



# 2024 Wilsonville Annual Housing Report

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April 10, 2025





## The Importance of Housing

“ What is home but a book we write,  
then read again & again, each time  
dog-earing different pages ”

*Maggie Smith*





## **This report discusses the following:**

Housing Inventory

Housing Permitted for Construction

Housing Development Trends

Cost of Renting and Owning a Home

Affordability and Growth Trends

Future of Housing



## What's Included?

- City permit data and county property records provide information on the characteristics of housing units permitted for construction in 2024, such as lot size, home size, and density
- A discussion of active housing developments and how the City is laying the groundwork for housing in the coming years
- Information on housing affordability and future trends of regional growth, based on data from Metro, the U.S Census, Portland State University, Federal Reserve Economic Data (FRED), redfin.com, and realtor.com.

Most data in the report is either shown beginning in 2014, the first year this report was published, or for a 5-year stretch beginning in 2020 for legibility. Because this report marks the tenth year of the Annual Housing Report, some tables and charts in the interactive map include a link to see data since 2014 where data is available. [Prior Annual Housing Reports are available on the City's website.](#)



# State of Housing in 2024

## New Homes Permitted for Construction

In 2024, the City permitted 58 total homes for construction with certificates of occupancy. An additional 31 homes were permitted for construction in 2023, but were built and received a certificate of occupancy in 2024.

In the past five years, the vast majority of permitted homes have been detached single-family homes. In 2024, no apartment type multi-family units received certificates of occupancy; however, 121 new multi-family units were permitted for construction. Five permitted units were individual 2-unit cluster units meeting the definition of “middle housing” set forth by House Bill 2001, which was passed in 2019. Two accessory dwelling units (ADUs) were also permitted.

Frog Pond West was the center of this construction in 2024. The two ADUs were built in Morey's Landing and Old Town.





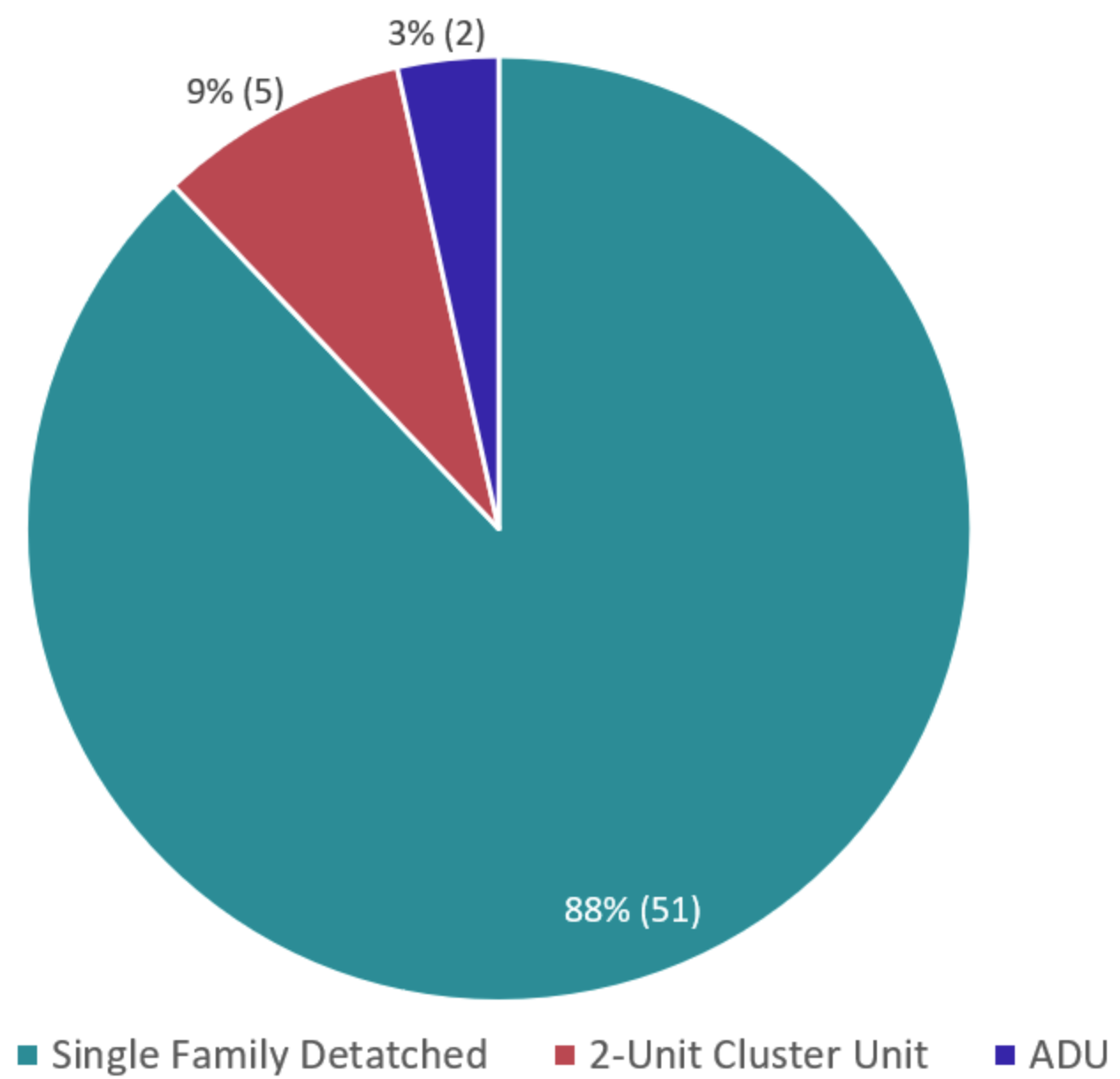


Figure 1. Housing Types Permitted in 2024







## State of Housing in 2024

### Approved Housing Development Plans

The Development Review Board (DRB) approved three development plans related to housing, including *Vuela* (Wilsonville Transit Oriented Development (TOD)) which plans for 121 apartment units, the Frog Pond Cottage Park Place 17-lot subdivision which anticipates 34 units with middle housing, and the Frog Pond Ridgecrest 28-lot subdivision which anticipates 52 units with middle housing.

Middle housing in Frog Pond West is different from true or traditional middle housing (i.e. attached units, cottage clusters, etc.). In Frog Pond West, middle housing land divisions and detached cluster housing have been employed to turn large single-family lots into small to medium lots that look and function like detached single-family houses.



Wilsonville has consistently approved more units than have been constructed in the past few years, laying the groundwork for more construction in the coming years. Totaling the number of approved and constructed units since 2018 when approvals begin to outpace construction, 1,029 homes have been approved and 743 homes have been constructed. This means that nearly 300 homes have been approved and can easily come online once the market unlocks for their construction. The approval numbers in the early 2020s generally do not account for later middle housing land divisions and many of the constructed units in 2018 are likely linked to approvals in the years prior, so there are some additional units in the pipeline between approval and construction that are not accounted for in the calculation above. The highest numbers of approved and permitted units can be seen in 2014-2016 at the height of construction in Villebois.



Figure 2. Homes Included in Approved Plans v. Homes Permitted for Construction



# State of Housing in 2024

## Housing and Population Growth

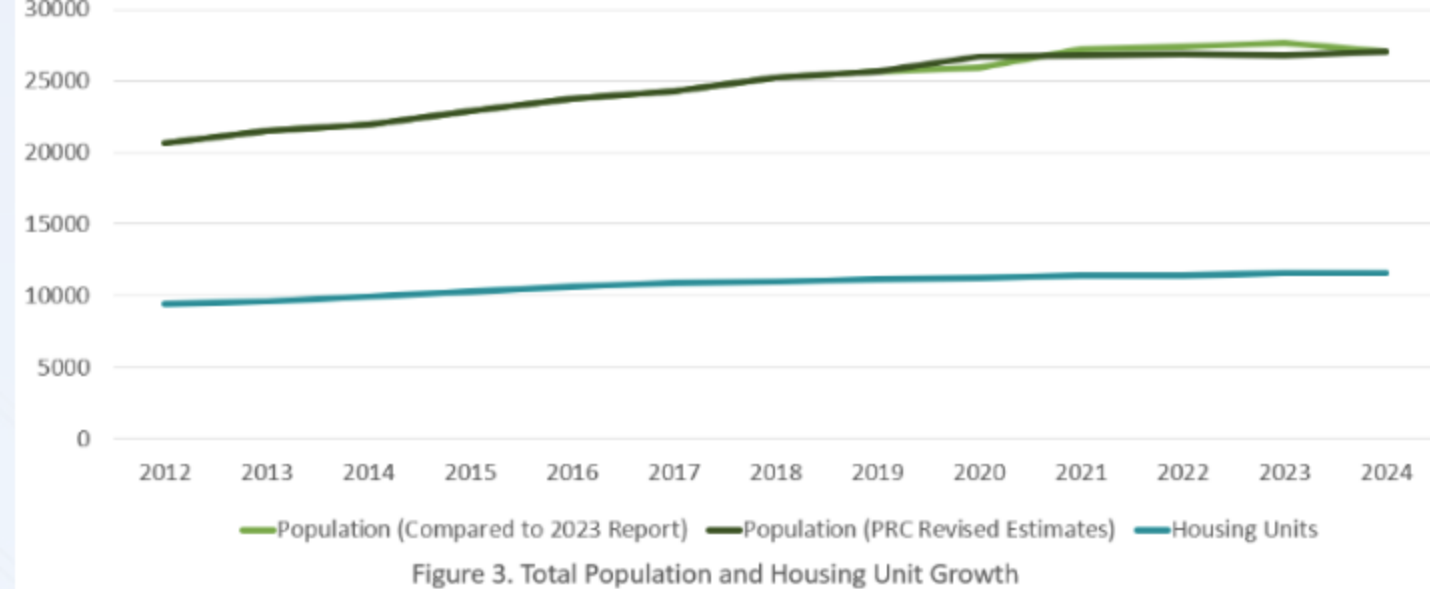
The total number of homes increased by approximately 0.5%, a decrease from the 2023 rate of 1%.

This reporting year, 2024, marks the first year in the past decade that Wilsonville's population estimate has decreased when compared to population estimates used in prior years. The City gathers population data from the Portland State University (PSU) Population Research Center (PRC). The PRC is Oregon's dedicated agency for the preparation of population estimates and has been delegated by state law to prepare estimates for all counties and Cities in Oregon. The Center works with state and federal agencies to provide a uniform data set across the state and uses a variety of sources to estimate city and county populations across the state of Oregon. Because so many sources are used to establish the population estimates, it can be difficult for an observer to determine what exactly is resulting in an increased or decreased population.

With the release of the 2024 Estimates, the PRC noted that estimates for the past years, especially during the COVID-19 period, have been revised to increase the accuracy of past estimates using the 2020 Decennial Census as a benchmark. In this report, comparisons to past population figures are included for consistency with past Housing Reports. However, the PRC recommends comparing the 2024 population estimate to revised estimates for a more accurate picture of population trends.







While the number of homes increased, compared to population estimates used in past Housing Reports, Wilsonville's estimated population decreased by approximately 2.1%. However, using revised population estimates for the past four years, Wilsonville's estimated population increased by 0.8%. Some additional possible context and explanation for these discrepancies in population estimates are explored below. The average annual population growth rate in the City for the past 10 years is approximately 2%.

Vacancy rates gathered from Census data do not show a significant change from past years. This may indicate that households are not leaving, but that they are getting smaller. Shrinking households could be attributed to children moving out to their own homes or older parents and grandparents passing on. All to say that though the population estimate may indicate a decrease or a slower growth, other data does not point to a decline in households or the need for housing. Rather than a shrinking population, the revised estimates from the PRC indicate that population growth was happening more slowly and steadily over the past few years than previous estimates indicated.





Figure 4 shows that population has generally been growing faster than housing in Wilsonville over the past 10 years. Despite the notable growth in population in 2021 compared to the growth in housing units, the growth rates in both housing and population have been more closely aligned in 2022 and 2023, with population growth (using the PRC's revised estimates) outpacing housing growth in 2024.

