

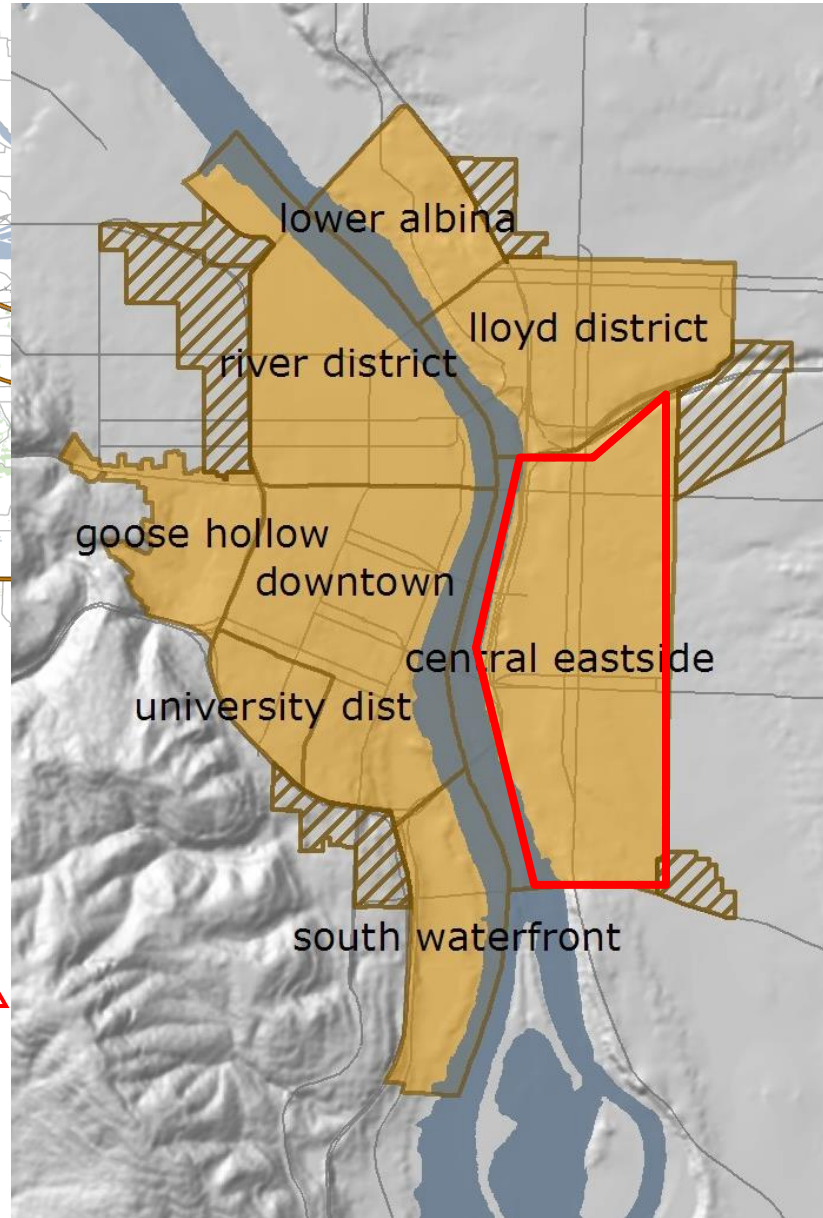
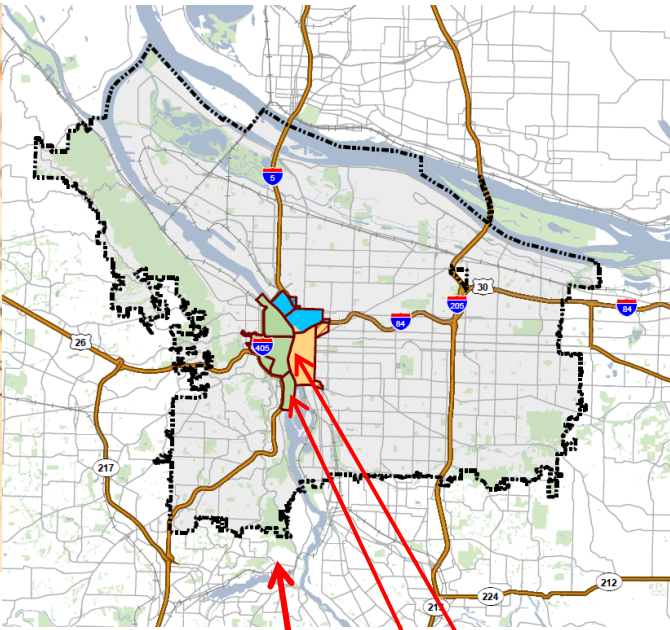


