



*City of Oswego
2020 Vision Plan
Update*



APPENDIX C
Influence Model

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and
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Overview

As part of the New Visions Initiative, members of the community were invited to participate in a multi-day workshop to identify the issues and opportunities perceived within the City of Oswego. The results of this intensive public outreach were used to determine major themes recurring within the community (see sidebar). The exercise was intended to determine changes in the community's priorities since the adoption of the 2003 Comprehensive Plan.

These themes were then used to formulate topic areas for the City, including:

1. Waterfront;
2. Housing Stock;
3. Business Recruitment and Development;
4. Connectivity;
5. Downtown Revitalization;
6. City Identity;
7. Healthy City; and
8. Plan Utilization.

Consultants convened with members of the Steering Committee to host an in-depth discussion of each topic. Participants were asked to identify factors they perceive to impact each topic area in order to determine constraints and opportunities. From this discussion, a series of focus areas were developed and later compared to recommendations from the City of Oswego's existing Comprehensive Plan. Findings were used to guide recommendations formed as part of the 2020 Plan Update.

The results of the Influence Model exercise are portrayed graphically for each topic area on the following pages.

Community Themes:

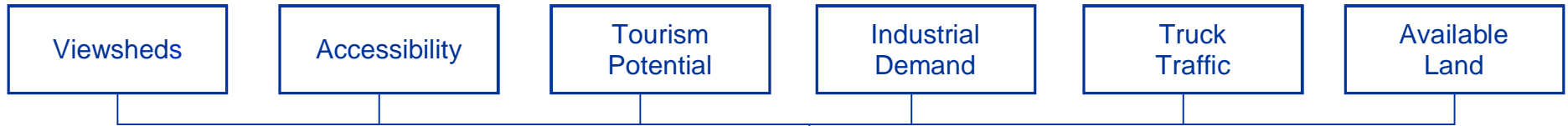
- **Housing Rehabilitation**
- **Owner Occupancy**
- **Lack of jobs / unemployment**
- **Education**
- **Neighborhood Rehabilitation**
- **Parklands and Trail System**
- **Healthy Living**
- **Industrial Port**
- **Declining Population**
- **Property Values**
- **Mixed-Use Development**



