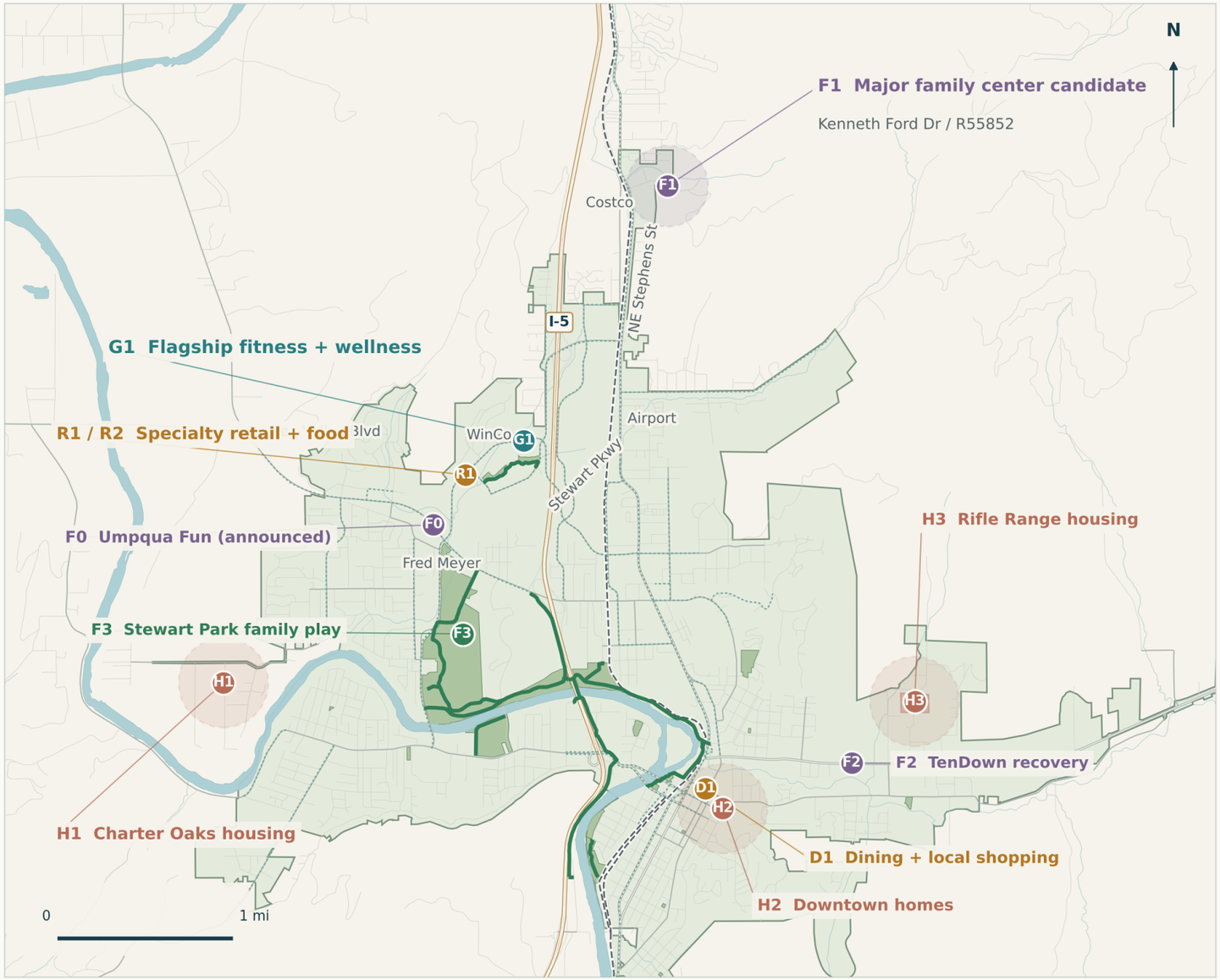
Where the uses go

Candidate addresses and housing areas are placed on actual roads; commercial proposals require operator and site approval.



● Proposed use / candidate address ○ Housing or site-study emphasis ━ Path mapped as existing in 2023

G1 | FIRST GYM SITE TO INVESTIGATE

3013 NW Stewart Parkway. Marketed 59,545 SF former Albertsons; test a 48,000 SF flagship plus expansion reserve.

R1 / R2 | SPECIALTY RETAIL + FOOD

2455 and 2475 NW Stewart Parkway. Test a specialty grocer in R1 and separately leased shops / restaurants in R2.

F1 | MAJOR FAMILY DESTINATION

0 NE Kenneth Ford Drive, property R55852. 11.25-acre candidate; annexation, zoning, access and airport checks required.

D1 / H2 | DOWNTOWN MIX

Jackson / Main between Douglas, Oak and Lane: restaurants, independent shops, upper-floor homes and infill.

H1 / H3 | MORE FAMILY HOUSING

Charter Oaks after services/annexation; Rifle Range parcel R40164 as one mixed-use housing candidate. Capacity unverified.

