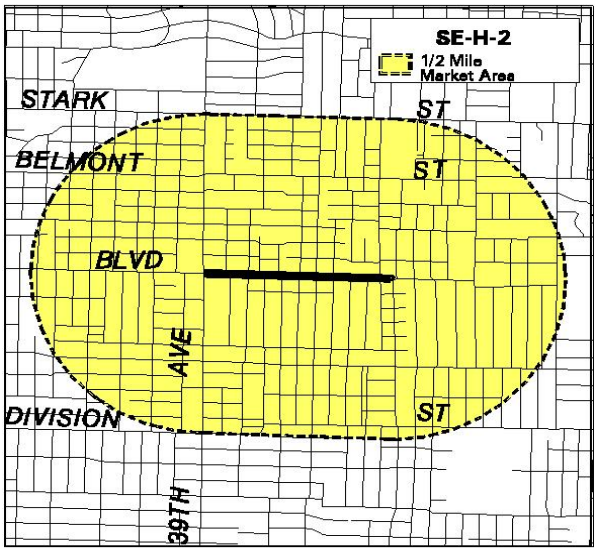
SE HAWTHORNE BLVD

Street Segment ID: SE-H-2

Boundaries: SE 39th Ave to SE 51st Ave
Length: 0.55 miles

OVERVIEW

This ½ mile segment of SE Hawthorne south of 39th Avenue is a Region 2040 designated main street. Compared to a citywide average, this segment's population and household density is roughly two times the density of Portland (12.6 persons per acre compared to 5.5 persons for the city and 5.8 households per acre compared to 2.3 households for the city.) Housing prices are above the Portland average and average incomes are higher than the citywide average. The area is less racially diverse than Portland overall, with a slightly lower-than average Asian population. The area has a high proportion of 18-34 year-olds. The number of small firms is above the average for all of the segments. The primary zoning is Storefront Commercial (100%) and the primary land use is retail (36%) and Office (31%) both capturing 53% of the employment in the area.



Street Segment and Surrounding 1/2-Mile Market Area

TRANSPORTATION SUMMARY

Traffic *Source: PDOT*

TSP Street Classification[1]:	District Collector Street
Average Daily Traffic Volume[2]:	16,581
Number of Traffic Lanes:	2, 3, and 4

Transit *Sources: PDOT and Metro*

TSP Street Classification[1]:	Major Transit Priority Street
Transit Service:	Bus Route 14

Pedestrian *Source: PDOT*

TSP Street Classification[1]:	City Walkway
Pedestrian District:	No

Bicycle *Source: PDOT*

TSP Street Classification[1]:	City Bikeway
Bike Lane:	No

MARKET AREA SUMMARY for 1/2-mile area around the street segment

Demographic Information *Source: CN*

	Segment	Portland
Total Population	**10,728**	**530,638**
People per Acre	12.6	5.5
Total Households	**4,905**	**224,425**
Households per Acre	5.8	2.3
Mean Household Size	**2.2**	**2.4**
Mean Household Income	**$55,678**	**$52,020**

Age Distribution *Source: CN*

	Segment	Portland
0 - 17 Years Old	15%	21%
18 - 34 Years Old	38%	29%
35 - 64 Years Old	39%	39%
65+ Years Old	9%	12%

Ethnic and Racial Composition *Source: CN*

	Segment	Portland
Non-Hispanic	**96.7%**	**93.2%**
White	86.2%	75.5%
Black	1.0%	6.2%
Native American	0.6%	0.9%
Asian	5.8%	6.3%
Pacific Islander	0.1%	0.4%
Other Race	0.4%	0.2%
Two or More Races	2.7%	3.8%
Hispanic	**3.3%**	**6.8%**

Real Estate Sales *Source: CA*

	Segment	Portland
Median SFR[3] Sales Price (00-04)	$213,650	$160,500
% Change in SFR[3] Sales Price (from 1990-94 to 2000-04)	185%	114%

DATA SOURCES / YEAR: Portland Office of Transportation, 2003 (PDOT); Metro, 2004 (Metro); US Census, 2000 (CN); County Assessor, 2004 (CA)

