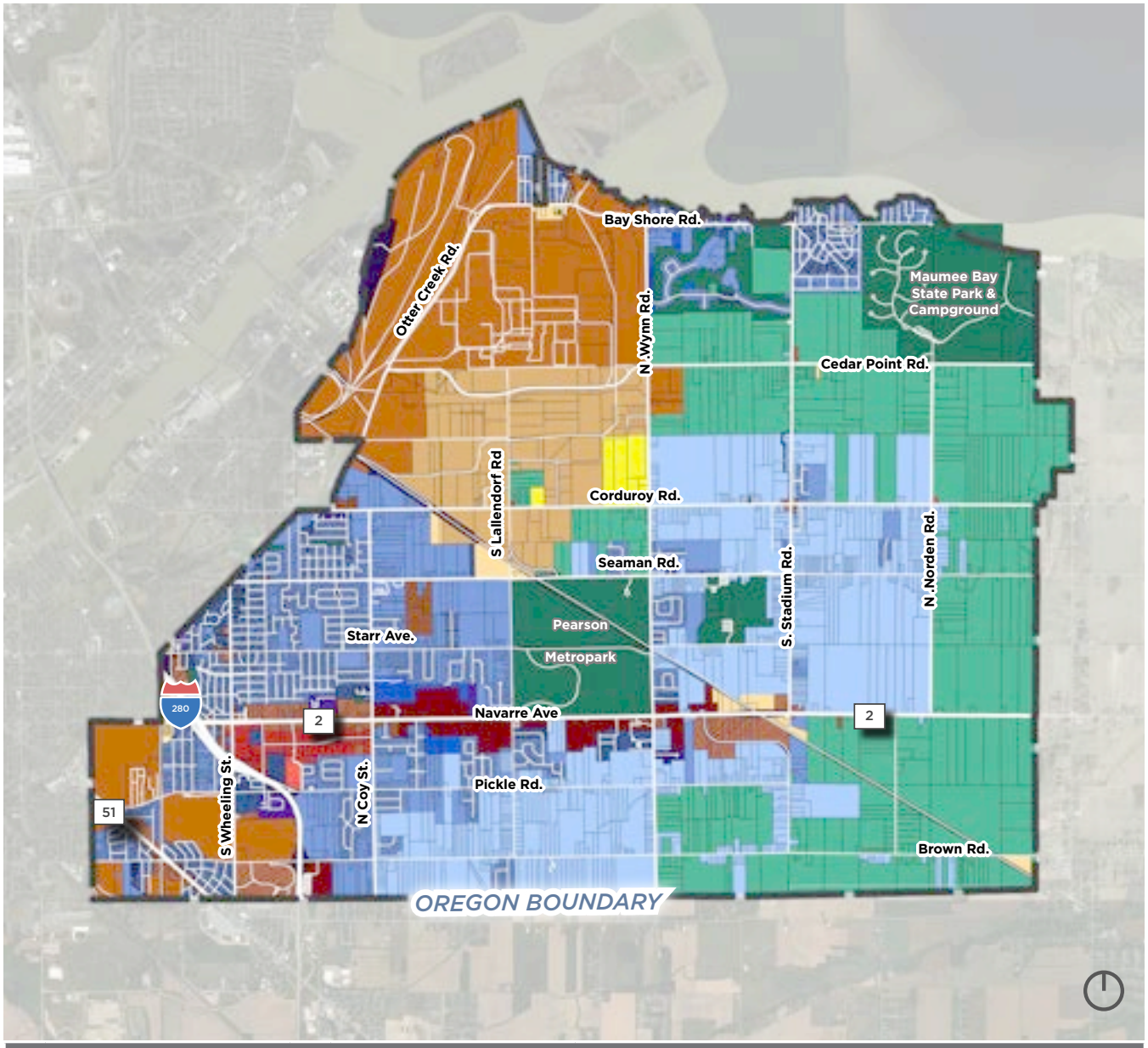
There are 16 different zoning classifications in Oregon. Residential zones are broken into five categories, based on density, multi-family development, and planned or condo development. Taken together, these zoning districts make up the most significant portions of the city (38.91%). Land zoned for agriculture follows this (24.6%). Industry is broken into four categories, including the shared commercial/industrial zone, and consists of 15.7% of the city. Commercial zones (11%) are broken into six categories and include location-specific zones for Dustin Road and Navarre Avenue businesses as well as a shared commercial/industrial zone.

A strong understanding of these zoning designations is important to set a baseline for how land can be developed today. The zoning code designations, as outlined here, might align differently from the future land use map presented later in the plan. Including the zoning here provides a reference point for how land may be rezoned in the future, through the city's formal zoning amendment process, to align with the future land use map. The existing zoning also represents a reasonably balanced land use tapestry that supports a diverse array of businesses, residential, and other land use types.

Table 1: Existing Zoning Breakdown

LISTED IN ALPHABETICAL ORDER		
Zoning Code	Sum of Acres	Percentage
AM - Advanced Manufacturing	60.339	0.3%
A1 - Agriculture	4,293.464	24.3%
C1 - Neighborhood Commercial	82.71	0.47%
C2 - General Commercial	362.71	2.05%
C3 - Planned Commercial	18.03	0.10%
C4 - Dustin Road Business	128.32	0.73%
C5 - Navarre Avenue Business	272.74	1.54%
CI - Commercial/ Industrial	1,071.71	6.07%
M1 - Light Industrial	130.20	0.74%
M2 - General Industrial	2,641.91	14.96%
MX - Mixed	1.0	0.01%
P - Park	1,726.47	9.78%
R1 - Low Density Residential	3,479.98	19.71%
R2 - Medium Density Residential	2,950.19	16.71%
R3 - Multiple Family Residential	201.007	1.14%
R4 - Planned Residential	75.72	0.43%
R5 - Condo Residential	84.90	0.48%
Not Zoned	77.40	0.44%
TOTAL AGRICULTURE	**4,293.464**	**24%**
TOTAL RESIDENTIAL	**6,791.80**	**39%**
TOTAL COMMERCIAL	**1,936.22**	**11%**
TOTAL INDUSTRIAL	**2,833.49**	**16%**
GRAND TOTAL	**17,658.80**	

Figure 3: Existing Zoning



ZONING MAP KEY			
AM - Advanced Manufacturing	C4 - Dustin Road Business	MX - Mixed	R4 - Planned Residential
A1 - Agriculture	C5 - Navarre Avenue Business	P - Park	R5 - Condo Residential
C1 - Neighborhood Commercial	CI - Commercial/ Industrial	R1 - Low Density Residential	Not Zoned
C2 - General Commercial	M1 - Light Industrial	R2 - Medium Density Residential	
C3 - Planned Commercial	M2 - General Industrial	R3 - Multiple Family Residential	

Existing Land Use

The City land use pattern is shaped by its rural character, established neighborhoods, and key employment areas. Agricultural land accounts for 24% of all land in Oregon, highlighting the community's agrarian roots and prevalence of low-density development. Residential uses make up the largest share at 39%, followed by industrial at 16%, commercial at 11%, and parks and open space at nearly 10%. This distribution highlights a community with a strong connection to its landscape, but also one that is at a pivotal point in balancing preservation with strategic growth. The current pattern offers opportunities to better integrate land uses, promote infill development, and enhance connectivity between residential, commercial, and industrial areas—especially as the city considers future growth and seeks to reinforce a cohesive urban form.

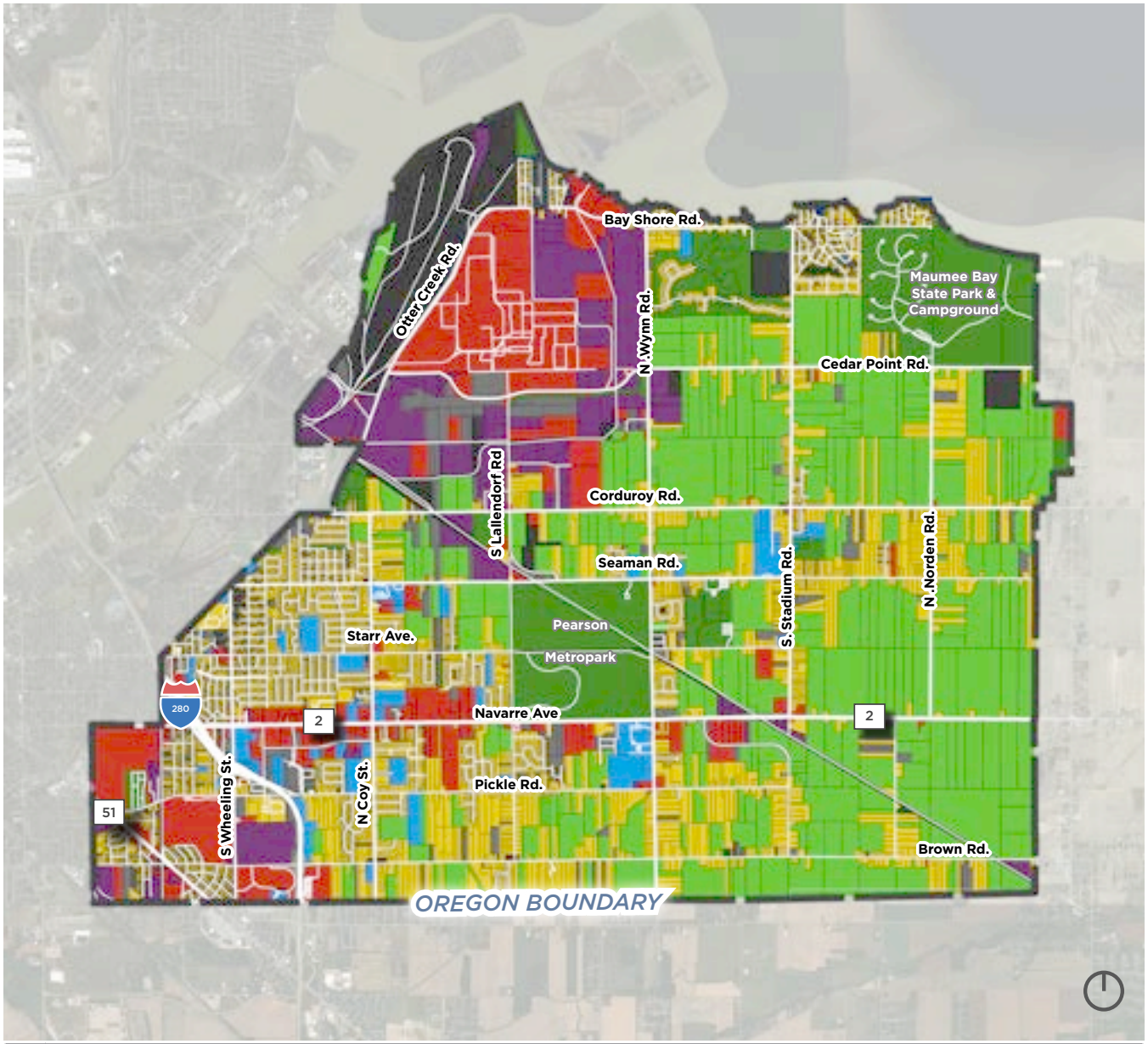
About 40% of land in Oregon is designated for residential use, primarily for single-family housing, reflecting a strong suburban and rural character. Source: Rocket Mortgage.

Understanding current land uses provides context to guide plan recommendations. Updating land use designations and identifying areas within the boundary to have higher and better uses results from analyzing existing conditions and building on the variety of land uses that exist. Industrial zones are mostly concentrated to the northwest part of Oregon, with some industry in the southwest corner. Commercial zones are mostly found along the east-west corridors of Navarre Avenue and Dustin Road. The densest residential zones are concentrated to the north and west parts of Oregon and become more low-density to the east as agricultural uses take over.

The natural gas power plant is part of the strong industrial sector, a key driver of the local economy and energy production. Source: Oregon Economic Development Foundation.

Although the current land use pattern maintains a functional balance of neighborhoods, employment centers, and open space, it lacks dedicated mixed-use areas. This limits opportunities to create walkable, vibrant environments that blend housing, retail, and community services, and contribute to a sense of place and quality of life. As Oregon continues to evolve, it will be important to identify areas where development patterns are shifting—and where higher-density housing or mixed-use development can be encouraged—to accommodate population needs, expand housing diversity, strengthen the local economy, and preserve the community's natural assets.

Figure 4: Existing Land Use



LAND USE MAP KEY			
	Agriculture		Open Space
	Civic/Institutional		Other
	Commercial		Residential
	Industrial		Transportation/Utilities
	Natural/Conservation		

HOUSING

The Oregon housing market is fundamentally sound, however, the existing housing inventory is inadequate. Approximately 81% of all housing units are single-family, attached and detached. Housing construction has plummeted since the 1970s to nearly non-existent in 2020. This can be due to limited infrastructure in some undeveloped areas, reluctance from property owners to sell or develop their land, and zoning regulations that may not adequately support development.

Residential property demand shows vital signs for future growth, particularly to meet the need for additional housing units. The majority of residents own their homes, although the limited variety of housing options leaves little available for newcomers or those seeking more affordable options. There are generally few housing options on the market for buyers of all incomes, and when homes are on the market, they sell quickly. Efforts to redevelop vacant housing, rehabilitate owner-occupied and rental units, and develop new housing stock could benefit the city.

The region is experiencing an increase in apartment construction in response to growing demand for these kinds of units, both within areas like downtown Toledo (precedent: Glass City Center, Marina Lofts) as well as more suburban settings like Maumee (Redwood Maumee Reynolds Road).

The median year of construction for housing structures in Oregon is 1970. This data point reflects a substantial wave of development that shaped much of Oregon's current residential fabric and established many of the neighborhoods that exist today. With a median housing age of over 50 years, much of the housing stock is now entering a phase where maintenance, modernization, and reinvestment will become increasingly important. Planning efforts can support these aging areas by encouraging reinvestment and providing opportunities for compatible infill development that respects the established character, while introducing greater housing diversity to meet the evolving needs of current and future residents.

Examples of existing housing found in Oregon. Source: Trulia, OHM Advisors.

Median Household Income

$73,883

$57,736 in Lucas County
$66,990 in Ohio

Median Contract Rent

$648

$694 in Lucas County
$988 in Ohio

Median Home Value

$174,100

$144,200 in Lucas County
$183,300 in Ohio

75%
Owner-Occupied Housing Units
62% in Lucas County
67% in Ohio

5%
Vacant Housing Units
9% in Lucas County
8% in Ohio

82%
of residential properties have 1 unit
72% in Lucas County
73% in Ohio

18%
of residential properties have 2 or more units
28% in Lucas County
27% in Ohio

130

Housing Affordability Index

1970

Median Year Structure Built

To interpret the Housing Affordability Index, a value of 100 means that a family with the median income has exactly enough income to qualify for a mortgage on a median-priced home. An index above 100 signifies that a family earning the median income has more than enough income to qualify for a mortgage loan on a median-priced home, assuming a 20 percent down payment. For example, a composite HAI of 120.0 means a family earning the median family income has 120% of the income necessary to qualify for a conventional loan covering 80 percent of a median-priced existing single-family home. An increase in the HAI, then, shows that this family is more able to afford the median priced home.

ECONOMIC DEVELOPMENT

Oregon has a strong economic base with steadily performing manufacturing and healthcare sectors. More than 8,200 people commute into Oregon for work each day, exceeding those that leave the City for work each day (7,957). This suggests that Oregon has desirable jobs but there is a gap in desirable homes for those people to live within the city. Only 16% (about 1,500) people both live and work in Oregon.

Key employers include hospitals, refineries, the Oregon Board of Education, and an automotive manufacturer. Economic development is further strengthened by demographic trends within Oregon, including rising household incomes, a low cost of living, and a competitive cost of doing business. These factors present opportunities to attract young people, families, and business investment, positioning Oregon for future growth and diversification.

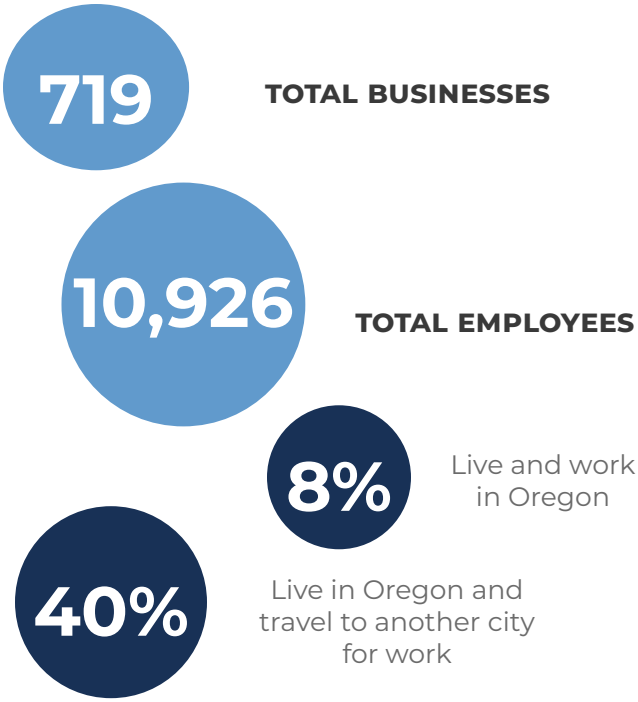
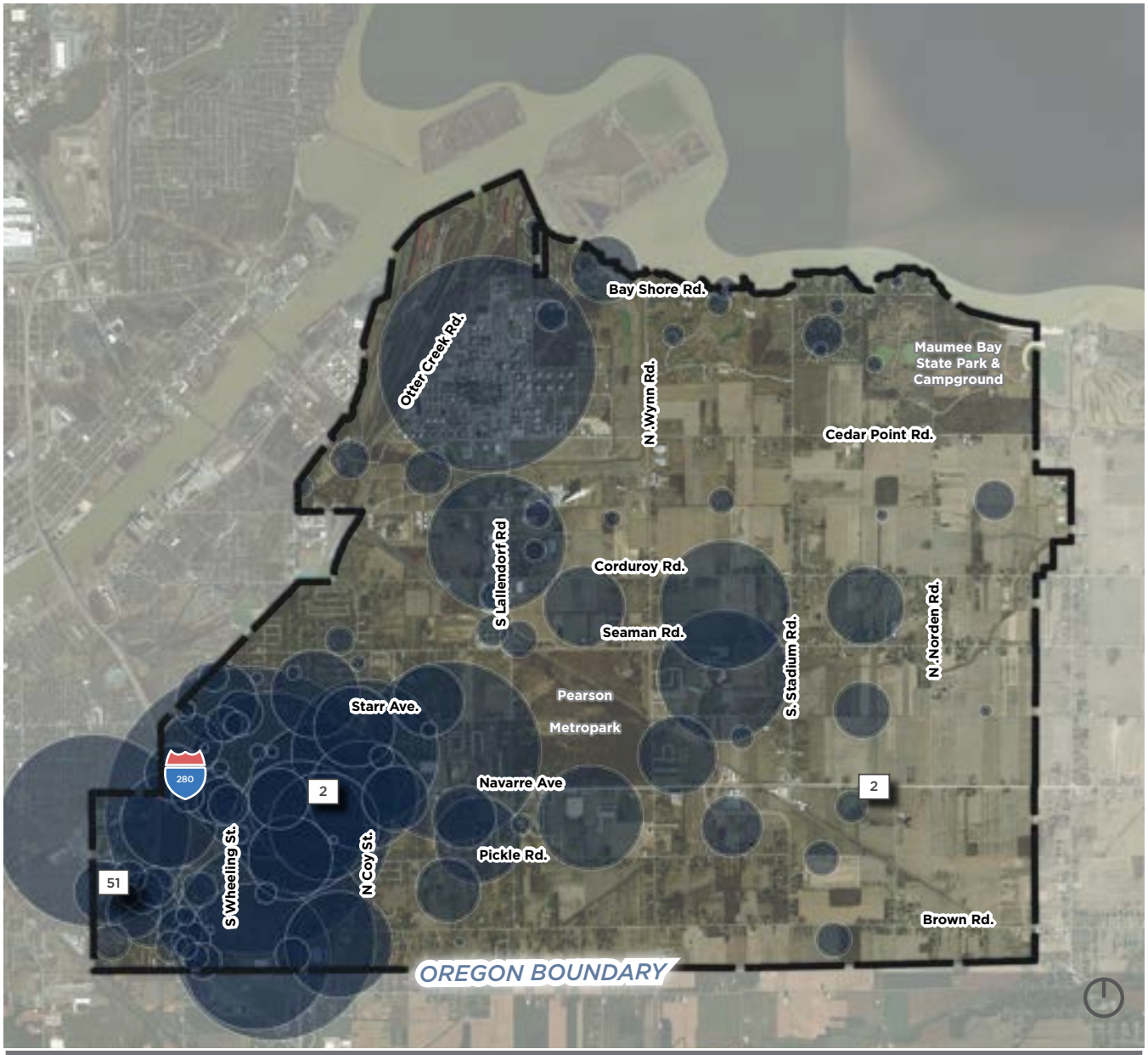