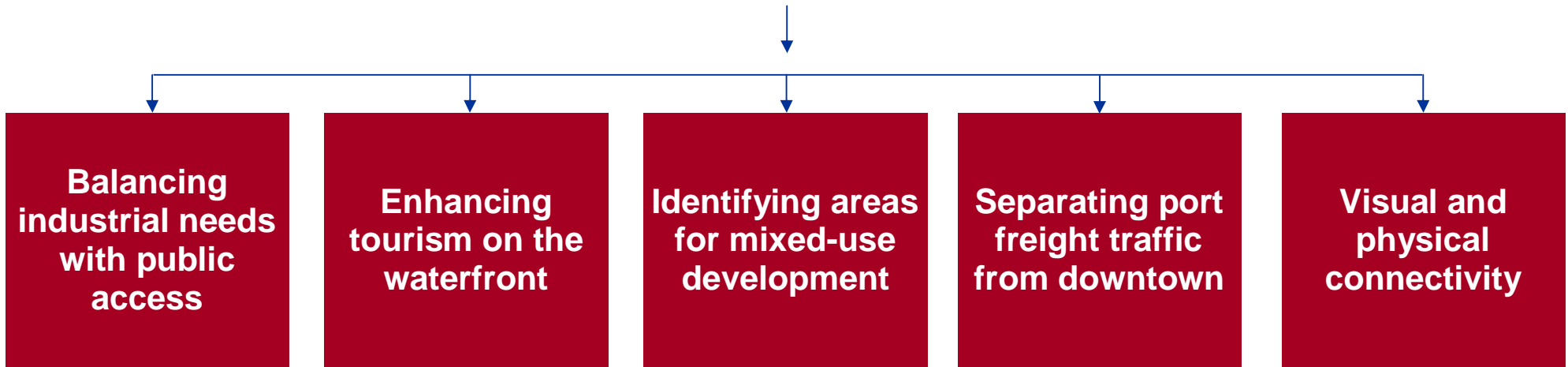
Appendix C: Influence Model

WATERFRONT

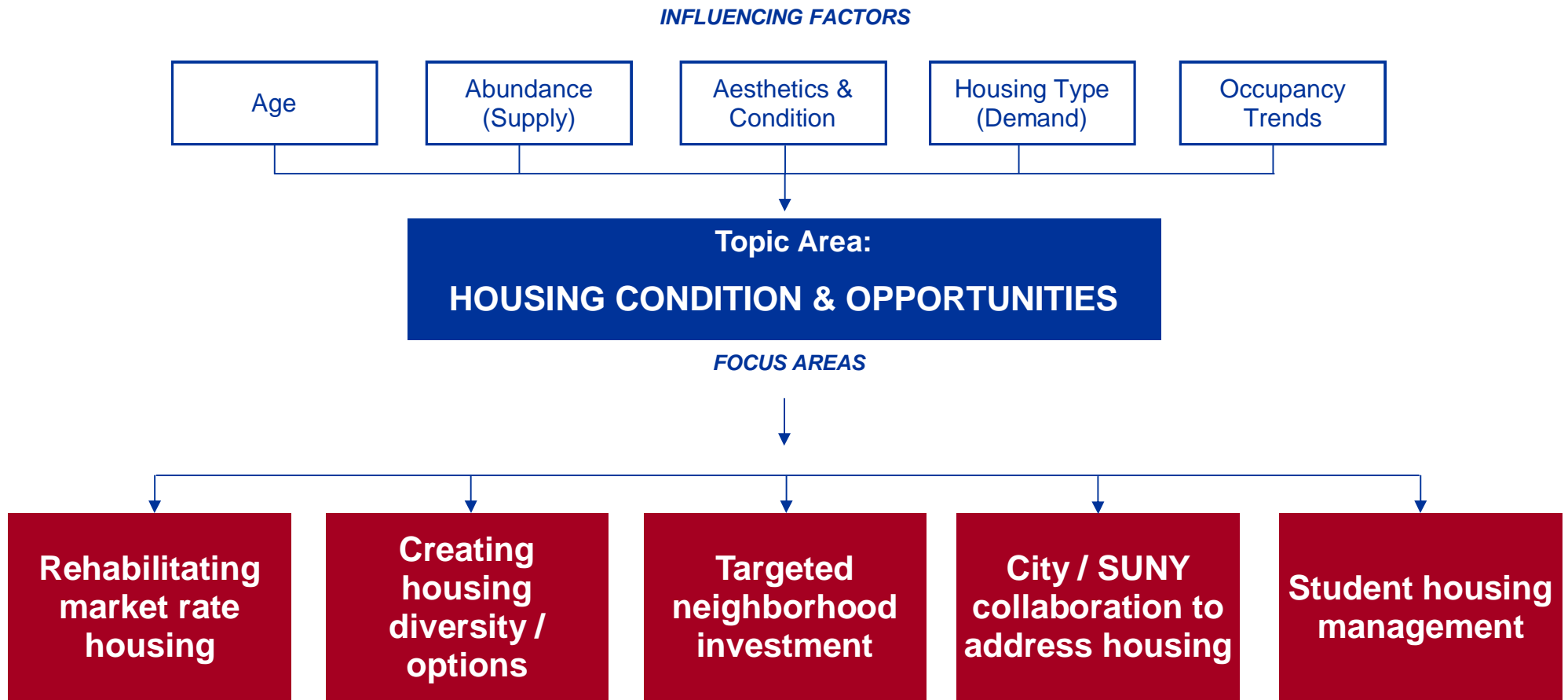
