CITY COUNCIL MEETING
STAFF REPORT

Meeting Date: March 16, 2026	**Subject: Ordinance No. 901 – 2nd *Reading*** An Ordinance Of The City Of Wilsonville Adopting The 2026 Economic Opportunities Analysis (EOA) And The Accompanying Economic Development Strategy (EDS) As A Sub-Element Of The Wilsonville Comprehensive Plan. **Staff Member:** Chris Myers, Senior Planner; and Matt Lorenzen, Economic Development Manager **Department:** Community Development
Action Required	**Advisory Board/Commission Recommendation**
☒ Motion ☒ Public Hearing Date: March 2, 2026 ☒ Ordinance 1st Reading Date: March 2, 2026 ☒ Ordinance 2nd Reading Date: March 16, 2026 ☐ Resolution ☐ Information or Direction ☐ Information Only ☐ Council Direction ☐ Consent Agenda	☒ Approval ☐ Denial ☐ None Forwarded ☐ Not Applicable **Comments:** Following a public hearing on February 11, 2026, Planning Commission unanimously recommended adoption of the 2026-2046 Economic Opportunities Analysis and accompanying Economic Development Strategy as presented.
Staff Recommendation: Staff recommends Council adopt Ordinance No. 901 on second reading.	
Recommended Language for Motion: I move to adopt Ordinance No. 901 on second reading.	
Project / Issue Relates To:	

☒Council Goals/Priorities: Attract high-quality industry and support economic opportunity for all in Wilsonville (2023-2025 Council Goal)	☒Adopted Master Plan(s): Wilsonville Economic Development Strategy; Wilsonville Comprehensive Plan; Basalt Creek Concept Plan; Coffee Creek Master Plan; Town Center Plan	☐Not Applicable

ISSUE BEFORE COUNCIL:

Staff seeks City Council approval of the 2026 Economic Opportunities Analysis (EOA) and accompanying Economic Development Strategy (EDS) for adoption as a sub-element to the Wilsonville Comprehensive Plan.

EXECUTIVE SUMMARY:
The Wilsonville Industrial Land Readiness (WILR) project includes two coordinated efforts: (1) a Basalt Creek focused analysis and (2) a Citywide update to the City's Economic Opportunities Analysis (EOA) and accompanying Economic Development Strategy (EDS). The updated EOA replaces the prior 2012 analysis and satisfies Statewide Planning Goal 9 requirements related to employment land supply and economic development planning.

The EOA provides the technical foundation for understanding Wilsonville's employment base, land supply, and projected growth over a 20-year planning horizon. The EDS builds upon these findings by identifying desired economic outcomes and a set of actionable strategies to guide City investment, policy, and partnerships over the next decade and is provided as Appendix C to the EOA.

Together, the EOA and EDS position the City to remain competitive for high-quality employment while balancing land use, infrastructure, and community livability objectives.

EXPECTED RESULTS:
The expected result is adoption of Ordinance No. 901 following the public hearing on March 2, 2026 and the second reading on March 16, 2026, thereby formally adopting the Citywide 2026 Economic Opportunities Analysis (EOA) and Economic Development Strategy (EDS) as a sub element in the Comprehensive Plan, confirming the City's continued compliance with Statewide Planning Goal 9 (Economic Development), and establishing an updated long-range framework to guide employment land planning, economic growth, and implementation of targeted economic development strategies.

TIMELINE:
Adoption of Ordinance No. 901 will be in effect 30 days after ordinance adoption on second the second reading which is scheduled for March 16, 2026.

CURRENT YEAR BUDGET IMPACTS:
Preparation of the EOA and EDS was funded through the fiscal year 2025-26 Planning Division budget and a $290,000 Metro grant, which is also funding phase one of the WILR project. Implementation actions identified in the EDS may have future fiscal implications, which will be evaluated through future Council actions.

COMMUNITY INVOLVEMENT PROCESS:
Public and stakeholder engagement included advisory committee meetings, stakeholder interviews, and coordination with City boards and commissions. Input informed both the technical analysis and strategic direction of the EDS.

A pubic hearing was held at the March 2, 2026 City Council meeting and there were no public comments received.

POTENTIAL IMPACTS OR BENEFIT TO THE COMMUNITY:
Through the identification and implementation of targeted economic development strategies, the City will address key barriers to economic growth and advance its adopted economic vision. These actions are intended to support the creation of new employment opportunities, strengthen the City's income and property tax base, and expand access to family-wage jobs, thereby promoting economic mobility. Implementation of these strategies will further enhance community livability and help ensure the City remains a stable, sustainable, and full-service community for all residents.

ALTERNATIVES:
As priority strategic projects and implementation actions are identified, and as the City's economic development strategies continue to evolve, the City Council may consider a range of policy and implementation options to help achieve the City's economic goals.

CITY MANAGER COMMENT:
N/A

ATTACHMENTS:
1. Ordinance No. 901
    A. 2026-2046 Economic Opportunities Analysis
    B. EOA Findings Report
    C. Planning Commission Resolution No. LP26-001 and Record