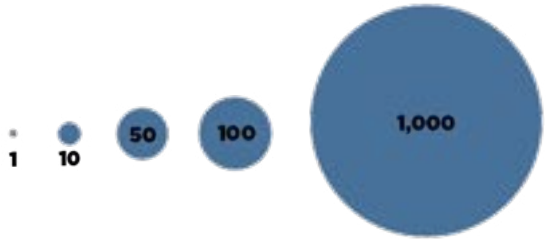
Table 2: Labor Force by Industry

LISTED IN DESCENDING ORDER BY PERCENTAGE	
Industry	Percent in Labor Force
Manufacturing	15.9%
Health Care	14.3%
Retail Trade	11.6%
Educational	9.2%
Transportation	7.2%
Construction	6.9%
Accommodations/Food	6.7%
Other Services	5.8%
Professional/Technology	4.6%
Administration/Waste Mgmt.	3.9%
Public Administration	3.9%
Wholesale Trade	2.3%
Finance/Insurance	2.1%
Real Estate	1.6%
Arts/Entertainment	1.6%
Utilities	1.2%
Information, Management, Mining, Agriculture	Each less than 1%

Figure 5: Oregon Employment Concentrations



EMPLOYMENT CONCENTRATION MAP KEY



MOBILITY & CONNECTIVITY

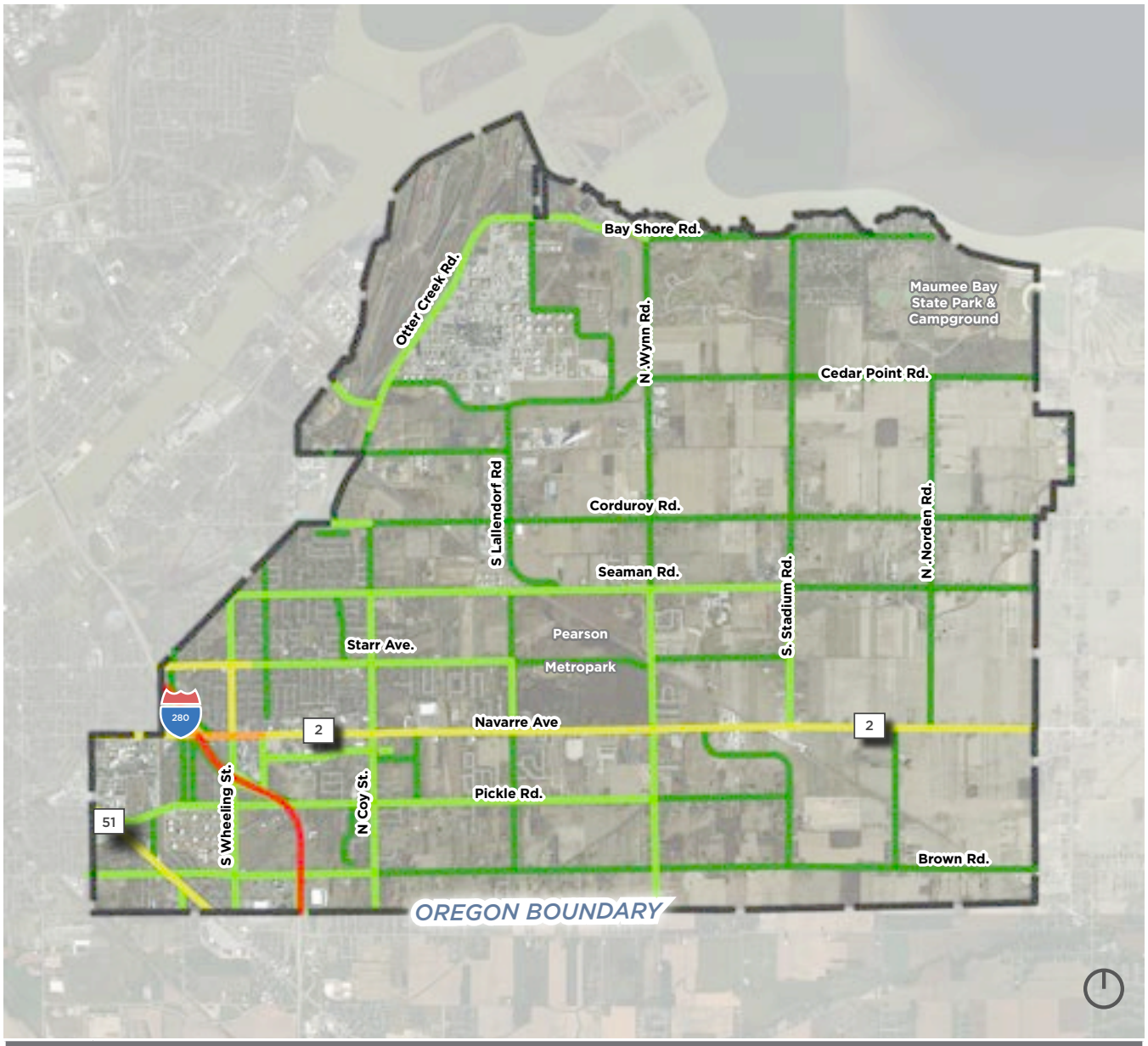
The mobility network in Oregon includes all infrastructure that enables individuals to move through the community. The City has an extensive system of transportation options, from regional highways to major corridors to bike paths and trails that offer multi-modal options. Currently there are over 10 miles of bike lanes and shared use paths, with an additional 5 miles under development. Sidewalk coverage is extensive across much of the eastern part of the City, including both major thoroughfares and neighborhood streets. However, in rural and less developed areas, sidewalk coverage becomes sparse, and gaps in connectivity, along with challenging road crossings, often limit pedestrian access.

Roads with more traffic can require higher maintenance costs. Average Annual Daily Traffic (AADT) is a measure of the total volume of traffic on a highway or road. The highest traffic volume roads in Oregon are I-280 and Navarre Avenue. Navarre Avenue is also a hotspot for crashes involving vehicles, pedestrians, and cyclists.

The majority of roadways follow a traditional grid pattern. However, more recent developments feature a higher percentage of curvilinear streets and cul-de-sacs, which can reduce overall connectivity and create challenges for pedestrians and cyclists navigating through neighborhoods. Addressing these connectivity gaps can enhance safety and improve mobility for all users.

Paths and high-visibility crossings connect users to Pearson Metropark and Maumee Bay State Park. Source: Consistently Curious; Oregon, OH.

Figure 6: Oregon Average Annual Daily Traffic (AADT)



AADT TRAFFIC VOLUME MAP KEY	
	3,001 - 10,000
	10,001 - 25,000
	25,001 - 40,000
	40,001 - 90,868

PARKS & OPEN SPACE

The natural landscape is a critical component that shapes the character and quality of life in Oregon. This includes parks, open spaces, and the environment that supports active and passive recreation, offering residents spaces to gather, be active, and enjoy the outdoors. Further, these areas significantly contribute to the City's natural beauty and sense of place. As Oregon continues to grow and evolve, key considerations must be given to the protection and preservation of open space and environmental features, as well as the location, amenities, and maintenance of local parks.

Oregon is home to nine parks spanning 1,691 acres. However, the majority of this acreage is made up of three large regional and state-managed facilities: Pearson Metropark, Maumee Bay State Park, and Eagle's Landing Golf Course. Excluding these, the City maintains just 107.22 acres of parkland across its remaining six local parks.

The National Recreation and Park Association (NRPA) offers two relevant benchmarks: For communities around 20,000 people, the median number of residents served per park is 1,172. In Oregon, the ratio is closer to 1 park per 2,200 residents, indicating that the number of parks, not just acreage, is lower than national norms. Further, NRPA recommends that park agencies provide 12.6 acres of parkland per 1,000 residents. Oregon manages only 5.6 acres per 1,000 residents when excluding the three regional- and state-managed parks.

This raises important questions about how to measure adequacy. On one hand, Oregon residents do benefit from access to large-scale parks maintained by Metroparks Toledo and the State of Ohio — resources not all communities have access to. These facilities offer valuable recreational opportunities and should be recognized as assets within Oregon's broader park system. On the other hand, they don't necessarily fulfill the role of neighborhood or community parks that are walkable, multi-use, and maintained at the municipal level.

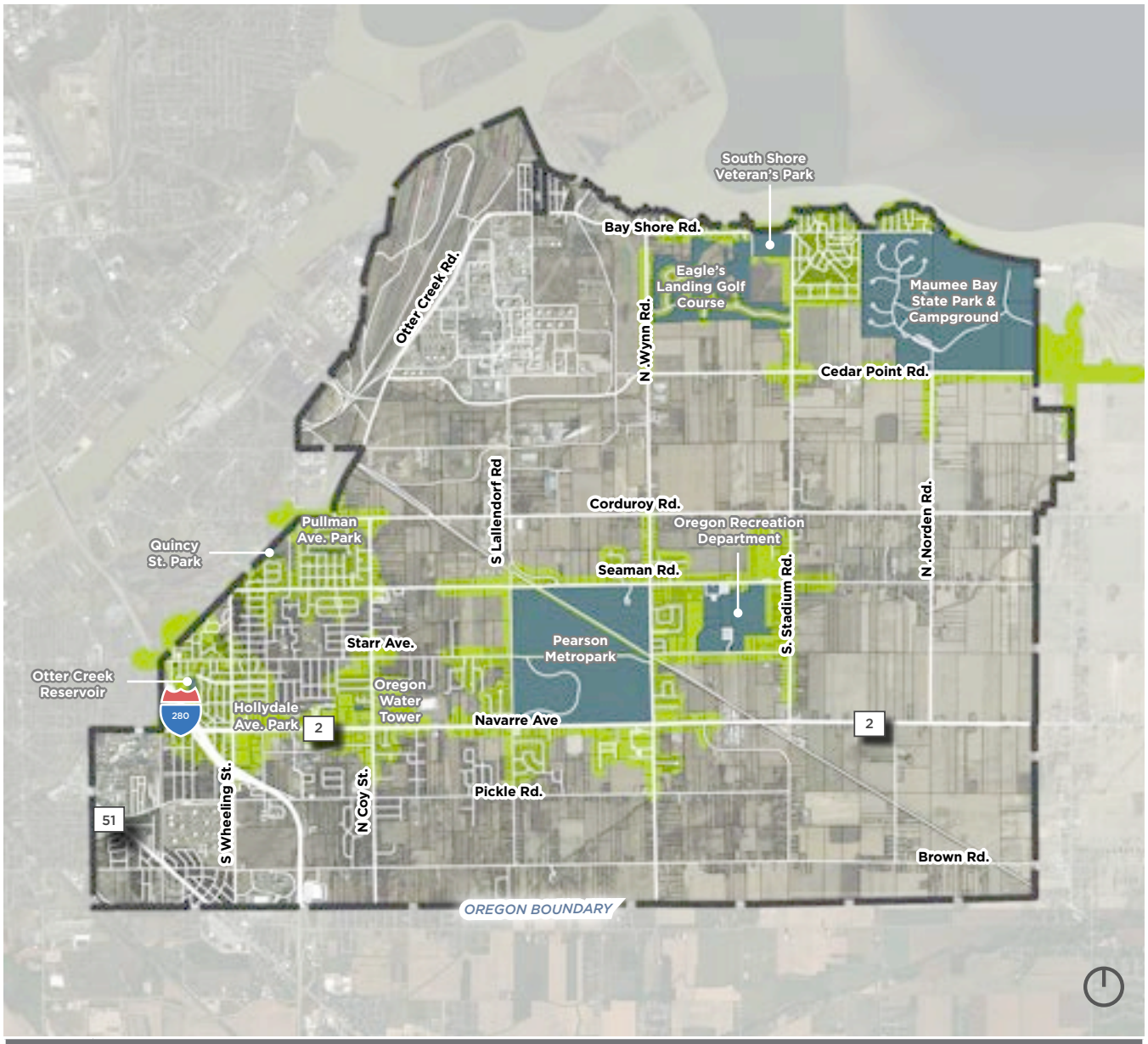
In particular, access gaps exist on the west side of the city, where neighborhood parks are limited and pedestrian infrastructure is sparse. These factors constrain walkability and limit residents' ability to reach nearby parks without driving.

To strengthen its park system, Oregon should focus on expanding access to local, walkable parks and amenities, especially in underserved areas, while continuing to coordinate with regional and state partners. This approach ensures public investment complements, rather than duplicates, the recreational services provided by other agencies.

Maumee Bay State Park. Source: Sandy Sarsfield.

Pearson Metropark. Source: Metroparks Toledo.

Figure 7: Parks and Open Space 10-Minute Walkshed



PARKS WALKSHED MAP KEY	
	Parks
	10-Minute Walkshed

COMMUNITY IDENTITY

Oregon, Ohio brands itself through the tagline "Oregon Opportunity on the Bay" signaling both its geographic connection to the Lake Erie/Maumee Bay shoreline and its aspirations for economic and community development. These messages reflect a city proud of its natural assets and committed to growth. The proximity to Lake Erie suggests opportunities for recreation, tourism, and waterfront engagement. However, despite this branding, the City has yet to fully activate its bayside potential, with limited public access, amenities, or signature experiences that connect residents and visitors to the water.

Examples of existing community identity signage. Source: Toledo Blade, Oregon Ohio Facebook Community, Oregon Economic Development Foundation.

KEY TAKEAWAYS

Community Snapshot

Oregon's population is stable but aging. Oregon needs to decide whether to focus on maintaining a stable or growing population. Attracting new residents and young families could provide growth opportunities, and attracting and maintaining a younger creative class is important to maintaining the local economy. This decision will impact land use plans, the level of services required, and housing choices. Higher incomes in Oregon compared to Lucas County and the State presents opportunities for disposable income to support the local economy, entertainment, and quality of life amenities.

Land Use

There is an opportunity to reimagine land use in Oregon to better unify the community and strengthen transitions between zoning districts. Residential land makes up the largest share of land use in the city. A significant portion of the community (nearly 25%) is still zoned for agriculture, raising important questions about whether to preserve this rural character or strategically guide future growth into these areas. Oregon also follows a traditional commercial corridor pattern, but there is potential to develop a more centralized, vibrant downtown or town center to serve as a unifying anchor.

Housing

17% of the population is over 65 years old and lives alone. Further impacting housing choices is the fact that half of adults in Oregon are single. There are households whose housing needs may not be adequately met by what is available by the current housing options available in Oregon.

Economic Development

Oregon has a strong economic base with steadily performing manufacturing sectors. Over 8,000 people commute into Oregon for work, and an additional 1,500 live and work in Oregon.

Mobility

Oregon is actively expanding its bike path network, with over 10 miles currently available and five more miles under development. Navarre Avenue, a key commercial road, has moderate average annual daily traffic (AADT), with the highest volumes near I-280 and the west side of Oregon. Several intersections with high crash rates may benefit from safety improvements and traffic calming measures to reduce accidents and improve overall safety. Efforts to improve mobility systems will benefit development and local industry, as well as contribute to community character and general quality of life within Oregon.

Parks and Open Space

There are nine parks in Oregon totaling 1,691 acres. The 10-minute walkshed analysis shows many Oregon residents do not have a park within a 10-minute walk. To meet or exceed national standards, Oregon may need to consider acquiring and developing additional parkland, particularly local parks within walking distance for residents.

Community Identity

Oregon's community identity reflects pride in its location and opportunity, but there is room to more fully activate and express these values. While the City brands itself as "Oregon on the Bay" and the "City of Opportunity," its physical and cultural connection to Maumee Bay remains underutilized. Strengthening Oregon's identity may involve investing in placemaking, cultural programming, and design elements that celebrate its natural setting, industrial heritage, and emerging demographic trends. As the City considers strategies to attract young families and professionals, reinforcing a distinct, welcoming, and active community image will be essential to shaping perceptions and encouraging long-term investment—both residential and economic.

03

COMMUNITY ENGAGEMENT

03

Community Engagement

OVERVIEW

Public engagement is the driving force in developing a successful comprehensive plan. Residents, business owners, developers, and other key stakeholders offer a range of important perspectives, as well as essential knowledge and understanding of Oregon. The planning process was designed to proactively engage the Oregon community and provide numerous opportunities for individuals to make their voices heard. Community outreach included in-person events that allowed for face-to-face discussion, as well as online tools that helped gather feedback from a broader audience. Feedback received through community outreach helped guide the direction of the Plan and had a direct impact on recommendations developed through the Onward Oregon process.

The public engagement process for the Oregon Comprehensive Plan began with the first Steering Committee meeting on June 20, 2024 and continued through the plan's public review in May 2025, consisting of Steering Committee meetings, a community survey, and public open houses in October 2024 and April 2025.

21 **Steering Committee Members**

engaged throughout 6 total meetings in this process.

6 **Stakeholder Group Participants**

engaged across multiple virtual sessions.

1,000 **Survey Responses**

via online survey, which was conducted over the course of 12 weeks.

100+ **Open House Participants**

between 2 in-person sessions held in the evening.

Participation during the evening open house on October 2, 2024.

Participants provided feedback on development locations, recreation amenities, and housing typologies.

ISSUES + OPPORTUNITIES

Through various engagement efforts, community members were asked to identify the biggest issues and opportunities facing the city. These questions were posed to the Steering Committee, focus groups, survey participants, and community meeting attendees. The following are the key takeaways/themes from the many responses gathered.

*"What do you believe are the **most critical issues or significant challenges** for the future of Oregon?"*

Infrastructure

Some of the community feels the existing infrastructure is inadequate to meet the growing population's needs.

Mobility

Concerns about traffic congestion, road conditions, and lack of connected non-motorized transportation were raised.

Retail

Restaurants and essential retail services are limited, impacting convenience and quality of life.

Recreation

There is a need for improved maintenance and accessibility in existing parks.

Economic Development

There are concerns about insufficient business growth and job opportunities, particularly in sectors that could diversify the economy.

Housing

Residents noted a desire for more diverse housing options, suitable for varying incomes, and limited availability of housing.

*"What do you believe are the **greatest opportunities** for the future of Oregon?"*

Infrastructure

Increasing broadband and high-speed internet access could foster remote work and attract businesses.

Mobility

Expanding infrastructure for walking and biking could enhance connectivity and reduce traffic issues.

Retail

There is potential for diverse retail options to boost the local economy and attract businesses that serve the community better.

Recreation

There is opportunity to expand recreational offerings, including a sports complex and outdoor trails.

Economic Development

Many see potential for business growth, increased job opportunities, and attracting new industries.

Housing

Building diverse residential developments could attract new residents and young families.

COMMUNITY SURVEY

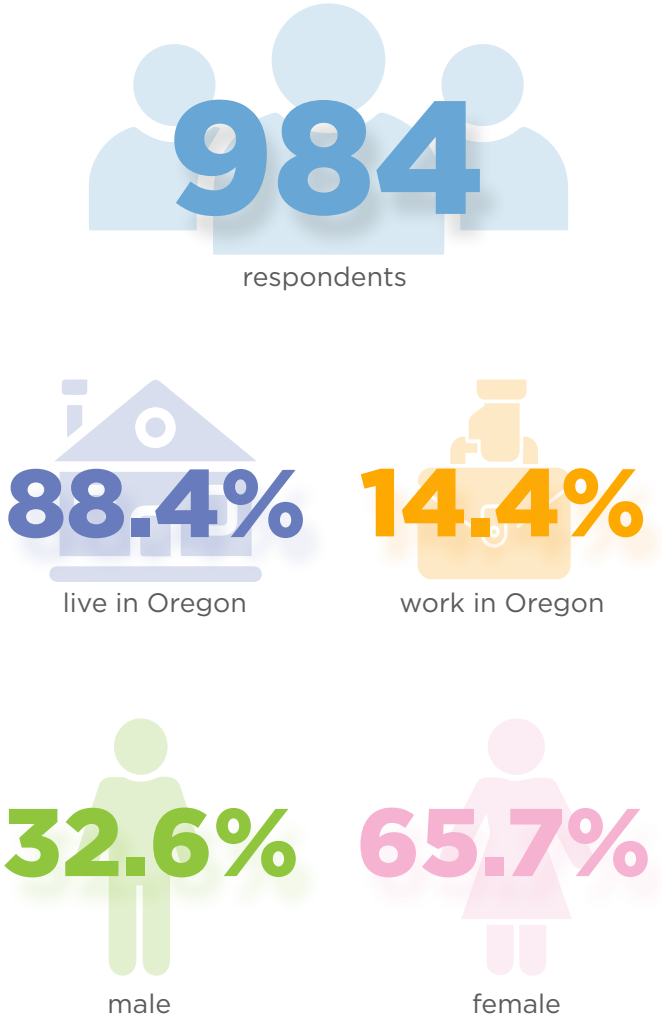
A 28-question community survey was published online on September 9, 2024 to solicit input from local residents. The survey closed on November 28, 2024.