INFLUENCING FACTORS



FOCUS AREAS

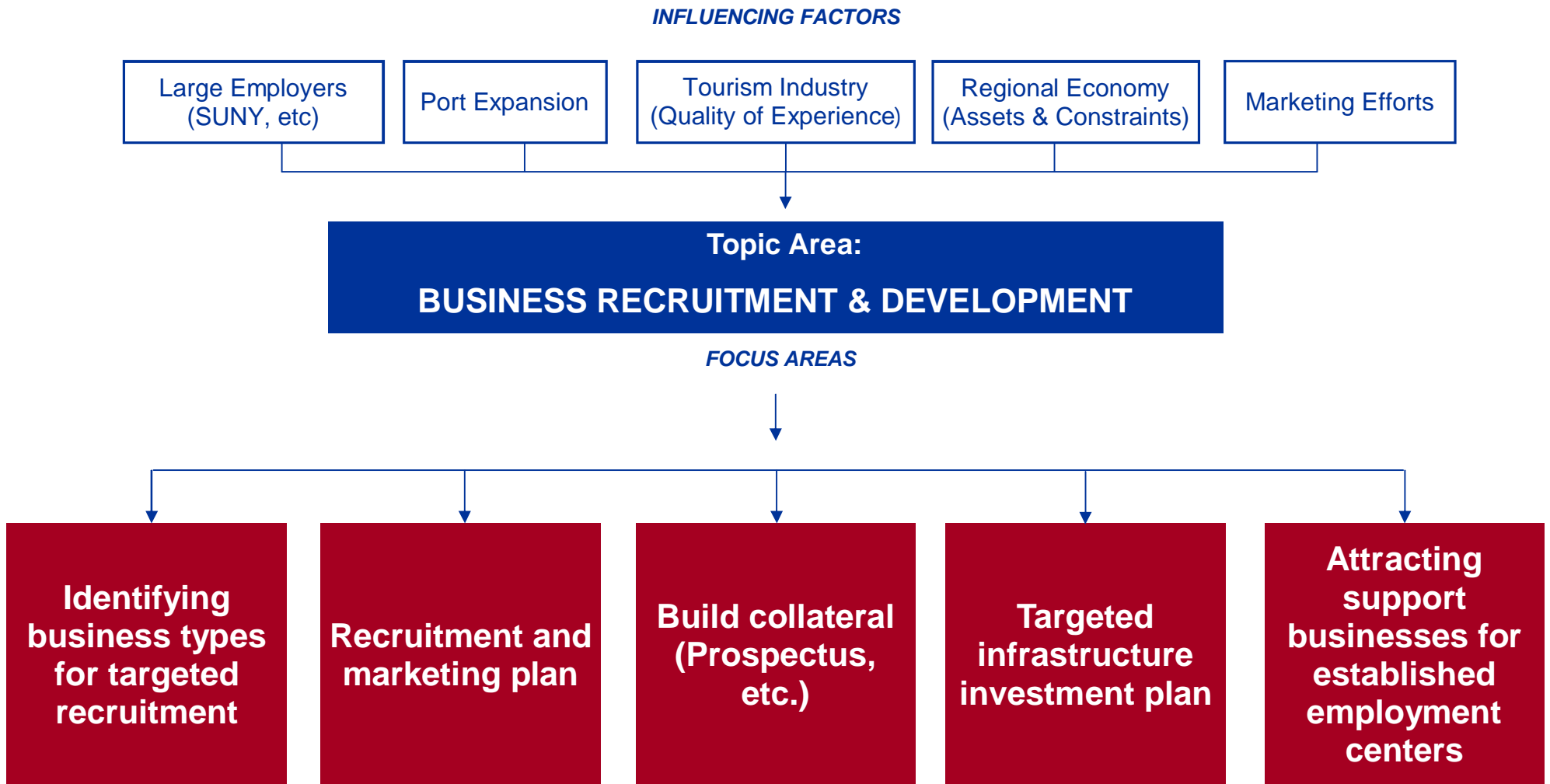


HOUSING STOCK