F0 / F2 | BUILD ON LOCAL ASSETS

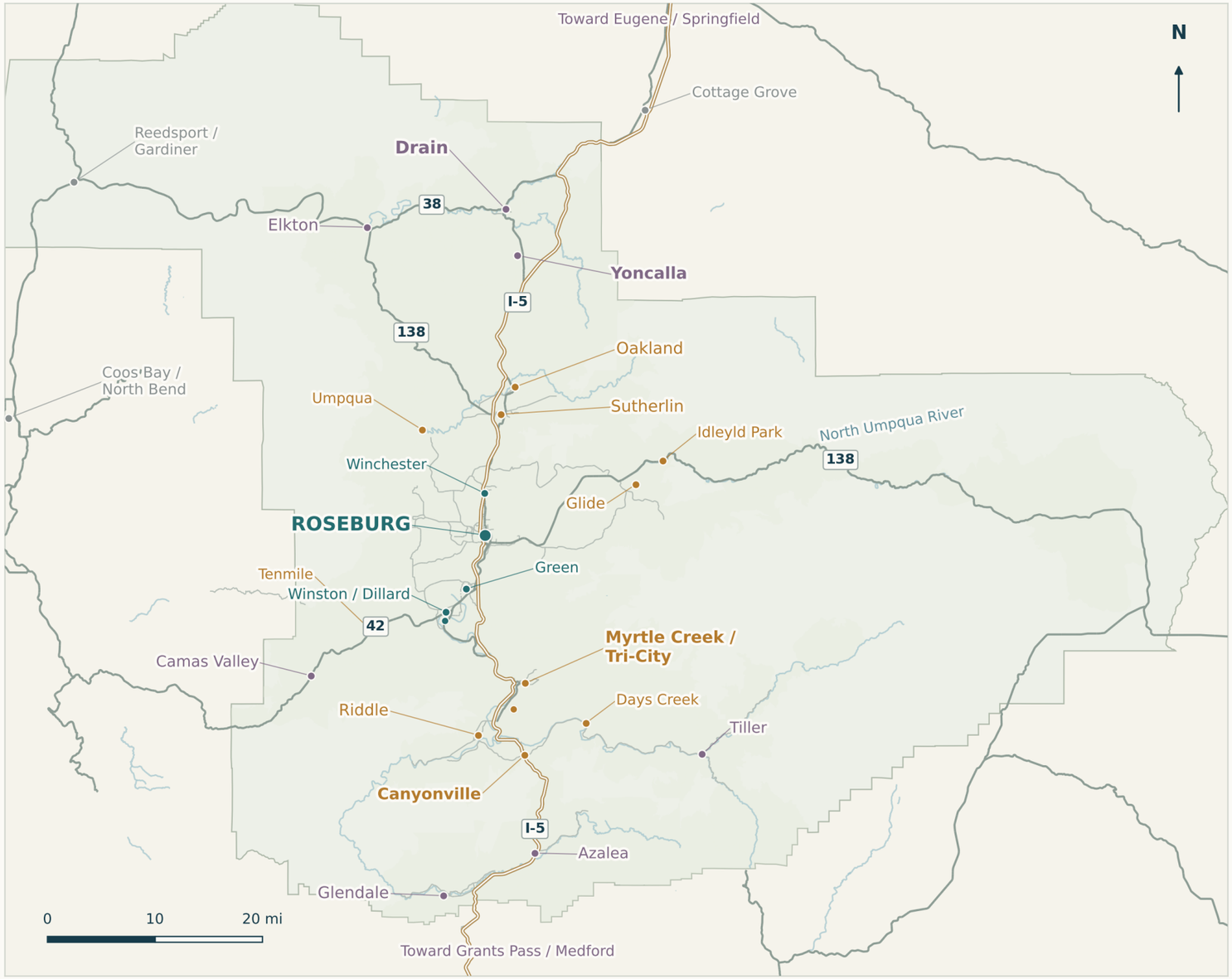
Umpqua Fun announces Dec 2026 opening. Verify TenDown recovery and reopening before sizing new bowling capacity.

Recommendations are not retailer commitments, parcel approvals or proof of current vacancy.

Sources: City / ODOT roads and parks; Census address geocoder; HSM Pacific; All-Pro Realty; county assessment; City 2023 bike-plan GIS. Address points are approximate.

Greater Roseburg | Communities and market connections

Existing transport links and three planning relationships to test with customer-origin data.



Existing highways and rivers follow actual GIS geometry. Gray nodes locate neighboring or coastal markets; no shopping-flow volumes are shown.

RELATIONSHIPS TO VALIDATE

Node colors are planning hypotheses.
They are not measured spending or trip boundaries.

Frequent-use planning focus

Roseburg · Green · Winchester
Winston / Dillard · nearby rural neighborhoods

Test frequent work, health, convenience-shopping and recreation trips.

Wider comparison-shopping reach

Sutherlin / Oakland · Myrtle Creek / Tri-City
Riddle / Canyonville · Glide and nearby valleys

Test regional shopping and family-outing demand while strengthening each community's local center.

Outer and overlapping markets

Drain / Yoncalla / Elkton · Glendale / Azalea
Camas Valley and more remote inland valleys

Test the share attracted to Roseburg, Eugene, Grants Pass and coastal retail centers.

INVEST AS A NETWORK OF TOWNS

Support local groceries, shops, schools and town centers. Plan regional destinations around actual travel habits.

A flagship gym needs repeat users nearby; a major family entertainment center can serve less-frequent regional trips. Neither should assume all 104,511 residents become customers.