KEY FINDINGS

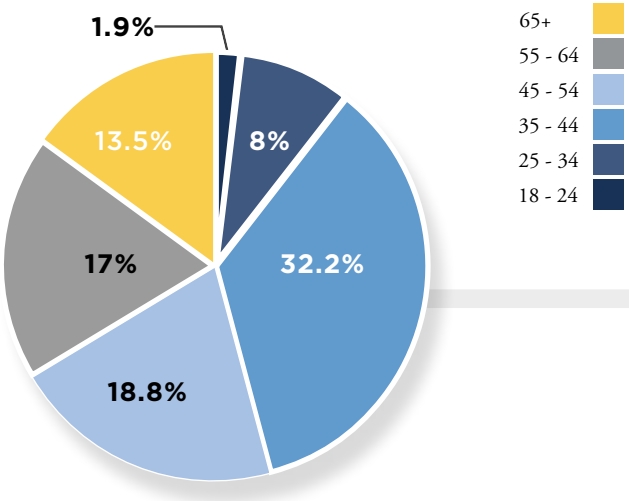
The following are key findings from the 2024 community survey.

- Many respondents view Oregon's location as an asset, with proximity to nearby amenities and services being important to residents.
- There is high demand for more retail services, restaurants, recreational facilities, and quality of life amenities.
- Respondents expressed that affordable and quality housing are essential to ensure the community remains accessible to a diverse population.
- Respondents value the small-town feel of Oregon and want to maintain it, while fostering growth.
- Many respondents travel to nearby cities like Perrysburg and Toledo for shopping and dining, emphasizing the need to capture more local spending.

Survey Respondent Demographics



Survey Respondent Age Range



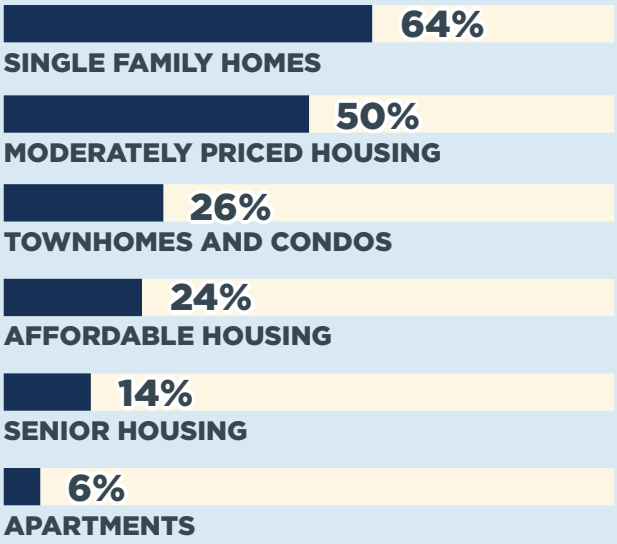
- 45.2 is the median age in Oregon
- The largest age groups living in Oregon are 55 - 64 (16%) and 65-74 (12%)
- 22% of Oregon's population is under 19

KEY SURVEY QUESTIONS & RESULTS

3.6
avg. rating

Using a scale of 1 to 5, where 1 means "extremely low" and 5 is "extremely high," how would you rate your **quality of life** in Oregon?

Which **types of housing** do you believe Oregon needs more of?



What kinds of jobs would you most like to see Oregon **attract more of** in the future?
Top 5 responses below:

Technology | **Professional services** | **Research and development** | **Light manufacturing** | **Education**

Which would you focus on most to improve Oregon's quality of life?
Top 5 responses below:

Creating a town center | **Neighborhood revitalization** | **Improving roads** | **Commercial development** | **More parks and rec**

STAKEHOLDER INTERVIEWS

In September - October 2024, stakeholders were interviewed to better understand their perceptions of key issues and opportunities in Oregon. Stakeholders were nominated by members of the Steering Committee and represented a wide cross-section of residents, business owners, school officials, and City leaders. Participants were asked about issues and opportunities in the community, and general dialogue ensued about the future of Oregon. The following is a summary of these conversations organized by topic.

"Oregon is seen as a safe, generous place to raise a family, but with an aging population and fewer new families moving in, the community's demographic base is shrinking."

- Oregon Stakeholder

COMMUNITY IDENTITY

Lack of Distinct Identity

- Stakeholders consistently mention that Oregon struggles with defining a clear identity separate from East Toledo. While Oregon has many attractive amenities like schools, parks, and proximity to Lake Erie, these assets are not well-promoted.

Work-Life Balance

- Several interviewees believe Oregon could market itself more effectively by highlighting the area's quality of life and proximity to nature and outdoor activities.

HOUSING

Housing Preferences

- Some stakeholders express a preference for larger lots and single-family homes, while others suggest that smaller, higher-density developments could be more appealing to a younger demographic and could provide better returns for developers.
- There is also a split over whether to invest in apartment complexes: some see this as a necessity to attract young professionals, while others worry about the long-term tax base contributions from such developments
- High-end developments are sparse, and there is concern over smaller lot sizes in newer developments.
- The available housing still does not align well with the local economy, where many jobs in healthcare, retail, and manufacturing do not support the cost of even average new housing.

ECONOMIC DEVELOPMENT

Industrial vs. Small Business Growth

- While some stakeholders emphasize the importance of continuing to attract large industrial employers, others believe that the focus should shift toward small businesses, restaurants, and entertainment to enhance the livability of the city.
- Stakeholders agree that Oregon lacks dining, retail, and entertainment options. This not only affects residents but also limits economic growth by deterring visitors and businesses.

MOBILITY

Multi-Modal Connectivity

- Oregon's access to highways is considered an asset, which should be more actively promoted to enhance the city's connectivity and attract businesses and residents.
- Although Oregon has invested in bike paths, some stakeholders feel these have not been fully leveraged to connect key areas of the city. There is a call for more infrastructure linking parks, trails, and recreational spaces to improve both mobility and quality of life.

PARKS AND OPEN SPACE

Underutilized Natural Resources

- Maumee Bay State Park and Pearson Park are seen as valuable but underutilized resources. Stakeholders believe more could be done to promote these parks as attractions, leveraging them for activities such as camping, boating, and outdoor recreation.

Maintenance Concerns

- South Shore Veterans Park was specifically called out for suffering from vandalism and poor maintenance.

Desire for New Recreational Amenities

- There is growing interest in expanding recreational offerings, such as adding pickleball courts and potentially an indoor recreation center. These facilities would provide more activity options for residents year-round and help meet increasing recreational demands.

LAND USE

Zoning and Building Guidelines

- Some stakeholders believe Oregon's zoning regulations are too restrictive, which has deterred new residential developments. This has been cited as a barrier to attracting diverse housing options, particularly higher-end apartments and townhomes.
- In certain areas, like the eastern part of Oregon, there is concern about the absence of clear building guidelines, which creates uncertainty for developers and limits new investments.

Town Center Development

- Stakeholders express disappointment that the Town Center concept has not reached its full potential. They suggest enhancing this area with walkable amenities, mixed-use developments, and community gathering spaces.

OPEN HOUSE SUMMARY

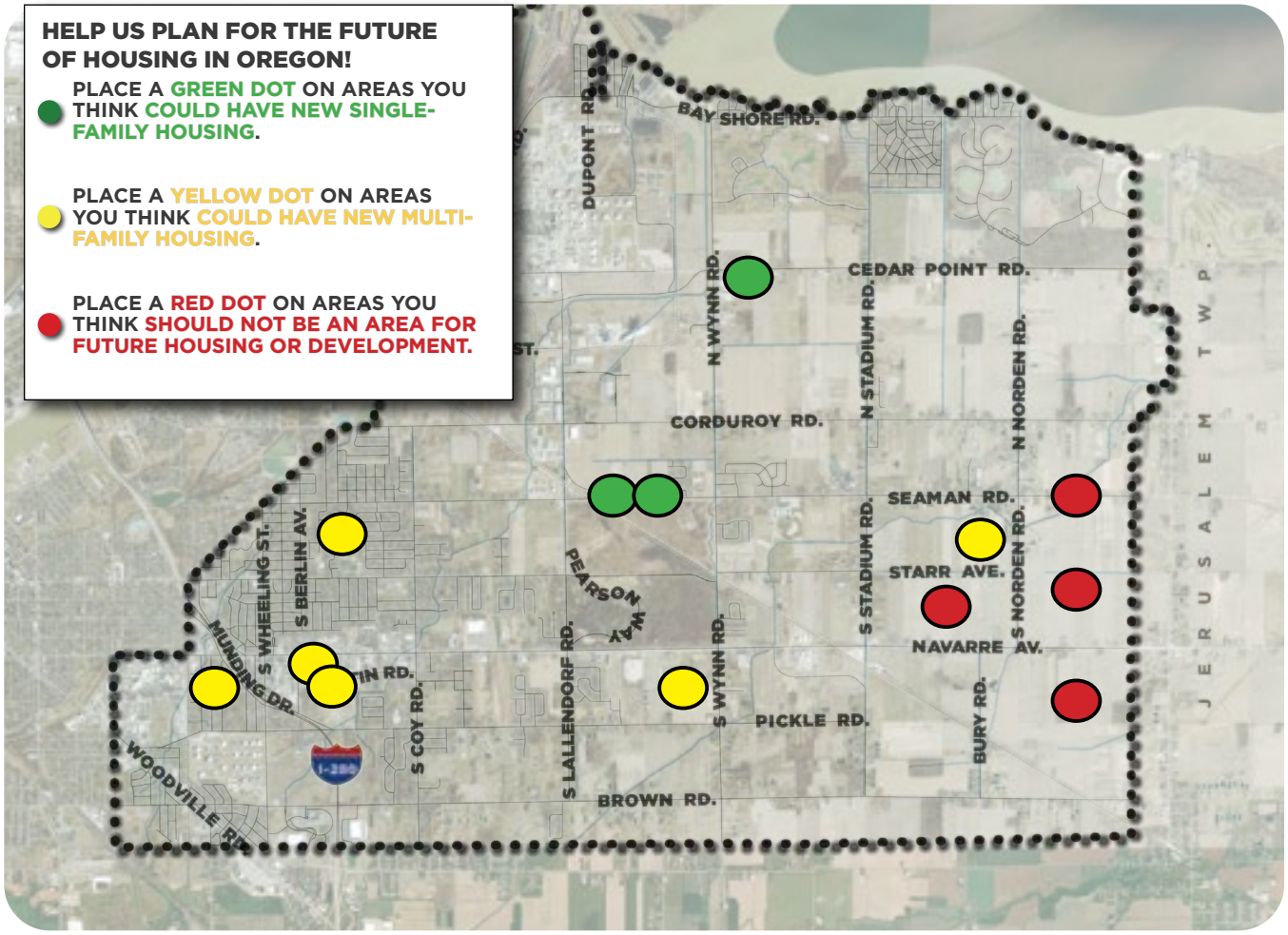
OPEN HOUSE #1

The first round of engagement was designed to introduce the public to the process and to gather ideas about the direction of Oregon. This event was attended by more than 80 people and provided the project team with a fuller understanding of the community's ideas and concerns for Oregon's future. The first round helped to shape the plan's goals and focus areas.

The Open House was held on October 2, 2024, and included a two-hour community workshop at the new local gathering place, Buffalo Rock Brewing Company. Participants were informed about the planning process and purpose and were engaged in a series of activities designed to solicit specific feedback that would help inform the development of the Plan. Below are the results of one activity requesting input on where growth should happen.

Note: issues and opportunities activities, and general comments and ideas were included and summarized as part of the issues and opportunities outlined on the previous pages.

FUTURE DEVELOPMENT AREAS



OPEN HOUSE #2

A second public open house was held on April 2, 2025 at the Challenger Learning Center of Lake Erie West. The project team spoke to community members about the proposed plan recommendations, including the Future Land Use Map and Focus Areas, and invited participants to review these recommendations as well as the Plan's goals and objectives. The reactions and feedback shared during this round of engagement affirmed the approach the project team had taken, and provided the project team with a deeper understanding of how to refine the Plan's recommendations. The results were leveraged to guide the development of the Plan.

Participants shared thoughtful input on how Oregon can continue to be a welcoming, livable, and economically resilient community. Community members expressed curiosity about the land use typologies and design elements of the Focus Areas. Feedback also emphasized the importance of maintaining a balance between growth and the preservation of the City's agricultural and open space character.

Participants provided feedback on the Goals & Objectives, Future Land Use Map, and Focus Areas. Source: OHM Advisors.

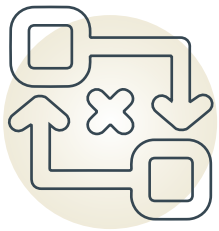
KEY TAKEAWAYS

While a wide variety of topics were discussed by members of the Oregon community, the following list highlights the major themes that emerged. It is important to note that these themes do not represent recommendations of the Comprehensive Plan or City policy, but are intended to characterize the input received from those who participated in the community engagement process.

COMMUNITY IDENTITY

Residents value the community's small-town character but recognize the need to accommodate future growth and development.

ECONOMIC DEVELOPMENT



Navarre Avenue is seen as a key corridor that would benefit from new retail stores and improved access management.

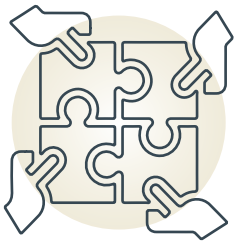
There is strong demand for more retail variety, especially sit-down restaurants and services that enhance quality of life.

The Town Center development is a high priority, with residents calling for it to become a vibrant, mixed-use destination.

Respondents expressed a desire for **a broader mix of businesses** to reduce the city's reliance on manufacturing and create more job opportunities.

LAND USE & HOUSING

Housing affordability and diversity are major concerns, with many respondents highlighting the importance of more available options.



Balanced zoning decisions are needed to ensure future development provides adequate housing, retail, and public spaces.

PARKS & OPEN SPACE

Investments in parks and recreational spaces are widely supported, with specific interest in outdoor spaces, trails, and sports facilities.

Residents want to **preserve green spaces and protect natural assets**, especially along the bay.

MOBILITY

Non-motorized transit options are seen as important, with calls for **bike paths and walking trails to improve connectivity and reduce traffic.**

04

ONWARD OREGON FRAMEWORK

04

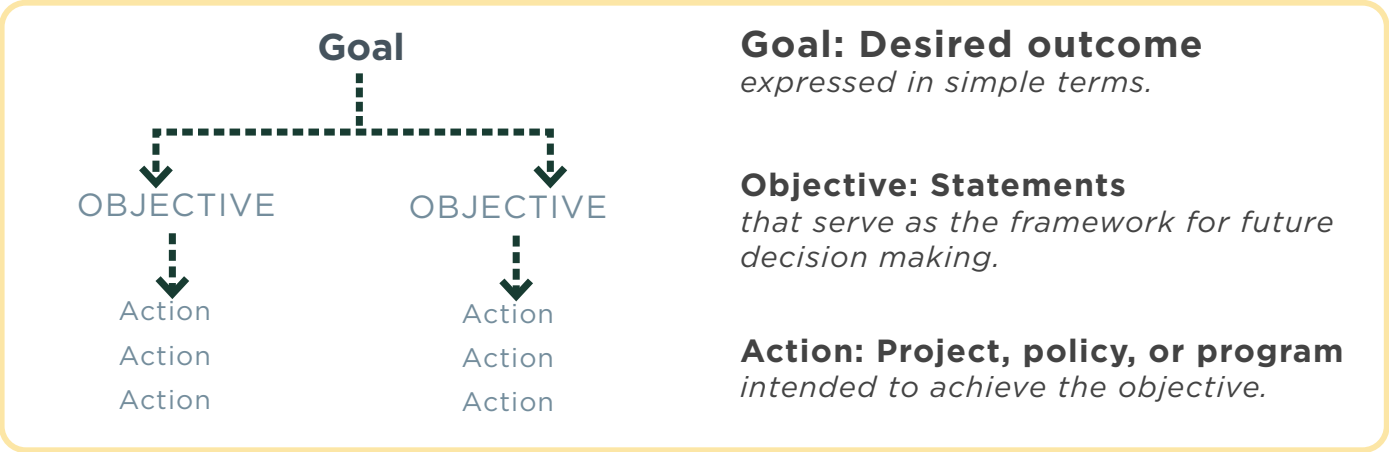
Onward Oregon Framework

OVERVIEW

This section contains the plan vision and recommendations for the Plan elements (plan sections). These elements include Future Land Use & Housing, Economic Development, Mobility, Parks & Recreation, and Community Identity. Plan Elements were derived from the existing conditions analysis, community feedback gathered through the public engagement process, and guidance from the Steering Committee.

Each section contains an overall goal which is a statement of intent that describes the desired outcome in simple terms. These goals serve as the foundation for the recommendations that are found in each section. Each section contains:

- Overview
- Insights & Analysis
- Public Input
- Plan Recommendations



Each section has a goal statement, with corresponding objectives and actions developed by the Steering Committee.

PLAN ELEMENTS

Future Land Use & Housing

Land use recommendations guide the pattern and character of future growth in Oregon and serve as the foundation of the Plan, guiding where and how the city should grow in the next 10 years. Planning for the diversification and stabilization of housing is critical to the future of Oregon. New housing will help support residents at all life stages, attract new residents, and support the future commercial growth desired by residents. Stabilizing existing housing will help elevate the local quality of life.

Economic Development

A strong local economy provides opportunities for residents, supports local businesses, and enhances community resilience. Economic development strategies in this Plan focus on strengthening existing commercial areas and attracting new businesses. These efforts will help diversify the local economy, generate jobs, and ensure that Oregon remains a vibrant place to live, work, and invest.

Mobility & Connectivity

A diverse mobility network that includes both motorized and non-motorized modes of transportation leads to a healthy and attractive community. Planning for both modes,and considering a brand aesthetic as part of future mobility projects can also help to define the community's image and brand.

Parks & Open Space

Access to parks, open spaces, and recreational spaces can improve community mental and physical health, create places for the community to gather, and make Oregon a desirable place to live and visit. These elements will also serve to elevate the quality of life and attract new economic investment.

Community Identity

A community identity expresses the overall impression, culture, and feel of a community. Identifiable branding on gateways and signage can improve a community's overall sense of community and pride and bring awareness to visitors.

Focus Areas

Focus Areas highlight key locations within the city that present the greatest opportunity for meaningful change. These areas may include underutilized sites, corridors, or nodes where reinvestment, redevelopment, or public realm enhancements can catalyze broader community benefits. Each Focus Area includes tailored strategies to guide land use, mobility, and urban design in ways that support Oregon's long-term goals.

FUTURE LAND USE & HOUSING

OVERVIEW

The Future Land Use Plan is a foundational component of this Plan, serving as a strategic blueprint for guiding future development within the community. It establishes a clear vision for land use, balancing growth with the preservation of community character, agricultural areas, and natural spaces. This plan is not just about where development should occur but also about how it should align with the community's broader goals, including economic development, housing diversity, and environmental stewardship.

A key focus of the planning process was to assess the existing housing landscape and identify opportunities for future residential growth. While residential land represents a substantial portion of the community's zoned areas, much of it remains undeveloped. This presents a significant opportunity to introduce a wider range of housing options that not only meet current needs but also accommodate future growth, providing a more diverse and inclusive housing market. These developments can also generate additional tax revenue, strengthening the City's financial sustainability.

Importantly, as new housing is introduced, it must be thoughtfully designed to complement the community's strong agricultural heritage and small-town character. The Future Land Use Plan emphasizes the need to protect agricultural lands and natural areas, ensuring that development enhances—rather than diminishes—the community's unique identity. Furthermore, the plan's guidance extends beyond residential areas, influencing economic development strategies, infrastructure planning, and environmental conservation efforts, ensuring that all elements of community growth are aligned.