Portland's Central Eastside

Rethinking Community Engagement: ULI Fall 2016
Geraldene Moyle, Portland Development Commission



Central Eastside: Location



Portland

Central City

Central Eastside

lower albina

lloyd district

river district

goose hollow

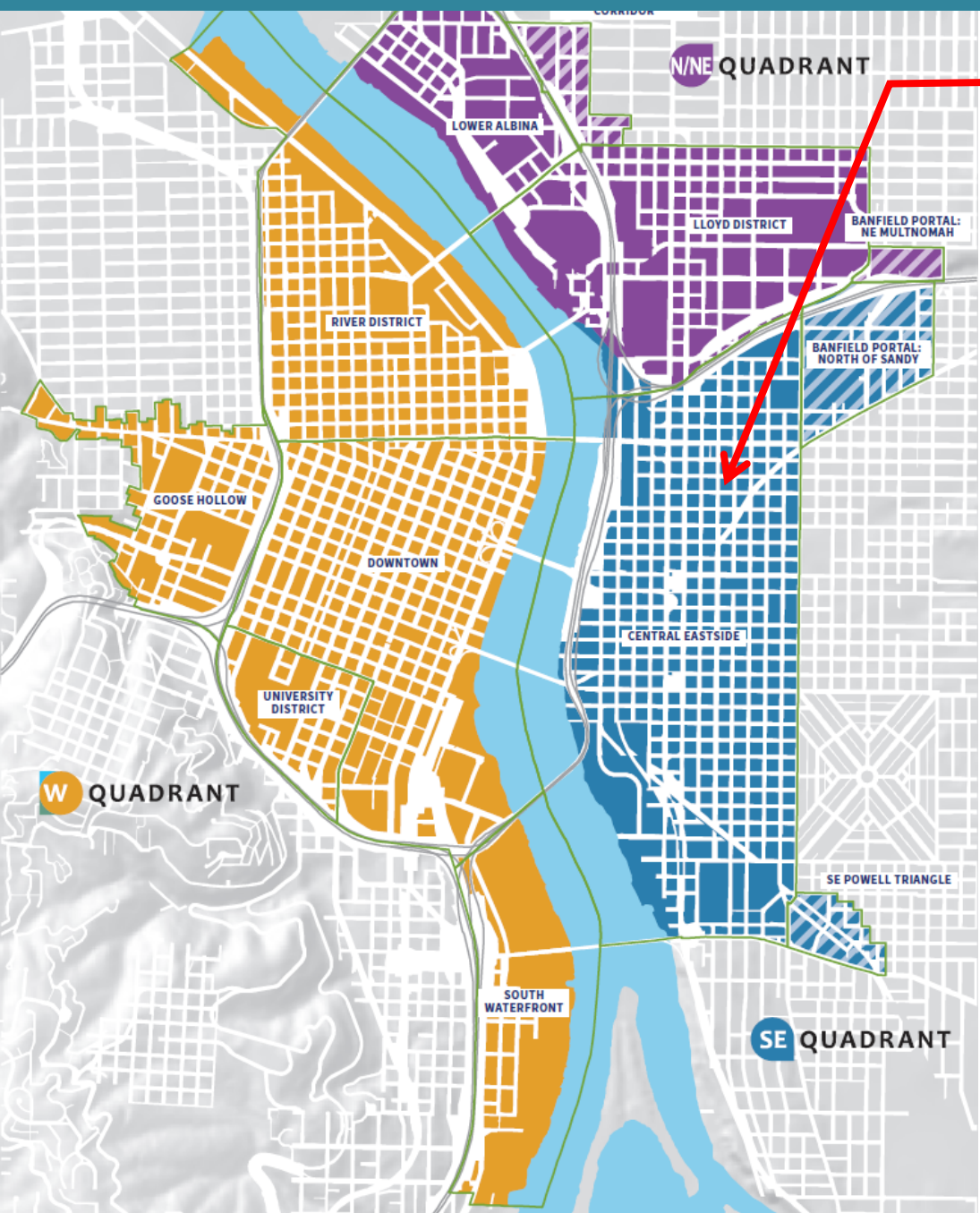
downtown

central eastside

university dist

south waterfront

Central Eastside District



Central Eastside

District Area: 588 acres

Zoning

- IG1 Zone: 247 acres (65%)
- EX Zone: 85 acres (22%)
- IH/EG Zones: 40 acres (10%)
- Residential Zones: 5 acres (1%)

