



DATE: Wilsonville City Council
TO: November 17, 2025
FROM: Nicole Underwood and Beth Goodman, ECONorthwest
SUBJECT: Revisions to the Economic Development Strategy Based on Planning Commission Feedback

This memorandum summarizes key revisions made to the draft Economic Development Strategy (EDS) in response to Planning Commission (PC) feedback provided at the November 12, 2025, work session. The purpose of this memo is to outline how the draft EDS has been updated based on that direction and to identify items the Commission requested be elevated to City Council for further discussion.

Revisions to Economic Outcomes

- ◆ **PC Comment:** Residents should be listed first when discussing zoning and infrastructure.
 - **Original Language:** *“Zoning and infrastructure investments balance the needs of target industries and residents, supporting both economic growth and community livability.”*
 - **Revised Language:** *“Zoning and infrastructure investments balance the needs of residents and target industries, supporting both community livability and economic growth.”*
- ◆ **PC Comment:** Revise references to “major regional employers”; focus on the quality and impact of employers, not their size.
 - **Original Language:** *“Basalt and Coffee Creeks show considerable momentum, building out with high-quality, high-value development and are home to major regional employers.”*
 - **Revised Language:** *“Basalt and Coffee Creeks show considerable momentum, building out with high-quality, high-value development and are home to employers that provide strong job opportunities.”*

Revisions to Actions

- ◆ **PC Comment:** Consider adding an action in Focus Area 4 to support minority-owned or underrepresented entrepreneurs.
 - **ECO Response:** Rather than creating a standalone action, ECO will incorporate this concept into implementation guidance, particularly as it relates to outreach. ECO updated the language in Focus Areas 4 and 6 descriptions to



emphasize inclusive outreach and reducing barriers so businesses from all backgrounds are aware of and able to access opportunities.

- ◆ **PC Comment:** Clarify that Focus Area 4 actions support existing Wilsonville businesses, not only businesses from outside the City.
 - **ECO Response:** The Focus Area 4 description and related actions now explicitly state that programs and resources can support both existing Wilsonville businesses and businesses seeking to enter the market.

Comments for Discussion with City Council

The following items reflect Planning Commission feedback to be elevated for City Council discussion and direction.

- ◆ **PC Comment:** For Action 3.1, the Commission expressed concern about allowing additional commercial uses in industrial areas given the amount of underutilized commercial space in the city. They asked if limiting recreational commercial uses and placing greater emphasis on employment-oriented uses, such as office, might be more appropriate.
 - **ECO Response:** ECO clarified that Action 3.1 is intended to allow only non-retail commercial uses. ECO acknowledged the Commission's concern and agreed to elevate this issue for further discussion with City Council.
- ◆ **PC Comment:** The Commission suggested that the following be the top priorities for the EDS:
 - Advancing actions that help get land development ready.
 - Identifying dedicated funding sources needed for implementation.