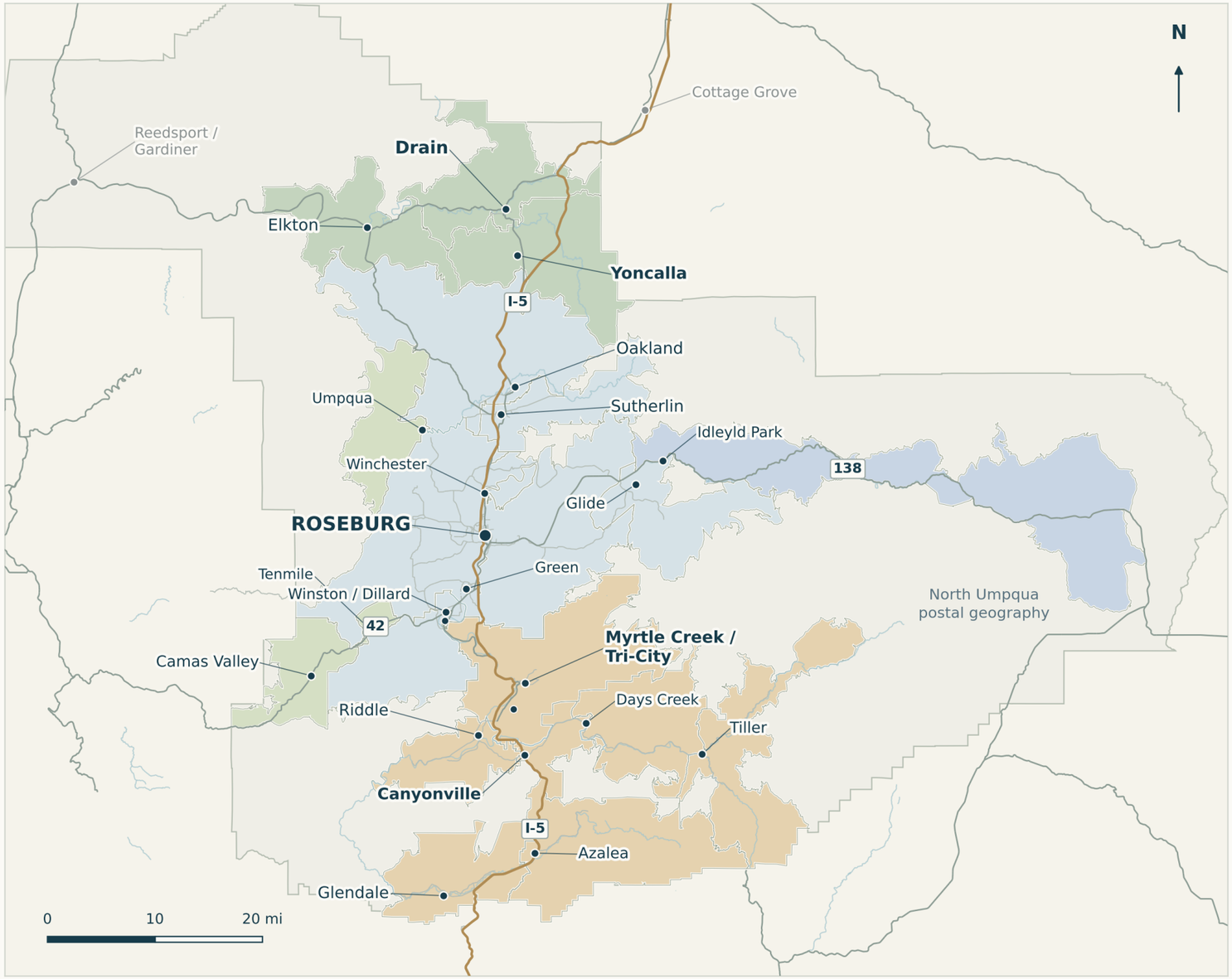
Regional partnership does not require blanket annexation. Every town keeps its own local role.

Validate the market by retail category, customer origins and spending before sizing major shopping, gym or entertainment projects.

Sources: ODOT roads; Census hydro/county geography; USGS/Census place points. Role hypotheses informed by Elkton, Yoncalla and retailer primary sources; Nov 2026.

Greater Roseburg | The expanded inland population

Named communities, connected corridors and 23 distinct Census population areas.



Colors identify geographic additions to the earlier example, not market tiers. Labels name communities; counts belong to entire ZCTAs.

SELECTED INLAND RESIDENT BASE

104,511

residents counted in 2020

23 nonoverlapping ZCTAs · 2,267.4 sq mi of land

Earlier eight-area example — **77,094**

Roseburg-area selection shown on the earlier map.

Added northern communities — **5,076**

Drain · Yoncalla · Elkton

Added southern communities — **18,980**

Myrtle Creek / Tri-City · Riddle · Canyonville
Days Creek · Tiller · Glendale · Azalea

Added west / rural communities — **2,629**

Dillard postal area · Camas Valley · Tenmile · Umpqua

Added North Umpqua area — **732**

Idleyld Park postal area

CHECK AGAINST DOUGLAS COUNTY

County census count: 111,201. The selected areas hold 94.0% of those residents; 6,690 lie outside this example. All 23 selected ZCTAs lie wholly within the county.

This broad population is not a count of daily shoppers or a measured share of regional spending.