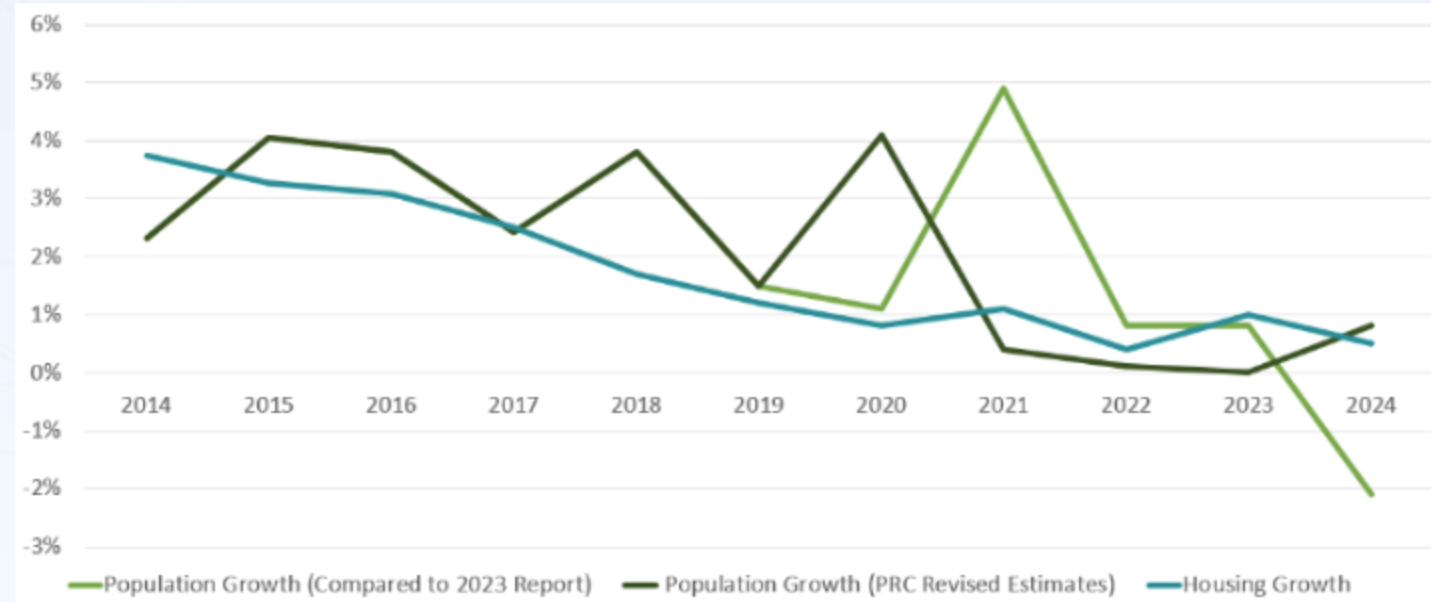
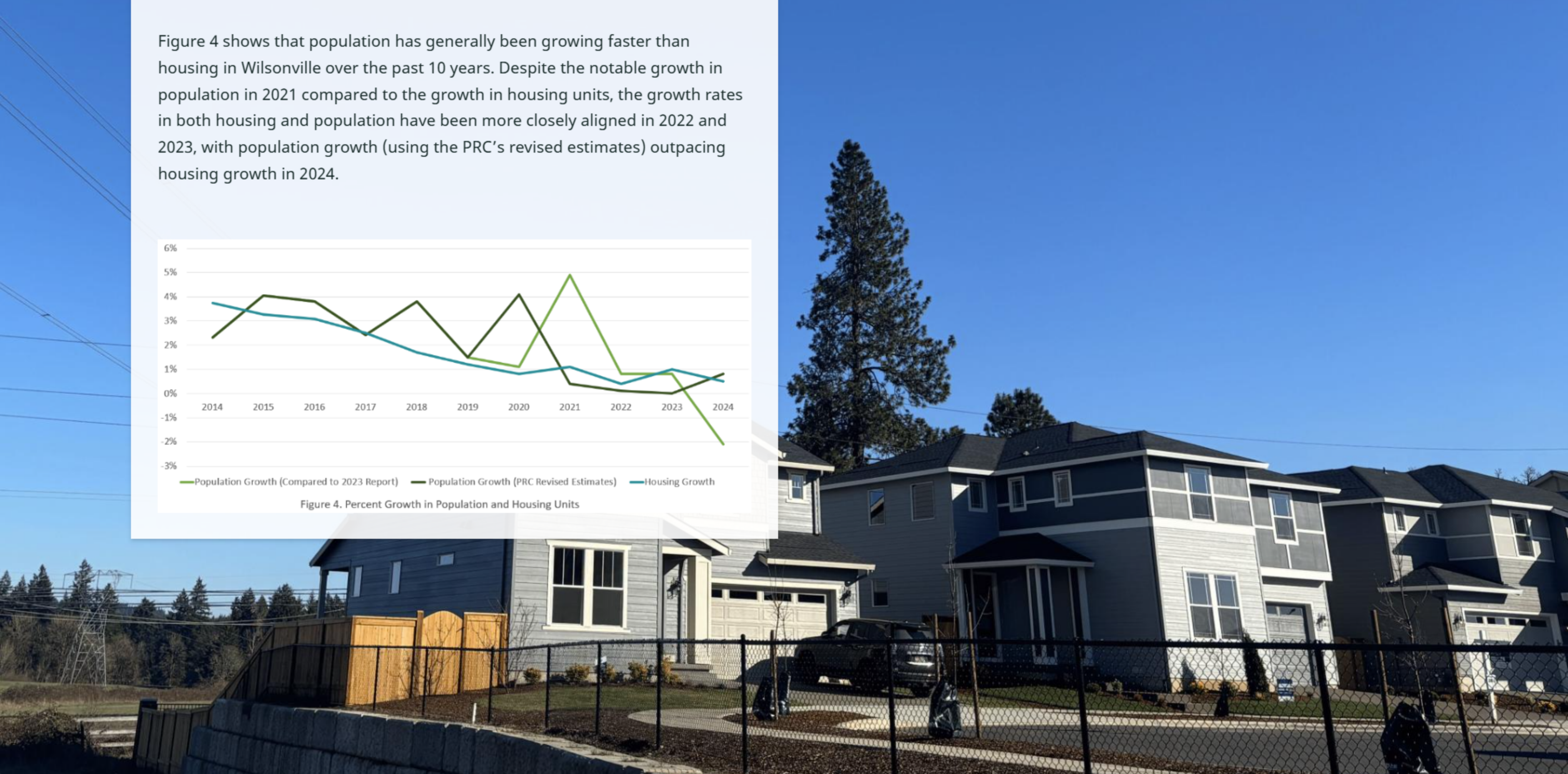


Figure 4. Percent Growth in Population and Housing Units





## Setting the Stage

“ The *Vuela* residential development is nearing completion... This much anticipated and sorely needed affordable housing provides economic stability and opportunity to our community. Because these homes are conveniently located next to our transit center, *Vuela* residents can connect to jobs while building a future as a part of our community. It's the progress cities can, should, and must deliver and Wilsonville is getting it done. ”

*Mayor Shawn O'Neil, State of the City Address 2025*





## Setting the Stage

While Wilsonville has not seen significant increases in permit activity over the past few years, the City has been hard at work laying the groundwork for the development of more housing. A downturn in production activity due to market fluctuations and uncertainties has been clear; however, the Frog Pond West area is steadily being built out, the last trickle of construction in Villebois is wrapping up, and the stage is being set for expansion in Frog Pond East and South, infill accessory dwelling unit (ADU) development throughout the City, and development in Town Center. The City is in between production cycles, but there are exciting housing projects in progress and groundwork being laid to make more housing production possible.





## *Vuela*

*Vuela* is a transit-oriented development (TOD) project featuring 121 units of housing affordable to households making between 30% and 80% of area median income. Area median income is the standard metric used by the U.S. Department of Housing and Urban Development (HUD) to determine eligibility for affordable housing programs and is based on the median income for a region. This differs from the household median income metric which is used through this report and is more specific to a city or smaller geographic area. The area median income for the region in 2024 was \$116,900 putting future *Vuela* residents in the \$35,070 to \$93,520 annual income range.

As a TOD, the project is located immediately adjacent to the SMART Transit Center and Westside Express Service (WES) commuter rail station. *Vuela* will also house Wilsonville Community Sharing and will feature a ground floor coffee shop, SMART Welcome Center, and frequent services and events from Latino Network.

Transit-oriented developments integrate housing, especially affordable housing, and transit service to provide inclusive access to city and regional opportunities for community members who may not have a car and/or who prefer access to other modes of transportation. TODs not only increase access for the residents who live there, but because residents have increased access to transit options, TODs can contribute to a reduction in traffic, traffic related injuries, and pollution associated with cars. [\[source link\]](#).







A rendering of the future Vuela building

The project was identified as an opportunity for a public-private partnership to build transit-oriented affordable housing on a City-owned parcel in Wilsonville's 2020 *Equitable Housing Strategic Plan*. The Development Review Board approved the development plan for *Vuela* in 2024. The project is under construction at the time of this report and is expected to be completed in 2026. Learn more and stay up to date at the project page: <https://www.wilsonvilleoregon.gov/planning/page/vuela-transit-oriented-development-wilsonville-transit-center>.





## Laying the Groundwork (Literally)

The vision set forth in the Frog Pond East and South Master Plan has been discussed in past Housing Reports but as a refresher, the Frog Pond East and South Master Plan lays out an innovative framework for creating a new residential area with a variety of housing choices. The plan was influenced by robust community desire for housing that meets a variety of needs. The area is divided into subdistricts and each subdistrict is planned to have requirements for housing mix. The concept for variety focuses on mixing and integrating different housing choices throughout each subdistrict to create a fully integrated and inclusive neighborhood.

In 2024, the City took two important steps to get Frog Pond East and South development-ready, adopting the Frog Pond East and South Development Code and adopting the [Infrastructure Funding Plan](#). The Infrastructure Funding Plan lays out key considerations for how roads, parks and trails, sewer mains and lift stations, water mains, and stormwater infrastructure will get built to serve the new homes and community in Frog Pond East and South. Infrastructure considerations are often the most expensive part of





development, which is why having a plan in place is critical to supporting development.

In terms of infrastructure, the City has been working on a design to upgrade the existing sewer line that runs along Boeckman Creek to ensure that there is adequate sewer capacity to support development and growth. The project is combined with a trail project along Boeckman Creek that, when completed, will provide a forested path from the Frog Pond area to Memorial Park. The Boeckman Corridor Improvement Project, which will be completed in May 2025, involves upgrades to Boeckman Road to ensure safe and efficient multi-modal transportation that will support both future growth in the Frog Pond neighborhoods as well as existing neighborhoods on the east side of the city. The design phase of a project involving improvements to Stafford Road is expected to begin in spring 2025 to support growth in Frog Pond.

The updates to the Development Code to enable development in Frog Pond East and South include standards for the area as well as adjustments to citywide standards that remove barriers to ADU development and clarify the process for permitting housing. These updates will streamline the process of permitting a variety of housing types for homes in Frog Pond East and South and throughout Wilsonville for infill projects. Last year's Housing Report explored mobility-friendly housing, and the requirements in Frog Pond East and South ensure needed mobility-friendly housing units will be built. The adopted code for Frog Pond East and South also includes requirements for a share of smaller units and different housing types. With that in mind, the groundwork currently being laid for development is especially important to ensure that the housing that will be built in the near future meets the variety of needs and desires of all Wilsonville residents



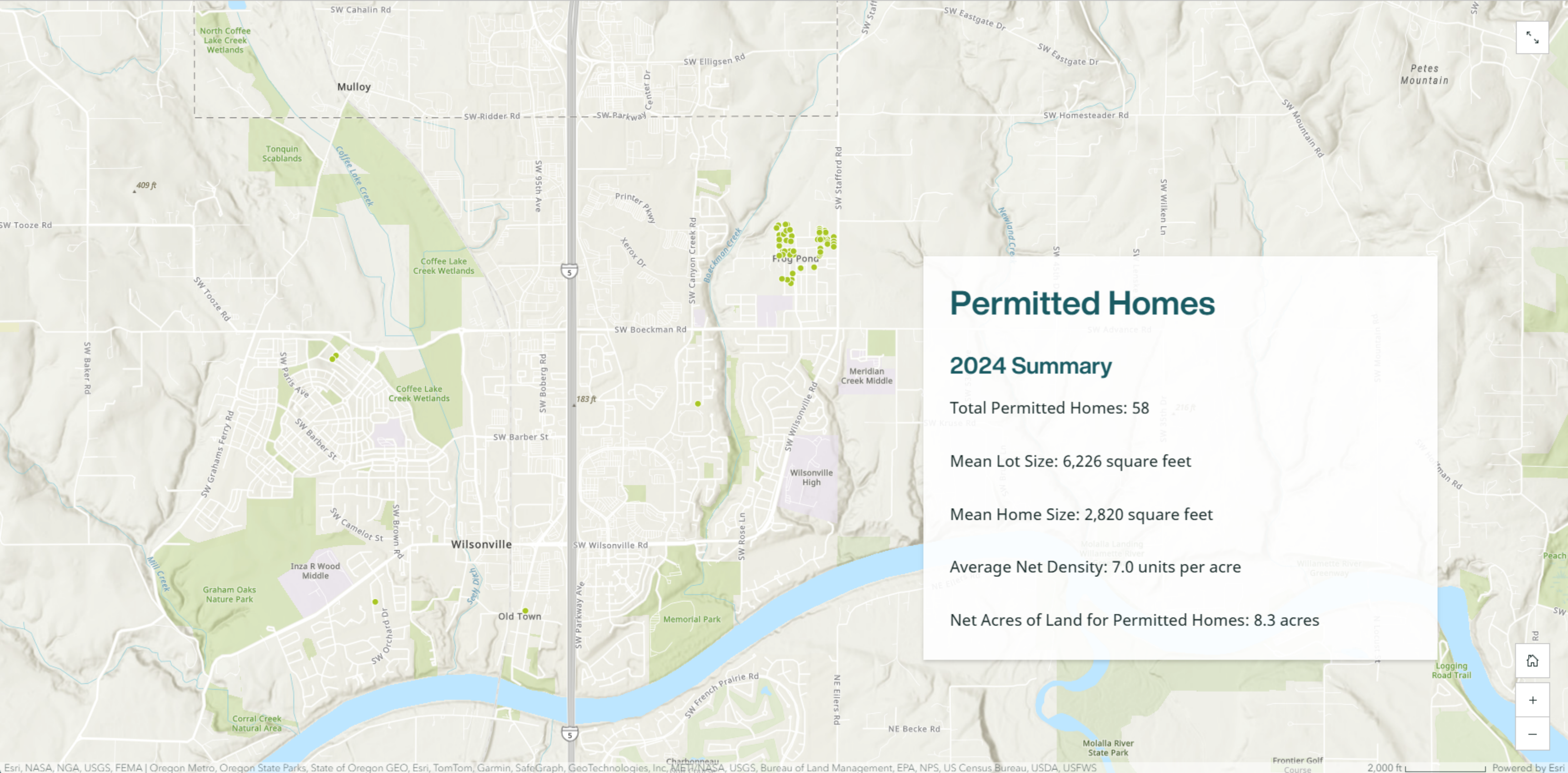




A still from drone footage in Frog Pond West showing some of the infrastructure needed to support the new homes.