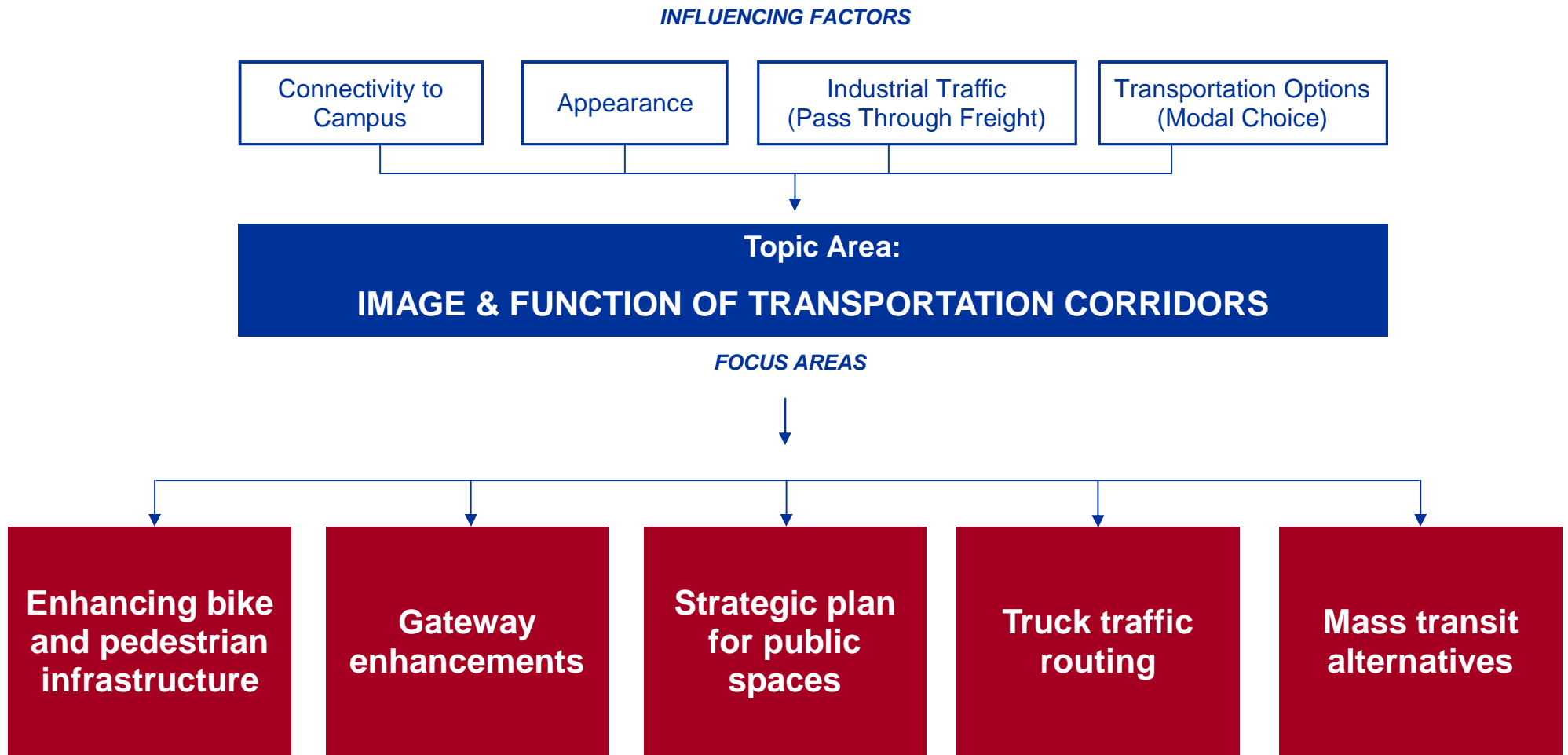


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BUSINESS RECRUITMENT AND DEVELOPMENT

