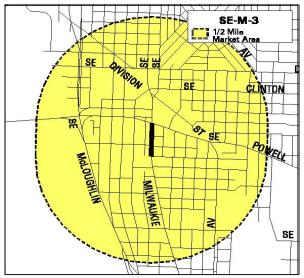
SE MILWAUKIE AVENUE

Boundaries: SE Powell to SE Pershing

Length: 0.16 miles

OVERVIEW

This short segment on SE Milwaukie Avenue is a Region 2040 designated main street. Compared to the citywide average, this segment's market area has slightly more people and households per acre, and household size is below average. Housing prices are slightly above the city average and average incomes in this market area are significantly lower. The area is racially diverse with a mix of African-American, Asian, and Hispanic populations. The area has fewer children than the Portland average, and fewer seniors. There is a significant young adult (18-34 year old) population (40%). The business mix is predominantly Retail (57% and Other Services (14%). Lots along the segment are zoned entirely Storefront Commercial (100%).



Street Segment and Surrounding 1/2-Mile Market Area

TRANSPORTATION SUMMARY

Traffic Source: PDOT	
TSP Street Classification ¹ :	Neighborhood Collector Street
Average Daily Traffic Volume ² :	13,157
Number of Traffic Lanes:	2 and 4
Transit Sources: PDOT and Metro	
TSP Street Classification ¹ :	Transit Access Street
Transit Service:	Bus Route 19
Pedestrian Source: PDOT	
TSP Street Classification ¹ :	City Walkway
Pedestrian District:	No
Bicycle Source: PDOT	
TSP Street Classification ¹ :	City Bikeway
Bike Lane:	No

Street Segment ID: SE-M-3

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

Demographic Information	Source: CN	
	Segment	Portland
Total Population	3,841	530,638
People per Acre	6.4	5.5
Total Households	1,740	224,425
Households per Acre	2.9	2.3
Mean Household Size	2.2	2.4
Mean Household Income	\$41,142	\$52,020

Age Distribution Source: CN	1
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	Segment	Portland
0 - 17 Years Old	17%	21%
18 - 34 Years Old	40%	29%
35 - 64 Years Old	37%	39%
65+ Years Old	6%	12%

Ethnic and Racial Composition Source: CN

	Segment	Portland
Non-Hispanic	94.7%	93.2%
White	79.9%	75.5%
Black	3.8%	6.2%
Native American	1.1%	0.9%
Asian	5.7%	6.3%
Pacific Islander	0.2%	0.4%
Other Race	0.5%	0.2%
Two or More Races	3.5%	3.8%
Hispanic	5.3%	6.8%
Real Estate Sales Source: CA		
	Segment	Portland
Median SFR ³ Sales Price (00-04)	\$165,000	\$160,500
% Change in SFR ³ Sales Price	170%	114%
(from 1990-94 to 2000-04)		

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

Street Segment ID: SE-M-3

SE MILWAUKIE AVENUE

Boundaries: SE Powell to SE Pershing Length: 0.16 miles

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

Number and Size of Lots by Zone Type Source: BOP

	Numbe	er of Lots		Size of Lots		Number of			f Lots by Size (SQFT)		
ZONE TYPE	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	23	100%	118,797	100%	5,165	20	2	1	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	23	100%	118,797	100%	5,165	20	2	1	0	0	

Distribution of Lots by Zone Type	Source: BOP	
	Segment	All Segments ²
General Commercial	0%	23%
롯 Central Commercial	0%	4%
Storefront Commercial	100%	24%
G Central Commercial Storefront Commercial Mixed Commercial/Residential Neighborhood Commercial	0%	2%
Neighborhood Commercial	0%	6%
Office Commercial	0%	1%
= Employment	0%	9%
□ Industrial	0%	2%
တ္က Single-Dwelling Residential	0%	4%
© Single-Dwelling Residential 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	70%	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	4%	6%
Employment & Industrial	N/A	13%
Residential	N/A	6%

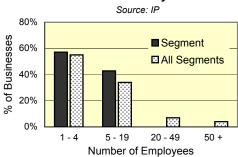
BUSINESS AND EMPLOYEE SUMMARY for lots that front the street segment

Businesses and Employees by Use Type Source: IP

USE TYPE	% of Businesses		% of Er	% of Employees ³		
USE TIPE	Segment	All Segments ²	Segment	All Segments ²		
Retail	57%	34%	51%	34%		
Personal Services	7%	8%	18%	5%		
Other Services	14%	10%	13%	11%		
Office	14%	28%	9%	26%		
Auto Service/Repair	0%	5%	0%	3%		
Auto Sales/Rental	0%	2%	0%	3%		
Institutional	0%	4%	0%	10%		
Industrial	7%	9%	9%	8%		
Agriculture/Mining	0%	0%	0%	0%		

14
88
70
25%
79
79 494

Businesses by Size



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.