This chapter is meant to guide the pattern and character of future growth in Oregon so that growth is balanced, financially and environmentally sustainable, and aligns with the aspirations of the community. The plan was developed from the community's insights and the technical analysis completed by the project team. These inputs shaped a set of land use principles that inform the development of the future land use map.

INSIGHTS & ANALYSIS

Oregon has a significant amount of land for potential development to accommodate growth in the coming decades, as well as focus areas that could be re-imagined, using this Future Land Use plan's principles and map as a guide.

The land use typologies and map reflect key considerations related to housing, economic development, mobility, character, community gathering space, and other elements of quality of life. Most importantly, they reflect the community's desire to consider and preserve Oregon's agricultural character, while thoughtfully moving the community forward.

KEY FINDINGS

The following key takeaways from the existing conditions analysis (Chapter 2) and community engagement (Chapter 3) assisted in the development of this section of the Plan.

Housing and Land Use Key Takeaways

- There are issues surrounding the amount of housing and housing options for all demographics.
- When asked about housing types Oregon needs more of, community participants selected:
  - » Single-family homes
  - » Single-family starter homes
  - » Condos or twinplexes
- The community is divided on whether to invest in apartment complexes. Some see this as a necessity to attract young professionals, while others worry about the long-term tax base contributions from such developments. This concern stems from a common perception that apartment developments generate less property tax revenue per unit or per acre than single-family homes, while potentially requiring similar or greater public services. There is also worry about the transient nature of renters and whether they contribute as consistently to local income and property taxes or civic life.
- Community participants would like to see future housing options that support families with children and young professionals. However, a significant portion of Oregon's households are single-adult households, and housing designed for families with children may not fully meet their needs.
- Community participants feel housing options in Oregon are affordable. Maintaining this affordability as the community grows should be a priority.
- Neighborhood stabilization and investment in the aging housing stock remains a top community priority.

Open house participants selected single-family homes, single-family starter homes, and condos or twinplexes as a housing type Oregon needs more of. Source: Zillow, Redfin

FUTURE LAND USE & HOUSING PRINCIPLES

The following land use principles form the basis of the Future Land Use Map and strategies. These principles are statements of intent to guide how land in Oregon should be used and developed in the future, and should be considered as decisions are made regarding future programs, policies, or development - all of which should support and be in alignment with them.

FUTURE GROWTH AND DEVELOPMENT IN THE CITY SHOULD:

Balance Land Use Intensities

Oregon residents envision a future that promotes balanced growth, supporting new economic opportunities, strategic infill, and carefully planned development. This approach aims to create diverse housing options while preserving the community's rural character and way of life.

Support A Mix of Uses

As the city's building stock continues to age, it is likely that proposals to incorporate new uses through the redevelopment of these properties will arise. The proposed land use typologies should support a mix of uses that respond to evolving market demands, enhance neighborhood character, and promote sustainable growth.

With less than 1% of land currently zoned for mixed-use development, future efforts should expand the definition of mixed-use beyond commercial and industrial uses to include a broader range of complementary uses. These could include residential, civic, and recreational spaces that foster vibrant, walkable environments and enhance community connectivity.

Support Community Amenities, Services, and Gathering Spaces

New development should contribute to a more connected and vibrant community. This means projects that create public spaces, enhance access to parks and trails, and support civic and recreational events. Future growth should not only meet housing and economic needs, but also strengthen the social and cultural fabric of the city.

Provide a Diversity of Housing Options

Future development should include a diverse selection of housing types, accommodating various income levels, household sizes, and lifestyles. These housing options should be thoughtfully designed to meet community needs, ensuring access to quality living environments while maintaining the area's character.

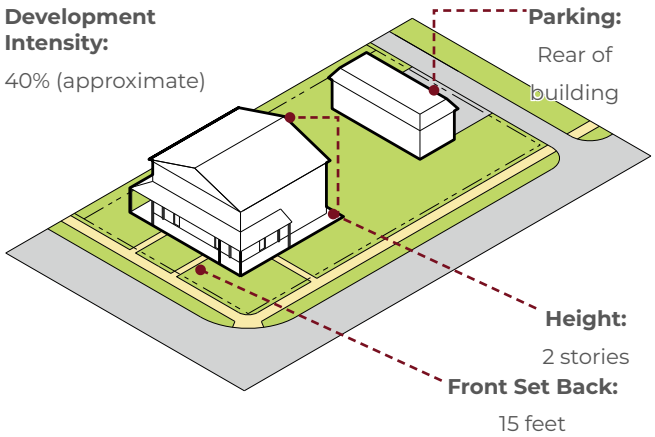
FUTURE LAND USE MAP, DISTRICTS & TYPOLOGIES

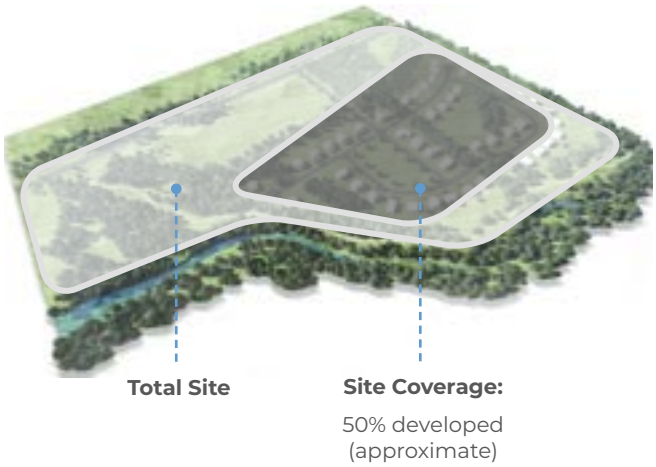
Oregon is home to people with different lifestyle needs and is adjacent to a prominent economic center in the region. During the coming decades, a variety of new and redeveloped places will be designed to support the diverse housing needs of residents, provide employment options, and create places to gather and celebrate. The Future Land Use map illustrates how Oregon should develop in the future. Future zoning, developments, capital projects, and policy decisions should align with the map and designated land use typologies.

Each unique land use typology has a prescribed set of characteristics. The Land Use Typologies Matrix outlined on the following pages describes the desired future character and form for each type of land use along with associated development standards. It is understood current zoning designations may not align with the Future Land Use map presented here, and zoning changes may be necessary in the future. It is important to note that to rezone any property, potential applicants would follow Oregon's legal process to amend the zoning code, which includes, but is not limited to, an application, multiple hearings, and formal approval procedures.

Land Use Character Definitions

- **Land Use** - Describes the variety of ways (i.e. residential, commercial, etc.) people make use of the land.
- **Height** - Describes the general height of a building in number of stories.
- **Front Setback** - The minimum distance between the front property line of a site and the building on the site.
- **Parking** - General requirements related to parking standards including location and screening.
- **Development Intensity** - The approximate concentration or compactness of buildings on a site.
- **Recommended Uses** - The proposed development type for a site.



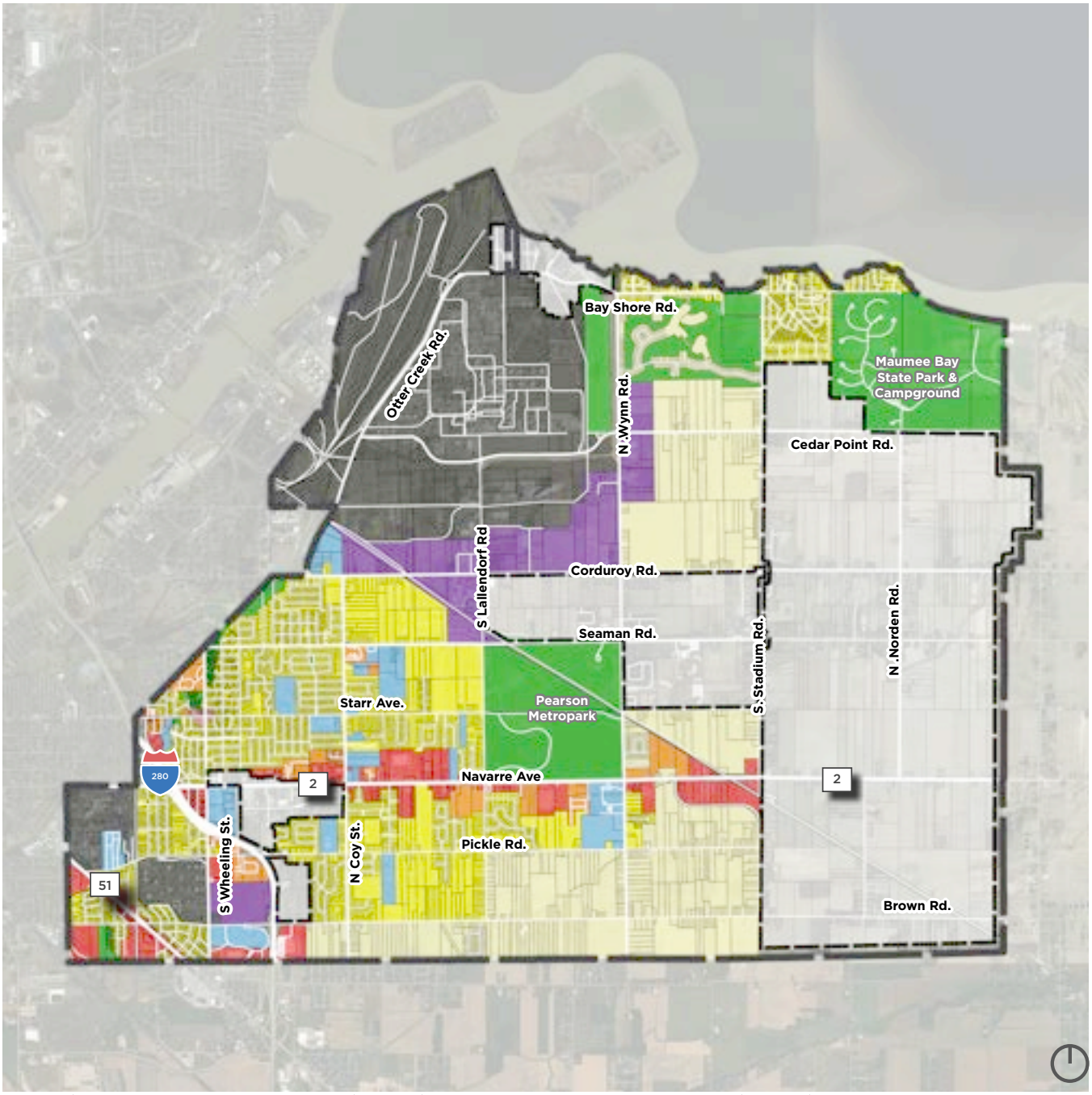


The above graphics illustrate the development characteristics.

Table 3: Future Land Use Typologies

Land Use	Height	Front Setback	Parking Arrangement	Recommended Development intensity	Recommended Uses
Institutional	--	--	--	--	• Public Institutions
Parks & Open Space	--	--	--	--	• Public Services • Parks & Recreation • Natural Areas
Rural Cluster	1-2 stories	30-100 ft	Side or front facing garages	Conservation of 50-75% of site or overall development, approx. 1 du/ac	• Attached & Detached Single Family
Suburban Cluster	1-3 stories	25-100 ft	Side or front facing garages	Conservation of 25-50% of site or overall development, and up to 4 du/ac	• Attached & Detached Single Family • Multi-Family
Suburban Residential	1-3 stories	25-30 ft	Front, side, or rear facing garages (side or rear preferred). Alley access where appropriate	Building coverage 30-50% up to 6 du/acre	• Attached & Detached Single Family • Multi-Family
Medium Density Residential	2-5 stories	10-30 ft	Front, side, or rear facing garages (side or rear preferred). Alley access where appropriate	Building coverage 40-60% Development intensity, up to 25 du/acre	• Attached & Detached Single Family • Multi-Family
Local Commercial	1-2 stories	0-30 ft	Rear or side of building, screen from street/ neighboring uses	Individual buildings less than 10,000-15,000 sf/ acre	• Retail • Office • Commercial Services
General Commercial	1-3 stories	0-100 ft	Rear or side of building, screen from street/ neighboring uses	Building coverage 30-50% Development intensity 10,000 - 30,000 sf/acre	• Retail • Healthcare • Office • Commercial Services • Public • Semi-Public
Mixed Use	1-5 stories	0-25 ft	Rear or side of building, screen from street/ neighboring uses (multi-family/commercial only)	Building coverage 50-60% Development intensity, 10,000 - 20,000 sf/acre or 10-20 du/a	• Multi-Family • Mixed Use w/ Retail • Mixed Use w/ Office
Traditional Industrial	Variable	Variable	Rear or side of building when possible, screen from street/neighboring uses	Varies by existing conditions; typically industrial operations with lower site coverage	• Light to Heavy Industrial • Warehousing • Legacy Manufacturing • Utility and Infrastructure Services
Innovation	1-3 stories	25-200 ft	Screening from street/ neighboring uses	15,000 - 25,000 sf/acre	• Light Industrial • Logistics • Research & Development • Office

Figure 8: Future Land Use



Future Land Use Districts Key					
	Institutional		Suburban Residential		Mixed Use*
	Parks & Open Space		Medium Density Residential		Innovation
	Rural Cluster*		Local Commercial		Traditional Industrial
	Suburban Cluster		General Commercial		Focus Areas

** Some land use districts may be obscured by focus area overlays.*

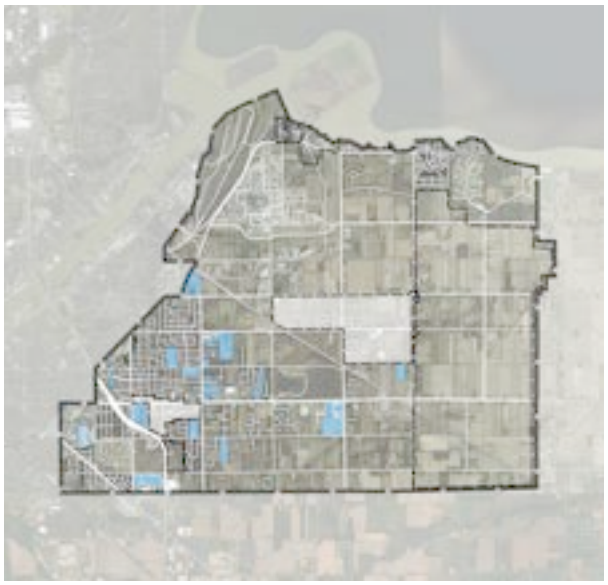
INSTITUTIONAL

Description

Institutional areas are designated for public and semi-public uses, including government facilities, libraries, city emergency and service departments, religious institutions, privately owned schools and universities, and public school campuses. These spaces serve as critical community anchors and should be thoughtfully designed to ensure they are both functional and seamlessly integrated into their surroundings.

Institutional buildings should maintain a high standard of architectural quality, reflecting their civic importance while complementing the surrounding community's character. Pedestrian and bicycle connectivity should be prioritized, with well-marked crossings, accessible pathways, and secure bike facilities to encourage active transportation. In larger institutional settings, such as university campuses, parking facilities should be strategically located on the periphery to enhance the pedestrian experience within the site's core.

Landscaping, streetscape elements, and wayfinding signage should be carefully considered to blend these facilities into the existing street network, providing visual continuity and promoting a welcoming environment. Institutional sites should also incorporate green spaces, plazas, and gathering areas, ensuring they serve as community hubs that enhance quality of life for residents and visitors alike.



Development Character

Height	--
Front Setback	--
Parking	--
Recommended Development Intensity	--
Recommended Uses	• Parks and Recreation • Public • Semi Public

A variety of institutional places within a city offers services for residents and improves quality of life.

PUBLIC PARKS & OPEN SPACE

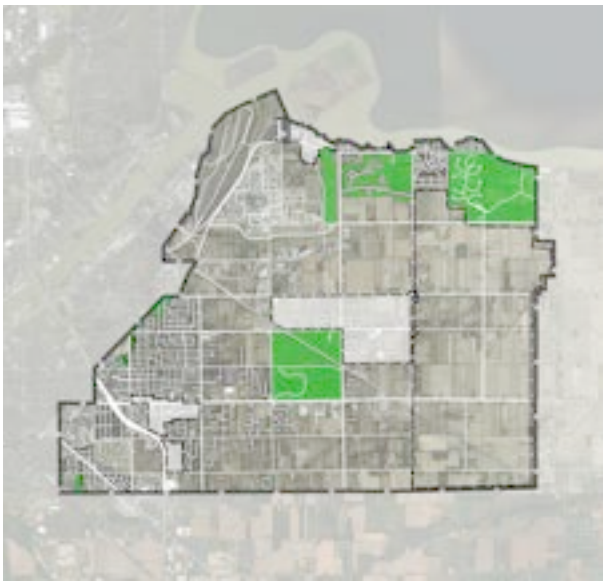
Description

Parks and Open Space areas are vital community assets that support both active and passive recreation, enhance quality of life, and preserve natural landscapes. These areas may include municipal parks, golf courses, nature preserves, wildlife habitats, wetlands, and other undeveloped spaces with ecological or recreational value.

Park facilities should be thoughtfully designed and seamlessly integrated into their surroundings, offering a diverse range of recreational opportunities for residents of all ages. This may include walking trails, sports fields, playgrounds, picnic areas, and natural areas for quiet reflection. Structures and amenities should be connected to a network of pedestrian and bicycle pathways, with enhanced crossings to ensure safe access for all users.

In planning and developing new parks or expanding existing ones, it is essential to maintain a balance between active use areas and preserved natural spaces. Greenfield development should prioritize the conservation of critical natural features, such as wetlands, woodlands, and native habitats, while providing well-designed public access where appropriate.

Strategically locating parks and open spaces near residential neighborhoods and mixed-use developments can enhance property values and contribute to a vibrant, healthy community.



Development Character

Height	--
Front Setback	--
Parking	--
Recommended Development Intensity	--
Recommended Uses	• Public Services • Parks & Recreation • Natural Areas

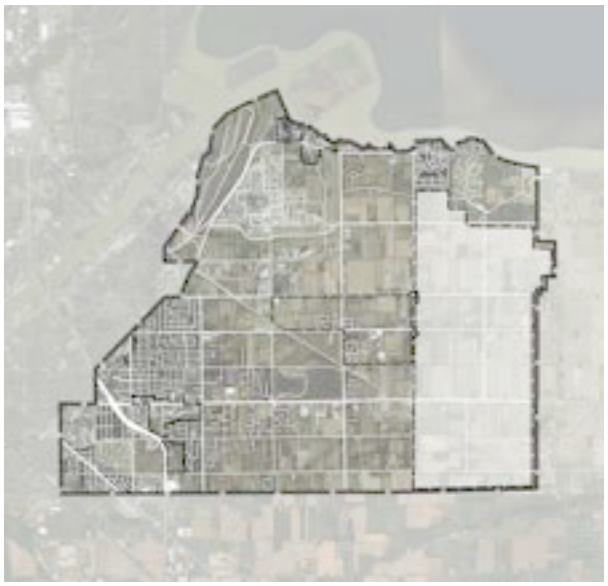
A variety of park spaces within a city create amenities for residents and improve the local environment.

RURAL CLUSTER (CONSERVATION DEVELOPMENT)

Description

Rural Cluster Development allows for single-family homes that are clustered within a larger site to reduce land consumption and preserve rural and natural features.

- **Development Character** should be single family residential and community facilities that consume smaller percentages of the total site and the remaining land is communal and left undisturbed or developed as a public use.
- **Development Intensity** in this area should be approximately one dwelling unit per acre. Higher net densities may be achieved in some areas. Density bonuses may be considered for development that exceeds 75% open space dedication.
- **Open Space** should consist of more than 50% of the site and primarily include preservation areas where land has been restored to its natural state and sensitive features are protected. Recreational paths can be included within open space. Landscaping consisting of native plants that require little care and support a variety of habitats are encouraged.
- **Connectivity** should be of a rural character with narrow street widths and streetscapes that include trees and green stormwater infrastructure.