# Permitted Homes

## 2024 Summary

Total Permitted Homes: 58

Mean Lot Size: 6,226 square feet

Mean Home Size: 2,820 square feet

Average Net Density: 7.0 units per acre

Net Acres of Land for Permitted Homes: 8.3 acres



X

Permitted Homes (2024)

Permitted Homes (2023)

Permitted Homes (2022)

Permitted Homes (2021)

Permitted Homes (2020)

Permitted Homes (2019)

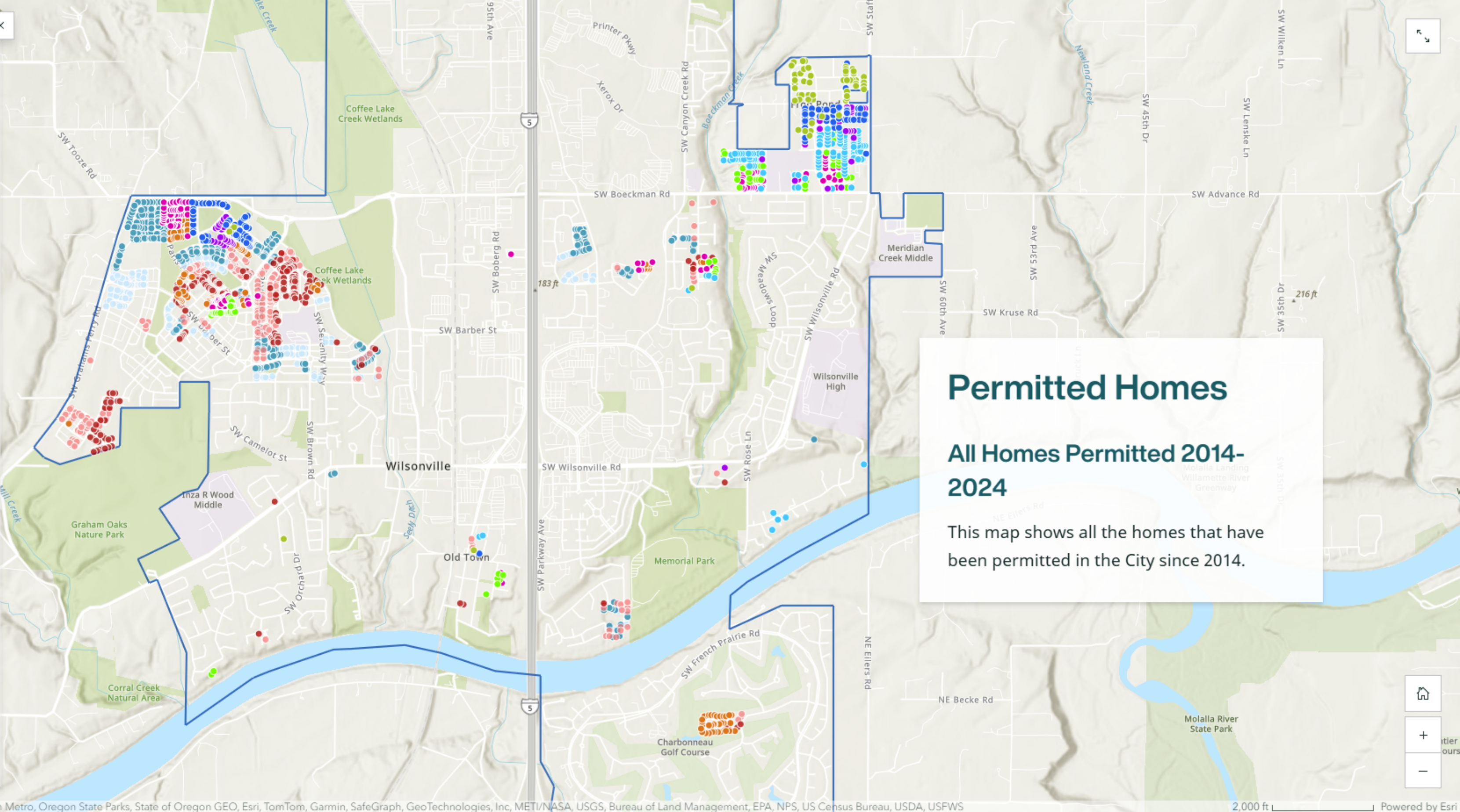
Permitted Homes (2018)

Permitted Homes (2017)

Permitted Homes (2016)

Permitted Homes (2015)

Permitted Homes (2014)

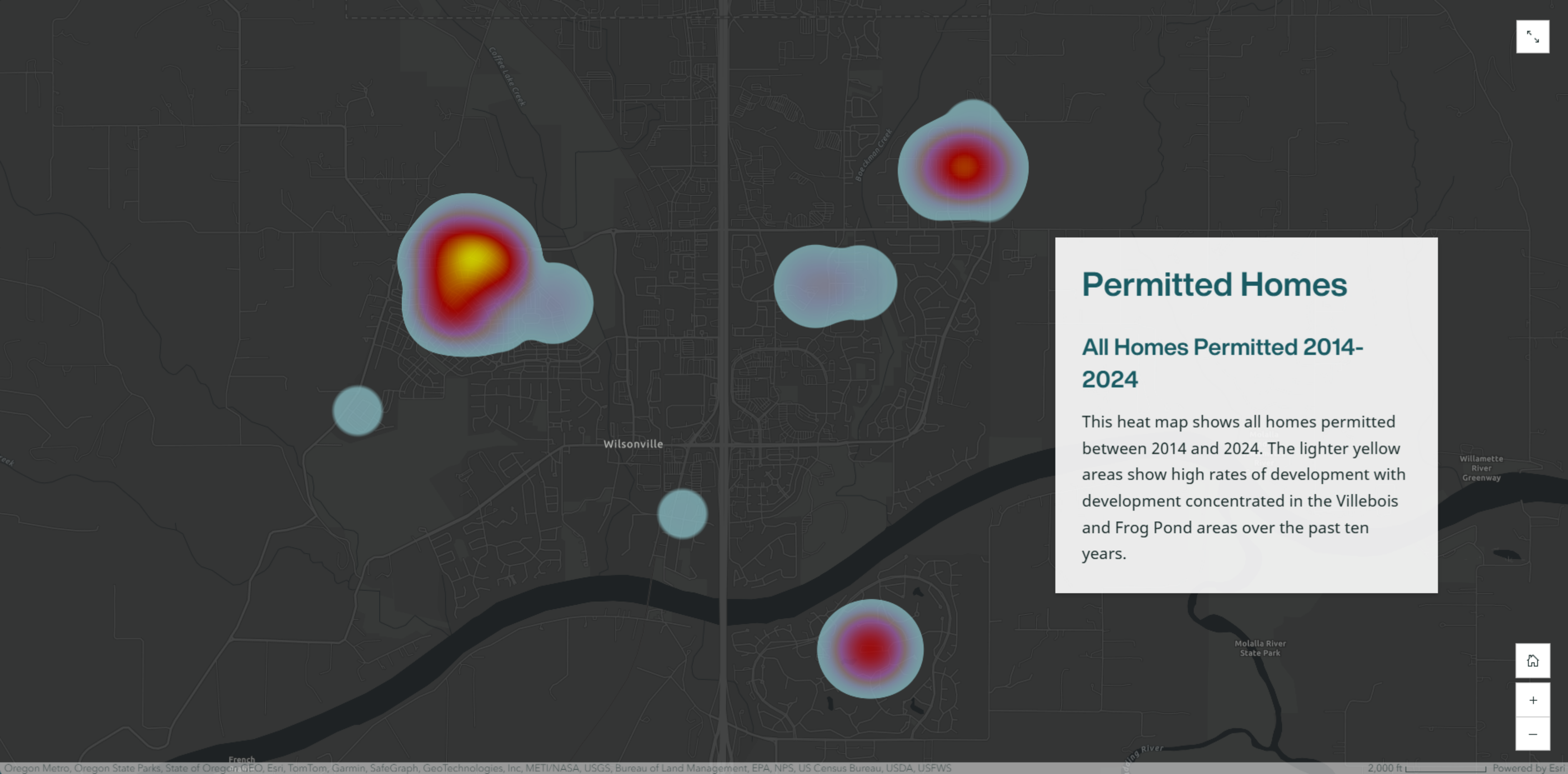


# Permitted Homes

## All Homes Permitted 2014-2024

This map shows all the homes that have been permitted in the City since 2014.





## Permitted Homes

### All Homes Permitted 2014-2024

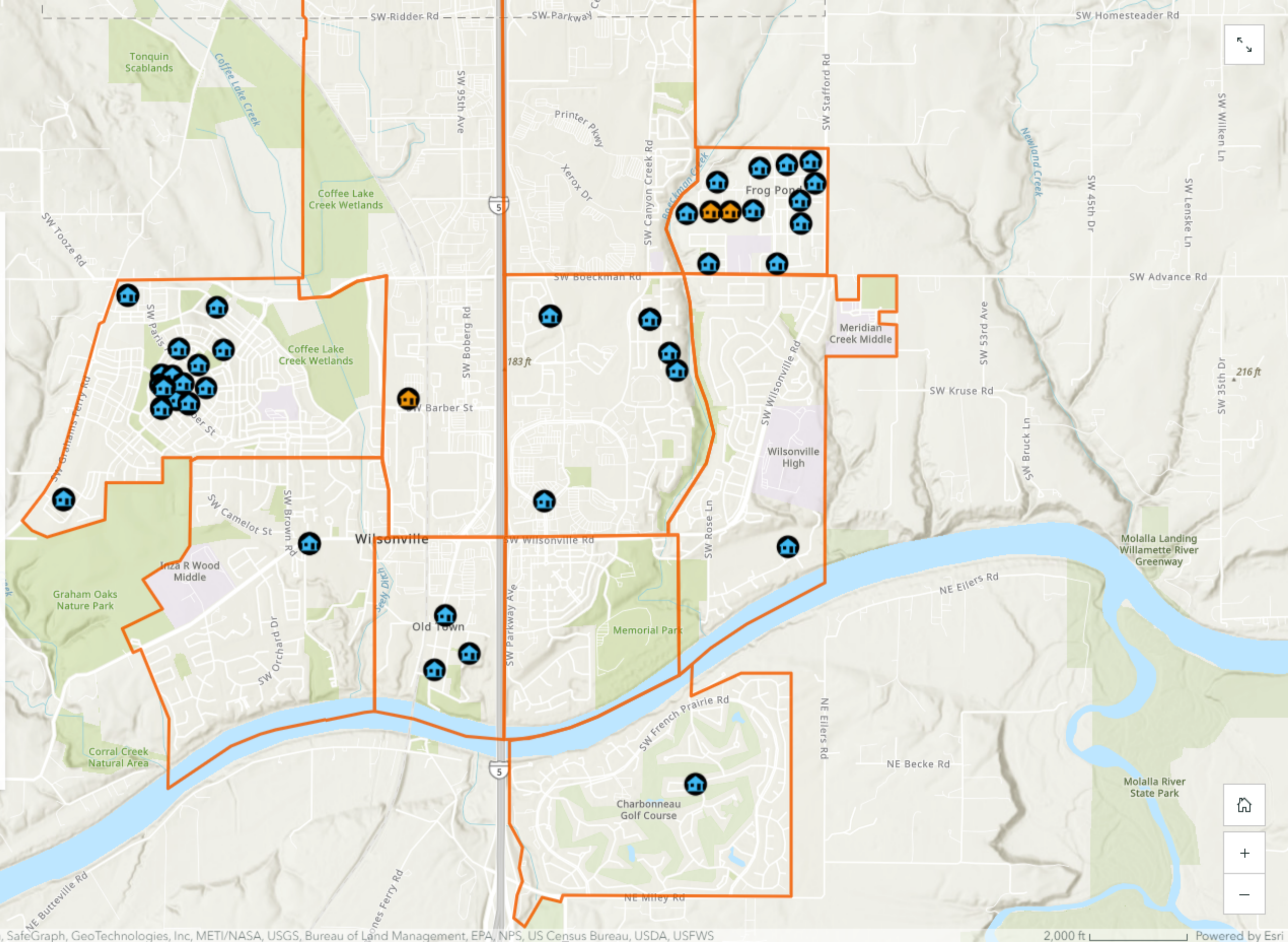
This heat map shows all homes permitted between 2014 and 2024. The lighter yellow areas show high rates of development with development concentrated in the Villebois and Frog Pond areas over the past ten years.




# Developments Approved

## Approved Developments 2014-2024

Individual development plans show more details about the types of housing constructed in Wilsonville. The orange home symbol represents approved development plans from 2024 and the blue home symbol represents approved development plans from 2014-2023. Click on the home symbols for more information about each development.







“ A healthy city has a mix of different housing types and styles that meet the wide variety of residents’ need, current and future. Over the past few years, the Community Development team has been hard at work laying the foundation for a wide variety of housing types in vibrant, livable neighborhoods throughout the city. From Frog Pond East and South to *Vuela* and everything in between, we are proud to contribute to the work that ensures that Wilsonville is a great place to live, work, play, and thrive. ”

*Chris Neamtzu, Community Development Director*





## Affordability and Growth Trends

### The Cost of Owning a Home

In 2024, the median sale price of a home in Wilsonville was \$643,479, a 3% increase from the median price in 2023. For a household earning the area median income of \$87,371, an affordable home price would not be above \$370,519. This price assumes a 20% down payment, 6.7% interest rate (the average rate in 2024), 30 year term, plus \$490 in monthly property taxes (based on the average Clackamas County rate of 0.914%), where the household is paying no more than 30% of monthly income on a mortgage. The average home in Wilsonville costs 74% more than what a household making the median income could reasonably afford.

Despite the increasing median income, the gap between what is affordable and what a home actually costs remains wide.



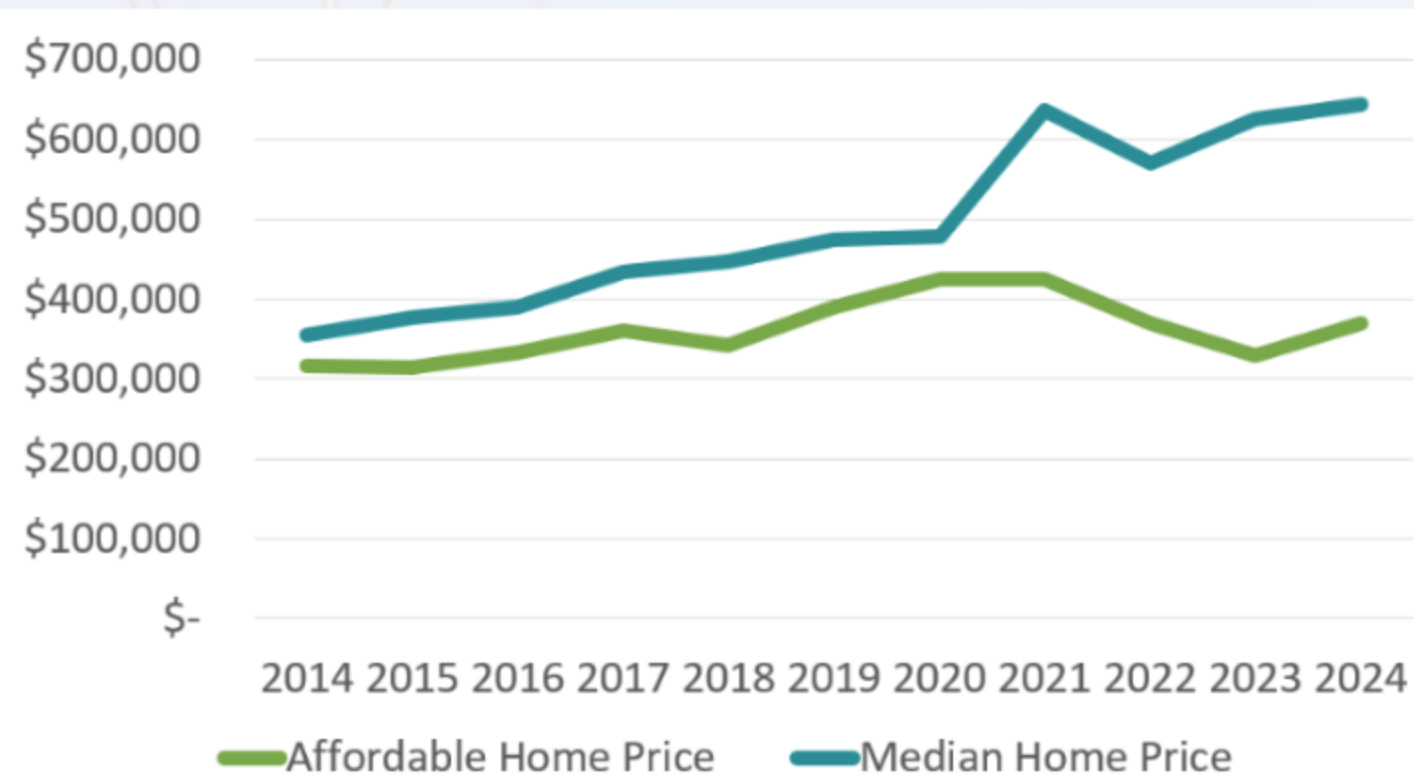


Figure 5. Affordable and Actual Median Home Price







## Affordability and Growth Trends

### Mortgage Payments

The average mortgage payment for the median home price in Wilsonville is a significant cost burden for households making the median income. This cost burden has increased over the past 5 years from households paying 40% of their income to a mortgage in 2020 to paying 58.8% of their income to a mortgage in 2024. While the percent of income paid to mortgage in the past five years peaked in 2023 at 61.9%, this trend continues to indicate that households making the median income face severe cost burden when paying for a home. Though income continued to increase in 2024, cost burden did as well. High interest rates likely correlate with this continuing cost burden as the average interest rate has remained high at 6.7% compared to the roughly 3% rates in 2020 and 2021 and even the 4%-4.5% rates since 2014 (See Figure 6).