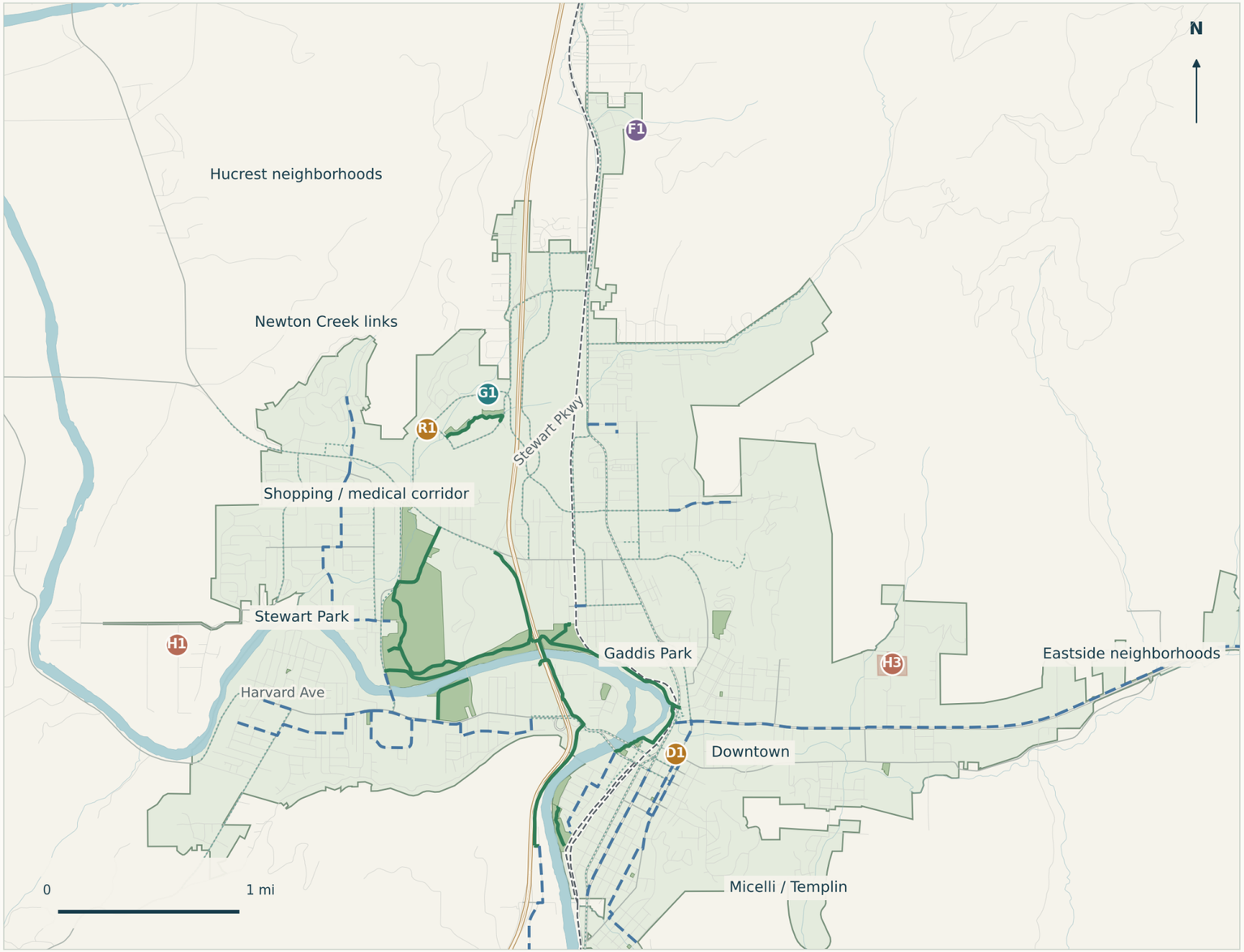
2020 resident geography proxy; not a validated trade, drive-time, service or annexation boundary.

City/CDP counts are not added to these totals. Coastal and cross-county postal markets are not assumed to be Roseburg's core.

Sources: U.S. Census Bureau Census2020 ZCTAs, POP100 and county/place relationships; ODOT roads; Census hydro; USGS/Census place points. Retrieved Nov 2026.

Roseburg | Daily life connected outdoors

Prioritize continuous routes from homes to shops, schools, the gym and the riverfront; audit current conditions before design.



1 | COMPLETE THE RIVER NETWORK

Repair and connect the existing Umpqua River Trail, park entrances and downtown approaches. Maintain all-weather surfaces.

2 | MAKE SHOPPING ACCESS COMFORTABLE

Protected corridor treatments and safe crossings on Stewart / Garden Valley; short direct paths through parking areas to front doors.

3 | CONNECT HUCREST / NEWTON CREEK

Use the City bike-plan links to connect homes, the creek corridor, shopping and G1. Verify easements and missing segments.

4 | EASTSIDE HOMES + DAILY SERVICES

Coordinate Diamond Lake / Rifle Range walking and cycling with housing, safe crossings, TenDown and the OR 138E process.

5 | USE ROUTE STANDARDS

Low-speed local streets; physical separation where traffic requires it; accessible crossings; secure bike parking; restrooms and maintenance.

Dashed routes are proposals in the 2023 plan, not newly certified safe or constructed routes.

Sources: Roseburg Bike Routes Plan companion GIS (2023); City parks and limits; ODOT roads; Census hydrography. Recheck construction, access rights, crossings and flood exposure.

Downtown | Homes, food and river access

Concentrate investment within a walkable group of blocks and connect the riverfront to storefronts.



Gold: dining / shops on existing streets Terracotta: housing reuse / infill emphasis Green: mapped existing paths

D1 | A RESTAURANT NEIGHBORHOOD

Recruit a bakery / breakfast cafe, chef-led casual restaurant, family dining, dessert shop and healthy grab-and-go operator into suitable existing storefronts.

H2 | LIVE ABOVE AND NEAR THE SHOPS

Rehabilitate viable upper floors; add small apartment and townhouse infill on serviceable, willing-owner sites. Keep new homes out of mapped hazard areas.

PUBLIC SPACE | SHORT, USEFUL LINKS

Accessible crossings, shade, seating, lighting, bike parking and signed connections from river trail entrances. Preserve emergency and delivery access.

A FAMILY REASON TO VISIT

Test a small children's discovery / maker studio, public art play route and weekly family programming; reuse a suitable building before commissioning a new one.

