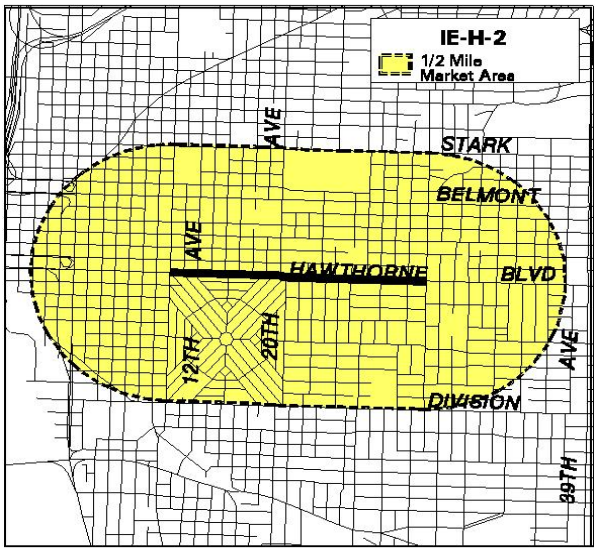
SE HAWTHORNE BLVD

Street Segment ID: IE-H-2

Boundaries: SE 12th to SE 30th
Length: 0.92 miles

OVERVIEW

This segment on SE Hawthorne is a designated Main Street in the Region 2040 Plan. Compared to the citywide average, people per acre are twice the average; households per acre are close to three times the average. Household size is below average. Housing prices have appreciated 182% and are significantly higher than the city average; household incomes, however, are below the average. The segment is not significantly racially diverse with 85% Non-Hispanic White. The segment has a higher than average young adult (18-34 year-olds) population and a significantly lower than average of 0-17 year olds (12% versus 21%). The segment has a higher than average percentage of small firms. There is a presence of mixed business uses, from Retail to Industrial. Retail is the dominant use (38%), but Personal Services and Industrial Uses surpass the number of businesses in all of the segments. Zoning in this segment is primarily Multi Dwelling Residential (53%) and Storefront Commercial (42%).



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]:	21,349
Number of Traffic Lanes:	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	**13,063**	**530,638**
People per Acre	12.0	5.5
Total Households	**6,911**	**224,425**
Households per Acre	6.4	2.3
Mean Household Size	**1.9**	**2.4**
Mean Household Income	**$45,773**	**$52,020**

Age Distribution *Source: CN*

	Segment	Portland
0 - 17 Years Old	12%	21%
18 - 34 Years Old	43%	29%
35 - 64 Years Old	37%	39%
65+ Years Old	8%	12%

Ethnic and Racial Composition *Source: CN*

	Segment	Portland
Non-Hispanic	**96.0%**	**93.2%**
White	85.0%	75.5%
Black	2.4%	6.2%
Native American	1.0%	0.9%
Asian	4.3%	6.3%
Pacific Islander	0.1%	0.4%
Other Race	0.4%	0.2%
Two or More Races	2.8%	3.8%
Hispanic	**4.0%**	**6.8%**

Real Estate Sales *Source: CA*

	Segment	Portland
Median SFR[3] Sales Price (00-04)	$240,000	$160,500
% Change in SFR[3] Sales Price (from 1990-94 to 2000-04)	182%	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	38	46%	538,852	59%	14,180	3	32	1	2	0
Employment & Industrial	0	0%	0	0%	0	0	0	0	0	0
Residential	45	54%	375,599	41%	8,347	8	36	1	0	0
Other[1]	0	0%	0	0%	0	0	0	0	0	0
Total	**83**	**100%**	**914,451**	**100%**	**11,017**	**11**	**68**	**2**	**2**	**0**

Distribution of Lots by Zone Type *Source: BOP*

		Segment	All Segments[2]
COMMERCIAL	General Commercial	0%	23%
	Central Commercial	0%	4%
	Storefront Commercial	42%	24%
	Mixed Commercial/Residential	0%	2%
	Neighborhood Commercial	4%	6%
	Office Commercial	0%	1%
E & I	Employment	0%	9%
	Industrial	0%	2%
RES	Single-Dwelling Residential	1%	4%
	Multi-Dwelling Residential	53%	24%
	Other[1]	0%	1%

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

	Segment	All Segments[2]
Commercial	82%	79%
Employment & Industrial	N/A	82%
Residential	98%	91%

Approximate Lot Vacancy by Zone Type

Sources: BOP and CA

	Segment	All Segments[2]
Commercial	11%	6%
Employment & Industrial	N/A	13%
Residential	2%	6%

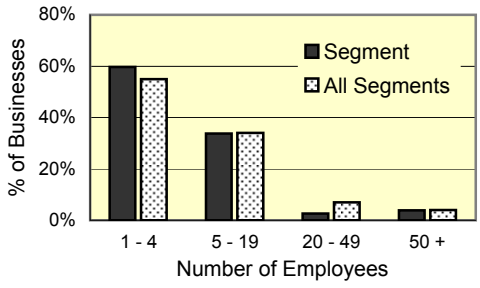
BUSINESS AND EMPLOYEE SUMMARY for lots that front the street segment

Businesses and Employees by Use Type *Source: IP*

USE TYPE	% of Businesses		% of Employees[3]	
	Segment	All Segments[2]	Segment	All Segments[2]
Retail	38%	34%	34%	34%
Personal Services	13%	8%	38%	5%
Other Services	10%	10%	4%	11%
Office	19%	28%	12%	26%
Auto Service/Repair	4%	5%	3%	3%
Auto Sales/Rental	0%	2%	0%	3%
Institutional	4%	4%	2%	10%
Industrial	12%	9%	5%	8%
Agriculture/Mining	0%	0%	0%	0%

Businesses by Size

Source: IP



Approximate Number of Businesses *Source: IP*	77
Businesses per Mile	84
Businesses per Mile for All Segments[2]	70
% Different from All Segments[2]	20%

Estimated Number of Employees[3] *Source: IP*	755
Employees per Mile	821
Employees per Mile for All Segments[2]	837
% Different from All Segments[2]	-2%

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.