	2020	2021	2022	2023	2024
<b>Average Home Price</b>	\$ 478,476	\$ 636,736	\$ 567,859	\$ 624,618	\$ 643,479
<b>Monthly Payment (20% down)</b>	\$ 2,430	\$ 2,860	\$ 3,346	\$ 4,289	\$ 4,282
<b>Median Household Income</b>	\$ 72,312	\$ 72,541	\$ 78,508	\$ 83,210	\$ 87,371
<b>Mortgage % of Median Income</b>	40.0%	47.3%	51.1%	61.9%	58.8%

Table 1. Typical Home Price, Mortgage Payment, Income, and Cost Burden

[Click Here for 2014-2024 Data](#)

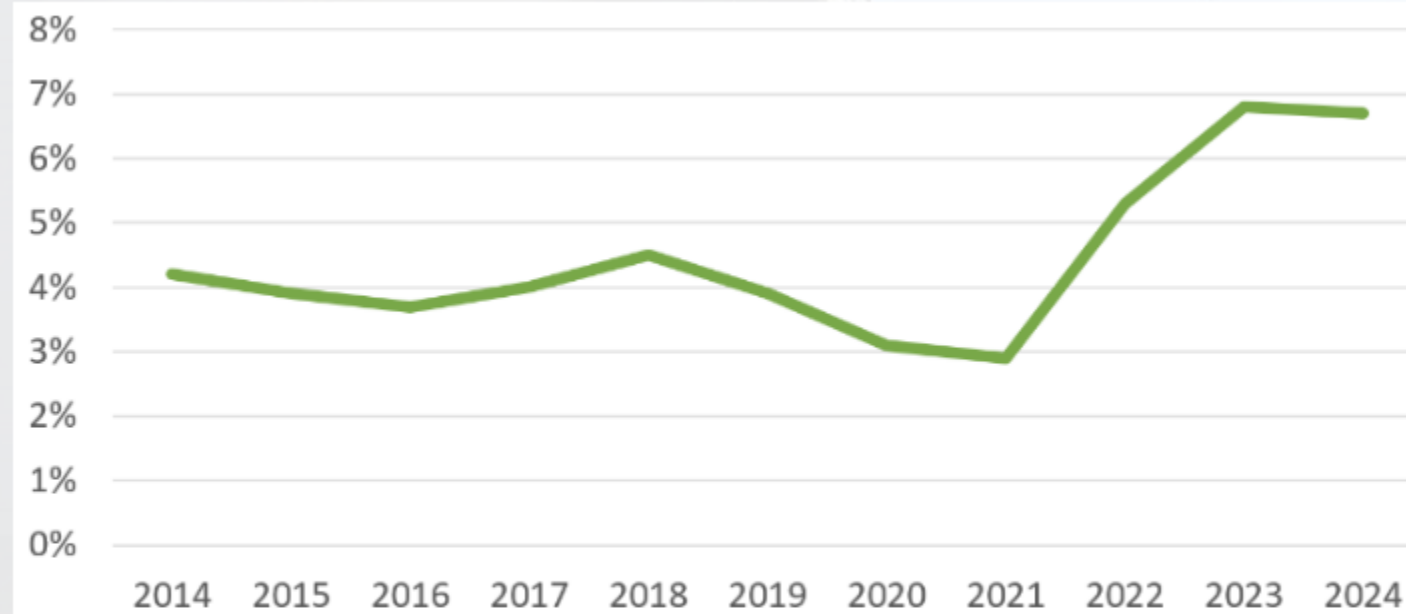


Figure 6. Annual Mortgage Interest Rates



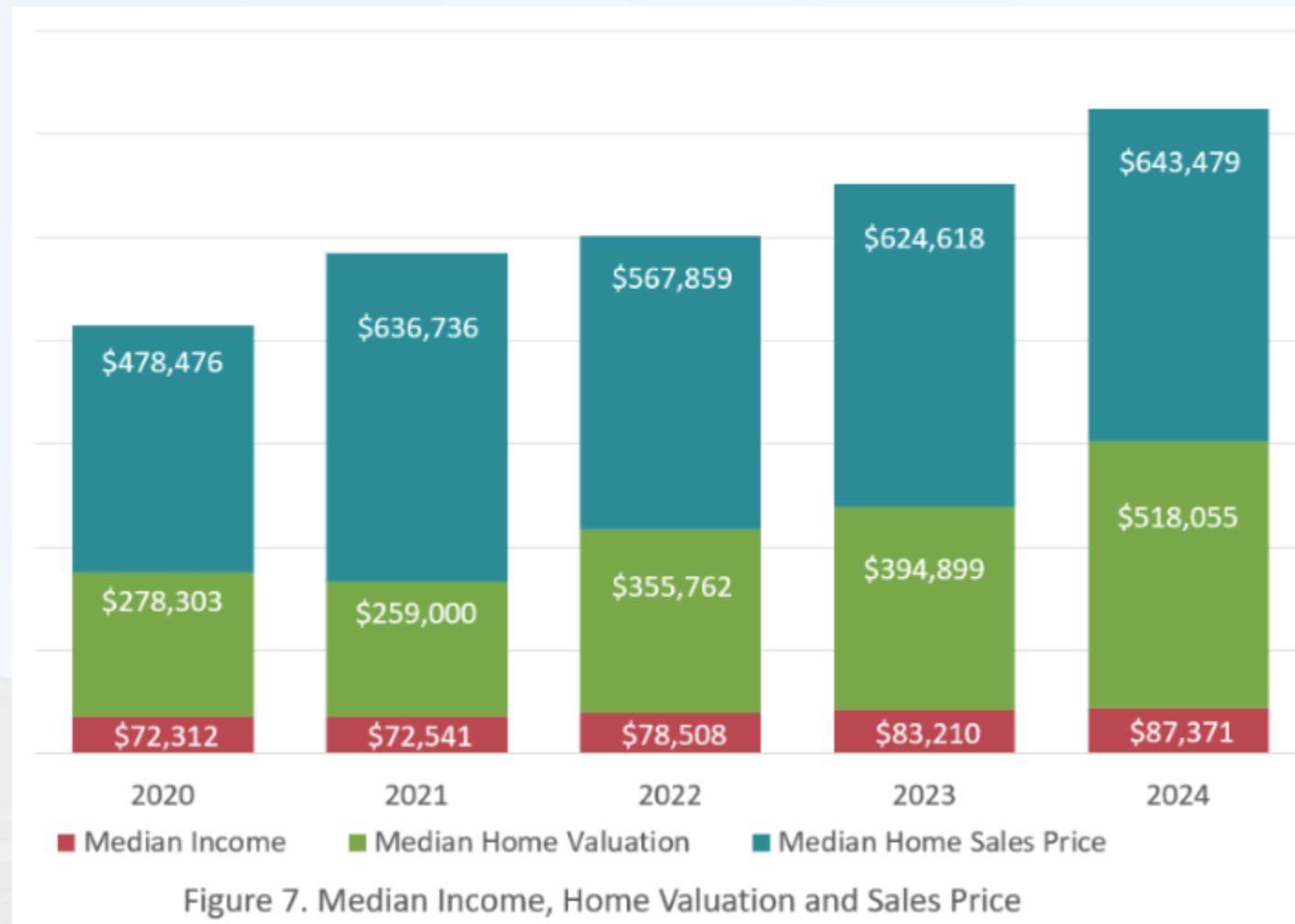


## Affordability and Growth Trends

The gap between the market and affordable prices of a home is also influenced by home value and household income. Home valuation is generally correlated with home sales price. As the valuation increases, so does the sales price. This has been true over the last five years, with an exception in 2021 which was explored in a previous report. In 2024, median income, home valuation, and sales price continued to rise with home valuation exhibiting a notable increase. This could be due to increases in the cost of materials, equipment, labor, and/or profits. It appears that the highest valuation is not markedly more than the highest valuation in 2023 which indicates that the valuation of a standard home in Wilsonville in the middle has increased in 2024 rather than a holistic increase in valuation.

Home valuation is a calculation based on the square footage of the building and the type of building being constructed as a part of a Building permit for a home.





Prior to 2020, the degree and rate of change in both the median sales price of a home and the median income was fairly aligned. For example, in 2020, the rates of increase were 5% for income and 4% for sales price. Before 2020, the largest gap between the rates of increase was about 7% in 2014 and 2017 (4% increase in income and 11% increase in sales price). After 2020, however, the rates of increase for income and housing sales price have not been aligned. As evidenced in Figure 8, income did not increase in 2021 while sales price increased by 33%. In 2022, income increased by 8% while sales price decreased by 11%. In the past decade, median income has increased fairly consistently from year to year at a rate between 0% and 8% from any given prior year. It is





really the median housing sales price that has fluctuated significantly in the past few years (namely 2021 and 2022). In 2023, increases in median income and sales price came into closer alignment again, differing by 4 percentage points. In 2024, the rates of increase remained in closer alignment. Median income increased by 5%, which is a slightly greater rate than median sales price which increased by 3%.

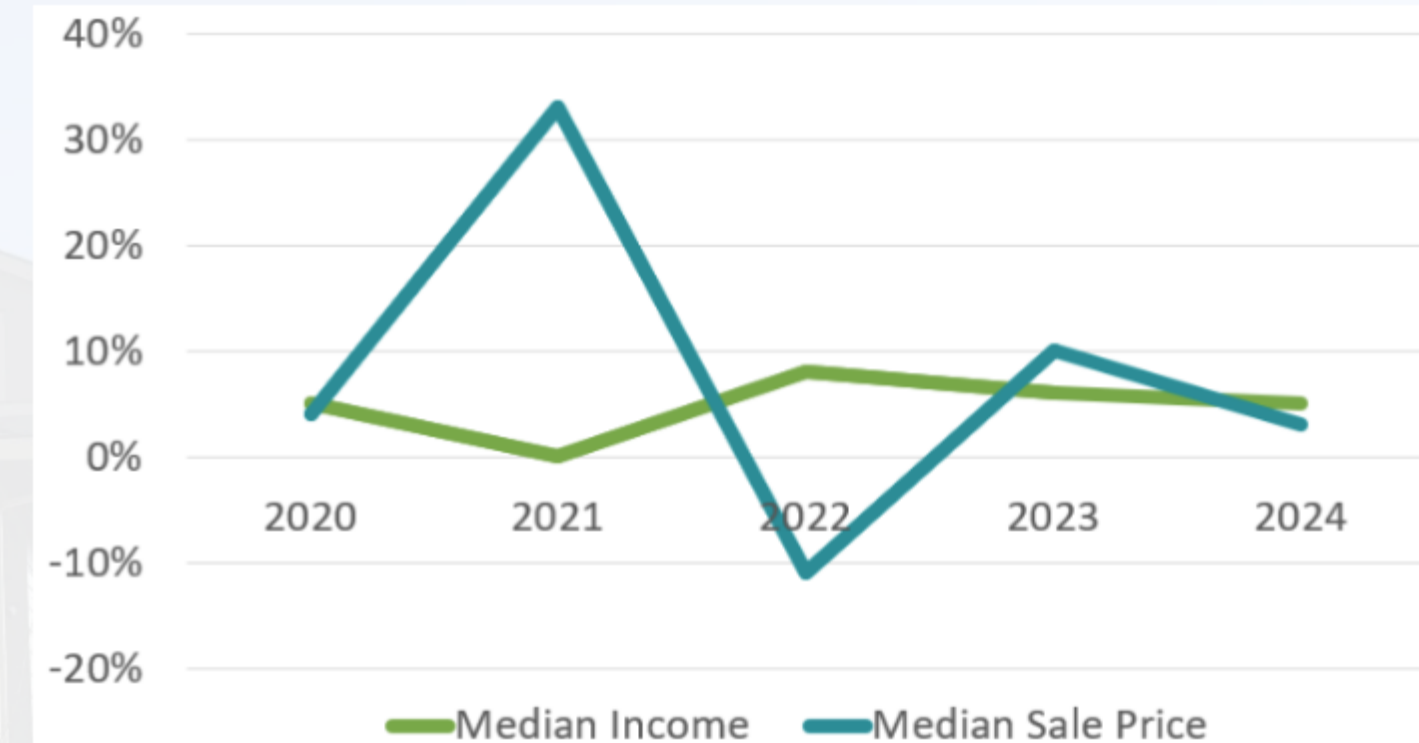


Figure 8. Percent Increase in Median Income and Median Home Sale Price

[Click Here for 2014-2024 Data](#)





## Limitation

The overall rise in median income is nuanced and can be attributed to a number of potential causes with two likely: (1) Wilsonville residents are earning more money and/or (2) higher income households are replacing lower income households due to rising housing costs. Without conducting an in-depth and statistically rigorous study, we cannot know for sure if and the degree to which each cause is influencing this outcome. Furthermore, an analysis of this kind would be static – a single snapshot in time.