Development Character

Height	1-2 stories
Front Setback	30-100 ft.
Parking	Side or front facing garages
Recommended Development Intensity	Conservation of 50-75% of site or overall development, and up to
Recommended Uses	• Attached & Detached Single Family

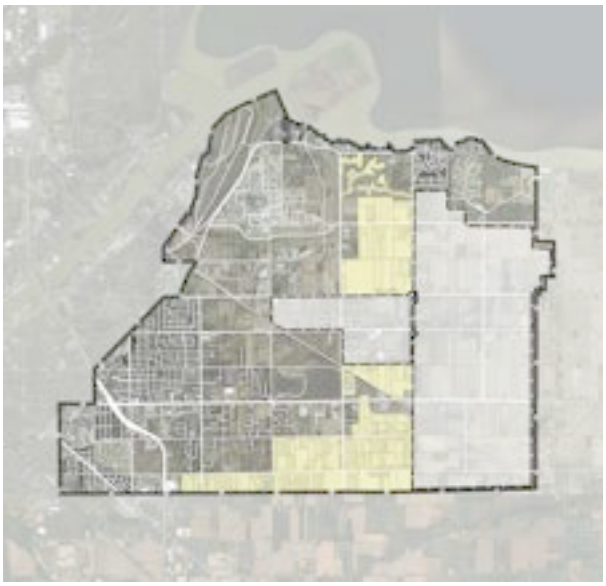
Distinct architecture and natural materials create attractive neighborhoods within the landscape.

SUBURBAN CLUSTER

Description

Suburban Cluster Development is characterized by a clustering of single-family homes with slightly less quantity of conservation/ open space areas.

- **Development Character** should be single family residential and community facilities that consume smaller percentages of the total site, with the remaining land being communal and left undisturbed.
- **Development Intensity** in this area should be approximately two to four dwelling units per acre. Higher net densities may be achieved through open space dedication, as long as the overall density does not exceed four units per acre, unless density bonuses allow.
- **Open Space** should make up at least 25 - 50% of the overall development and primarily include preservation areas where land has been restored to its natural state and sensitive features are protected. Recreational paths should be included within open space and make connections to existing paths whenever possible. Open spaces should be landscaped with native plants that require little care and support a variety of habitats.
- **Connectivity** should be that of a neighborhood character, with narrow street widths and streetscapes that include trees, lighting, green stormwater infrastructure, etc.



Development Character

Height	1-2 stories
Front Setback	25-100 ft
Parking	Front, rear, or side facing garages
Recommended Development Intensity	Conservation of 25-50% of site or overall development, 2 - 4 du/ ac
Recommended Uses	• Attached & Detached Single Family • Multi-Family

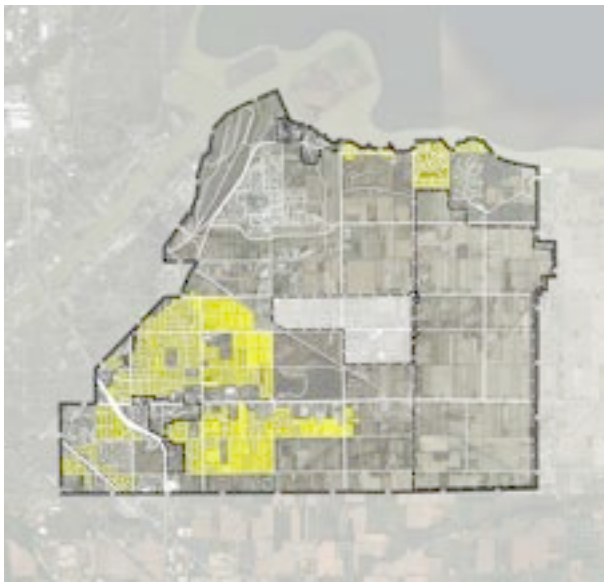
Clustered homes preserve large areas of open and natural space, accessible by all residents.

SUBURBAN RESIDENTIAL

Description

Suburban Residential is characterized by maintaining the existing fabric and character of established Oregon residential neighborhoods, with new development reflecting a similar character.

- **Development Character** should be single family residential and community facilities that reflect the current suburban characteristics of established Oregon communities.
- **Development Intensity** in this area should be six dwelling units per acre. Higher net densities may be achieved through open space dedication, as long as the overall density does not exceed six units per acre, unless density bonuses allow.
- **Open Space** should be integrated into the site and primarily include preservation areas where land has been restored to its natural state and sensitive features are protected. Open spaces should be landscaped with native plants that require little care and support a variety of habitats.
- **Connectivity** should be that of a neighborhood character, with narrow street widths and streetscapes that include trees, lighting, green stormwater infrastructure, etc.



Development Character

Height	1-3 stories
Front Setback	25-30 ft.
Parking	Front, side, or rear facing garages (side or rear preferred). Alley access where appropriate
Recommended Development Intensity	Building coverage 30-50% up to 6 units/acre
Recommended Uses	• Attached & Detached Single Family • Multi-Family

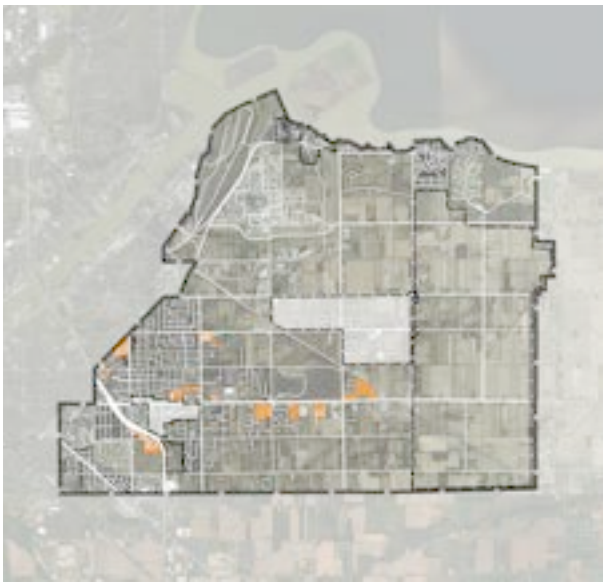
Older neighborhoods that have been developed over time create legacy districts.

MEDIUM DENSITY RESIDENTIAL

Description

Medium Density Residential is characterized by communities with a range of dense single and multi-family housing options with on-site, shared amenities.

- **Development Character** should be single family, multi family residential, and community facilities that offer various amenities to residents such as a community center, recreational paths, and natural areas.
- **Development Intensity** in this area should be up to 25 dwelling units per acre. Higher net densities may be achieved through open space dedication, as long as the overall density does not exceed 25 units per acre, unless density bonuses allow.
- **Open Space** should be integrated into sites and primarily include areas for gathering for residents within the development. Recreational paths should be included within open space and make connections to existing paths whenever possible.
- **Connectivity** should support a walkable, human-scaled corridor environment, with streetscape elements such as trees, pedestrian lighting, and green infrastructure. Street widths and intersections should prioritize safety for pedestrians and cyclists accessing nearby destinations.



Development Character

Height	2-5 stories
Front Setback	10-30 ft.
Parking	Rear or side facing garages, screen from street/neighboring uses
Recommended Development Intensity	Building coverage 40-60% up to 25 units/acre
Recommended Uses	• Attached & Detached Single Family • Multi-Family

A range of dense single and multi-family housing options can provide on-site, shared amenities.

LOCAL COMMERCIAL

Description

Local Commercial is characterized by small-scale retail, neighborhood services, and office uses that complement and support nearby residential uses.

- **Development Character** should have a distinct presence from the street and be highly attractive. Buildings should face the street with windows looking onto the street.
- **Development Intensity** in this area should be high scale, with individual buildings being no greater than 10,000-15,000 square feet.
- **Open Space** should be used to define and add character to a development. Ornamental landscaping within the setback, within parking lots, and along buildings is encouraged.
- **Connectivity** should incorporate "complete street" principles so it is safe and efficient for all modes of travel. Streetscape elements should be cohesive and enhance the public realm. Cross-access drives are encouraged between developments to reduce curb-cuts on major roadways.

Development Character

Height	1-3 stories
Front Setback	0-30 ft.
Parking	Rear or side of building, screen from street/neighboring uses
Recommended Development Intensity	Individual buildings less than 10,000-15,000 sf/acre
Recommended Uses	• Retail • Office • Commercial Services

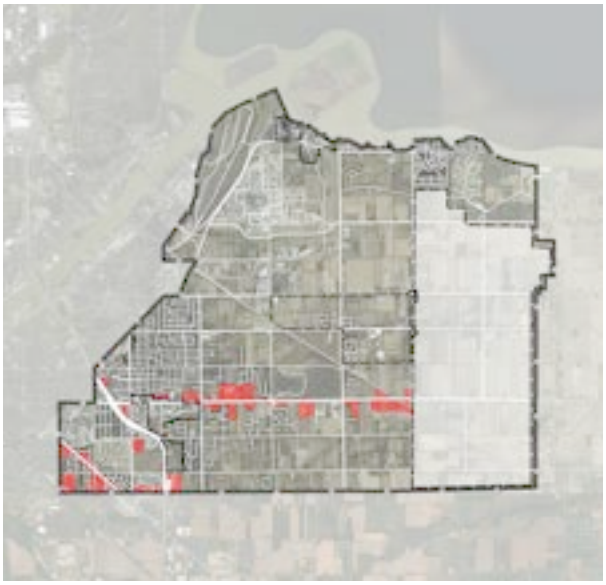
Small-scale retail, neighborhood services, and office uses can complement and support nearby residential uses.

GENERAL COMMERCIAL

Description

General Commercial is intended for medium to large-scale commercial uses that serve the regional community. This may include big box retail, healthcare, entertainment, restaurants, large office uses as well as multi-family residential.

- **Development Character** should be a mixture of uses that blends complementary uses including retail, office, and commercial services. These uses can be integrated vertically in the same building, or horizontally in the same development. Public amenities such as outdoor cafes, plazas, and green space provide both residents and visitors areas to relax and socialize.
- **Development Intensity** can range from 10,000 to 30,000 square feet per acre, with higher intensities encouraged in walkable, mixed-use centers or near key intersections. Increased floor area or building height may be supported when projects incorporate high-quality site design, public realm enhancements, or community-serving amenities.
- **Open Space** should be highly connected and create both small and large places for people to gather including plazas, green lawns, and natural areas.
- **Connectivity** should incorporate "complete street" principles so it is safe and efficient for all modes of travel. Streetscape elements should be cohesive and enhance the public realm. Cross-access drives are encouraged between developments to reduce curb-cuts on major roadways.



Development Character

Height	1-3 stories
Front Setback	0-100 ft
Parking	Rear or side of building, screen from street/neighboring uses
Recommended Development Intensity	Building coverage 30-50% Development intensity 10,000 - 30,000 sf/acre
Recommended Uses	• Retail • Healthcare • Office • Commercial Services • Public • Semi-Public

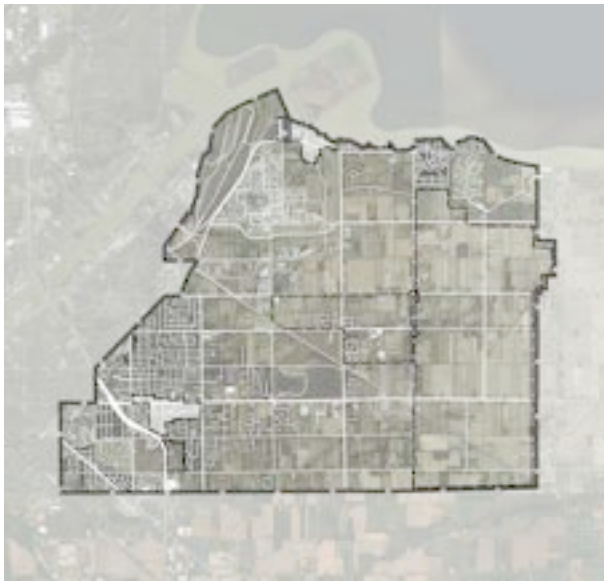
A mix of commercial and public spaces create dynamic centers for people to live, work, and play.

MIXED USE

Description

Mixed Use is characterized by a vertical and/or horizontal mix of uses, with high public and private realm features that promote walkability and social interaction. These uses support the surrounding neighborhoods with goods and services.

- **Development Character** should be mixed use development that blends complementary uses including retail and office, but prioritizes residential uses in urban or semi-urban mixed-use development styles. These uses can be integrated vertically in the same building, or horizontally in the same development, and create a live-work-play environment. Public amenities such as outdoor cafes, plazas, and green space provide both residents and visitors areas to relax and socialize.
- **Development Intensity** in this area may range from 10 to 20 units per acre for residential and 10,000 to 20,000 square feet per acre for non-residential uses.
- **Open Space** should be highly connected and create both small and large places for people to gather including plazas, green lawns, and natural areas with a focus on public art.
- **Connectivity** should incorporate "complete street" principles so it is safe and efficient for all modes of travel. Streetscape elements should be cohesive and enhance the public realm. Cross-access drives are encouraged between developments to reduce curb-cuts on major roadways.



Development Character

Height	1-5 stories
Front Setback	0-25 ft.
Parking	Rear or side of building, screen from street/neighboring uses (multifamily/commercial only)
Recommended Development Intensity	• Building coverage 50-60% • Development intensity 10,000 - 20,000 sf/acre or 10-20 u/a
Recommended Uses	• Multi-Family • Mixed Use w/ Retail • Mixed Use w/ Office

A mix of commercial, residential, and public spaces create dynamic centers for people to live, work, and play.

TRADITIONAL INDUSTRIAL

Description

Continue to allow for traditional industrial uses in established areas of the community where these uses already exist. The character should reflect existing development patterns and remain sensitive to adjacent uses through screening and buffering where appropriate or necessary. This typology may accommodate a range of legacy industrial operations, including manufacturing, warehousing, and distribution, while supporting potential transitions to more modern industrial or innovation uses over time.

- **Development Character** are typically utilitarian, with large footprints, minimal architectural ornamentation, and functional layouts that prioritize access and logistics. Structures may vary in age and condition, reflecting legacy use.
- **Development Intensity** is variable, generally reflecting low to moderate site coverage depending on operational needs.
- **Open Space** requirements are generally limited and focused on functional needs such as stormwater management, equipment staging, and vehicle circulation. Landscaping should be used strategically to buffer adjacent uses and enhance streetscape conditions without interfering with operations.
- **Connectivity** is typically low due to security and logistical constraints. However, where feasible, access points should be integrated into the broader street network, and pedestrian or multi-modal connections should be considered to improve safety and reduce isolation from surrounding neighborhoods.

Development Character

Height	Variable
Front Setback	Variable
Parking	Rear or side of building when possible, screen from street/ neighboring uses
Recommended Development Intensity	• Varies, typically industrial operations with lower site coverage
Recommended Uses	• Light to Heavy Industrial • Warehousing • Legacy Manufacturing • Utility and Infrastructure

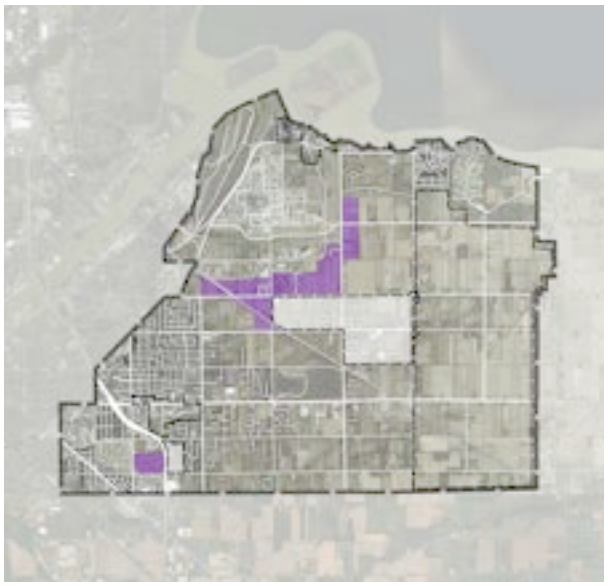
Traditional industrial developments serve as important job centers within the community.

INNOVATION

Description

Innovation is characterized by large-scale industrial, research, and office users that demand proximity to local, regional, and national transportation networks and that create and require synergy between adjoining uses and businesses.

- **Development Character** should be a variety of industrial, research & development, laboratory, design, and technology uses. Retail may be considered as a secondary use to accommodate workers. High interconnectivity through public plazas, green spaces, and pathways within and around the site should create a campus of cross-collaboration. Parks, public amenities, and pedestrian and bicycle access should be included.
- **Development Intensity** in this area may range from 15,000 to 25,000 square feet per acre and allow for large format users.
- **Open Space** should be incorporated into site design as appropriate.
- **Connectivity** should allow safe travel for cars, trucks, and freight with consideration for roundabouts where appropriate. Branding signage may also be considered in this area.



Development Character

Height	1-3 stories
Front Setback	25-200 ft
Parking	Rear or side of building when possible, screen from street/ neighboring uses
Recommended Development Intensity	• 15,000 - 25,000 sf/acre
Recommended Uses	• Light Industrial • Logistics • Research & Development • Office

Light industrial buildings incorporate well-landscaped and architecturally distinct entrances to improve building aesthetics.

CONSERVATION DEVELOPMENT TYPOLOGIES

As development and planning have evolved, so have the options for how residential developments are designed within an area. When developing a neighborhood, it's essential to consider the available land and how it can be utilized to preserve natural spaces. The layout can be tailored to the land's characteristics to create a balance between residential areas and natural surroundings or agricultural uses. Natural greenways and parks can be incorporated to provide recreational areas and support biodiversity. Additionally, the layout can take advantage of the natural topography and features of the land to maximize scenic views.

As Oregon continues to grow, it will be increasingly important to accommodate a variety of residential housing styles, such as condos, single family homes, and multifamily units, while simultaneously considering the overall layout. By carefully considering the available land and its natural attributes, a neighborhood can be harmonious with the environment, offering a balance of residential options while preserving natural spaces.

RURAL AND SUBURBAN CONSERVATION DEVELOPMENT - SINGLE FAMILY

This development type entails clustering units on smaller lots to preserve open space and promote community-wide amenities. Trails and open space can be integrated into the community's system. Single family lots are smaller and more clustered than conventional development types, while still maintaining existing development rights.

RURAL AND SUBURBAN CONSERVATION DEVELOPMENT - MULTI FAMILY

This development type can also entail clustering multifamily units on smaller parcels to preserve even more open space and promote community-wide amenities. Trails and open space can be integrated into community's system. Various unit types, such as multifamily, can be more clustered than conventional development types, while still maintaining existing development rights.

RURAL AND SUBURBAN CONSERVATION DEVELOPMENT - MIXED USE

This development type can also entail clustering various unit types on smaller parcels to preserve even more open space and promote community-wide amenities. Trails and open space can be integrated into community's system. This development type would increase the density and intensity of development, but would still preserve more open space than conventional suburban development.

SINGLE FAMILY

MULTI FAMILY

MIXED USE

ECONOMIC DEVELOPMENT

OVERVIEW

Oregon is a city defined by its unique blend of bayside beauty, rich industrial heritage, and thriving agricultural traditions. As the community looks to the future, it is time to embrace a dynamic approach to economic development—one that capitalizes on Oregon's strategic location, historic assets, and emerging industries.

To achieve this vision, Oregon must expand its focus beyond traditional economic development strategies, embracing innovative industries such as biotechnology, bio-agriculture, and advanced logistics. These sectors align with Oregon's strengths, leveraging its agricultural roots while positioning the city as a hub for cutting-edge industries. New commercial and industrial uses should be strategically encouraged to diversify the local economy, provide high-quality jobs, and generate sustainable revenue for the City.

Central to this strategy is the creation of a vibrant new Town Center—an energized, mixed-use district that serves as a gathering place for residents, a destination for visitors, and a showcase for Oregon's evolving identity. This Town Center should offer a mix of dining, entertainment, retail, and cultural experiences, creating a sense of place that reflects the community's heritage while embracing modern aspirations.

Simultaneously, Oregon must thoughtfully guide the redevelopment of its existing commercial and industrial areas, transforming underutilized sites into innovation hubs that support technology-driven businesses, light manufacturing, and sustainable industries. This redevelopment should prioritize adaptable spaces, environmentally friendly designs, and connectivity to surrounding neighborhoods.

By balancing its historic strengths with forward-looking industries and creating places that attract both businesses and residents, Oregon can secure a prosperous and resilient future.

INSIGHTS & ANALYSIS

A primary concern for Oregon is its slower population growth rate compared to other communities. This trend may be related to the local economic base being anchored in agriculture, traditional industrial, and manufacturing. While these industries provide a strong and stable foundation, they have not kept pace with the growth of higher-value sectors such as finance and technology. Oregon must attract and retain a skilled workforce, which requires not only expanding employment opportunities in high-growth sectors, but also enhancing quality of life amenities and creating environments that appeal to these groups.