Housing

- Existing: 1,086 units
- Proposed: 1,300 – 1,400 units
- Projected: 3,063 total by 2035

Employment

- Jobs: Approximately 18,000
- Projected: 24,265 total by 2035

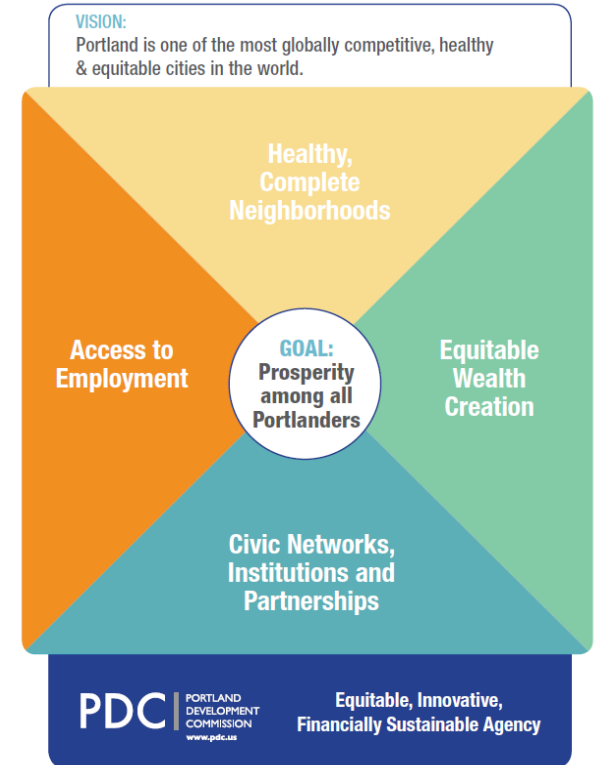
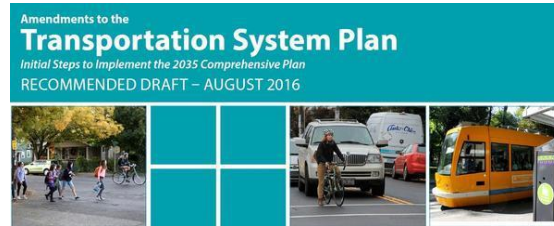








Central Eastside: Land Use, Infrastructure, Programming & Partnerships



Community Engagement: Central Eastside Partners

OMSI
ADX



**BENSON POLYTECHNIC
HIGH SCHOOL:**

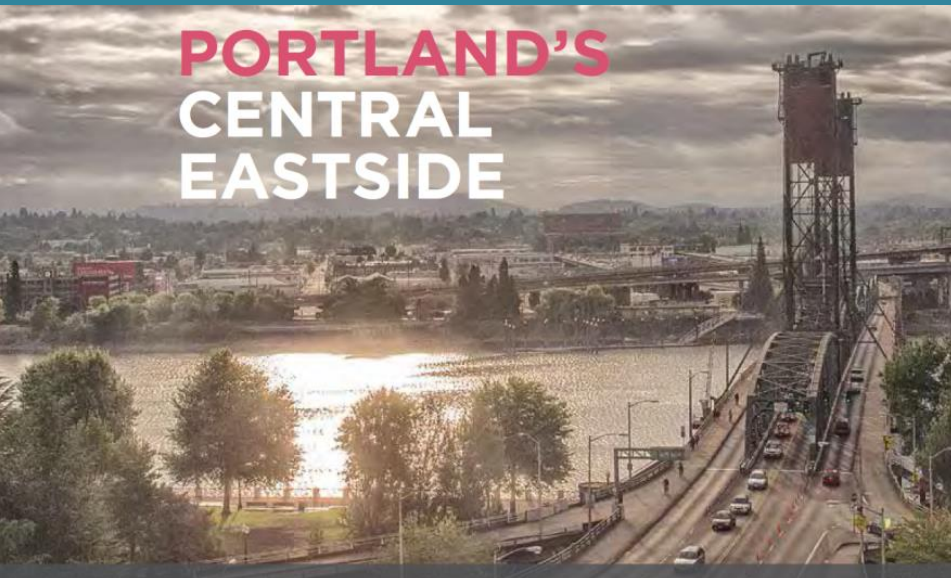
CLIMB Center for
Advancement
Continuous Learning for Individuals, Management & Business

wor
s y s t e m s **k.**



Community Engagement: Creative Collateral

PORTLAND'S CENTRAL EASTSIDE



Bureau of Planning and Sustainability
 Innovation, Collaboration, Practical Solutions
 City of Portland, Oregon
 Clark S. Baker, Mayor | Jesse S. Williams, Director

A variety of enterprises makes the area one of the city's largest employment districts.