# Affordability and Growth Trends

## The Cost of Renting a Home

Up to this point in this report, the household median income has been an aggregated number including both renters and home owners. To better understand rental affordability, we must look at the median household income for renters separately from that of all households in Wilsonville.

In 2024, the median rent was \$1,784, an increase of 2.9% from 2023. Affordable rent, in this report, represents the maximum monthly rent payment for a household making the median renter income and spending no more than 30% of their income on rent. An affordable median rent for a family making the median renter income is \$1,605. While the median rent and affordable rent were fairly aligned in 2020, the divide that began in 2021 has continued in the past couple of years with the actual median rent price approximately \$180 more expensive than what a median renting household could reasonably afford. In the past 5 years between 2020 and 2024, the median rent price for apartments increased by 29.5%.

The rent data in this report is based on an analysis conducted by ECO Northwest using Costar data. The rent calculations include subsidized rental units and likely reflect a lower rental price as a result.





	2020	2021	2022	2023	2024
<b>Median Rent Price-Multi-Family</b>	\$ 1,378	\$ 1,603	\$ 1,698	\$ 1,733	\$ 1,784
<b>Affordable Median Rent</b>	\$ 1,398	\$ 1,392	\$ 1,464	\$ 1,518	\$ 1,605

Costar data via ECO Northwest & Staff calculations

Table 2. Median and Affordable Rent Prices in Wilsonville

[Click Here for 2014-2024 Data](#)

	2020	2021	2022	2023	2024
<b>Median Household Income</b>	\$ 72,312	\$ 72,541	\$ 78,508	\$ 83,210	\$ 87,371
<b>Median Home Owner Income</b>	\$ 121,440	\$ 120,541	\$ 123,785	\$ 129,375	\$ 128,560
<b>Median Renter Income</b>	\$ 55,906	\$ 55,665	\$ 58,556	\$ 60,702	\$ 64,192

U.S. Census Bureau, American Community Survey 5-year estimates, Table B25119

Table 3. Median Household Income Disaggregated by Renter and Owner Status

[Click Here for 2014-2024 Data](#)





The median income for Wilsonville home owners in 2024 is 50% higher than the median income for Wilsonville renters. A typical renter household in Wilsonville earns roughly \$64,192 a year. This means that any rental unit that costs more than \$1,605 a month is considered unaffordable. The current median rent price for a multi-family unit costs \$179 more than is affordable.







## Affordability and Growth Trends

The median Wilsonville renter household was not rent burdened in 2020, with fewer than half of households paying more than 30% of their income to rent, but has been since 2021 when the actual price of rent surpassed the affordable price. While the median (or middle) household did not experience rent burden in 2020, approximately 45% were rent burdened. By 2021, over half of renter households (51%) experienced rent burden. The continued rise in actual median rent in 2024 partnered with the slower rise in median income means that this same median renter household now experiences significant rent burden despite earning the increased income that a few years prior ensured that they did not pay more than 30% of their income to rent. As of 2024, approximately 54.7% of renter households pay more than 30% of their income to rent.



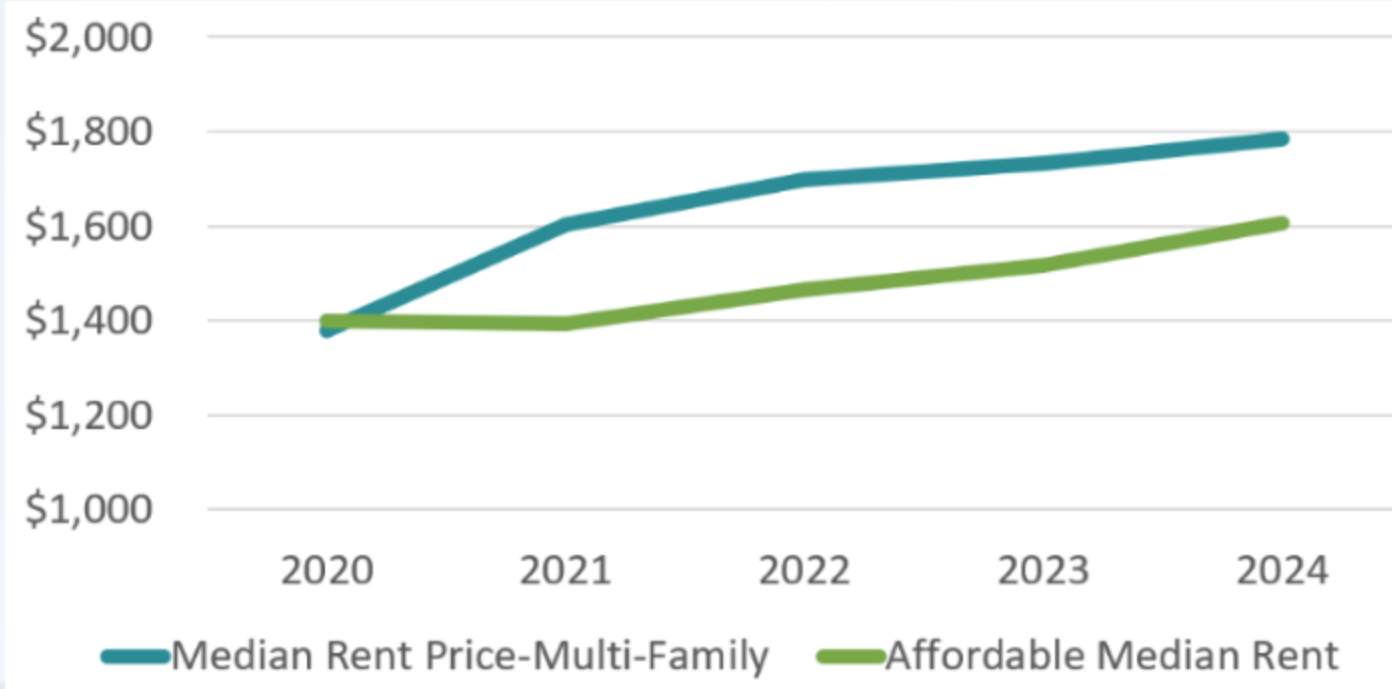


Figure 9. Actual Rent v. Affordable Rent

[Click Here for 2014-2024 Data](#)



# Affordability and Growth Trends

## Overall Housing Cost Burden

Households that have lower incomes experience greater rates of cost burden. Nearly all households earning less than \$35,000 per year spent over 30% of their monthly income on housing. More than four out of five households earning less than \$50,000 per year and nearly three quarters of households earning less than \$75,000 per year were similarly cost burdened. Only households earning more than \$75,000 per year did not have a majority share experiencing housing cost burden, though the share of households in the highest income range experiencing cost burden increased from 7% in 2023 to 10% in 2024 indicating an increase in cost burden across the board.

	Less than \$20,000	\$20,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$74,999	\$75,000 or more
<b>Total Households</b>	671	613	1,170	1,715	6,071
<b>Monthly Housing Costs &gt; 30% of Income</b>	651	565	989	1262	620
<b>Percentage</b>	97%	92%	85%	74%	10%

U.S. Census Bureau, American Community Survey 5-year estimates, Table S2503  
Table 4. Percent of Cost-Burdened Households (all) by Annual Income



If we turn to only renting households we see a similar, though exacerbated, pattern. Even more than citywide, most renting households earning less than \$50,000 per year were rent burdened. The trend also holds with more than three out of four renting households earning less than \$75,000 per year paying more than 30% of their income to rent. This comparison by income group among all households and renters along with the earlier data showing the median rent continuing to be high above the affordable rent indicates that low and middle income renter households not only continue to be disproportionately burdened by rent but also experience rent burden in greater proportion than they have historically.

	Less than \$20,000	\$20,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$74,999	\$75,000 or more
<b>Total Households</b>	470	462	877	1077	2182
<b>Monthly Housing Costs &gt; 30% of Income</b>	464	455	801	850	253
<b>Percentage</b>	99%	98%	91%	79%	12%

U.S. Census Bureau, American Community Survey 5-year estimates, Table S2503  
Table 5. Percent of Cost-Burdened Rental Households by Annual Income



# Affordability and Growth Trends

## Severe Rent Burden

Every year the State of Oregon puts together a list of cities with populations over 10,000 that have been designated as severely rent burdened, meaning that over 25% of the population is spending more than 50% of income on rent. In 2022, Wilsonville was included on this list for the first time since state data collection began with 27.2% of the population experiencing severe rent burden. In 2023, that share rose to 28.8% and in 2024, 27.2% of the population experienced severe rent burden. Nearly half of the cities on the list were also categorized as severely rent burdened.

[Link to the Oregon Housing and Community Services Severe Rent Burden Dashboard](#)

The City held its second annual community conversation on housing cost burden in December 2024 to gather community feedback and hear stories from community members who have faced or are currently struggling with housing rent burden. Residents, the Mayor and City Councilors, members of the Planning Commission, and community service providers attended to provide a wide variety of experiences, perspectives, and resources. Some key takeaways from this conversation were:





- In cases where leases are broken because tenants cannot afford rent, the resulting fees and penalties for breaking a lease can ruin credit scores and rental history making it harder to find more accessible housing. Families had to split up as finding housing that is both affordable and spacious for the family is even more difficult.
- Tenants would like to see more income diversity in housing options. As more people with different needs and lifestyles are concentrated in sparser housing choices, tensions can rise leading to conflict with neighbors.
- Service providers are working hard to fill gaps, but the need for rental assistance alone is much greater than service providers can bear and is increasing. One service provider noted that requests for rental assistance were up 56% from the previous year.
- Many people move to Wilsonville and/or want to stay in Wilsonville because their families are nearby, because it is safe, and because it has a strong community identity.
- Many renters felt that they did not know who to turn to for assistance when they could not afford rent or when landlords required extra costs associated with housing like renter's insurance. The need for more tenants' rights education was mentioned a number of times.





# Affordability and Growth Trends

## Houselessness

In 2021, new state laws were passed which required local governments to establish regulations that provide some compassionate protections for people experiencing houselessness. In response to this legislation, the City implemented new survival camping guidelines in July 2023. These guidelines established the parking lot at City Hall as a designated location for vehicle camping and the City-owned parcel just north of City Hall as a designated location for tent camping between 9pm and 7am. For more information about the survival camping policy and for links to resources, please click the following link: <https://www.wilsonvilleoregon.gov/legal/page/overnight-camping>.

Over the past year, the City has continued to observe consistent use of the vehicle and tent camping sites. On an average night in 2024, about 10 cars have been parked in the designated vehicle camping spaces and 1-2 tents have been consistently observed at the tent camping site.

Notably, there are other houseless individuals who are not staying in observable areas. Others still find transitory places to stay for short periods of time with friends, family, acquaintances, or hotels/motels as finances allow.





# Affordability and Growth Trends

## Hotel and Motel Housing

In the Fall of 2024, the City conducted outreach to the local hotels and motels for a survey from Portland State University to understand an estimate of how many people were using the hotels and motels as longer-term accommodations. Based on this outreach, it is estimated that approximately 106 people either stay long-term or regularly stay in hotels and motels in Wilsonville.

This data includes but is not exclusive to those experiencing houselessness and likely also accounts for contractors who stay longer term for work, housed people who are having construction work done on their houses, and others who are in need of additional temporary shelter. Much of this data is not formally tracked by the hotels and motels, so the ultimate numbers are estimates in many cases. Furthermore, a number of the hotels and motels in Wilsonville do not allow month-long stays but were able to provide a sense of the number of people that return regularly as they are able or as finances allow.



# Affordability and Growth Trends

## Housing Mix

Residents' housing needs are based on more than affordability. Size and space of units are critical factors. Understanding whether and how the City's housing stock is meeting the needs of different individuals and families is equally important to examining the price of housing units.

	2020	2021	2022	2023	2024
<b>Studio</b>	2.8%	2.7%	3.2%	2.9%	3.0%
<b>1 Bedroom</b>	16.7%	14.9%	14.2%	13.2%	14.7%
<b>2-3 Bedrooms</b>	61.2%	62.8%	63%	64.7%	63.4%
<b>4 or more Bedrooms</b>	19.3%	19.6%	19.7%	19.1%	19.0%

U.S. Census Bureau, American Community Survey 5-year estimates, Table DP04

Table 6. Housing Mix by Number of Bedrooms





	2020	2021	2022	2023	2024
1-person household	30.1%	29.7%	29.3%	28.0%	27.0%
2-person household	38.3%	37.7%	36.8%	38.6%	38.7%
3-person household	14.2%	15%	16.3%	16.3%	16.8%
4 or more-person household	17.4%	17.6%	17.6%	17.1%	17.5%

U.S. Census Bureau, American Community Survey 5-year estimates, Table S2501  
Table 7. Housing Mix by Household Size

While the share of one person households has been decreasing since 2020 and the share of 2 and 3 person households has increased, one and two person households make up the bulk of households in Wilsonville. The share of one and two person households exceeds the share of studio and one-bedroom units. In 2024, the share of 2-3 bedroom units decreased from the share in the previous year, but has remained fairly stable. This configuration is the most common in Wilsonville’s housing stock.

The greater proportion of smaller households might indicate a need for housing units with fewer bedrooms. The share of studio and one bedroom units have been increasing in the past few years despite a decrease in 2023. Four or more bedroom units have maintained a larger share of the housing stock than the fairly steady and lower share of four or more person households appears to indicate is necessary.