KEY FINDINGS

The following key findings from the existing conditions analysis (Chapter 2) and the community engagement (Chapter 3) informed the recommendations in this section.

- Creating a vibrant Town Center area and attracting high-quality commercial development remains a top community priority. Community participants expressed disappointment that the Town Center concept has not reached its full potential and emphasized the need for renewed focus on this area. The area targeted for the Town Center development is prime for revitalization and will contribute to the City's character.
- Community participants identified a desire for Oregon to attract more jobs in emerging and high-growth industries, including technology, professional services, research and development, light manufacturing, and education.
- While some stakeholders stressed the importance of attracting large employers to drive economic growth, others believe that the focus should shift toward small businesses, restaurants, and entertainment venues to enhance the livability of the city.
- Community participants agree that Oregon could expand its dining, retail, and entertainment options to strengthen Oregon's economy and enhance its appeal.
- There is opportunity to align emerging industry needs with workforce development programs in Oregon to equip local residents with the skills needed for these sectors.
- Oregon's natural assets, including its parks and proximity to Lake Erie, provide opportunities to promote tourism and outdoor recreation as part of a broader economic development strategy to attract visitors.

Examples from other communities show how vibrant town centers can serve as economic engines and cultural destinations, blending retail, housing, and public spaces to attract investment and bring people together. Source: Crocker Park, Dayton Business Journal, Levi's Commons.

MOBILITY & CONNECTIVITY

OVERVIEW

As the city evolves, it's imperative to develop transportation infrastructure that ensures residents and visitors can move safely, comfortably, and efficiently throughout the community.

Oregon has demonstrated a strong commitment to enhancing non-motorized transportation options. Notably, the city has invested in expanding its bike and pedestrian facilities, creating over 10 miles of interconnected trails that link key destinations such as Maumee Bay State Park, Pearson Metropark, Clay High School, and the city recreation complex .

Further emphasizing pedestrian safety, Oregon has implemented upgrades to a number of bike path and pedestrian roadway crossings, including the installation of innovative signal crossing. These enhancements are part of a broader effort to create a cohesive and accessible network for non-motorized users.

The city's proactive approach is also evident in the Northwood-Oregon Bike Plan, which outlines strategies for improving intersections, lighting, pavement markings, and signage to benefit both pedestrians and cyclists .

Looking ahead, Oregon aims to further integrate high-quality streetscape designs, expand trail networks, and enhance pedestrian crossings. These investments not only improve mobility but also contribute to the city's character and quality of life.

By continuing to prioritize non-motorized transportation initiatives, Oregon is well-positioned to support its land use goals, foster economic development, and promote a healthier, more connected community.

INSIGHTS & ANALYSIS

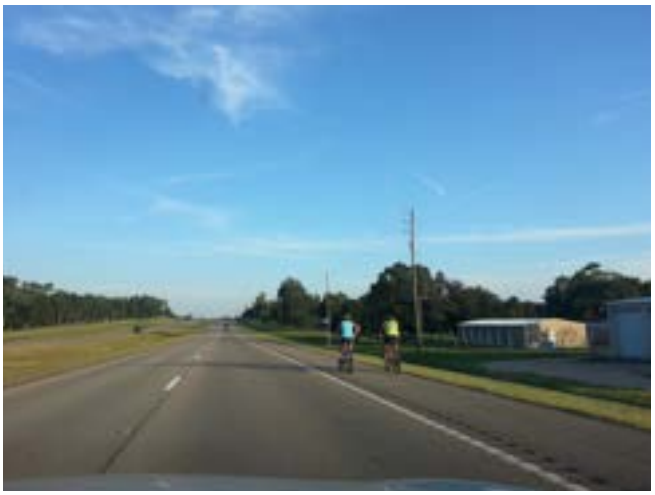
Improving vehicular and pedestrian mobility and connectivity will be needed as Oregon grows. Key focus areas include:

- **Strengthening Sidewalk and Trail Networks:** Expanding and maintaining a connected network of sidewalks and trails will promote safer and more convenient walking and biking options.
- **Enhancing Safety at Key Crossings:** Targeted improvements at high-traffic intersections and trail crossings can reduce conflicts and improve overall safety for pedestrians and cyclists.
- **Filling Connectivity Gaps:** Addressing gaps in existing pedestrian and bike networks can ensure seamless mobility between neighborhoods, parks, and commercial areas.

KEY FINDINGS

The following key findings from the existing conditions analysis (Chapter 2) and the community engagement (Chapter 3) informed the recommendations in this section.

- **32%** of community participants strongly agree that it is important that the city invests in sidewalks and trails.
- **22%** of participants reported using biking and walking trails regularly (weekly or more), while another 22% use them frequently (a few times per month).
- **50%** of the community participants agree or strongly agree that Oregon needs to enhance walking and biking connections between existing parks.



A variety of sidewalk and trail designs can enhance connectivity and safety in rural settings, supporting walking, biking, and recreational access while maintaining the community's natural character. Source: Rural Design Guide, Cross Timbers Gazette, Expedition Detroit.

PARKS & OPEN SPACE

OVERVIEW

Parks and open spaces are the heart of any community, offering far more than just places to play or relax. They are vital assets that enhance residents' quality of life, promote mental and physical well-being, and create a strong sense of community. In Oregon, parks and open spaces play a central role in the city's identity, connecting residents to the region's natural beauty while providing essential recreational opportunities.

Research from organizations such as Smart Growth America has consistently shown that parks and open spaces have a transformative impact on communities. Well-designed parks increase property values, attract new residents, and support local businesses by creating vibrant, active destinations. Beyond economic benefits, they provide a setting for social interaction, physical activity, and cultural events, bringing people together and strengthening community bonds. Oregon's park system should be more than a collection of green spaces—it should be a well-connected network of parks, trails, and natural areas that reflect the city's commitment to sustainability, health, and community enrichment. This means not only maintaining and enhancing existing parks but also creating new recreational spaces.The city's approach to parks and recreation should prioritize:

Equitable Access: Ensuring that all residents, regardless of age, ability, or neighborhood, can easily reach and enjoy parks and open spaces.

Diverse Amenities: Providing a wide range of recreational options, from playgrounds and sports fields to serene natural areas, community gardens, and waterfront access.

Connectivity: Expanding trail networks that link parks, neighborhoods, and key destinations.

Sustainable Management: Employing environmentally responsible practices in park maintenance and development, protecting natural habitats and promoting biodiversity.

INSIGHTS & ANALYSIS

Currently, Oregon residents have access to a state park, a metropark, a golf course, and six City-managed parks, which include recreational fields, playgrounds, and pickleball courts. Maumee Bay State Park and Pearson Metropark are seen as valuable, but underutilized, resources. There is a clear opportunity to expand and improve the park system by enhancing existing spaces, improving connectivity through greenways and trails, and introducing new recreational amenities. Additionally, the potential to create small "pocket" parks in the future Town Center and explore an indoor ice rink to support sports tourism presents exciting opportunities for expanding Oregon's recreation offerings. The following section outlines how Oregon can maintain its existing parks and also provides recommended initiatives for the future parks and recreation system.

COMMUNITY IDENTITY

OVERVIEW

Oregon is a city defined by contrasts — where bayside living meets the hard-working legacy of industry and agriculture. This unique blend of natural beauty, historic roots, and emerging innovation forms the foundation of Oregon's community identity. Shaping and strengthening this identity is essential to ensuring that residents, businesses, and visitors understand and appreciate what makes Oregon special.

Community identity is the authentic expression of a city's values, heritage, and aspirations, woven into the very fabric of daily life. For Oregon, this means celebrating its bayside charm and agricultural heritage while embracing new opportunities in technology, biotechnology, bio-agriculture, and advanced logistics.

A strong community identity is felt in the welcoming streetscapes, the pride of well-maintained neighborhoods, and the character of local businesses. It is visible in the city's signage, public art, and gathering spaces — from bayside parks to a vibrant town center. It is also experienced through meaningful events and local traditions.

INSIGHTS & ANALYSIS

Oregon's identity is intertwined with its rich natural and industrial heritage. There is opportunity for Oregon to build on Northwest Ohio's recognition as "Warbler Capital of the World" and "Birding Capital of the World." Simultaneously, the "Energy Capital of the Midwest" highlights its strong legacy of industry and energy production. These dual narratives — one rooted in environmental stewardship, the other in industrial strength — present a unique opportunity to lift up a community identity that honors both the natural landscape and the hardworking spirit that has shaped the region's growth. For Oregon, cultivating a distinct and memorable identity involves:

Showcasing Natural Beauty: Emphasizing the city's bayside location through waterfront access, recreational amenities, and scenic vistas.

Honoring Agricultural Heritage: Preserving farmlands, promoting farm-to-table initiatives, and celebrating the hard work and traditions of the region's agricultural community.

Embracing Innovation: Highlighting emerging industries such as biotechnology and bio-agriculture, and fostering a culture of creativity and entrepreneurship.

Creating Memorable Spaces: Designing attractive public spaces, trails, streetscapes, and town center areas that invite social interaction and create a sense of place.

Consistent Branding and Messaging: Utilizing cohesive visual branding, including signage, wayfinding, and marketing materials, that reflect Oregon's unique identity.

05

FOCUS AREAS

05

Focus Areas

OVERVIEW

FOCUS AREAS: STRATEGIC OPPORTUNITIES FOR GROWTH AND TRANSFORMATION

This chapter presents recommendations for the five (5) Focus Areas identified in the Future Land Use Plan. These Focus Areas have been strategically selected based on their potential to accommodate future growth, promote infill development, revitalize existing districts, and serve as catalysts for transformative change. These areas were chosen through careful analysis of their physical characteristics, strategic locations, alignment with community input, and their ability to advance the broader goals and objectives of this plan.

The five Focus Areas include:

Bayside District: Emphasizing the city's waterfront charm, creating opportunities for recreation, dining, and mixed-use development that enhances public access to the bay.

Municipal Center: Strengthening Oregon's civic core by enhancing public facilities, creating a welcoming government campus, and supporting complementary uses such as public plazas and community gathering spaces.

Town Center: Establishing a vibrant, mixed-use district that serves as the city's social and commercial heart, with shops, restaurants, offices, and residential options all within a walkable environment.

Sports Campus: Leveraging existing sports facilities to create a regional destination for recreation, athletics, and wellness, supported by complementary amenities such as lodging, dining, and entertainment.

Heritage District: Celebrating Oregon's agricultural and industrial heritage while promoting sustainable growth through adaptive reuse, agri-tourism, and innovative industries such as bio-agriculture and logistics.

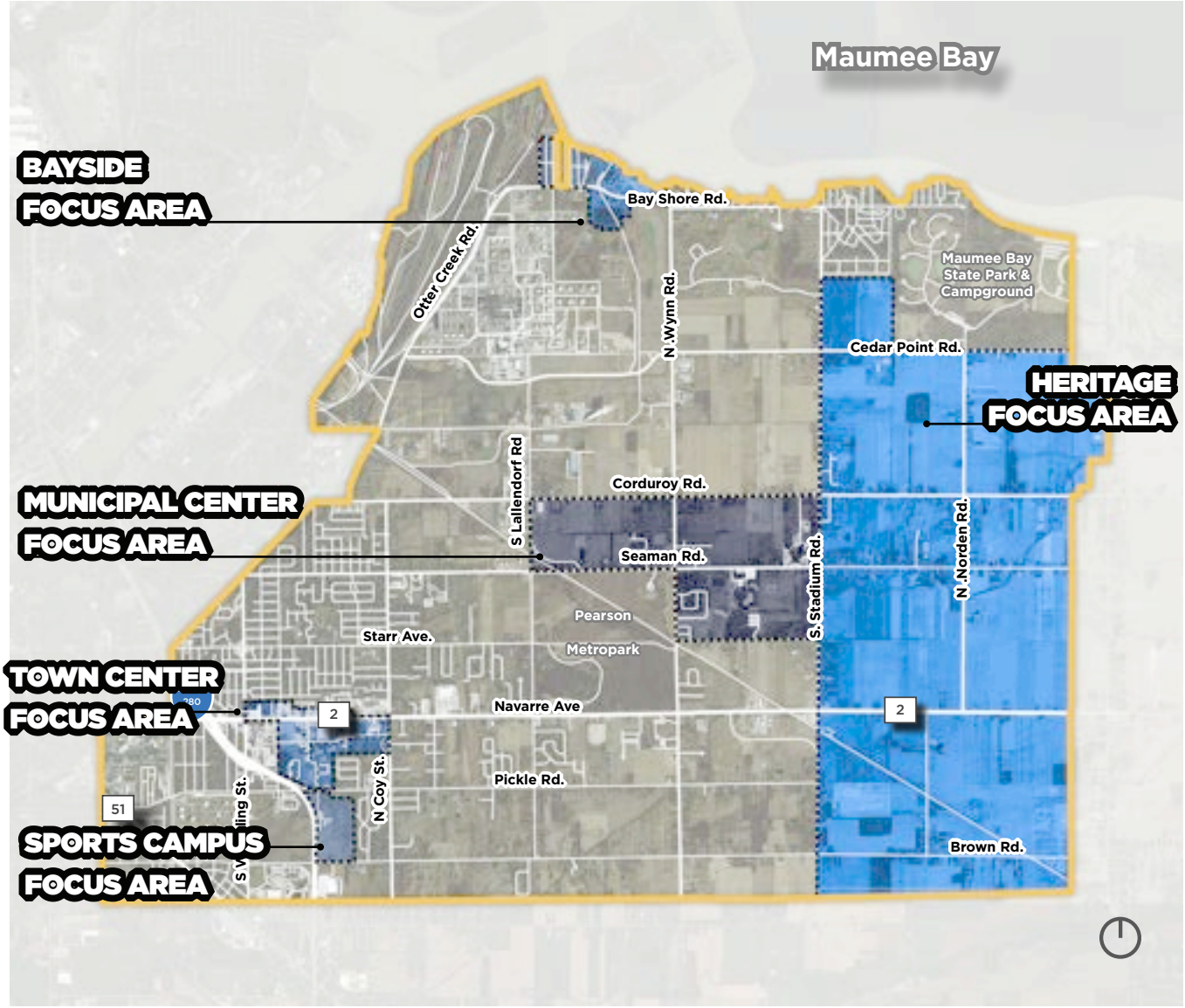
UNDERSTANDING THE FOCUS AREAS: CONCEPTS, NOT PROPOSALS

It is important to note that the concepts presented for these Focus Areas are visionary in nature. They are intended to guide future decision-making and inspire a proactive approach to development, but they do not represent specific development proposals. Key considerations include:

Conceptual Guidance: The examples shown in this chapter are conceptual illustrations, meant to showcase potential future outcomes. They are not intended as predetermined designs or projects.

Not Zoning Designations: These concepts do not establish zoning regulations. Instead, they provide

Figure 9: Focus Areas Map



a flexible framework for smart, sustainable growth, ensuring that future development aligns with the community's vision.

Proactive Planning: The Focus Areas are identified because they offer significant opportunities for positive change. These concepts set a forward-looking direction for how these areas can evolve to generate social, economic, and environmental value.

Community Benefit: The concepts are rooted in the principles of placemaking, connectivity, and sustainability, ensuring that future development enhances quality of life for residents and creates financial value for the city.

By focusing on these high-priority areas, Oregon can guide future development in a way that enhances its sense of place, supports economic growth, and ensures a balanced, resilient future for the community.

Figure 10: Bayside Focus Area

DEVELOPMENT CHARACTER KEY	
	Mixed Use (Residential & Commercial)
	Parks and Open Space
	Dredging (US Army Corps of Engineers)

OVERVIEW

The Bayside Focus Area will feature a regional waterfront entertainment destination, fostering a lively atmosphere that attracts both residents and visitors. Mixed-use developments will blend residential and commercial spaces, supporting economic vibrancy while maintaining access to the lakefront. Key parcels will be preserved as open space and wildlife refuge areas, ensuring that environmental values are protected. Central to this vision, a community space will be created to serve as a gathering point for social, recreational, and cultural activities.

Guiding Principles

- Encourage economic growth through mixed use opportunities
- Preserve and enhance waterfront access
- Create a vibrant regional waterfront entertainment destination

Focus Area - Bayside

Goal Statement: *A vibrant entertainment and recreation district that allows for a mixture of residential and commercial uses while preserving key waterfront property for bay access, open space, and wildlife refuge.*

ENCOURAGE ECONOMIC GROWTH THROUGH MIXED USE OPPORTUNITIES

Support a thriving economy by encouraging developments that blend residential, commercial, and recreational uses.

PRESERVE AND ENHANCE WATERFRONT ACCESS

Safeguard key waterfront areas for public enjoyment and wildlife conservation.

CREATE A VIBRANT REGIONAL WATERFRONT ENTERTAINMENT DESTINATION

Develop dynamic gathering places that foster social interaction and community pride.

Action Items
Conduct a waterfront master plan to guide development, conservation, and public access improvements.
Launch an entertainment district branding and marketing campaign to attract businesses and visitors.
Implement zoning updates that encourage mixed-use developments while protecting key open space areas.
Develop public waterfront amenities such as boardwalks, boat launches, picnic areas, and wildlife observation points.
Create a public-private partnership framework to incentivize mixed-use and recreation-focused investments.

Implementation

RESPONSIBLE PARTIES

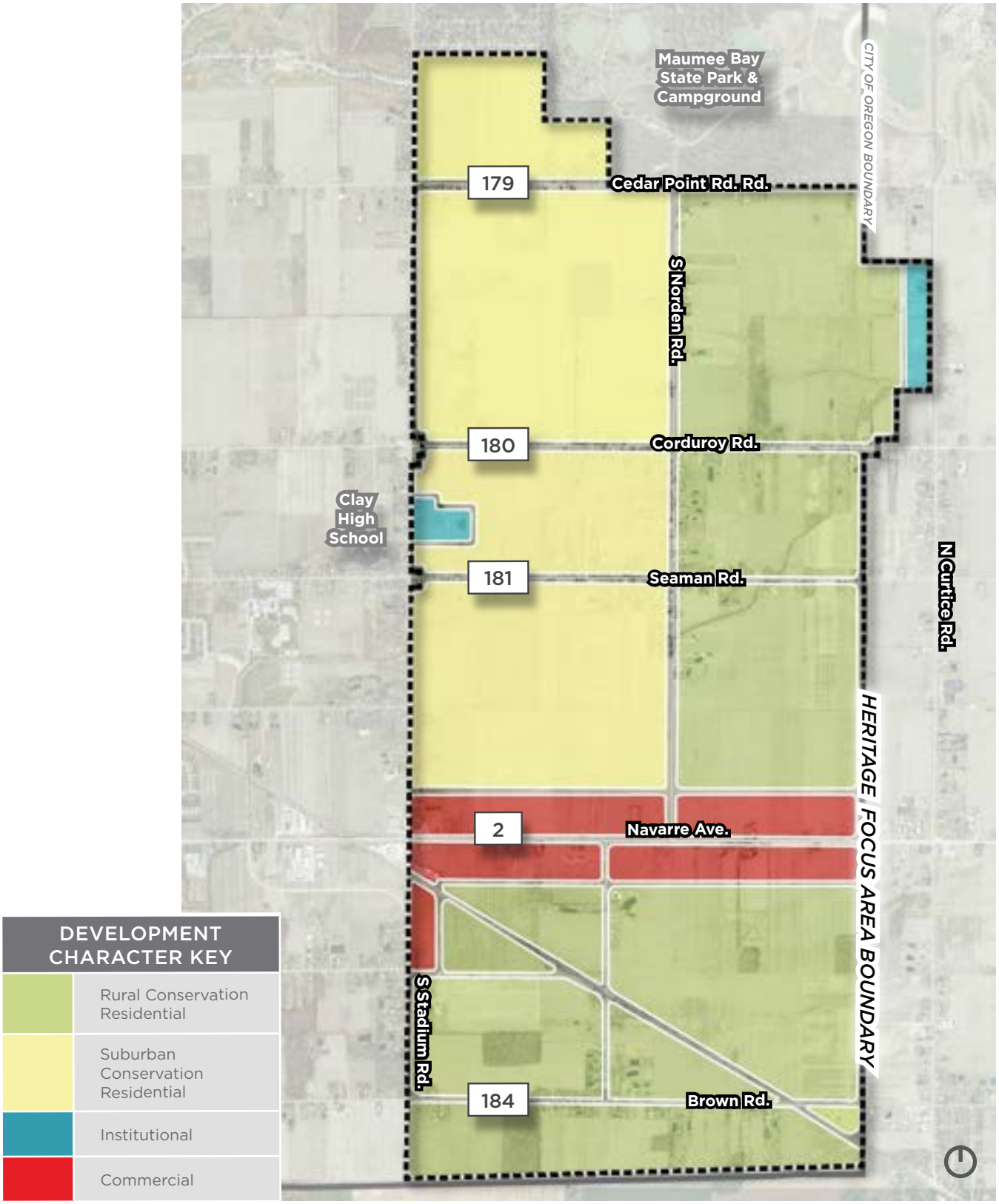
- Oregon Leadership
- City Building & Zoning
- City Engineer
- Parks & Recreation
- ODNR
- ODOT

TIME FRAME

- Long Term (7+ Years)

A network of public gathering spaces can create a destination while preserving and protecting waterfront property. Source: Grand Rapids Kids.

