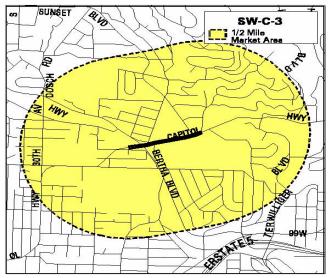
SW CAPITOL HWY Street Segment ID: SW-C-3

Boundaries: SW Cheltenham to SW 21st Ave

Length: 0.35 miles

OVERVIEW

This segment is part of the Hillsdale Town Center and is designated a corridor by the Region's 2040 Growth Concept. It is a pedestrian district, major city traffic and transit priority street and city bikeway. As such, it must meet expectations for a wide variety of people. Compared to the citywide average, this segment contains slightly higher people and households per acre, lower household size and almost identical age distribution. Both incomes and housing costs are higher and there is less racial diversity. Due to the concentrated commercial zoning (92%), this segment contains 88% more businesses and 63% more employees per mile than the combined segments. Though most people work for businesses with 1-19 employees, staff from Wilson High School and Rieke Middle School are not included. The latter contribute to the purchasing power of the town center, above and beyond both the immediate market area and the through-traffic.



Street Segment and Surrounding 1/2-Mile Market Area

TRANSPORTATION SUMMARY

-		•		
	l rat	tic	Source:	DDOT

TSP Street Classification¹: Major City Traffic Street Average Daily Traffic Volume²: 20,078 Number of Traffic Lanes: 4

Transit Sources: PDOT and Metro

TSP Street Classification 1: Major Transit Priority Street Transit Service: Bus Routes 44, 45, 54, 56, 61, and 64

Pedestrian Source: PDOT

TSP Street Classification 1: Pedestrian District Pedestrian District: Yes

Bicycle Source: PDOT

TSP Street Classification 1: City Bikeway Bike Lane: Yes

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

Demographic Information Source: CN

	Segment	Portland
Total Population	4,019	530,638
People per Acre	5.6	5.5
Total Households	1,803	224,425
Households per Acre	2.5	2.3
Mean Household Size	2.2	2.4
Mean Household Income	\$65,552	\$52,020

Age Distribution Source: CN

	Segment	Portland
0 - 17 Years Old	21%	21%
18 - 34 Years Old	29%	29%
35 - 64 Years Old	38%	39%
65+ Years Old	13%	12%

Ethnic and Racial Composition Source: CN

	Segment	Portland
Non-Hispanic	94.5%	93.2%
White	82.6%	75.5%
Black	2.6%	6.2%
Native American	1.0%	0.9%
Asian	5.3%	6.3%
Pacific Islander	0.2%	0.4%
Other Race	0.3%	0.2%
Two or More Races	2.7%	3.8%
Hispanic	5.5%	6.8%
Real Estate Sales Source: CA		

	Segment	Portland
Median SFR ³ Sales Price (00-04)	\$243,500	\$160,500
% Change in SFR ³ Sales Price	88%	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: SW-C-3

SW CAPITOL HWY

Boundaries: SW 21st to SW Cheltenham Length: 0.35 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 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	92%	385,742	74%	16,771	4	12	7	0	0
Employment & Industrial	0	0%	0	0%	0	0	0	0	0	0
Residential	2	8%	134,115	26%	67,057	0	1	0	0	1
Other ¹	0	0%	0	0%	0	0	0	0	0	0
Total	25	100%	519,857	100%	20,794	4	13	7	0	1

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

	Segment	All Segments ²
Commercial	78%	79%
Employment & Industrial	N/A	82%
Residential	100%	91%

Approximate Lot Vacancy by Zone Type

Sources: BOP and CA

	Segment	All Segments ²
Commercial	17%	6%
Employment & Industrial	N/A	13%
Residential	0%	6%

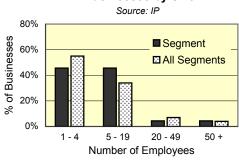
BUSINESS AND EMPLOYEE SUMMARY for lots that front the street segment

Businesses and Employees by Use Type Source: IP

USE TYPE	% of Bu	usinesses	% of Employees ³		
USE TIPE -	Segment	All Segments ²	Segment	All Segments ²	
Retail	41%	34%	60%	34%	
Personal Services	22%	8%	9%	5%	
Other Services	7%	10%	2%	11%	
Office	24%	28%	27%	26%	
Auto Service/Repair	2%	5%	1%	3%	
Auto Sales/Rental	0%	2%	0%	3%	
Institutional	2%	4%	0%	10%	
Industrial	0%	9%	0%	8%	
Agriculture/Mining	2%	0%	0%	0%	

Approximate Number of Businesses Source: IP	46
Businesses per Mile	131
Businesses per Mile for All Segments ²	70
% Different from All Segments ²	88%
Estimated Number of Employees ³ Source: IP	478
Employees per Mile	478 1366

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.