# Affordability and Growth Trends

## Housing Mix

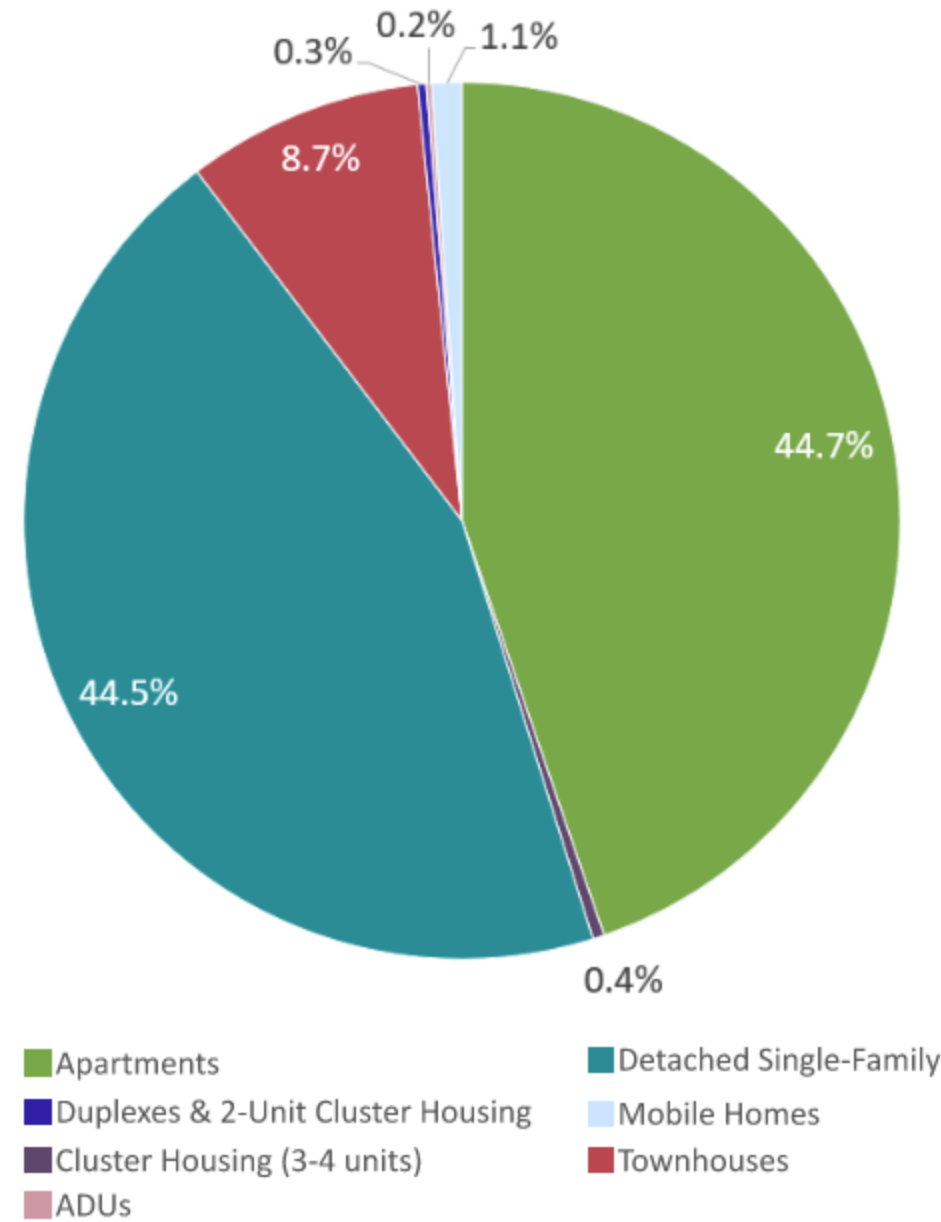



Figure 10. Housing Mix in 2024





In terms of unit type, Wilsonville's housing stock consists of 5,022 (45%) apartments, 4,993 (44.5%) detached single family houses, 979 (8.8%) townhouses, 124 (1.1%) manufactured/mobile homes, 43 (0.4%) three-four unit cluster houses, 41 (0.4%) duplexes and 2-unit cluster houses, and 22 (0.2%) ADUs.

\*Numbers on types of housing are based on the City's GIS addressing data



# Affordability and Growth Trends

## Comparative Affordability to Cohorts

Regional context is important in understanding housing affordability. The chart below compares the median price of homes in Portland Metro cities near Wilsonville to track how Wilsonville aligns with housing costs in the region. Excepting Lake Oswego, Wilsonville is consistent with its cohorts in terms of median sales prices. The regional consistency indicates that high and rising home sales prices are issues that other, similar communities are dealing with as well.

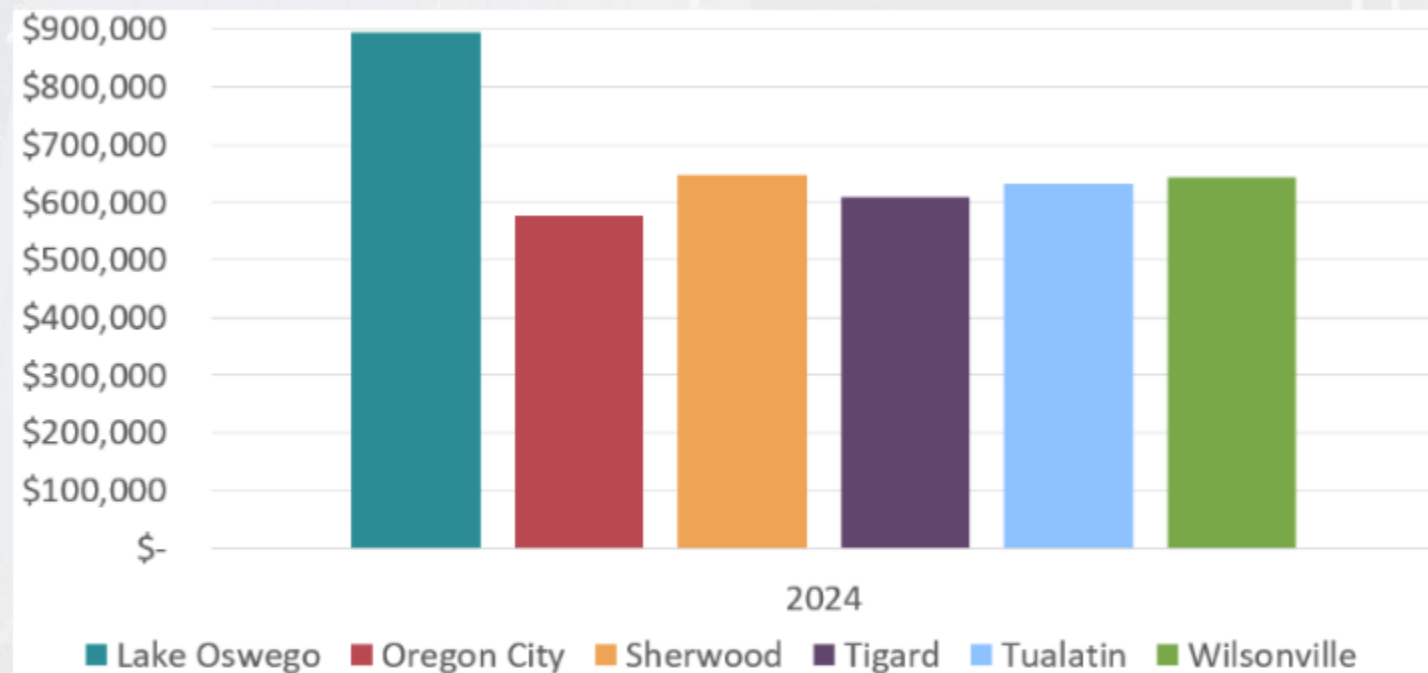


Figure 11. Comparative Median Home Sale Price in 2024





Similar cities in the region continue to struggle with rent burden in 2024. Rent continues to rise and while income has also been increasing, it has not kept pace with the cost of rent. In 2024, Wilsonville had the highest rate of rent burden among its cohorts with 54.7% of the renter household population paying more than 30% of their income in rent. This may be, in part, because Wilsonville has a higher percentage of renter households (who have higher rates of cost burden than owner households) than comparable cities. Additionally, the differences in percent of the population rent-burdened across these six cities is likely not significant. Rent burden and housing affordability are issues facing the region in and beyond Wilsonville.

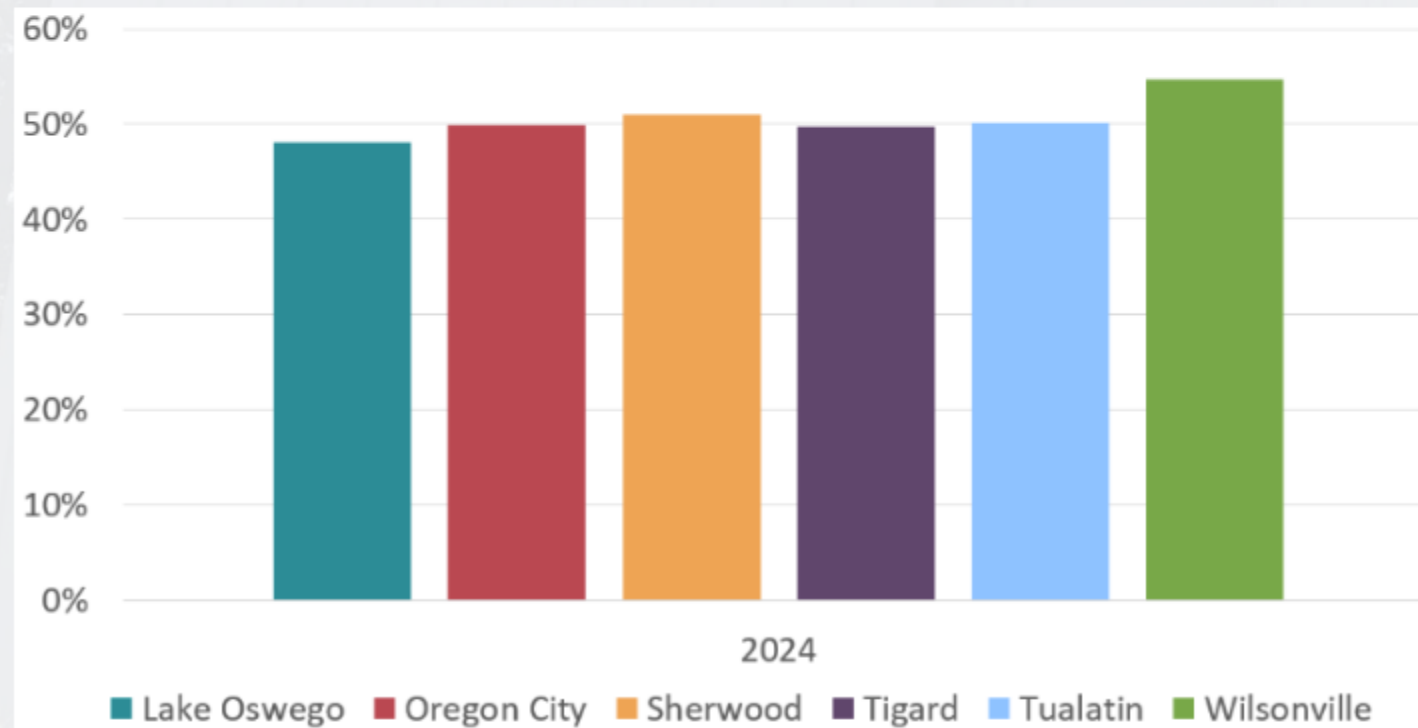


Figure 12. Comparative Household Rent Burden in 2024





As evidenced by the figure below, Lake Oswego, Tigard, Tualatin, and Wilsonville remained above the 25% state threshold for severe rent burden in 2024.

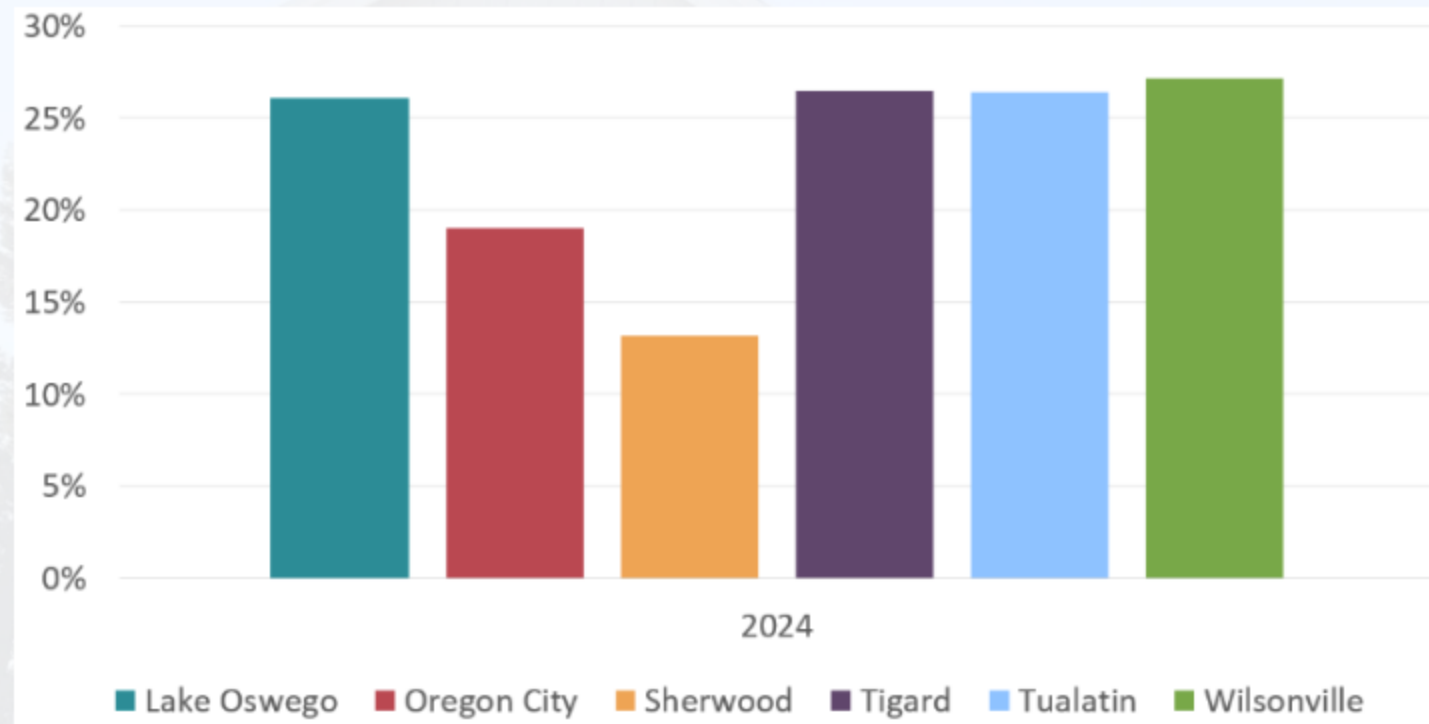
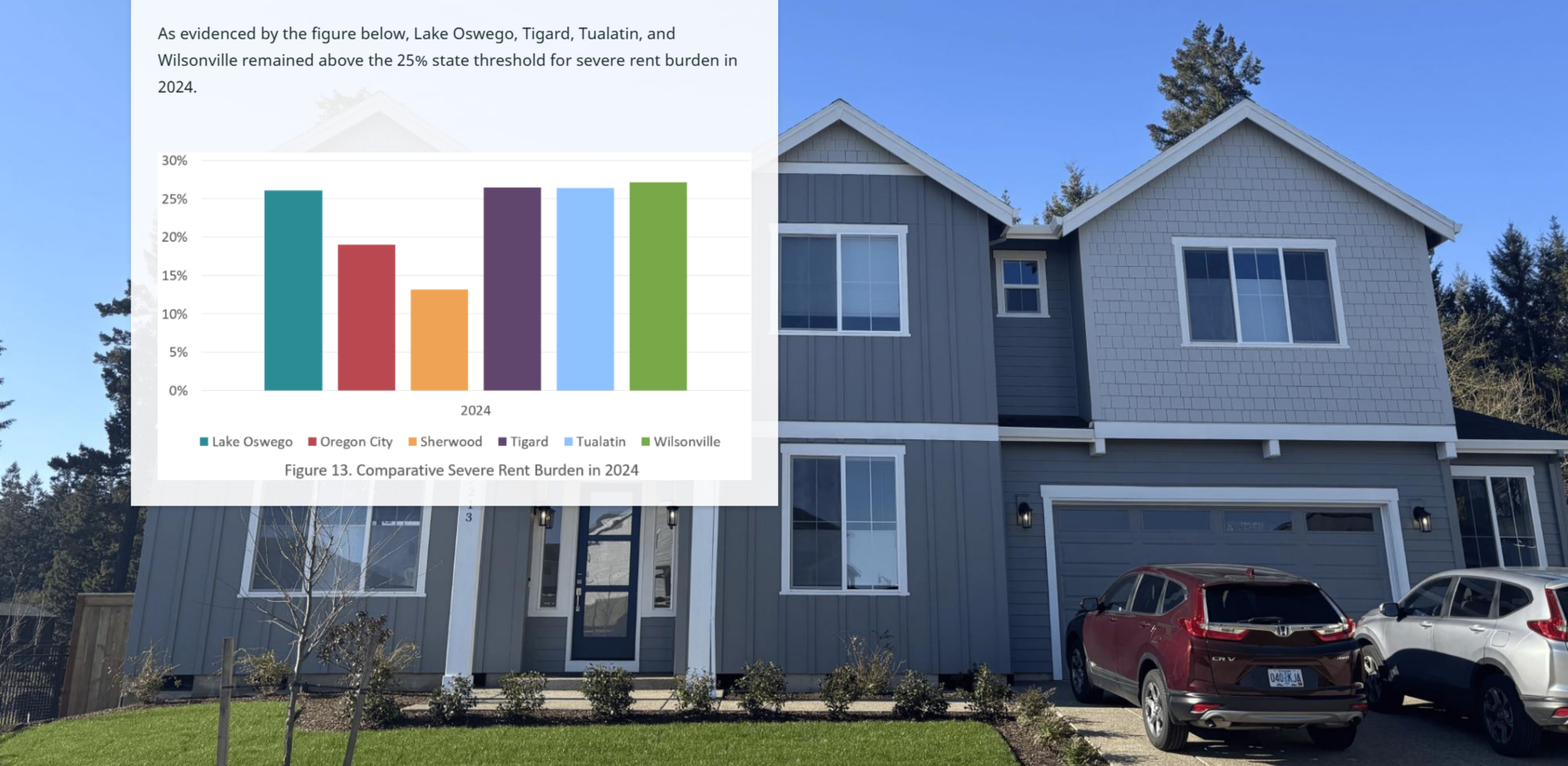