Figure 11: Heritage Focus Area



OVERVIEW

The Heritage Focus Area represents a plan for the future of agricultural lands. The goal is to maintain the character and environmental resources of the area while intentionally blending residential neighborhoods, multi-modal connections, natural landscapes, and localized Commercial land use application along Navarre Avenue.

Guiding Principles

- Protect and enhance natural landscapes and open spaces.
- Develop residential communities that offer a range of housing options.
- Strengthen multi-modal connections between neighborhoods and amenities.
- Build on the momentum of the Navarre Avenue corridor through localized Commercial land use applications.

WHAT MIGHT THIS LOOK LIKE?

SINGLE FAMILY

MULTI FAMILY

MIXED USE

Focus Area - Heritage

Goal Statement: *A rural residential district that promotes the preservation of agriculture and natural areas while allowing for planned residential development connected through a robust greenway network.*

BE A CONNECTED COMMUNITY
Improve connectivity through a network of trails linking neighborhoods and key destinations.

KEEP A SMALL TOWN FEEL AND HISTORY
Balance local charm with development that supports recreation and job opportunities.

ALLOW FOR A MIX OF HOUSING OPTIONS
Build neighborhoods that offer homes suited to diverse needs and incomes.

CREATE COMMUNITY SPACES
Design facilities and spaces that promote physical activity and healthy lifestyles.

Action Items
Adopt residential design guidelines that promote context-sensitive neighborhood development.
Integrate sustainable development practices into new residential projects, emphasizing low-impact stormwater management and native landscaping.
Expand the trail system to connect residential neighborhoods to parks, schools, and commercial areas.

Implementation

RESPONSIBLE PARTIES

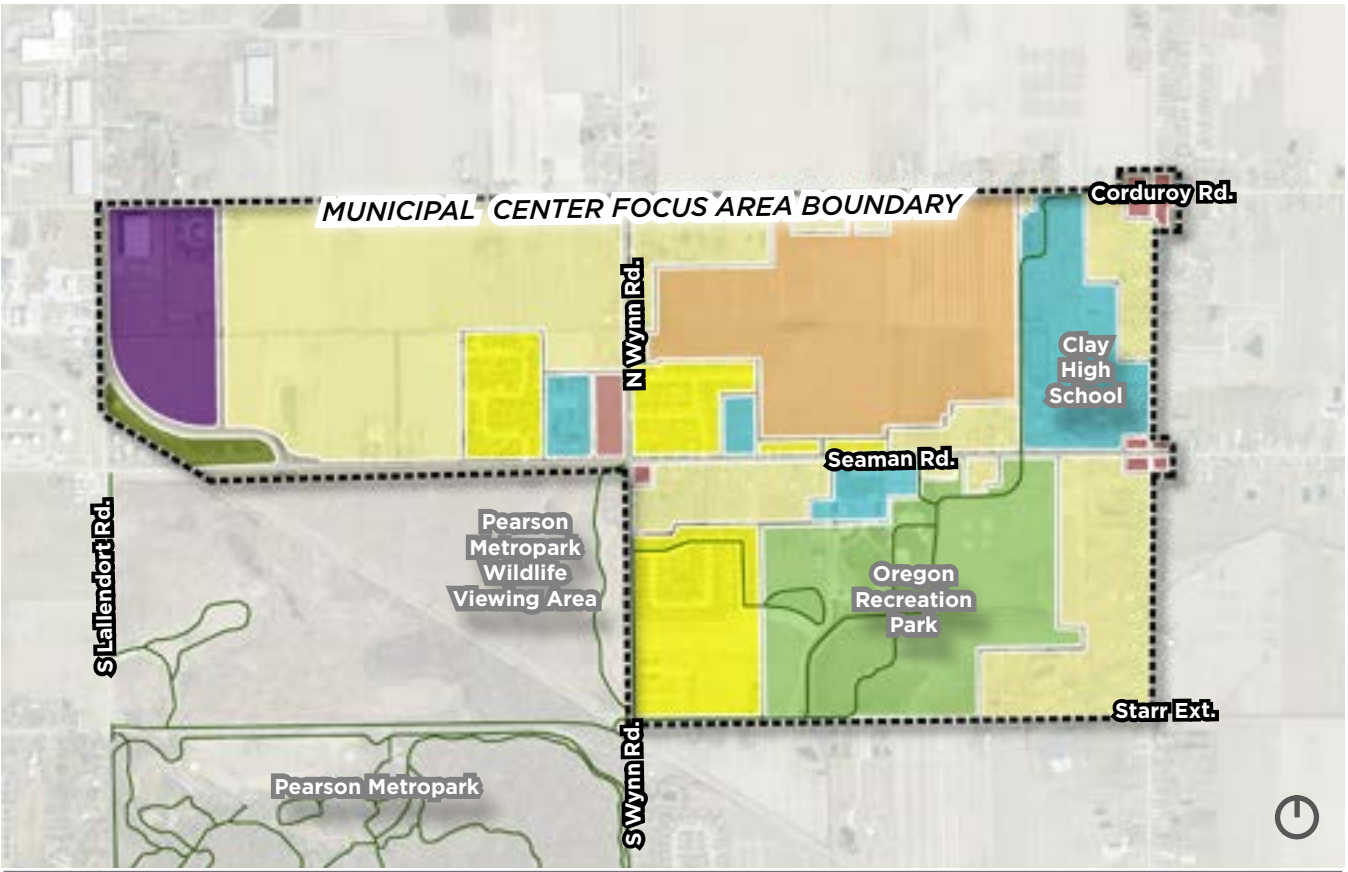
- Oregon Leadership
- City Building & Zoning
- City Engineer

TIME FRAME

- Long Term (7+ Years)

Examples of rural and suburban conservation residential developments. Source: Zillow, Sitephocus.

Figure 12: Municipal Center Focus Area



DEVELOPMENT CHARACTER KEY			
	Innovation		Institutional
	Local Commercial		Park
	Medium Density Residential		Open Space
	Suburban Residential		Existing Pedestrian Connectivity
	Suburban Conservation Residential		

OVERVIEW

The Municipal Center Focus Area will prioritize creative redevelopment of underutilized spaces, enhancing their value and functionality within the community. A system of pedestrian and bicycle pathways will link homes, public institutions, and commercial areas, encouraging walkability and connectivity. A mix of housing and neighborhood-serving retail will be supported and strategically located to meet everyday community needs while strengthening the area's role as a local hub.

Guiding Principles

- Foster a strong community identity through thoughtful design and redevelopment.
- Promote accessibility and connectivity across public spaces.
- Encourage a diverse range of housing options
- Support local retail and service businesses that serve the neighborhood.

Focus Area - Municipal Center

Goal Statement: *A centrally located mixed-use community node that allows for a variety of housing types and institutional uses, supported by neighborhood serving retail, and connected through a series of pathways and community spaces.*

BE A CONNECTED COMMUNITY
Improve connectivity through a network of trails linking neighborhoods and key destinations.

FOSTER CREATIVE REDEVELOPMENT
Strengthen the area's sense of place through innovative, community-driven redevelopment initiatives.

ALLOW FOR A MIX OF HOUSING OPTIONS
Build neighborhoods that offer homes suited to diverse needs and incomes.

ENCOURAGE RETAIL GROWTH
Cultivate a local economy by encouraging businesses that meet everyday community needs.

Action Items
Identify underutilized properties for potential redevelopment into mixed-use or civic-oriented projects.
Expand and improve pedestrian and bicycle connections between neighborhoods, public facilities, and commercial areas.
Update zoning to support diverse housing forms, such as townhomes, senior housing, and accessory dwelling units.
Organize regular community engagement events to gather feedback and strengthen civic pride in the Municipal Center area.

Implementation

RESPONSIBLE PARTIES

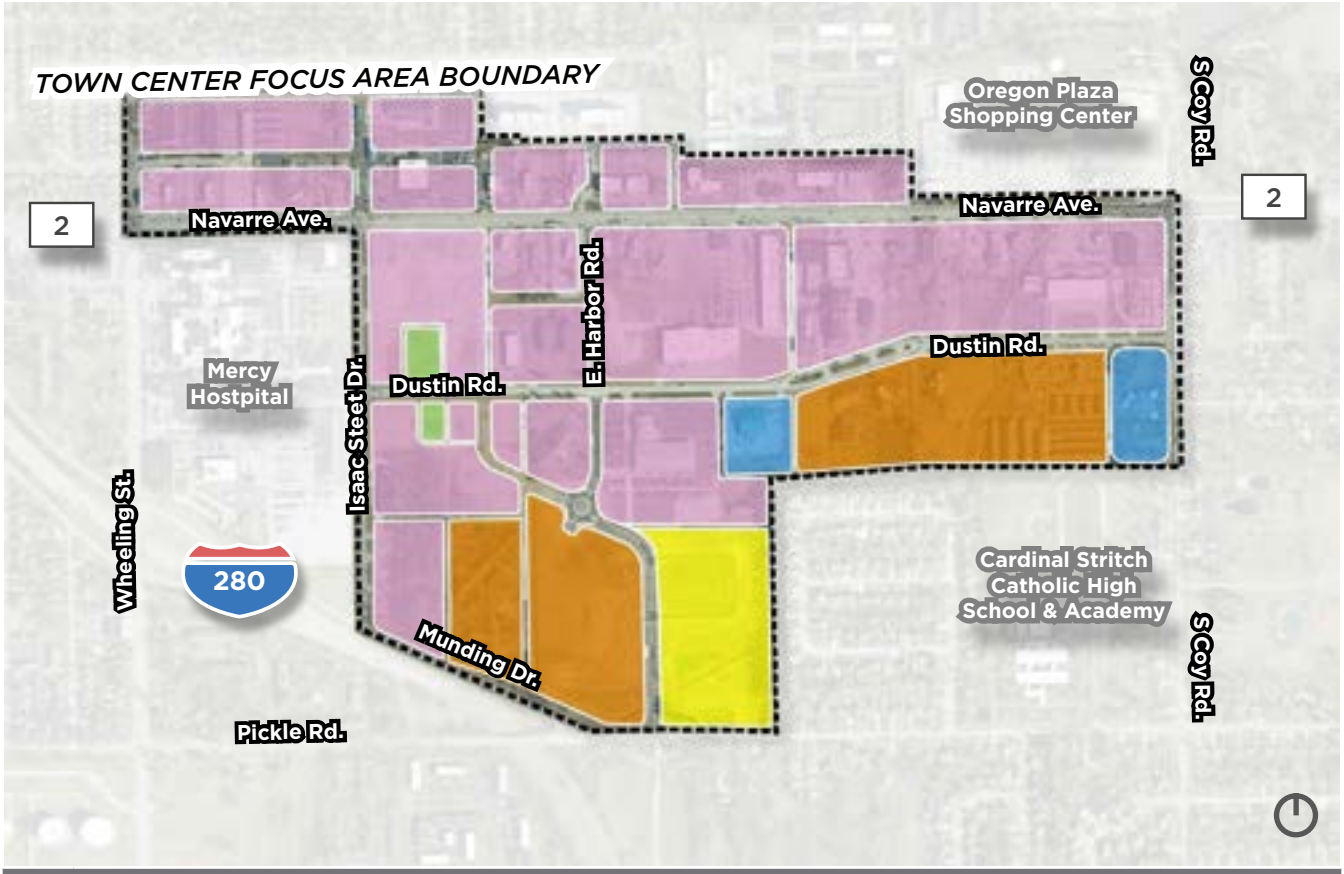
- Oregon Leadership
- City Building & Zoning
- City Engineer
- Parks & Recreation

TIME FRAME

- Short Term (1 - 3 Years)

There is opportunity for the Municipal Center to serve as a centrally located destination to the surrounding neighborhoods. Source: OHM Advisors.

Figure 13: Town Center Focus Area



DEVELOPMENT CHARACTER KEY			
	Mixed Use (Residential & Commercial)		Parks and Open Space
	Medium Density Residential		Institutional
	Suburban Residential		

OVERVIEW

The Town Center is meant to be the vibrant, walkable heart of Oregon, where diverse housing, dynamic public spaces, and a mix of local and regional businesses drive the community's social and economic vitality. The Town Center Focus Area will focus on enhancing the pedestrian experience along Navarre Avenue by improving safety, comfort, and visual appeal. Signature public spaces will be developed to anchor the area and provide places for gathering, events, and leisure. The introduction of a wide range of housing types will further strengthen the Town Center's role as a vibrant, inclusive community hub.

Guiding Principles

- Create an inviting and recognizable sense of place for the city.
- Prioritize walkability and improve pedestrian environments.
- Foster economic development with a focus on local businesses.
- Support housing diversity to meet a range of community needs.

Focus Area - Town Center

Goal Statement: *A vibrant, walkable community hub with diverse housing options, local and regional businesses, and dynamic public spaces, collectively serving as the social and economic heart of the city.*

IMPROVE PEDESTRIAN CONDITIONS ALONG NAVARRE AVENUE
Make walking a safe, comfortable, and attractive option for all users.

CREATE A SENSE OF PLACE FOR OREGON
Design the Town Center as a distinct and memorable hub reflecting Oregon's unique character and events.

ENCOURAGE ECONOMIC GROWTH
Grow a robust local economy by supporting entrepreneurship and small business vitality.

ALLOW FOR A MIX OF HOUSING OPTIONS
Build neighborhoods that offer homes suited to diverse needs and incomes.

Action Items
Redesign Navarre Avenue with traffic-calming measures, expanded sidewalks, streetscape improvements, and pedestrian crossings.
Plan for commercial and residential infill projects that introduce retail space, apartments, live/work spaces, and affordable housing into the Town Center.
Launch a façade improvement program to revitalize existing building fronts and create a cohesive downtown aesthetic along Navarre Avenue.
Offer incentives for small businesses, startups, and local entrepreneurs to establish in the area.
Create a signature public plaza or park that serves as the centerpiece for the Town Center.

Implementation

RESPONSIBLE PARTIES

- Oregon Leadership
- City Building & Zoning
- City Engineer
- Parks & Recreation

TIME FRAME

- Mid Term (5+ Years)

A walkable, mixed-use Town Center will create a destination for all ages and abilities. Source: Dayton Business Journal.

Figure 14: Sports Campus Focus Area

OVERVIEW

The Sports Campus is envisioned as a premier destination featuring state-of-the-art athletic facilities that not only serve the community but also attract regional tourism and stimulate local economic growth. To support visitors and boost local economic activity, complementary commercial developments such as hotels, dining, and retail services will be encouraged near the campus. While the adjacent zoning districts may not currently support these uses, nearby areas, such as the Town Center focus area, offer opportunities to accommodate this character and serve campus-related demand.

Guiding Principles

- Create community spaces centered around recreation and health.
- Maintain a small-town character while embracing regional opportunities.
- Support economic development tied to sports and recreation tourism.

Focus Area - Sports Campus

Goal Statement: *A dynamic destination combining state-of-the-art athletic facilities, creating an opportunity for destination based recreation and local economic growth.*

CREATE COMMUNITY SPACES
Design facilities and spaces that promote physical activity and healthy lifestyles.

KEEP A SMALL TOWN FEEL AND HISTORY
Balance local charm with development that supports recreation and job opportunities.

BE A CONNECTED COMMUNITY
Improve connectivity through a network of trails linking neighborhoods and key destinations.

ENCOURAGE ECONOMIC GROWTH
Grow a robust local economy by supporting sports tourism.

Action Items
Form a planning and steering committee to guide a feasibility study for a potential sports campus and ice house facility.
Develop a sports campus feasibility study to determine need and level of service of the ice rink and associated amenities.
Coordinate infrastructure improvements, such as parking, transit access, and roadway upgrades, to support increased visitors.
Partner with regional sports organizations to host tournaments and events that drive tourism and local spending.

Implementation

RESPONSIBLE PARTIES

- Oregon Leadership
- City Building & Zoning
- City Engineer
- Parks & Recreation

TIME FRAME

- Short Term (3+ Years)

The Sports Campus Focus Area has proximity to I-280 and the Town Center Focus Area. Source: Visit Delaware Ohio.

06

IMPLEMENTATION

06

Implementation

OVERVIEW

Bringing the Comprehensive Plan to life will require sustained collaboration among City and County staff, local organizations, community stakeholders, engaged residents, and other partners over the coming decade. To guide this effort, an Implementation Matrix has been developed. While specific time frames and project partners may evolve, the matrix serves as a flexible tool to track progress and adapt as local priorities, resources, and leadership shift. Regular review and updates to the matrix are essential to ensure alignment with emerging opportunities and challenges.

The Implementation Plan outlines the actions necessary to achieve the objectives identified in each chapter of the Plan. Organized by topic area, it provides a clear roadmap for decision-makers, identifying actionable steps, suggested time frames, and potential implementation partners. This framework is intended to support transparent, informed decision-making that advances the community's long-term vision for Oregon.

TIME FRAMES

Short Term - 1 to 3 years
Mid Term - 4 to 7 years
Long Term - 7+ years
Ongoing Projects

POTENTIAL PROJECT PARTNERS

- Oregon Leadership
- City Council
- City Building and Zoning
- City Public Service
- Parks and Recreation
- Fire Department
- Code Enforcement
- Oregon Economic Development Foundation (OEDF)
- Lucas County Farm Bureau
- Eastern Maumee Bay Chamber of Commerce
- The Arts Commission of Greater Toledo
- Toledo-Lucas County Planning Commission
- Toledo Metropolitan Area Council of Governments (TMACOG)
- Toledo Metroparks
- Ohio Farm Bureau
- Ohio Department of Agriculture
- Ohio Department of Transportation (ODOT)
- Ohio Department of Natural Resources (ODNR)
- Neighborhood Associations
- Real Estate Developers and Investors
- Oregon City School District
- Local Utilities and Energy Providers

Land Use & Housing

Goal Statement: *A mix of land uses that balance economic prosperity, open space conservation, and a strong sense of place while maintaining its small-town character.*

Land Use & Housing Objective 1 — Promote housing diversity and affordability.

Identify and incentivize locations for mixed-use developments that integrate a variety of housing to meet the needs of diverse householders, including young professionals, families, and seniors.

Action Items		Time Frame	Project Partners
Action LUH 1.1	Encourage the development of housing that is accessible for seniors and first-time buyers to foster a diverse and inclusive community.	Short Term	• Oregon Leadership • City Building & Zoning
Action LUH 1.2	Develop zoning incentives for mixed-income housing developments that include entry-level housing alongside market-rate housing.	Short Term	• Oregon Leadership • City Building & Zoning • Toledo-Lucas County Planning Commission
Action LUH 1.3	Support development of diverse housing types by using incentives such as tax abatements, density bonuses, or streamlined approvals to attract developers and lower entry costs.	Short Term	• Oregon Leadership • City Building & Zoning • Real Estate Developers/Investors
Action LUH 1.4	Identify and repurpose vacant or underutilized land for residential projects, prioritizing developments that fit with the surrounding community character.	Mid Term	• Oregon Leadership • City Building & Zoning

Land Use & Housing Objective 2 — Continue to support the development of a Town Center.

Prioritize the development of the Town Center, with a mix of modern apartments, retail, and public gathering spaces.