FIRST DELIVERY PACKAGE

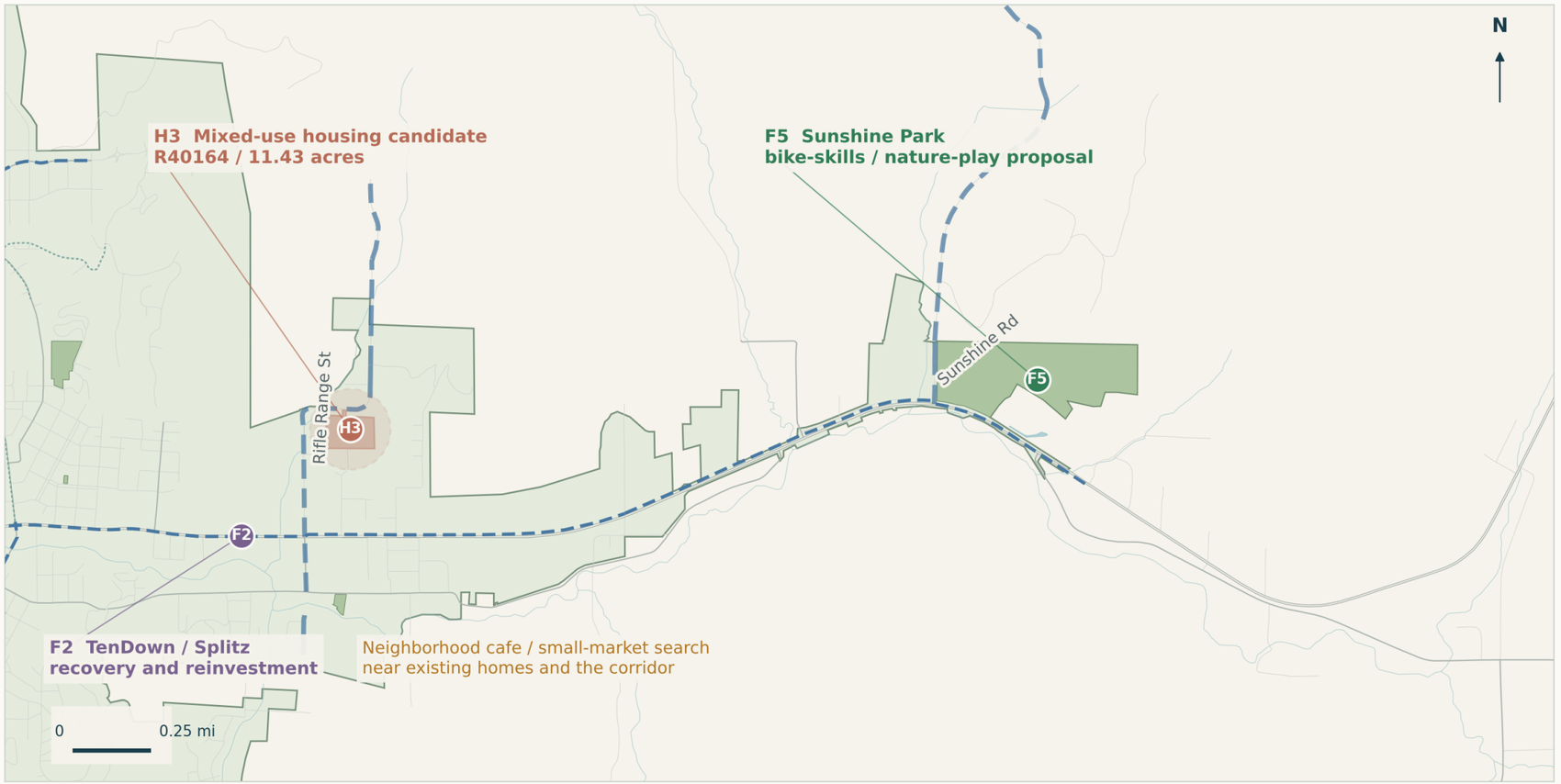
Three to five committed storefront projects, two upper-floor housing feasibility studies, and a joined-up crossing / maintenance package.

Street highlights identify investment focus; they do not assert that every building is vacant or available.

Sources: ODOT street geometry; City parks and municipal GIS; 2023 bike-plan routes. Housing capacity, ownership, historic review and flood compliance remain site-specific.

East Roseburg | Homes, services and family activity

Coordinate Diamond Lake / Rifle Range investment with the OR 138E process and safe approaches to Sunshine Park.



Terracotta polygon: published R40164 inventory parcel Green: parks / mapped paths Dashed blue: corridor study

H3 | HOMES NEAR SERVICES

The City business-land inventory identifies an 11.43-acre mixed-use parcel on Rifle Range. Test housing, small services and connected blocks; confirm plan designation and current entitlements.

F2 | SUPPORT EXISTING FAMILY CAPACITY

TenDown / Splitz at 2400 NE Diamond Lake is an existing bowling, arcade and dining asset. Confirm fire/smoke recovery and reopening status before funding more bowling.

F5 | OUTDOOR SKILLS + NATURE PLAY

At Sunshine Park, test a pump track, beginner bike-skills loop and inclusive nature play through the parks process. Preserve field functions and plan maintenance.

DAILY NEEDS | OPERATOR-LED INFILL

Seek one cafe / prepared-food or small-market tenant where safe access and demand work. No new full supermarket is assumed without a household and sales study.

SAFE CONNECTIONS | FIRST DESIGN TASK

Audit Diamond Lake, Rifle Range and Sunshine approaches. Dashed lines mark improvement corridors; a continuous protected route has not been verified.

F5 is a park-program proposal; the park label point is not a selected construction footprint or entrance.

Sources: City business-land inventory (2025), parks and 2023 bike-plan GIS; ODOT roads and OR 138E project; TenDown official site. Availability and design require verification.

Green, Winston and Winchester | Connected neighborhoods

Local daily needs, family housing and outdoor routes belong in the regional program from the start.





GREEN | RAY'S CENTER + CONNECTING GAPS

Improve the existing 4601 Carnes Road shopping center and pedestrian access. Audit Carnes / Cannon / Austin links; build on completed Carnes school-frontage work.

WINSTON | SCHOOL / PARK / SHOP LOOPS

Prioritize Lookingglass, Cary, Tumlin and Elwood connections. Reconcile funded school projects before adding work; strengthen the existing center.

