



Home of the Tualatin River National Wildlife Refuge

MEMORANDUM

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To: City of Sherwood Planning Commission

From: Eric Rutledge, Community Development Director, Sean Conrad, Planning Manager, and Erik Adair, Economic Development Manager

Subject: **Old Town Strategic Plan – Public Hearing and Recommendation to City Council**

Date: January 20, 2026

Background:

At the direction of the Sherwood City Council, in Fall 2024 the Planning Department initiated a planning process to identify specific actions the City can take to guide public and private investment in Sherwood's historic downtown over the next 5-years. The purpose of this memorandum is to provide the Planning Commission and public with a summary of the Draft Old Town Strategic Plan and to prepare for the upcoming public hearing. The Planning Commission will hold a public hearing on January 27, 2026, to receive public testimony on the plan and will subsequently make a recommendation to the City Council regarding adoption.

Public Engagement Summary

Public engagement for the Old Town Strategic Plan occurred between 2024 and 2025 and included a project website, targeted outreach, City Council work sessions, Project Advisory Committee meetings, Sherwood Main Street meetings, Technical Advisory Committee meetings, and two community workshops. Input received throughout the visioning, draft plan elements, and draft final plan phases informed the plan's priorities, focus areas, and implementation actions, ensuring alignment with community values and local priorities.

Plan Overview

The Old Town Strategic Plan is an action-oriented implementation plan intended to guide public and private investment in Sherwood's historic downtown core over the next five years. The plan builds upon prior City investments and aligns with the Vision 2040 Comprehensive Plan and the Town Center Plan. It is focused on strengthening Old Town as Sherwood's civic, cultural, and economic heart while respecting its historic character. The plan is organized around three core elements:

- Sense of Arrival - Improving access, wayfinding, and streetscapes to strengthen Old Town's visibility and identity.
- Business Health and Growth - Supporting existing businesses, attracting complementary new uses, expanding events and programming, and ensuring high-quality, compatible development.
- Infrastructure and Development - Leveraging City-owned properties and targeted infrastructure investments, particularly along SW Pine Street and SW Columbia Street, to catalyze redevelopment and housing while maintaining design and character expectations.

Planning Commission Role and Next Steps

The Planning Commission will hold a public hearing on January 27, 2026 to receive testimony on the Plan and make a recommendation to the City Council. The Planning Commission can recommend any final changes to the draft Plan in its recommendation to council.

Attachments:

- Old Town Strategic Plan (DRAFT)
- Plan Appendices (DRAFT)