Action LUH 2.1	Continue to refine and promote a master plan for the Town Center, incorporating a mix of residential, retail, and public spaces.	Mid Term	• Oregon Leadership • City Building & Zoning • City Public Service
Action LUH 2.2	Work to attract private investors and businesses to the Town Center.	Mid Term	• Oregon Leadership • OEDF • Chamber of Commerce
Action LUH 2.3	Invest in road, utility, and pedestrian infrastructure to ensure the Town Center is easily accessible and well-connected to the rest of the city.	Mid Term	• City Public Service • ODOT • Local Utilities & Energy Providers
Action LUH 2.4	Develop public non-motorized connections, bike paths, and sidewalks linking the Town Center to nearby neighborhoods and key destinations.	Long Term	• City Public Service • TMACOG
Action LUH 2.5	Offer incentives, such as reduced permitting fees or tax abatements, to businesses willing to establish themselves in the Town Center.	Mid Term	• Oregon Leadership • OEDF • Chamber of Commerce • City Council

Land Use & Housing Objective 2 — Continue to support the development of a Town Center. Prioritize the development of the Town Center, with a mix of modern apartments, retail, and public gathering spaces.		
Action Items	Time Frame	Project Partners
Action LUH 2.6 Prioritize pedestrian-friendly design and placemaking, such as walkable streets, public plazas, and outdoor seating and gathering spaces, to foster a vibrant, social environment.	Mid Term	• City Building & Zoning • City Public Service • Parks & Recreation
Action LUH 2.7 Incorporate public art, green spaces, and unique architectural elements to create a distinctive identity for the Town Center.	Mid Term	• Oregon Leadership • The Arts Commission of Greater Toledo • City Building & Zoning
Action LUH 2.8 Plan and host events such as farmers' markets, outdoor concerts, and seasonal festivals to draw visitors and establish the Town Center as a community hub.	Long Term	• Oregon Leadership • Parks & Recreation • Chamber of Commerce
Land Use & Housing Objective 3 — Revitalize existing neighborhoods and corridors. Work to enhance existing older neighborhoods and commercial corridors to elevate the quality of life for residents and the character of the community.		
Action LUH 3.1 Offer grants or tax incentives to encourage the redevelopment of blighted properties and vacant lots into productive community assets.	Short Term	• Oregon Leadership • OEDF • City Council
Action LUH 3.2 Continue to use code enforcement as a tool to address blight issues in older neighborhoods and commercial areas.	Short Term	• Code Enforcement • City Building & Zoning • Neighborhood Associations
Action LUH 3.3 Prioritize redevelopment of key areas such as aging neighborhoods, Navarre Avenue, and the area around the municipal campus.	Mid Term	• Oregon Leadership • City Building & Zoning
Action LUH 3.4 Promote the rehabilitation of homes, adaptive reuse of existing structures, and creative infill strategies in older neighborhoods.	Mid Term	• City Building & Zoning • Real Estate Developers • Neighborhood Associations

Land Use & Housing Objective 4 — Leverage and promote the waterfront.		
Protect natural resources, including the Lake Erie waterfront and nearby farmlands, while exploring opportunities for eco-friendly recreational and commercial use.		
Action Items	Time Frame	Project Partners
Action LUH 4.1 Partner with state and regional organizations to promote eco-tourism and capitalize on Oregon's proximity to natural attractions such as parks and wildlife refuges.	Short Term	• Oregon Leadership • Chamber of Commerce • ODNR
Action LUH 4.2 Explore opportunities to develop the Lake Erie waterfront for recreational and commercial use while preserving environmental quality.	Mid Term	• City Building & Zoning • ODNR • ODOT • Parks and Recreation • Real Estate Developers
Action LUH 4.3 Invest in infrastructure improvements to support waterfront development, such as pedestrian pathways, lighting, and parking.	Mid Term	• City Public Service • ODOT • Local Utilities & Energy Providers
Action LUH 4.4 Create public access points, trails, and recreational amenities along the waterfront to enhance its appeal and usability, and link the greater community.	Long Term	• City Public Service • Parks and Recreation • ODNR • TMACOG
Land Use & Housing Objective 5 — Conserve agricultural and open space land resources.		
Ensure that different types of agricultural activity are preserved and open space land resources are protected in the long-term.		
Action LUH 5.1 Create and enforce zoning regulations that conserve agricultural areas and open spaces.	Short Term	• City Building & Zoning • Toledo-Lucas County Planning Commission
Action LUH 5.2 Create and enforce zoning regulations that require open space dedication (including agricultural land) and plan the open spaces as a connected network of natural and recreational areas.	Short Term	• City Building & Zoning • Toledo-Lucas County Planning Commission
Action LUH 5.3 Create buffer zones between residential development and rural areas to limit conflicts and protect agricultural operations.	Short Term	• City Building & Zoning • Toledo-Lucas County Planning Commission
Action LUH 5.4 Educate landowners about the benefits of conservation easements, including financial incentives and long-term land preservation.	Short Term	• Oregon Leadership • Lucas County Farm Bureau • Ohio Farm Bureau
Action LUH 5.5 Identify and prioritize the protection of wetlands, wildlife habitats, and waterways in agricultural and open space areas.	Short Term	• City Building & Zoning • Real Estate Developers/Investors

Land Use & Housing Objective 5 — Conserve agricultural and open space land resources. Ensure that different types of agricultural activity are preserved and open space land resources are protected in the long-term.		
Action Items	Time Frame	Project Partners
Action LUH 5.6 Work with developers as part of new developments to implement habitat restoration projects to enhance ecological value and biodiversity, and to preserve active farmland.	Short Term	• Oregon Leadership • City Building & Zoning
Action LUH 5.7 Update zoning standards to allow for the clustering of new rural development to reduce long-term infrastructure maintenance costs, and conserve prime agricultural land.	Short Term	• City Building & Zoning • City Public Service
Action LUH 5.8 Partner with conservation organizations to establish voluntary conservation easements on farmland and open spaces.	Mid Term	• Oregon Leadership • City Building & Zoning • Lucas County Farm Bureau

Farmland in Oregon and Northwest Ohio plays a vital role in feeding families across the country. As ownership and land use evolve, it's essential to have a thoughtful plan in place to preserve these agricultural resources for future generations. Source: WTVG.

Focus Areas - Bayside

Goal Statement: *A vibrant entertainment and recreation district that allows for a mixture of residential and commercial uses while preserving key waterfront property for bay access, open space, and wildlife refuge.*

Action Items		Time Frame	Project Partners
Action FA 1.1	Conduct a waterfront master plan to guide development, conservation, and public access improvements.	Short Term	• Oregon Leadership • City Building & Zoning • City Engineer • Parks & Recreation • ODNR • ODOT
Action FA 1.2	Implement zoning updates that encourage mixed-use developments while protecting key open space areas.	Short Term	• Oregon Leadership • City Building & Zoning • ODNR
Action FA 1.3	Develop public waterfront amenities such as boardwalks, boat launches, picnic areas, and wildlife observation points.	Mid Term	• City Engineer • Parks & Recreation • City Building & Zoning • ODNR
Action FA 1.4	Launch an entertainment district branding and marketing campaign to attract businesses and visitors.	Long Term	• Oregon Leadership • OEDF • Eastern Maumee Bay Chamber of Commerce
Action FA 1.5	Create a public-private partnership framework to incentivize mixed-use and recreation-focused investments.	Long Term	• Oregon Leadership • City Building & Zoning • City Engineer

A network of public gathering spaces can create a destination while preserving and protecting waterfront property. Source: Grand Rapids Kids.

Focus Areas - Heritage

Goal Statement: *A rural residential district that promotes the preservation of agriculture and natural areas while allowing for planned residential development connected through a robust greenway network.*

Action Items		Time Frame	Project Partners
Action FA 2.1	Adopt residential design guidelines that promote context-sensitive neighborhood development.	Short Term	• Oregon Leadership • City Building & Zoning
Action FA 2.2	Integrate sustainable development practices into new residential projects, emphasizing low-impact stormwater management and native landscaping.	Long Term	• Oregon Leadership • City Building & Zoning • City Public Service
Action FA 2.3	Expand the trail system to connect residential neighborhoods to parks, schools, and commercial areas.	Long Term	• Oregon Leadership • City Building & Zoning • City Engineer • City Public Service

An example of rural and suburban conservation residential developments.Source: Sitephocus.

Focus Areas - Municipal Center

Goal Statement: *A centrally located mixed-use community node that allows for a variety of housing types and institutional uses, supported by neighborhood serving retail, and connected through a series of pathways and community spaces.*

Action Items		Time Frame	Project Partners
Action FA 3.1	Identify underutilized properties for potential redevelopment into mixed-use or civic-oriented projects.	Short Term	• Oregon Leadership • City Building & Zoning
Action FA 3.2	Update zoning to support diverse housing forms, such as townhomes, senior housing, and accessory dwelling units.	Short Term	• Oregon Leadership • City Building & Zoning
Action FA 3.3	Organize regular community engagement events to gather feedback and strengthen civic pride in the Municipal Center area.	Mid Term	• Oregon Leadership • Parks & Recreation • City Public Service
Action FA 3.4	Expand and improve pedestrian and bicycle connections between neighborhoods, public facilities, and commercial areas.	Long Term	• Oregon Leadership • City Building & Zoning • City Engineer • City Public Service

There is opportunity for the Municipal Center to serve as a centrally located destination to the surrounding neighborhoods. Source: OHM Advisors.

Focus Areas - Town Center

Goal Statement: *A vibrant, walkable community hub with diverse housing options, local and regional businesses, dynamic public spaces, collectively serving as the social and economic heart of the city.*

Action Items		Time Frame	Project Partners
Action FA 4.1	Launch a façade improvement program to revitalize existing building fronts and create a cohesive downtown aesthetic along Navarre Avenue.	Short Term	• Oregon Leadership • City Building & Zoning
Action FA 4.2	Plan for commercial and residential infill projects that introduce retail space, apartments, live/work spaces, and affordable housing into the Town Center.	Mid Term	• Oregon Leadership • City Building & Zoning
Action FA 4.3	Redesign Navarre Avenue with traffic-calming measures, expanded sidewalks, streetscape improvements, and pedestrian crossings.	Mid Term	• Oregon Leadership • City Building & Zoning • City Public Service
Action FA 4.4	Offer incentives for small businesses, startups, and local entrepreneurs to establish in the area.	Mid Term	• Oregon Leadership
Action FA 4.5	Create a signature public plaza or park that serves as the centerpiece for the Town Center.	Long Term	• Oregon Leadership • Parks & Recreation • City Public Service

A walkable, mixed-use Town Center will create a destination for all ages and abilities. Source: Dayton Business Journal.

Focus Areas - Sports Campus

Goal Statement: *A dynamic destination combining state-of-the-art athletic facilities, creating an opportunity for destination based recreation and local economic growth.*

Action Items		Time Frame	Project Partners
Action FA 5.1	Form a planning and steering committee to guide a feasibility study for a potential sports campus and ice house facility.	Short Term	• Oregon Leadership • City Building & Zoning • City Engineer • Parks & Recreation
Action FA 5.2	Develop a sports campus feasibility study to determine need and level of service of the ice rink and associated amenities.	Short Term	• Oregon Leadership • City Building & Zoning • City Engineer • Parks & Recreation
Action FA 5.3	Coordinate infrastructure improvements, such as parking, transit access, and roadway upgrades, to support increased visitors.	Mid Term	• Oregon Leadership • City Building & Zoning • City Engineer • City Public Service
Action FA 5.4	Partner with regional sports organizations to host tournaments and events that drive tourism and local spending.	Mid Term	• Oregon Leadership • Parks & Recreation

The Sports Campus Focus Area has proximity to I-280 and the Town Center Focus Area. Source: Visit Delaware Ohio.

ECONOMIC DEVELOPMENT

Goal Statement: *A regional hub for economic innovation with a diverse economic base, a focus on clean technology-oriented industries and revitalized commercial areas, that supports the long-term economic health of the community.*

Economic Development Objective 1 — Attract and expand clean technology industries.

Diversify the economic base to support economic growth.

Action Items		Time Frame	Project Partners
Action ED 1.1	Develop a targeted business attraction strategy focused on clean industries such as technology and research and development, advanced manufacturing, data industries, and logistics.	Short Term	• Oregon Leadership • Chamber of Commerce • OEDF • TMACOG
Action ED 1.2	Partner with local high schools, colleges, and technical schools to create workforce training programs specific to advanced manufacturing and technology.	Short Term	• Oregon School District • Chamber of Commerce • OEDF
Action ED 1.3	Offer incentives, such as tax abatements and grants, for companies that invest in clean technologies and create sustainable, high-paying jobs.	Mid Term	• Oregon Leadership • City Council • Chamber of Commerce • OEDF • Real Estate Developers/Investors
Action ED 1.4	Establish a clean technology business park or district in the northern sections of the city with shared infrastructure, research facilities, and opportunities for public-private collaboration.	Long Term	• City Building & Zoning • City Public Service • Real Estate Developers/Investors • Local Utilities & Energy Providers

Economic Development Objective 2 — Leverage strategic location to attract industry.

Maximize Oregon's geographic advantages by enhancing infrastructure, marketing its prime location, and fostering industry partnerships to drive business investment and economic growth.

Action ED 2.1	Highlight Oregon's proximity to major transportation routes, Lake Erie, and regional markets to help drive business attraction (e.g., clean technology opportunities).	Short Term	• Oregon Leadership • Chamber of Commerce • OEDF
Action ED 2.2	Enhance transportation and utility infrastructure, such as broadband internet and renewable energy sources, to support the needs of new and expanding industries.	Mid Term	• City Public Service • Local Utilities & Energy Providers • TMACOG
Action ED 2.3	Work with logistics and supply chain companies to integrate clean industry businesses into existing industrial ecosystems.	Mid Term	• Chamber of Commerce • OEDF

Economic Development Objective 3 — Revitalize underutilized properties for economic growth. Encourage new development and redevelopment that makes the highest and best use of the land area.			
	Action Items	Time Frame	Project Partners
Action ED 3.1	Identify and prioritize redevelopment opportunities, such as the Navarre Avenue corridor and vacant land, for clean industry or mixed-use commercial development.	Short Term	• City Building & Zoning • Chamber of Commerce • OEDF • Real Estate Developers/Investors
Action ED 3.2	Create a grant program for property owners and developers to retrofit vacant buildings to accommodate clean technology companies or small businesses.	Short Term	• Oregon Leadership • City Building & Zoning • Chamber of Commerce • OEDF
Action ED 3.3	Attract and support the development of a sports complex as a year-round destination for sports tourism, generating economic benefits through increased visitor spending in local businesses.	Mid Term	• Oregon Leadership • Chamber of Commerce • OEDF • Parks and Recreation • Sports Organizations
Action ED 3.4	Partner with private investors and sports organizations to finance and build the complex.	Mid Term	• Oregon Leadership • Real Estate Developers • Sports Organizations

The Town Center and the Ice House at the Sports Campus are key Focus Areas in Oregon's economic development strategy, envisioned as catalysts for local investment, community gathering, and long-term growth. Source: Crocker Park, Visit Delaware Ohio.

MOBILITY

Goal Statement: *A safe, efficient, and multi-modal transportation network that serves people of all ages and abilities, with strong connectivity for walking and biking.*

Mobility Objective 1 — Promote active transportation.

Expand and enhance infrastructure to support walking, biking, and other non-motorized travel options for residents and visitors.

Action Items	Time Frame	Project Partners
Action MOB 1.1 Develop and implement design standards for bike paths, sidewalks, and shared-use pathways, incorporating best practices into Oregon's subdivision regulations and roadway design.	Short Term	• City Public Service • City Building & Zoning • Parks & Recreation • TMACOG
Action MOB 1.2 Expand Oregon's network of bike paths, walking trails, and shared-use pathways to connect key community destinations.	Mid Term	• City Public Service • Parks & Recreation • Toledo Metroparks • TMACOG
Action MOB 1.3 Plan for a transportation network that supports future development by ensuring roads, sidewalks, and active transportation infrastructure can accommodate the mix of land uses envisioned in Oregon's growth areas.	Long Term	• City Public Service • City Building & Zoning • TMACOG • ODOT

Mobility Objective 2 — Improve Navarre Avenue.

Enhance safety, accessibility, and aesthetics along Navarre Avenue to improve traffic flow, support local businesses, and create a more inviting environment.

Action MOB 2.1 Develop and implement a corridor improvement plan for Navarre Avenue, addressing traffic management, pedestrian and bicycle safety, access management, and aesthetic enhancements.	Short Term	• City Public Service • City Building & Zoning • TMACOG • ODOT
Action MOB 2.2 Strengthen wayfinding and branding along Navarre Avenue and at I-280 ramps to reinforce Oregon's identity and improve the visitor experience.	Short Term	• Oregon Leadership • The Arts Commission of Greater Toledo • Chamber of Commerce • ODOT

PARKS & OPEN SPACE

Goal Statement: *A well-maintained and connected parks and open space system that attracts visitors, enhances recreational opportunities, and serves as a centerpiece for Oregon's quality of life.*

Parks and Open Space Objective 1 — Expand park access.

Identify underserved areas and prioritize park acquisition and development to ensure 80% of residents are within a 10-minute walk of a public park.

Action Items		Time Frame	Project Partners
Action POS 1.1	Create new park spaces on the west side of Oregon on parcels owned by the City and focus on connectivity to these areas.	Short Term	• Parks & Recreation • City Public Service • Neighborhood Associations
Action POS 1.2	Integrate pocket parks, greenways, and shared-use open spaces into new residential and commercial developments.	Mid Term	• Parks & Recreation • City Building & Zoning • Real Estate Developers

Parks and Open Space Objective 2 — Enhance recreational offerings.

Expand and diversify recreational opportunities to meet community needs, attract visitors, and provide year-round access to high-quality facilities and outdoor spaces.

Action POS 2.1	Continue to plan for and expand program offerings for all ages and abilities.	Short Term	• Parks and Recreation • Toledo Metroparks • ODNR • Oregon School District
Action POS 2.2	Conduct a feasibility study for a sports campus, amphitheater, and additional outdoor trails to meet growing community demands.	Short Term	• Oregon Leadership • Parks and Recreation
Action POS 2.3	Explore public-private partnerships to enhance recreational offerings and to support the creation of a sports campus.	Mid Term	• Oregon Leadership • Parks and Recreation • OEDF

Parks and Open Space Objective 3 — Promote natural assets. Partner with state and regional agencies to enhance access, programming, and promotion of Maumee Bay State Park and Pearson Park as key natural and recreational assets for the community.		
Action POS 3.1 Collaborate with State Park and Metroparks staff to improve connectivity and wayfinding between Oregon's trail system, Pearson Park, and Maumee Bay State Park.	Short Term	• City Public Service • Parks & Recreation • TMACOG
Action POS 3.2 Conduct a feasibility study for a sports campus, amphitheater, and additional outdoor trails to meet growing community demands.	Short Term	• Oregon Leadership • Parks and Recreation
Action POS 3.3 Advocate for enhanced park programming, such as nature education, guided hikes, and water-based recreation, to increase community interaction with Pearson Park and Maumee Bay State Park.	Short Term	• Parks & Recreation • Toledo Metroparks • ODNR

The Ice House at the Sports Campus Focus Area would be a regional recreational amenity that supports sports tourism in Oregon. A feasibility study for this Ice House is found in the recommendations of both the Economic Development and the Parks and Open Space sections of the Onward Oregon Comprehensive Plan. Source: City of Ann Arbor.

COMMUNITY IDENTITY

Goal Statement: *A strong and cohesive community identity that celebrates Oregon's small-town character and promotes the city as a family-friendly and welcoming place to live, work, and play.*

Community Identity Objective 1 — Enhance branding and promotion.

Develop a marketing strategy to highlight Oregon's unique assets, including proximity to Lake Erie, quality schools, and natural amenities.

	Action Items	Time Frame	Project Partners
Action CI 1.1	Create a citywide branding campaign that includes a new logo, tagline, and digital marketing materials to promote Oregon as a destination for families, businesses, and visitors.	Short Term	• Oregon Leadership • Chamber of Commerce
Action CI 1.2	Update the Destination Toledo and Oregon Ohio websites to highlight local attractions, recreational opportunities, and businesses.	Short Term	• Oregon Leadership • Destination Toledo

Community Identity Objective 2 — Develop Town Center identity.

Ensure that the Town Center reflects the city's character by integrating public art, gathering spaces, and local businesses.

Action CI 2.1	Design and implement streetscape improvements, such as pedestrian-friendly lighting, crossings, seating areas, and wayfinding signage.	Mid Term	• City Public Service
Action CI 2.2	Work with the private sector to build places that reflect Oregon's small-town, rural character.	Long Term	• City Building & Zoning • Real Estate Developers/Investors

Oregon's location positions it to be a premier destination for birders. Source: Black Swamp Bird Observatory, The Beacon.

ONWARD OREGON
Comprehensive Plan

2025

OREGON COMPREHENSIVE PLAN

CITY OF OREGON