WINCHESTER | UCC + DAILY LIFE

Join college access, transit and safe local cycling with serviceable housing infill. H5 is a neighborhood study focus, not a selected development parcel.

Dashed blue: route audit / improvement corridors H4 / H5: neighborhood housing focus Gold: existing daily-needs center

Regional planning participation does not depend on annexation. New service obligations require funded agreements.

Sources: ODOT roads; Census rivers; Roseburg 2023 bike-plan GIS; Winston SRTS plan; Douglas County Carnes completion release; Ray's official store address.

Northern communities | Homes, schools and local centers

Build useful town networks in Drain, Yoncalla, Sutherlin and Oakland; connect regional destinations through the existing highway system.

N1 Drain

DR01–02 · school, downtown and park approaches



Focus: Main / A Avenue and nearby settled blocks.

N2 Yoncalla

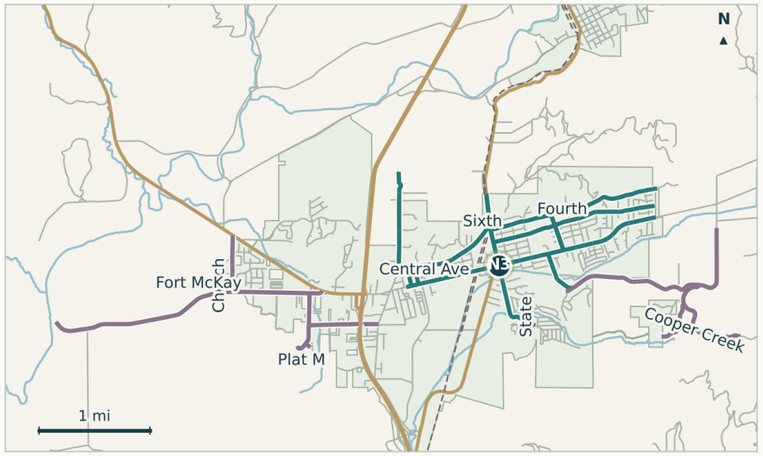
YO01 · connect schools, Main Street and civic uses



Focus: Main / Birch; route continuity needs an access audit.

N3 Sutherlin

SU01–04 · neighborhoods, town center and recreation



Focus: Central / State; western and eastern links require studies.

N4 Oakland

OA01 · school / Fifth Street / historic center



Focus: Fifth / Oak; infill should respect the historic center.

Street access / safety study
Longer-term feasibility
Symbolic neighborhood focus
ODOT city limits, Sep 2026
Existing rail

NEIGHBORHOODS FIRST

Pair homes and daily services with safe access.
Circles identify study centers within settled towns.

N1 Drain

Test infill homes and daily-needs retail around Main / A. Prioritize A/B–School links and the Moreland / First route toward Anna Drain Park.

Build on the 2025 school-route plan and park upgrade already in implementation. Rail clearance and drainage must be resolved at undercrossings.

N2 Yoncalla

Test small-scale infill around Main / Birch. Join First–Birch–Fifth and Main civic uses with continuous sidewalks and calm cycling streets.

Destinations: elementary, 401 First; middle/high, 292 Fifth; community center, 400 Main. Williams park access needs a locally verified entrance.

N3 Sutherlin

Strengthen Central / State housing and shops. Connect Sixth / Fourth school neighborhoods. Improve access to existing recreation assets.

Red Rock and Ford's Pond paths already exist. Check Central crossings scheduled for Fall 2026. I-5 and Cooper Creek connections are feasibility work, not existing protected routes.

N4 Oakland

Support infill near Fifth / Oak and downtown. Complete Fifth–Cypress school-route continuity and accessible Oak / Locust / Maple crossings.

Audit the 2020 plan against what is built. Do not assume an Ash Creek path or private-land access.

Colored roads are proposed audit/design corridors; they are not a map of existing protected walking or cycling facilities.

Study circles locate existing intersections, not development parcels, walking catchments, zoning changes or annexation boundaries. Verify access, utilities and project status.

Sources: ODOT road/city GIS; U.S. Census rail/hydro; local City/County, school district and Oregon Safe Routes to School plans. Primary-source register accompanies the report.

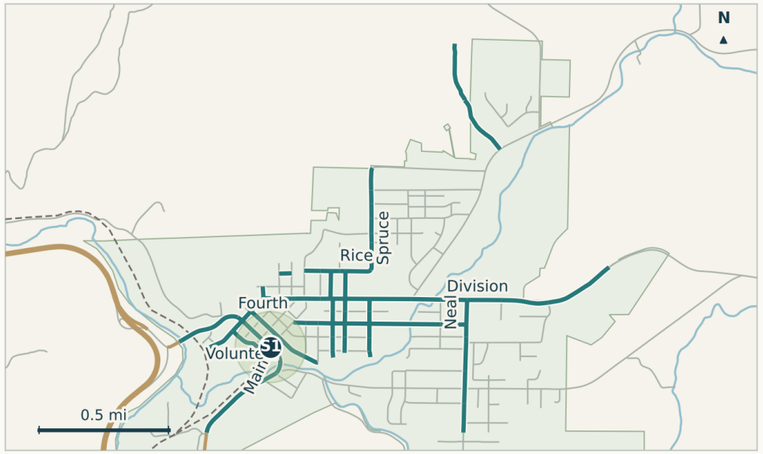
Different map scales are shown. Geography retrieved Nov 2026; plan dates and completion status vary. No new private-land path, bridge alignment or park entrance is assumed.

Southern communities | Everyday life closer to home

Connect housing to schools, parks and daily services in Myrtle Creek, Tri-City, Riddle and Canyonville.

