



# Wilsonville Industrial Land Readiness – Citywide EOA and EDS

City Council Hearing  
March 02, 2026  
Presented by:

Chris Myers, Senior Planner  
Matt Lorenzen, Economic Development Manager  
Nicole Underwood, ECONorthwest  
Beth Goodman, ECONorthwest

# Tonight's Agenda

- Project Overview
- Presentation
- Questions and Discussion
- Requested Action: ***Adopt Ordinance 901:***
  - ***Adopting the 2026 Economic Opportunities analysis as a sub-element of the Wilsonville Comprehensive Plan.***

# Packet Materials

- Ordinance 901
- Staff Report
  - Economic Opportunities Analysis (EOA)
    - Appendix A: Economic Trends
    - Appendix B: Buildable Lands Inventory (BLI)
    - Appendix C: Economic Development Strategy (EDS)
  - EOA Findings Report
  - LP26-0001 EOA Record

## Why do an Economic Opportunity Analysis (EOA)?

- Understand existing conditions and forecast future conditions to inform:
  - ◆ Economic development strategy
  - ◆ Land use policy
  - ◆ Coordination
- Plan for long-term growth
  - ◆ Next 20 years
- Legal requirements (Goal 9: Economy)



# Wilsonville's Examination of Employment Lands

## Wilsonville Industrial Land Readiness

### Basalt Creek

Study of industrial land potential and development readiness in Basalt Creek, including zoning designation and infrastructure planning

### Citywide

- Economic Opportunity Analysis
- Economic Development Strategy

Other City projects informing the broader conversation around land needs:

### **Housing Our Future**

- Housing Needs and Capacity Analysis (HNCA)
- Housing Production Strategy (HPS)

- **Potential changes to Comprehensive Plan**
- **Potential changes to Zoning Code**
- **Potential changes to Zoning Map**