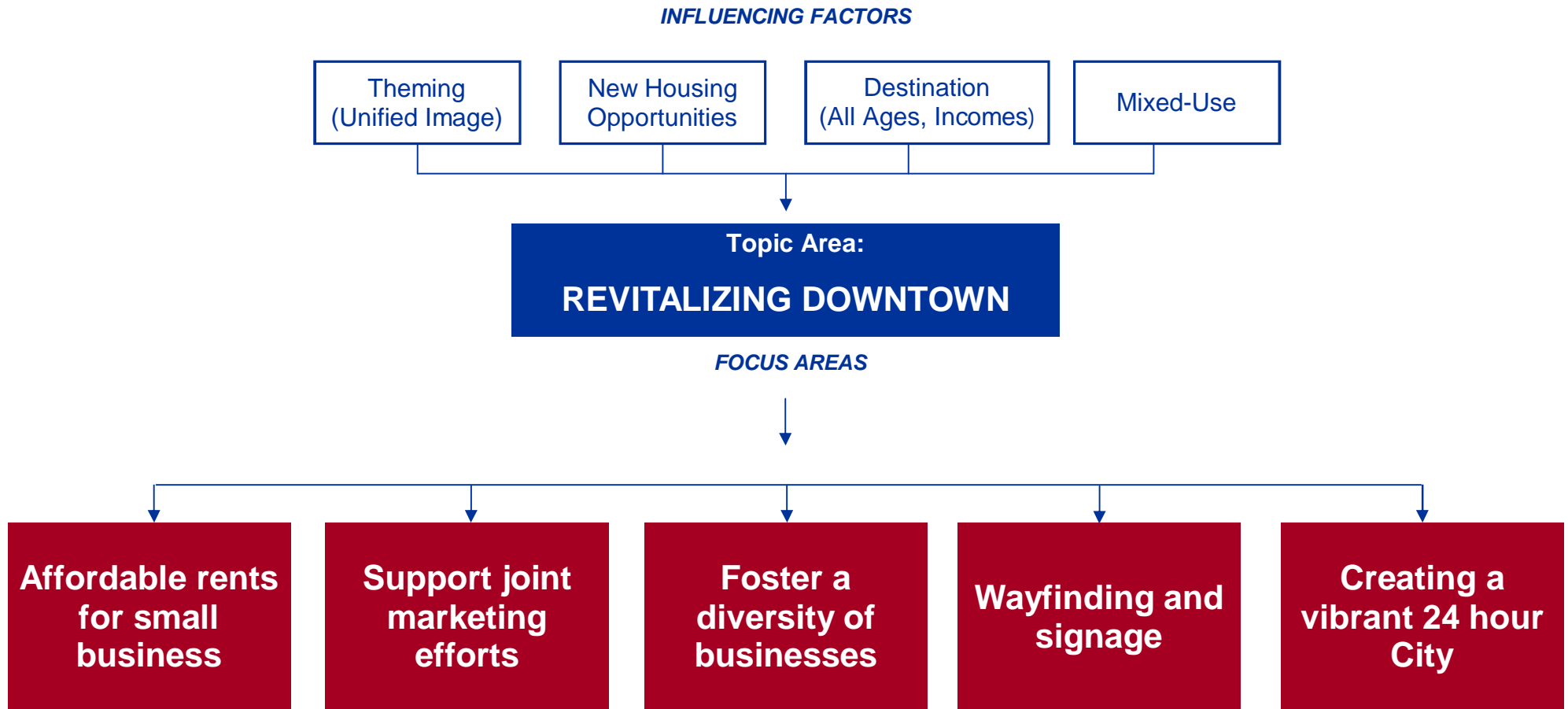


CONNECTIVITY



Appendix C: Influence Model

DOWNTOWN REVITALIZATION



CITY IDENTITY

INFLUENCING FACTORS

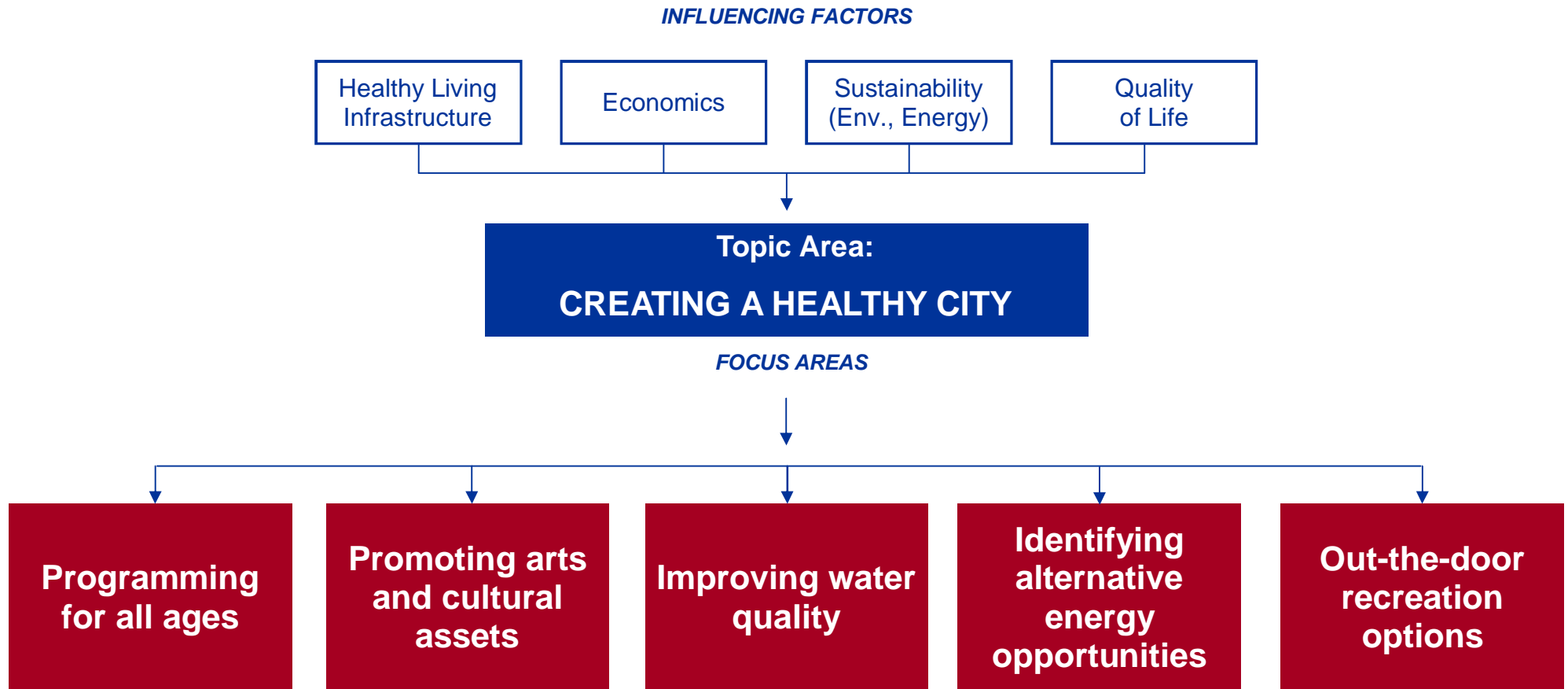


FOCUS AREAS



Appendix C: Influence Model

HEALTHY CITY



PLAN UTILIZATION