Figure 13. Comparative Severe Rent Burden in 2024







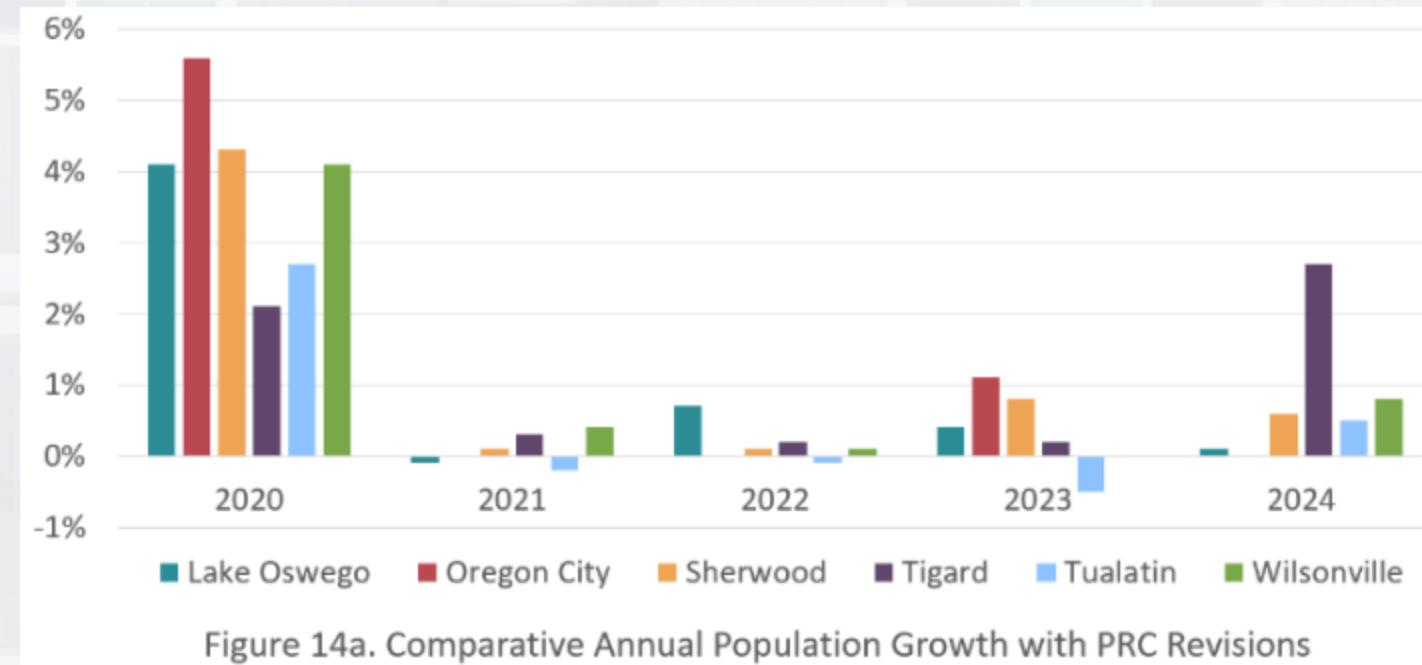
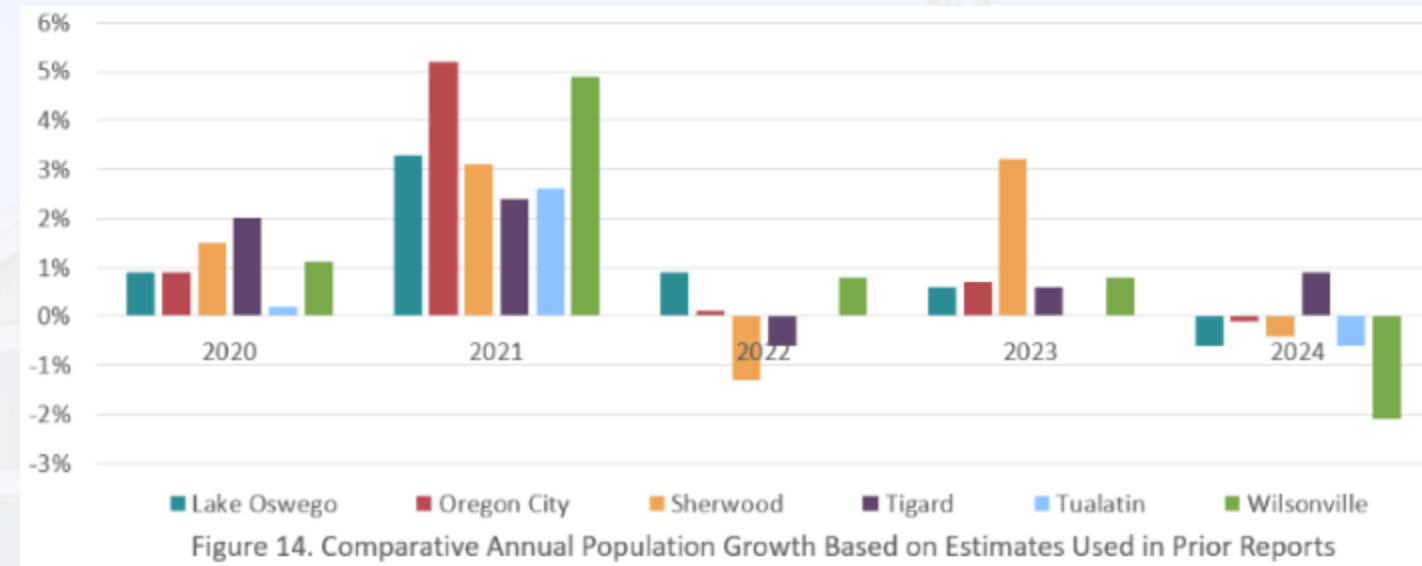
# Affordability and Growth Trends

## Comparative Growth to Cohorts

In past years, Wilsonville has been fast-growing in terms of population and housing production when compared to similar cities. Wilsonville has maintained a steady trend of housing unit growth in 2024 despite having a slower production year. Depending on the data used, Tigard was either the only city with estimated population growth or the city with notably more growth than other cohort cities in 2024.

Similar to Wilsonville, these comparable cities showed stable vacancy rates. As discussed earlier in this report, there are myriad possibilities that could explain a decrease or a slower rate of growth in population. The steady vacancy rates indicate that there is not a decline in households in the region. It is possible that the population makeup of those households is shifting which could explain this trend. For example, young people may be moving out of the area for school or due to affordability reasons and/or older relatives may be passing on. In Oregon more broadly, the [Oregon Health Authority](#) reported that fewer households are having children and the mortality rate has exceeded the birth rate statewide. Additionally, in the past couple of years, the rate of domestic migration out of the state has surpassed the rate of migration into the state ([Domestic Migration Data 2023, Common Sense Institute Oregon](#)).