The Central City 2035 Concept Plan identifies the Central City as the region's economic hub and a center for innovation and exchange. What part does the Central Eastside (CES) play in fulfilling this promise now and into the future?

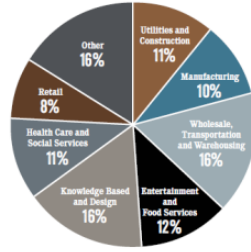
The CES is home to more than 1,100 businesses and 17,000 jobs — more than any other district in the Central City outside of the downtown core. Industrial uses and creative businesses sit side-by-side, as the area becomes an emerging location for cross-industry exchange, from film and digital enterprises to food, creative services and craft industries.

While employment in other Central City areas decreased during the recent economic downturn, jobs increased in this district — in part because of a growing presence of traded sector industries. As it has evolved, the CES has become more attractive to a variety of businesses, outperforming its fellow employment districts thanks to a unique collection of historic industrial buildings, space affordability and centralized location near Portland's business core.

To support continued economic development in the area, the City of Portland has made substantial public investments in multi-modal transportation infrastructure, such as light rail, streetcar, and bike and pedestrian facilities. The Portland-Milwaukie Light Rail (PMLR) line, opening in 2015, includes two stations within the district next to several larger redevelopment opportunity sites, which could accommodate growth of existing businesses or attract new industries and employment to the district.

Employment Sectors

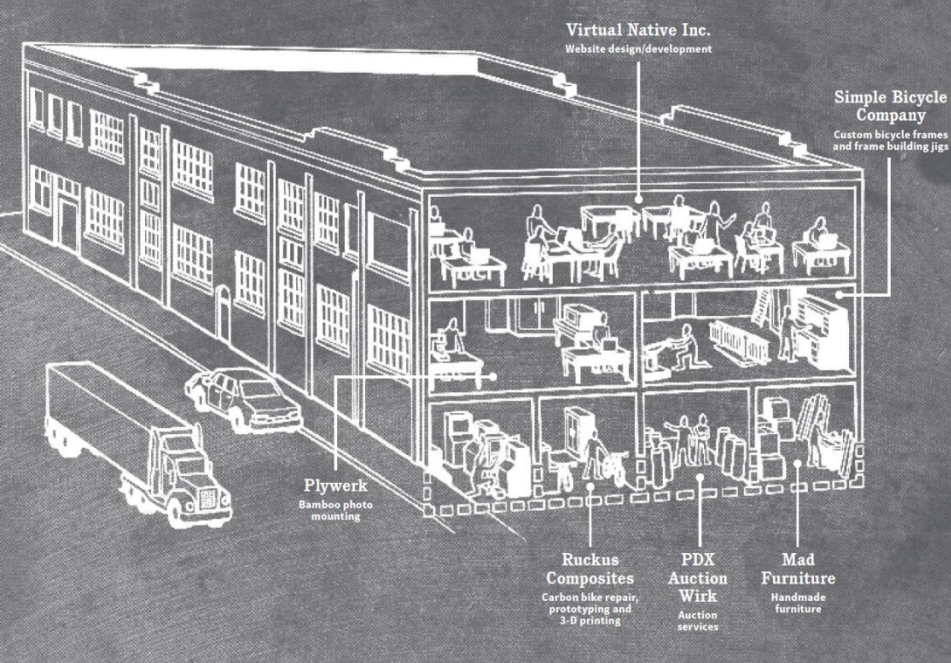
The 1,000+ businesses in the district fall into several key employment sectors. Some of these, such as warehousing and distribution, reflect the earliest industrial users of the district. Other businesses represent the changing and evolving face of industry, such as film production, software development and web-based industries.



While different, these various sectors and businesses are all attracted to the Central Eastside, whether for its central location, building stock or proximity to nearby industrial businesses in the area. The Central Eastside provides an ideal location for this unique mix to establish and grow.