S1 Myrtle Creek

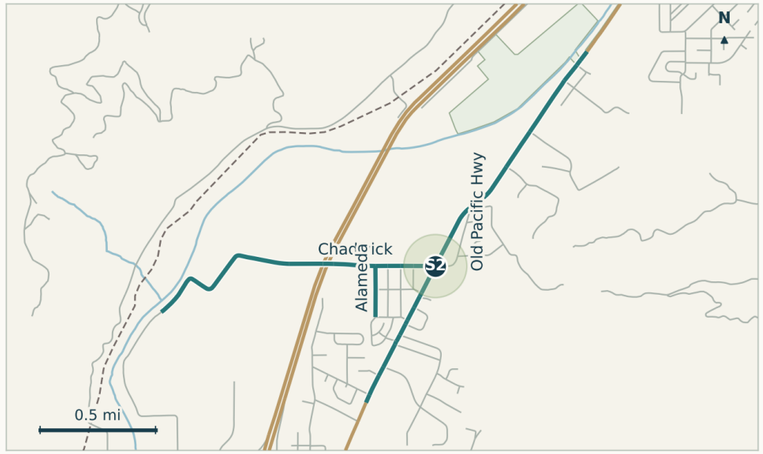
MY01–02 · school streets and the park / downtown circuit



Focus: Main / Volunteer; reinforce downtown and nearby housing.

S2 Tri-City

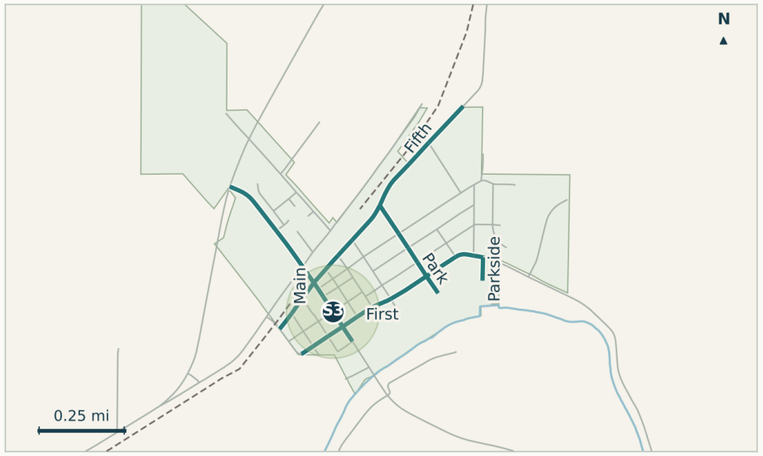
TC01 · Chadwick school access and Old Pacific services



Focus: Old Pacific / Chadwick; coordinate County / City services.

S3 Riddle

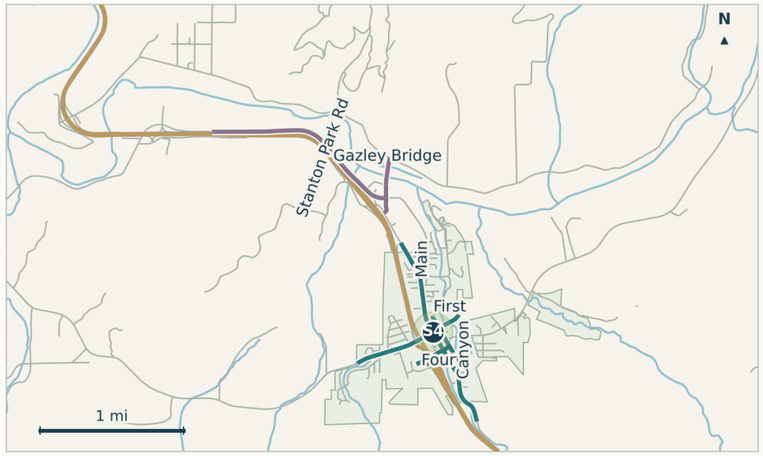
RI01 · compact school, shop and recreation connections



Focus: Main / Second; use existing public streets for the circuit.

S4 Canyonville

CA01–02 · Main Street, Pioneer and Stanton access



Focus: Main / First; northern park links need crossing feasibility.

Street access / safety study
Longer-term feasibility
Symbolic neighborhood focus
ODOT city limits, Sep 2026
Existing rail

REINFORCE EACH LOCAL CENTER

Use infill and connected streets to support local shops, schools, parks and everyday family trips.

S1 Myrtle Creek

Pair Main / Volunteer infill and restaurants with a legible Millsite–downtown–Evergreen walking circuit on public streets and park paths.

Prioritize Rice / Spruce and Division / Spruce school crossings. Address freight conflicts at Division / Myrtle Road; audit the 2022 plan first.

S2 Tri-City

Test housing and daily-services infill around Old Pacific / Chadwick. Improve the school route and crossing protection before expansion.

Tri-City Elementary: 546 SW Chadwick. A current park-access audit should guide a neighborhood park. Do not treat the old park inventory as current.

S3 Riddle

Use Main / Second as a neighborhood focus. Connect homes and shops to Park / First / Fifth and Parkside with continuous accessible routes.

Destinations: elementary, 463 Park; junior/senior high, 147 Main; community center, 123 Parkside. Verify park entrances and freight-street conditions.

S4 Canyonville

Strengthen Main / First shops and housing. Close the Pioneer Park access gaps. Study Stanton Park connections as a separate project.

North Main school-route work was reported complete in Jan 2026. Maintain it; extend access. Stanton Park's 2026 upgrades already exist.

Colored roads are proposed audit/design corridors; they are not a map of existing protected walking or cycling facilities.

Study circles locate existing intersections, not development parcels, walking catchments, zoning changes or annexation boundaries. Verify access, utilities and project status.

Sources: ODOT road/city GIS; U.S. Census rail/hydro; local City/County, school district and Oregon Safe Routes to School plans. Primary-source register accompanies the report.