# Buildable Lands Inventory (BLI)

City Limits      Inventory Area

### Comprehensive Plan Designations

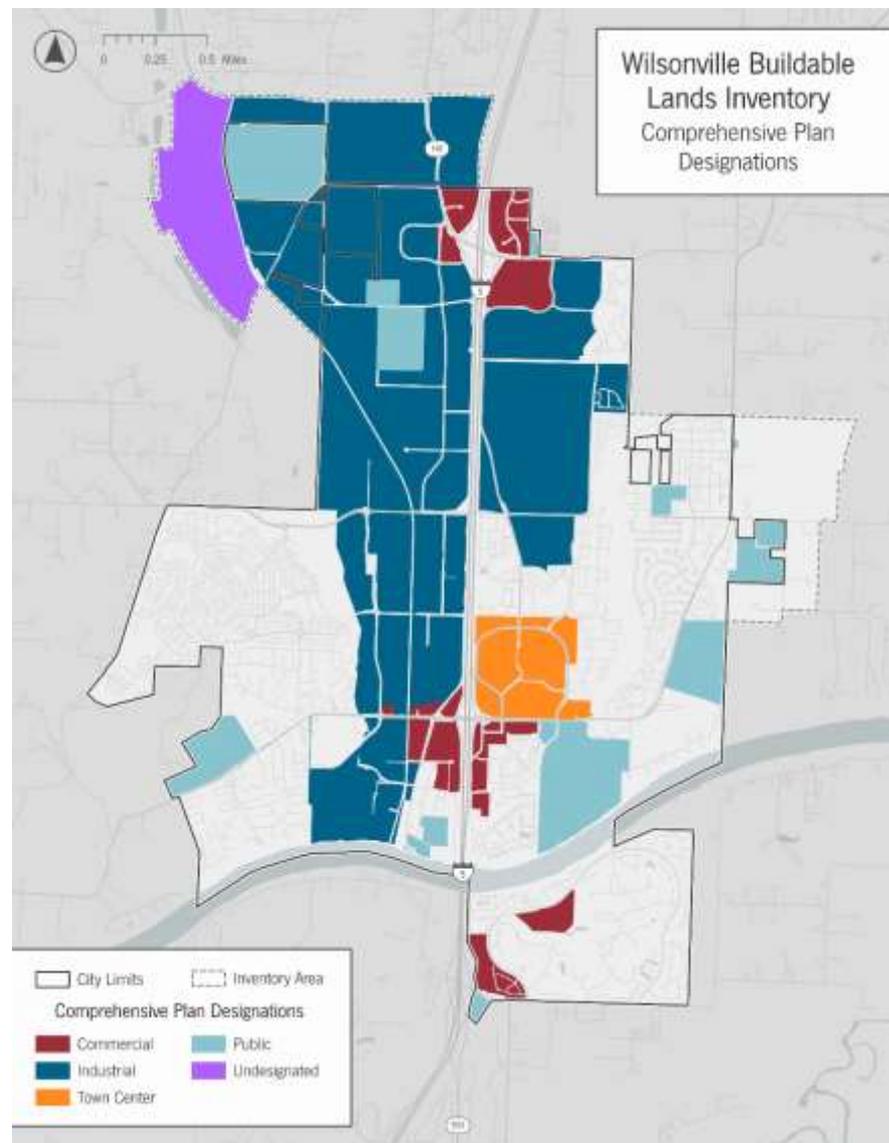
Commercial

Public

Industrial

Undesignated

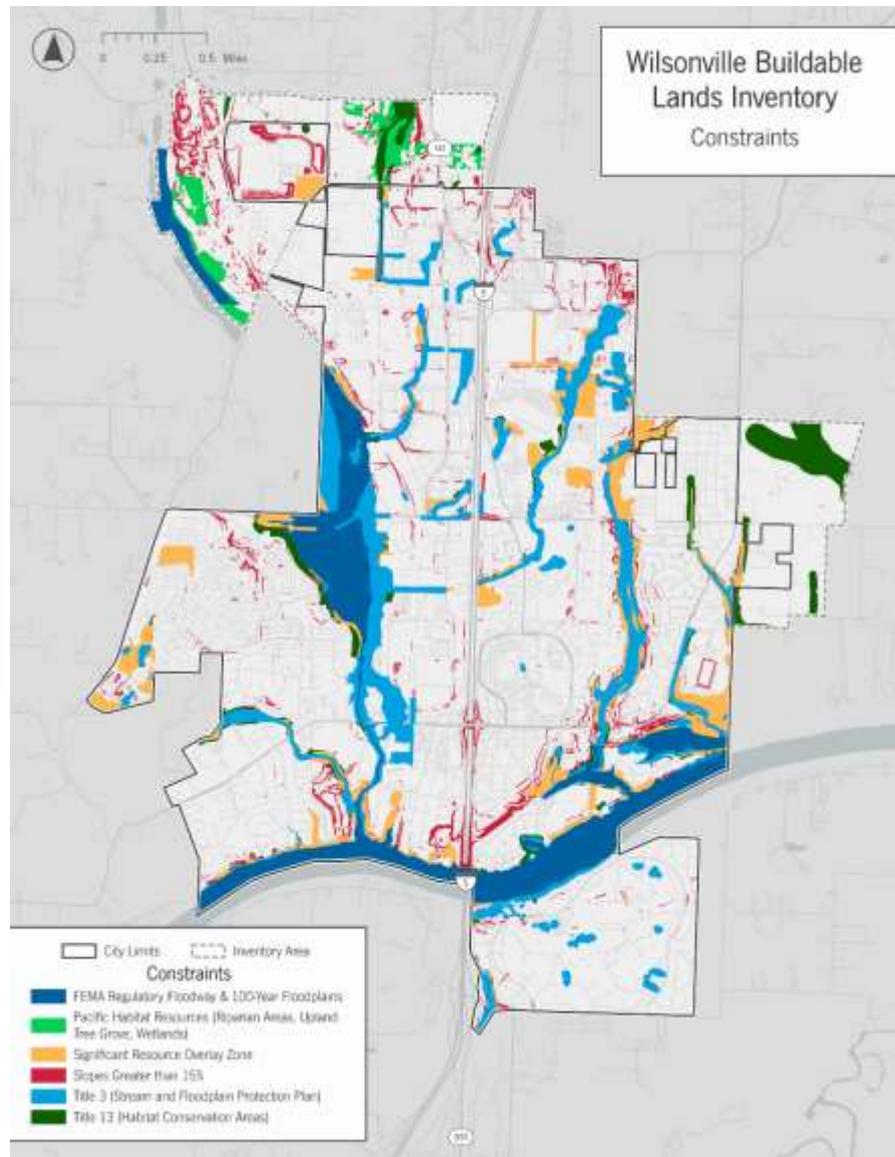
Town Center



City Limits      Inventory Area

## Constraints

- FEMA Regulatory Floodway & 100-Year Floodplains
- Pacific Habitat Resources (Riparian Areas, Upland Tree Grove, Wetlands)
- Significant Resource Overlay Zone
- Slopes Greater than 15%
- Title 3 (Stream and Floodplain Protection Plan)
- Title 13 (Habitat Conservation Areas)