Examples of key business sectors in the Central Eastside include:

- WAREHOUSING & DISTRIBUTION
- MANUFACTURING
- INDUSTRIAL SERVICES
- KNOWLEDGE-BASED AND DESIGN



Business Profile: A Day in the Life of Oscar Camarena, Simple Bicycles

Everything he needs to build his custom bike frames is close to his shop in the Ranchers and Gardeners Building.

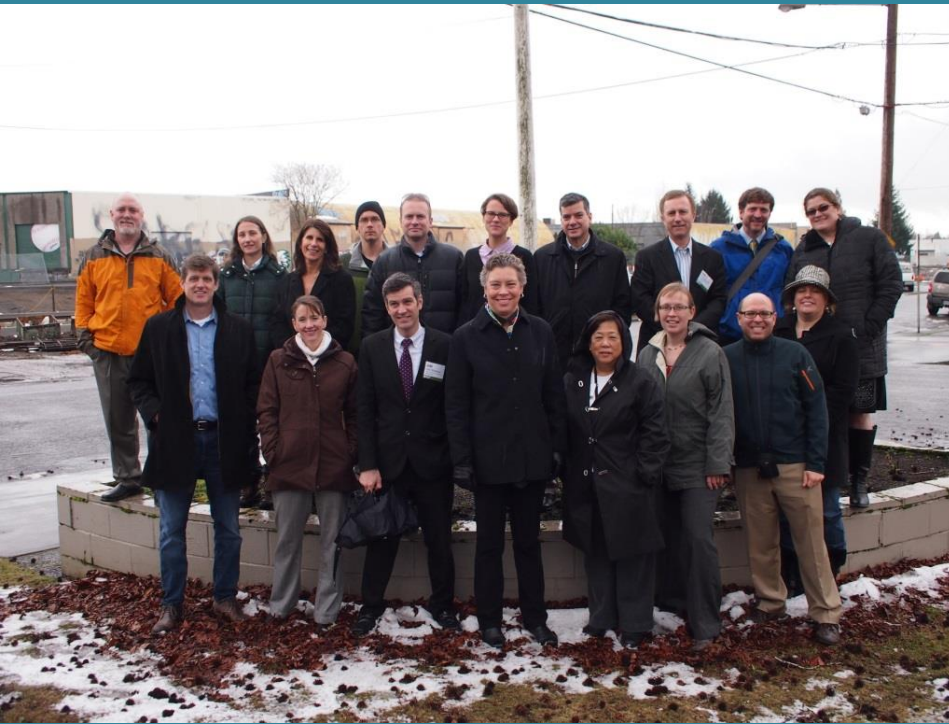
Attracted to the district because of its central location and access to everything he requires for his business, Oscar Camarena moved his metal fabrication business from Yakima, Wash., to the Central Eastside last year. Now on the first floor of the Gardeners and Ranchers Building at SE 3rd and Madison, Oscar creates bike jigs for frame builders and bicycle product developers around the world. He also builds custom bike frames under the name Simple Bicycles for the high-end cycling market.

He can often be found hanging out with his fellow tenant craftsmen and women, sharing industry knowledge and acting as the de facto "mayer" of this unique community of metalsmiths, designers, bike builders and other entrepreneurs. On Fridays they have their own happy hour in the building.

A self-described "foodie," Oscar likes the Central Eastside location because of its proximity to lots of restaurants as well as all of his suppliers, distributors, services and other frame builders. He can push a shopping cart loaded with jigs to the powder coater, ride his bike to Winks for small parts and tools or drive his truck to pick up larger supplies in Northwest Portland, all within a 20-minute radius.

Oscar says there's nowhere else in the city that he would rather do business.

Community Engagement: Leveraging Expert Knowledge



How can Portland promote the Central Eastside as a “21st Century” employment center?

How can Portland maintain affordability while supporting manufacturing and increasing employment and workforce equity in the Central Eastside?

The Rose Center
FOR PUBLIC LEADERSHIP

NATIONAL
LEAGUE
of CITIES



Urban Land
Institute

Community Engagement: Local Knowledge and Experience



Central Eastside: Land Use, Infrastructure, Programming & Partnerships



Amendments to the
Transportation System Plan
Initial Steps to Implement the 2035 Comprehensive Plan
RECOMMENDED DRAFT - AUGUST 2016