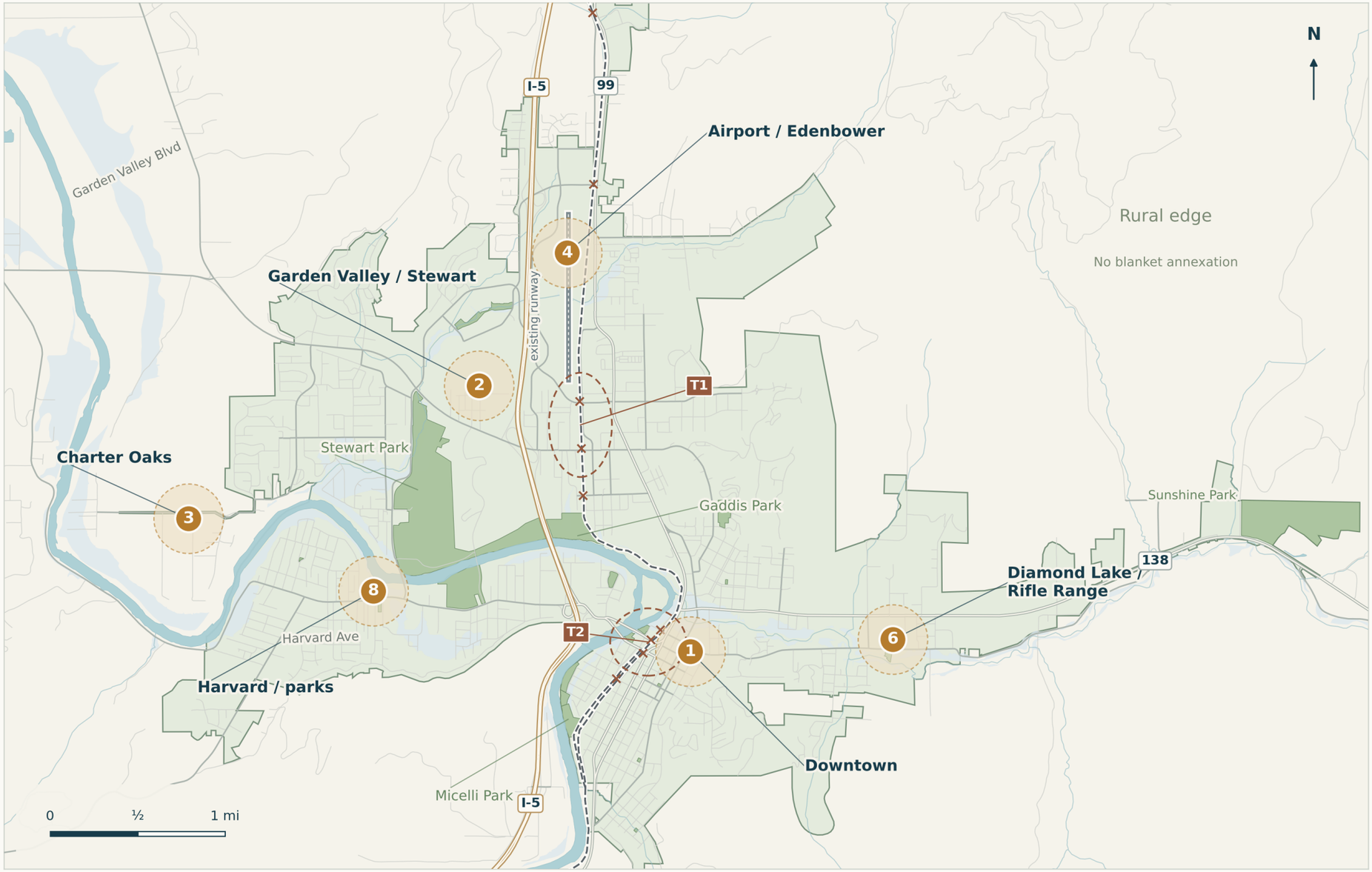
Different map scales are shown. Geography retrieved Nov 2026; plan dates and completion status vary. No new private-land path, bridge alignment or park entrance is assumed.

Greater Roseburg | Core investment map

A stronger downtown, practical shopping districts and a connected riverfront.

ILLUSTRATIVE CONCEPT

15–20 YEAR HORIZON / NOV 2026



INVESTMENT FOCUS AREAS

1. **Downtown**
   Restaurants, shops, housing and active streets.
2. **Garden Valley / Stewart**
   Shopping, medical jobs, infill and safer access.
3. **Charter Oaks**
   Approved UGB growth area; parcel annexation and services review.
4. **Airport / Edenbower**
   Business aviation, light industry and employer space.
6. **Diamond Lake / Rifle Range**
   Housing and everyday services in connected neighborhoods.
8. **Harvard / parks**
   Park access, family activities and neighborhood improvements.

RAIL RELIABILITY STUDIES

T1 Garden Valley / Stewart
T2 Downtown crossing cluster

Compare crossings before choosing an overpass, underpass or new connection.
× Existing public at-grade crossing

RIVERFRONT ACCESS PRIORITY

Connect Stewart, Gaddis and Micelli parks through better access and links. Green emphasis is a study corridor; it does not show a proposed trail.

City limits · Existing parks · Rivers / streams · Railway · 1 Numbered study center · Mapped A / AE floodplain

Concept locations; parcels, access and costs require feasibility review.

Numbered circles are study centers, not parcel, annexation or development boundaries. No road or trail alignment is selected.

Sources: City of Roseburg, ODOT and U.S. Census geographic layers; retrieved 8 Nov 2026. City limits reflect supplied 2026 layers. Floodplain: City 2024 layer; not a site determination.