[1] Where more than one classification in Portland's Transportation System Plan (TSP) exists per category, the one that spans the greatest distance is reported.
[2] This figure represents the mean weighted Average Daily Traffic Volume for the segment.
[3] Single-Family Residence

SE HAWTHORNE BLVD

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LAND USE AND ZONING SUMMARY for lots that front the street segment

Number and Size of Lots by Zone Type *Source: BOP*

ZONE TYPE	Number of Lots		Size of Lots			Number of Lots by Size (SQFT)				
	Total Lots	% of Total Lots	Total SQFT	% of Total SQFT	Average SQFT	0-4,999	5,000-19,999	20,000-43,559	43,560-99,999	100,000+
Commercial	72	100%	530,716	100%	7,371	23	46	3	0	0
Employment & Industrial	0	0%	0	0%	0	0	0	0	0	0
Residential	0	0%	0	0%	0	0	0	0	0	0
Other[1]	0	0%	0	0%	0	0	0	0	0	0
Total	**72**	**100%**	**530,716**	**100%**	**7,371**	**23**	**46**	**3**	**0**	**0**

Distribution of Lots by Zone Type *Source: BOP*

		Segment	All Segments[2]
COMMERCIAL	General Commercial	0%	23%
	Central Commercial	0%	4%
	Storefront Commercial	100%	24%
	Mixed Commercial/Residential	0%	2%
	Neighborhood Commercial	0%	6%
	Office Commercial	0%	1%
E & I	Employment	0%	9%
	Industrial	0%	2%
RES	Single-Dwelling Residential	0%	4%
	Multi-Dwelling Residential	0%	24%
	Other[1]	0%	1%

Approximate Lot Utilization (lots used as zoned) by Zone Type *Sources: BOP and CA*

	Segment	All Segments[2]
Commercial	76%	79%
Employment & Industrial	N/A	82%
Residential	N/A	91%

Approximate Lot Vacancy by Zone Type
Sources: BOP and CA

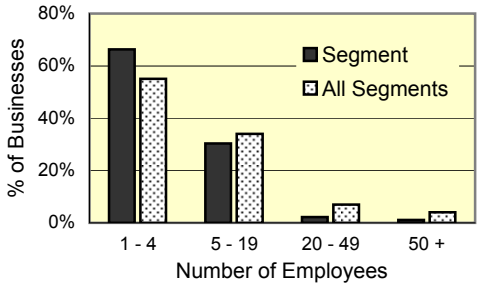
	Segment	All Segments[2]
Commercial	1%	6%
Employment & Industrial	N/A	13%
Residential	N/A	6%

BUSINESS AND EMPLOYEE SUMMARY for lots that front the street segment

Businesses and Employees by Use Type *Source: IP*

USE TYPE	% of Businesses		% of Employees[3]	
	Segment	All Segments[2]	Segment	All Segments[2]
Retail	36%	34%	31%	34%
Personal Services	7%	8%	4%	5%
Other Services	4%	10%	4%	11%
Office	31%	28%	22%	26%
Auto Service/Repair	6%	5%	7%	3%
Auto Sales/Rental	0%	2%	0%	3%
Institutional	6%	4%	20%	10%
Industrial	9%	9%	11%	8%
Agriculture/Mining	1%	0%	0%	0%

Businesses by Size
Source: IP



Approximate Number of Businesses *Source: IP*	89
Businesses per Mile	162
Businesses per Mile for All Segments[2]	70
% Different from All Segments[2]	131%

Estimated Number of Employees[3] *Source: IP*	504
Employees per Mile	916
Employees per Mile for All Segments[2]	837
% Different from All Segments[2]	9%

DATA SOURCES / YEAR: Portland Bureau of Planning, 2004 (BOP); County Assessor, 2004 (CA); Inside Prospects, 2002-3 (IP)

[1] "Other" zone type includes Portland's Open Space (OS) and Institutional Residential (IR) zones, as well as commercial zones in other jurisdictions.
[2] "All Segments" figures derived from data from all ninety-three commercial street segments in this study.
[3] Number of employees derived by multiplying number of businesses by average number of employees. See methodology section for further detail.