Portland’s Central Eastside
Rethinking Community Engagement: ULI Fall 2016
Geraldene Moyle, Portland Development Commission
Central Eastside: Location
Central Eastside District

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

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

VISION:
Portland is one of the most globally competitive, healthy & equitable cities in the world.

GOAL:
Prosperity among all Portlanders
Healthy, Complete Neighborhoods
Access to Employment
Equitable Wealth Creation
Civic Networks, Institutions and Partnerships

Equitable, Innovative, Financially Sustainable Agency

Bureau of Planning and Sustainability

PBOT
PORTLAND BUREAU OF TRANSPORTATION

PDC
PORTLAND DEVELOPMENT COMMISSION
www.pdc.us
Community Engagement: Central Eastside Partners
Community Engagement: Creative Collateral

PORTLAND’S CENTRAL EASTSIDE

A variety of enterprises make the area one of the city’s largest employment districts.

The Central Eastside (CES) is home to more than 1,100 businesses and 10,000 jobs—more than any other district in the Central City outside of the downtown core. Industrial and creative businesses at sea-bye-side, the area has become a major destination for exchange, from fine 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, secure, and bike and pedestrian facilities. The Portland-Milwaukie Light Rail (PMLR) line, opening in 2015, includes two stations within the district near 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 1,100+ businesses in the district fall into several key employment sectors. Some of these, such as warehousing and distribution, reflect the earliest industrial uses of the district. Other businesses represent the changing and evolving face of industry, such as film production, software development and web-based industries.

Examples of key business sectors in the Central Eastside include:

WAREHOUSING & DISTRIBUTION
MANUFACTURING
INDUSTRIAL SERVICES
KNOWLEDGE-BASED AND DESIGN

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.

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

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 "mayor" of this unique community of metalworkers, 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 house, ride his bike to Walgreens for small parts and tools or drive his truck to pick up larger supplies in Northeast 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?
Community Engagement: Local Knowledge and Experience
Central Eastside: Land Use, Infrastructure, Programming & Partnerships