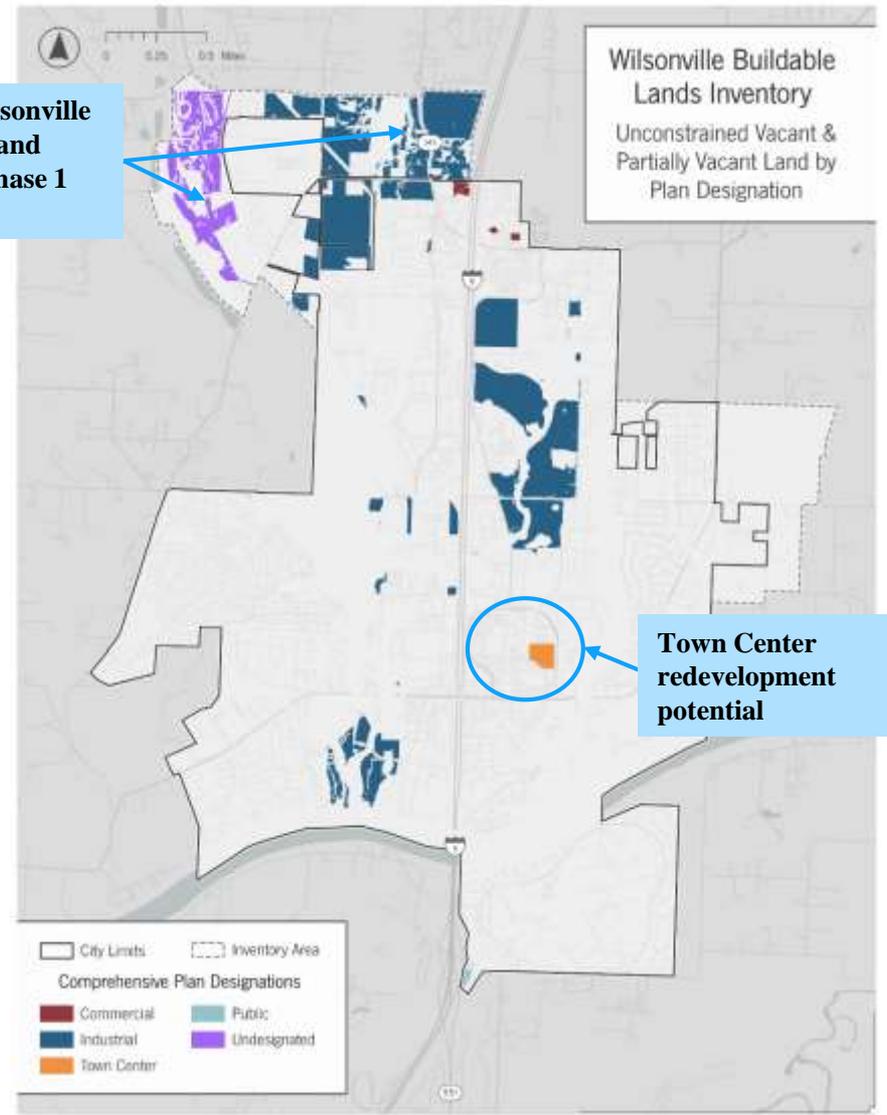
**Total Unconstrained Buildable  
Acres: 366**

96% of buildable land is Industrial or  
Undesignated

Plan Designation	Total Buildable Acres
Commercial	4
Industrial	308
Town Center	9
Undesignated	45
<b>Total</b>	<b>366</b>