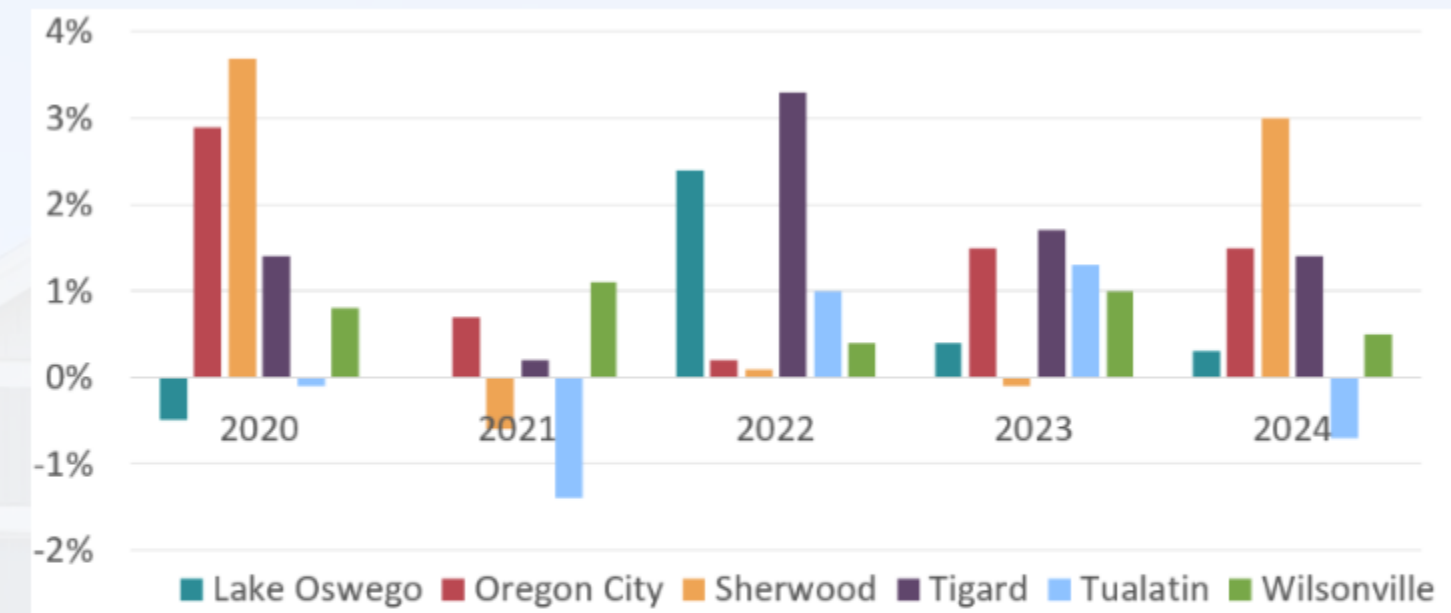


Figure 15. Comparative Annual Housing Unit Growth

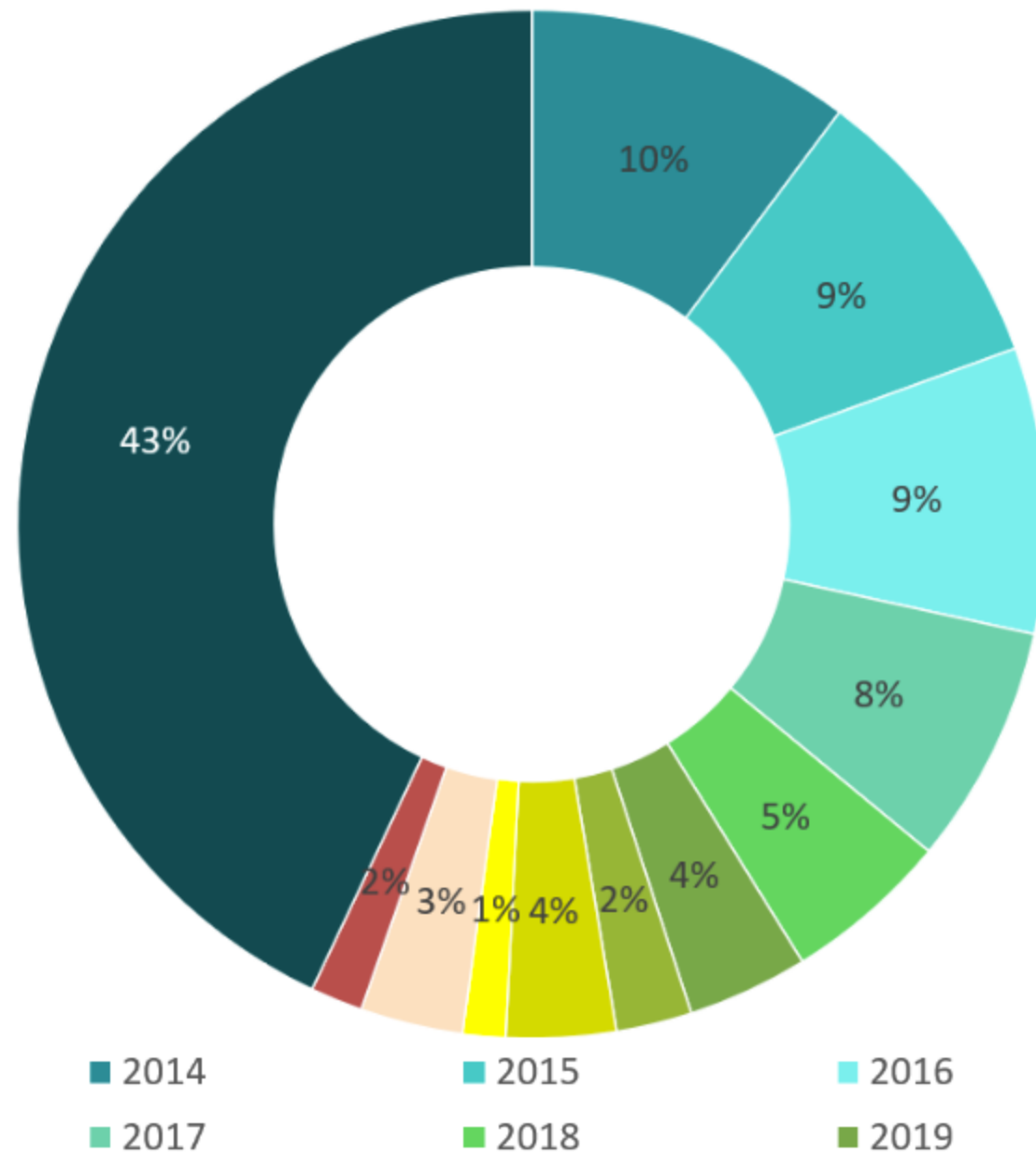
\*Negative housing growth is generally an indication of changes in the housing stock such as the removal of blighted properties or redevelopment.



# Looking Forward

## Metro Housing Forecast

METRO HOUSING GROWTH FORECAST 2014-2034

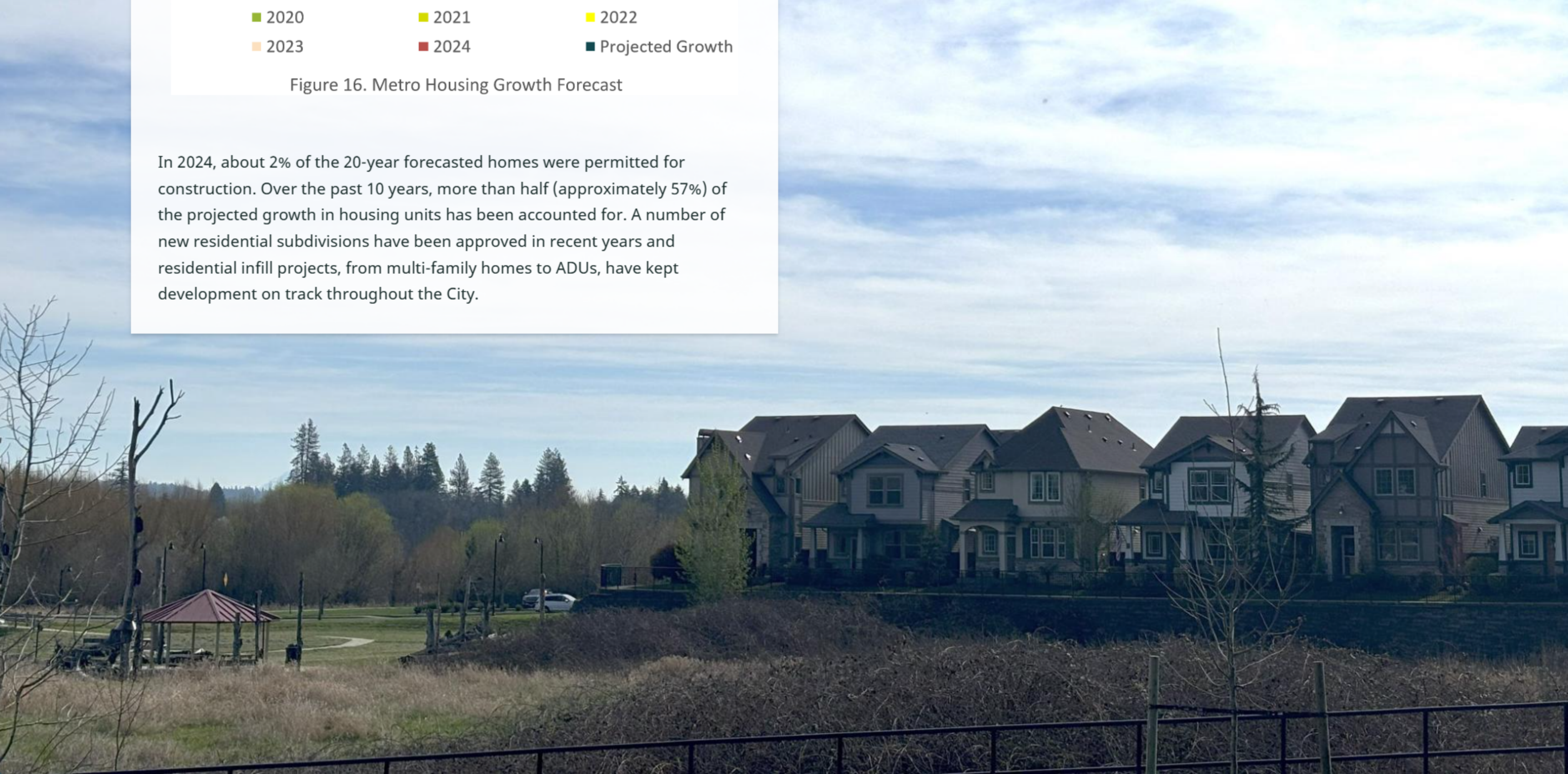




■ 2020      ■ 2021      ■ 2022  
■ 2023      ■ 2024      ■ Projected Growth

Figure 16. Metro Housing Growth Forecast

In 2024, about 2% of the 20-year forecasted homes were permitted for construction. Over the past 10 years, more than half (approximately 57%) of the projected growth in housing units has been accounted for. A number of new residential subdivisions have been approved in recent years and residential infill projects, from multi-family homes to ADUs, have kept development on track throughout the City.





# Looking Forward

## Buildable Land

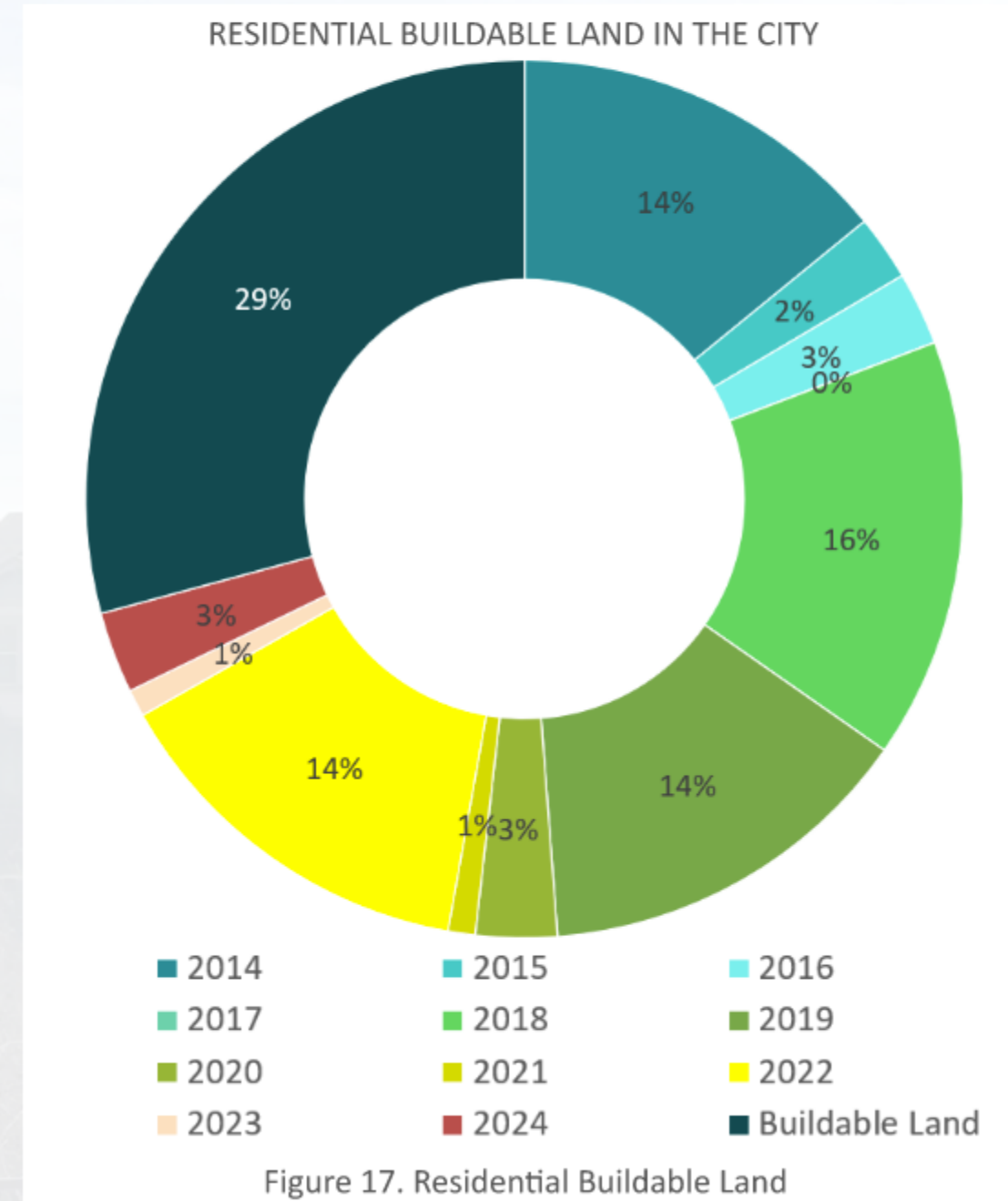



Figure 17. Residential Buildable Land





Of the 20 year land supply inventoried in 2014, 71% (or 340 acres) has been dedicated to approved plans. This calculation and assessment is based on the Buildable Lands Inventory from the 2014 Housing Needs Analysis. The Buildable Lands Inventory counted 477 acres for residential land. This total did not include the 2018 UGB expansion for the Frog Pond East and South neighborhoods (an additional 275 acres). Including the 2018 UGB expansion land, 45% of Wilsonville's residential land inventory that had been identified as vacant in 2014 has approved plans as of 2024.

\* No residential development plan was approved in 2017.



## Looking Forward

Housing affordability and availability are issues facing many communities across the Portland Metro region and the nation. Interest rates and housing costs have remained high and with those factors, housing cost burden continues to be an increased issue faced by Wilsonville residents and residents of similar communities. While income has increased for both homeowners and renters, housing prices have significantly outpaced increases in income. Homeownership appears to be largely out of reach for many residents who currently rent.

While housing production has slowed in Wilsonville in recent years, the City is laying important groundwork to crack open the proverbial pipeline for development in Frog Pond East and South as well as other parts of the City. In the past few years, multi-family developments have been approved but have yet to be constructed and occupied. The *Vuela* mixed-use and affordable transit oriented development, currently under construction, promises to break that multi-family development lull that Wilsonville has experienced over the last five years. The project will add 121 affordable units with the added benefits of transit access for those residents, a new vibrant space for residents and visitors alike to spend time at, and services for residents of *Vuela* and the city as a whole. Rents will start at \$539 per month and the units will be available to households with an income between 30% (\$35,070 per year) and 80% (\$93,520 per year) area median income. *Vuela* is a fantastic reminder that housing is about more than just a roof over your head and place to sleep at night. Housing is about community and livability for both the residents of a development and for their broader community.





## Looking Forward

This report synthesizes current and historic trends in housing and population, with both current and long-range planning efforts, to paint a picture of what the future of Wilsonville might look like. However, development can be influenced by a litany of factors that cannot always be predicted. In 2024, interest rates continued to remain high in response to actual or felt inflation. These high interest rates play out in the data in this report, but will likely continue to have significant impacts on which residents will be able to access home ownership in the coming years. Incomes have continued to rise steadily, but not in line with rapidly increasing prices that have stayed high. This extends beyond the scope of this report and of housing costs, but high prices for other essentials also impacts the amount that residents can put toward immediate and future housing costs which adds another factor as current and future Wilsonville residents decide where to live. Furthermore, federal level trade and economic decisions may further impact the cost of the materials and labor required to build housing. As described in past housing reports, the supply chain disruptions during the COVID-19 period contributed to increased housing costs and construction delays. Should tariffs or other trade tools go into effect, increases in the prices of everyday essentials as well as building materials can be expected. The increased costs of essentials (food, transportation, etc.) will decrease the amount of income residents have available to spend on housing. On the other side of the equation, increases to the cost of building materials and to the cost of labor in the event of deportation-focused immigration policy, would likely result in an increase to the cost of housing, both for buyers and renters, and could result in similar supply chain disruptions as were experienced in 2020 and 2021.





In 2025, the City expects to see further development in Frog Pond West, a focus on infrastructure improvements and land use approvals to prepare for development in Frog Pond East & South, construction continuing construction for the *Vuela* project, and infill development, especially with ADUs, throughout the city. Housing needs are multi-faceted and the City will continue to work to ensure that Wilsonville has options available to meet the varied needs and desires of residents. Despite the continuing uneven terrain of the past few years and ever-increasing uncertainty about the future, the City, with community members, developers, and other partners, will work to ensure that the Wilsonville of the future reflects the needs and dreams of all its residents.







Thank You!