



CITY COUNCIL MEETING STAFF REPORT

Meeting Date: July 20, 2026		Subject: Town Center Development District Ballot Title	
		Staff Member: Amanda Guile-Hinman, City Attorney; Matt Lorenzen, Economic Development Manager	
		Department: Legal, Community Development	
Action Required		Advisory Board/Commission Recommendation	
☐ Motion ☐ Public Hearing Date: ☐ Ordinance 1 st Reading Date: ☐ Ordinance 2 nd Reading Date: ☐ Resolution ☐ Information or Direction ☐ Information Only ☒ Council Direction ☐ Consent Agenda		☐ Approval ☐ Denial ☐ None Forwarded ☒ Not Applicable	
		Comments: N/A	
Staff Recommendation: N/A			
Recommended Language for Motion: N/A			
Project / Issue Relates To:			
☒ Council Goals/Priorities: Goal 4: Community understands Town Center Plan, Urban Renewal, and other funding sources for infrastructure through engagement to inform Council direction	☒ Adopted Master Plan(s): Town Center Plan (2019)	☐ Not Applicable	

ISSUE BEFORE COUNCIL:

Does the Council support the Ballot Title language as presented? Provide specific direction for any sections or phrases the Council may wish staff to revise.

EXECUTIVE SUMMARY:

Background

The City has undertaken a multi-year effort to establish a long-term vision for Wilsonville's Town Center and identify implementation strategies that support reinvestment, economic development, housing, and public infrastructure improvements.

In 2019, following an extensive community planning process, the City Council adopted the Town Center Plan (the "Plan"). The Plan establishes a long-range vision for transforming Town Center into a vibrant, walkable mixed-use district that supports new housing, employment, shopping, dining, entertainment, civic gathering spaces, and transportation improvements. The Plan also recognizes that achieving this vision will require significant public investment over many years and identifies, in its listed economic development strategies, tax increment financing (TIF) as one potential funding mechanism to help implement public improvements that support private redevelopment.

To evaluate the feasibility of using TIF, the City completed the Town Center Urban Renewal Feasibility Study in 2023. That study analyzed redevelopment potential, financing capacity, and possible public investments that could be supported through a Town Center urban renewal area. The study ultimately informed preparation of a proposed urban renewal district that was referred to Wilsonville voters in May 2024. Although the measure was not approved, the planning, financial analysis, and community engagement completed during that process provided a foundation for future consideration of a revised proposal.

In March 2025, the City Council identified revisiting a Town Center urban renewal district through community education and outreach among its Council goals. Consistent with that direction, staff conducted community outreach and updated the financial analysis and redevelopment assumptions through preparation of the 2026 Town Center Urban Renewal Feasibility Study. The updated study reflects current market conditions, revised project costs, and a more conservative redevelopment scenario than previously evaluated.

The revised proposal also incorporates previous Council direction intended to better align the proposed district with community priorities. Key refinements include:

- Reduced redevelopment assumptions and associated tax increment revenue projections.
- Lower proposed maximum indebtedness.
- A shorter anticipated district duration.
- Removal of the proposed I-5 bicycle and pedestrian bridge project.
- Addition of economic development incentive programs supporting a food cart pod and the recruitment and retention of small and locally owned businesses.

These refinements are reflected in the proposed Town Center Development District Plan and draft Ordinance No. 905, which will come before the Council imminently. Unlike previous Town

Center urban renewal proposals and studies, the current effort consistently refers to the proposed district as the **Town Center Development District**, reflecting its emphasis on economic development, revitalization, and implementation of the Town Center Plan through tax increment financing authorized under Oregon’s urban renewal statutes (ORS 457).

Because Ordinance No. 905 must be referred to Wilsonville voters for consideration at the November 2026 General Election pursuant to Charter Section 29A (adopted by the voters in May 2026), the Council must also approve a ballot title consisting of a Caption, Question, and Summary that accurately describe the measure in accordance with Oregon election law.

Discussion

The purpose of this agenda item is to present draft ballot title language for Council review and discussion before a final ballot title is prepared for formal consideration and adoption in August.

The proposed ballot title has been drafted to accurately describe the measure voters would consider if the Council ultimately refers Ordinance No. 905 to the November 2026 General Election in August. The language is intended to be factual, concise, and consistent with Oregon ballot title requirements while clearly communicating the purpose of the proposed Town Center Development District. Additionally, the ballot title specifically references Ordinance No. 905 and the details of the proposed Town Center Development District that would be considered for adoption by the City Council if the ballot measure is successful – for compliance with Wilsonville Charter Section 29A.

The draft Caption identifies the measure as a proposal to create the Wilsonville Town Center Development District. The Question asks whether the City should adopt Ordinance No. 905 establishing the district to address blight, consistent with Oregon's urban renewal statutes. The Summary explains that the district would utilize tax increment financing (TIF), clarifies that TIF does not impose a new tax or increase tax rates, and describes the principal categories of projects and programs proposed for funding. It also summarizes key financial characteristics of the proposed district, including maximum indebtedness, phased borrowing, anticipated district duration, and the role of future growth in property tax revenues generated within the district.

Staff is seeking Council feedback regarding the clarity, completeness, and accuracy of the proposed ballot title language. Council discussion at this meeting will help identify any revisions before staff returns with a final ballot title for consideration in conjunction with the proposed referral of Ordinance No. 905 to Wilsonville voters.

EXPECTED RESULTS:

Staff will revise and refine Ballot Title language to reflect the core tenets of the proposed Town Center Development District **Plan** and City Council direction.

TIMELINE:

Staff expects to present, in late July-early August, the draft Town Center Development District Plan (TCDDP), the accompanying technical report, and the draft Ordinance (No. 905), that would effectuate the TCDDP if approved by voters at the November 2026 election.

If approved by voters, the City will need to complete the remaining statutory processes for adoption, including conferring with overlapping taxing districts, a public hearing before Planning Commission, required noticing, and a public hearing and second reading before City Council.

CURRENT YEAR BUDGET IMPACTS:

N/A

COMMUNITY INVOLVEMENT PROCESS:

The Ballot Title language presented here is informed in part by recent polling, surveys, focus groups, public comment, Council input, and the requirements of the recent Charter amendment approved by voters through the passage of Measure 3-632 at the May 2026 election.

POTENTIAL IMPACTS OR BENEFIT TO THE COMMUNITY:

If voters approve the proposed Ordinance, No. 905, Town Center Development District Plan, through a ballot measure in November 2026, to be referred by the City Council in August, the City and its Urban Renewal Agency will have a dedicated funding source to implement the Town Center Plan facilitating the revitalization of the Town Center area.

ALTERNATIVES:

Council may affirm support for the draft Ballot Title language included herein (Attachment 1), or direct staff to revise the language in whole or in part.

CITY MANAGER COMMENT:

N/A

ATTACHMENTS:

1. DRAFT Ballot Title