**Focus of Wilsonville  
Industrial Land  
Readiness Phase 1**

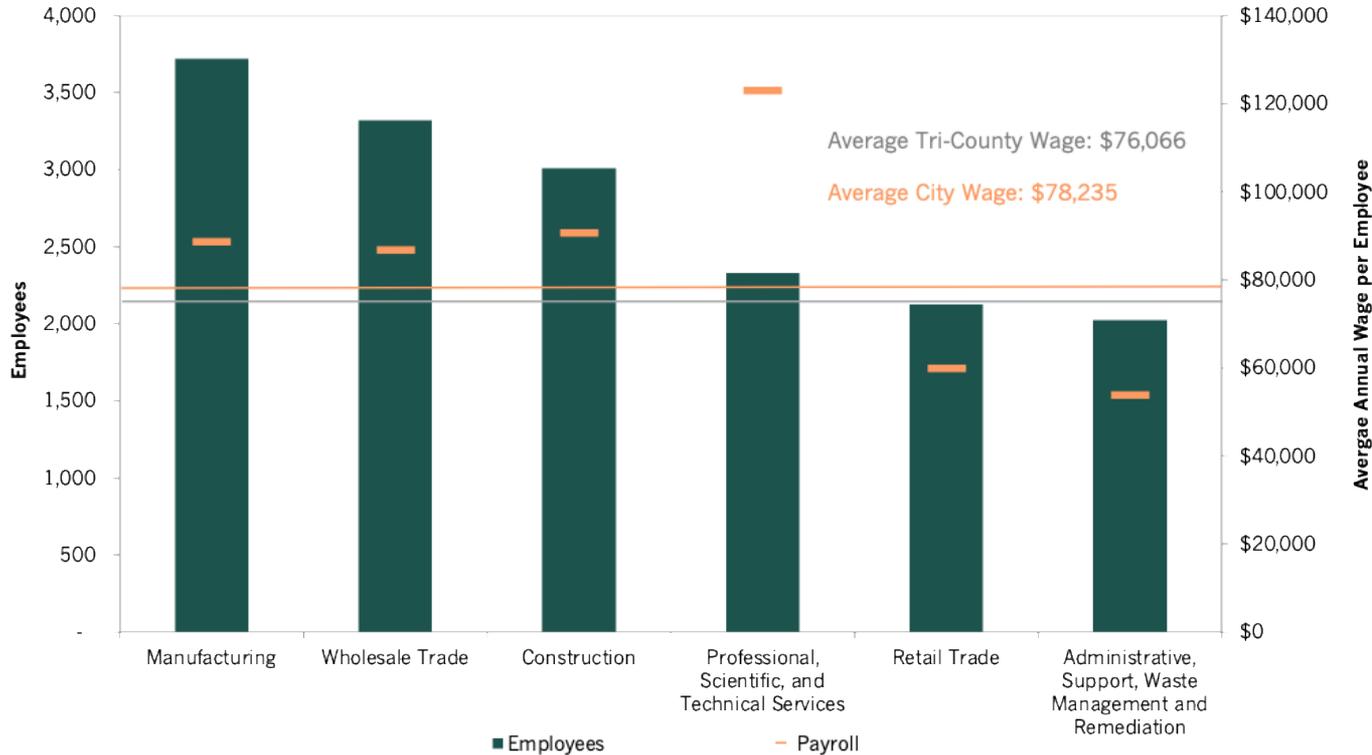
**Wilsonville Buildable  
Lands Inventory**  
Unconstrained Vacant &  
Partially Vacant Land by  
Plan Designation



# Employment Growth Opportunities and Forecast

# Employment in Wilsonville

## Covered Employment and Average Pay for Six Largest Sectors, Wilsonville, 2023



Wilsonville had 22,778 covered jobs in 2023.

Source: Oregon Employment Department, Quarterly Census of Employment and Wages, 2023.

# Growth in Employment in Wilsonville: 2007-2023

- Wilsonville added 2,901 jobs at an average annual growth rate of 0.9% between 2007 and 2023.
- The sectors with the largest growth were...
  - ◆ Construction: 2,002 new jobs
  - ◆ Wholesale Trade: 894 new jobs
  - ◆ Professional, Scientific, and Technical services: 644 new jobs
- The sectors with the largest decrease in jobs were...
  - ◆ Management of Companies: 696 job decrease
  - ◆ Transportation and Warehousing: 637 jobs decrease
  - ◆ Manufacturing: 506 jobs decrease

# Employment Forecast, Wilsonville, 2026-2046

Based on the OED regional employment growth rate of 0.85%...

Year	Total Employment
2026	33,165
2046	39,297
Change 2025 to 2045	
Employees	6,132
Percent	18%
Growth Rate	0.85%

Employment Base: Estimate  
2023 total employment.

In 2023 there were about  
32,332 jobs in Wilsonville

- **Industrial Land**

- ◆ Wilsonville has sufficient industrial land to meet its 20-year growth forecast
- ◆ Many industrial sites are small and/or lack urban-level infrastructure

- **Commercial land**

- ◆ Wilsonville has a limited supply of vacant commercial land
- ◆ Wilsonville will need to take advantage of existing underutilized commercial assets to meet commercial land needs

# Economic Development Strategy

# 10-Year Desired Outcomes

- **Basalt and Coffee Creeks show considerable momentum building out**
- **Town Center is redeveloping**
- **Zoning and infrastructure investments balance resident and industry needs**
- **Retail and restaurant offerings have expanded**
- **Employment opportunities with higher-than-average wages have expanded**
- **Wilsonville is recognized regionally**



- **Workforce Challenges:** hiring and retention
- **Space and Land Constraints:** limited sites
- **High Costs:** rent + upgrades
- **Retail Market Gaps:** spending leakage
- **City–Business Relationship:** accessing resources, finding path to yes

# Focus Areas to Achieve Outcomes

① Undeveloped industrial land is not development-ready

② Limited City funds to support economic development

③ Vacant commercial land is limited

④ Lack of unique retail and dining experiences

⑤ Businesses struggle to find qualified workers

⑥ Perceived limited supports for small businesses

# Staff Recommendation

- ***Adopt Ordinance 901:***
  - ***Adopting the 2026 Economic Opportunities analysis as a sub-element of the Wilsonville Comprehensive Plan.***



# Next Steps

- Second Reading March 16, 2026

# Thank You!

## Any Questions?